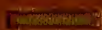


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¼ or ½ hour  Music

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with  
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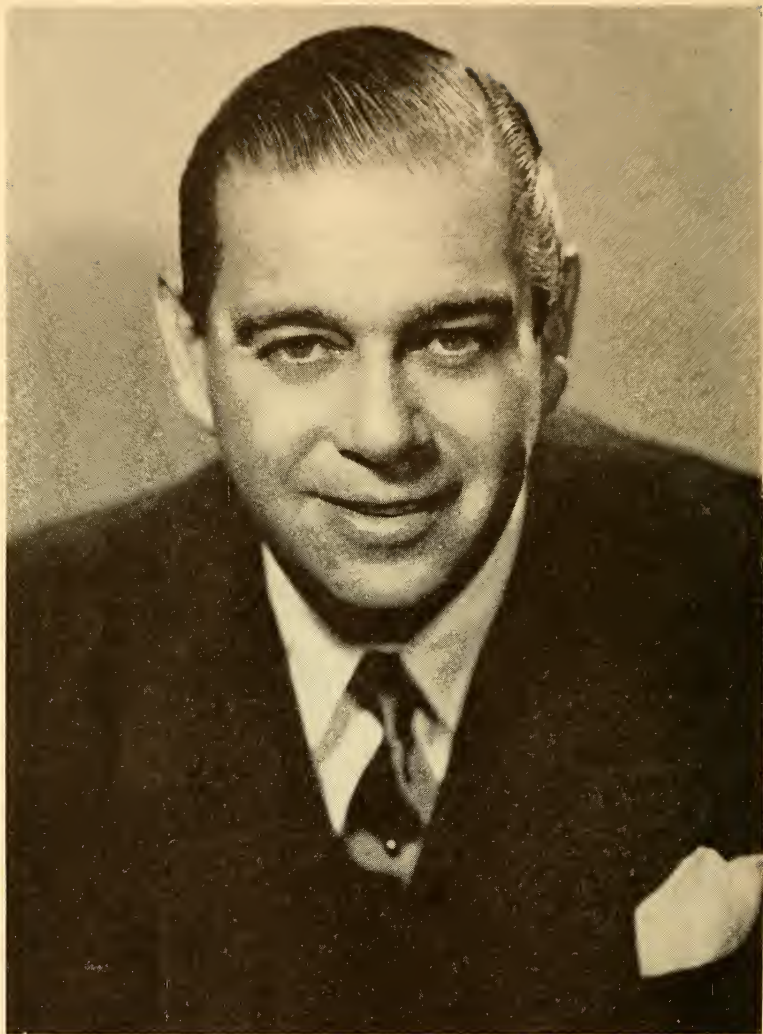
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ANNUAL

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*JACK ALICOATE*

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1952

M/B/R/S

## Radio's Fourth Decade



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The period of 1922 to 1932 saw the birth of this new medium with its capacity for public service.

The next decade, 1932-42 were years of commercial development with the pattern of potentialities seemingly boundless.

In the third period, 1942-1952 radio attained its full stature as a medium of communications.

This year with radio on the threshold of a prosperous new decade, *Radio Annual* is proud to record the progress of the communications art. In this, our 15th annual edition, we give permanent record to the achievements of those whose creative energy sustains this expanding communications service.

*Jack Alicoate*  
*Editor-in-Chief*

1952

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**AM-FM-TELEVISION**

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1952

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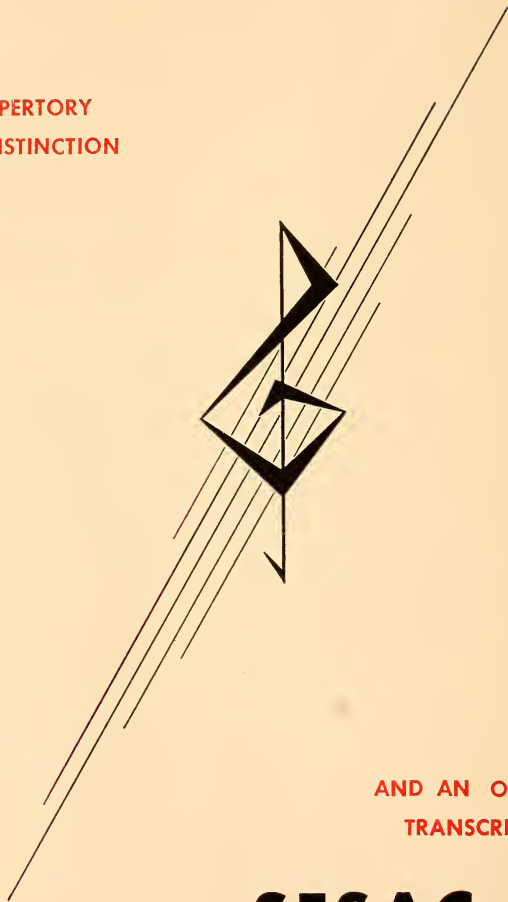
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TYPE	TITLE	MINUTES	DAYS
BASIC NEWS	World News Roundup	15	Weekdays, 7 times Sunday, 6 times
	The World in Brief	5	Weekdays, 11 times Sunday, 11 times
	The World in a Nutshell	1	Weekdays, 7 times Sunday, 6 times
SPORTS	Speaking of Sports	5	Monday through Saturday
	The Sports Lineup	5	Every day
	Great Moments in Sports	5	Monday through Saturday
	Sizing Up Sports	15	Sunday
FOR WOMEN	In the Woman's World	5	Monday through Saturday
	Women in the News	5	Monday through Saturday
	Mainly for Women	5	Monday through Friday
	Your Home	5	Saturday
HUMAN INTEREST	Names in the News	5	Monday through Saturday
	Time Out	5	Monday through Saturday
	In Your Neighborhood	5	Monday through Saturday
	In Movieland	5	Monday through Friday
	Flash Back	1	Monday through Friday
	United Press Almanac	1	Every Day
	Do Tell	5	Sunday
	In Their Own Words	5	Sunday
FARMING	On the Farm Front	5	Every Day
	Daily Farm Market Survey	5	Monday through Saturday
	Rural Roundup	5	Tuesday through Saturday
COMMENTARY & REVIEW	Today's United Press Commentary	5	Every Day
	Korean Story	5	Monday through Friday
	Under the Capitol Dome	5	Monday through Saturday
	United Press War Analysis	5	Monday through Friday
	Highlights of the Week's News	15	Sunday
	This is Washington	15	Sunday
BUSINESS & SCIENCE	United Press Reporting	15	Sunday
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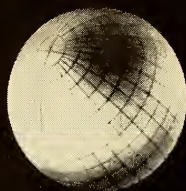
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**MARCH OF TIME**



**TELEVISION**

*Television Sales Department  
369 Lexington Avenue  
New York 17, New York*

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AIR FEATURES, Inc.

347 MADISON AVENUE

NEW YORK CITY

MUrray Hill 9-  
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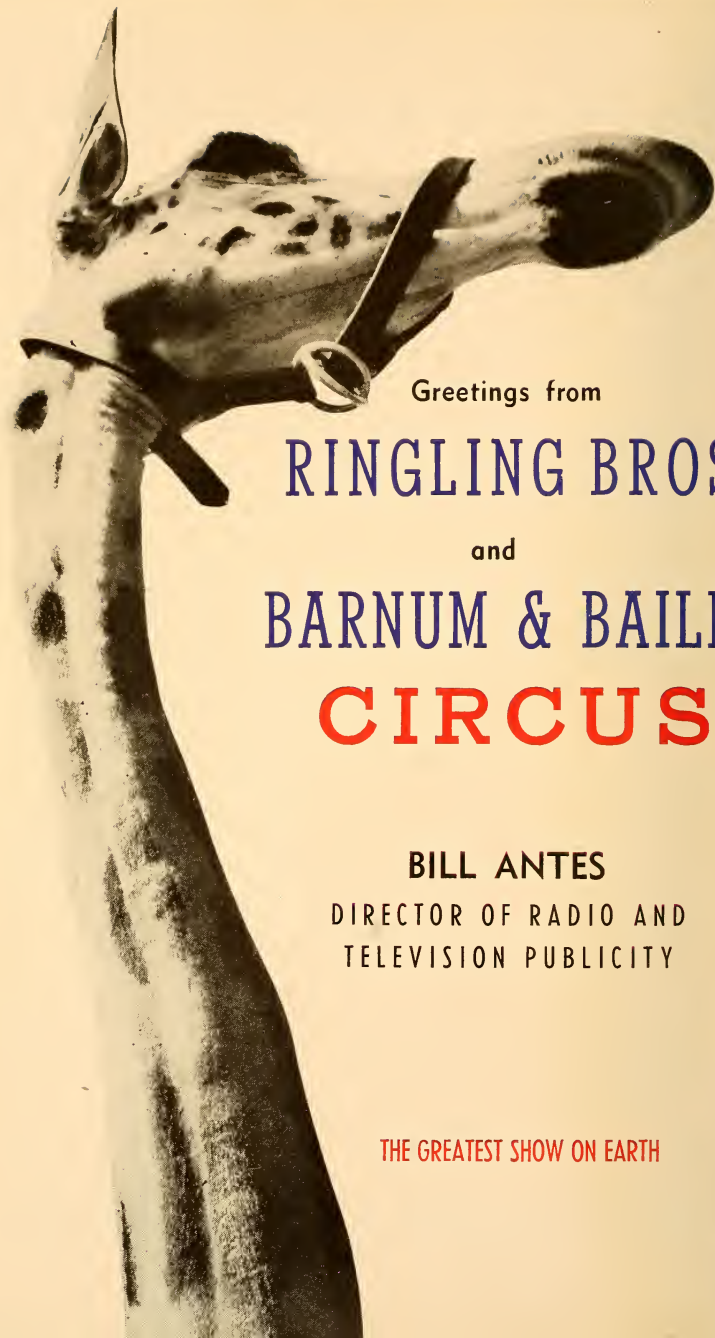
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Greetings from

**RINGLING BROS.**

and

**BARNUM & BAILEY**

**CIRCUS**

**BILL ANTES**

DIRECTOR OF RADIO AND  
TELEVISION PUBLICITY

**THE GREATEST SHOW ON EARTH**

# MEMORABLE YEAR AHEAD

## EXPANSION OF VIDEO WILL HIGHLIGHT ACTION

By **PAUL A. WALKER**

*Chairman*

*Federal Communications Commission*



**T**HE year 1952 will be forever memorable in broadcasting history for the inauguration of America's new nationwide, improved, expanded, and competitive system of television.

That this system will be accorded a hearty welcome by the American public goes without saying. The hunger for television all over the nation can be judged no better than by examining the huge volume of correspondence with which the Commission has been deluged. The great mass of people who have seen television have taken it to their hearts. The great mass who do not have it are demanding it with ever-increasing impatience.

The scope of this industry is so great, the potential investments are so huge, the stake of the public in its stability and acceptability is so vital that the Commission has had to exercise maximum care in laying the foundation.

The new system will provide for a minimum of 2000 assignments. Just how soon that many stations can be built remains to be seen. The enterprise of industry, the ability of smaller communities to support stations, the availability of materials and manpower—all these are factors in determining the speed at which the new system will grow.

Here I would sound a note of warning. With television station construction dammed up for three and a half years, it is easy to sympathize with the eagerness of those entrepreneurs who have been waiting so long to start building. I know their problems. Their money has been earmarked. Their plans have long been made. They want to see their towers go up. But they must realize the realities of the Commission's position. With a limited staff, the Commission cannot process applications on a land-office scale. These applications, with their legal, technical and financial questions, are complex matters. It takes experienced personnel to process them. When new people are hired they must be specially trained. And the many hearings that we know will be necessary involve even greater delays. Applicants would do well to inform themselves of the real nature of the task that confronts the Commission not only for their own benefit but also so that they can intelligently answer the questions that are asked of them by members of their community.

While the Commission bends every effort to foster the growth of this new medium of mass communications, it is well to ponder the responsibilities that industry has to build soundly for the future. Every attention should be given to the development of programming that will truly serve the real needs of the communities. Television cannot be merely a luxury service or a toy or a pastime. To play an indispensable role in the nation's life, television must perform the crucial service of informing the citizens on the issues of the day.

While many basic questions involved in building television have been decided or are in the process of being decided, many others will confront us in the future.



# GUY LOMBARDO

and his

Royal Canadians

## AMERICA'S NUMBER ONE BAND

---

LUCKY STRIKES' "YOUR HIT PARADE", NBC

HOTEL ROOSEVELT GRILL, NEW YORK

F. W. ZIV CO. TRANSCRIPTIONS

DECCA RECORDS

CONCERTS

### NUMBER ONE WITH FANS AND EDITORS

Publicity: DAVID O. ALBER ASSOC., Gene Shefrin

# NARTB PROGRESS REPORT

By HAROLD E. FELLOWS, President, National Association of Radio and Television Broadcasters

JUST as they have throughout the history of radio and television, legislative and regulatory matters continue to be among the major problems facing the broadcasting industry. It is heartening to note, however, that some of our legislators are well aware of the vital role played by broadcasting on the national scene in times of peace and war. As more of the public's elected representatives learn something of our business, the task of preserving the system of free enterprise broadcasting will be eased.



Fellows

A most encouraging example of this legislative understanding is contained in recent statements and discussions by Senator Edwin C. Johnson, Chairman of the Senate Interstate and Foreign Commerce Committee, and some of his colleagues on that committee, and in some of the regulations issued by the Federal Communications Commission.

It is gratifying to observe the development of this type of thinking. Our integrity, objectives and sense of personal and professional responsibility constitute a "priceless ingredient." It must be cherished, nurtured and protected. We can and will, through daily performance, maintain this high regard for our efforts.

Broadcasting stands at the threshold of its greatest era. As the new year opened broadcasters were serving approximately forty-three million radio homes. Most of the nearly fourteen million home receivers manufactured, according to RTMA figures, since the 1950 national census are in use. More than seventy-five per cent of all new automobiles are radio equipped. Indications are that set manufacturers will be unable to meet 1952 demands if defense needs continue to restrict materials. As 1951 closed there were 2,327 AM stations—95 more than when the year opened—648 FM stations and 108 TV stations on the air.

I am confident that when the "freeze"

is lifted television will keep pace of this expansion and join other mass communications media in all the national markets. I do not agree, however, with those who doom radio to oblivion with the advent of the "thaw." In the light of mass media history it seems more logical to regard radio and television as complementary rather than competing, media. Each will command specific areas of service in our ever-enlarging nation.

Advertising, the nerve system of America's economy, is getting bigger and better. So long as consumers need goods and services and manufacturers and suppliers need customers both radio and television will perform importantly in the successful fusion of these elements.

There may of necessity be a period of adjustment as television undergoes its growing pains, ailments very similar to those suffered and survived by radio back in the 1920s; and as radio is shaken from a complacency developed through long-time dominance in the communications field. But each will survive to find a rightful position in the plane of national prosperity and the family circle of mass communications media.

Radio and television have compiled impressive records of public service to the nation. This year will be no exception. Since the outbreak of hostilities in Korea each has volunteered heavily of facilities for broadcasting in the emergency. To cite cases . . . Civil Defense instruction; Defense Bond sales; blood bank appeals; recruitment campaigns; state-of-the-nation addresses by the President and other governmental leaders. I doubt that a single broadcaster has let these patriotic calls go unheeded. I also doubt that any of the other media have made more substantial contributions. This policy of cooperation will continue as long as there is a job to be done.

In this year of national elections both media welcome the opportunity to further serve the public interest by performing the important task of bringing the candidates and their platforms into the living rooms of the voters. Arrangements have already been made to broadcast and telecast the national conventions of both major political parties, to stage get-out-the-vote campaigns and to give election

(Continued on Page 74)



# JACK BENNY

# RADIO-TV FORGING AHEAD

By FRANK BURKE, Editor of Radio-Television Daily

**R**ADIO and television are doing right well in this year 1952 despite prophets of gloom who had radio on the ropes the past year and television trying to find its place in the nation's advertising pattern.

After a year of re-appraisal in which radio took stock of its potency as a medium and counted its circulation as compared to other advertising services, both networks and stations predicted that 1952 would bring billing increases from 10 to 15 per cent. Total gross radio billings of the networks last year aggregated \$185,000,000.



Burke

The television outlook is even brighter. In 1950 the four TV networks billings totalled around \$45,000,000, while the past year saw TV billings mount to over 239.5 million. Some are predicting that billings this year will pass the \$300,000,000 mark.

Of 106 TV stations (i.e., including all but two of the network owned and operated stations for which data was not separately available) 93 reported profitable operations during 1951. Of these, 10 stations reported income between \$600,000 and \$1.0 million; eight stations between \$1.0 and \$1.5 million and five stations reported incomes in excess of \$1.5 million. The median income of the 93 stations was \$350,000 as compared to a median income of \$129,200 for 53 stations reporting a profit in 1950.

Several factors contributed to revitalized radio sales and promotion drives. Efforts of the Association of National Advertisers to beat down radio rates in TV markets and the subsequent radio rate cuts by networks put the radio broadcasters in a fighting mood. This was especially true in non-TV markets with the broadcasters stepping up the tempo of their sales promotion.

The advent of Broadcast Advertising Bureau, Inc., as a sales and promotion service organization to the radio broadcasters was a stimulating hypo to the industry. During the past year BAB under the able

direction of William B. Ryan, president, has brought the story of radio's sales effectiveness to all sections of the country and has engendered enthusiastic support of broadcaster members in the work of the organization.

Another campaign which attracted nation-wide attention was the combined efforts of radio broadcasters in the Detroit area to sell radio as a community service to the listeners as well as the advertisers. Adopting the slogan, "Everywhere You Go There's Radio," the Motor City broadcasters staged a most effective campaign which was copied in many other communities and brought revived interest in the medium.

National spot radio and sales on the local level have aided materially in keeping up the billings of stations throughout the country. The spot business picture is bright and 1952 should find more national advertisers using local and regional webs than ever before in the history of broadcasting.

The television outlook is most promising. With the lifting of the TV freeze and the channel allocations in many secondary markets it is expected that before year's end the number of TV stations on the air will increase from 108 stations operating in 67 cities to probably 200 stations. On January 15 there were a total of 450 VHF applications on file and 29 UHF applicants.

It is expected that the number of UHF applications will increase considerably with the lifting of the freeze. The UHF stations, according to IRE spokesmen, will probably spread to the secondary markets where UHF transmitters and receivers will be the first television to be introduced in those areas.

The coming national political conventions and the national election is expected to boom TV receiver sales in established markets this summer and fall. Manufacturers, distributors and dealers are planning intensive promotional and sales campaigns to swell the TV audience to around 20,000,000 sets by Election Day. At present there are around 15,000,000 sets in use in the United States. The audience potential for this election year is expected to swell to around 65,000,000 persons.

The rejuvenation of radio and the boundless opportunities for expansion in the television industry augurs well for 1952-53.



**MR. TELEVISION**

# TEN TOP RADIO-TV NEWS EVENTS OF 1951

*The RADIO-TELEVISION DAILY selections of the top ten news events of 1951 and outstanding radio network broadcasts follow:*

- 1—Korean Armistice Negotiations and Prisoner of War List.
- 2—President Truman Fires General MacArthur.
- 3—Kefauver Crime Hearings.
- 4—The British Elections and Churchill's Return to Power.
- 5—Internal Revenue Department Scandals.
- 6—Amateur Sports Investigations.
- 7—Anglo-Iranian Oil Dispute.
- 8—The Eisenhower Question.
- 9—Government Controls to Prevent Inflation.
- 10—National League Pennant Play-off.

## Outstanding Broadcasts

- CBS-Radio—"The Nation's Nightmare."
- NBC—"Assembly VI" (United Nations).
- ABC—"USSR Documentary."
- Mutual—World Series Coverage.



# HOPE



**1952**

**CHESTERFIELD PROGRAM  
PARAMOUNT PICTURES**

# BAB'S REALLY IN BUSINESS!

By WILLIAM B. RYAN, President, Broadcast Advertising Bureau, Inc.

NINETEEN HUNDRED FIFTY-TWO will mark the Broadcast Advertising Bureau's first full year as a completely independent corporation. We feel that this calls for a restatement of aims and an elaboration of activities.

First, a little background information.

The BAB is an outgrowth of the Broadcast Advertising Department of the National Association of Broadcasters. In June of 1949 it was established as a Bureau of that organization and then in April 1951 started functioning as a separate corporation.

It grew out of radio's need for an independent, alert and progressive promotion Bureau.

Upon becoming an independent and autonomous corporation this past April, BAB had two immediate objectives:

1. It had to organize itself and redefine its objectives in order to be in a position to immediately render service to the entire industry.
2. It had to increase and extend the number and variety of services formerly provided.

*Both of these were accomplished.*

Here's a report of how the BAB is accomplishing these aims.

Services are distributed within the two general categories of national and local promotion. The distinction between the two can best be arrived at by an analysis of the individual projects.

On the national level, BAB promotional activities concern themselves basically with spot and network advertisers. This is being accomplished through a series of projects designed to present radio's impact to national advertisers, national chains and associations, and national-local advertisers. For instance, a series of special presentations on radio's values are now underway and include those scaled to the needs of specific industries. Plans also call for a basic presentation on radio and another dealing with the farm market.

BAB's national promotion department



Ryan

is also instituting regular communication with advertisers and agencies in the form of two direct mail pieces, each to be issued twice monthly. Advertisers receive a sales letter containing special data pertinent to radio sales while agencies are earmarked for a "Kiplinger-type" newsletter on radio advertising activities.

In the field of basic research BAB is not only collecting and evaluating extant materials, but also plans a series of studies to learn the true value of radio coverage, saturation and sales impact. There will be a pilot study to determine the size of the extra-set market; a test to determine the sales impact of radio vis-a-vis other advertising media in the packaged goods and heavy appliance field; an interim report on all material now extant on all out-of-home listening plus automobile-radio coverage and listening pattern, to be followed in the spring by a national sampling of car-radio listening.

In the competitive aspects of radio sales, BAB will publish a salesman's handbook containing basic facts of newspaper readership. Preparation is also underway on a second edition of a previously BAB-distributed volume on magazine county-by-county circulation statistics, with a comparison of radio-magazine penetration on a national basis plus an additional presentation containing all information available on the trend, pattern and size of radio listening in radio-TV homes.

Local promotional activities will include a continuation of several services instituted to stations during the past year; the revision from a quality and quantity standpoint of many others, plus the addition of three new projects.

BAB's local promotion falls into two basic categories:

1. Regular releases on a weekly or monthly basis, and
2. Special projects.

The first category includes such well-received services as BAB Salesman, Retail Information Folders, Co-op Cards & Bulletins, Local Business Sales Aids, Sales Opportunities, Library Bulletin, Radio Gets Results, Reports and Copy-Minded Selling Aids.

... while BAB's plans in the special project field include a master presentation containing a summary of all salient reasons why local merchants should buy

*(Continued on Page 74)*



## RED SKELTON

### TELEVISION

For Procter and Gamble  
(A Russell M. Seeds Co. Production)  
Full NBC-TV Network  
Sundays: 10 to 10:30 P.M., E.S.T.

### RADIO

Full CBS-Radio network  
United States and Canada  
Wednesdays: 9 to 9:30 P.M., E.S.T.

### MOTION PICTURES

Metro-Goldwyn-Mayer  
"Texas Carnival"  
"Lovely To Look At"  
(Just Completed)



# ADVERTISING OUTLOOK—1952

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

**WHAT** is the year's outlook for advertising volume, and hence for radio and television billings?

The new year brings a number of reasons why there should be no letup in advertising effort—but rather a step-up.

While many companies have reported increased sales, they have also shown a considerable decline in their net profits; they will need to increase sales even further to maintain profits in the face of higher taxes and higher break-even points.

We have seen continued buyer resistance in a number of lines that are still in ready supply.

There is still a considerable accumulation of inventories in distribution channels. We are hearing concern, already, whether industry will successfully adjust from defense production—whether we can find customers over the next few years for a vastly expanded output of goods and services without some degree of recession.

Whether or not there will be a substantial increase in advertising effort will be at the decision of business management. And it will depend to a large extent on advertising agencies.

Agencies have the job of convincing business that the results will justify aggressive advertising activity. In the midst of high costs, their advertising plans must be still more effective. They will need all the help, ammunition and cooperation that media can give.

Among media, it seems to me that broadcasting faces the year's opportunities with some new assets to its credit.

There is the recomposition of the national organization, as the NARTB, under new leadership. And there is the reconstitution of Broadcast Advertising Bureau, with an organized sales program and under new leadership.

There is also the reconstitution of Advertising Research Foundation, as a fully



*Gamble*

tri-partite organization open to broadcasters and other media as participating subscribers. Given strong support by broadcasters, there is machinery here to do broadcasting research that has recently been much agitated for.

There has also been a healthy tendency, in broadcasting, to review time and talent costs in relation to general program effectiveness. It is healthy and fore-armed, I think, because advertisers will be increasingly cost conscious about all media during 1952.

At the same time, there are places in the broadcaster-agency relationship where we are still surprisingly weak.

We must strengthen our business relationship—in such fundamentals as rate cards and contracts, to facilitate time buying—in improving station billing practices, in speeding up collections and in warding off credit losses.

It should be a cause of serious concern that the credit losses by broadcasters have been far, far higher than those of any other media and bad in comparison even with most other industries. Now, when advertisers are up against material shortages and the other difficult factors of a semimobilized economy, business failures can come most unexpectedly.

There are several ways to guard yourself against credit losses on general advertising.

First, you can make sure that the advertising agencies which you "recognize" are sound financially. This means that the agency should have financial integrity, collect promptly from its clients, pay media by their due dates and have enough capital on hand to meet emergencies. You can determine agency financial capacity by reviewing the agency's balance sheet. There will soon be machinery in broadcasting, we hope—as maintained among other major media—to collect such facts about agencies for the information of individual stations.

Second, you can be prompt and meticulous in submitting your invoices and affidavits of broadcast. Agencies tell us that many invoices from broadcasters are late and some are inaccurate.

Third, you can install the payment stimulus and credit safeguard that is in effect with majorities of other media—the customary 2 per cent cash discount.





## SPADE COOLEY

"THE SPADE COOLEY SHOW" — TV

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

# TELEVISION PROGRESS REPORT

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

**T**ELEVISION in 1951 revealed a number of significant advances that portend a great future.

Television stations have proved their ability to operate successfully on the economic foundation of the American system of broadcasting.

The television manufacturing industry has survived its early economic hills and valleys. The sales curve climbed at the beginning of the year, then dipped to a low level during the summer. In the final months, a new upswing in sales began.

That fact, together with the sell-out of television time on the air, demonstrated the public confidence in the new art and guaranteed its permanence as a new industry.

The truth about color television became evident in 1951. The public learned the basic meaning of compatibility—a fundamental characteristic of the RCA color system—and that an all-electronic compatible system will make it possible for owners of present television sets to receive color programs, in black-and-white, without any change whatever, and without any contraptions.

This all-electronic, compatible system with its tri-color picture tube, was publicly shown. It transmitted programs from studios and field-pickups over microwave radio relays and the coaxial cable, to other cities. Its superiority over an incompatible system equipped with whirling mechanical discs, which limit the size of the television picture, became self-evident.

In addition, color pictures produced by the RCA compatible system, were successfully projected on a 9 x 12-foot screen in a Broadway theatre.

Television programming in 1951 demonstrated that the new art has a keen appetite for talent and ideas. If all the feature motion pictures produced during a year in Hollywood were available to television, they would only cover about 600 hours, or six weeks out of a year's programs. TV, in a year, presents more new programs

than all other media of public contact combined.

Extension of religious programs and the use of television in education during 1951 revealed the marked effectiveness of such telecasts in vast new fields of service to church, school and home.

Coast-to-coast TV network programs, made possible by cross-country microwave radio relays and coaxial cable extensions, demonstrated that the day is not far distant when every corner of the country will have a reserved seat in the amphitheatre of television. When the TV station "freeze" is lifted many additional communities will enjoy the benefits of television.

Television's expansion in the UHF (ultra high frequency) portion of the broadcasting spectrum was proven in 1951 to be both possible and practical by RCA-NBC scientists and engineers, who two years earlier built an experimental UHF station near Bridgeport, Conn. This is the first UHF television station to operate on a regular schedule.

Full-scale tests at Bridgeport climaxed more than 20 years of continuous research by RCA in UHF. Results from the inception of the project were made available to the entire TV-engineering profession as a major contribution to television's future since UHF can accommodate 70 new TV channels, providing for perhaps more than 2,000 UHF stations.

The development of the RCA Vidicon tube, or small electronic "eye," has made possible portable television cameras and transmitters, even of back-pack size, permitting on-the-spot pickups of special events as well as the remote viewing of industrial processes and other operations.

The Vidicon has also led to the development of a television microscope which extends the range and versatility of the light microscope to facilitate group study of living cells at high magnification.

Achievement of coast-to-coast service during the year gave eloquent promise that television would eventually become international in scope.

While television has thus advanced, its older brother radio, too, has continued to move forward. Today there are 2,400 AM and 680 FM stations in the United States. Daily broadcasts cover 95 per cent of the country.



*Sarnoff*



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

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



# PRODUCTION REPORT FOR '51

By JAMES D. SECREST, General Manager, Radio-Television Manufacturers Association

**T**HE radio-television industry, caught between the prolonged "freeze" on TV station construction and the economic and material curbs brought on by the rearmament program, had its ups and downs in 1951. However, by the end of the year it appeared to have attained some stability and faced the future with renewed optimism.

Production of radio and TV sets boomed in the first quarter in anticipation of increased shortages of raw materials. Government-imposed curbs on consumer buying, however, early in 1951 slowed down the scare buying which followed the Korean outbreak. TV set inventories rose to dangerous levels among dealers, distributors, and manufacturers. With the spring came sharp cutbacks in set production, followed by a substantial reduction in employment and some plant shut-down.

The industry, under RTMA leadership, sought relief via a modification of Regulation W. When the Federal Reserve Board refused to act, the plea was taken to Congress which in the summer compelled the Board to cut credit terms from 25 to 15 percent down payment and extend installment periods from 15 to 18 months. The industry, through RTMA, also succeeded in persuading Congress not to increase excise taxes from 10 to 25 percent as recommended by the Secretary of the Treasury.



Secrest

★

In the early fall production rose again as retail inventories declined and public demand for consumer goods recovered. However, government allocation of critical raw materials had reduced the industry's potential so that TV set production remained well behind the record-breaking level of the last quarter of 1950.

Final tabulations are expected to show industry output of about 5,250,000 TV sets compared with 7,400,000 in 1950 and more than 12,500,000 radios as against 14,600,000

in the previous year. About half the radios manufactured in 1951 were home sets, while auto receiver production accounted for more than one-third and portables for the remainder.

The value of radio and TV sets produced in 1951, at the manufacturer level, was approximately \$1,250,000,000 as compared with \$1,700,000,000 in 1950. However, military production of electronic equipment rose from about \$500,000,000 to more than \$1,000,000,000 during the same periods.

The year's set production brought total TV sets either sold or in distribution channels to more than 16,600,000. Radios produced since World War II totalled 92,000,000.

As for 1952, the industry expects material shortages and other economic curbs to reduce further the output of radio and TV receivers. While all forecasts are necessarily "guess-estimates," the consensus is that less than 5,000,000 TV sets and under 11,000,000 radios will be the limits on the year's production.

★

The decisive role of electronic equipment in warfare was apparent in the large military appropriations made by Congress since the Korean outbreak. Officials estimated military orders for electronics-communications equipment as \$3.8 billion during the first fiscal year after the Korean outbreak and at an equal amount for the 1951-52 fiscal year. Appropriations in this category during the first two years of rearmament consequently represented three-fourths of expenditures throughout World War II.

However, due to the highly intricate nature of much of the equipment and the high ratio of engineering to labor involved, military orders were not evenly distributed within the industry. Procurement officials estimated that only 20 percent of the electronic and radar equipment required by the Armed Services was for mass-produced items comparable to those normally manufactured by radio-television producers.

Defense officials estimate that the output of electronic equipment and components for the armed services will reach its peak in 1952 and level out at about \$600 million a quarter.





FAYE EMERSON—SKITCH HENDERSON

# RCA INCREASES PRODUCTION CAPACITY

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

**D**URING 1951, the Radio Corporation of America as one of the radio-television industry's major producers continued a multi-million dollar plant expansion program to help meet the dual requirements of military and domestic consumers. New manufacturing facilities, plus those established in earlier postwar years under the impetus of television, give RCA the greatest production potential of its 32-year history.

Throughout 1951, RCA accepted a rapidly increasing number of Government contracts for scientific research, engineering development, and production of military equipment in the radio-electronics field. This volume of work, substantial in 1951, is expected to be three to four times greater in 1952, and will reach record levels during 1953. Next year's military output will probably equal in dollar volume the 1942 rate, when RCA plants were devoted 100 per cent to war production.

Military equipment produced by RCA in 1951 included various types of radio communication instruments, "walkie-talkies," radar and sonar equipment, range-finding and navigational instruments, audio and radio devices for airplanes, and numerous types of electron tubes. Radio-electronic instruments currently required by the nation's military forces are far more complex than those used in World War II. For this reason a large and increasing number of RCA engineers is engaged in research and engineering development work on Government projects.

One of RCA's outstanding engineering contributions is in the miniaturization of equipment. Major advance in both electron tubes and circuit designs have made this possible, an excellent example being the Signal Corps' new "walkie-talkie," which is half as big and twice as powerful as the one used in the last war. Similarly, it is now possible to get far more electronic control equipment into airplanes than was heretofore possible.

In addition to RCA's military develop-



Folsom

ment and production projects, more than 600 engineers and technicians of the RCA Service Company are working with the United States Armed Forces in twenty different countries. Their job is to service military radio-electronic equipment and assist in the training of military personnel in the equipment's operation.

In the expanding field of Government electronics, RCA, during 1951, increased its tube design and manufacturing activities significantly and geared its facilities for still greater operations in this field during the coming year.

In the domestic field, RCA, as well as other leading manufacturers in the industry, maintained relatively high levels of production of television and radio sets and phonograph records.

The American public purchased approximately 5,000,000 television receivers during 1951, bringing the total in use throughout the nation to more than 15,000,000. These sales, plus new installation and servicing, added more than \$1½ billion to the national income.

A normal upward trend in sales developed during September and, throughout the fourth quarter of 1951, most top-brand producers were manufacturing television sets up to the limit of the Government's material allocations. The New York market, largest in the country with more than 2,500,000 sets in use, was, for example, absorbing the RCA Victor television line as rapidly as shipments could be made.

The glamour of television sometimes overshadows the fact that the radio and phonograph business are also in a very healthy condition. As a matter of fact, production of radio receivers and radio-phonograph combinations during the year was approximately 12,000,000 units—more than twice the figure for television sales. As a result, the number of radio sets in use throughout the United States at the year-end is more than 100,000,000, or an average of more than two sets per family. No other medium of communications reaches so many persons.

Sales of recorded music rose sharply during 1951, setting a trend that is expected to continue throughout the next year.

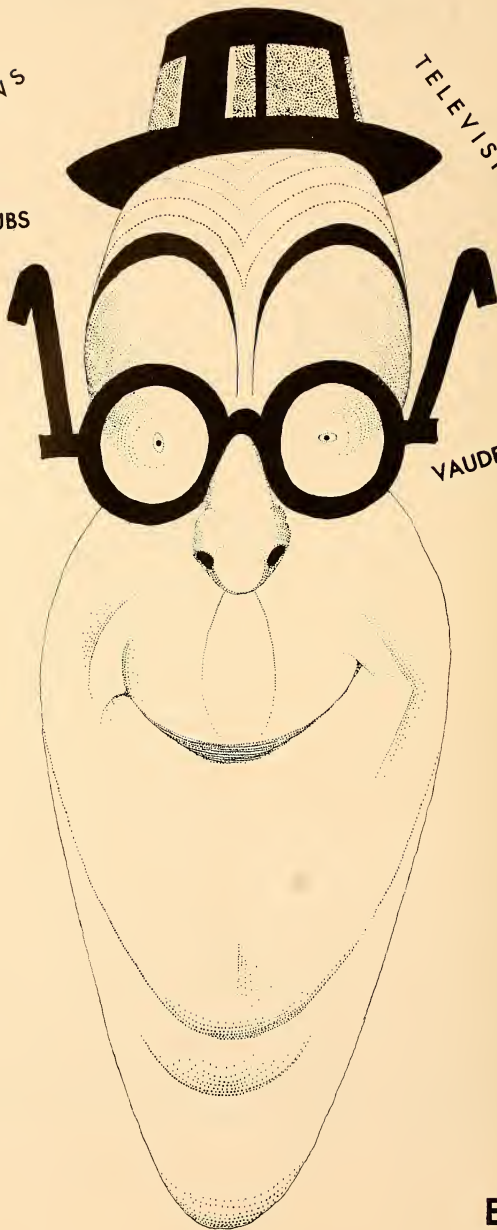
1902

MY FIFTIETH THEATRICAL YEAR

1952

WAGON SHOWS  
NIGHT CLUBS

TELEVISION  
RADIO  
MUSICAL COMEDY



CIRCUS  
CONCERTS

VAUDEVILLE

REPertoire

REVUES

DRAMA

MOTION PICTURES

ED WYNN



# C.A.B. ACTIVITIES IN 1951

By MALCOLM NEILL, Chairman, Board of Directors of CAB

THE Canadian Association of Broadcasters continued to grow in 1951. The Association now numbers among its members one hundred and five of the one hundred and thirty-five privately owned stations in Canada plus thirty-one associate members.

Three major activities have occupied the Association this year in addition to normal and routine matters. Preparation of a brief for the Parliamentary Committee on Radio of the Federal Government and appearances before this Committee. The preparation of volumes of material for argument before the Copyright Appeal Board which is conducting hearings as this report is being prepared and detailed work with the Federal Government Civil Defense authorities.

In our brief to the Parliamentary Committee on Radio the main point of emphasis was that Canadian broadcasting stations should be free to operate under the law like other publishers. In addition to our 160,000 word brief, five appendices were presented to the federal committee. They included material (a) showing that the trend of public opinion in Canada is overwhelmingly in favor of placing all broadcasting under private management; (b) surveys of program preference showing a marked preference among Canadians for programs offered by private stations; (c) a history and background of radio broadcasting; (d) comment upon, and analysis of some of the recommendations contained in the report of the Massey Commission; and (e) a summary of the public service activities provided by community broadcasting stations across Canada. The chief witnesses were T. J. Allard, C.A.B.'s General Manager, Joseph Sedgwick, K.C. C.A.B.'s General Counsel, and Guy Roberge, C.A.B.'s Associate Counsel. The membership was outstanding in their support of the presentation to the Committee. This support is best illustrated by the fact that 97 out of 104 stations who were then members sent telegrams to the



Neill

committee backing up the Association brief.

In the copyright field a serious situation has developed for broadcasters through a demand by CAPAC as ASCAP is known in Canada for greatly increased fees from broadcasters effective January 1, 1952. The C.A.B. is appealing CAPAC's demands and as stated earlier hearings are now proceeding before the Copyright Appeal Board in Ottawa.

A considerable amount of progress has been made in establishing the role Canadian private stations will play in the matter of Civil Defense. In the event of any emergency, no matter how caused, broadcasting will have a tremendously important part to play in providing information, maintaining civilian morale and giving instructions to the civilian defense populace.

During 1951 the Sales and Research Department broke new ground in the field of inter-media comparison and conducted extensive research to contrast Canadian time costs and circulations with those in the United States.

An original study examined Canadian radio trends and circulations during the past ten years. This material was presented to the ACA and CBC; the latter presentation opened discussions on the present unrealistic network station rates. These and other studies have formed the basis for special Canadian sections in the United States trade press. An "ideal" rate card was drafted for consideration by the industry. Extensive work was also carried on in the field of promotion.

The practice of holding regional meetings—meetings of such groups as the Western Association of Broadcasters, the Central Canadian Broadcaster's Association, etc., was also continued and this year's annual meeting, held at the Chateau Frontenac, Quebec City from February 26 to March 1st, 1951, was one of the most successful ever held. It was at the 1951 annual meeting that the Johnny J. Gillin, Jr. Memorial Award, an annual award to be presented to the Canadian station which has performed the most outstanding public service during the year, was presented for the first time. This award was set up in memory of the late Mr. John J. Gillin, Jr. of WOW, Omaha, Nebraska.





*Exclusive Representative:*  
Ted Ashley Associates

*Press Relations:*  
Solters-O'Rourke Associates

# ALL EYES ARE ON TV!

By THAD H. BROWN, Jr., Director Television Operations NARTB

ALL eyes are on TV! Since 1946, neither the public nor the industry has had a chance to catch its breath. There's no doubt about it, the Cathode Ray tube is a goldfish bowl.

As applied to any other industry, 1951 might have been considered a peak year in development and activity. It was just normal for television broadcast: Coming of age, television warranted a place of its own in the NAB and that organization became the National Association of Radio and Television Broadcasters. Senator Ke-



Brown

fauver's crime investigation via TV rocked the land. The FCC issued its famous "Third Notice" and the end of the freeze looked like more than a prediction. The President of the United States stepped on a platform in San Francisco and was seen 3,000 miles away.

NARTB proposed, and the Commission agreed, that expedition was paramount and literally hundreds of cases were "heard" by "written testimony" in the Specific Allocations hearing. Senator Benton personally decided that radio and television broadcast needed government program control and proposed the establishment of a "National Citizens' Advisory Board." "Non-commercial" colleges and universities limited television broadcast of their physical education programs in the interest of the "gate." The nation's heart skipped a beat when a fellow named Bobby Thompson changed the complexion of a World Series right before its eyes. The 108th television station went on the air. As television reported the discouraging war scenes to the public, Red Skelton helped to take their minds off of it. General MacArthur made his Congressional and television debut. Initial experimentation in specific educational programming was continued. As the sands of 1951 were running out, television receivers in the United States hit the 15-million mark. 476 applicants were beating on the doors of the FCC with an estimated 500 more all ready to make their moves when the freeze

ended. Television network gross time sales approached the 125-million mark. The Television Code of the National Association of Radio and Television Broadcasters was promulgated, and the Seal of Good Practice adopted—to go into effect March 1, 1952. In this regard, for Men of the Year, the diary of 1951 in television should record the Television Program Standards Committee: Bob Swezey, Chairman, Harry Bannister, James L. Caddigan, Walter Damm, James C. Hanrahan, Harold Hough, Clair McCollough, Paul Raibourn, Leonard Reinsch, Henry Slavick, Davidson Taylor and Donald Thornburgh.

1952? It already presents a congested calendar—and above all, it's a Presidential election year. A lot of people got into the TV act in 1951. Most of them were still in the act as the year 1952 was entered, and early in January it appeared that they would have plenty of company. The candidates and politicians haven't really started yet, but soon will be donning grease-paint for the greatest show of all.

Whatever happens during this year, one thing is sure—NARTB will watch it closely. In many cases, will do a lot more than "watch."

Real money will be dedicated toward TV construction, installation and operation in 1952. NARTB-TV's "Television Construction Costs—December, 1951," will have to be hurriedly up-dated in accordance with shifting economic requirements, but it presently estimates *minimum* costs for construction of a VHF station in cities with a population between 50,000 and 250,000 to be approximately \$274,000; UHF construction costs for comparable population, \$281,250. Add to this, NARTB's *minimum* operating expense estimate of \$168,530 and one sees the smallest operation spending close to one-half a million dollars the first year.

At the Commission—after the freeze is lifted there will literally be a frenzy of hearings—straining that bureau's capacities to the utmost.

1952 in Television will be another banner year. The miracle of sound plus sight will grow and become even more miraculous, especially as its effect is reflected in the voting process.

Best Wishes

*Kate Smith*

# THIS IS U. N. RADIO

By DOROTHY LEWIS, U. S. Stations Relations, United Nations

**I**N times of crisis people everywhere seek the facts upon which to form a balanced judgment. 1951 was such a time and United Nations Radio presented the facts in 30 languages to hundreds of millions throughout the world. Its news programs in all languages were strengthened in response to increasing demands ever since the outbreak of hostilities in Korea. Thus, objective presentation of international news on AM and TV and such worldwide symposia as "The Price of Peace" were major contributions of United Nations Radio toward clarifying public thinking on the great issues of today.



Mrs. Lewis

Newscasts and feature programs are prepared by the several services: English Language Service; European and Middle Eastern Service; Latin American Service and the Trans-Pacific Service. This regular operation at the United Nations headquarters, with its staff of international civil servants drawn from many systems of broadcasting of member states has been greatly increased during 1951 with the scheduling of the Sixth General Assembly in Paris. Circuits from Paris and from U.N. Correspondents in Korea, as well as material from the many U.N. Information Centers around the world bring daily recorded news, interviews and proceedings for inclusion on all U.N. programs broadcast daily in some 30 languages.

\* \* \*

## U. S. COVERAGE

In the U.S.A., emphasis during 1951 was laid on several projects and developments:

1. Worldwide distribution of "The Price Of Peace" series of talks by world statesmen, climaxed by the cease-fire proposals by Yakov A. Malik in June. This series was relayed to all English-speaking countries and by a news release of the text to all other member states simultaneously each week. CBS aired the talks in the U. S. A.

2. Inauguration of the "Citizens of the

World" (dramatic episodes in the lives of U.N. men and women) in the U.N. STORY series heard on 500 U. S. stations and in other English-speaking countries, and which was awarded the 1951 Ohio State and School Broadcast awards.

3. The television services have been expanded materially. Since November 6, 1951, there has been full coverage by television of the Sixth U.N. General Assembly in Paris over TV in cooperation with the U.N. Department of Public Information. The half-hour program, "The U.N. In Action" (Mondays through Fridays—CBS Network) presents debates, interviews, special features and ceremonies, and on Sundays, a half-hour summary is telecast, "The U.N. This Week." Daily TV coverage of the U.N. meetings taking place in Paris is produced and directed by the U.N. staff, and viewed the following day in the United States by means of Paramount kinescope.

This TV coverage of U.N. activities is also released by RDF in France and over the BBC by means of kinescopes flown nightly to London. The weekly half-hour program over the American Broadcasting Company, "United Or Not," with John MacVane as moderator, presents members of the U.N. Correspondents' Association interviewing a different delegate each week. Other U.N. television in 1951 included special Security Council meetings, and the weekly half-hour program for children, "The U.N. Stamp Club," which was seen over WNBT for 45 weeks in 1950-1951 using philately as a vehicle to disseminate U.N. information.

4. A nationwide project, "U.N. Communications Campaign," was launched in the United States to increase the number of listeners to U.N. shows by 20,000,000. It is sponsored by U.N. Radio and 35 major national organizations. A chairman in each of the 250 selected cities was appointed and 8,000 persons designated by these national groups to serve locally.

5. Another preoccupation of U.N. Radio for 1951 had to do with the move from Lake Success to the permanent headquarters in New York. Each of the Council and conference rooms at Headquarters is provided with a number of booths designed specifically for radio and TV broadcasting.



RALPH EDWARDS

Having wonderful  
fun now on TV.  
Meet me today!



**And Every Monday, Wednesday, Friday  
NBC-TV . . . . . 3:30 P.M., EST**

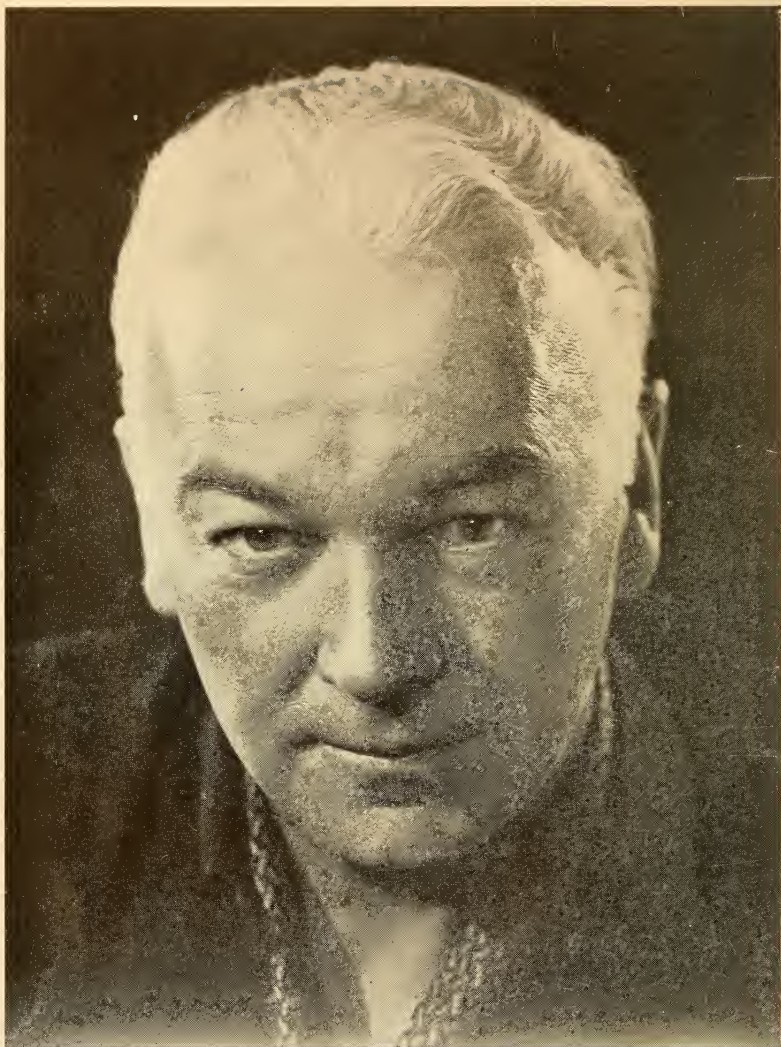
# TV SONG HITS OF '51

(January 1, 1951 to January 1, 1952)

The 35 song hits with the largest television audiences are listed below in order of the total ACI points received in the ACI surveys during the year. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1950 are noted by the date . . . (1950).

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
Too Young (Jefferson).....	12,137	31
*Because Of You (Broadcast Music).....	11,981	27
If (Shapiro-Bernstein).....	10,456	22
Be My Love (1950) (Miller).....	9,947	25
You're Just In Love (1950) (Berlin).....	9,411	31
How High The Moon (Chappell).....	7,689	27
Would I Love You (Love You Love You) (Walt Disney).....	6,048	15
Mockin' Bird Hill (Southern).....	6,046	19
Loveliest Night Of The Year (Robbins).....	6,040	21
Aba Daba Honeymoon (Feist).....	5,476	20
My Heart Cries For You (1950) (Massey).....	5,237	13
*Down Yonder (LaSalle).....	5,144	11
Tennessee Waltz (1950) (Acuff-Rose).....	5,112	15
*I Get Ideas (Hill & Range).....	5,049	20
On Top Of Old Smoky (Folkways).....	4,769	15
Shanghai (Advanced).....	4,600	21
Come On-A My House (Duchess).....	4,412	18
*(It's No) Sin (Algonquin).....	4,203	12
*In The Cool Cool Cool Of The Evening (Burke-Van Heusen & Assoc.).....	4,043	16
It's A Lovely Day Today (1950) (Berlin).....	3,886	18
*Undecided (Leeds).....	3,706	9
*Cold Cold Heart (Acuff-Rose).....	3,690	12
Nevertheless (1950) (Chappell).....	3,483	10
A Bushel And A Peck (1950) (E. H. Morris).....	3,230	12
When You And I Were Young Maggie Blues (Mills).....	3,070	11
*And So To Sleep Again (Paxton).....	2,796	11
Hello Young Lovers (Williamson).....	2,781	14
My Truly Truly Fair (Santly-Joy).....	2,758	14
If I Were A Bell (1950) (E. H. Morris).....	2,646	11
Mister And Mississippi (Shapiro-Bernstein).....	2,433	10
World Is Waiting For The Sunrise (DeSylva-Brown & Henderson).....	2,304	10
Zing Zing Zoom Zoom (Robbins).....	2,204	10
Sparrow In The Tree Top (Santly-Joy).....	2,007	9
Jezebel (Broadcast Music).....	1,947	9
*Domino (Pickwick).....	1,898	7

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**WILLIAM BOYD**

**"Hoppy"**

# FAVORITES OF 1951

*As Selected by Nation's Radio-TV Editors*

## RADIO

### — MAN OF THE YEAR —

**JACK BENNY**  
CBS

## TELEVISION

**ARTHUR GODFREY**  
CBS-TV

### — WOMAN OF THE YEAR —

**TALLULAH BANKHEAD**  
NBC

**IMOGENE COCA**  
NBC-TV

### — DRAMATIC SHOW OF THE YEAR —

**LUX RADIO THEATER**  
CBS

**STUDIO ONE**  
CBS-TV

### — COMEDY SHOW OF THE YEAR —

**JACK BENNY**  
CBS

**RED SKELTON**  
NBC-TV

### — COMMENTATOR OF THE YEAR —

**EDWARD R. MURROW**  
CBS

**JOHN CAMERON SWAYZE**  
NBC-TV

### — DOCUMENTARY OF THE YEAR —

**"THE NATION'S NIGHTMARE"**  
CBS

**"CRUSADE IN THE PACIFIC"**  
ABC-TV

### — QUIZ SHOW OF THE YEAR —

**"YOU BET YOUR LIFE"**  
NBC

**"YOU BET YOUR LIFE"**  
NBC-TV

### — SPORTSCASTER OF THE YEAR —

**HARRY WISMER**  
ABC

**JIMMY POWERS**  
NBC-TV

### — CHILDREN'S SHOW OF THE YEAR —

**"LET'S PRETEND"**  
CBS

**KUKLA, FRAN AND OLLIE**  
NBC-TV

### — SONG HIT OF THE YEAR —

**"TENNESSEE WALTZ"**  
BMI

**"BECAUSE OF YOU"**  
BMI





**MEL ALLEN**

# NATION'S RADIO SETS INCREASE

*Results of Joint Radio Network Committee Survey*

**A** TOTAL of 105,300,000 radio sets—an average of 1.8 sets in every radio home in the United States, is the figure arrived at by the Joint Radio Network Committee, composed of research representatives of the four major wired networks, for the beginning of 1952.

This new high figure represents an increase of 9,300,000 radio sets, some 9.7 per cent over the 96,000,000 estimate of a year ago and reveals radio to be in a healthy and growing period, despite the tremendous growth of television in the year's time.

According to the estimates of the committee, 900,000 new radio households were added in a year's time. Secondary and portable sets, added during the year to already existing radio homes came to 4,000,000 while 4,400,000 additional radio-equipped automobiles, completed the increase of 9,300,000 sets.

For the first time this year, a new category—sets in institutions, dormitories and barracks was instituted. This, plus the out-of-home sets, cars and portables, have always been overlooked in totalling up the number of national sets, but, nevertheless, account for an imposing total.

In a breakdown of the figures the Joint Committee finds that 42,800,000 homes in the country have at least one radio. Secondary and portable sets in households, in all radio homes, add up to 34,000,000. Automobiles on the roads today have an estimated 23,500,000 radios and there are 5,000,000 sets in other places.

showed higher radios, but since they seemed inadequate for projections, they were dismissed and the national figure was taken. It may be recalled, at this point, that the BMB study, 1948, gave the percentage figure of homes with radios at 94.2 per cent. Sectionally, however, New England as an example in that study had a figure of 98.2 per cent in the nation, closely followed by the Pacific area with a saturation figure of 98.0 per cent.

Most significant of the findings, in the opinion of the committee, is the 4,000,000 increase in the new estimate of secondary and portable sets in radio homes. This, the committee noted provides for greater radio listening opportunity in homes. The committee bases this opinion on the numerous available studies which have been made and which unanimously agree that listening to secondary sets in homes constitutes an important part of total listening time.

The estimate of automobiles equipped with radios, 23,500,000, is predicted on surveys which show that nearly 64 per cent of the nation's 37,000,000 passenger cars are so equipped. This figure could receive an even higher percentage, the committee feels, since new cars to be sold this year will have a higher percentage of radios.

With 1950 Census data available for the first time, the committee was able to estimate the number of sets in college dormitories, institutions and barracks of the Armed Forces. The figure of 900,000

	Number of Radio Sets as of Jan. 1	
	1952	1951
Radio Households .....	42,800,000	41,900,000
Secondary & Portable Sets in Homes .....	34,000,000	30,000,000
Radio-Equipped Cars .....	23,500,000	19,100,000
Sets in Institutions, Dormitories and Barracks .....	900,000	.....
Sets in Other Places .....	4,100,000	5,000,000
<b>TOTAL SETS .....</b>	<b>105,300,000</b>	<b>96,000,000</b>

Referring to the Housing Census of 1950, which showed a saturation of 95.6 per cent, for radio, in U. S. homes, the Joint Committee arrived at the total of 42,800,000 radio households. This ratio was then applied to Sales Management's preliminary estimate of 44,737,900, as of January 1, 1952, in order to qualify the figure.

While the 95.6 per cent saturation was taken for the country as a whole, local surveys, in many sections of the country

sets in these places, the committee notes, represents a definite bonus to advertisers who use radio.

Breakdown of the other 4,100,000 sets finds them in other places which includes business establishments, offices, restaurants and other public places. Finally, the committee in releasing their 1952 estimates emphasized that the figures which they have come up with in each category are conservative.



"Be Good To Yourself"

is the wish of **DON McNEILL**  
*TOASTMASTER of The Breakfast Club*

**19th Year**

**SWIFT**  
**PHILCO**  
**JELL-O**

**MONDAY through FRIDAY**  
**ABC — 8 to 9 A.M., C.S.T.**



# Top Ten News Selections of Networks for 1951

The network selections of top ten news events for 1951 follow:

## — NBC —

- Firing and return of MacArthur.
- Korea cease-fire negotiations and POW list.
- Morality—crime, narcotics, income tax and sports scandals.
- British elections and return of Winston Churchill.
- Politics — flowering of Presidential candidates.
- Economics — inflation, stabilization, price wars.
- Hostages in Red hands—exclusive casts of Oatis, Vogeler.
- Giants, Dodgers and series.
- Rearmament—atomic tests.
- Eisenhower's European tour and Formation of NATO coverage.

## — CBS —

- The MacArthur dismissal and the coverage of his return to the U. S.
- The broadcast by Yakov Malik over CBS radio in June, and the subsequent truce talks, still going on in Korea.
- The Kefauver Crime hearings.
- The British elections, which altered the political trend by returning Winston Churchill to the head of the government.
- The prisoner of war list transmission from Tokyo.
- The Anglo-Iranian oil crisis.

- The Internal Revenue scandals.
- The Woodbridge, N. J., train wreck.
- The National League pennant race.
- The Suez Canal crisis, daily growing in importance as an international trouble spot.

## — ABC —

- The recall of Gen. Douglas MacArthur.
- Peace talks in Korea.
- Kefauver Crime hearings in New York.
- Expulsion of British from Iran.
- The mid-West floods.
- West Point cribbing scandal.
- British elect Churchill.
- Eisenhower builds European defense force.
- Firing of T. Lamarr Caudle.
- Woodbridge, N. J., train wreck.

## — MBS —

- Attempts at armistice in the Korean war.
- Bribe corruption in the Federal government.
- Crime and sports investigations.
- Defeat of the Socialist Government in Britain.
- Crisis in taxes.
- Power crisis in the Middle East.
- Japanese Peace Treaty.
- Missouri Valley floods.
- The Eisenhower question.





**Burr Tillstrom**  
with  
**Kukla, Ollie and Fran Allison**

**KUKLA,**  
**FRAN**  
**and OLLIE**

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

NBC Television Network

# RADIO IN PUERTO RICO

By TOMAS MUNIZ, President of the Puerto Rican Broadcasting Association

PUERTO RICO is living at the present time its era of progress in every aspect of its life. Industrialization of the whole Island is the principal aim of Governor Luis Munoz Marin's Administration. Our civilization had its foundation in ancient Europe, with a combination of modern American ways of living. Continentals who have visited Puerto Rico on different times express their surprise at the great development of progress attained during the last years. Housing facilities; hotel accommodations; means of communication; the great decrease in illiteracy; health conditions and the willingness of the Puerto Ricans to fulfill their duty in order to make of Puerto Rico the Island of Enchantment, had resulted in this great progress. Radio industry is not an exception. We, the men in the radio industry in Puerto Rico, feel proud in claiming that we are following—step by step—the great revolutionary movement in the United States in order to offer the listening audience the best programs available. Whoever has followed the great development in our radio during the last twenty-five years has to admit that our industry has done its part for the realization of the progress in Puerto Rico. We can say in all truth that radio is part of our daily life. In our ever green mountains, lives the hillbilly. We know him as "jibaro." That "jibaro" spends his time from sunrise to sunset plowing the earth; planting the seed; harvesting the crop. After a day's work that "jibaro" can stand the luxury of listening to his favorite radio program. Wherever the electrification project has not as yet reached the rural zone, this hillbilly of ours, can always secure a battery for his radio. The latest news flashes; the struggle of the baseball teams in the American and National Leagues in order to secure the pennant; the great deeds of our brave soldiers in Korea; the advices of doctors in their health program; the lectures about



Muniz

agriculture and cattle raising and even the lectures about beauty care are of the complete domain of that "jibaro" living in the mountains, miles away from the city.

We of the radio industry have given our time and talent in order to help those who are willing to do everything possible in order to cooperate with our government in its effort to secure financial stability for the people of Puerto Rico.

True, that television is still a dream for our industry. Nevertheless we are in the alert to offer our people the facilities of television as soon as this project will prove to be a success in our Island. Engineers from the United States have made complete studies and have rendered their official reports. We of the radio industry are ready to act as soon as the time comes to start this new era.

Many years ago, in case of a tropical hurricane, warnings had to be carried to the rural zone by messengers or through the use of flag warnings. Today all the inhabitants of Puerto Rico are well informed of the progress of any hurricane through the twenty-five radio stations in the different cities.

Well known interpreters of music have written the name of Puerto Rico in golden letters. Sanroma, Graciela Rivera, the Figueroa brothers, Rafael Hernandez, Boby Capo, Mapy Cortez—to mention only a few—have received the applause of multitudes through all the world.

Puerto Rico with its 2,200,000 population squeezed in an area of 3,600 sq. mi. is at the present time United States' first customer per capita. Businessmen throughout continental U. S. realize the importance of our market and they have established central offices in our capital city—San Juan—in order to take care of the thousands of customers patronizing their products. In this instant, we, the men in the radio industry in Puerto Rico feel proud to state that we have the main vehicle in order to secure success in the interchange of products.

We feel proud to say: that in the progress attained by our Island in the last twenty-five years, radio has done its part.

# STOCKS IN REVIEW 1951

Compiled from daily listings published in  
**RADIO-TELEVISION DAILY.**



**T**HIS rapid-glance survey of leading radio and television industry stocks show how they stood at the beginning of each quarter of 1951 and on January 1, 1952. The figures used are for the first business day following the first calendar day of each quarter where the first day of each quarter did not fall on a regular working day.

☆ ☆ ☆  
**NEW YORK STOCK EXCHANGE**

	Jan. 1	Apr. 1	Jul. 1	Oct. 1	Jan. 1
ABC .....	11	12 <sup>7</sup> / <sub>8</sub>	12 <sup>1</sup> / <sub>8</sub>	12 <sup>5</sup> / <sub>8</sub>	11 <sup>5</sup> / <sub>8</sub>
Admiral Corp. ....	24 <sup>1</sup> / <sub>2</sub>	26 <sup>1</sup> / <sub>8</sub>	22 <sup>1</sup> / <sub>2</sub>	24 <sup>7</sup> / <sub>8</sub>	26 <sup>5</sup> / <sub>8</sub>
Am. Tel. & Tel. ....	151 <sup>1</sup> / <sub>2</sub>	154	153	158 <sup>5</sup> / <sub>8</sub>	155 <sup>7</sup> / <sub>8</sub>
CBS A .....	28 <sup>3</sup> / <sub>4</sub>	30 <sup>1</sup> / <sub>4</sub>	26 <sup>1</sup> / <sub>4</sub>	28 <sup>1</sup> / <sub>4</sub>	34 <sup>3</sup> / <sub>8</sub>
CBS B .....	28 <sup>1</sup> / <sub>2</sub>	29 <sup>3</sup> / <sub>4</sub>	25 <sup>7</sup> / <sub>8</sub>	27 <sup>5</sup> / <sub>8</sub>	34
Philco .....	21 <sup>5</sup> / <sub>8</sub>	23 <sup>3</sup> / <sub>8</sub>	23	26	27
RCA Common .....	16 <sup>3</sup> / <sub>4</sub>	19 <sup>3</sup> / <sub>8</sub>	20	23 <sup>3</sup> / <sub>8</sub>	24
RCA First Pfd. ....	77	.....	.....	77 <sup>1</sup> / <sub>2</sub>	73
Stewart-Warner .....	16 <sup>3</sup> / <sub>8</sub>	17 <sup>3</sup> / <sub>8</sub>	16 <sup>3</sup> / <sub>8</sub>	19 <sup>1</sup> / <sub>4</sub>	19 <sup>1</sup> / <sub>2</sub>
Westinghouse .....	35 <sup>1</sup> / <sub>4</sub>	38 <sup>1</sup> / <sub>2</sub>	35 <sup>3</sup> / <sub>8</sub>	39 <sup>1</sup> / <sub>2</sub>	40 <sup>3</sup> / <sub>8</sub>
Westinghouse Pfd. ....	103 <sup>1</sup> / <sub>2</sub>	99	.....	.....	95 <sup>1</sup> / <sub>2</sub>
Zenith Radio .....	50 <sup>1</sup> / <sub>2</sub>	67 <sup>1</sup> / <sub>8</sub>	61 <sup>1</sup> / <sub>4</sub>	67 <sup>3</sup> / <sub>4</sub>	68 <sup>3</sup> / <sub>4</sub>

☆ ☆ ☆  
**NEW YORK CURB EXCHANGE**

Dumont Lab. ....	14 <sup>7</sup> / <sub>8</sub>	17 <sup>3</sup> / <sub>8</sub>	14 <sup>3</sup> / <sub>4</sub>	17	16 <sup>5</sup> / <sub>8</sub>
Hazeltine Corp. ....	24 <sup>3</sup> / <sub>8</sub>	.....	31 <sup>3</sup> / <sub>4</sub>	42 <sup>3</sup> / <sub>4</sub>	41 <sup>1</sup> / <sub>2</sub>
Natl. Union Radio .....	4 <sup>1</sup> / <sub>2</sub>	4 <sup>5</sup> / <sub>8</sub>	3 <sup>3</sup> / <sub>4</sub>	4	3 <sup>3</sup> / <sub>4</sub>

☆ ☆ ☆  
**OVER THE COUNTER**

	Bid	Ask	Bid	Ask	Bid	Ask	Bid	Ask	Bid	Ask
Stromberg-Carlson .	13	14 <sup>1</sup> / <sub>2</sub>	12 <sup>3</sup> / <sub>4</sub>	14 <sup>1</sup> / <sub>4</sub>	11	12 <sup>1</sup> / <sub>2</sub>	12 <sup>1</sup> / <sub>4</sub>	13 <sup>1</sup> / <sub>2</sub>	12 <sup>1</sup> / <sub>4</sub>	13 <sup>1</sup> / <sub>2</sub>

# "YOUR SHOW OF SHOWS"



**GEORGE  
McGARRETT**

Supervisor

"Your Show of Shows"

NBC-TV



**HAL JANIS**

Associate Supervisor

"Your Show of Shows"

NBC-TV



"YOUR SHOW OF SHOWS"



Max Liebman

Producer-Director

"Your Show Of Shows"—WNBT

"YOUR SHOW OF SHOWS"



**CHARLES SANFORD**

MUSICAL DIRECTOR

OF

MAX LIEBMAN'S "YOUR SHOW OF SHOWS"

NBC-TV



"YOUR SHOW OF SHOWS"



**SID CAESAR**

*"It's a small world"*

MAX LIEBMAN'S  
**YOUR SHOW OF SHOWS**

NBC-TV—9-10:30 P. M. Sat.

"YOUR SHOW OF SHOWS"



**IMOGENE COCA**

*"You can say that again"*

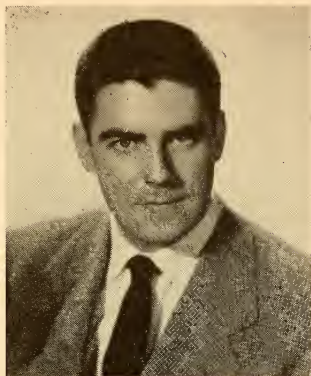
MAX LIEBMAN'S

**YOUR SHOW OF SHOWS**

NBC-TV—9-10:30 P. M. Sat.



# "YOUR SHOW OF SHOWS"



**CHARLES HOBIN**

DIRECTOR

of

**MAX LIEBMAN'S  
"YOUR SHOW OF SHOWS"**

NBC-TV



*Marguerite  
Piazza*

Singing star of NBC television  
(Max Liebman's "Your Show of Shows")  
Metropolitan Opera Company

*Publicity:*

THE ETTINGER COMPANY  
745 5th Ave., New York, N. Y.  
1626 N. Vine St., Hollywood, California

*Personal Representative:*

J. GRAVES McDONALD  
430 E. 63rd St., New York, N. Y.



**BILLY  
WILLIAMS  
QUARTETTE**

ON

**MAX**

**LIEBMAN'S**

**"YOUR SHOW  
OF SHOWS"**

NBC-TV

# "YOUR SHOW OF SHOWS"



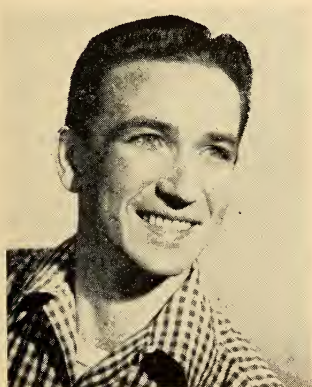
**CARL REINER**

ON  
MAX LIEBMAN'S  
"YOUR SHOW OF SHOWS"  
NBC-TV



**JUDY JOHNSON**

FEATURED SINGER  
ON  
MAX LIEBMAN'S  
"YOUR SHOW OF SHOWS"  
NBC-TV



**JACK RUSSELL**

ON  
MAX LIEBMAN'S  
"YOUR SHOW OF SHOWS"  
NBC-TV



**JAMES STARBUCK**

Director of Dances and Musical Numbers  
FOR  
MAX LIEBMAN'S  
"YOUR SHOW OF SHOWS"  
NBC-TV

## NARTB PROGRESS REPORT

by  
HAROLD E. FELLOWS

(Continued from Page 35)

returns. The voter certainly will have the opportunity of being better informed than ever before, and I predict that the 1952 Presidential election will produce a numerical record in balloting.

Broadcasting, like any other industry, has its critics and opponents. This is sometimes reflected in proposed national and state legislation inimical to the American tradition of free enterprise broadcasting. The perpetuation of this free system is an ideal to which we are dedicated. Broadcasters will continue to guard this with utmost zeal, opposing any attempts to transfer the responsibility for programming from the broadcaster to the government or any other entity.

Industry problems are faced more effectively through unity and cooperation. There is no better way to unite than through support of a strong trade association. The goal of the National Association of Radio and Television Broadcasters is to provide counsel and leadership to all segments of the industry in the solution of mutual problems, and to provide an arena in which the industry representatives can talk out their problems. After representing radio for the first twenty-nine years of its existence, the Association in June 1951 expanded its services and changed its name to include the television interests. The media share the same headquarters building and departmental facilities in Washington, D. C., to the benefit of both.

The NARTB staff, working in behalf of both, is constantly aware of common problems pointing up the close inter-relationship of the audio and video arts. In 1952, NARTB will continue to meet the demands for service in both growing industries.

## B.A.B.'s REALLY IN BUSINESS

by  
WILLIAM B. RYAN

(Continued from Page 41)

radio; a monthly calendar of radio sales opportunities listing the top merchandising events of the year; release on returns of special radio station merchandising study now being tabulated; distribution of an outline for establishment of "Radio United"—plan for joint station activity in quest of more business, audience and community stature.

'52 bids to be a *big year* for the BAB—and that means *another big year* for radio!

Radio is a very healthy medium. Overall it is prosperous. It is still the *lowest cost medium* and gets the most results per dollar spent—for products needing mass coverage—as well as for many products with relatively limited distribution.

Radio will be even more firmly entrenched in this position once the *true facts* are disclosed relative to the *small circulation* and *shallow penetration* of such media as newspapers, magazines and television.

More stations throughout the nation must be made aware of these facts because the problem of radio's *deserved* recognition can best be solved at the local level. Once the stations, acting in concerted effort, acquaint the dealers and distributors with the truth relative to the circulation and penetration of these media it will create demands for recognition of these truths that cannot remain unheeded by the national advertisers.

Radio cannot excuse itself from not having done this before on the grounds that it has been too busy counting its own vast circulation, because there again it has been remiss. It has never counted, much less sold, an audience of its own that exceeds in size the total circulation of individual major components of competitive media.

BAB intends to call the roll in '52 on radio's great "uncounted" audience found in automobile-radio coverage and out-of-home listening.

The combination of the two—a true evaluation of competitive media circulation—and an *accurate* accounting of radio's own audience are extra insurance of the fact that 1953 will find radio once again occupying the number one position as the *lowest cost-highest return* medium of them all!



# Radio-Television Daily's Almanac

## of

### Holiday and Special Events

1952

#### January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions). Paul Revere Born (1735). Emancipation Proclamation (1863). Blue Network organized (1927).
- 2: Georgia Admitted (1778).
- 3: Battle of Princeton (1777). William S. Paley is elected president of CBS (1929).
- 4: Utah Admitted (1896).
- 5: Stephen Decatur Born (1779). George Washington Carver Died (1943). Week of Prayer, first week in January.
- 6: Carl Sandburg Born (1878). New Mexico Admitted (1912).
- 7: Millard Fillmore, 13th President Born (1800). Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut Ratified the U. S. Constitution (1778). Connecticut Admitted (1788).
- 10: Ethan Allen Born (1737).
- 11: Alexander Hamilton Born (1757).
- 12: John Singer Sargent Born (1856).
- 13: Salmon Portland Chase Born (1808).
- 14: First Written Constitution Adopted at Hartford, Conn. (1639).
- 15: Mathew B. Brady Died (1896).
- 17: Benjamin Franklin Born (1706). Feast of St. Anthony.
- 18: Daniel Webster Born (1782).
- 19: Robert E. Lee's Birthday (1807) (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia). Edgar Allen Poe Born (1809).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
- 21: Foundation Day. In the Canal Zone. Thomas Jonathan (Stonewall) Jackson Born (1824).

- 23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers proving value of Marconi apparatus in time of disaster at sea (1909).
- 24: Gold discovered in Calif. (1848).
- 25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676). Scotch Poet Robert Burns Born (1759).
- 26: Michigan Admitted (1837). General Douglas MacArthur Born (1880). First A.E.F. landed in Ireland (1942). FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
- 27: Wolfgang Amadeus Mozart Born (1756). Lewis Carroll, pen name of Charles Lutwidge Dodgson, Born (1832).
- 28: Thomas Edison granted patent on his incandescent light (1880).
- 29: William McKinley Born (1843). Kansas Admitted (1861).
- 30: Franklin D. Roosevelt Born (1882).
- 31: Franz Schubert Born (1797). Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

#### February

- 1: Victor Herbert Born (1859). Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790). CQD is adopted as wireless distress call by Marconi Co. (1904).
- 2: Fritz Kreisler Born (1875). Ground Hog Day. Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
- 3: Horace Greeley Born (1811).







RICHARD STARK  
"DICK"



"DANGER"

FOR  
AM-MI-DENT

"THE PERRY COMO SHOW"

AND  
"GANGBUSTERS"

FOR  
CHESTERFIELD

"PEPPER YOUNG'S FAMILY"

FOR  
CAMAY

WALTER WINCHELL

FOR  
RICHARD HUDNUT

LEXINGTON 2-1100



## Holidays and Special Events Almanac

- 6: Massachusetts Admitted (1788).  
Aaron Burr Born (1756).  
American Forces Recapture Manila from Japs (1945).  
George Herman ("Babe") Ruth born (1895).
- 7: Charles Dickens Born (1812).
- 8: Boy Scout Day.
- 9: William Henry Harrison 9th President Born (1773).  
Nebraska Admitted (1867).
- 10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
- 11: Thomas A. Edison Born (1847).  
Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).  
George Dey.
- 14: Valentine's Day.  
Arizona Admitted (1912).  
Oregon Admitted (1859).
- 15: Destruction of the Maine (1898).  
Constitution Day. In the Canal Zone.  
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
- 16: Katharine Cornell Born (1898).
- 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
- 19: Ohio Admitted (1803).  
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.  
Phonograph Patented by Edison (1878).
- 20: U. S. purchased the Danish West Indies (1917).
- 21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.  
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
- 22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).  
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).  
James Russell Lowell Born (1819).
- 23: Johannes Gutenberg Died (1468).  
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
- 25: Enrico Caruso Born (1873).  
John Adams appointed first Minister of U. S. to England (1785).
- 26: William F. Cody (Buffalo Bill) Born (1846).
- 27: Henry Wadsworth Longfellow Born (1820).  
Ash Wednesday.
- 29: Leap Year. The name given to every year of 366 days.

## March

- 1: Nebraska Admitted (1867).
- 2: Texas Independence Day.
- 3: Florida Admitted (1845).  
First Postage Stamp used in U. S. (1847).  
Alexander Graham Bell Born (1842).
- 4: Pennsylvania Day.  
Vermont Admitted (1791).
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).
- 7: Luther Burbank Born (1849).  
Maurice Ravel Born (1875).  
Patent granted to Alexander Graham Bell for first telephone (1876).
- 8: Oliver Wendell Holmes, Jr. Born (1841).
- 9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).  
Edwin Forrest Born (1806).
- 10: Lillian D. Wald Born (1867).
- 11: Johnny Appleseed, properly John Chapman Died (1847).  
The great blizzard in New York City and New England States (1888).
- 12: U. S. Post Office established by act of Congress (1789).  
Girl Scout Day.
- 13: Standard Time established in U. S. (1884).
- 14: Albert Einstein Born (1879).  
First Trans-Atlantic radio broadcast (1925).
- 15: Maine Admitted (1820).  
Andrew Jackson Born (1767).
- 16: James Madison Born (1751).  
U. S. Military Academy established at West Point by act of Congress (1802).
- 17: Saint Patrick's Day.  
Evacuation Day. In Boston, Chelsea, Revere. Winthrop and Suffolk County.
- 18: Fast of Esther.  
Grover Cleveland Born (1837).
- 19: William Jennings Bryan Born (1860).
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 23: Patrick Henry delivered his famous speech (1775).
- 25: The Annunciation or Lady Day.  
Arturo Toscanini Born (1867).  
Greek Independence Day. Greece celebrates





# ANN MARLOWE

Producer

OF

SOMERSET MAUGHAM THEATRE

NBC-TV

## Holidays and Special Events Almanac

- its freedom won from Turkey (1827).  
Maryland Day.
- 27: President Washington signed the act creating the U. S. Navy (1794).  
Marconi flashes first wireless signals across English Channel (1889).
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.  
Passover week starts. Ends April 7.

### April

- 1: All Fools' Day.
- 2: Sergei Rachmaninoff Born (1873).  
U. S. Mint established (1792).
- 3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.  
Washington Irving Born (1783).
- 4: Adoption of the present American Flag's design (1818).
- 5: Elihu Yale Born (1648).
- 7: Peary Discovered North Pole (1909).  
Metropolitan Opera House Opened in New York (1830).  
Louisiana Admitted (1812).  
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).  
Henry Ford Died (1947).
- 8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
- 9: Surrender of General Lee (1865).  
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
- 10: Salvation Army Founder's Day.  
William Booth Born (1829).  
Joseph Pulitzer Born (1847).  
U. S. Patent System established by Congress (1790).  
National Be Kind to Animals Week falls about this date.
- 11: Charles Evans Hughes Born (1862).  
Good Friday.
- 12: Franklin Delano Roosevelt Died (1945).  
Halifax Independence Resolution (N. C.).
- 13: Thomas Jefferson Born (1743).  
Easter Sunday.
- 14: Pan American Day.  
S. S. Titanic disaster at sea proves value of wireless (1912).
- 15: Abraham Lincoln Assassinated 1865).
- 16: Charles Spencer Chaplin Born 1889).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 20: Adolph Hitler Born (1889).
- 21: Anniversary of Battle of San Jacinto (Texas).
- 23: James Buchanan Born (1791).  
William Shakespeare Born (1564).  
St. George Day (English).  
Marconi transatlantic American-Europe service opened (1910).
- 24: First Newspaper Issued in America (1704).  
U. S.-Mexican War (1846).  
U.N. Charter Conference opens in San Francisco (1945).
- 25: War Declared with Spain (1898).  
St. Mark's Day.  
Guglielmo Marconi Born (1874).
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi).  
Slavery Abolished in U. S. (1865).  
First Shot of War with Germany (1917).  
John James Audubon Born (1785).
- 27: General U. S. Grant Born (1822).  
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
- 28: James Monroe Born (1758).  
Maryland Admitted (1788).
- 29: Sir Thomas Beecham Born (1879).
- 30: Boys and Girls Week always includes May 1.  
Louisiana Purchased (1803).  
Washington Became First President (1789).  
Rhode Island Settled (1636).  
Benito Mussolini Executed (1945).

### May

- 1: May Day.  
Child Health Day  
Labor Day (Canal Zone).  
Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Fatally Wounded (1863).  
National Music Week.  
FCC authorized full commercial television (1941).
- 3: Shenandoah Valley Apple Blossom Festival.
- 4: Rhode Island Independence Day.
- 5: Napoleon's Death (1821).  
Cinco de Mayo Celebrations (Mexico).  
Arbor Day.
- 6: Corregidor Surrender (1942).  
Admiral Robert E. Peary Born (1856).
- 7: Germany Surrendered to United States, England and Russia (1945).  
Lusitania Torpedoed (1915).  
Johannes Brahms Born (1833).  
Robert Browning Born (1812).  
Plans to spend \$1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
- 8: V.E. Day (1945).
- 9: John Brown Born (1833).



MR. & MRS.

CHARLOTTE MANSON AND DICK BROWN

Kings' Row

Nick Carter

Family Circle

Stop the Music



## Holidays and Special Events Almanac

- Mothers-Day, second Sunday in May.
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).  
Completion of First Transcontinental Railroad (1869).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: Mother's Day.  
WDRG-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
- 14: Rockefeller Foundation Granted Charter (1913).  
Free State of Israel proclaimed (1948).
- 15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
- 17: "I am An American Day" often referred to as Citizenship Recognition Day.  
Norwegian Independence Day (1814).
- 18: World Good-Will Day, formerly Peace Day.
- 19: First American Confederation of United Colonies of New England (1643).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina) (1775).  
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).  
Armed Forces Day.
- 21: Lindberg's Flight to Paris (1927).
- 22: National Maritime Day.
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
- 25: Ralph Waldo Emerson Born (1803).
- 27: Golden Gate Bridge, San Francisco opened (1937).
- 29: Wisconsin Admitted (1848).  
Rhode Island Admitted (1790).  
Patrick Henry Born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
- 31: Walt Whitman Born (1819).  
The Johnstown (Pa. flood (1889).  
Battle of Jutland (1916).
- 7: Daniel Boone Day (Kentucky).
- 8: Battle of New Orleans (1815).  
Children's Day, second Sunday in June.  
Regular tv schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
- 9: Feast of St. Columbia.  
Confederate Memorial Day (Petersburg, Virginia).
- 11: Feast of St. Barnabas.  
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776)  
Kamehameha, first King of Hawaii. Observed in Hawaii.  
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
- 12: John Augustus Roebling Born (1806).  
Baseball Centennial Celebration of the invention of the game at Cooperstown, N. Y. (1939).
- 14: Hawaii organized as U. S. territory (1900).  
Harriet Beecher Stowe Born (1811).  
Flag Day.
- 15: Pioneer Day (Idaho).  
Franklin demonstrated the identity of electricity and lighting by use of a kite (1752).  
Arkansas, 25th state admitted to the Union (1836).  
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).  
Father's Day; 3rd Sunday in June.
- 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
- 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.  
King John of England signed Magna Carta (1215).
- 20: West Virginia Day.
- 21: Longest Day in Year.  
New Hampshire joined the Union (1788).  
Constitution Ratified (1788).
- 22: Bolivarian Day (Canal Zone).
- 24: San Juan Day (Puerto Rico).  
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).
- 25: Virginia Admitted (1788).  
North Korean Communists attack So. Korea (1950).  
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
- 26: Virginia ratified the U. S. Constitution (1788).  
President Truman orders U. S. troops into Korea battle (1950).

### June

- 1: Kentucky Admitted (1792).  
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).  
King's Birthday (Canada).  
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
- 6: American Marines victorious at Belleau Wood, June 6-10 (1918).  
Nathan Hale Born (1756).  
D-Day (1944).





# JOHN GART

COMPOSER - CONDUCTOR

**PAUL WINCHELL — JERRY MAHONEY SHOW**  
**WNBT**

## Holidays and Special Events Almanac

- First American Troops Land in France (1917).
- 27: Helen Keller Born (1880).
- 28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).  
U. S. purchased rights and franchises of France in the Panama Canal (1902).  
Treaty of Versailles ending World War I signed (1919).
- 29: George Washington Goethals Born (1858).  
St. Peter's Day.
- 30: St. Paul's Day.  
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.  
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).

### July

- 1: Battle of San Juan Hill (1898).  
Dominion Day (Canada).  
Battle of Gettysburg (1863).  
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.  
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).
- 2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).  
Garfield Assassinated (1881).
- 3: Idaho Admitted (1890).  
John Singleton Copley Born (1737).
- 4: Independence Day.  
U. S. Military Academy at West Point Opened (1802).  
Calvin Coolidge Born (1872).  
Slavery Abolished in New York (1825).  
Providence, R. I. founded by Roger Williams (1636).  
Work on Erie Canal commenced (1817).  
Thomas Jefferson Died (1826).  
James Monroe Died (1831).  
John Adams Died (1826).  
Cornerstone of Washington Monument laid (1848).  
Surrender of Vicksburg (1863).  
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).  
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut Born (1801).
- 6: Republican Party Founded (1854).  
John Paul Jones Born (1747).  
Columbia University Opened (1754).
- 7: U. S. annexed Hawaii (1898).
- 8: John D. Rockefeller Born (1839).  
Liberty Bell Cracked Tolling Death of John Marshall (1835).
- 9: Elias Howe Born (1819).
- 10: Wyoming Admitted (1890).  
James McNeill Whistler Born (1834).
- 11: John Quincy Adams Born (1767).  
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).  
Bastille Day—First Celebrated in U. S. (1914).  
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
- 15: St. Swithin's Day.
- 16: Mary Baker Eddy Born (1881).  
First Atomic Bomb exploded (experimental) New Mexico (1945).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 18: William Makepeace Thackeray Born (1811).
- 19: Franco-Prussian War Began (1870).
- 20: Guglielmo Marconi Died (1937).
- 21: Spanish Armada Defeated by England (1588).  
Society of Jesuits Abolished by Pope Clement XIV (1773).  
First Battle of Bull Run (1861).  
CBS begins tv broadcasting from station W2XAB (1931).
- 24: Simon Bolivar Born (1783).  
Pioneer Day (Utah).  
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).  
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
- 26: George Bernard Shaw Born (1856).  
Sergei Koussevitzky Born (1874).  
New York ratified the U. S. Constitution (1788).
- 27: First Successful Atlantic Cable (1866).  
Barbosa's Birthday, in the Canal Zone.
- 28: Austria Declared War on Siberia (1914).  
Volunteers of America Founder's Day.
- 29: Booth Tarkington Born (1869).  
Benito Mussolini Born (1883).
- 30: Henry Ford Born (1863).  
First Representative Assembly in America Convened (1607).  
First patent for wireless telegraphy granted in U. S. (1872).  
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
- 31: Feast of St. Ignatius De Loyola.

### August

- 1: Colorado Day.  
Beginning of World War I (1914).
- 2: Government of India Transferred to British Crown (1858).  
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).



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Circle 5-9110



## Holidays and Special Events Almanac

- Germany Declared War on England and France (1914).  
Columbus Sailed from Spain (1942).  
4: Feast of St. Dominic.  
5: Battle of Mobile Bay (1864) with Admiral Farragut in command.  
Second Atomic Bomb dropped (1945) Hiroshima.  
6: Feast of the Transfiguration.  
Westinghouse discloses Stratovision plan (1945).  
7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.  
Creation of War Department (1789).  
Society of Jesuits Restored by Pope Pius VII (1814).  
8: Charles A. Dana Born (1819).  
Third Atomic Bomb dropped (1945) Nagasaki.  
9: First Train Drawn in U. S. by Steam Locomotive (1831).  
Izaak Walton Born (1593).  
10: Herbert Clark Hoover Born (1874).  
Russia Declared War Against Japan (1945).  
11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).  
14: V-J Day (1945).  
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill (1941).  
15: Panama Canal Opened (1914).  
16: Bennington Battle Day (Vermont).  
First transatlantic cable opened (1858).  
George Herman "Babe" Ruth died (1948).  
18: Virginia Dare Born (1587).  
19: National Aviation Day.  
Orville Wright Born (1871).  
20: Benjamin Harrison Born (1833).  
21: Lincoln-Douglas debate began (1858).  
22: Claude Debussy Born (1862).  
23: Oliver Hazard Perry Born (1785).  
24: British Burn White House (1814).  
St. Bartholomew's Day Massacres, France (1572).  
Festival of St. Bartholomew.  
26: Suffrage for Women—19th Amendment (1920).  
27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).  
28: Spanish landed at the site of St. Augustine, Fla. (1565).  
Johann Wolfgang von Goethe Born (1749).  
29: Oliver Wendell Holmes Born (1809).  
30: Germany Declared War on Poland (1939).  
Beginning of World War II.  
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

## September

- 1: Germany Invaded Poland (1939).  
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri).  
Labor Day.  
Eugene Field Born (1850).  
3: First American Peace Treaty With England (1783).  
Allies Invaded Italy (1943).  
4: Henry Hudson Discovered Manhattan Island (1609).  
First Electric Power Station in World in New York (1882).  
First telecast coast-to-coast via coaxial cable and microwave relays. Occasion of Pres. Harry S. Truman opening Japanese Peace Treaty Conference (1951).  
5: First Continental Congress (1774).  
6: Lafayette Day.  
First Battle of the Marne (1914).  
7: James Fenimore Cooper Born (1789).  
Japanese Peace Treaty (WW II) signed (1951).  
8: Dutch Surrendered New Amsterdam (New York) to British (1664).  
Italy Surrendered (1943).  
Crimean War Ended (1855).  
9: Admission Day (California—1850).  
10: Arthur Holly Compton Born (1892).  
Battle of Lake Erie (1813).  
11: Harvest Festival.  
O. Henry (pen name William Sydney Porter) Born (1862).  
12: Henry Hudson entered the river (1609).  
Defender's Day (Maryland).  
13: Walter Reed Born (1851).  
John Joseph Pershing Born (1860).  
Battle of Quebec (1759).  
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.  
14: Great Britain and its colonies in America adopted the Georgian calendar (1752).  
"The Star Spangled Banner" written by Francis Scott Key (1814).  
15: Independence Day of the Central American Republics (1821).  
William Howard Taft Born (1857).  
16: Russians Burned Moscow (1812).  
17: Constitution Day.  
18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).  
N. Y. Times established (1851) when its first issue appeared.  
Columbia Broadcasting System goes on air with basic network of 16 stations. Major J. Andrew White is president (1927).  
19: Washington issued his farewell address to people of U. S. (1796).  
20: Rosh Hashonah.





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## Holidays and Special Events Almanac

- 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
- 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).  
Nathan Hale Executed (1776).  
First Day of Autumn.
- 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
- 24: John Marshall Born (1775).
- 25: Balboa discovered the Pacific (1513).  
Bill of Rights (1789).
- 26: George Gershwin Born (1898).  
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
- 27: American Indian Day (4th Friday).
- 28: George Eugene Benjamin Clemenceau Born (1841).
- 29: Michaelmas Day.  
Yom Kippur.
- 30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).
- 17: Surrender of General Burgoyne at Saratoga (1777).
- 18: General Tojo Appointed Premier of Japan (1941).  
Alaska Day.  
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
- 19: Surrender of Cornwallis (1781).  
Volstead Act (Prohibition) Passed (1919).  
John Adams Born (1735).
- 22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
- 23: Sarah Bernhardt Born (1845).  
Al Jolson died (1950).
- 24: Transcontinental telegraph line completed (1861).  
Pennsylvania Day.  
United Nations Day  
William Penn Born (1644).
- 26: Erie Canal opened to traffic (1825).  
Better Parenthood Week, observed last week in Oct.
- 27: Theodore Roosevelt Born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.  
Admission Day, Nevada (1864).

### October

- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).  
Germany Crossed Border Into Czechoslovakia (1938).
- 2: Ferdinand Foch Born (1851).  
Mohandas Gandhi Born (1869).
- 3: Religious Education Week. First full week in Oct.
- 4: Rutherford B. Hayes Born (1822).  
Wright Brothers Took First Long Distance Flight in an Airplane (1905).  
Chester A. Arthur Born (1830).
- 5: Missouri Day.  
National Business Women's Week, generally the second week of Oct.
- 7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).  
James Whitcomb Riley Born (1853).
- 8: Edward Vernon Rickenbacker Born (1890).
- 9: Fire Prevention Week.  
Fraternal Day (Alabama).  
Chicago Fire (1871).
- 10: U. S. Naval Academy in Annapolis opened (1845).
- 11: Eleanor Roosevelt Born (1884).  
Farmer's Day (2nd Friday) (Florida).  
YMCA Founder's Day—Sir George Williams Born (1821).  
FCC approves CBS color TV tests (1950).
- 12: Columbus Day.
- 14: William Penn Born (1644).
- 15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
- 16: Noah Webster Born (1758).

### November

- 1: All Saints' Day (Louisiana).  
Liberty Day (St. Croix, Virgin Islands Only).  
National Broadcasting Co. is organized with WJAZ and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 2: General Election Day.  
North Dakota Admitted (1889).  
South Dakota Admitted (1889).  
James K. Polk Born (1795).  
Warren G. Harding Born (1865).  
George Bernard Shaw died (1950).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa Born (1854).
- 5: Guy Fawkes Day (English).  
U. S. General Election Day.
- 6: Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).  
American Art Week.
- 7: Marie Sklodowska Curie Born (1867).
- 8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).  
Montana Admitted (1889).
- 9: Great Fire in Boston (1872).  
American Education Week.
- 10: Martin Luther Born (1483).  
U. S. Marine Corps was created by the Con-

DANNY THOMAS

## Holidays and Special Events Almanac

- tinal Congress (1775).  
 11: Armistice Day, World War I.  
 Washington Admitted (1889).  
 13: Robert Louis Stevenson Born (1850).  
 Edwin Booth Born (1833).  
 14: Robert Fulton Born (1765).  
 Book Week.  
 15: Pike's Peak discovered (1805).  
 16: Oklahoma Admitted (1907).  
 17: Sixth Congress Met for First Time in Wash-  
 ington (1801).  
 Suez Canal Opened (1869).  
 18: Standard Time went into effect in the U. S.  
 (1883).  
 Dr. V. K. Zworykin demonstrates his kine-  
 scope or cathode ray television receiver be-  
 fore a meeting of the IRE at Rochester,  
 N. Y. (1929).  
 19: Lincoln's address at dedication of National  
 Cemetery on the battlefield at Gettysburg  
 (1863).  
 James A. Garfield Born (1831).  
 21: North Carolina Admitted (1789).  
 Edison Announced Invention of Phonograph  
 (1877).  
 23: Franklin Pierce Born (1804).  
 24: Zachary Taylor Born (1784).  
 28: Thanksgiving Day (4th Thursday).  
 29: Admiral Byrd Discovered South Pole (1929).  
 30: Samuel L. Clemens (Mark Twain) Born  
 (1835).  
 Russia Invaded Finland (1939).  
 Winston Churchill Born (1874).
- ### December
- 2: Promulgation of the Monroe Doctrine (1823).  
 3: Illinois Admitted (1818).  
 Gilbert Stuart Born (1755).  
 5: Martin Van Beuren Born (1782).  
 Walt Disney Born (1901).  
 7: Pearl Harbor Attacked (1941).  
 Roosevelt, Churchill, Stalin Confer at  
 Teheran (1943).  
 Delaware Day.  
 Daily facsimile broadcasting inaugurated by  
 KSD, St. Louis (1938).  
 8: Eli Whitney Born (1765).  
 U. S. Declared War on Japan (1941).  
 9: Germany-Italy Declare War on U. S. (1941).  
 10: U. S. Declared War on Germany-Italy (1941).  
 Peace Treaty Signed With Spain (1899).  
 Mississippi Admitted (1817).  
 Human Rights Day.  
 11: Alfred Nobel Born (1833).  
 Indiana Admitted (1816).  
 12: First Marconi Wireless Across Atlantic  
 (1901).  
 Pennsylvania Admitted (1787).  
 Washington, D. C. became the permanent  
 home of the U. S. Govt. (1800).  
 13: Council of Trent (1545).  
 14: Alabama Admitted (1819).  
 George Washington Died at Mt. Vernon  
 (1799).  
 15: Bill of Rights Day.  
 Dr. E. F. W. Alexanderson demonstrates his  
 multiple lightbrush television system and  
 projector at St. Louis (1926).  
 16: Boston Tea Party.  
 Ludwig von Beethoven Born (1770).  
 17: John Greenleaf Whittier Born (1807).  
 Aviation Day.  
 First Mechanical Airplane Flight by Wright  
 Brothers (1903).  
 18: New Jersey Admitted (1787).  
 First Sunday Paper Published (1796).  
 19: Tyrus (Ty) Cobb Born (1886).  
 Washington went into winter quarters at  
 Valley Forge (1776).  
 20: First Electric Lights on Broadway (1880).  
 21: Pilgrims Landed at Plymouth Rock (1620).  
 First day of winter.  
 23: George Washington Resigned Army Commis-  
 sion (1783).  
 NBC establishes a permanent coast-to-coast  
 network (1928).  
 24: "Aida" first performed in Cairo, Egypt (1871).  
 composed for celebration of opening of Suez  
 Canal.  
 Reginald Fessenden transmits human voice  
 by wireless (1906).  
 25: Washington crossed the Delaware to attack  
 Trenton (1776).  
 Christmas Day.  
 26: Battle of Trenton (1776).  
 Record snow fall in New York, exceeding  
 in depth, blizzard of 1888 (1947).  
 27: Louis Pasteur Born (1822).  
 28: Iowa Admitted (1848).  
 Woodrow Wilson Born (1856).  
 Irish Free State Became State of Eire (Ire-  
 land).  
 29: Texas Admitted (1845).  
 Andrew Johnson Born (1808).  
 First American YMCA established in Boston  
 (1851).  
 MBS, after operation as limited network for  
 two years, expands transcontinentally by  
 adding Don Lee Broadcasting System of  
 Calif. and other stations (1936).  
 30: Rudyard Kipling Born (1865).  
 The Gadsden purchase and new boundary  
 treaty ratified by Mexico and the U. S.  
 (1853).  
 31: New Year's Eve.





## **"WHO, ME?"**

ROBERT QUIGLEY

Producer-Writer-Director

RH 4-1201

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By GORDON C. KINNEY, Director of Radio-Television, The Advertising Council

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It all started during the first dark days of World War II. One of Uncle Sam's biggest problems was how to get a thousand and one things done *voluntarily* on the home front. Public-spirited business leaders offered their services *free*.



Kinney

They formed The Advertising Council to tell the story. They called upon America's unmatched communications forces to help. Soon millions of messages were going out on radio, in magazines, newspapers, posters and car cards, without cost to the taxpayer.

But this voluntary service did not end with the war. By popular demand, it began to help such peacetime causes as Saving Bonds, Highway Safety, Community Chests, Red Cross, Economic Education, Crusade for Freedom, Better Schools, Civil Defense and Blood Donation.

This Spring The Advertising Council will be ten years old.

It is generally agreed that the most effective tool that the Council has had available for public service campaigns these past ten years has been the Radio Allocation Plan. This Spring, radio advertisers, advertising agencies and the four major radio networks round out their tenth year of cooperation in this voluntary plan that they devised just after Pearl Harbor, and through which they share valuable radio time regularly with government agencies and private organizations to help solve national problems.

It is typical of the broadcasting industry that the Radio Allocation Plan, formed in wartime, was not de-mobilized at the end of World War II. The plan to make available for war information radio's most valuable time and programs—delivering America's biggest radio audiences—was

literally invented by the Advertising Council. It was administered by the Office of War Information from April, 1942 to the end of 1945. Since 1945, the plan has served peacetime projects with the same force and effectiveness that marked radio's contribution to wartime projects.

When Korea came, the advertisers, agencies, networks and stations that had kept the Radio Allocation Plan strong—and ready—found themselves called upon once again to help America mobilize for defense.

Because they had chosen not to put their war-born mechanism for broad information campaigns into mothballs in 1945, radio advertisers, advertising agencies, networks and stations were in a position to switch immediately to defense mobilization projects on the very day in 1950 that the President of the United States declared a state of emergency.

Last year The Advertising Council, in cooperation with the NARTB and the Broadcast Advisory Council, (a group of broadcasters organized at the specific request of the government) introduced a stepped-up service to all radio and television stations—a monthly guide giving full information on mobilization-public interest campaigns.

And this time—unlike 1942—the advertising industry stood ready with a completely new and powerful medium and facility—television. Advertisers, advertising agencies, TV networks and stations—many of them the same American business companies that had formed the Radio Allocation Plan—joined forces with the Council and developed a Television Allocation Plan. This new facility for public service quickly took up the defense programs; and the Television Allocation Plan has expanded rapidly—almost as rapidly as television itself—and is still growing. Already this Plan has achieved outstanding support and results for government and private information programs.

The Radio Allocation Plan is an excellent example of the teamwork in advertising that epitomizes The Advertising Council. After ten years, this unique mechanism still looks like the instrument which one national advertiser once described as, "... perhaps the most powerful tool for public service ever devised."

# PIANO PLAYHOUSE

*A Maggy Fisher Production*

The only network program which brings you weekly all the great names of Piano Music. In the classics, PIANO PLAYHOUSE offers such great artists as Jesús María Sanromá, Rosalyn Tureck, Eugene List, Abram Chasins, Constance Keene, Earl Wild, Appleton and Field, Whittemore and Lowe, The Philharmonic Piano Quartet, etc., etc., in addition to such great outstanding jazz stars as Frankie Carle, Vincent Lopez, Art Tatum, George Shearing, Erroll Garner and Skitch Henderson . . . . .

all this and the one and only

## MILTON CROSS

with Margaret and Forrest Perrin at the twin keyboards

### MGM PIANO PLAYHOUSE ALBUM (Volume II)

*now being released*

A fast growing high popularity show, and with sponsorship growing every day, is now available to you at

## LOW CO-OP COST

PIANO PLAYHOUSE with all its glamour and prestige is now available at local rates. Ask your ABC representative today for full details, write or wire

**American Broadcasting Company**  
CO-OPERATIVE PROGRAM DEPT. • 7 WEST 66th STREET • NEW YORK

*Represented by The William Morris Agency*



# THE IMPORTANCE OF RADIO NEWS

By JIM BORMANN, President, National Assoc. of Radio News Directors

TWO major developments dominated the field of radio news in 1951. One was the headlong arrival of television news as one of the top contenders for news attention. The other was radio's decision to go to the mat to defend its right to freedom of information. Neither development has reached fulfillment, but both can be counted on to hold the attention of newsmen in radio and television during 1952.

One indication of the new importance attached to video news by the newsmen themselves came at the annual NARND convention in Chicago, November 12, 13 and 14. The problems of producing television newscasts and the problems of competing with them held the attention of nearly every delegate. TV monopolized the major portion of the convention program as well as much of the out-of-sessions conversation there.

NBC's television news chief, Frank McCall, headed a lively discussion of technical developments in video news coverage. He listed many important advances during the past year, but acknowledged one major problem as yet unsolved. The speed of transmission for news film to TV stations all over America is still limited, he said, to the speed of the airplanes which fly the footage. It's the fastest transportation presently available, but it's too slow to keep up with the news itself, which is transmitted instantaneously by the news service over a network of teletype circuits.

"When it becomes possible to transmit motion pictures over a micro-wave system," McCall said, "then television news will really be in business on a competitive scale."

Officials of International News and United Press admitted privately that the newsreels which their organizations are producing necessarily suffer from the same transportation lag. Film footage of events happening in the eastern time zone



Bormann

seldom is available for presentation by west coast TV stations until 12 to 24 hours after the event.

"Let's face it," said one wire service executive; "the plane that flies our films doesn't move any faster than planes used by the other services."

The year 1951 may mark the awakening of radio to the urgent need for defending its right to freedom of information. Under the vigorous leadership of Bill Ray, NBC, Chicago, the NARND Freedom of Information committee kept the membership informed on events which affected this right. NARND President Ben Chatfield of WMAZ, Macon, Ga., joined with the leaders of other radio and press organizations in protesting against the order restricting the release of certain information by government bureaus. The executive order was regarded by newsmen generally as peacetime censorship, opposed to the public interest.

Similar protests were registered by the National Association of Radio and Television Broadcasters, the AP Managing Editors Association, the American Society of Newspaper Editors and the American Newspaper Publishers Association. At its convention, NARND adopted a resolution calling on the President to withdraw or modify his order curtailing free access to information about our government.

The nation's press and the nation's radio had formed an alliance, standing together on common ground in a common cause. The quarrels and the rivalry that had separated them in the past seemed less important than ever as they joined forces in a modern crusade for freedom at home. At year's end, the executive order was still in force, but the fight to repeal it had only begun.

The area of NARND's influence was expanded during 1951 as the organization's membership passed the 300 mark for the first time. Added recognition came to NARND with the appointment of President Chatfield to membership on the Broadcast Advisory Council and to the Council on Radio and Television Journalism. NARND now sits as a full partner with management on the board which advises on industry affairs. It also has increased its stature as a professional organization by participating in the affairs of the journalism schools where the newsmen of tomorrow receive their training.



# NOW...THE ULTIMATE IN CUSTOM RECORDING!



CAPITOL RECORDS OFFERS

*a complete*

## *Studio and Recording Services Division*

- Here, at last, are Custom Recording facilities superlative in technical excellence and personnel... complete in the finest and latest equipment... luxurious in spacious studios and lounges and, wonderfully convenient!
- Artists, Producers, Recording Companies, Advertising Agencies and Advertisers have long expressed a desire for *custom* recording comparable to the fidelity and quality associated with the *major recording studios*... Now, Capitol makes its outstanding facilities available to all who demand the ultimate in sound reproduction!
- Whether your requirement be for a speech or a symphony... an organ number or audition... audience facilities for a radio or television extravaganza, Capitol's studios promise you perfection in the end result... comfort and convenience in the process!

S·R·S

STUDIO & RECORDING SERVICES DIVISION

Capitol Records, Inc.

5515 Melrose Ave., Hollywood 38, Calif.

HEmpstead 7114

studios in Hollywood • New York • Chicago • Nashville

Capitol  
RECORDS, INC.

# TV FILMS BEST BET FOR SPONSOR

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

**A**LREADY the nation's television producers are producing more films for television than the nation's motion picture producers are producing films for theaters.

The video film industry is today producing more than 3000 hours of film for television annually, and that figure will increase significantly during this year and in the years to follow.

The advantages of a filmed television series to a sponsor are quite obvious. Film offers him a maximum of flexibility of program structure, as well as the opportunity to provide non inter-connected stations with top-level programming. With film he can also overcome such problems as the time differential between east and west coasts.

The program structure can be more thoughtfully planned and presented on film than "live." In "live" programming a director frequently has to make "on the spot" decisions and emerge with the wrong camera angles. The director of the filmed show can choose his angles more carefully and never make mistakes if he does his job intelligently.

All of the "to err is human" element inherent in "live" production is eliminated on film. The fluffs wind up on the cutting room floor.

Of course, not all types of programs lend themselves to film. However, we in the industry believe that 80-90% of all television programming can be filmed and will some day in the not too distant future be done in that manner.

We in the filmed-"open end" industry go a step further and say that eventually 100% of the filmed television shows will be "open end" because "open end" filmed shows offer the maximum advantages to the sponsor.

To the national sponsor who wants to concentrate on selected markets, the "open end" filmed show affords the opportunity to purchase at local rates a top-



John L. Sinn

budgeted production such as "The Unexpected," whose production budget is \$23,500 or "Boston Blackie" whose production budget is \$21,000 per half-hour show, or "Cisco Kid" or other similarly top-grade shows. Such a sponsor can then buy the best available time in his selected markets, make his deal with the station in each city which can do the best job for him, and then by inserting a hard-hitting local sales message, "live" or filmed, can be assured of getting the top results from his advertising budget.

Similarly, the regional advertiser and local advertiser whose advertising budgets could not stand the initial production costs of such shows, are able to present such shows locally, at prices they can well afford, and build up big audiences for their sales messages in their communities.

Last, but certainly not least of the reasons why "open end" filmed shows are destined to be the dominant category of all TV programming is the fact that stations prefer to buy and re-sell such shows at the local level in order to realize the maximum revenue from the sale of their time. At the same time, the stations could not themselves otherwise hope to offer the advertisers in their communities top programs, featuring top names, top production values, top direction, and top everything else, because obviously top talent leaves local communities and heads for the three major production centers.

Thus, an infant industry of five years ago has become a very healthy big boy who must grow into an even healthier giant.

Surveys which have been taken by trade magazines and other organizations prove that the public no longer knows nor cares which programs are on film or live. The "bugs" of five years ago have been exterminated completely.

This, too, explains why more and more sponsors are turning to filmed shows, and why more specifically they are turning to filmed "open end" shows to do the job.



# BMI

## ... OFFERS THESE PROGRAM AIDS TO THE BROADCASTER

BMI services are all designed to aid the broadcaster and are available to every BMI-licensed station. Check with your music librarian or program director for this material.

**CONTINUITY** Music programs that sell... ready for immediate use... smooth, well written continuity for a variety of program purposes:

ACCORDING TO THE RECORD (five minutes, daily)

SPOTLIGHT ON A STAR (five mins., five times weekly)

TEEN AGE BOOK PARADE (quarter hour, weekly)

SPECIAL EVENTS (half hour, periodically)

**CONCERT MUSIC** Monthly Pin Up Sheet listing new recordings of outstanding contemporary and standard compositions.

"Your Concert Hall"—a series of half hour radio scripts, three times weekly.

"Today In Music"—dates and facts about the important music events of the month.

**PROGRAM CLINICS** Third year of State-wide clinics covering broadcasting in all aspects... Brought into the field for the benefit of every station staff.

**MUSIC MEMO** Monthly informational bulletin... the radio man's guide to BMI music... contains Recordata and Pin Up Patter.

**PIN UP SHEETS** Convenient and timely reference to the current song leaders... pop hits, folk favorites, rhythm and blues leaders... issued monthly.

**COPYRIGHT RESEARCH** Thorough, up-to-the-minute information on music clearance... a complete basic catalog and regular weekly supplements of new published music with consolidated indexes provided semi-annually.

**NEWSLETTER** Personal monthly message to the BMI family. An exchange of radio and music ideas.

**MEET THE ARTIST** Valuable reference of vital statistics on 144 of the nation's popular recording artists.

**RECORD REPORT** Forecast of tomorrow's song hits... weekly facts about BMI-licensed tunes coming up.

**HOLIDAY MUSIC** Timely suggestions of appropriate music for seasonal and holiday occasions.

**MUSIC DISTRIBUTION** Music of every type, published by BMI and affiliated publishers, and occasionally records, mailed to stations.

**PERFORMINDEX** Handy, time-saving catalogue of most-performed BMI-licensed titles.

**CATEGORICAL INDEX** Provides immediate reference to a wide variety of song titles, arranged for selecting appropriate music in countless script situations.

Your BMI Field Representative, who visits your station periodically, can be helpful in many ways. For any personal problem in selecting or programming music send your inquiry to BMI's Station Service Department.

**BROADCAST MUSIC, INC.**  
580 FIFTH AVENUE

NEW YORK 19, N. Y.

New York • Chicago  
Hollywood • Toronto  
Montreal

# **BMI** ... ALWAYS AT YOUR SERVICE

**SERVICE** is one of the basic theme songs of BMI. The nation's broadcasters are using all of the BMI aids to programming...its vast and varied repertoire...its useful and saleable program continuities...its research facilities...and all of the elements which are within the scope of music in broadcasting.

The station manager, program director, musical director, disc jockey and librarian takes daily advantage of the numerous time-saving and research-saving functions provided by BMI.

Along with service to the broadcaster—AM, FM, and TV—BMI is constantly gaining new outlets, building new repertoires of music, and constantly expanding its activities.

The BMI broadcast licensee can be depended upon to meet every music requirement.

**BROADCAST MUSIC, INC.**

580 FIFTH AVENUE

NEW YORK 19, N. Y.

New York • Chicago,  
Hollywood • Toronto  
Montreal



# Radio and Television

# TELEPHONE NUMBERS

## in NEW YORK

### AM Radio Stations

WBNX	MEtrose	5-0333
WCBS	PLaza	5-2000
WEVD	PLaza	7-0880
WFAS	White Plains	9-6400
WGBB	FReeport	9-1400
WHLI	HEmpstead	2-8000
WHOM	Circle	6-3900
WINS	BRyant	9-6000
WJZ	TRafalgar	3-7000
WKBS	OYster Bay	6-2500
WLIB	ORegon	9-2720
WMCA	Circle	6-2200
WMGM	MURray Hill	8-1000
WNBC	Circle	7-8300
WNEW	PLaza	3-3300
WNYC	White Hall	3-3600
WOR	Longacre	4-8000
WOV	Circle	5-7979
WQXR	LACKawanna	4-1100
WWRL	NEwton	9-3300

### FM Radio Stations

WABF-FM	TEmpleton	8-5400
WCBS-FM	PLaza	5-2000
WFAS-FM	White Plains	9-6400
WGHF	MURray Hill	6-3266
WGNR	New Rochelle	6-1460
WGYN	BOWling Green	9-4054
WHLI-FM	OLympia	8-1100
WJZ-FM	TRafalgar	3-7000
WMGM-FM	MURray Hill	8-1000
WNBC-FM	Circle	7-8300
WNYC-FM	WOrth	2-5600
WOR-FM	Longacre	4-8000
WQXR-FM	LACKawanna	4-1100

### TV Stations

WABD	MURray Hill	8-2600
WATV	BARclay	7-8716
WCBS-TV	PLaza	5-2000
WJZ-TV	TRafalgar	3-7000
WNBT	Circle	7-8300
WOR-TV	Longacre	4-8000
WPIX	MURray Hill	2-1234

### National Networks

American Broadcasting Co.	Circle	7-5700
Columbia Broadcasting System	PLaza	5-2000
Keystone Broadcasting System	PLaza	7-1460
Mutual Broadcasting System	PENnsylvania	6-9600
National Broadcasting Co.	Circle	7-8300
Liberty Broadcasting System	MURray Hill	8-5580

### Spot Representatives

ABC Spot Sales	TRafalgar	3-7000
Avery-Knodel, Inc.	JUDson	6-5536
Hil F. Best	LEXington	2-3783
John Blair & Co.	MURray Hill	9-6084
Blair-TV, Inc.	MURray Hill	6-6263
Guy Bolam	ALgonquin	4-7881
The Bolting Co., Inc.	PLaza	9-8150
The Branham Co.	MURray Hill	6-1860
Burn-Smith Co., Inc.	MURray Hill	2-3124
CBS Radio Spot Sales	PLaza	5-2000
CBS TV Spot Sales	PLaza	5-2000
Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co., Inc.	MURray Hill	4-6317
Clark-Wandless Co.	ORegon	9-1575
Continental Radio Sales	LEXington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Denvney & Co.	MURray Hill	7-5635

Everett-McKinney, Inc.	PLaza	9-3747
Forjoe & Co., Inc.	PLaza	5-8501
Free & Peters, Inc.	PLaza	9-6022
Me'chor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	MURray Hill	9-2606
Headley-Reed Co.	MURray Hill	3-5467
George P. Hollingbery Co.	BRyant	9-3960
The Katz Agency, Inc.	PLaza	9-4460
Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Robert Meeker Associates, Inc.	MURray Hill	2-2170
National Bcstg. Co. (Spot-Local Sales)	Circle	7-8300
Pan American Bcstg. Co.	MURray Hill	2-0810
John E. Pearson Co.	PLaza	8-2255
John H. Perry Associates	MURray Hill	4-1647
Edward Petry & Co., Inc.	MURray Hill	8-0200
Radio Representatives	MURray Hill	8-4392
William G. Rambeau Co.	MURray Hill	6-5940
Paul H. Raymer Co., Inc.	PLaza	9-5570
The O. L. Taylor Co.	MURray Hill	8-1088
The Walker Co.	MURray Hill	3-5830
Weed & Co.	MURray Hill	7-7772
Adam J. Young, Jr., Inc.	MURray Hill	9-0006

### Advertising Agencies

Anderson & Cairns, Inc.	MURray Hill	8-5800
N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3719
Ted Bates, Inc.	JUDson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
The Biow Co., Inc.	PLaza	9-1717
Franklin Bruck Advertising Corp.	Circle	7-7660
Calkins, & Holden	PLaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3190
Cecil & Presbrey, Inc.	MURray Hill	8-1234
Compton Advertising, Inc.	Circle	6-2800
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald & Sample, Inc.	ORegon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford & Shenfield, Inc.	BRyant	9-0445
Donahue & Co., Inc.	COLumbus	5-4252
Doremus & Co.	WOrth	4-0700
Dowd, Redfield & Johnstone	MURray Hill	8-1275
Roy S. Durstine, Inc.	Circle	6-1400
Erwin, Wasey & Co., Inc.	LEXington	2-8700
William Esty & Co.	MURray Hill	5-1900
Federal Advertising Agency, Inc.	MURray Hill	8-4200
Foote, Cone & Belding	MURray Hill	8-5000
Albert Frank-Guenther Law	COrtlandt	7-5060
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLumbus	5-2000
Geyer, Newell, & Ganger, Inc.	PLaza	5-5400
Grey Adv. Agency, Inc.	CHickering	4-3900
Hirshon-Garfinkel, Inc.	MURray Hill	8-8900
Charles W. Hoyt Co., Inc.	MURray Hill	2-2000
Duane Jones Co., Inc.	PLaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	ORegon	9-4440
The Joseph Katz Co.	MURray Hill	8-1223
Kenyon & Eckhardt, Inc.	MURray Hill	8-5700
Abbott Kimball Co., Inc.	PLaza	3-9600
Kudner Agency, Inc.	Circle	6-3200
Al Paul Lefton Co., Inc.	VANderbilt	6-4340
Lannon & Mitchell, Inc.	MURray Hill	2-9170
Marfree Adv. Corp.	Longacre	4-7190
Marschalk & Pratt Co.	VANderbilt	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
McCann-Erickson, Inc.	JUDson	6-3400
Emil Mugg Co., Inc.	COLumbus	5-2482
Morey, Humm & Johnstone, Inc.	BRyant	9-5950
Morse International, Inc.	ORegon	9-4600
George R. Nelson	Circle	5-5430
Peck Adv. Agency, Inc.	PLaza	3-0900
Pedlar & Ryan, Inc.	PLaza	5-1500
Fletcher D. Richards, Inc.	JUDson	6-5400

## Radio-TV Telephone Numbers in New York

Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Sherman & Marquette, Inc.	Plaza	7-6400
Street & Finney, Inc.	WAtkins	4-8510
Sullivan, Stauffer, Calwell & Bayles	ORegon	9-2500
J. D. Tarcher & Co., Inc.	Circle	6-2626
J. Walter Thompson Co.	Murray Hill	3-2000
J. Franklyn Viola	CHickering	4-3254
Warwick & Legler, Inc.	Murray Hill	4-5800
William H. Weintraub & Co., Inc.	Murray Hill	8-3901
Weiss & Geller, Inc.	Plaza	3-4070
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Murray Hill	9-5000

### Publications

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

### RADIO-TELEVISION DAILY Wisconsin 7-6336

Radio & Television Weekly	WAlker	5-2576
Sales Management	LEXington	2-1760
Sponsor	Murray Hill	8-2772
Standard Rate & Data Service	LEXington	2-6611
Television Magazine	Plaza	3-3671
Tide	Murray Hill	3-7700
Variety	LUXemburg	2-2700

### News Associations

Associated Press	Plaza	7-1111
International News Service	Murray Hill	7-8800
Press Association, Inc.	Plaza	7-1111
Reuters	BRyant	9-8558
Transradio Press Service, Inc.	Murray Hill	2-4053
United Press Associations	Murray Hill	2-0430

### Talent Agencies

Affiliated Artists	Plaza	3-1862
All America Artists, Inc.	Circle	6-6646
Batchelor Enterprises, Inc.	Circle	6-4224
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Radio Artists, Inc.	COLUMbus	5-3580
Frank Cooper Associates	VANderbilt	6-5661
Fanchon & Marco, Inc.	CHickering	4-3956
Gale, Inc.	Plaza	7-7100
William McCaffrey Agency	ELdorado	5-1076
Management Corp. of America	Plaza	9-7500
Music Corp. of America	Plaza	9-7500
William Morris Agency, Inc.	JUDson	6-5100
Marjorie Morrow	CHickering	4-0644
National Concert & Artists Corp.	Plaza	9-6000
Robbins Bros.	Murray Hill	7-2033

### Organizations, Unions and Government Agencies

Actors' Equity	Plaza	7-7660
Advertising Federation of America	BRyant	9-0430
AAAA	LEXington	2-7980
American Communications Assn.	COrtland	7-1374
American Federation of Musicians	Plaza	8-0600
AFRA	VANderbilt	6-1810
ASCAP	Murray Hill	8-8800
American Television Society	Murray Hill	6-0238
AMPA	LUXemburg	2-1790
Broadcast Music, Inc.	Plaza	7-1800
Federal Communications Comm.	WAtkins	4-1000
Federal Trade Commission	WHitehall	3-8000
Institute of Radio Engineers	REgent	7-9600
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
NARS	Murray Hill	5-4141
Professional Music Men, Inc.	COLUMbus	5-7362
Radio Writers' Guild	Murray Hill	6-5252
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Assn.	COLUMbus	5-3758
Television Broadcasters' Assn., Inc.	LACKawanna	4-4788

### Radio-TV Program and Transcription Cos.

Advance Television Pictures Service	Circle	5-6873
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Advertisers Recording Service, Inc.	Circle	6-0141
Affiliated Program Service, Inc.	Murray Hill	7-1881
Air Features	Murray Hill	9-5900
Alton Alexander Productions	LORraine	8-3100
American Institute Food Products	Murray Hill	8-4900
Apex Recording Studios, Inc.	Plaza	7-7067
Arts Recording Studios	Plaza	8-0407
Associated Program Service	Plaza	7-7710
Associated Radio & TV Production	Murray Hill	6-2523
Audio-Video Recording Co.	Plaza	7-0780
Jack Barry Productions, Inc.	ORegon	9-3118
Basch Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Advtg. Service	LUXemburg	2-1040
Ford Bond Radio Productions, Inc.	Circle	7-2236
Byron Productions Co.	Circle	6-2677
The Bruce Chapman Co.	WISconsin	7-9244
Cinefacts, Inc.	Circle	6-0951
Cinemart, Inc.	Murray Hill	4-1562
Coastal Recording Co.	Circle	6-3900
Columbia Transcriptions	Circle	5-7300
Louis G. Cowan, Inc.	Plaza	9-3700
Frederic Dmrau, M.D.	Plaza	5-3638
Gordon M. Day Productions	ORegon	9-3595
Decca Records, Inc.	COLUMbus	5-2303
Roy DeGroot, Consultants, Inc.	Murray Hill	7-9135
Empire Broadcasting Co.	Plaza	9-4500
Mildred Fenton Productions	Plaza	9-8266
Fisher Productions	PENnsylvania	6-9557
Allen A. Funt Radio Productions	JUDson	6-5227
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	COLUMbus	5-7504
Harry S. Goodman Radio Productions	Plaza	5-6131
Laurence Hammond Productions, Inc.	Plaza	9-2210
Arthur Henley Productions	ILlinois	9-6729
Hudes & Lind	BOslevard	8-3065
Hummert Radio Features	Murray Hill	9-5900
International 16mm Corp.	Plaza	7-2265
Roger Kay Enterprises	Circle	5-7880
Keystone Broadcasting System, Inc.	Plaza	7-1460
Lang-Worth Feature Programs, Inc.	JUDson	6-5700
Bob Laewi Productions, Inc.	Plaza	5-0958
Phillips H. Lord, Inc.	Plaza	5-2211
Charles Michelson, Inc.	Plaza	7-0695
Motion Pictures Stages, Inc.	Plaza	3-4840
William Morris Agency, Inc.	JUDson	6-5100
Murphy-Lillis Productions, Inc.	Plaza	7-8144
Music Corp. of America	Plaza	9-7500
Muzak Corp.	Plaza	7-7710
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Nelson Productions, Inc.	Murray Hill	6-5862
Press Associations, Inc.	Plaza	7-1101
Procter Productions, Inc.	JUDson	6-4830
Radio Artists Corp.	Murray Hill	8-0940
Radio Events, Inc.	Murray Hill	7-1668
Radio Features of America	LUXemburg	2-5130
Radio-Video Associates	Plaza	5-5781
Reemack Enterprises, Inc.	Murray Hill	7-7979
Reeves Sound Studios, Inc.	ORegon	9-3550
Rockhill Radio	Plaza	9-7979
Bernard L. Schubert, Inc.	Murray Hill	8-0940
SESAC, Inc.	Murray Hill	5-5365
K. R. Smith	JUDson	2-3791
Henry Souvaine, Inc.	Circle	7-5666
Richard Stark & Co.	Circle	6-7337
Irvin Paul Sulds, Inc.	TEmpleton	8-7025
Television Screen Productions, Inc.	Plaza	5-0808
Transcribed Radio Shows	LUXemburg	2-3530
Transfilm, Inc.	LUXemburg	2-1400
United Press Associations	Murray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-0673
Chick Vincent Co.	ELdorado	5-4745
Von Baumann Studio	RHInelander	4-5508
Roger White Productions	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
Wolff-Feldman Enterprises, Inc.	LACKawanna	4-3450
World Broadcasting System, Inc.	Murray Hill	8-4700
World Video, Inc.	Plaza	9-3870
Wynn, Wright Associates	Plaza	3-4417
Frederick W. Ziv Co., Inc.	Murray Hill	8-4700

# Radio and Television

# TELEPHONE NUMBERS

## in CHICAGO

### AM Radio Stations

WAAF	.....	RAndolph	6-1932
WAIT	.....	Franklin	2-0660
WBMB	.....	Whitehall	4-6000
WCFL	.....	MOhawk	4-2400
WCRW	.....	Eastgate	7-6860
WEDC	.....	ROckwell	2-9461
WENR	.....	ANdover	3-7800
WGES	.....	SAcramento	2-1700
WGN	.....	SUperior	7-0100
WHFC	.....	Cliffside	4-7411
WIND	.....	Whitehall	4-2170
WJJD	.....	STate	2-5466
WLS	.....	MOntroe	6-9700
WMAQ	.....	SUperior	7-8300
WMBI	.....	MIchigan	2-1570
WNMP	.....	SHeldrake	3-1590
WSBC	.....	MOntroe	6-9060

### FM Radio Stations

WEAW	.....	AMBassador	2-1128
WEFM	.....	STate	2-1357
WEMS	.....	Cliffside	4-7411
WMOR	.....	ANdover	3-6050
WOAK	.....	SAcramento	2-6272
WXRT	.....	MOntroe	6-9060

### Television Stations

WBKB	.....	RAndolph	6-8210
WENR-TV	.....	ANdover	3-7800
WGN-TV	.....	FIancial	6-0011
WNBQ	.....	SUperior	7-8300

### National Networks

American Broadcasting Co.	.....	ANdover	3-7800
Columbia Broadcasting System	.....	Whitehall	4-6000
Keystone Broadcasting System	.....	STate	2-6303
Mutual Broadcasting System	.....	Whitehall	4-5060
National Broadcasting Co.	.....	SUperior	7-8300

### Station Representatives

Avery-Knodel, Inc.	.....	ANdover	3-4710
John Blair & Co.	.....	SUperior	7-8659
The Bolling Co.	.....	DEarborn	2-5277
The Branham Co.	.....	CEntral	6-5726
Burn-Smith Co.	.....	CEntral	6-4437
Copper Publications	.....	CEntral	6-5977
CBS Radio Sales	.....	Whitehall	4-6000
Thomas F. Clark Co.	.....	CEntral	6-1112
Crosley Broadcasting Corp.	.....	STate	2-6693
Everett-McKinney, Inc.	.....	SUperior	7-9052
Forjoe & Co.	.....	DElaware	7-1874
Free & Peters, Inc.	.....	Franklin	2-6373
Headley-Reed Co.	.....	Franklin	2-4686
George P. Hollingsbery	.....	ANdover	3-2636
Hol Holman Co.	.....	Franklin	2-0016
H-R Representatives	.....	RAndolph	6-0113
The Katz Agency	.....	CEntral	6-4006
Joseph Hershey McGillvra, Inc.	.....	STate	2-5282
J. P. McKinney & Son	.....	SUperior	7-9866
Robert Meeker Associates, Inc.	.....	CEntral	6-1742
National Broadcasting Co.	.....	SUperior	7-8300
John E. Pearson Co.	.....	STate	2-7594
John H. Perry Associates	.....	HArrison	7-8085
Edward Petry & Co., Inc.	.....	Whitehall	4-0011
Radia Sales	.....	Whitehall	4-6000

William G. Rambeau Co.	.....	ANdover	3-5566
Paul H. Raymer Co.	.....	SUperior	7-4473
The Taylor Co.	.....	STate	2-5260
Scars & Ayer, Inc.	.....	SUperior	7-8177
Walker Co.	.....	ANdover	3-5771
Weed & Co.	.....	RAndolph	6-7730
Adam Young, Jr., Inc.	.....	ANdover	3-5448

### Advertising Agencies

Aubrey, Moore & Wallace, Inc.	.....	FIancial	6-1600
N. W. Ayer & Son, Inc.	.....	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	.....	Franklin	2-8895
BBD&O	.....	SUperior	7-9200
Beaumont & Hohman	.....	CEntral	6-4230
Gordon, Best, Co., Inc.	.....	STate	2-5060
Hill Blackett	.....	SUperior	7-6500
Bozell & Jacobs, Inc.	.....	CEntral	6-6503
Richard Bradley Associates	.....	Whitehall	4-5543
Buchanan & Co., Inc.	.....	ANdover	3-6111
Leo Burnett Co., Inc.	.....	CEntral	6-5959
Burnett-Kuhn Advertising Co.	.....	SUperior	7-3800
Campbell-Ewald Co.	.....	CEntral	6-1946
Campbell-Mithun Inc.	.....	DElaware	7-7553
Dancer-Fitzgerald-Sample	.....	FIancial	6-4700
W. B. Doner & Co.	.....	DEarborn	2-4674
Doremus & Co.	.....	CEntral	6-9132
Erwin Wasey & Co.	.....	RAndolph	6-4952
Albert Frank-Guenther Law, Inc.	.....	DEarborn	2-6424
Foote, Cone & Belding	.....	SUperior	7-4800
Goodkind, Joice & Morgan, Inc.	.....	SUperior	7-6476
Grant Advertising, Inc.	.....	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	.....	Franklin	2-9180
H. W. Kastor & Sons Advertising Co.	.....	CEntral	6-5331
W. E. Long Co.	.....	RAndolph	6-4606
MacFarland, Aveyard & Co.	.....	RAndolph	6-9360
Malcolm-Howard	.....	RAndolph	6-7942
Maxon, Inc.	.....	Whitehall	4-1676
McCann-Erickson	.....	WEbster	9-3701
Arthur Meyerhoff & Co.	.....	DElaware	7-7860
C. L. Miller Co.	.....	CEntral	6-1640
Needham, Louis Brorby, Inc.	.....	STate	2-5151
Oliant Advertising Co.	.....	STate	2-3381
O'Neil, Larson & McMahon	.....	ANdover	3-4470
Presba, Fellers & Presba, Inc.	.....	CEntral	6-7683
L. W. Ramsey Co.	.....	Franklin	2-8155
Roche, Williams & Cleary	.....	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	.....	FIancial	6-1833
Schwimmer & Scott	.....	DEarborn	2-1815
Russell M. Seeds Co.	.....	DElaware	7-1045
Sherman & Marquette, Inc.	.....	DElaware	7-8000
Tatham-Laird, Inc.	.....	RAndolph	6-2171
J. Walter Thompson Co.	.....	SUperior	7-0303
Wade Advertising Agency	.....	STate	2-7369
Weiss and Geller	.....	DElaware	7-1124
Weston-Barnett, Inc.	.....	Whitehall	4-7725
Young & Rubicam	.....	FIancial	6-0750

### Radio-TV Program and Transcription Cos.

Air Shows, Inc.	.....	SUperior	7-0506
Louis G. Cowan & Co.	.....	RAndolph	6-2022
Columbia Records Corp.	.....	Whitehall	4-6000
Decca Records, Inc.	.....	DElaware	7-8800
Feature Productions	.....	STate	2-8999
Green Associates	.....	Whitehall	4-0818
L. S. Toogood Recording Co.	.....	CEntral	6-5275
Hollywood Recorded Features, Inc.	.....	Longbeach	1-6730
William Morris Agency	.....	STate	2-3632
Jewell Radia Productions	.....	FIancial	6-4474
Beulah Karney, Inc.	.....	STate	2-5060



## Radio and Television

# TELEPHONE NUMBERS

## CHICAGO

## WASHINGTON

Herbert S. Laufman	WEbster	9-2302
Les Lear Productions Corp.	ANdover	3-7233
Art Linick Enterprises	SUperior	7-3311
Monogram Radio Programs, Inc.	ANdover	3-7169
Morton Radio Productions, Inc.	CENtral	6-4144
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUperior	7-8300
Radio Features, Inc.	FRanklin	2-4392
RCA Manufacturing Co.	WHitehall	4-4600
Standard Radio Trans. Service, Inc.	STate	2-3153
Hal Tate Radio Productions	SHeldrake	3-0880
Tele-Radio Creations, Inc.	MOhawk	4-0015
Television Adv. Productions, Inc.	STate	2-5941
Wright Radio Productions	SUperior	7-1280
Frederic W. Ziv Co.	FRanklin	2-8917

Supreme Court of The U. S.	EXecutive	1640
White House	NAtional	1414
Blair House	REpublic	1681

### Non-Governmental

Clear Channel Broadcasting Service	EXecutive	0255
National Association of Broadcasters	DEatur	9300
National Press Club	REpublic	2500
RADIO DAILY	METropolitan	0823
	METropolitan	0824
	WARfield	4462
Radio-Television Manufacturers' Association		
	NAtional	3902
Radio Corporation of America	DIstrict	1260
Westinghouse Radio Stations	STERling	0903
	NAtional	8843

### News Agencies and Ass'ns.

Associated Press	STate	2-7700
International News Service	ANdover	3-1234
Press Association, Inc.	STate	2-4581
Transradio Press Service	STate	2-7904
RADIO DAILY	ANdover	3-6050
	FR	2-3238
United Press	RAndolph	6-4172

### AM Radio Stations

WARL	OWens	7800
WEAM	OWens	7100
WFAX	FALLS Church	0900
WGAY	SHepherd	1050
WGMS	EXecutive	8676
WINX	REpublic	8000
WMAL	NAtional	5400
WOL	METropolitan	0010
WOOK	STERling	7265
WPIK	OVERlook	3000
WRC	REpublic	4000
WTOP	METropolitan	3200
WWDC	STERling	3800

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

### FM Radio Stations

WARL-FM	OWens	7800
WASH	DIstrict	1356
WBUZ	HILLside	8796
WCFM	REpublic	8688
WGAY-FM	SHepherd	1050
WGMS-FM	EXecutive	8676
WMAL-FM	NAtional	5400
WOK-FM	STERling	7265
WRC-FM	REpublic	4000
WTOP-FM	METropolitan	3200

### Federal Departments and Agencies

American National Red Cross	REpublic	8300
Archives, National	REpublic	7500
Capitol U. S. (Senate, House of Reps.)	NAtional	3120
Census, Bureau of the	LUdow	4-3000
Commerce, Department of	STERling	9200
Copyright Office—Library of Congress	STERling	0400
Court of Customs & Patent Appeals	NAtional	4696
Defense Mobilization, Office of	EXecutive	3300
Executive Mansion	NAtional	1414
FEDERAL COMMUNICATIONS COMMISSION	EXecutive	3620
Federal Trade Commission	EXecutive	6800
Government Printing Office	DIstrict	6840
Interior, Department of the	REpublic	1820
Justice, Department of	REpublic	8200
Labor, Department of	EXecutive	2420
National Labor Relations Board	STERling	7373
National Military Establishments		
Air Force, Department of The	LIberty	5-6700
Army, Department of The	LIberty	5-6700
Navy, Department of The	LIberty	5-6700
National Production Authority	STERling	5200
National Research Council	EXecutive	8100
Patent Office	STERling	9200
Post Office Department	STERling	3100
Radio Correspondents' Galleries—Capitol (Senate & House of Reps.)	NAtional	3120
State, Department of	REpublic	5600

### Television Stations

WMAL-TV	NAtional	5400
WNBW	REpublic	4000
WTOP-TV	METropolitian	3200
WTTG	STERling	5300

### News Services

Associated Press	DIstrict	1500
International News Service	NAtional	1733
Transradio Press	NAtional	1178
United Press	EXecutive	3430

### Networks

ABC	REpublic	6013
CBS	METropolitan	3200
LBS	NAtional	4458
MBS	METropolitan	1551
NBC	REpublic	4000



# Radio and Television

# TELEPHONE NUMBERS

## in LOS ANGELES

### AM Radio Stations

KALL (Pasadena)	RYan	1-7149
KBIG	Hempstead	3025
KECA	Hudson	2-3141
KFAC	DUnkirk	4-1231
KFI	DUnkirk	2-2121
KFMV	Hillside	7406
KFOX	MAdison	2247
KFVD	DUnkirk	8-2345
KFWB	Hempstead	5151
KGER	MAdison	2551
KGFI	Hillside	0201
KGIL (Sherman Oaks)	STanley	7-3467
KHJ	Hudson	2-2133
KIEV (Glendale)	CHarleston	5-2388
KLAC	Hudson	2-7311
KMGM	TEXas	0-3311
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KOWL (Santa Monica)	Santa Monica	4-6761
KRKD	TUcker	7111
KUSC	Richmond	7-2295
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

### FM Radio Stations

KECA-FM	Hudson	2-3141
KKI-FM	DUnkirk	2-2121
KFMV	Hillside	7406
KHJ-FM	Hudson	2-2133
KKLA-FM	DUnkirk	8-7793
KMGM	TEXas	0-3311
KMPC-FM	HOLlywood	5341
KRKD-FM	TUcker	7111
KUSC	Richmond	7-2295

### Television Stations

KECA-TV	NOrmandy	3-3311
KFI-TV	DUnkirk	2-2121
KLAC	Hudson	2-7311
KNBH	HOLlywood	9-6161
KTLA	HOLlywood	9-3181
KTSL	HOLlywood	9-1212
KTTV	Hudson	2-7111

### Networks

American Broadcasting Co.	Hudson	2-3141
Columbia Broadcasting System, Inc.	HOLlywood	9-1212
National Broadcasting Co.	HOLlywood	9-6161
Mutual-Dan Lee Broadcast System	Hudson	2-2133
Pacific Regional Network	Hillside	7406
Liberty Broadcasting System, Inc.	Hudson	2-7471

### Station Representatives

American Jewish Broadcasting	NOrmandy	2-5546
Avery-Knodell, Inc.	TU	2435
Water Bidick Co.	Richmond	6184
John Blair & Co.	CRanite	6103
Blair TV, Inc.	CRanite	6103
Bolling Co., Inc.	GLadstone	8045
The Branham Co.	DUnkirk	8-8158
Howard C. Brown Co.	HOLlywood	9-6045

Burn-Smith Co., Inc.	Richmond	6184
F M Repps, Inc.	Hillside	2450
Free & Peters	HO	9-2151
Gene Grant & Co.	YORk	8812
W. S. Grant Co.	CR	6-3400
Irene Griffith Co.	Hillside	3921
Headley-Reed Co.	Hillside	7738
George P. Hollingsbery	MAdison	6-3633
The Katz Agency	TUcker	3219
Keenan & Elckelberg	DUnkirk	2-8458
Joseph Harshey McGilvra, Inc.	DUnkirk	7-4388
Tracy Moore	HOLlywood	9-5408
NBC-KNBH Spot Sales	HOLlywood	9-6161
Harlang Oaks Assoc.	DUnkirk	2-3250
Lee F. O'Connell Co.	CRestview	5-2022
John Pearson Co.	DUnkirk	7-4388
Edward Petry Co.	Michigan	8729
Radio Sales	HOLlywood	9-1212
Wm. G. Rambeau Co.	HI	0388
Paul H. Raymer	Hudson	2-2376
Walker Co.	DUnkirk	2-3200
Weed & Company	Hillside	8611

### Advertising Agencies

Abbott Kimball Co. of Calif.	DUnkirk	7-7305
Ad Associates	TUcker	5713
Advertisers Production Agency	PRospect	7761
Advertising Engineers Corporation	MUtual	5039
Alber, R. H., Co.	HOLlywood	9-8273
Allen & Marshall Adv. Agency	DUnkirk	7-5163
Allied Advertising Agency	DUnkirk	7-7331
Altman, Bruce, Adv. Agency	BRadshaw	2-5446
Anderson-Bever-Grant, Inc.	ANGelus	3-7177
Anderson-McConnell Adv. Agency	WEbster	1-8138
Arnold, Rupert, Adv. Agency	PRospect	1782
Asay, Wm. F., Agency	LOng Beach	8-3145
Associated Advertising Agency	DUnkirk	8-2429
Atchison, R. B., Adv. Agency	PRospect	1913
Atherton Advertising Agency	WEbster	3-8488
Ayer, N. W., & Son, Inc.	Hempstead	4871
Ball, Ted H., & Co.	HOLlywood	9-7127
Benning Co.	DUnkirk	8-3456
Barnes Chase Co.	DUnkirk	4-1193
Barnes, John, & Assoc.	Hempstead	0387
Bass, Louis, Co.	BRadshaw	2-3396
Bates, Ted., & Co.	HOLlywood	9-2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOLlywood	9-7337
(Los Angeles)	WEbster	1-1234
Beale, H., Hammond Agency	DUnkirk	7-7777
Beaumont & Hohman, Inc.	MAdison	9-2676
Bennett, Harry, Adv. Agency	TRinity	2391
Benton & Bowles, Inc.	Hillside	9151
Berghoff Associates, Inc.	BRadshaw	2-2652
Besel Advertising	ANGelus	3-5121
Biow Co., Inc.	Hempstead	2377
Bishop & Assoc. Inc.	MAdison	6-1221
Black, Robt. J. Adv.	BRadshaw	2-4072
Block Advertising Agency	HUtson	2-5668
Blythe, W. L., Co.	TUcker	5410
Bogarts, The	Hempstead	6871
Booker-Cooper Inc.	HUtson	2-3205
Bothwell, W. Earl, Inc.	CRanite	6114
Bowman, Dvite, Cummings, Inc.	PRospect	9806
Boyd, John R., Co.	LOgan	1644
Boyd, Michael, Assoc.	CRestview	6-2991
Brisacher, Wheeler, & Staff.	WEbster	1-8143
Broadcasting Advertising	DUnkirk	9-1339
Brooks Advertising Agency	TRinity	0558
Buchanan & Co., Inc.	CRestview	5-5231
Burnett, Leo, Co., Inc.	DUnkirk	8-8131

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

Byoir, Carl, & Assoc., Inc.	Trinity 6421	Juneau, C. B., Inc.	WEBster 3-7131
California Advertising Agency	HEmpstead 8008	Kaufmann, Hans E., & Co.	Gladstone 1127
Calkins, Holden, Carlock, McClinton & Smith, Inc.	YORk 5145	Keane, Raymond Adv. Agency	WEBster 3-9221
Campbell-Ewald Co.	Richmond 6204	Kellogg, Edward S., Co.	DUNkirk 7-5213
Cables Co., The	DUNkirk 7-4255	Kelso, M. H., & Co.	DUNkirk 2-2072
Carroll Dean	HOLLYwood 9-1681	Kenyon & Eckhardt, Inc.	HEmpstead 2101
Case, Jack, Adv. Counselor	NOrmandy 1-1820	Kester, William, & Co.	Hillside 9251
Case, Roger T., Assoc.	Long Beach 7-4474	Kimball, Abbott, Co. of Calif.	DUNkirk 7-7305
Cecil & Presbury, Inc.	HEmpstead 2324	Klingensmith & Co., Inc.	DUNkirk 8-3013
Cinema Advertising Agency	PRospect 2141	Klitten, Martin R., Co., Inc.	DUNkirk 7-8396
Citizen Advertising Agency, Inc.	MADison 6-4383	Knight Advertising	BRadshaw 2-5401
Clark, Darwin H., Co.	MADison 9-1661	Lannen & Sanders, Inc.	Mutual 8060
Cloward, Velma, Advertising	DUNkirk 4-2558	Lawrence Co., The	BRadshaw 2-5820
Cole, Val, Advertising Agency	WAlnut 5182	Lennen & Mitchell, Inc.	CRestview 1-7221
Coleman-Jones Advertising	MADison 6-5859	Lenz, J. M., Advertising	HOLLYwood 9-3906
Collard, Clark, Adv. Agency	Michigan 2211	Little & Co.	DUNkirk 9-1267
Columbian Advertising Agency	HOLLYwood 9-7187	Lockwood-Shackelford Adv.	DUNkirk 8-3121
Complan Advertising, Inc.	HOLLYwood 9-8107	Logan, Dudley L., Adv.	MADison 9-1604
Consolidated Adv. Directors	CRestview 4-6108	Mack-Wharton, Advertising	Richmond 7-5477
Counselors, The	Hillside 0263	Mann Advertising Co., Inc.	DUNkirk 2-1179
Crank Chet, Co.	HEmpstead 5129	Marketers, Inc.	DUNkirk 7-5303
Crossley & Jeffries, Inc.	Cleveland 7-0617	Martna's Adv. Service	MADison 6-4897
Culp Earl R., Co.	DUNkirk 2-8406	Marta, Walter, Adv. Agency	SYcamore 6-2239
Cunningham & Walsh, Inc.	GRanite 6131	Matthews, Anne D., Adv. Agency	SYcamore 2-3816
Dancer-Fitzgerald-Sample, Inc.	HUdson 2-3256	Mayers Co., Inc., The	DUNkirk 8-2111
Davis, Charlie, Advertising	AXminster 3-5508	Mayne, Charles H., Co.	DUNkirk 7-4363
Davis & Company	Michigan 3908	Mays & Co., Advertising	TRinity 8534
Davis-Harrison-Simmons, Inc.	HUdson 2-2311	McCann-Erickson, Inc. (Los Angeles)	Mutual 1181
Davis-Hood & Assoc., Inc.	Stanley 7-4638	McCarthy Co., The	PRospect 7011
Dennis, Robert F., Inc.	TRinity 4691	McCreery, Walter, The	BRadshaw 2-2168
Donald, Dick, Adv.	DUNkirk 8-2371	McElroy Advertising Agency	PRospect 2407
Dozier & Eastman Adv.	PRospect 7091	McKee, Burns Advertising	DUNkirk 7-8377
Dunkle, W. Donald, & Assoc.	DUNkirk 3-3054	McNeill & McCleery	HUdson 2-2337
Durstone, Roy S., Inc.	DUNkirk 8-3411	Meany, Phillip J., Co., Adv. Agency	Michigan 3610
Ebberts, Dan, Adv. Serv.	Logan 4242	Mercury Adv. Agency, Inc.	BRadshaw 2-2207
Edwards, Adv. Agency, The	BRadshaw 2-5616	Miner, Dan B., Co.	DUNkirk 8-3301
Edwards, John F. & Assoc.	VANDike 1061	Magge-Privett, Inc.	YORk 7243
Ehlert, Grace, Broadcast Adv.	VANDike 3163	Moody, Thomas & Assoc.	DUNkirk 2-0544
Eisenberg, Ralph, Advertising	VANDike 0349	More, C. Church, & Co.	TRinity 8043
Ewell, Wasey, & Co., Ltd.	WEBster 1-1211	Morgan, Raymond R., Co.	HEmpstead 4194
Evler & Thurber Assoc.	HOLLYwood 4-4994	Murray, Dymock, Carson, Inc.	BRadshaw 2-2719
Factor, Ted H., Agency	DUNkirk 8-8111	Nealon, Edw. N., Adv. Agency	PRospect 1747
Fagan, O. K., Advertising Agency	VANDike 2192	Nath Adv. Assoc.	Michigan 2169
Fehlman, Warren P., Adv. Co.	Kimball 9256	Needham, Louis & Brorby, Inc.	HUdson 2-2391
Fishell, Dick & Assoc.	CRestview 5-4257	Nelson Advertising Service	Michigan 0528
Foote, Cone & Belding (Hollywood)	HOLLYwood 9-6265	Newman, Mike, & Assoc.	REpublic 5137
Foote, Cone & Belding (Los Angeles)	Michigan 7651	Newman, N. J., Adv. Agency	TRinity 7664
Ford-Harsberger	HEmpstead 8193	Noble Advertising Co.	MADison 6-5359
Forester, Gene, & Assoc.	Stanley 7-4037	O'Neil, Larson & McMahon	Gladstone 2578
Free, Newton A., Co., The	Michigan 1195	Ostrander, Russell P., Adv.	DUNkirk 3-3197
Freiburg, John, & Co.	NOrmandy 3-2111	Pacific Advertising Service	PRospect 5803
Fritzen, Henry, Adv. Agency	MADison 6-0555	Patch & Curtis Adv. Agency	Long Beach 6-1259
Gardner, H. M., & Assoc.	MADison 6-4397	Pardee Co., The	HUdson 2-7306
Geissinger, W. B., & Co.	WEBster 3-7178	Pendleton, Larry & Assocs.	HUdson 2-3205
General Advertising Agency, Inc.	HEmpstead 5128	Perrett Co., The	Mutual 2388
George, Ernest N., Co.	GRanite 8962	Peters, Lyman, Inc.	CHARleston 5-3619
Geoffrey Wade Adv.	Hillside 7457	Porter, Wesley H., Adv.	AXminster 3-0400
Gill Clifford Agency	BRadshaw 2-4239	Productive Advertising Agency	DUNkirk 8-2251
Glasser-Gailey, Inc.	DUNkirk 4-2141	Raymond, Larry Co.	YORk 8125
Glenn Advertising, Inc.	AXminster 2-3063	Ringer, Lee, Advertising	DUNkirk 7-8131
Gonda, Francis D., Adv. Agency	DUNkirk 7-6126	Riordan, John H., Co.	MADison 6-2291
Goodman, Kent	HOLLYwood 9-7992	Roberts, Jack, & Associates, Inc.	TEXas 0-2842
Grant Advertising, Inc.	HOLLYwood 9-5371	Robins-Newton-Chapman	Hillside 0255
Grant, Will, Adv. Agency	TRinity 1384	Robinson, Elwood J., Adv.	Mutual 6293
Greenhal, Marlow, Co., Inc.	Stanley 7-5953	Roche-Eckhoff & Associates	HOLLYwood 9-5363
Gregory, Willard G., & Co.	TRinity 0531	Rockett-Lauritzen	REpublic 2-9141
Harrington-Richards	WEBster 3-5577	Ross, Charles, Adv. Agency	HUdson 2-1184
Harvey, William W., Inc.	Century 2-0136	Ross, Ellsworth, Inc.	DUNkirk 8-3608
Heasley & Heasley Adv. Agency	CRestview 5-6875	Ross Gardner & White Advertising	DUNkirk 7-7211
Heintz & Co., Inc.	Michigan 6061	Ross, Roy, Inc.	HOLLYwood 9-6263
Hensel, Elliot C., Adv.	DUNkirk 9-1225	Ross, W. B., Assoc., Adv.	DUNkirk 8-7194
Hill, Don	TUCKer 3818	Rouse, A. James, Co.	BRadshaw 2-5608
Hillman, David S., Inc.	BRadshaw 2-6586	Ruthrauff & Ryan, Inc.	Hillside 7593
Hixson & Jorgensen, Inc.	MADison 6-5811	Sawyer, Koss, Advertising	RYAN 1-8453
Hoel, John D., Adv. Agency	RYAN 1-7131	Scholtz Advertising Service	Michigan 2396
Houston Adv. Services Co.	PRospect 9654	Schurrer, Lou, Advertising	Gladstone 1127
Huber-Whiteman, Advertising	PRospect 8131	Sobrell, J. B., Adv. Agency	MADison 6-9397
Hunter Advertising Agency	NOrmandy 3-1178	Seeds, Russell M., Co., Inc.	HUdson 2-1206
Industrial Adv. Assoc.	NOrmandy 2-8362	Seidel Advertising Agency	Hillside 0225
Irwin Co., Inc.	BRadshaw 2-5455	Shane, Leonard, Agency, The	Michigan 3231
Jaffee & Jaffee Adv. Agency	CRestview 1-6211	Shaw Co., The	Mutual 5161
Johanet Adv. Agency	Oregon 7-1904	Sheldon, Lisle Adv.	HEmpstead 2366
Johnson, J. Howard	Michigan 8464	Shore Assocs.	BRadshaw 2-6241
Jones, Dana, Co.	TUCKer 6131	Sieck H. Chas. Inc.	BRadshaw 2-6403
Jordan Ca., The	DUNkirk 2-2248	Simmons, Dean	WEBster 1-1311

## Radio-TV Telephone Numbers in Los Angeles

Simmons Co.	Bradshaw 2-5319
Smalley, Levitt & Smith	MUtual 5336
Smith & Bull Adv.	HEmpstead 5671
Smith, Robert Adv. Agcy.	TRinity 9529
Smith, T. Tyler, Adv. Agcy.	HEmpstead 9239
Stahl, Chas.	MAdison 7844
Stebbins, Barton A., Adv.	TRinity 8821
Stebbins, Hal, Inc.	PRospect 5317
Steller, Millar & Lester, Inc.	DUNkirk 7-5377
Stevens, J. G., Inc.	DUNkirk 2-8271
Stevens, Stuart	GLadstone 8645
Stiller, Geo. & Assoc.	WEbster 1-1688
Stodel Adv.	DUNkirk 4-2133
Straus, J. W. & Co.	DUNkirk 3-5072
Sudler Co.	TRinity 0709
Sullivan Stauffer Colwell & Bayles, Inc.	Hillside 2119
Swoffard & Co.	MAdison 6-5521
Taggart & Young	WEbster 3-8108
Theatrical Adv. Agcy.	Mlchigan 7761
Thompson, J. Walter, Co.	MAdison 2661
Tullis Co., Inc., The	HEmpstead 6831
Universal Advertising Agency, Inc.	Hillside 8218
Van der Boom, Hunt, McNaughton, Inc.	DUNkirk 2-6203
Van-Scott, Inc.	DUNkirk 9-2300
Vaughn, Jack Adv. Agcy.	ROchester 9-2535
Victor, A. J. Co.	GRanite 7161
Warwick & Legler, Inc.	HEmpstead 8163
Webster, R. W., Adv.	MAdison 9-2283
Weitzman, Louis J., Adv. Agcy.	DUNkirk 8-3115
Welsh-Hollander Advertising	Mlchigan 0876
Wessells, George M., Company	YORK 8258
Western Adv. Agcy., Inc.	DUNkirk 7-7367
Westwood, Tom, Advertising Agcy.	TRinity 8496
Whelock, Ward, Co.	Hillside 9221
Wildner, Alvin	HEmpstead 1116
Willis, Harry G., & Assoc.	CHARleston 5-3325
Wynne-Alexander Adv. Agcy.	PYramid 1-2319
Young & Rubicam, Inc.	HOLLYwood 9-2731

### Radio-TV Program and Transcription Cos.

Alexander Film Co.	Hillside 5677
American Broadcasting Co.	Hudson 23141
Associated Television Enterprises	Gladstone 9214
Audio-Video	CRestview 54373
Bates, Bill	Hillside 0101
Bob White Productions	WAlnut 5398
Bracken Productions, Inc.	WEbster 86196
Burton, Al Productions	GRanite 0176
Caston Productions	CRestview 50113
Cheshire & Associates	HOLLYwood 94580
Cine Video Corp.	NORmandy 26128
Commodore Productions	HOLLYwood 98229
Cooley, Spade Enterprises	BRadshaw 24493
Crosby, Bing Enterprises	BRadshaw 22771
Davis Hal, Productions	HOLLYwood 97741
Dudley, Telev. Corp.	CRestview 17258
Eells, Bruce, & Assoc.	HOLLYwood 95869
Fairbanks, Jerry, Inc.	Hudson 21101
Feature Productions of Hollywood	Gladstone 5072
Five-Star Productions	HEmpstead 4807
Fogel, George	HOLLYwood 93577
General Artists Corp.	CRestview 18101
General Telev. Enterprises, Inc.	Gladstone 4146
Gibson, Grace Radio Prod.	GRanite 5543
Gray, Jeanne TV & Radio Prods.	HOLLYwood 91212
Guedel, John Radio Productions	HEmpstead 5186
Haves-Keith Productions	HOLLYwood 94584
Hickox, Andres G. Prods.	HOLLYwood 92281
Lawrence & Lee Productions	Hillside 0101
MacMurray, Ted & Co.	Hillside 4305

Marquis, Arnold Productions, Inc.	HOLLYwood 95119
Mayfair Transcription Co.	CRest 18151
Mitchel, Les, Productions, Inc.	FL 31105
Monogram Radio Programs, Inc.	Gladstone 8045
National Film Attractions, Inc.	Gladstone 4750
Oxarart & Steffner, Inc.	HOLLYwood 91171
Patin, Ray, Productions	NORmandy 12174
Peerless Film & Radio Prod.	Gladstone 5613
Proctor & Gamble Prods., Inc.	GRanite 6566
Raison, Dorothy N.	Hillside 8266
Proscenium Productions, Inc.	WEbster 11147
Reynolds, Stu, Prod.	CRestview 16155
Rockett, Frederick K. Co.	Hillside 3183
Rocket Pictures, Inc.	GRanite 7131
Ross, Jack	HOLLYwood 94019
Rourke, Jack, Productions	HEmpstead 7178
Rubens Productions	GRanite 6930
Sande, Robert	STanley 72382
Snader Telescriptions Corp.	CRestview 54451
Songs Ads	HOLLYwood 95449
Standard Radio Transcription Service Inc.	WEbster 89181
Stakey, Mike, Productions	Hudson 21241
Sutherland, John Prods., Inc.	DUNkirk 28211
Telemfilm, Inc.	HOLLYwood 97205
Telepix Corp.	Hillside 8351
TV Ads, Inc.	DUNkirk 81323
TV Spots	Gladstone 8243
TeeVee Co., The	CRestview 51076
Telemount Pictures, Inc.	HOLLYwood 98321
Tele-Sound Productions	HEmpstead 2131
Television Guild Productions	HOLLYwood 92895
Teleways Radio Productions, Inc.	BRadshaw 21447
Thomas Co., The	Hillside 6564
Vallee-Video	Hillside 6118
Van Rinkel Productions, Inc.	DUNkirk 78184
Wilding Picture Prods. of Calif.	WEbster 0183
Wiley, Fletcher Prods.	HOLLYwood 91212
Wixson, Herbert	SUNset 23580
World Broadcasting System	HEmpstead 5121
Wright, Carter, Enterprise, Inc.	HOLLYwood 93636
Ziv, Frederic W.	HEmpstead 5121

### Radio and TV Artists Agencies

Ainsworth, Helen	CRestview 62062
Allen, Larry	HEmpstead 0421
Allied Casting	HEmpstead 7124
Alvarado, Carlos	CRestview 57203
American Copyright	CRestview 60369
American Federation of Radio Artists	Hillside 5125
Artists, Ltd.	CRestview 67015
Auer, Miles	CRestview 17141
Bender-Ward	CRestview 17247
Bergerman-Brschr	CRestview 63196
Bernie, Herman	CRestview 50117
Beyer, Chas.	Hillside 2125
Business Administration Co.	CRestview 67071
Carling, Cliff	Hillside 9311
Chaplin, Lita	CRestview 54481
Columbia Artists Management	MAdison 62327
Collier, Shirley	CRestview 63115
Cooper, Ray	CRestview 69769
Cooley, Hallam Agcy.	CRestview 56161
Cukar-Lipton	CRestview 45329
Crosby, Everett	BRadshaw 22771
Darrow, Agency	ARizona 30951
Demling, Gus	CRestview 12161
Deuser, Lewis J.	CRestview 19134
Dilson, Clyde	CRestview 61825
Doaks, Virginia	CRestview 54177
Draesemer, Isabel	Hillside 1782
Famous Artists	CRestview 15222



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

Federal TV	CRestview 45488	Perkins, Lynn	Gladstone 8778
Feins, Bernard	CRestview 51155	Personalities, Inc.	CRestview 15147
Ferry & Pickman	CRestview 54588	Phillips, Ed Paul	Hillside 8266
Frings, Jurt	CRestview 16115	Pomeroy, Jack	CRestview 45148
Fralick, Freddie	CRestview 56111	Powers, Richard	CRestview 19134
Frye, Clinton L.	Olympic 6352	Rantz, Louis	CRestview 12601
General Artists	CRestview 18101	Radio Registry	Hillside 8321
Gertz, Mitchell	CRestview 45491	Reeves, Mary	CRestview 54457
Gear, Bruce	CRestview 53055	Rocamora, Wynn	CRestview 45431
Gold, Sid	CRestview 17149	Rose, Harold	CRestview 46051
Goldman, Jack	CRestview 54457	Rosenberg, Geo.	CRestview 18121
Goldstone, Jules	CRestview 51191	Radio Artists Corp.	CRestview 17111
Goldstone, Nat	CRestview 61071	Rush, Art	Hillside 5161
Grashin, Mauri	CRestview 16449	Ryan, Frank	CRestview 14627
Gregory Assts.	BRadshaw 25084	Salkow, Lester	CRestview 54505
Greshler, Abner	CRestview 45339	Saphier, James	CRestview 17231
Gwynn, Charles E.	CRestview 50164	Sargent, Jan	HEmpstead 9716
Halliburton-Weintraub	CRestview 11137	Schor, Louis	CRestview 10642
Hamilburg, Mitchell	CRestview 54171	Silber-Bren	Hillside 9106
Hecht, Harold	CRestview 15246	Sharpe, Don	CRestview 62044
Henry, Edd	CRestview 50186	Shauer, M. A.	CRestview 11103
Herdon-Sherrell	CRestview 15236	Shaw-Ingarsoll	GRanite 0862
Herzbrun, Walt	CRestview 64157	Sherman, Edward	CRestview 50186
Hyland, Dick	CRestview 19159	Shiffrin, William	CRestview 17261
Irwin, Lou	CRestview 17131	Short, Antrim	CRestview 54137
Jackson, Edith	CRestview 0155	Shurr, Louis	CRestview 11116
Jacobson, Vernon	CRestview 52545	Small Co.	CRestview 55321
Jaffe Agency	CRestview 66121	Small, Paul	CRestview 15246
Kane, Walter	CRestview 55261	Schnitzer-Fritscher	HOLlywood 96271
Kohner, Paul	CRestview 15165	Somlyno, E. T.	CRestview 62041
Kramer, Earl	CRestview 62338	Stempel-Olenick	CRestview 17171
Lance, Leon	CRestview 66014	Stewart, Rosalie	CRestview 46123
Landy, George	CRestview 15246	Strom-Shaf-Shaw	CRestview 17164
Lazar, Irving	CRestview 56153	Swanson, H. N.	CRestview 15115
Leonard, Fred	Hillside 7546	Thompson, D. H.	CRestview 12188
Lesser, Ted	BRadshaw 23655	Ullman, George	CRestview 45238
Levee, M. C.	CRestview 61071	Vitt, Angie	CRestview 64484
Lewis, Henry	CRestview 55129	Volck, George	CRestview 57298
Lewis-Molson	CRestview 16111	Wadsworth, J. B.	CRestview 60698
Linsk, Lester	CRestview 54396	Weiner, Jack	CRestview 67081
Longenecker, Robt.	CRestview 17153	Wendling, Chas.	CRestview 62348
McConkey Artists Corp.	HEmpstead 7141	White, Wm. B.	CRestview 46301
MacQuarrie Agency	CRestview 67162	Wilck, Laura	GRanite 9948
Manning O'Conner	CRestview 17191	Wiley, Richard	CRestview 54170
MCA Artists	CRestview 62001	Wilkins, Paul	CRestview 16188
Manuel-Baird	CRestview 45288	Winkler, Daniel M.	CRestview 17244
Martin, Jesse	CRestview 15791	Wurtzel, Harry	CRestview 56175
Martyn, Marty	CRestview 58607		
Marx, Burt	CRestview 17171		
McCormick, Don	CRestview 58295		
Medford, Ben	CRestview 17021		
Messinger, Lili	CRestview 67015		
Meyer, Art	CRestview 57865		
Meyers, Walter	CRestview 18161		
Minter, Ethel	CRestview 46161		
Mishkin Agency	CRestview 45416		
Molina, Carlos	HEmpstead 3271		
Monter-Gray-Armstrong	CRestview 11191		
Montgomery, Don	CRestview 66114		
Moore, Lola	CRestview 65401		
Morris, William	CRestview 16161		
Ochs, Al	HOLlywood 96470		
Ohman, Ernie	CRestview 61071		
Oliver, Maurine	Hillside 0257		
Orsatti & Co.	CRestview 66241		

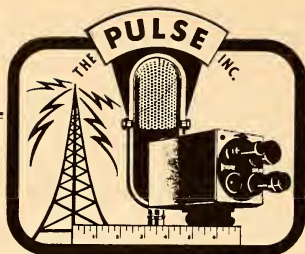
### Publications

Broadcasting-Telectasting	HEmpstead 8181
Hollywood Reporter	Hillside 7411
RADIO DAILY	Gladstone 8436
Radio Life	Hillside 9275
Radio News	Tucker 9213
Variety	HOLlywood 1141
Radio Artists Directory	Hillside 0101

### Radio-TV Audience Surveys

Coffin, Cooper & Clay, Inc.	Hudson 2-7251
Facts Consolidated	WY 3181
C. E. Hooper, Inc.	HOLlywood 9-3553
Moffett Research Co.	HEmpstead 5653





**PULSE offers radio and television surveys across the nation. In 1952, the following markets will have been surveyed as a minimum:**

	RADIO	TV		RADIO	TV
Akron	x		Minn.-St. Paul	x	x
Albany	x		Modesto	x	
Albuquerque	x	x	New Haven	x	x
Atlanta	x	x	New Orleans	x	x
Augusta	x		New York	x	x
Bakersfield	x		Norfolk	x	x
Baltimore	x	x	Northern New Jersey	x	
Bangor	x		Oklahoma City	x	
Birmingham	x	x	Omaha	x	x
Boston	x	x	Philadelphia	x	x
Buffalo	x	x	Pittsburgh		x
Charlotte	x		Port Huron	x	
Chicago	x	x	Providence	x	x
Cincinnati	x	x	Reading	x	
Cleveland	x	x	Richmond	x	x
Columbia	x		Roanoke	x	
Columbus		x	Rochester	x	x
Corpus Christi	x		Saginaw	x	
Dayton		x	San Antonio	x	
Detroit	x	x	San Diego	x	x
Elmira	x		San Francisco-		
Erie	x		Oakland	x	x
Fargo	x		Santa Fe	x	
Flint	x		Seattle	x	x
Fresno	x		Shenandoah	x	
Greenville	x		Spartanburg	x	
Indianapolis	x		Springfield	x	
Jackson	x		St. Louis	x	x
Jamestown	x		Syracuse		x
Kalamazoo	x		Toledo		x
Keene	x		Trenton	x	
Lancaster	x		Tulsa		x
Los Alamos	x		Utica-Rome	x	
Los Angeles	x	x	Washington, D. C.	x	x
Madison	x		Waterbury	x	
Manchester	x		Wilkes-Barre	x	
Miami	x	x	Worcester	x	
Milwaukee		x	York	x	

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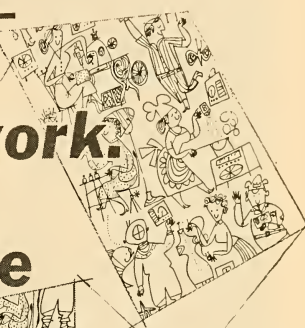
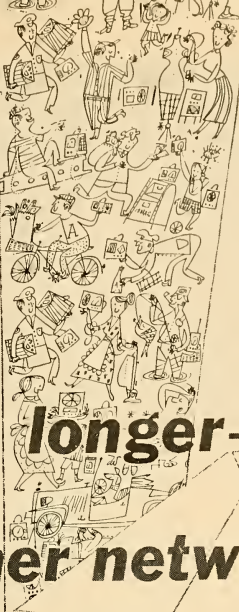
## VIDEODEX

## JAY & GRAHAM RESEARCH, INC.

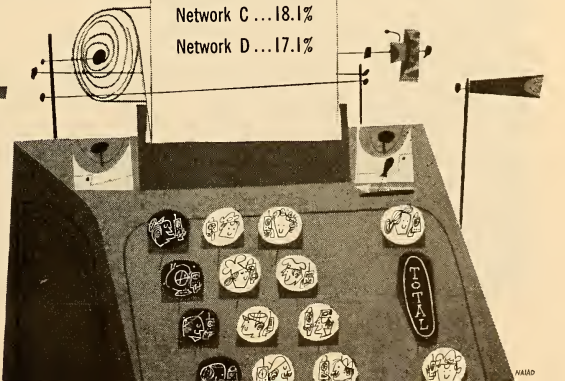
100 E. Ohio St., Chicago 11, Ill.  
Phone: WHitehall 4-0584  
342 Madison Ave., New York, N. Y.  
Phone: MUrray Hill 7-8837

According to  
the Nielsen Radio Index  
(the only nation-wide  
measurement of radio listening  
subscribed to by  
all networks)...

**More people listen-**  
**to CBS Radio than**  
**This has been going on**  
**January 1949. CBS Radio**  
**captures more than**  
**of all network**



**and listen longer—  
to any other network.  
every month since  
regularly  
one-third  
listening.**



**SHARE OF TOTAL  
LISTENING TO  
NETWORK STATIONS**

First 10 months of 1951, NRI

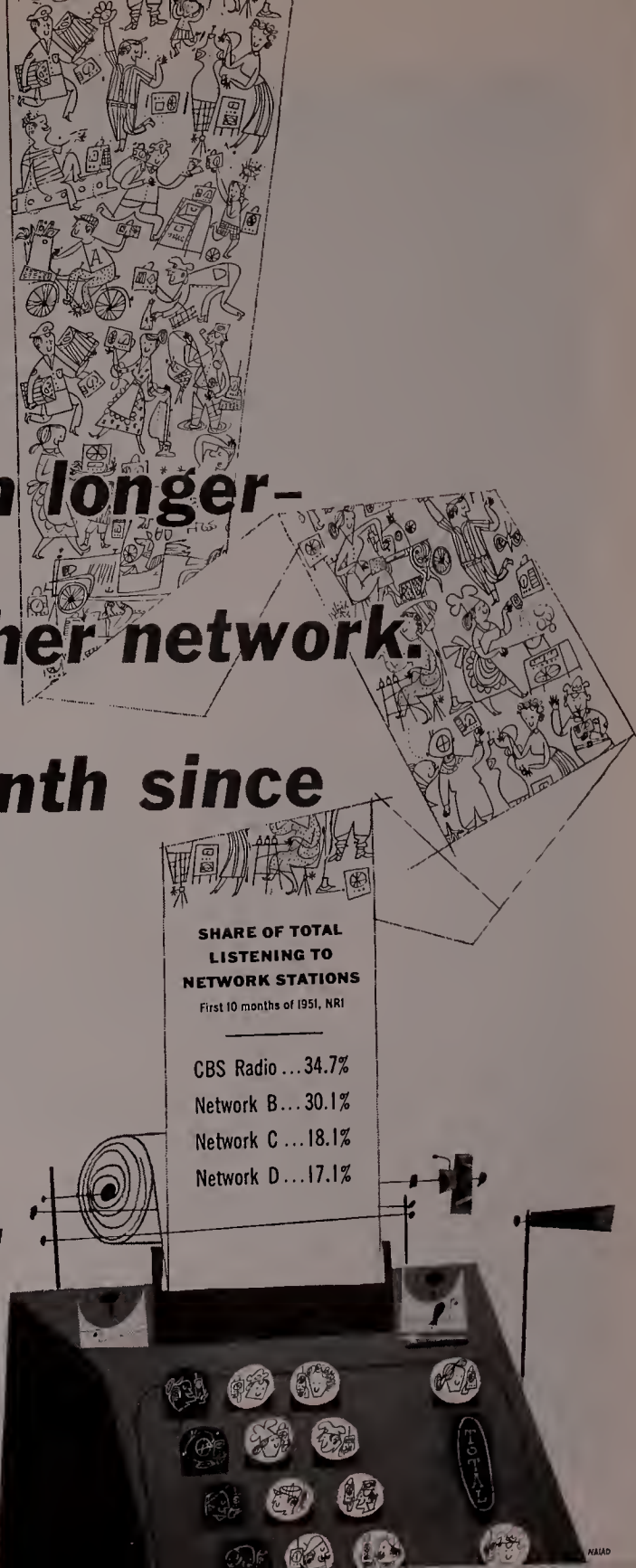
CBS Radio ... 34.7%  
Network B ... 30.1%  
Network C ... 18.1%  
Network D ... 17.1%





According to  
the Nielsen Radio Index  
(the only nation-wide  
measurement of radio listening  
subscribed to by  
all networks)...

**More people listen- and listen longer-  
to CBS Radio than to any other network.  
This has been going on every month since  
January 1949. CBS Radio regularly  
captures more than one-third  
of all network listening.**



**focal point  
for  
successful  
campaign planning  
in 1952:**



**the  
MUTUAL  
broadcasting  
system**

# INTERNATIONAL RADIO—WHAT IS IT?

By PIERRE CRENESSE, Director of The French Broadcasting System in North America

SINCE the end of the war, there has been a lot of talk about International Radio. Does such a thing exist? There can be no doubt about it. To be convinced, one need only to witness the exchanges being made daily between American radio stations and Radio diffusion Francaise. Anyone in France can listen to numerous programs during which people talk about the United States, about life here, about American art and American music; and in this country, from coast to coast, Radio-diffusion Francaise makes programs available to over 350 stations.

Nevertheless, up to the present time, International Radio has never really been defined. It has no regulation, no laws. It is ruled only by the good will or the honesty of those who are at its service. You may say that is true of all the arts. No doubt; however, when working for International Radio one should have a definite purpose in mind.

After several years of experience—experience acquired under the best conditions, as I have had the good fortune to be in permanent contact with American broadcasters, and they have the justified reputation of knowing their job—I would say this about International Radio.

"It is the art of making people listen to truths about a country unfamiliar or indifferent to them."

I use the word "listen" intentionally, rather than "hear," as the former indicates sustained attentiveness, whereas the latter denotes only a manifestation of the auditory senses. And I insist on the word "truths."

Consequently, the crux of the matter is to be honest and interesting at the same time. That is not easy to achieve because being honest means not only to respect truths but also to avoid contrivance and not to give in to popular taste.

International Radio can be constructive by enlightening people on the subject of the life and customs of other people; it can be poisonous if it is "propaganda."

Two striking examples came out of the



Crenesse

last war, at the very time when the principle of International Radio was being formed. The first, the bad one, was that of the German radio that flooded occupied territories with lies—lies about the power of the Great Reich as well as about the weakness of democracies. That was propaganda. The other, the good one, was that of the BBC and ABSIE (American Broadcasting System in Europe), that people in occupied territories listened to daily, at the risk of their life. Agreed, it was radio at war, but it was honest radio.

Here is an even more explicit example. A program of the Voice of America is relayed every day by one of the Radiodiffusion Francaise networks. Produced in New York, by Americans, the program gives facts—facts that can be checked—and interviews with personalities who talk about life in the United States. The picture that French listeners get in this way may not exactly coincide with their own conception of America, but in any event it is an honest picture. The programs produced by Radiodiffusion Francaise in Paris, in English, and aired by American stations, present French music. It is honest to talk about Berlioz, Ravel or Debussy who although Frenchmen, belong to the heritage of human genius.

I personally avoid forcing the listener's judgment. I make a point of not saying, "Listen attentively to the last movement of the *Symphonie Fantastique*; it's a masterpiece, you should like it." I just play the composition, interpreted by a good orchestra, bearing in mind that if the listener is not already familiar with it, I have the opportunity of introducing it to him. He is still free to form his own judgment which I respect.

From a practical point of view, experience has taught me that the No. 1 principle of International Radio should be to reach the listeners you want over their favorite stations. This implies that shortwave radio is practically out of business during peacetime. The number of short-wave listeners, ordinarily, is infinitesimal in comparison with AM or even FM listeners. That means that a wide understanding of the significance of International Radio must be established in order that stations the world over may readily accept programs from foreign countries.



NBC RADIO

IS

STRICTLY

BUSINESS

*a statement by the National Broadcasting Company*

The 1951 season saw more innovations in network radio than in any other comparable period of time in the history of the broadcasting industry. We are happy to say that most of these new techniques were introduced and developed by NBC, traditionally the leader in network radio.

While NBC radio has held the lead in developing new and original programs, our major emphasis is on network radio's tremendous selling ability and on ways to adapt its vast, economical audience to the particular needs of *every* national advertiser.

What are these new selling techniques? Here is a partial list:

**Tandem Plans 1 and 2**

**Guaranteed Advertising Attention Plan**

**National Merchandising Plan**

**Market Basket Plan**

Some of these plans have been in effect for many months; others are brand new. Every one adds greatly to the already tremendous flexibility of network radio as an advertising medium. We believe in total they accurately reflect this policy of the NBC Radio Network: we are in business to build your business.

Among national media, network radio is unique. No other medium or combination of media reaches mass audiences at such low costs as network radio.

And in 1952 NBC radio will continue to foster the advancement of network radio as the *basic* medium for selling America. Our approach is your approach—strictly business. Strictly good business.



**radio network**

*a service of Radio Corporation of America*

# "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*

934 Fifth Avenue • New York 21, N. Y. • REgent 4-1501

# NON-COMMERCIAL AM STATIONS

As Listed By The Federal Communications Commission, Jan. 1, 1952

City	Call Letter	Licensee	Freq. (Kc.)	Power (Watts)
<b>CALIFORNIA</b>				
Los Angeles	KFSG	Echo Park Evangelistic Assn.	1150	2500 d;1000 n
Pasadena	KPPC	Pasadena Presbyterian Church	1240	100
<b>COLORADO</b>				
Denver	KPOF	Pillar of Fire.....	910	5000 d;1000 n
<b>ILLINOIS</b>				
Chicago	WMBI	The Moody Bible Inst.....	1110	5000
Urbana	WILL	University of Illinois.....	580	5000 d
<b>INDIANA</b>				
West La Fayette	WBAA	Purdue University .....	920	5000 d;1000 n
<b>IOWA</b>				
Ames	WOI	Iowa State College.....	640	5000 d
Boone	KFGQ	Boone Biblical College.....	1260	250 d
Decorah	KWLC	Luther College .....	1240	250
Iowa City	WSUI	The State U. of Iowa.....	910	5000
<b>KANSAS</b>				
Lawrence	KFKU	University of Kansas.....	1250	5000
Manhattan	KSAC	Kansas State College.....	580	5000 d; 500 n
<b>MICHIGAN</b>				
East Lansing	WKAR	Michigan State College.....	870	5000 d
Lapeer	WMPG	The Liberty St. Gospel Church.	1230	250
<b>MINNESOTA</b>				
Minneapolis-St. Paul	KTIS	Nwstrn. Schools .....	900	1000 d
Minneapolis-St. Paul	KUOM	University of Minn.....	770	5000 d
Northfield	WCAL	St. Olaf College.....	770	5000 d
<b>MISSOURI</b>				
Clayton-St. Louis	KFUO	Lutheran Church-Mo. Synod..	850	5000 d
<b>NEW JERSEY</b>				
Zaraphath	WAWZ	Pillar of Fire.....	1380	5000
<b>NEW YORK</b>				
Brooklyn	WBBR	Watch Tower Soc.....	1330	5000
New York	WNYC	City of N. Y.....	830	1000
<b>NORTH DAKOTA</b>				
Grand Forks	KFJM	U. of North Dakota.....	1440	1000 d; 500 n
<b>OHIO</b>				
Columbus	WOSU	The Ohio State U.....	820	5000
<b>OKLAHOMA</b>				
Norman	WNAD	U. of Oklahoma.....	640	1000 d
<b>OREGON</b>				
Corvallis	KOAC	Oregon State College.....	550	5000
Portland	KBPS	Benson Polytechnic School....	1450	250
<b>PENNSYLVANIA</b>				
Grove City	WSAJ	Grove City College.....	1340	100
<b>SOUTH DAKOTA</b>				
Rapid City	WCAT	S. Dak. Sch. of Mines & Tech...	1230	100 d
Vermillion	KUSD	University of South Dakota....	920	500
<b>WASHINGTON</b>				
Pullman	KWSC	State College of Wash.....	1250	5000
<b>WISCONSIN</b>				
Madison	WHA	University of Wisconsin.....	970	5000 d





*Air-Wick*  
*American Bakeries*  
*American Chicle*  
*Bristol-Myers*  
*Burton-Dixie*  
*Camels*  
*Carter Products*  
*Club Aluminum*  
*Dr. Billy Graham*  
*Dulany Food*  
*Equitable Life Assurance*  
*Free Methodist Church*  
*General Foods*  
*General Mills*  
*General Motors*  
*Gillette*  
*Goodyear Tire & Rubber*  
*Gospel Broadcasting*  
*H. J. Heinz*  
*Institute of Religious Science*  
*Kellogg*  
*Lever Bros.*  
*Old Gold*  
*Phileo*  
*Philip Morris*  
*Prudential Insurance*  
*Ralston-Purina*  
*Serutan*  
*Sterling Drug*  
*Stokely-Van Camp*  
*Swift*  
*Sylvania*  
*The Christian Science Monitor*  
*The Texas Company*  
*The Voice of Prophecy*  
*Warner-Hudnut*

**ABC Radio delivers the goods.** A network is known by the company it keeps . . . and today ABC Radio serves most of the leading names in American industry. We hope to continue serving them in 1952 . . . offering even greater audiences, greater efficiency, economy, and flexibility. To serve America through serving them has been — and always will be — our single aim.

**ABC RADIO**  
American Broadcasting Company

# As the year begins...

**T**HIS is a time for taking stock, for adding up a final score for the 12 months past, and taking a look at the months ahead.

The score at Young and Rubicam shows that again in 1951 there was a sizable increase in the amount of dollars placed through our agency with television networks and individual local stations.

It also shows that, as 1952 begins, Young and Rubicam is placing the following radio and television shows for its clients:

## TELEVISION SHOWS

"Paul Whiteman Review" for the Goodyear Tire and Rubber Company, Inc.

"Young Mr. Bobbin" for the General Foods Corporation.

"Goodyear Television Playhouse" for the Goodyear Tire and Rubber Company, Inc.

"Mr. District Attorney" for the Bristol-Myers Company.

Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.

"It's News to Me" for the General Foods Corporation.

"The White Owl Sports Spot" for the General Cigar Co.

"Herb Shriner Time" for Cluett, Peabody & Co.

"We, the People" for the Gulf Oil Corporation.

"Playhouse of Stars" for the Jos. Schlitz Brewing Company.

"Bigelow Theatre" for the Bigelow-Sanford Carpet Company, Inc.

"Roy Rogers" for the General Foods Corporation.

## DAYTIME TELEVISION

"Kate Smith Show" for the Singer Sewing Machine Company.

"Kate Smith Show" for the Simmons Company.

"Garry Moore" for the General Electric Company.

"Bert Parks Show" for the General Foods Corporation.

"Bill Goodwin Show" for the General Electric Company.

"Kate Smith Show" for Hunt Foods Inc.

"Kate Smith Show" for Cannon Mills, Inc.

"Kate Smith Show" for Johnson & Johnson.

## RADIO SHOWS

Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.

"Halls of Ivy" for the Jos. Schlitz Brewing Company.

"Counterspy" for the Gulf Oil Corporation.

"Mr. District Attorney" for the Bristol-Myers Company.

"Hopalong Cassidy" for the General Foods Corporation.

"Gangbusters" for the General Foods Corporation.

Allan Jackson & the News for the Metropolitan Life Insurance Company.

## DAYTIME RADIO

"Give & Take" for Cannon Mills, Inc.

Don McNeill's "Breakfast Club" for the General Foods Corporation.

"Second Mrs. Burton" for the General Foods Corporation.

"Brighter Day" for the Procter & Gamble Corporation.

"Lorenzo Jones" for the Procter & Gamble Corporation.

"Nancy Dixon" for Sanforized Division of Cluett, Peabody & Co.

**YOUNG & RUBICAM, INC. ADVERTISING**

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

# BUSINESS

*Agency and Sponsor Network Billings*



*News Services*



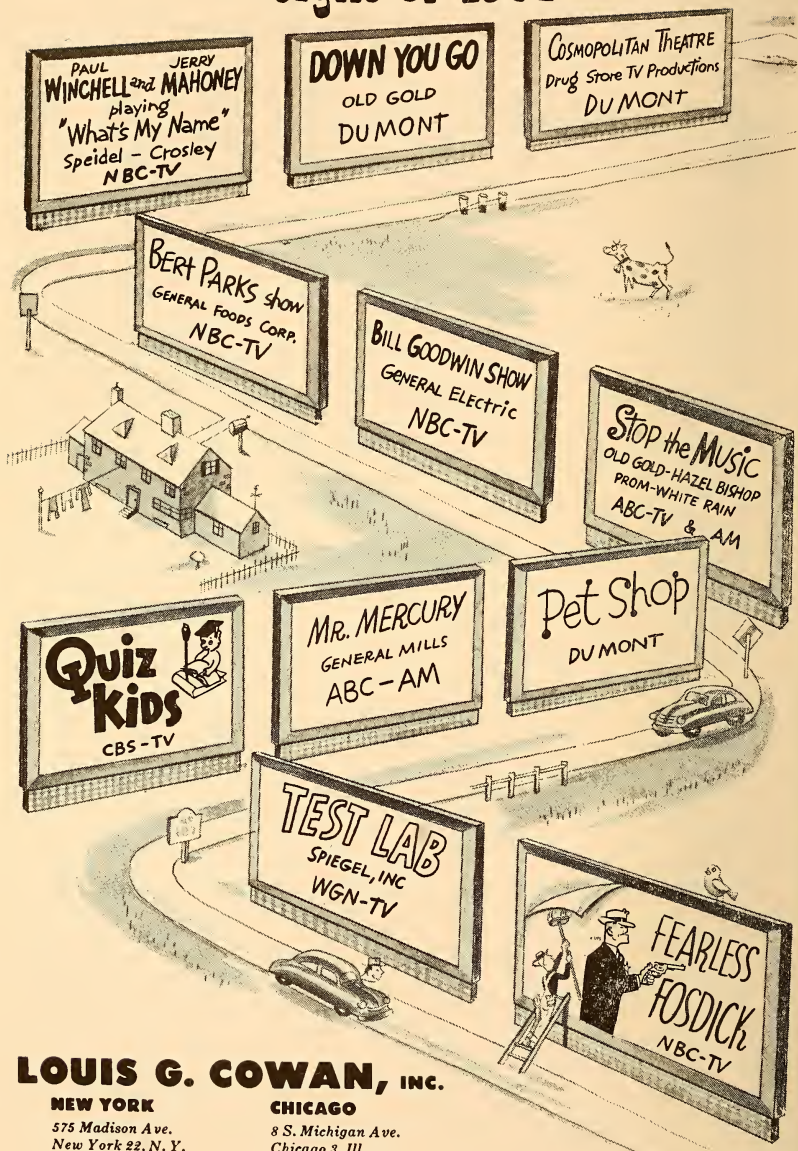
*Advertising Agencies*



*Radio-TV Station Representatives*



# Signs Of 1952



**LOUIS G. COWAN, INC.**

**NEW YORK**  
575 Madison Ave.  
New York 22, N. Y.  
PLaza 9-3700

**CHICAGO**  
8 S. Michigan Ave.  
Chicago 3, Ill.  
RAndolph 6-2022

# NETWORK BILLINGS

## AGENCY AND SPONSORS

### American Broadcasting Co. 1951 Agency Gross Billings (AM Radio)

Dancer-Fitzgerald-Sample, Inc.	\$5,930,627
Ceell & Presbrey, Inc.	2,585,120
J. Walter Thompson Co.	2,386,810
Maxon, Inc.	1,713,293
Launen & Mitchell, Inc.	1,495,217
Hutchins Advertising Co., Inc.	1,469,649
Kudner Agency, Inc.	1,310,036
Roy S. Durstine, Inc.	1,271,024
Knox Reeves Advertising, Inc.	1,008,044
Leo Burnett Co., Inc.	986,291
Warwick & Legler, Inc.	923,771
Young & Rubicau, Inc.	884,199
Kenyon & Eckhardt, Inc.	881,616
R. H. Alber Co.	789,544
William Esty Co., Inc.	683,107
Tatham Laird, Inc.	668,390
Kaster, Farrell, Chesley & Clifford	649,721
Robert W. Orr & Associates	599,941
Walter F. Bennett Co., Inc.	524,238
William H. Weintraub Co., Inc.	485,101
Grant Advertising, Inc.	480,670
Calhaus, Holden, Carleek, McClinton & Smith	410,269
N. W. Ayer & Son, Inc.	386,202
Compton Advertising, Inc.	384,803
Doherty, Clifford & Shenfield	384,602
Turner Advertising Agency	377,568
Grey Advertising Agency	371,767
Pedlar & Ryan, Inc.	347,043
McManus, John & Adams, Inc.	331,882
Western Advertising Agency	298,761
Federal Advertising Agency	237,036
Mathieson Associates	185,819
Tucker Wayne & Co.	146,020
Huber, Hoge & Sons	144,183
Ted Bates & Co.	142,889
Henri, Hurst & McDonald	141,738
McCann, Erickson, Inc.	129,273
J. M. Camp	121,988
Gardner Advertising Co.	118,471
Walton Butterfield Advertising	111,911
Getham Advertising Co., Inc.	99,770
Milton Weintraub Advertising Agency	92,161
Raymond Spector Co., Inc.	91,323
Benton & Bowles	88,351
Magge-Privet, Inc.	69,102
Sullivan, Stauffer, Colwell & Bayles, Inc.	53,295
Albert J. Silberstein—Bert Goldsmith	48,333
Joseph Caster & Associates	42,164
Campaigns, Inc.	36,837
Foote, Cone & Belding	31,980
Buchanon & Co., Inc.	27,857
Brooks Advertising Agency	26,569
Raymond R. Morgan Co.	19,015
Majestic Advertising	17,416
Charles W. Hoyt Co., Inc.	13,043
Batten Barton, Durstine & Osborne, Inc.	12,966
Honig Cooper Co.	11,928
Alvin Wilder Advertising Co.	7,332
Schwimmer & Scott, Inc.	5,105
Quality Bakers of America Cooperative	3,460
Dorland, Inc.	2,618
Walter McCreery, Inc.	1,554
Erwin Wasey Co. of Canada	1,375

\$33,242,182

### American Broadcasting Co. TV Gross Network Sales 1951 Classifications

Food & Food Products	\$1,316,396
Automobiles, Trucks & Accessories	2,431,113
Radio, Ref., Electrical	
Appliances	2,155,490
Beverages	1,793,856
Drugs and Toilet Goods	1,203,158
Clothing and Dry Goods	1,165,369
Jewelry and Accessories	934,302
Cigars, Cigarettes & Tobacco	827,787
Religion	754,613
Miscellaneous	728,327
Laundry Soap and Cleaners	721,287
Confections	517,324
Household Furnishings & Acc.	415,181
Lubricants, Petroleum Products and Fuel	194,133
Publications	76,405
Politics	30,545
	\$18,297,589

### American Broadcasting Co. 1951 TV Gross Network Sales Advertisers

General Mills, Inc.	\$1,160,037
Kellogg Company	1,032,972
Lorillard Corp.	799,155
Nash Kelvinator	751,111
The Goodyear Tire and Rubber Co., Inc.	751,095
Ralston Purina	689,568
Bendix Home Appliances	647,006
Canada Dry Ginger Ale, Inc.	626,565
Schlitz Brewing Co.	510,701
Green Watch Co.	496,108
Admiral Corp.	477,659
Philco Corp.	410,782
Iron Rite Corp.	405,730
Cluett Peabody	387,648
Procter and Gamble	351,777
Peters Shoes	335,977
B. T. Babbitt Co.	329,913
M. & M. Ltd.	315,090
McKesson, Robbins	314,380
Wine Corp. of America	310,572
Packard Motors	293,033
Dodge Div. of Chrysler Motors	290,055
Young Peoples Church of the Air	289,398
Green Giant Company	277,669
Jacques Kreisler	255,265
Seaman Bros.	251,159
C. A. Swanson	228,691
Warner Hudnut	212,472
Best Foods	197,311
Anthracite Institute	195,868
Arnold Bakers, Inc.	189,789
Arthur Murray	177,676
Voice of Prophecy	170,402
Cory Co.	160,039
Hudson Motor Car Co.	158,950
Schenley, Inc.	153,653

BEANY and

4TH YEAR ON TV

# CECIL

THE SEA SICK SEA SERPENT  
CREATED BY

BOB CLAMPETT



Winner of over 25 awards !!!  
Coast to Coast . . . from Para-  
mount's KTLA (Hollywood) to  
WCBS-TV (New York)



"TIME FOR BEANY"

AVAILABLE THRU . . . JOHN HOWELL

Paramount Television Prod., inc.  
NEW YORK



## Agency—Network—Sponsor Billings

Malden Form Brassiere, Inc. . . . .	147,363
Sterling Drug Co. . . . .	138,930
Seiberling Rubber Co. . . . .	136,098
Brown Shoe Co. . . . .	123,330
Rhodes Pharmacy . . . . .	123,071
Ranger, Joe, Inc. . . . .	118,570
Celanese Corp. . . . .	115,100
Ronson Art Metal Works, Inc. . . . .	113,023
Blatz Brewing Co. . . . .	111,110
Masland & Sons . . . . .	111,350
Mason Au Migenbeimer . . . . .	107,351
U. S. Air Force . . . . .	105,627
Hollywood Candy Co. . . . .	91,882
American Safety Razor . . . . .	91,605
Toni Co. . . . .	87,925
American Dairy Assn. . . . .	86,067
Bauer & Black . . . . .	85,279
Billy Graham . . . . .	83,025
Gospel Broadcasting Associates . . . . .	79,095
Wander Co. . . . .	78,875
Bonaolide . . . . .	72,675
Hazel Bishop . . . . .	71,910
America For Christ . . . . .	65,357
Times, Inc. . . . .	62,138
General Shoe . . . . .	59,177
Norham Warren . . . . .	55,139
Word of Life Fellowship . . . . .	48,720
Rosefield Packing Co. . . . .	48,000
Minute Maid . . . . .	47,087
American Bakeries . . . . .	46,891
Kaiser-Frazier, Inc. . . . .	45,850
Bristol Meyers . . . . .	45,695
Block Drug Co. . . . .	42,625
Sam Smith Shoe Co. . . . .	42,617
Clif Club . . . . .	40,370
Fred Amen . . . . .	40,050
Carter Products . . . . .	39,450
Crosley Division . . . . .	37,571
Sandhill Shoe . . . . .	37,383
Chlorex Co. . . . .	36,596
American Vitamin Co. . . . .	36,550
Jene Sales Corp. . . . .	36,270
Edgewood Shoe Co. . . . .	29,699
American Tobacco Co. . . . .	28,332
Swanson . . . . .	28,000
Dupont . . . . .	19,210
Beatrice Foods . . . . .	18,710
Lutheran Laymens League . . . . .	18,615
Frigidaire . . . . .	16,700
Campana Sales . . . . .	16,350
Cresta Blanca . . . . .	10,500
Pontiac Motor Division . . . . .	8,101
United Fruit . . . . .	4,762
Florsheim Shoes . . . . .	1,350

**\$18,297,589**

### American Broadcasting Co. AM Gross Network Time Sales—1950 and 1951 By Months

Month	1951	1950
January . . . . .	\$3,132,359	\$3,454,221
February . . . . .	2,691,998	3,117,208
March . . . . .	2,868,970	3,454,338
April . . . . .	2,969,861	3,115,897
May . . . . .	2,061,018	3,242,000
June . . . . .	2,586,201	2,880,220
July . . . . .	2,256,155	2,255,617
August . . . . .	2,184,067	2,249,885
September . . . . .	2,156,902	2,116,631
October . . . . .	3,130,277	3,009,205
November . . . . .	3,133,749	2,973,103
*December . . . . .	3,167,619	2,926,270
<b>TOTAL . . . . .</b>	<b>\$33,242,182</b>	<b>\$35,121,625</b>

\* Estimated.

### American Broadcasting Co. 1951 Industrial Classifications

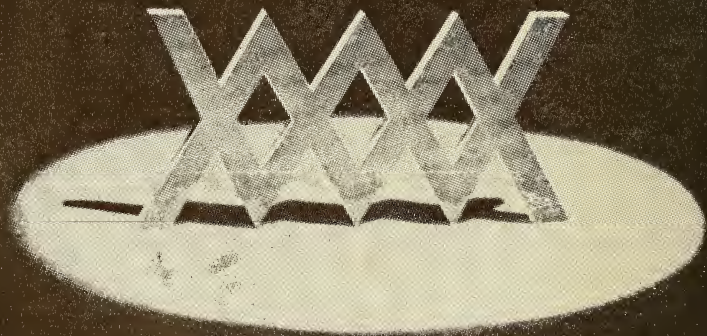
Food and Food Products . . . . .	\$9,565,175
Cigars, Cigarettes and Tobacco . . . . .	4,109,670
Drugs and Toilet Goods . . . . .	7,207,177
Religion . . . . .	1,793,310
Radios, Ref., Elec. Appliances . . . . .	1,610,410
Automobiles, Trucks and Acc. . . . .	1,370,132
Insurance and Personal Loans . . . . .	1,334,040
Confections . . . . .	1,307,015
Laundry Soap and Cleaners . . . . .	1,228,515
Household Furnishings and Acc. . . . .	874,054
Beverages . . . . .	840,117
Clothing and Dry Goods . . . . .	499,875
Politicals . . . . .	480,670
Lubricants, Petroleum Products and Fuel . . . . .	239,161
Publications . . . . .	222,105
Jewelry and Accessories . . . . .	121,861
Miscellaneous . . . . .	94,065
Transportation and Travel . . . . .	41,782
<b>\$33,242,182</b>	

### American Broadcasting Co. 1951 Sponsor Expenditures (AM Radio Network)

General Mills . . . . .	\$4,612,376
Sterling Drug Co. . . . .	2,707,239
Swift Company . . . . .	2,386,810
Phillip Morris & Co., Inc. . . . .	2,231,345
P. Lorillard Company . . . . .	1,495,217
Phileo Corporation . . . . .	1,469,649
Serntan, Inc. . . . .	1,188,740
Mars Inc. . . . .	944,366
Heinz . . . . .	942,795
Equitable Life Insurance . . . . .	923,771
Gospel Broadcasting Co. . . . .	789,544
Gillette Razor Co. . . . .	745,876
Procter & Gamble . . . . .	731,846
R. J. Reynolds Tobacco Co. . . . .	683,107
General Foods . . . . .	667,338
Blatz Brewing Co. . . . .	649,721
William R. Warner . . . . .	611,260
Bristol Meyer Co. . . . .	607,409
Jergens Co. . . . .	599,911
General Motors, Inc. . . . .	502,079
Dr. Billy Graham . . . . .	501,498
U. S. Army . . . . .	480,670
Goodyear Tire & Rubber Co. . . . .	455,045
Seeman Bros. . . . .	428,313
Prudential Insurance Co. . . . .	410,269
Lever Bros. . . . .	386,202
Burton Dixie . . . . .	377,568
Block Drug Co. . . . .	353,774
American Chicle Co. . . . .	338,027
Champion Spark Plug Co. . . . .	297,882
Kellogg Co. . . . .	270,356
Lee Co. . . . .	241,087
Voice of Prophecy, Inc. . . . .	238,761
Texas Company . . . . .	237,786
Pan American Coffee Bureau . . . . .	237,036
Miller Brewing Co. . . . .	185,819
American Bakeries . . . . .	146,020
Carter Products . . . . .	142,880
Peter Shoes . . . . .	141,738
Ronson Art Metal Works . . . . .	130,680
Ralston Purina . . . . .	118,474
Christian Science Monitor . . . . .	111,911
Pacific Coast Borax . . . . .	110,466
Buick Motor Sales . . . . .	107,282
Good News Back to the Bible . . . . .	104,016
Lutheran Laymans League . . . . .	99,770
Hazel Bishop . . . . .	91,323
Norwich Pharmacal Co. . . . .	82,405



*Since 1898*



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

## Agency—Network—Sponsor Billings

Sylvania	82,283
Ben Hur Products, Inc.	69,102
Adam Hat Stores	56,920
Botany Mills	18,333
Graystone Corp.	44,692
North American Van	42,161
Club Aluminum Products Co.	11,921
Simon & Schuster, Inc.	11,360
Shadow Wave	38,646
American Medical Association	36,837
Pontiac Division	31,000
Dulaney Co.	31,980
National Optic	29,361
M J B Co.	28,755
Reynolds Metals	27,857
W. Stove	26,569
Peter Paul Co.	24,620
First Methodist Church	22,740
Vitamin Corporation of America	19,160
Institute of Religious Science	19,015
American Soul Clinic	17,972
Le Blanc Corp.	17,116
Westinghouse	14,231
Stanley Home Town Choir	13,045
Wildroot	12,966
Dr. Hiss Clinic	11,928
Doubleday Co.	10,748
Book Association	8,054
Fisher Body Division of G. M.	7,812
Sealy Mattress Co.	7,332
Honecraft	5,872
Parker Publishing	5,640
Glorian Corp.	5,280
Puritan Company of America	5,105
Lucky Lager Brewing Co.	4,576
Quality Bakers	3,460
Airways, Inc.	2,618
Acousticon	1,554
McCull Frontenac Oil Co.	1,375
Arden Farms	700
California Teachers Association	340
F. Scully	320

\$33,212,182

### American Broadcasting Co. TV Gross Network Time Sales—1950 and 1951 By Months

Month	1951	1950
January	\$1,285,665	\$225,865
February	1,258,484	189,968
March	1,526,919	341,002
April	1,424,835	362,119
May	1,370,763	357,508
June	1,402,127	388,266
July	1,340,385	213,522
August	1,448,376	249,846
September	1,614,907	476,996
October	1,806,863	1,181,199
November	1,908,265	1,268,088
*December	1,910,000	1,216,131

TOTAL ... \$18,297,589    \$6,470,916

\* Estimated.

### American Broadcasting Co. '51 TV Gross Network Time Sales Agencies

Young & Rubicam, Inc.	\$2,050,932
Daneer-Fitzgerald-Sample, Inc.	1,949,426
Kenyon & Eckhardt, Inc.	1,245,414
Tatham, Laird, Inc.	1,116,649
William H. Weintraub Co., Inc.	863,528

Lennen & Mitchell	799,455
Geyer, Newell & Ganger, Inc.	751,444
Rathrauff and Ryan	713,181
Gardner Advertising Co.	689,568
J. M. Mathes, Inc.	681,701
Brooke, Smith, French, & Do- rance, Inc.	561,680
Leo Burnett Co., Inc.	486,278
Erwin Wasey & Co.	177,659
Stockton, West & Burkhardt, Inc.	110,000
Hutchins Advertising Co., Inc.	110,782
Heuri, Hurst & McDonald, Inc.	376,027
William Esty Co., Inc.	315,090
J. D. Turcher Co.	311,380
Weiss & Geller, Inc.	310,572
J. M. Camp Co.	289,398
Hirshen Garfield, Inc.	233,265
Benton and Bowles, Inc.	227,361
Earle Ludgen & Co.	197,511
J. Walter Thompson Co.	195,868
Grant Advertising, Inc.	181,502
Turner & Dyson, Inc.	175,709
Western Advertising Agency	170,402
Biow Agency, Inc.	153,653
Meldrum & Fewsmith, Inc.	136,098
Walter F. Bennett Co.	131,745
Footo, Cone & Belding	123,365
O'Neil, Larson, McMahon	123,071
Laub & Keen, Inc.	118,570
Ellington & Co., Inc.	115,400
Grey Advertising Agency	113,023
Anderson & Cairns, Inc.	111,350
Campbell Mithum, Inc.	86,967
Ted Bates & Co., Inc.	86,537
R. H. Alber Co.	79,095
Gilbralter Advertising Agency	72,675
Raymond Spector Co., Inc.	71,940
McCann, Erickson, Inc.	56,407
Guild Bascom & Bonfigli	48,000
BBD & O.	47,542
Tucker Wayne & Co.	16,891
Cecil & Presbrey, Inc.	42,625
Frank Weston Advertising	40,370
Haag & Prevandie, Inc.	37,383
Houig & Cooper	36,596
Schwimmer & Scott, Inc.	36,550
Sherwin, Robert, Rodgers	36,270
Anderson, Davis & Platte, Inc.	29,690
Politicals	25,783
Gotham Advertising Co., Inc.	18,615
Kaster, Farrell, Chelsey & Clif- ford, Inc.	16,350
J. J. Weiner Advertising	10,500
McManus, John, & Adams, Inc.	8,101
Maxon, Inc.	4,762
Gordon Best Co.	4,350

\$18,297,589

### Mutual Broadcasting System 1951 Agency Gross Billings\*

J. Walter Thompson	\$ 1,899,926
Wm. H. Weintraub & Co., Inc.	1,430,744
Lennen & Mitchell, Inc.	1,245,415
Furman, Felner Co., Inc.	1,208,675
Sherman-Marquette, Inc.	1,056,596
Leo Burnett Co., Inc.	895,651
Needham, Louis & Brorby, Inc.	800,635
BBD & O.	737,744
Harry B. Cohen Adv. Co.	704,077
Geoffrey Wade Advertising	677,834
Grant Advertising, Inc.	549,390
Kenyon & Eckhardt, Inc.	512,249
Aubrey, Moore & Wallace, Inc.	463,497
Daneer-Fitzgerald-Sample, Inc.	462,236
Olian Advertising Co.	430,120
Gotham Advertising Co., Inc.	381,355
Grey Advertising Agency	376,138
McCann-Erickson, Inc.	358,915
Stanley G. Boynton Co.	352,577
Kudner Agency	307,427
Western Advertising Agency	307,156

*Best Wishes*



**DEAN & JERRY**

## Agency—Network—Sponsor Billings

Maxon, Inc. ....	296,193
Glenn-Jordan-Stoetzel, Inc. ....	256,672
Sullivan, Stauffer, Colwell & Bayles .....	238,284
J. D. Tarcher Co. ....	232,534
Wm. Gleason & Co. ....	230,933
O'Neil, Larson & McMahon. ....	183,618
Al Paul Lefton Co., Inc. ....	163,172
Benton & Bowles, Inc. ....	137,895
Erwin, Wasey & Co. ....	127,157
Wm. Esty & Co., Inc. ....	115,700
Blaine-Thompson Co., Inc. ....	77,165
St. Georges & Keyes, Inc. ....	69,563
Mathison & Associates .....	68,156
Atterton Advertising Agency. ....	63,316
Footo, Cone & Belding .....	50,000
Fitzmorris & Miller .....	48,883
J. M. Mathes .....	40,189
Tracy-Locke Co., Inc. ....	39,780
Huber Hoge & Sons .....	35,887
Sidney Garfield & Associates. ....	29,144
Duane Jones, Inc. ....	28,304
Ruthrauff & Ryan, Inc. ....	24,571
Dowd, Redfield & Johnstone. ....	21,061
MacManus, John & Adams .....	20,232
Majestic Advertising Agency .....	16,383
Bozell & Jacobs .....	14,325
Direct .....	12,285
Thwing & Altman .....	10,656
Charles W. Hoyt .....	9,835
Dorland, Inc. ....	8,536
Henri, Hurst & McDonald, Inc. ....	8,196
Grady & Wagner Co., Inc. ....	8,176
Lambert & Feasley .....	7,583
Walter McCreery .....	5,733
Campaigns, Inc. ....	5,608
Weston-Barnett, Inc. ....	3,922
McCreery, Quick & McElroy .....	3,306
Albert Frank-Guenther Law. ....	2,306
Harold Kaye Advertising .....	2,202

TOTAL .....

\$17,875,758

Note: December billings estimated.

### Mutual Broadcasting System 1951 Gross Billings\*

	Monthly	Cumulative
January .....	\$ 1,542,887	\$ 1,542,887
February .....	1,426,705	2,969,592
March .....	1,648,006	4,617,598
April .....	1,539,801	6,157,399
May .....	1,510,818	7,668,217
June .....	1,491,691	8,859,908
July .....	1,347,811	10,207,719
August .....	1,329,375	11,537,124
September .....	1,324,061	12,861,185
October .....	1,759,468	14,620,653
November .....	1,583,291	16,203,944
December .....	1,671,814	17,875,758

Note: December billings estimated.

### Mutual Broadcasting System 1951 Sponsor Expenditures\*

Kellogg Co. ....	\$ 1,407,900
Johns-Manville Corp. ....	1,275,723
B. T. Babbitt, Inc. ....	1,245,809
P. Lorillard Co. ....	1,245,115
American Federation of Labor. ....	1,308,675
Quaker Oats Co. ....	1,056,596
Miles Labs, Inc. ....	677,834
Kraft Foods Co. ....	624,203
American Tobacco Co. ....	562,342
Derby Foods, Inc. ....	545,217
Pearson Pharmaceutical Co. ....	464,444
Williamson Candy Co. ....	463,497
Sterling Drug, Inc. ....	462,236
Cudahy Packing Co. ....	403,860
Lutheran Laymen's League. ....	381,355
Ronson Art Metal Works .....	376,138
Beltone Hearing Aid Co. ....	372,560
National Biscuit Co. ....	358,945

Radio Bible Class .....	352,577
U. S. Tobacco Co. ....	307,127
Voice of Prophecy, Inc. ....	307,156
Gillette Safety Razor Co. ....	296,183
VCA Labs., Inc. ....	267,937
Christian Reformed Church .....	256,672
State Farm Mutual Auto Ins. Co. ....	247,016
Persona Blade Co., Inc. ....	232,534
Dawn Bible Students Ass'n. ....	230,933
Naxosam Chemical Co. ....	215,046
Blatz Brewing Co. ....	184,935
Pal Blade Co., Inc. ....	163,172
U. S. Army & U. S. Air Force. ....	145,530
Rhodes Pharmaceutical Co. ....	139,672
Adair Corp. ....	127,157
Wildroot Co., Inc. ....	118,835
R. J. Reynolds Tobacco Co. ....	115,700
General Foods Corp. ....	82,486
Joe Lowe Corp. ....	77,165
Benjamin Moore & Co. ....	69,563
Miller Brewing Co. ....	68,156
Acousticon Div. of Dictograph Products, Inc. ....	66,622
American School .....	57,560
Brewing Corp. of America .....	55,339
Murine Co. ....	52,170
Toni Co. ....	50,000
Orange-Crush Co. ....	48,883
Amurlo Products Co., Inc. ....	43,946
Caphart-Farnsworth Corp. ....	40,189
Burrus Mill & Elevator Co. ....	39,780
Book Associates .....	35,887
Harrison Products, Inc. ....	29,144
American Chicle Co. ....	25,268
Motorola, Inc. ....	24,571
American Proton Corp. ....	21,061
Pontiac Motor Div.-General Motors Corp. ....	20,232
The Le Blanc Corp. ....	16,383
Mutual Benefit Health & Accident Ass'n. ....	14,325
Shrine East-West Football Committee .....	12,285
Airways Corp. ....	10,738
Wm. H. Wise & Co. ....	10,056
Mail Pouch Tobacco Co. ....	9,835
A. O. Smith Corp. ....	8,496
S. C. Johnson & Son, Inc. ....	8,102
Waflex, Inc. ....	8,176
Phillips Petroleum Corp. ....	7,583
Shipstad & Johnson .....	5,723
American Medical Ass'n .....	5,608
Curtis Circulation Co. ....	4,097
American Bird Products, Inc. ....	3,922
Kiplinger Washington Agency, Inc. ....	2,306

TOTAL .....

\$17,875,758

Note: December billings estimated.

### Mutual Broadcasting System '51 Industrial Classifications\*

Food and Food Products. ....	\$ 4,115,127
Drugs and Toilet Goods .....	3,257,343
Cigars, Cigarettes and Tobacco. ....	2,240,719
Laundry and Household Supplies .....	1,658,071
Religious .....	1,528,693
Building Materials .....	1,284,219
Labor and Politics .....	1,208,675
Confectionery and Soft Drinks. ....	614,845
Medical Appliances & Equipment .....	429,182
Smoking Accessories. ....	376,138
Beer, Wine and Liquor .....	308,330
Insurance .....	261,341
Radios, TV sets, etc. ....	191,917
U. S. Government Advertising. ....	145,530
Miscellaneous .....	95,836
Paints .....	69,563
Publishing and Media .....	52,346
Automotive .....	20,232
Lubricants, Petroleum & Fuel. ....	7,583

TOTAL .....

\$17,875,758

Note: December billings estimated.



# MARJORIE MORROW

casting consultant

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ACTORS

WRITERS

DIRECTORS

PRODUCERS

SPONSORS

AGENCIES

---

## MARJORIE MORROW

*Co-ordinated Casting Consultants*

CHickering 4-0644  
New York 18, N. Y.

Paramount Bldg.  
1501 Broadway

# NEWS SERVICES



## **Associated Press**

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

### Executives

Executive Director.....Kent Cooper  
General Manager.....Frank J. Starzel  
Asst. General Manager for Radio.....Oliver Gramling  
Secretary.....Lloyd Stratton  
Assistant Secretary.....Charles Honce  
Radio News Editor.....John A. Aspinwall

## **International News Service**

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

### Executives

General Manager.....Seymour Berkson  
Editor-In-Chief.....Barry Faris  
General Sales Manager.....Frank J. Nicht  
Business Manager.....William B. Goode

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

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

### Executives

President.....Kent Cooper  
V.P.....Oliver Gramling  
Radio News Editor.....John A. Aspinwall

## **Reuters**

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

### Executives

Manager.....D. Kimpton Rogers  
News Editor.....A. W. V. King  
Accountant.....M. Hathaway  
Chief Washington Correspondent.....Paul Scott Rankine

## **Transradio Press Service, Inc.**

New York—14 West 45th Street.....MUrray Hill 2-4053

### Executives

Chairman of the Board.....Herbert Moore  
President.....Robert E. Lee Moore  
General News Manager.....Dixon Stewart

## **United Press Associations**

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

### Executives

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



BEST TEST PATTERN  
FOR SHOW RECEPTION

**KUDNER AGENCY, INC.**  
*for Tops in Television*

NEW YORK    SAN FRANCISCO    DETROIT    WASHINGTON

# ADVERTISING AGENCIES

## Radio & Television

*Personnel*

•

*Addresses*

•

*Phone Numbers*

•

*Membership*

•

*Network Accounts*

•

*Local Accounts*



# BBDO

# RADIO TELEVISION



## National Network Programs

### RADIO

#### AMERICAN SAFETY RAZOR CORP.

*Blue Star and Treet Razor Blades*

"The Red Skelton Show"

#### AMERICAN TOBACCO CO., INC.

*Lucky Strike Cigarettes*

"The Jack Benny Program"

"Your Hit Parade"

#### ARMSTRONG CORK COMPANY

*Quaker Rugs*

"Theatre of Today"

#### CREAM OF WHEAT CORPORATION

*Cream of Wheat*

"Let's Pretend"

#### DE SOTO-PLYMOUTH DEALERS OF AMERICA

"The Groucho Marx Show—

You Bet Your Life"

#### E. I. DU PONT DE NEMOURS & CO. (INC.)

"Cavalcade of America"

#### EMERSON DRUG COMPANY

*Bromo-Seltzer*

"Hollywood Star Playhouse"

#### GEO. A. HORMEL & COMPANY

*Canned Meat Products*

"Music With the Girls"

#### REXALL DRUG COMPANY

*Drug Products*

"Amos 'n' Andy"

#### U. S. STEEL CORPORATION

"Theatre Guild on the Air"

#### WILDROOT COMPANY, INC.

*Wildroot Cream-Oil Hair Tonic and*

*Wildroot Liquid Cream Shampoo*

"The F. B. I. in Peace and War"

"The Shadow"

### TELEVISION

#### AMERICAN TOBACCO CO., INC.

*Lucky Strike Cigarettes*

"Robert Montgomery Presents—

Your Lucky Strike Theatre"

"The Jack Benny Television Show"

"This Is Show Business"

"Your Hit Parade"

"Meet the Champ"

#### ARMSTRONG CORK COMPANY

*Floor Coverings, Building Materials*

"Armstrong's Circle Theatre"

#### CURTIS PUBLISHING COMPANY

*The Saturday Evening Post*

"Keep Posted"

#### DE SOTO-PLYMOUTH DEALERS OF AMERICA

"The Groucho Marx Show—

You Bet Your Life"

#### GENERAL ELECTRIC COMPANY

"The Fred Waring Show"

#### THE B. F. GOODRICH COMPANY

*Silvertown Tires*

"B. F. Goodrich Celebrity Time"

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**  
*Advertising*

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

# ADVERTISING AGENCIES



— AGENCY RECOGNITION SYMBOLS —

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

## A. D. ADAMS ADVERTISING

277 Broadway, New York 7, N. Y.

Phone: REctor 2-0795

Owner.....A. D. Adams

*Radio Accounts:* Gordon Plastic Products Corp. (plastic ornaments and decorations), Ossining, N. Y.

*TV Accounts:* Dynavox Corp. (phonographs), Long Island City, N. Y.

## A. W. ADV., INC.

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

Phone: MU 4-3320

ANPA—APA

President .....Bliss Woodward

## AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.

Phone: HIgate 4-6580

CNPA

Owner & President.....Ad Fried

Radio & TV Timebuyer...Barbetta G. Taylor

Program Manager.....Elaine Trigger

Music Director.....Elaine Trigger

Production Mgr.....Don Armstrong

Radio & TV Library.....Babs Taylor

Radio & TV Director.....Ad Fried

*Radio Accounts:* American Upholstering

Co. (Furniture), Oakland, Calif.; Bigelow

Films (Motion Picture Films), Berkeley,

Cal.; Cochran & Celli Chevrolet Dealers,

Oakland, Calif.; Commercial Sales Co.

(Trucks), San Leandro, Calif.; Dean Bros.

(Heavy Duty Construction Equip.), Oak-

land; Crescent Jewelers (Jewelry), Hay-

ward, Oakland, etc.; Betty Elizabeth Sham-

poo, Oakland; Davi Miracle Foam (rug &

upholstery cleaner), Oakland; Henry G. De-

Lugach (Real Estate), Concord, Calif.; Mor-

wear Paint Co. (Paints), Oakland; Holly

Meat Co. (Holly Brand Products), Oakland;

Oakland Frame & Axle Co., Oakland, Calif.;

Rocsil's Shoe Co. (Vitality Shoes), Oak-

land; Roeber's (Plumbing Fixtures), Hay-

ward-Oakland; Fidelity Roof Co. (Roofing

Materials), Berkeley, Cal.; Rhodes-Jamieson,

Ltd. (Building Materials), Oakland; Troiel

Companies (Bly-Hole Covers), Berkeley; Loomis Industries (Paraliner), Piedmont; C. D. Fuller Foods (Rest. Supplies), Oakland; Charlotte's Bakeries (Pastry Shops), San Francisco; The Quiet Hour (Religious Pgm.s.), Oakland; Minit-Man Anto Laundries, Oakland; Foster & Louis (Insurance), Oakland; Lou Winston Co., Oakland, Calif.; Lo-Fare Cab Co., Oakland, Calif.; Smith Bros. "MAC" Compound, Walnut Creek, Calif.; Oakland Light Opera Assn., (Musicales & Operettas), Oakland, Calif.; Woodminster Amphitheater, Oakland; Fox West Coast Theaters (Radio for Oakland Only); Oakland Police & Firemen, City Hall, Oakland; San Francisco Police & Firemen, City Hall, San Francisco; Servants Furniture Warehouse, Oakland, California; Bell Smoked Fish Co., Fisherman's Wharf, San Francisco.

*TV Accounts:* Bell Smoked Fish Company (Tara Bell Canned Salmon & Tuna), San Francisco, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaner), Oakland, California; Quality Laundries (Laundry Service for Cleaning Firms), Oakland, Calif.; Betty Elizabeth Shampoo (Shampoos), Oakland, California; Roto-Rooter of Bay Area (Sewage Cleaners), Oakland, Calif.; Oakland Police & Firemen (Campaign for Pensions), Oakland, Calif.; San Francisco Police & Firemen (Campaign for Wage Adjustment), San Francisco, Calif.; F. H. Daily Motor Co. (Auto Dealer), Oakland, Calif.; Lake Merritt Hotel (Dining & Dancing), Oakland, Calif.; The Quiet Hour (Religious), Oakland, Calif.; G & W Refrigeration Co. (Ice Makers), Oakland, Calif.; Lo-Fare Cab Co. (Taxi Service), Oakland, Calif.; Woodminster Amphitheater (Musicales, Operettas, etc.), Joaquin Miller Park.

## WILLIAM HART ADLER, INC.

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

Phone: WHitehall 4-5210

Pres.-Treas.....William Hart Adler

V.-P., Secy., Art Dir.....Warren Shuster



*America runs on*  
**BULOVA**  
**TIME**

Again in 1951, as in years past—more Americans chose BULOVA than any other fine watch in the world.

Again, we at BULOVA continued to depend upon spot radio and, increasingly, upon spot television as our principal advertising media. And, we know that the success of these campaigns was due, to a large extent, to the magnificent cooperation of the radio and television stations and their representatives throughout the country.

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

**BULOVA WATCH COMPANY, INC.**

FIFTH AVENUE



NEW YORK

## Advertising Agencies

Personnel Director.....James W. Taylor  
 Production Manager.....Al Stone  
 Media & Research Dir.....George Bromberg  
 Asst. to Pres.....Kenneth C. Ring  
 Acct. Execs.....W. H. Adler,  
 Warren Shuster, Kenneth Ring, Georg  
 Bromberg

### ADMASTERS ADVERTISING, INC.

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

ABP—PPA

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

### ADVERTISERS' B'CASTING CO.

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

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

*Radio Accounts:* Foreign Language Programs; General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Post Cereals); Horowitz-Margaret (Food Products); R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream Ajax); B. T. Babbitt, Inc. (Bab-O, Glim); Whitehall Pharmaceutical Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellman's Real Mayonnaise); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Penick & Ford Ltd., Inc. (My-T-Fine Desserts); The Borden Co. (Borden's Cream Cheese, Borden's Instant Coffee); Dugan Bros. (Dugan's Breads); Florida Citrus Exchange (Florigold Oranges & Grapefruit); The Birkett Mills (Wolff's Buckwheat Products); Campbell Soup Co. (Campbell's Soups); Cream of Wheat Co. (Cream of Wheat); Seck & Kade, Inc. (Pertussin); International Salt Co. (Red Cross Salt); Gordon Baking Co. (Silvercup Bread); Lever Bros. Co. (Spry, Silver Dust); The Procter & Gamble Co. (Crisco, Tide, Spic & Span); Maltex Co. (Maltex Cereal); Public National Bank & Trust Co.; Kraft Foods, Inc. (Phila. Brand Cream Cheese, Kraft Salad Oil); Sheffield Farms Co. (Dairy Products).

### ADVERTISING, INC.

1523-31 Central National Bank Bldg.,  
 Richmond 19, Va.

Phones: 3-2800

ABP—ANPA

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

### Radio-TV Dept.

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

### Brauch Office

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

Manager.....A. F. Watson  
*Radio Accounts:* Virginia Electric & Power Co. (Public Utility), Richmond, Fredericksburg & Potomac RR; Virginia Hospital Service, Assn. Commonwealth Motors, Inc. (Ford Automobiles), Ajax Tidewater Co. (Air Conditioning Units), Norfolk, Va.; Commonwealth Sales Co. (Philco Distributor), Virginia Hospital Service Assn. (Blue Cross), Lawyers Title Ins. Corp.

*TV Accounts:* Commonwealth Motors, Inc. (Ford Dealer); Ajax Tidewater Co.; Commonwealth Sales Corp. (Philco Electrical Appliances).

### AGENCY SERVICE CORP.

66 E. S. Water, Chicago 1, Ill.

Phone: Central 6-5255

ABP—ANPA—APA—NOAB

Exec. V.P. & Secy.....Alfred C. Houser  
 Publicity Director.....Walter J. Fay  
 Space & Time Buyer.....F. J. Kurtzweil

*Radio Accounts:* North American Acceptance Corp. (Finance), Chicago Motor Club Travel Bureau (Travel information & reservations), Inter-Insurance Exchange of Chicago Motor Club (Auto insurance), Wis. Div. American Automobile Assn. (Auto Club Service & Insurance), Madison, Wis.

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

### THE AITKIN-KYNETT CO.

1400 South Penn Square,

Philadelphia 2, Pa.

Phone: RIttenhouse 6-7810

AAAA—APA—NOAB—ABP—ANPA

PPA—ABC—BMB

Senior Partner.....H. H. Kynett  
 Partners.....A. K. Aitkin,  
 M. E. Goldman, H. A. Medholdt

Art Director.....F. Wade Lane  
 Production Manager.....W. B. Turner

Media Analysis.....B. Hollowell  
 Media Rate Dept.....E. M. Gretz

Acct. Execs.....George B. Barnard,  
 Harold B. Montgomery, Allen C. Smith,  
 C. W. Eigenbrot, M. H. Sloman

*Radio Accounts:* Bachman Bakeries, Inc.; Wm. Montgomery Co.; Mrs. Paul's Kitchens; Pennsylvania Refining Co.; Stephano Brothers; Van Wagenen & Schickhaus Co.

### R. H. ALBER CO.

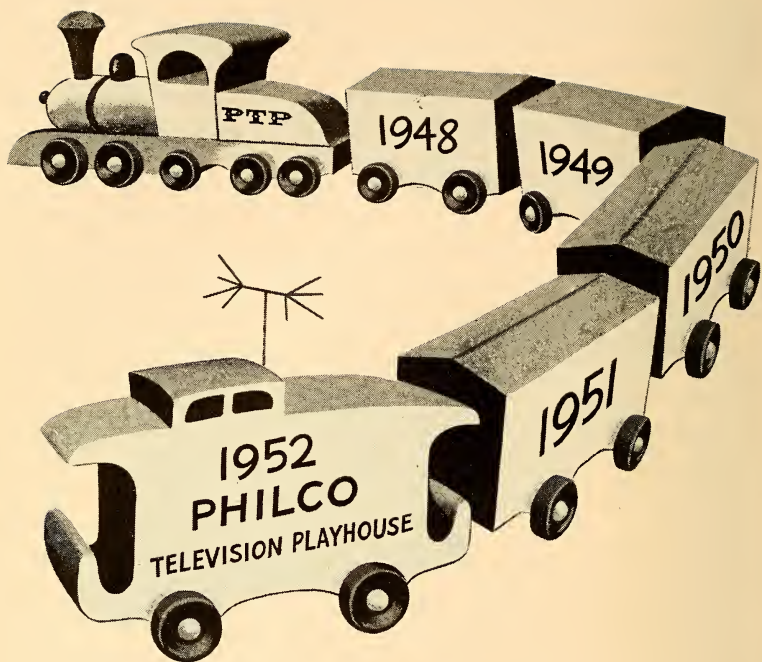
439 N. Larchmont Blvd., Los Angeles 4, Calif.

Phone: Hollywood 9-8273

ANPA

Exec. Vice-Pres.....Pauline Hagen





*As a new year rolls around, Philco sends a heartfelt "thanks" to all the fine actors, writers and technicians who year after year have made PHILCO TELEVISION PLAYHOUSE America's leading dramatic program.*

**PHILCO TELEVISION PLAYHOUSE**

Sundays • 9-10 P.M. E.S.T. • NBC-TV

## Advertising Agencies

Secretary.....Evelyn R. Jones  
 Dir. of Radio & TV.....Pauline Hagen  
*Radio Accounts:* Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Kansas City, Mo.

*TV Account:* Gospel Broadcasting Assn.

### DON ALLEN & ASSOCIATES, Advertising

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

President .....Don Allen  
 Vice President.....Irvin H. Walsh  
 Treasurer.....Everett A. Mitchell  
 Secretary.....H. Richard Seller  
 Radio-TV Director.....Everett A. Mitchell  
 Asst. TV Director.....H. Richard Seller  
*Radio Accounts:* Benj. Franklin Fed'l Savings & Loan Assn., Savings & Loan Assn., Portland, Oregon; G-E Supply Corporation, G-E distributor, Portland, Ore. & regional; Ed Hamilton Furs, Furrier, Portland, Oregon; Logan Oldsmobile Co., Oldsmobile dealer, Portland, Oregon; Arthur Murray's, Dancing Studios, Portland, Oregon; Oregon Coast Ad Club, Resort (beach) association, Delake, Oregon; Windolph Pontiac Co., Pontiac dealer, Portland, Oregon; Zell Bros. Jewelers, jewelers, Portland, Oregon.

### ALLEN & REYNOLDS

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

Partners.....Milton H. Reynolds,  
 Karl M. Joens, R. H. Reynolds, Q. H. Moore, M. J. Stephen, Helen C. Miller  
 Dir. of Radio & TV.....Milt Stephen  
 Asst. Director of

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

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

### ALLIED ADVERTISING AGENCIES, INC.

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

President.....W. Fehr Gardner  
 Gen., Prod. Mgr.....Stuart Heinemann  
 Space Buyer.....Richard Gardner  
 Treasurer.....Helen Esary  
 Art Director.....Jack Robbins  
 Prod. Mgr. & Radio Dir...Stuart Heinemann  
 Account Execs.....Dick Bartlett,  
 Lou Sterling, Milton Hoffman, Bart Ross,  
 Donald Molin

*Radio Accounts:* Arden Farms (Dairy Products), Gold Furniture Co. (Furniture & Appliances), Harold A. Sparling (Turkeys), Dr. F. E. Campbell (Dental services), West Pico Furniture (Furniture), United Radio & Appliance (Sporting goods & appliances), Pridham Davis (Optometrist), Troy Upholstering Co. (Reupholstering), Western Home Furniture Co. (Furn. & appliances), Globe Department Store (Department store items), National Distributing Co. (Garbage disposals), Vacuum Cleaner Co. of America (Vacuum cleaners), Howard's Nursery (Flowers), Angeles Funeral Home.

*TV Accounts:* Golds Furniture Co. (Furn. & appliances), Dr. F. E. Campbell (Credit dentist), Dr. Pridham Davis (Optometrist), United Sporting Goods (Sporting Goods), Western Home Furniture Co. (Furn. & appliances), Arden Farms (Dairy Products), Auction Park (Auction), Harold A. Sparling (Turkeys).

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Manager.....Vernon R. Birtwistle

*Radio Accounts:* Rootes Motors, Inc. (Hillman Minx Automobiles); Alderney Dairy Co. (Dairy Products), Newark, N. J.; National Homefurnishings Show (Exposition), New York, N. Y.; Columbia Tobacco Co. (du Maurier Cigarettes), New York, N. Y.; C. H. Masland and Sons (Rugs and Carpets), Carlisle, Pa.

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

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*Radio Accounts:* Home Owners Federal Saving Bank, bank, Boston; Old Monastery Wine Co., wines, New Haven; International Harvester, refrigeration, New England; Cadillac Olds, autos, Boston; Maas Motors, autos, Boston; Colonial Provision Co., meat packers, Boston.

*TV Accounts:* Ring Clear Hosiery, hosiery, Manchester, N. H.

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*Radio Accounts:* Detroit Times, Locks  
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*Radio Accounts:* Bisno & Bisno (Real Estate-Investment broker), Los Angeles.

*TV Accounts:* Pacific Citrus Products Co.  
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*TV Accounts:* The Atlantic Refining Company, B. C. Remedy Company, Brooklyn Union Gas Company, Cannon Mills, Inc., Chesapeake & Potomac Telephone Company, Chrysler Corporation—Plymouth Division, Reuben H. Donnelley Corporation, Gordon Baking Company, Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Howard D. Johnson & Company, Lever Brothers—Surf, Michigan Bell Telephone Company, John Morrell & Co., National Dairy Products Company, The Pennsylvania Company, Sheffield Farms Milk Company, United Air Lines, Carrier Corporation, Daystrom Corporation, Magna Engineering Corp., Supplee-Wills-Jones Milk Company, Webster Tobacco Co., Yardley & Co.

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*Radio Accounts:* Arrow Mills, Inc. (Flour and Feeds), Houston, Texas; Black-Brollier, Inc. (Concrete Building Materials), Houston Texas; Foxworth-Galbraith Lbr. Co. (Retail Lumber & Building materials—chain yards), Dallas, Texas; Henke & Pillot, Inc. (Chain Supermarkets), Houston, Texas; Jackson Motors, Ltd. (New & Used Cars), Houston, Texas; Johnston Motor Company (New & Used Cars), Houston, Texas; Taylor Lumber Company (Retail Lumber & Building Materials), Houston, Texas; Weldon Cafeteria (Cafeteria), Houston, Texas.

*TV Accounts:* Arrow Mills, Inc. (Flour and Feeds), Houston, Texas; James Bute Company (Paint and Wallpaper), Houston, Texas; Henke & Pillot, Inc. (Chain Supermarkets), Houston, Texas; Hodell and Company (Realtors), Houston, Texas; Johnston Motor Company (New & Used Cars), Houston, Texas; Weldon Cafeteria (Cafeteria), Houston, Texas.

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*Radio Accounts:* General Foods, Ltd.;  
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*Television Accounts:* Dodds Alderney Dairy (Milk & Milk Products), Erie County Savings Bank (Banking Service), General Ice Cream Corp. (Ice Cream), Sears Roebuck & Co. (Buffalo) (Retail Merchandise), Wm. Simon Brewery, Inc. (Beer & Ale), Joseph Strauss Co., Inc. (Wholesale Distributors Major Appliances), Trico Products Corporation (Windshield Washers & Wipers).

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TV-Radio Director.....Bud Stapleton

*Radio Accounts:* Dairymen's League Co-op (Milk, Cheese, Ice Cream), New York, N. Y.; Lincoln Bank (Commercial Bank), Syracuse, N. Y.; Saratoga Vichy Springs Co. (Saratoga Vichy), Saratoga Springs, N. Y.; Procino-Rossi (Macaroni Products), Auburn, N. Y.

*TV Accounts:* Dairymen's League Co-op (Milk, Cheese, Ice Cream), New York City; Will & Baumer Candle Co. (Candles), Syracuse, N. Y.; Saratoga Vichy Springs Co. (Saratoga Vichy), Saratoga Springs, N. Y.

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**Radio Accounts:** Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Palmolive Shave Creams, Palmolive Soap, Octagon Products), Continental Baking Co. (Wonder Bread, Hostess Cup Cakes), Grocery Store Products (Kitchen Bouquets), Carter Products, Inc. (Carter's Little Liver Pills), American Home Food Products (G. Washington Instant Coffee), Standard Brands, Inc. (Blue Bonnet, Royal Puddings), Brown & Williamson (Kool, Viceroy Cigarettes, Life Cigarettes), American Home Foods (Duff's Mixes), American Sugar Refining Co. (Domino Sugar), Minute Maid Corp. (Minute Maid Frozen Orange Juice, Minit Maid Lemonade Mix).

**TV Accounts:** Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Palmolive Shave Cream, Palmolive After Shave, Palmolive Soap), Continental Baking Company (Wonder Bread), Brown & Williamson (Kool, Viceroy Cigarettes), American Home Foods (Instant G. Washington Coffee, Duff's Mixes), Minute Maid Corp. (Minute Maid Frozen Orange Juice, Minit Maid Lemonade Mix), Standard Brands, Inc. (Blue Bonnet Margarine, Royal Puddings), Carter Products (Carter's Little Liver Pills, Nair).

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chine Corp., Northrup King Co., George A. Hornel Co., Rexall Drug Co., Barcalo Mfg. Co., Curtis Circulation Co. (N. Y.), Blum's Candies, DeSoto Division (Chrysler Corp.), B. F. Goodrich Co., Wildroot Co., Inc., Murine Co., Inc., Westlock (div. of General Time Corp.), Gallo Winery, E. & J., Pacific Telephone & Telegraph Co., Minnesota Mining & Mfg. Co., American Tobacco Co., Clark Co., D. L., Marine Midland Trust Co., Ethyl Corp., General Baking Co., Jelke Good Luck Products (Div. of Lever Bros.), E. I. DuPont de Nemours & Co., Hamilton Watch Co., United Fruit Co., Fort Pitt Brewing Co., Cream of Wheat Corp., Farmers & Mechanics Savings Bank (Minn.), Minneapolis Brewing Co., Scott-Atwater Mfg. Co., Inc., Northwestern Bell Telephone Co., Bausch & Lomb Optical Co., Tennessee Coal, Iron & RR Co., Armstrong Cork Co., General Electric Co., United States Steel Corp.

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 Production Manager.....H. J. Cribbin  
 Copy Chief.....Frederick Goldman  
 Radio & TV Director.....David Kaigler  
 Space Buyer.....Sylvia P. Etkin

*Radio Accounts:* Adelpia Hotel, Broad St. Trust Co., Cayuga Federal Savings & Loan Assoc., J. Frank & Sons (Carbonated Beverages), Land Title Bank & Trust Co., Phila., C. F. Simonin's Sons, Inc. (Popcorn Oil seasoning), Phila., Pa.; Woodlawn Farm Dairy Co., Scranton, Wilkes-Barre, Pa.

*TV Accounts:* Land Title Bank & Trust Co., Phila., Pa.; Quaker City Chocolate & Confectionery Co., Inc. ("Good and Plenty" Candy), Phila., Pa.; Phila. Dairy Products Co., Inc.

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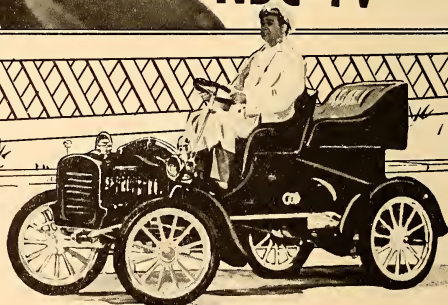
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New York 19, N. Y.



## JOE GAUDIO

Featured  
on the  
**JAMES MELTON SHOW**  
NBC-TV

3' 11"



## BILLY BARTY

"All of 3 feet eleven"  
**JAMES MELTON SHOW**  
NBC-TV

*Representative: MCA*

•

## DR. FRANK BLACK

Musical Director  
**JAMES MELTON SHOW**  
NBC-TV



•

## DON PRINDLE

Head Writer  
**JAMES MELTON SHOW**  
NBC-TV

## Advertising Agencies

Art Director.....R. R. Glassmire  
 Gen. Production Mgr.....H. Fetterhoff  
 Publicity Director.....Marion W. Nagle  
 Media & Research Dir.....K. W. Erdman  
 Radio & TV.....Doratheia Hassler  
*Radio Accounts:* Bowers Battery (Batteries & Spark Plugs), Reading; Maier's Bakery, Reading; St. Lawrence Dairy Co., Reading, Pa.  
*TV Accounts:* Crystal Rock Botling Co. (7-Up), Reading, Pa.; Lancaster County Gas Co. (Public Utility); The Lebanon Valley Gas Co. (Public Utility); The Harrisburg Gas Co. (Public Utility); York County Gas Co. (Public Utility).

### HERBERT S. BENJAMIN ASSOCIATES, INC.

234 Main, Baton Rouge 1, La.  
 Phone: 3-2847

ABP—AFA

President.....Herbert S. Benjamin  
 Ex. Vice Pres.....Lee Herzberg, Jr.  
 Vice Pres. (On leave U. S. Air Force).....Allan R. Brent  
 Secretary.....R. K. Goldberger  
 Treasurer.....Dorothy Dennis  
 Bkbp. & Traffic Mgr.....Mrs. L. Hardee  
 Copy Chief.....Kathleen Q. Massey  
 Art Director.....Thomas B. Rhodes  
 Radio Director.....R. K. Goldberger  
*Radio Accounts:* Capital Building & Loan Association (Loans), Baton Rouge, La.; Fidelity National Bank (Banking), Baton Rouge, La.; Kormmeyer Furniture Company (Furniture), Baton Rouge, La.; Longwood Plantation (Syrup), Baton Rouge, La.; Levenson's (Decorators), Baton Rouge, La.; United Credit Company (Loans), Baton Rouge, La.

### VICTOR A. BENNETT CO., INC.

511 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-2186

ABP—ANPA—PPA

President.....Victor A. Bennett  
 Vice-President.....John L. Moore  
 Production Manager.....Edward D. Kahn  
 Art Director.....Joseph Tranchina  
*Radio Accounts:* Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches).  
*TV Accounts:* Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches).

### BENNETT, WALTHER & MENADIER, INC.

69 Newbury St., Boston 16  
 Phone: Kenmore 6-3820

ANPA

*Branch Offices*

30 E. 60th Street, New York 22, N. Y.  
 Phone: PLaza 3-8923

### BENTON & BOWLES, INC.

444 Madison Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-1100

ANPA—AAAA—APA—NOAB  
 ABP—PPA

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 President.....William R. Baker, Jr.  
 Exec. Vice-Pres. & Treas....Robert E. Lusk  
 Vice-Pres. & Sec.....Edward R. Beach  
 Vice-Pres. & Dir. of Media

Harold H. Dobberteen

Vice-Pres. in Charge Radio & TV

Walter Craig

Business Mgr. Radio & TV

William E. Schneider

Director TV Production...Tom McDermott  
 Director Radio Prod.....Paul Roberts  
 Dir. Film Prod.....Herb Leder  
 TV Prod. Dir.....William Vallee  
 Script Editor.....Roy Bailey  
 Casting Director.....Ann Howard  
 Directors.....Oliver Barbour.  
 Charles Fisher, Don Wallace, Ralph Starr  
 Butler, Jr., Bill Mann, Carl Eastman,  
 Everett Gammon, Arthur Richards, Lawrence  
 White, Olga Druce, William States  
 Dir. Radio & TV Time Buying...George Kern  
 Time Buyers.....Mary McKenna,  
 Jean Lawler, Walter Bowe, Gordon Ensign,  
 Elaine Sloat, Tom Carson, Marion Jones, Ann Janowicz  
 V.P. & Dir. of Pub. Rel....Holcombe Parkes  
 Director Publicity.....Richard K. Bellamy

#### *Branch Offices*

6253 Hollywood Blvd., Hollywood 28, Calif.  
 V.P. in Chg. of West Coast Oper...Al Kaye  
 Radio Pgm. Prod.....Murray Bolen  
 Hollywood Office Mgr....Mary Edith Stahl  
 West Coast Pub. Mgr.....Jean Meredith  
 Enquirer Bldg., Cincinnati, Ohio  
 Office Manager.....Georgia Waite  
 91 Yonge St., Toronto, Canada  
 William H. Fleischman

*Radio Accounts:* Association of American Railroads, Arnold Bakers, Inc., General Foods Corp. (Post's 40% Bran Flakes, Post's Sugar Crisp, Post's Raisin Bran, Post's Puffed Products, Diamond Crystal Salt, Maxwell House Coffee, Instant Maxwell House Coffee, Ridgways Tea, Yuban Coffee, Bliss Coffee, Gaines Dog Food, Log Cabin Syrup, Snider Condiments, Baker's Chocolate, Certo, Sure-Jell), Bituminous Coal Institute, The Procter & Gamble Company (Tide, Chipso, Ivory Snow, Prell), The Best Foods Company (Hellmann's Mayonnaise, Nucoa, H-O Oats, Presto, Farina, Old Homestead French Dressing), The AVCO Manufacturing Corp.—Crosley Division (Crosley Television and Radio Sets, Shelvador Refrigerators, Crosley Electric Ranges, Freezers and Kitchen Cabinets), The Pepperell Manufacturing Co., American Express (Travelers Cheques), Norwich Pharmacal Co. (Pepto-Bismol,



## Advertising Agencies

Unquentine, Zamacol, Norwich Aspirin), Brewing Corp. of America (Carling's Red Cap Ale), Cigar Institute of America, National Association of Manufacturers, Benson & Hedges (Parliament Cigarettes, Virginia Rounds Cigarettes).

*TV Accounts:* General Foods Corp. (Maxwell House Coffee, Post's Cereals, Ridgways Tea, Diamond Crystal Salt), Procter & Gamble (Tide, Prell, Ivory Snow), Audivox, The AVCO Manufacturing Corp.—Crosley Division (Crosley Television and Radio Sets, Shelvador Refrigerators, Crosley Electric Ranges, Freezers and Kitchen Cabinets), Arnold Bakers, Inc., The Best Foods, Inc. (Nucoa, Hellmann's Mayonnaise, Presto, H-O Oats, Farina), Norwich Pharmaceutical Company (Pepto-Bismol), Brewing Corporation of America (Carling's Red Cap Ale), Benson & Hedges.

### ALFRED PAUL BERGER COMPANY, INC.

9 East 48th St., New York 17, N. Y.  
Phone: PLaza 9-4703  
ABP—PPA—PANY

Pres. & Treas. .... Alfred Paul Berger  
Secretary ..... Florence Berger  
Space Buyer ..... Jane Ellenbogen  
Account Executive ..... Sidney Rosendorf  
Production Manager ..... Joel Beier  
Art Director ..... Alfred Foute  
Radio Director ..... Alfred Paul Berger  
*Radio-TV Accounts:* Pilot Radio Corp., Long Island City, N. Y.; Toffenetti Restaurant, N. Y. C.; Orpheum Shops, N. Y. C.

### BERMINGHAM, CASTLEMAN & PIERCE

136 East 38th St., New York 16, N. Y.  
Phone: LExington 2-7550  
AAAA—ABP—APA—NOAB

President ..... Arch Bermingham  
Directors ..... George Castleman,  
Leslie V. Spencer, Herbert Lorentzen,  
James Walker, Clarence K. Bagg  
Radio Director ..... T. P. Wallower  
TV Director ..... John McNeil  
*Radio Accounts:* Griffin Mfg. Co., Inc. (Shoe Polish); Sabena Belgian Airlines (Travel), Brussels, Belgium; Pilgrim (Laundry Service), Whitbread & Co., Ltd. (Imported Ale & Stout), London, England.  
*TV Accounts:* Griffin Mfg. Co. (Shoe Polish), Brooklyn, N. Y.

### TED BERNSTEIN ASSOCIATES

51 Madison Ave., New York 10, N. Y.  
Phone: MURray Hill 5-3730  
ABP—PPA—NOAB

Owner ..... Theodore H. Bernstein  
Treas., Space & Time Buyer  
Sylvester J. Bernstein  
Art Director ..... Morris Brodis  
Publicity Director ..... Ted Kaufman

*Radio Accounts:* Eagle Clothes, Inc. (Men's Clothing), Tress, Inc. (Retailer Men's Clothing), Harry Jay Treu (Furrier), New York, N. Y.

### GORDON BEST CO., INC.

228 N. LaSalle St., Chicago 1, Ill.  
Phone: STa. 2-5060

ABC—ABP—ANPA—APA—NOAB—PPA  
President ..... Gordon Best  
Vice-Presidents ..... Roy M. Kirtland,  
Leroy A. Kling, Frank F. Morr, Burton G. Feldman

*Radio Accounts:* Booth Fisheries Corp. (Frozen Fruits, Vegetables, Fish), Chicago, Ill.; Coyne Electrical School (Trade School), Chicago, Ill.; Foell Packing Co., Chicago, Ill.; Key Work Clothes, Inc., Fort Scott, Kans.; Milner Products Co. (Pine-Sol and Anti-K), Jackson, Miss.; Schulze and Burch Biscuit Co. (Flavor-Kist Cookies & Crackers), Chicago, Ill.; General Finance Co., Chicago; Holland Bulb Growers, 33 N. LaSalle St., Chicago, Ill.

*TV Accounts:* Florsheim Shoe Co., Chicago, Ill.; Schulze and Burch Biscuit Co., Chicago, Ill.; Helene Curtis Industries, Inc., Chicago, Ill.; Milner Products Co., Chicago.

### THE BIOW CO., INC.

640 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 9-1717

ABC—ANPA—APA—NOAB—PPA  
President ..... Milton H. Biow  
Exec. Vice-President ..... F. Kenneth Beirn  
V.P. Chg. Creative Dept. .... Louis W. Thomas  
Treas.-Sec. .... Morris Zinneman  
Asst. Secretary ..... Anna Hauptman  
Vice-Presidents ..... Samuel A. Alter,  
Terence C. Clyne, Erwin D. Swann, Henry R. Turnbull, Charles Tyler, Gordon Cates, Garrett Lydecker, Robert Bragarnick, John Toigo, John Van Horson

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John Hamm  
V.P. & Dir. of Merch. .... T. R. Santacroce  
Art Director ..... L. L. Schultz  
Mgr. Prod. & Art. .... J. E. Garabrant  
Mgr. of Radio & TV. .... Roy Winsor  
Co-Manager ..... Roland Gillett  
V.P. & Director Media. .... Walter Smith  
Director Print Media. .... E. C. Stamler  
Head Radio Time Buyer. .... J. E. Kucera  
Radio Time Buyers. .... Mildred Fulton,  
Elma Hamilton, Ethel Wieder, Robert Wolfhorst, Ed Fonte

Media Space Buyers. .... T. A. Doyle,  
Edward Grey, and Veronica Welch  
Research Director. .... Dr. Lawrence Deckinger  
Director Outdoor. .... Earl N. Hyde  
Asst. to Dir. of Outdoor. .... C. N. Van Auken  
Comptroller ..... Joseph Allentuck  
Account Executive. .... Don Anderson,  
Brooks Elms, Philip B. Hinerfeld, Dan Rodgers, John Rome, M. A. Singer, Law-

## Advertising Agencies

rence Milligan, C. P. Hirth, John Mosman, Elizabeth Leeman, Lee White, Don O'Brien, Seymour Margules.

### Branch Offices

703 Market St., San Francisco 3, Calif.  
GARfiled 1-4854

Executive .....Norman Mork  
1606 North Argyle Ave., Hollywood 28, Calif.  
Phone: HEMPstead 2377

Executive .....Jack Runyon  
*Radio-TV Accounts:* American Home Products, Whitehall Division (Guards, Koly-nos, Mercalose, Anacin, Heet); American President Lines; American Trucking Associ-ation; Bulova Watch Co.; Eversharp, Inc. (Pens, Pencils, Razors); General Aniline (Anso, Ozalid); Hills Bros.; Langendorf United Bakeries; Philip Morris & Co. (Philip Morris Cigarettes, Marlboro Ciga-rettes, Spud and Dunhill, Bond Street To-bacco); National Shawmut Bank; Pepsi Cola Co.; Procter & Gamble (Spic & Span, Lava, Joy, Lilt, Teel); Jacob Ruppert Brewing Co. (Beer); Terre Haute Brewing Co. (CV Beer); Lady Esther; Hudson Pulp & Paper Co.; Dennison Food Products; Gunther Brewing Co.

### THE BLAINE THOMPSON CO., INC.

234 West 44th St., New York 18, N. Y.  
Phone: LO 4-0800

ANPA—PPA—APA—ABC—NOAB

President .....Myer Lesser  
Vice-Presidents .....Fred Golden,  
Phillip Solomon  
Copy Chief .....Carter Jones  
Exec. Vice-Pres. & Radio Time  
Buyer .....Albert Lee Lesser

### W. EARL BOTHWELL, INC.

22 E. 40th St., New York, N. Y.  
Phone: LEXington 2-1522

ANPA—AAAA—PPA—SNPA—APA—ABP  
President .....Alden H. Kenyon  
Exec. Vice-Pres. ....Frank A. Kearney  
Vice-Presidents .....Richard C. Bachman,  
George E. Kelley  
V.P. & Personnel Dir. ....Fred E. Baxter  
Radio & TV Dir. ....Vincent Van Buren  
Production Manager .....Clark Glenn  
Mktg. & Research Dir. ....Jack Bradfute  
Publicity Director .....George E. Kelly  
Merchandising Dir. ....S. Sumner Sternberg  
Account Executives. ....William R. Dahlman,  
Frank A. Kearney, Richard C. Bachman,  
Jack Bradfute, Vincent Van Buren, S.  
Sumner Sternberg

### Branch Offices

1680 N. Vine St., Hollywood 28, Calif.  
Managers. ....Thomas Dealy, Wright Nodine  
600 Grant St., Pittsburgh, Pa.  
V.P. & Mgr. ....Richard C. Bachman  
*Radio Accounts:* Allegheny Conference for  
Community Development, Allegheny County  
Democratic Committee, American Home

Products, Corp., American Home Foods, Inc.,  
Boyle-Midway, Inc., & Boyle Midway (Can-  
ada) Ltd., Christian & Co., Inc., County  
of Allegheny, Frank & Seder, Hotel Pitts-  
burgher, Industrial Cigar Company, Morris-  
Clamp & Coupling Co., Pa Pitt's Partners,  
WCAE, Inc.

### BOTSFORD, CONSTANTINE & GARDNER

115 S.W., 4th Ave., Portland 4, Ore.  
Phone: ATwater 9541

AAAA—ABC—ABP—ANPA—APA—NOAB  
PPA

Exec. Vice-Pres. ....Ray Andrews  
V.P. & Space Buyer. ....Frankie Coykendall  
Vice-Pres. ....Stanley Parshall  
Sec.-Treas. ....Merl W. Manly  
Central Bldg., Seattle 4, Wash.  
Phone: ELiot 3523

Exec. Vice-President. ....C. P. Constantine  
Vice-President. ....W. W. Woodridge, Jr.  
Vice-Pres. ....Reinhardt Knudsen  
156 Montgomery St., San Francisco 4, Calif.  
Phone: EXbrook 2-7565

Pres. & Gen. Mgr. ....David M. Botsford  
Exec. Vice-Pres. ....S. G. Swanberg  
Vice-Pres. ....David H. Botsford, Jr.  
Vice-Pres. ....William Pearce  
Empire State Bldg., New York 1, N. Y.  
Phone: BRyant 9-4845

Vice-President .....Elizabeth Eyerly  
*Radio Accounts:* Columbia River Packers  
Assn. (Tuna—Bumble Bee Brand), Astoria,  
Ore.; E. H. Bendiksen Co. (East Point Oys-  
ters), Ocean Park, Wash.; Olympia Brewing  
Co. (Olympia Beer), Olympia, Wash.; West-  
ern Hotels, Inc. (Hoteletype), Seattle, Wash.;  
New Washington Hotel (Hotel), Seattle,  
Wash.; Von's Cafe (Cafe), Seattle, Wash.;  
Lucky Stores, Inc. (Super Markets), San  
Leandro, Calif.; Sego Milk Products (Sego  
Evaporated Milk) San Francisco, Calif.;  
Poultry Producers of Central Calif. (Eggs—  
Nulaid), San Francisco, Calif.; Mayfair Ho-  
tel (Hotel), Los Angeles, Calif.; Golden &  
Barcroft Inc. (Lustrwash Auto Wash), San  
Francisco, Calif.; Scott Co. (Plumbing  
Contractors), San Francisco, Calif.; Calif. Sports.  
Travel & Boat Shows (Sport Shows), San  
Francisco, Calif.; Crispie Potato Chip Co.  
(Potato Chips & French Fries), Stockton,  
Calif.

*TV Accounts:* E. H. Bendiksen Co. (East  
Point Oysters), Ocean Park, Wash.; Olympia  
Brewing Co. (Olympia Beer), Olympia,  
Wash.; Robt. S. Atkins Co. (Retail  
Clothiers), San Francisco, Calif.; Foster  
Lunch Systems (Moar's Cafeterias), San  
Francisco, Calif.; Sego Milk Products (Sego  
Evaporated Milk), San Francisco, Calif.;  
Poultry Producers of Central Calif. (Nulaid  
Eggs), San Francisco, Calif.; Jantzen Knit-  
ting Mills (Jantzen Swim Suits & Sun

## Advertising Agencies

Clothes), Portland, Ore.; Bell Brook Dairies, Inc. (Dairy Products & "Slim" Milk), San Francisco, Calif.; Idaho Advertising Commission (Idaho Potatoes & Onions), Boise, Idaho; Calif. Sports, Travel & Boat Shows (Sport Shows), San Francisco, Calif.; Crispie Potato Chip Co. (Crispie Potato Chips & "Small Fry" French Fries), Stockton, Calif.

### BOWMAN & BLOCK, INC.

Rand Building, Buffalo 3, N. Y.  
Phone: WA 0137

President ..... Albert A. Bowman  
Treasurer ..... Nathaniel J. Block  
Radio-TV Director..... Gertrude M. Rogers  
*Radio Accounts:* General Electric Supply Corp. (GE Major Appliances & TV); The Kleinhans Company (Men's & Boys' Clothing); Blue Dew Corporation (Washing Crystals); J. N. Adam & Company (Department Store); Kobacker's (Department Stores); Hens & Kelly, Inc. (Department Stores); North Park Furniture (Furniture Store); Weed & Company (Hardware & Appliances); Iroquois Gas Corp. (Gas Appliances).

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

### STANLEY G. BOYNTON & SON

159 Pierce St., Birmingham, Mich.  
Phone: Jordan 4-5888

President..... Stanley G. Boynton  
Vice-President..... Stanley G. Boynton, Jr.  
Secretary..... Amelia E. Silvestri  
Treasurer..... Ruth A. Speelman  
Prod., Radio Traffic..... Marjorie Smith

#### *Branch Office*

17 E. 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 2-0086

*Radio Accounts:* Radio Bible Class, Wesley Radio League, Calvary Hour, National Tennis Matches, Davis Cup Series.

### BOZEL & JACOBS, INC.

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

President..... Morris E. Jacobs  
Exec. V.-P..... F. C. Miller  
Radio & TV Dir..... Henrietta Kieser  
..... *Branch Offices*

1010 Heart Square, Chicago 6, Illinois  
Phone: Central 6-6505

Chairman of Bd..... Morris E. Jacobs  
President..... Nathan E. Jacobs  
V.-P., Dir. Radio-TV..... Philip Rouda

411 Terminal Bldg., Indianapolis 4, Ind.  
Phone: Lincoln 6326

Chairman of Bd..... Morris E. Jacobs  
V.-P. & Manager..... Chas. A. Gallup  
2123 Smith Tower, Seattle 4, Wash.  
Phone: Main 0145

V.-P. & Manager..... R. H. Wensberg  
Chairman of Bd..... Morris E. Jacobs  
31 West 47th Street, New York 19, N. Y.  
Phone: JUDson 6-5588

Chairman of Bd..... Morris E. Jacobs  
President..... Donald D. Hoover  
401 WCCO Bldg., Minneapolis, Minn.  
Phone: Main 4527

Chairman of Bd..... Morris E. Jacobs  
V.-P. & Manager..... Sam Kaufman  
Fairfield Bldg., Shreveport, La.  
Phone: 3-6124

Chairman of Bd..... Morris E. Jacobs  
V.-P. & Manager..... Walter T. Pfeiffer  
703 United Gas Bldg., Houston 2, Texas  
Phone: Fairfax 4106

Chairman of Bd..... Morris E. Jacobs  
V.-P. & Manager..... Carl Storey  
813 Thomas Bldg., Dallas 1, Texas  
Phone: Randolph 5428

Chairman of Bd..... Morris E. Jacobs  
V.-P. & Manager..... M. O. Rice  
702 Kass Bldg., 711 14th St., N.W.,  
Washington, D. C.  
Phone: Sterling 2406

Manager ..... Don Underwood

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



## Advertising Agencies

Ill.; Pfaff Sewing Machine Corp., Chicago, Ill.; Central Natl. Bank, Chicago; Master Yogurt, New York; Julian Freirich, Inc. (Smoked Meats), New York; Hickory Valley Farm (Epicurean Foods by Mail), Stroudsburg, Pa.; Earl Hayes Chevrolet Co., Dallas; Finney Bakery, McKinney, Tex.; Lyon-Gray Lumber Co., Dallas; Radio City Distributing Co. (Appliances), Dallas; Dallas Zone Chevrolet Dealers, Dallas.

**TV Accounts:** Mutual of Omaha (Insurance), Omaha; Staley Milling Co., K. C., Mo.; Storz Brewing Co., Omaha; Nebraska Clothing Co., Omaha; Metro. Util. Dist., Omaha; Skinner Mfg. Co., Omaha; J. L. Brandeis & Sons, Omaha; Andrew Murphy & Sons, Omaha; Milder Oil Co., Omaha; Stock Yards Nat'l. Bank, Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Northern Natural Gas Co., Omaha; Omaha & Council Bluffs Street Railway Phoenix Table Mat Co., Chicago, Ill.; Wholesale Plant Growers Assn., Chicago; Security Savings & Loan Assn., Cleveland, O., Chicago; Pfaff Sewing Machine Co., Chicago; Chicago Herald-American; Master Yogurt, N. Y.; Julian Freirich, Inc., Stroudsburg, Pa.; Earl Hayes Chevrolet Co., Dallas, Tex.; W. A. Green Co. (Dept. Store), Dallas; Dallas Zone Chevrolet Dealers, Dallas; Radio City Dist. Co., Dallas; A. B. Cass, Jr. (Real Estate), Dallas.

### ARTHUR BRAITSCH ADV.

528 Hospital Trust Bldg., Providence 3, R. I.  
Phone: DEXter 1-5313, 1-4115  
ABP—APA—ANPA

Radio Director.....Arthur Braitsch  
Secretary.....Dorothy Mellen  
Space Buyer.....John A. Lorimer  
**Radio Accounts:** Baird North, Inc. (Jewelry), R. I. Hospital Natl. Bank (Banking), Rocky Point Park (Amusement), Sally's Fur Studios (Furs), Strand Theater (Moving Pix), Weybosset Markets (Food Stores), Merchants Cold Storage (Fur Storage), Interstate Navigation Co. (Travel), Roger Williams Savings Fund & Loan Assn., Rhodes on the Pawtuxet (Ballroom), R. I. Ice Co. (Torridheat Dealers); I.C.E. Sales Co. (Electrical Appl.); G. H. Walker & Co. (Investments).

### THE J. CARSON BRANTLEY ADV. AGENCY

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

Pres.-Radio Dir.....J. Carson Brantley  
Sect.-Treas.....A. R. Monroe  
Production.....June Brantley  
**Radio Accounts:** Carolina Beverage Corp. (Cheerwine, Caravan), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., The Derma Teen Co. (Derma Teen), Sanford, N. C.

### R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wis.  
Phone: HOward 134  
ABP—ANPA—APA

President.....R. C. Bret  
Vice-President.....Victor G. Geisel  
**Radio Accounts:** Brillion Iron Works, Inc.; Woodlot Seed Co., Norway, Mich.; Tulpi Tissues (Lipstick Tissues), Green Bay, Wis.; Unit Structures, Peshtigo, Mich.

### J. F. BRINLEY ADVERTISING AGENCY SERVICE

4602 Cedar Street, Bellaire 1, Texas  
Phones: MAdison 8686 & MOhawk 4100  
ABP—SNPA—APA

Gen. Mgr., Dir. of Copy, Sales Prom., & Mkt. Rsch.....J. F. Brinley  
Sec., Treas.....V. H. Brinley  
Assoc. Radio Dir.....Julian A. Kirk  
Associate Art Dir.....M. Getz  
Assoc. Art Dir.....D. Ackley

### BRISACHER, WHEELER & STAFF

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

President.....Franklin C. Wheeler  
Exec. Vice-President.....Walter Purdon  
Vice-President.....Robert Brisacher  
Vice-Pres. & Art Dir.....Ettore Firenze  
Secy.-Treasurer.....Mrs. Emil Brisacher  
Copy Chief.....Lester Friedman  
Space Buyer.....Eva Ross  
Raids & TV Time

Buyer.....Garrett E. Hollihan  
Prod.-Traffic Mgr.....Jules P. Daniel  
Radio & TV Producer.....John H. Butler  
Dir. Research.....Richard I. Clark  
Public Relations Dir.....Robert Hoffman  
Dir. Food Econ.....Louis Driggs  
Controller.....Bryant Miley  
Media Dir. (N. Y.).....Darrell McCain

#### Branch Offices

1680 N. Vine, Hollywood 28, Calif.  
Phone: GRAnite 3051

V.P. & Mgr.....A. McKie Donnan  
350 Fifth Ave., New York 1, N. Y.  
Phone: BRyant 9-5600

V.P. & Mgr.....Richard Ide  
**Radio Accounts:** Van Camp Sea Food Co. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Hershel California Fruit Products (Contadina Tomato Paste), San Jose, Calif.; Richmond Chase Co. (Hearts Delight Nectars), San Jose, Calif.; Picketsweet Foods, Inc. (Frozen Foods & Juices, Canned Corn, Peas and Beans), Mt. Vernon, Wash.; Rainer Brewing Co. (Beer & Ale), San Francisco; Old Homestead Bakery (Butter Nut Bread), San Francisco; Wheatena Corp. (Wheatena Cereal), Rahway, N. J.; Kaiser-Frazier Dealer Assn. of N. Calif., Emeryville, Calif.; Parsons Am-



## Advertising Agencies

monia, New York; San Francisco Milk Industry; California Dairy Industry Advisory Board, Sacramento; East Bay Producers Council (Milk), Oakland, Calif.

### BROADCAST ADVERTISING

3055 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUNKirk 9-1339

Owner-Manager.....Van C. Newkirk  
Production Manager.....John G. Fryer  
Office Manager.....Alva Edwards  
*Radio Accounts:* Bible Institute of Los Angeles, Los Angeles; Radio Kid's Bible Club, Los Angeles; Church of the Open Door, Los Angeles; Morning Chapel Hour, Los Angeles, Calif.; World's Greatest Book Quiz, Portland, Ore.; Cumberland Male Quartet, Haven of Rest, Baker Lake Evangelistic Foundation.

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

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

AAAA-ABP-NOAB-ANPA-APA-PPA  
OAAA

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President.....Willard S. French  
Secretary-Treasurer.....Guy C. Smith  
Exec. Vice-President.....Walter C. Ayers  
Vice-Presidents.....Clark C. Wilmot,  
J. G. Williams, Blount Slade, George Johnston, L. Grant Hamilton, Herbert R. Bayle, Richard Reins, Wm. F. Austin, Jr., H. Kenneth Jones, L. C. Barlow, Allison C. Monroe

Director of Radio-TV.....Hugh Hole  
Asst. Directors..Jay Berry, James L. Reason  
New York Division

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

Chairman of Board.....Sturges Dorrance  
Exec. Vice-President.....Thayer Ridgway  
Vice-President.....H. E. Pengel  
Vice-President.....Wm. A. Adriance, Jr.  
*Radio Accounts:* Goebel Brewing Co., Hudson Motor Car Co., Michigan State Apple Comm., Mullins Mfg. Corp. (Youngstown Kitchens), Chamberlain Corp. of America (Rock Wool Insulation), Detroit, Mich.

*TV Accounts:* Riggio Tobacco Corp. (Regent and Cort Cigarettes), Mullins Mfg. Corp. The Ironite Ironer Co., Hudson Motor Car Co., Goebel Brewing Co., Hygrade Food Products Corp.; Sparks Withington (Spartan Radio-TV Div.), Jackson, Mich.

### BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.  
Phone: TRINity 0558  
ANPA-ABP-APA

Radio.....A. R. Brooks  
Production Manager.....Jean Shay  
Art Director.....James Gaynor

Secretary .....Barbara Vosburgh  
*Radio-TV Accounts:* Bekins Van and Storge Company, Western Stove Company.

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

General Motors Bldg., Detroit 2, Mich.  
Phone: TRINity 2-8250

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

President.....D. P. Brother  
Executive Vice President..Clarence Hatch, Jr.  
Vice Presidents.....Joseph S. Howell,  
Carl Georgi, Jr.  
Secretary-Treasurer.....C. J. Rudesill  
Account Supervisors...Clarence Hatch, Jr.,  
Joseph S. Howell  
Account Executives.....Guy S. Warren, Jr.,  
Wendell Holmes

Media Director.....Carl Georgi, Jr.  
Dir. of Marketing...Vincent H. Bergmann  
Research Director.....Reginald L. Dellow  
Copy Chief.....Guy S. Warren, Jr.  
Art Directors....L. R. Mange, E. J. Bowens  
Publicity Director.....T. H. Moriarty  
Radio & TV Director...Kenneth G. Manuel  
*Radio-TV Accounts:* Oldsmobile Division, General Motors Corporation (Automobiles); AC Spark Plug Division, General Motors Corporation (Accessories).

### FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,  
New York 20, N. Y.  
Phone: CIRCle 7-7660

President .....Franklin Bruck  
Secretary and Radio Dir...M. J. Kleinfeld  
Vice-President .....Mort Heineman  
Radio Time Buyer.....A. Werden  
Radio Traffic.....Milton Jurin  
TV Production.....David Davidow  
Mdse. Director.....Herbert Gold

#### Branch Office

Taft Bldg., Hollywood & Vine, Los Angeles,  
Calif.

Phone: HILLSide 7237

Manager .....Howard Blake  
*Radio Accounts:* North American Accident Insurance Co., Johnson Candy Co., Fashion Frocks, SitRoux Tissues.

*TV Accounts:* Bowman Gum, Inc., Phila., Pa.; Walter H. Johnson Candy Co., Chicago; Croton Watch Co., Inc., New York; Fashion Frocks, Inc., Cincinnati; Food Stores Program Corp., New York; Bishop & Co., Los Angeles; Rexor Corp., New York; Hi-V Corp., Newark; Sitroux, Inc., New York.

### CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.  
Phone: 7-0726

ABP-PPA-APA

President & Treasurer...Charles Brunelle  
Vice-President .....Robinson Smith

## Advertising Agencies

### BUCHANAN-THOMAS ADV. CO.

410-112 S. 19th St., Omaha 2, Nebr.

Phone: ATLantic 2125

ABP—ANPA—APA—NOAB—PPA

Partner.....C. Coe Buchanan

Partner.....Lyman H. Thomas

Director Radio-TV.....Adam Reinemund

### BURLINGAME-GROSSMAN ADV.

201 N. Wells St., Chicago 6, Ill.

Phone: FINancial 6-4616

Owner.....S. W. Grossman

General Manager.....S. S. Kain

Art Director.....Al Jacobs

Production Manager.....S. E. Miller

Media Manager.....Fred Walder

Account Executives.....S. W. Grossman,

J. Margolis, M. A. Harvis, S. Brichta

*Radio Accounts:* Arvey Corp. (R. V. Lite

Window Material), Blue Crown Spark Plug

Co. (Spark Plugs), Chicago, Ill.; Rhein

Bros. (Bedding), Chicago, Ill.

*TV Accounts:* Bell Electric Co. ("No-

Shok" Safety Elect'l Prods.), Chicago, Ill.;

Blue Crown Spark Plug Co.

### BURNET-KUHN ADV. CO.

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

Phone: SUPerior 7-3800

ANPA—APA—PPA

President.....Francis J. Woods

Vice-Presidents.....Phillip D. Simons,

Ellis T. Gash

Secretary.....James H. Kristof

Radio Director.....William Coop

### LEO BURNETT COMPANY, INC.

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

Phone: CENTral 6-5959

AAAA

President.....Leo Burnett

Exec. Vice-Pres.....Richard N. Heath

Treas.-Media Dir.....E. Ross Gamble

Vice-Pres. in chg. Radio.....W. L. Weddell

#### Branch Offices

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

Phone: PLaza 9-7552

Manager.....Donough Prince

3632 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 8-8131

Manager.....William Coons

*Radio Accounts:* Bauer & Black (Curity

Products), Chicago, Ill.; Brown Shoe Com-

pany (Buster Brown Shoes), St. Louis, Mo.;

Club Aluminum Products Co. (Club Alu-

minum, Cooking Utensils), Chicago, Ill.;

Kellogg Company (Rice Krispies, Corn

Soya, Corn Pops), Battle Creek, Mich.;

Mars, Inc. (Milky Way, Three Musketeers,

Cocoonut Bar, Snickers), Chicago, Ill.;

Pillsbury Mills, Inc. (All Products), Minneap-

olis, Minn.;

The Pure Oil Company (Petroleum

Products, Bedtime Horlicks), Chicago,

Ill.;

Converted Rice (Uncle Ben's Rice),

Houston, Texas.

*TV Accounts:* Brown Shoe Company (Buster Brown, Roblec, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.;

Club Aluminum Pro. Co. (Cooking Utensils), Chicago, Ill.;

Converted Rice (Uncle Ben's Rice), Houston, Texas.;

Dean Milk Company (Dairy Products), Chicago, Ill.;

Globe Mills (Globe A-1 Flour, Globe Biscuit Mix), Los Angeles, Calif.;

Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexicorn, Niblets), LeSueur, Minn.;

Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.;

Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.;

Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.;

The Pure Oil Company, (Petroleum Products), Chicago, Ill.

### BYER & BOWMAN ADVERTISING AGENCY

203 East Broad St., Columbus 15, O.

Phone: MAin 3276

ABC—ABP—ANPA—AFA

Partners.....Herbert Byer,

Gus K. Bowman, Joel Burghalter

Radio-TV Directors.....Martha Sullivan,

John D. Metzger

Account Executives.....Sandy Hallock,

Reg Testement, Herbert Wise, R. L. Kenn-

ard, Gene Hameroff

*Radio Accounts:* August Wagner Breweries

(Gambrinus Beer), Columbus, O.;

August Wagner Breweries (Augustiner Beer),

Charleston, W. Va.;

Ashland Oil & Refining

Co. (Gas and Oil), Ashland, Ky.;

Buckeye

Foods (Potato Chips), Franklin Glue Co.

(Household Glue), State of Ohio (Annual

Fair), City National Bank, Columbus, Ohio.

*TV Accounts:* The Ohio Fuel Gas Com-

pany (Public Utility), August Wagner Brew-

eries (Gambrinus Beer), Buckeye Foods

(Potato Chips), Kahn Jewelers (Jewelry),

Columbus, O.;

Cream Cone Machine Co.,

Wood-Nesbitt, Inc., Clean Products Co.,

Springfield Furn. Co., United Appeals Cam-

paign.

### HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.

Phone: HANcock 6-7600

AAAA—ABP—ANPA

President.....Harold Cabot

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

Langley C. Keyes, Russell Hunt, Peter

Black, James I. Summers, John M. Lord,

William H. Ganick, George R. Griffin

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

Production Manager.....Phyllis L. Burlingame

Copy Chief.....Henry W. Patterson

Art Director.....William H. Ganick

Director of Media.....Janet A. Gilbert

*Radio Accounts:* Adams & Swett (Rugs),

## Advertising Agencies

Quincy, Mass.; Boston Consolidated Gas Co. (Public Utility), Boston & Maine Railroad (Public Utility), Boston, Mass.; H. P. Hood & Sons (Dairy Products), Charlestown, Mass.; S. S. Pierce Company (Importers and Grocers), Boston, Mass.; Red Coach Grill Restaurant Chain, Boston, Mass.; Rock of Ages Corp. (Monuments), Barre, Vt.  
*TV Accounts:* Adams & Swett (Rugs), Quincy, Mass.; Boston Consolidated Gas Co. (Public Utility), Boston and Maine Railroad (Public Utility), Boston, Mass.; H. P. Hood & Sons (Dairy Products), Charlestown, Mass.

### CAHN-MILLER, INC.

510 St. Paul Place, Baltimore 2, Md.  
 Phone: SARatoga 4466  
 PPA

President.....Louis F. Cahn  
 Vice-Pres. & Treas.....C. LeRoy Miller  
 Radio & TV Dir.....Louis C. Pedlar, Jr.  
*Radio Accounts:* Eutaw Savings Bank, Baltimore; Fidelity Trust Co., Baltimore; Hanline Brothers (Paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; The May Co. (Department Store), Baltimore.

*TV Accounts:* Eutaw Savings Bank, Baltimore; Fraternity Federal Savings & Loan Assn., Baltimore; Fidelity Storage Co., Baltimore; Hess Shoes (Retail Shoe Store), Baltimore; Hanline Brothers (Paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore.

### CALKINS & HOLDEN, CARLOCK,

#### McCLINTON & SMITH, INC.

247 Park Ave., New York 17, N. Y.  
 Phone: PLaza 5-6900  
 AAAA-ABP-ANPA-APA-NOAB  
 PPA-OAAA

Chairman of Board....J. Sherwood Smith  
 Vice-Chairman of Bd....James A. Clark  
 President.....Harold L. McClinton  
 Secy.-Treas.....James Jeffrey  
 Chairman of Exec. Comm.....Jess Barnes  
 Vice-Presidents.....M. E. Carlock,  
 Paul Smith

Radio-TV Prod. Mgr....Lindsay MacHarrie  
 Art Director.....Wilfred L. Chausse  
 Copy Director.....George S. Thomson  
 Production Manager.....Fred Oughton  
 Manager Outdoor Dept ... F. J. Fitzgerald  
 Media Director.....Thomas H. Young  
 Dir. Pub. Relns. & Pub....Robert W. Robb  
 Research Director.....Thomas P. Crollius

#### Branch Offices

333 No. Michigan Ave., Chicago, Ill.  
 Manager .....Philip M. White  
 Radio Dept. Mgr.....Edward A. Franck  
 712 So. Cursons at Wilshire Blvd.,  
 Los Angeles, Calif.  
 Phone: York 5145  
 Manager.....Harry W. Witt

*Radio Accounts:* Oakite Products, Inc., Modern Food, Prudential Insurance Co. of America.

*TV Accounts:* Oakite Products, Inc., Western Biscuit, Van Camp.

### CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.  
 Phone: TRinity 2-6200  
 AAAA-ANPA-NOAB-PPA  
 ABC-ABP

Pres. & Ch. of Bd.....Henry T. Ewald  
 Executive Vice-Pres.....Henry G. Little  
 Senior V.P. & Gen. Mgr.Edward E. Rothman  
 Sr. V.P., Sec. & Treas...Lawrence R. Nelson  
 Sr. V.P. & Creative Dir....Winslow H. Case  
 Senior Vice-Pres.....R. F. Field  
 Senior V.P. & Dir. of Media..J. J. Hartigan  
 Asst. Treas. & Comp.....H. P. Cook  
 Vice-Presidents .....Colin Campbell,  
 Halsey Davidson, L. T. Robinson, W. P.  
 Stewart, John Terns, G. Brewster Loud,  
 Jr., W. A. Moffett, W. H. Gage, Wayne E.  
 White.

Sr. V.P. Radio & TV.....Winslow H. Case  
*Branch Offices*

1 E. 57th St., New York 22, N. Y.  
 Phone: MURray Hill 8-3190

Sr. V.P.....Winslow H. Case  
 Vice-Pres. & Mgr.....Frank W. Townsend  
 Vice-Presidents.....Lynn B. Dudley,  
 J. H. Neebe

230 N. Michigan Ave., Chicago 1, Ill.  
 Phone: CEntral 6-1946

V.P. & Manager.....Earl W. Clements  
 714 W. Olympic Blvd., Los Angeles 15,  
 Calif.

Phone: Richmond 6204

Vice-Pres. & Manager.....R. C. Francis  
 235 Montgomery St., San Francisco 4, Calif.  
 SUtter 1-8736

Vice-Pres. & Manager...T. Milburn Johnston  
 45 Edgewood Ave., Atlanta 3, Ga.

Phone: Lamar 3858

Manager.....G. G. Thom  
*Radio Accounts:* Chevrolet Motor Division,  
 General Motors Corporation, The Detroit  
 Edison Company, Local Metropolitan  
 Chevrolet Dealer Groups.

*TV Accounts:* Chevrolet Motor Division,  
 General Motors Corporation, The Detroit  
 Edison Company, Local Chevrolet Dealers  
 Association, Inc. (New York), Allen B.  
 Du Mont Laboratories, Inc., Grocery Store  
 Prod. Co. (Foulds Div.).

### CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.,  
 Minneapolis 2, Minn.  
 Phone: LIncoln 8824

ABC-ABP-ANPA-APA-NOAB-PPA  
 President.....Ray O. Mithun  
 Exec. Vice-Pres.....Albert R. Whitman  
 Vice-Presidents.....John W. Forney,



## Advertising Agencies

Lester J. Will, Lee A. Terrill, Arthur H. Lund  
 Treasurer.....Beatrice N. Sandquist  
 Secretary.....Evelyn Brugette  
 Radio Director.....Arthur H. Lund  
 Time Buyers.....John Cole, Minnie Kaplan  
 Production.....Doug. Gabrielson  
 Production.....Mort Henderson,  
 Arnold Aslakson, Leon Kennedy  
 Copywriters.....Myrna McCauley,  
 Bill Wheeler, Jerry Crawford, Angeline  
 Clement, Dorothy Lowe, Mary Ellen  
 Locken

### Branch Office

1024 Palmolive Bldg., Chicago 11, Ill.

Phone: DELaware 7-7553

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

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

### SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.

Phone: LO 7-8141

PPA—ABC—ABP—ANPA

Pres. & Acct. Exec.....Solis S. Cantor  
 Vice-President.....Kathryn Cantor  
 Secretary.....Corrine Kolb  
 Art Director.....Robert Hersch  
 Acct. Execs.....Robert Weiner,  
 Bernard Binnick

### CARTER ADV. AGENCY

912 Baltimore, Kansas City 6, Mo.

Phone: HA 1356

ABP—ANPA—APA—NAAN—NOAB  
 PPA

President.....Charles W. Carter  
 Vice-President.....William G. Rowe  
 Radio-TV Director.....Fred Alexander  
 TV Acct. Execs...W. G. Rowe, Fred Klemp,  
 Curt Bogasch

*Radio Accounts:* May Potato Chip Co., Corn Kurl Chips, Security Natl. Bank, Home State Bank, Kansas City, Mo.; Butler Mfg. Co. (Farm Equipment Div.).

*TV Accounts:* R. B. Jones Inc. (Insurance), Retail Merchants Assn. (Various), Kansas City, Mo.

### CASMIR ADVERTISING CO., INC.

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

Phone: MUrray Hill 2-2014

Pres. & Treas.....David C. Casmir  
 Vice-Pres.....Marvin Casmir  
 Copy Chief.....Harriet B. Carter  
 Art Director.....William E. Burgess  
*Radio Accounts:* Haynes-Griffin (Radio-TV Records).

### CAYTON, INC.

9 East 40th St., New York 16, N. Y.

Phone: BRyant 9-0390

ABP—APA—ANPA—PPA

President.....William D'Arcy Cayton  
 Secretary.....D. R. Roberts  
 Art Director.....Bob Lee  
 Production Manager.....C. F. Lucchese  
 Radio-TV Director.....Allen Black  
 Asst. Radio-TV Dir.....Lenora Thuna  
 TV Time Buyers...Alan Black, Lenora Thuna  
 Copy Chief.....Fred Laderman

*Radio Accounts:* Deliecia Chocolate & Candy Mfg. Co., Wearbest Rugs (Broadloom, Carpeting), Hardin Chemical Co. (5-in-1 Soap, Why-Fires, Home Deodorant), The ReClean Corp.

*TV Accounts:* Chesebrough Mfg. Co., The ReClean Corp., Miracle Adhesive Corp., Virginia Metal Products Co.

### CECIL & PRESBRY, INC.

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

Phone: MUrray Hill 8-1234

AAAA—ANPA—APA—NOAB—PPA—ABC  
 President.....James M. Cecil  
 Vice-Presidents.....Edward B. Noakes,  
 E. J. K. Bannvart, Guild Copeland, David  
 Thomas, Samuel Dalsimer, Harvey L.  
 Kneeland, David G. Lyon, T. F. MacGrath,  
 Thomas J. Maloney, Kenneth Twyman,



## Advertising Agencies

John Legler, Archibald M. Foster, J. Frank Gilday  
 Sec. & Treas. .... David C. Thomas  
 Media Director. .... Harry Parnas  
 Radio-TV Bus. Mgr. .... J. Frank Gilday  
 Exec. Prod. TV. .... W. C. Patterson  
 Time Buyer. .... Herbert Gruber

### Branch Office

6353 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: Hempstead 2324

Manager ..... Riley Jackson  
 1814 Union Central Bldg., Cincinnati, O.  
 Phone: Garfield 5-178

Manager ..... William Hecker  
*Radio Accounts:* Philip Morris & Co. (Philip Morris Cigarette), Bymart, Inc. (Tintair), New York, N. Y.; Block Drug Co., Inc. (Amm-i-dent, Polident, Poligrip), Jersey City, N. J.; Electric Auto-Lite (Spark Plugs, Batteries & Parts), Toledo, O.; Oyster Shell Products (Pilot Brand Oyster Shell), New Rochelle, N. Y.; Union Dime Savings Bank, New York, N. Y.; Nestle Chocolate Co., Inc. (Semi-Sweet, Cookie Mix, Ever Ready Cocoa, "Quik"), New York; Whitehall Pharmacal Co., New York; Red Top Brewing Co. (Red Top Beer, Ale, Twenty Grand Ale), Cincinnati, O.

*TV Accounts:* Block Drug Co., Inc. (Amm-i-dent), Jersey City, N. J.; Bymart, Inc. (Tintair), New York, N. Y.; Electric Auto-Lite (Spark Plugs, Batteries & Parts), Toledo, O.; Sylvania Electric Co. (All Major Products), Nestle Chocolate Co., Inc. (Semi-Sweet, Cookie Mix, EverReady Cocoa, "Quik"), N. Y.; Red Top Brewing Co. (Red Top Beer), Cincinnati, Ohio.

### NELSON CHESMAN COMPANY

240 East 11th Street, Chattanooga 1, Tenn.  
 Phone: 6-4942

ABP—APA—SNPA

President ..... Harry A. Lundborg  
 Secy.-Treas. .... Richard H. Leiper  
 Vice-Pres., Gen. Mgr. .... Sara Kelly  
 Art., Prod. Mgr., Copy Chief, Radio-TV  
 Talent Buyer. .... Richard H. Leiper  
 Media, Radio Time Buyer. .... Sara Kelly,  
 R. H. Leiper  
*Radio Accounts:* Fleetwood Coffee Co., Chattanooga, Tenn.

*TV Accounts:* Fleetwood Coffee Co., Chattanooga, Tenn.

### CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.  
 Phone: WA 2-5732

ANPA—PPA—APA—ABC

Pres. & Space Buyer ..... J. L. Wade  
 Vice-President ..... Elmer Wade  
 Radio Director ..... Simon Levin

### JAMES THOMAS CHIRURG CO.

414 Park Square Bldg., Boston 16, Mass.  
 Phone: HAncock 6-7310

AAAA—ABC—ABP—ANPA—APA

### NOAB—PPA—SNPA

President ..... James Thomas Chirurg  
 Treasurer. .... Leo J. Hardiman  
 V.P. in Chg. of Mdsq. .... Benjamin Shattuck  
 Media Director. .... Edmund J. Shea  
 Film Director. .... J. Nelson Clifford

### Branch Office

122 E. 42nd St., New York, N. Y.  
 Phone: MURray Hill 7-5040

Vice-President ..... George A. Frye  
*Radio Accounts:* H. C. Baxter & Bro. (Canned Potatoes), Brunswick, Me.; W. L. M. Bensdorp Company (Cocoa and Instant Chocolate), Boston, Mass.; Lifetime Stainless Steel Co. (Cooking Utensils), Louisville, Ky.; New England Coke Company (Fuel), Boston, Mass.; Ace Art Co. (NuAce Mounting Corners), Reading, Mass.; H. E. Harris Co. (Stamps), Boston.

### C. P. CLARK, INC.

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

ABP—ANPA

Chairman ..... C. P. Clark  
 Pres. & Treas. .... D. G. Goodwin  
 V.P. & Secretary. .... J. D. Clark  
*Radio-TV Accounts:* First American National Bank (Institutional), Nashville Coal Co.

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

Ingraham Bldg., Miami 32, Fla.  
 Phone: 3-5486

ANPA—PPA—SNPA—NOAB

Pres. & Space Buyer ..... Robt. E. Clarke  
 V.P., Secy. & Treas. .... C. B. Clark  
 Art Dir. & Prod. Mgr. .... J. H. Freeman  
 Radio & Pub. Dir. .... E. S. Hamburger  
 Media Dir. & Radio Time Buyer. .... C. Bonnell  
*Radio Accounts:* WIOD, WSPA.

### CLEMENTS COMPANY, INC.

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

ANPA

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

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

1 E. 57th St., New York 22, N. Y.  
 Phone: MURray Hill 8-3030

President ..... Harry B. Cohen  
 Vice-Pres.-Treas. .... Edith S. Cohen  
 Exec. Vice-Pres. .... Edward Aleshire  
 Vice-President ..... Edward Rosenwald  
 Vice-Pres. & Copy Chief. .... Thomas Greer  
 Radio-TV Director. .... Jose di Donato

*Radio Accounts:* The Grove Laboratories (Grove's Chill Tonic, Pfunder's Tablets, Dr. Porter's Antiseptic Oil) St. Louis, Mo.; Pearson Pharmacal Co. (Dew Deodorant, "Emnds" Chlorophyll Deodorant Tablets),

## Advertising Agencies

New York, N. Y.; The Chattanooga Medicine Co. (Syrup of Block Draught), Chattanooga, Tenn.; The Beaumont Co. (4-Way Cold Tablets), St. Louis, Mo.; Lydia E. Pinkham Medicine Co., Lynn, Mass.; West End Brewing Co. (Utica Club Beer & Ale), Utica, N. Y.; Waitt & Bond (Blackstone Cigars), Newark, N. J.

*TV Accounts:* The Grove Laboratories, Inc., The Beaumont Co., New York, N. Y.; Pearson Pharmaceutical Co.; Waitt & Bond, West End Brewing Co.

### THE ARNOLD COHAN CORP.

101 W. 55th Street, New York, N. Y.

Phone: PLaza 7-7730

Pres., Treas. .... Arnold Cohan  
 Prod. Dir. .... Morris Helfman  
*Radio & TV Accounts:* Bruno-New York, Inc.; TV-Radio Appliances.

### RUSSELL C. COMER CO.

Land Bank Bldg., Kansas City 6, Mo.

Phone: HArrison 3964

APA-ANPA-PPA-ABP

Partners. . . . . Russell C. Comer, Ruth E. Comer  
 Prod. Mgr., Art Dir. .... Tom Korchak  
 Acct. Executives. .... Gardner Reams, Bart Nelson  
 Radio-TV Director. .... Jon Yost  
 Space Buyer. .... Emyln W. Gollhofer

### COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.

Phone: Circle 6-2800

ANPA-PPA-NOAB-ABC-APA

ABP-AAAA

President. .... Robert D. Holbrook  
 Vice-Pres. & Secy. .... Leonard T. Bush  
 Vice-Presidents. .... Frank Griffin, Barton Cummings, Allen Flouton, Willard J. Heggen, Alfred J. Seaman, Jr., Loren B. Stone, Seaward M. Woodard, Edward Battey, Merrell E. Boyce, George Chatfield, Chester Dullea, C. James Fleming, Jr., Wm. O. Geoghegan, John A. Hise, Jr., L. O. Holmberg, Jack Rees

V.P. & Dir. of Radio &  
 TV Prod. .... L. H. Titterton  
 TV Exec. Prod. .... Brewster Morgan  
 V.P. & Dir. of Radio &

TV Copy. .... Muriel Haynes  
 Mgr. of TV Comm. Prod. .... Lloyd Durant  
 Dir. of Publicity. .... Joseph Field  
 V.P. & Dir. of Media. .... Guy Richards  
 Asst. Media Dir. .... Frank B. Kemp  
 Head Time Buyer. .... Henry Clochessy  
 Time Buyers. .... Francis Velthuys,

Martin Hansen, Richard Hurley, Alfred Ritter, Genevieve Schubert, Donald Carret, Jeanne Bahr, John Neale

*Branch Offices*

Bd. of Trd. Bldg., 141 W. Jackson Blvd., Chicago 4, Ill.

Manager. .... L. O. Holmberg

Gwynne Bldg., Cincinnati, O.  
 Manager. .... Robert P. Marsh  
 744 N. 4th St., Milwaukee, Wis.

Manager. .... Richard Davis  
 6253 Hollywood Blvd., Hollywood, Calif.  
 Manager. .... Floyd Holm

*Radio and TV Accounts:* The Allis Chalmers Manufacturing Company; Campbell Soup Company (Campbell's Tomato Juice & Campbell's Pork & Beans); The Cochran Foil Company (Aluminum Foil); M. K. Goetz Brewing Company (Country Club Beer); The Goodyear Tire & Rubber Company, Inc. (Shoe Products); The Hubinger Company (Quick Elastic Starch); Kelly Springfield Tire Company; New York Life Insurance Company; The Personal Products Corporation (Yes Tissues); The Procter & Gamble Company (Ivory Soap, Ivory Flakes, Crisco, Duz and Drene); The Socony-Vacuum Oil Company; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee, Tender Leaf Tea, Instant Tender Leaf Tea).

### COMSTOCK & COMPANY

344 Delaware Avenue, Buffalo 2, N. Y.

Phone: MOhawk 2252

ABP-ANPA-AFA

Partner. .... Henry W. Comstock  
 Partner. .... H. Earl Close  
 Partner. .... Frank J. Hess  
 Dir. of Media &  
 Research. .... T. Sloane Palmer  
 Account Executives. .... L. W. Simonds,  
 John B. Morton, Sterling J. Hiles, William J. Daley, Jr.

Time Buyer. .... Donald K. Beyer  
 Radio-TV Director. .... Mrs. Esther Huff

*Radio Accounts:* Manufacturers and Traders Trust Company (Banking Services), Buffalo, N. Y.; "Gold Seal" Urbana Wine Co. (Wines), Hammondsport, N. Y.; O-Cel-O, Inc. (Cellulose Sponges), Buffalo, N. Y.; Bell Aircraft Corp. (Aircraft), Niagara Falls, N. Y.; Frontier Oil Refining Corporation (Gasoline & Oil), Buffalo, N. Y.; Hygrade Food Products Corporation (Food Products), Buffalo, N. Y.; Semet Solvay Division (Coal), Buffalo, N. Y.

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

### CONNER, JACKSON, WALKER, McCLURE

461 Market St., San Francisco 5, Calif.

Phone: YUKon 6-0196

ABP-ANPA-APA-NOAB-PPA

President. .... E. W. Conner

## Advertising Agencies

Vice-Presidents.....Shirley Walker,  
J. H. Jackson  
Sec.-Treas.....B. H. McClure  
Copy Chief.....Audrey Janisen  
Art Director.....Fernando Penalosa  
Production Manager.....Don Wonacott  
*Radio Accounts:* Golden Nugget Sweets,  
Ltd. (Big Hunk Candy Bar), San Francisco,  
Calif.; Dinah's Shack (Restaurant), Palo  
Alto, Calif.; The Fox Shoppe (Restaurant),  
Redwood City, Calif.; Douglas Shaw Candies  
(Confections), San Francisco, Calif.; West-  
ern Dairy Prod.; Dan T. Cassidy (Interior  
Decorator); California Turkey Federation.  
*TV Accounts:* Western Dairy Products;  
California Turkey Federation.

### THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio, Texas

Phone: G 3456

AAAA—ABP—ANPA

Pres.....Thomas F. Conroy  
Acct. Exec.....Jack Schlichenmaier  
Acct. Exec.....Jack Keasler  
Acct. Exec.....Paul R. Ferwerda  
Art Dir.....Albin J. Paulson  
Auditor.....F. E. Weinholt  
Director.....Robert M. Richards  
Production Dir.....James F. Davis  
*Radio Accounts:* Anderson, Paul, Co. (Sta-  
tioners), San Antonio, Texas; Bohnet Bak-  
ing Co. (Baking), San Antonio, Texas;  
Comal Cottons (Manufacturing), New  
Braunfels; Fomby's (Men's Clothing), San  
Antonio, Texas; Hoffman & Hayman Coffee  
Co. (Coffee), San Antonio, Texas; House-  
hold Furniture Co. (Furniture), San An-  
tonio, Texas; Lone Star Brewing Co. (Beer),  
San Antonio, Texas; Mode O Day (Ladies  
Ready to Wear), San Antonio, Texas; Mis-  
sion Provision (Meat Packers), San An-  
tonio, Texas; Ormsby Chev. Co. (Automob-  
ile), San Antonio, Texas; Perry Shankle  
Co. (Wholesale Distr.), San Antonio, Texas;  
Pioneer Flour Mills (Millers' Flour), San  
Antonio, Texas; Russ & Co. (Investments),  
San Antonio, Texas; Security Finance  
(Loans), San Antonio, Texas; Sommers Drug  
Stores (Chain Drug Stores), San Antonio,  
Texas; Steves Lumber Co. (Lumber, Build-  
ers' Supplies), San Antonio, Texas; Studers,  
Inc. (Photo Finishers), San Antonio, Texas;  
Zale Jewelry Co. (Retail Jewelry), San An-  
tonio, Texas.

*TV Accounts:* Bohnet Baking Co. (Bak-  
ing), San Antonio, Texas; Hoffman & Hay-  
man Coffee Co. (Coffee), San Antonio,  
Texas; Lone Star Brewing Co. (Beer), San  
Antonio, Texas; Ormsby Chevrolet Co.  
(Automobile), San Antonio, Texas; Perry  
Shankle Co. (Wholesale Distr.), San An-  
tonio, Texas; Sommers Drug Stores Co.  
(Chain Drug Stores), San Antonio, Texas;  
Studers, Inc. (Photo Finishers), San An-  
tonio, Texas.

### CO-ORDINATED ADVERTISING CORP.

9 E. 38th St., New York 16, N. Y.

Phone: MUrray Hill 9-1440

President.....Lester "L" Wolff  
Treasurer.....Irving Herz  
Vice President.....Matty Miller  
Vice President.....Lou DeNunzio  
Exec. Producer.....Lester "L" Wolff  
Dir. TV & Radio.....Charlotte Armstrong  
Time Buyer.....Irving Herz  
*Radio Accounts:* Claridge Foods (Ham-  
burgers & Meat Balls), New York, N. Y.;  
Sunrise Food Stores (Super Markets), Long  
Island, N. Y.; Diamond K & Food Town  
(Super Markets), Westchester, N. Y.; Snappy  
Cheese, New York, N. Y.  
*TV Accounts:* Associated Food Stores  
(Super Markets), New York, N. Y.; Man-  
hattan Food Stores, New York, N. Y.; Van  
Houton Instant Cocoa, New York, N. Y.;  
Myer 1890 Beverages, New York, N. Y.;  
Ehlers Coffee, New York, N. Y.; Foremost  
Dairy Products (Ice Cream), New York,  
N. Y.; Bond Bread, New York, N. Y.

### COWAN & DENGLER, INC.

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

Phone: MUrray Hill 2-0940

ANPA—PPA—NOAB—APA

President.....Stuart D. Cowan  
Vice-Pres. & Treas.....H. W. Dengler  
Vice-Presidents.....Porter F. Leach,  
J. Clement Boyd, Stuart D. Cowan, Jr.  
Media Director.....A. Marie Maus  
Radio-TV Director.....T. H. Moore, Jr.  
*Radio Accounts:* Schieffelin & Co. (Pears  
Soap), Frank G. Shattuck Co. (Schraffts  
Stores & Restaurants), New York.  
*TV Account:* Pears Soap.

### JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington, Del.

Phone: 5-6185

ABP—ANPA—APA—PPA

President.....John Gilbert Craig  
Vice-Pres.....R. V. Craig  
*Radio Accounts:* Joseph Bancroft & Sons  
Co. (Textile Finishing), Brosius & Smedley  
(Lumber-Millwork-Coal), Wilmington, Del.;  
H. P. Cannon & Son, Inc. (Canned Foods),  
Bridgeville; Delaware Coach Co., Delaware  
Power & Light Co., Wilmington, Del.; Dia-  
mond Ice & Coal Co. (Fuels, Home Prod-  
ucts), Equitable Trust Co., Greenhill Dairies,  
Inc., Wilmington, Del.; Steinman Stations,  
Lancaster, Pa.; Riverview Beach Park, Penns-  
ville, N. J.; Wilson Line, Inc. (River Trans-  
portation), Wilmington, Del.

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



## Advertising Agencies

### THE CRAMER-KRASSELT CO.

733 North Van Buren St., Milwaukee 2, Wis.  
Phone: DAly 8-3500

AAAA—ABC—ABP—ANPA—AFA

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

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

**Radio Accounts:** Plankinton Packing Co. (Meat Products), Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; Hoberg Paper Mills (Charmin Paper Products), Green Bay, Wis.; Fox Wisconsin Amusement Corp. (Theater Change), Milwaukee, Wis.; Henri's Food Products (Salad Dressings); Chevrolet Dealers of Milwaukee (Car Dealers), A. O. Smith Corp. (Heating Division) (Heating Equipment), Milwaukee, Wis.; Patek Paint Co. (Paints), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Pflugradt Co. (Heating Equipment), Milwaukee; Gehl Bros. Mfg. (Farm Equip.); Milwaukee Hay Tool Co. (Farm Equip).

**TV Accounts:** Ed. Schuster & Co., Inc. (Department Store), Plankinton Packing Co. (Meat Products), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; Henri's Food Products (Salad Dressings), Chevrolet Dealers of Milwaukee (Car Dealers); Pflugradt Co. (Heating Equipment), A. O. Smith Corp.—Heating Division (Heating Equipment), Rolf's (Personal Leather Goods), West Bend, Wis.; Wisconsin Telephone Co., Milwaukee; Haberg Paper Mills, Green Bay, Wis.; Altorfer Bros. Co. (ABC-O-Matic Washer), Peoria, Ill.; Phoenix Hosiery Co., Milwaukee.

### CREAMER & COMPANY

6381 Hollywood Blvd., Hollywood 28, Calif.  
Phone: CRanite 4137

President.....C. R. Creamer  
Media Buyer.....Edward Loveton  
Production Chief.....J. J. Franz, Jr.  
Merchandising.....James Loughran

### CRITCHFIELD & COMPANY, INC.

720 North Michigan Ave., Chicago 11, Ill.  
Phone: SUperior 7-3061

ANPA—APA—PPA—NOAB

President.....E. P. Nesbitt  
Media Director.....E. Groenboom  
Production Manager.....June Brown

### CRUTTENDEN & EGER

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

ABP—ANPA—PPA—NOAB—APA

Partners.....Edmund I. Eger,  
Harley B. Hobbs  
Associates.....Leon H. Lewis, George M. Stern  
Media Director.....Harry C. Pick  
Art Director.....Harry J. Beier  
Production Manager.....R. H. Wilson

### CUNNINGHAM & WALSH, INC.

40 E. 34th St., New York 16, N. Y.  
Phone: MUrray Hill 3-4900

AAAA—ANPA—PPA—ABP—NOAB  
ABC—APA

President.....F. H. Walsh  
Exec. Vice-President.....J. P. Cunningham  
Secretary.....R. L. Strobridge  
**Radio-TV Dept.**  
Vice-Pres. in Charge.....William Reydel  
Radio-TV Director.....John Sheehan  
V-P in Chg. of Media.....N. F. McEvoy

#### Branch Office

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

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

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

### DANCER-FITZGERALD-SAMPLE, INC.

347 Park Ave., New York 17, N. Y.  
Phone: OR 9-0600

AAAA—ANPA—APA—PPA

President.....C. L. Fitzgerald  
Vice-President.....H. M. Dancer  
Vice-Pres.-Treas.....Paul Keenan  
Vice-Pres.-Secy.....F. T. Leighty  
Radio-TV Dir.....Adrian Samish  
V.P.s. & Acct. Execs.....Lyndon O. Brown,  
Joseph H. Holmes, Jr., Charles Hotchkiss,  
Gordon Johnson, Donald Manchester, J. James Neale, Richard Porter, Frank Riggio, A. W. Spence, Jr., Samuel Sutter, George Tormey, Basil Mathews, R. A. Russell, David Loomis, V. Pietrowski, J. K. Martindale, Clifford Dillon, Dexter Glunz, W. A. Irwin.

#### Branch Offices

221 N. La Salle St., Chicago 1, Ill.  
Phone: FI 6-4700

Exec. Vice-Pres.....F. Sewall Gardner  
V.P. & Acct. Exec.....E. R. Detchon  
1680 N. Vine St., Hollywood 28, Calif.  
Manager.....Alvin Kabaker  
Acct. Exec.....Robert Nourse



## Advertising Agencies

118 Glenayr Rd., Toronto 10, Ontario, Can.  
Phone: Empire 3-2851

Manager .....Gilbert Nunns  
Dancer-Fitzgerald-McDougall, Inc.

114 Sansome Street, San Francisco 4, Calif  
Phone: DO 2-5107

President .....Charles MacDougall  
*Radio Accounts:* Campbell Soup Co., Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., American Chicle Co.

*TV Accounts:* Falstaff Brewing Corp., General Mills, Inc., Sterling Drug, Inc., Procter & Gamble, American Chicle Co., Cory Co., Campbell Soup Co.

### D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.  
Phone: CEntral 6700

AAAA—ABC—ABP—ANPA—APA  
NOAB—PPA

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

#### Branch Offices

515 Madison Ave., New York 22, N. Y.  
Phone: PLaza 8-2600

Vice-President.....J. Y. Brown, Jr.  
Radio-TV Director.....Paul Louis  
Terminal Tower Bldg., Cleveland 13, O.  
Phone: CH 0158

Vice-President.....Stanley P. Seward  
90 Broadview Ave., Toronto, Ontario, Can.  
Phone: GL 7591

Vice-President.....G. P. Altenbernd  
800 Peachtree St., N.E., Atlanta 5, Ga.  
Phone: VE 8815

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

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

### JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.  
Phone: MAn 0790-1

PPA—NOAB—APA

Pres., Space Buyer....James M. Daugherty  
Secretary-Treasurer..Pauline Otto Daugherty  
*Radio Accounts:* Pepsi-Cola, St. Louis Dairy Co., Blanke-Baer.

*TV Account:* Pepsi-Cola.

### DAVIS & COMPANY

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

ANPA—PPA

Partner.....Robert J. Davis  
TV Director.....R. J. Davis, Jr.  
Radio Time Buyer.....Marilyn Morisset  
*Radio Accounts:* Blue Bird Potato Chips, Inc., Scudder Food Products.

*TV Accounts:* Scudder Food Products,

Wilson & Co. (Pacific Coast); Andersen's Foods, Inc.

### BEN DEAN ADVERTISING AGENCY

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

APA—ABP

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

### DICKLOW ADV. AGENCY

1324 National City Bldg., Dallas 1, Tex.  
Phone: RAndolph 8295

APA—SNPA

Owner-Radio Buyer....Irene Scott Dicklow

### DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2, Ky.  
Phone: WAbash 3193

ANPA—APA—PPA—SNPA

Partners..Elmer H. Doe, Warwick Anderson  
Act. Execs.....Elmer H. Doe,  
Warwick Anderson, George W. Emerson,  
Richard W. Smith

Media Buyer.....Miss G. P. Wagner  
Production Manager.....J. B. Peterkin

### DOHERTY, CLIFFORD & SHENFIELD, INC.

350 Fifth Ave., New York 1, N. Y.  
Phone: BRyant 9-0445

AAAA—ABC—ABP—ANPA—APA  
NOAB—PPA

Chairman of the Bd...Lawrence L. Shenfield  
President.....Donald K. Clifford  
V.P. & Secy.....William E. Steers  
Vice-President.....Francis J. Doherty  
Treasurer.....Nelson O. Argueso

Asst. Secy.....Marie L. Brennan  
Vice-Presidents.....Aldis P. Butler,  
William E. Holden, Chester MacCracken,  
James F. Egan, Harry M. Ireland, Edward  
M. Reynolds, Samuel L. Frey, Joel F.  
Jacobs, Dr. Philip Reichert, Robert Hayes,  
Robert E. Shaw

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

*TV Accounts:* Bristol-Myers Company  
(Ipana, Vitalis, Resistab, Sal Hepatica,  
Trushay, Bufferin, Mum), Welch Grape  
Juice (Grape Juice, Preserves), New York,  
N. Y.; Borden Co. (Borden's Inst. Coffee).

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

11 E. Franklin St., Richmond 21, Va.  
Phone: RIchmond 3-111-3

ABP—APA—SNPA

Pres.-Treas.Space Buyer (News)  
Ralph L. Dombrower, Sr.

## Advertising Agencies

Vice-Pres. . . . . Ralph L. Dombrower, Jr.  
V.P., Sec. & Radio Time Buyer

Malcolm B. Dombrower

TV Prod. . . . . Hobart Britton  
Talent Buyer . . . . . T. Michaux Moody  
Media & Space Buyer (Mag.) . . Phyllis King

Branch Office

Woodward Bldg., Washington, D. C.

Phone: REpublic 1420

Manager . . . . . Philip Rosenfeld  
*Radio Accounts:* Etchison Hat Co., Inc.,  
Chesterfield Hat Corp., Richmond, Va.;  
Southland Wine Co., Inc.; Dixie Wine Co.,  
Inc.; W. H. Miles Shoe Co., Inc.

*TV Accounts:* Landers, Frary & Clark Co.  
(Stroke Saver Irons).

### DONAHUE & CO., INC.

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

Phone: COLUMbus 5-4252

ABP—ANPA—APA—NOAB—PPA  
SNPA

Dir. Motion Picture, Radio

& TV Div. . . . . A. Carl Rigrod  
Time Buyer . . . . . Evelyn Jones  
Writer-Production . . . . . Walter Collins  
Writer-Acct. Exec. . . . . Latham Ovens

*Radio Accounts:* New York Herald Trib-  
une, New York World-Telegram & The Sun,  
Carolina Rice (River Brand Rice Mills,  
Inc.), M-G-M, New York, N. Y.; Atlantic  
Ale & Beer, Atlanta, Ga.; Messing-Cornell  
Bread; Inst. of Commercial Art; Monarch  
Wine Co.; Brandt Theaters; Atlantic Ale &  
Beer.

*TV Accounts:* Gold Medal Candy Corp.  
(Bonomo's Turkish Taffy), New York, N. Y.;  
Scripto, Inc. (Pens and Pencils), Atlanta,  
Ga.; M-G-M, New York, N. Y.; N. Y.  
W-T & Sun; Monarch Wine Co.; Irish Linen  
Guild; Inst. of Commercial Art.

### W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.

Phone: WOODward 5-7400

ABP—ANPA—PPA

President . . . . . W. B. Doner  
Exec. Vice-Pres. . . . . Charles F. Rosen  
Treasurer . . . . . Julian A. Grace  
Vice-President . . . . . Felix Hower  
Secretary & Art Dir. . . . . Ben Goldstein  
Asst. Dir. Radio-TV . . . . . Cherie Lee  
Staff . . . . . Howard Fisher, Robert King,  
Helen Anderson, Jack Colt

Branch Office

203 N. Wabash Ave., Chicago 1, Ill.

Phone: DEa 2-4676

Exec. Vice-Pres. . . . . Marvin H. Frank

*Radio Accounts:* Big Bear Markets (Super-  
markets), Detroit, Mich.; DeRoy Jewelers  
(Jewelry), Dearborn, Mich.; Dixie Shops  
(Men & Women's Shops), Ypsilanti, Ann  
Arbor, Adrian, Mich.; Famous Furniture &  
Upholstering Co., Faygo Beverage Co. (Soft  
Drinks and Mixers), Hab Appliance Stores

(Appliances), Speedway Petroleum Corp.  
(Gasoline), Detroit, Mich.; Weil & Co.  
(Dept. Store), Detroit, Mich.; Federal Dept.  
Stores; Buckeye Beer, American Savings,  
Lasky Furniture.

*TV Accounts:* Annis Furs (Furs), Big  
Bear Markets (Supermarkets), Famous Fur-  
niture Stores (Furniture), Faygo Beverage  
Company (Soft Drinks and Mixers), Federal  
Department Stores (Dept. Stores), Glendale  
Sausage Co. (Meat Packers), R. R. Pressel  
Sausage Co. (Meat Packers), Richard's  
Drive-In (Drive-Ins), Rose Jewelry Com-  
pany (Jewelry Chian), Speedway Petroleum  
Corp. (Gasoline), Studebaker Dealers of  
Greater Detroit, Michigan Wineries; Buck-  
eye Beer; Dye Home Improvement; Cherrin  
Bros.; Crown Furniture; Delsoy Distributing  
Co.

### DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.

Phone: WOrth 4-0700

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

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

Branch Offices

208 LaSalle St., Chicago 4, Ill.

Phone: CEntral 6-9132

V.P. & Mgr. . . . . Chas. C. Greene  
53 State St., Boston 9, Mass.

Phone: LAfayette 3-0770

Senior V.P. . . . . Chas. W. Morse  
1518 Walnut St., Philadelphia 2, Pa.

Phone: PENNypacker 5-4477

V.P. . . . . E. Howard York  
425 Bush St., San Francisco 8, Cal.

Phone: YUKon 2-4080

V.P. . . . . Ronald Brindley

*Radio Accounts:* Chemical Bank & Trust  
Company (Bank), New York City; Kidder,  
Peabody & Co. (Brokerage), Philadelphia,  
Pa.; Goodbody & Co. (Brokerage), New  
York City; Provident Trust Co. of Phila-  
delphia (Bank), Philadelphia, Pa.; Kidder,  
Peabody & Co. (Brokerage), New York City;  
Wellington Fund (Mutual Fund), Philadel-  
phia, Pa.; Troy Savings Bank (Savings  
Bank), Troy, New York; The Methodist  
Radio Society of the Phila. & N. J. Annual  
Conferences (Radio Society, Philadelphia,  
Pa.; Boston Federal Savings & Loan Assoc.  
(Bank), Boston, Mass.; Dayton & Gernon  
(Brokerage), Minneapolis, Minn.; Boston  
Five Cents Savings Bank (Bank), Boston,  
Mass.; St. Paul Federal Savings & Loan As-  
soc. (Bank), Chicago, Ill.; Estabrook & Co.  
(Brokerage), Boston, Mass.; Lawn Savings  
& Loan Association (Bank), Chicago, Ill.;  
Waltham Federal Savings & Loan Assoc.  
(Bank), Boston, Mass.; American School  
(Home Study), Chicago, Ill.; Diamond  
Match Co. (Lumber Matches), Boston, Mass.;  
Crocker First National Bank (Bank), San

## Advertising Agencies

Francisco, Calif.; Seiler's, Inc. (Frozen Foods), Boston, Mass.

*TV Accounts:* Union Trust Company (Bank), Washington, D. C.; Cities Service Oil Co. (Dealers), Boston, Mass.

### DORLAND, INC.

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

Phone: ELdorado 5-2680

ANPA—APA—NOAB—PPA

President .....Atherton Pettingell  
Exec. V.P., Foreign Dir.....Walter S. Maas  
Exec. V.P. Radio-TV.....Harold Kaye  
Radio & TV Dir.....Alex Courtney  
Radio-TV Time Buyer.....Lucille Dreher  
*Radio Accounts:* A. S. Beck Shoe Corp., Lanvin Perfumes.

*TV Accounts:* A. S. Beck Shoe Corp.

### JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone: HUBbard 2-8050

ANPA—NOAB—PPA

Radio & TV Dir....Theodore B. Pitman, Jr.  
Asst. Radio & TV Dir.....Helen Garabedian

#### Branch Offices

\*Dowd, Redfield & Johnstone, Inc.

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

Phone: MU 8-1275

Exec. in Charge.....John C. Dowd  
Dowd, Redfield & Johnstone, Inc.

\* Affiliated office.

*Radio Accounts:* Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Boston Edison Co. (Electricity), Boston Mass.; Buckley & Scott Utilities, Inc. (Equipment for Heating), Watertown, Mass.; City Fuel Co. (Coal), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Groveton Paper Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; National Company (Radio Receivers & TV Sets), Malden, Mass.; Staples Coal Co. (Coal), Town & Country (Real Estate), Boston, Mass.

*TV Accounts:* Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Select Baking Co. (Bread), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Giusti Bread (Bread), New Bedford, Mass.; Groveton Papers Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Megowen-Educator Food Co. (Crackers & Biscuits), Lowell, Mass.; Eugene Rothmund, Inc. (Sausages & Frankfurters), Somerville, Mass.; Snider Fuel (Coal), Charlestown, Mass.

### DOWD, REDFIELD & JOHNSTONE, INC.

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

Phone: MURray Hill 8-1275

ABC—ABP—ANPA

Chairman.....L. L. Redfield  
President.....John C. Dowd  
Exec. Vice-Pres.....Edmund F. Johnstone  
Treasurer.....Edward D. Parent  
Secretary .....Harold Tuers  
Radio-TV Director.....William H. Eynon  
Radio & TV Time Buyer.....Betty Nesse  
*Radio Accounts:* Bell & Co. (Bell-Ans, Proprietary Medicine), Orangesburg, N. Y.; Block Drug Co. (Various Drug Products), Jersey City, N. J.; The American Protam Co., Save-By-Mail, Inc.; Dormin, Inc.  
*TV Accounts:* Block Drug Co. (Omega Oil), Jersey City, N. J.; Stahl Meyer, Inc. (Meats), New York, N. Y.; The Rapidol Distributing Corp. (Blensol), New Hyde Park, N. Y.; Continental Radiant Glass Heat, Inc., New York.

### L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.

Phone: WO 2-8246

APA

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

### DUNDES & FRANK, INC.

64 West 48th Street, New York 19, N. Y.

Phone: PLaza 7-0750

President .....Ben Frank  
Treas. & Sec.....Harold Dundes  
V.P. Radio & TV Dir.....Thomas A. Wright, Jr.

### ROY S. DURSTINE, INC.

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

Phone: CIRCle 6-1400

NOAB—PPA—APA—ABC

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

#### Branch Offices

3259 Wilshire Blvd., Los Angeles, Calif.

Phone: DUNKirk 8-3411

Exec.-in-Charge.....William D. Sloan  
703 Market St., San Francisco, Calif.

Phone: YUKon 6-6239

Exec.-in-Charge.....Robert B. England

*Radio Accounts:* The Serutan Co. (Serutan, Sedagal, Nutrex, RDX, Lemel, Geritol, Journal of Living), C. J. Van Houten & Zoon Inc. (Cocoa & Chocolate), New York, N. Y.

*TV Accounts:* American Cyanamid Co. (Superset Div.), The Serutan Co. (Serutan, R. D. & Sedagal), New York, N. Y.



## Advertising Agencies

### ADAM F. EBY & ASSOC.

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

Owner.....Adam F. Eby  
Treasurer.....Virginia Ely  
Aect. Exec.....Madeline Feeney  
*Radio Accounts:* Jacobi Bros. (Men's Furnishings), Buffalo, N. Y.; Sports Show (Show), Boston, Mass.; Stamford Park (Race Track), Niagara Falls, Ont.; S. R. Gerber Sausage Co. (Wieners and Sausage), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.; Culligan Soft Water (Water Softening Service), Buffalo, N. Y.; Police Circus (Circus), Buffalo, N. Y.; Food Show (Festival) (Show), Buffalo, N. Y.  
*TV Accounts:* Sports Show (Show), Boston, Mass.; Stamford Park (Race Track), Niagara Falls, Ont.; S. R. Gerber Sausage (Wieners & Sausage), Buffalo, N. Y.; Police Circus (Circus), Buffalo, N. Y.; Culligan Soft Water (Water Softening), Buffalo, N. Y.; Food Festival (Food Show), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.

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

203 North Wabash St., Chicago 1, Ill.  
Phones: ANdover 3-3867, DEarborn 2-5976  
ABP—APA

President.....Edward Edelstein  
Vice-President.....John J. Freeman  
Art Director.....Leo Rotelli  
Copy Chief.....Marjorie Roberts

### ELLINGTON & CO., INC., ADV.

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

President.....Jesse T. Ellington  
Vice-Presidents.....Theodore S. Strong,  
Hyland L. Hodgson, Charles W. Marshall,  
Chauncey L. Landon, Van Davis, Frances  
Raftery, William A. Bartel, Hal James  
Treasurer.....Gordon M. Kingman  
V.P. Radio & TV.....Hal James  
Exec. Producer.....A. Burke Crotty  
Radio & TV Time Buyer.....Dan Kanc  
Prod. Asst.....Kay Woelfle  
Radio Production.....Jim Haught  
*Radio Accounts:* Cities Service Company (Gasoline and Oil), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; Harriet Hubbard Ayer (Cosmetics); McKesson & Robbins (Drugs).  
*TV Accounts:* Cadbury-Fry America, Inc. (Candy), Cities Service Company (Gasoline and Oil), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; Bayuk Cigars, Inc.; J. Wiss & Sons (Scissors & Shears); White Star Luggage.

### ELLIOTT, DALY & SHERMAN, INC.

256 Sutter St., San Francisco 8, Calif.  
President.....John C. W. Daly  
Vice-President.....Robert Sherman  
Secretary & Treasurer.....Wallace F. Elliott  
Account Executive.....Katherine Doyle Spann  
*Radio and TV Accounts:* KPIX-TV, San Francisco; KSFO-AM, San Francisco.

### ELLIS ADVERTISING CO.

Erlanger Theatre Bldg., Buffalo 1, N. Y.  
Phone: Cl. 6780  
ABP—ANPA—APA—NOAB—PPA  
Partners.....Michael F. Ellis,  
Jerome R. Ellis  
Radio-TV Director.....Josephine Williams  
*Branch Offices*  
96 King St. W., Toronto, Ont.  
Phone: Wa 9902  
Manager.....Al May  
448 Seymour St., Vancouver, B. C.  
Phone: Ma 2631  
Manager.....W. Van Warren

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

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

### ROBERT J. ENDERS ADVERTISING, INC.

1415 K St., N.W., Washington 5, D. C.  
Phone: Sterling 2222  
President.....Robert J. Enders  
Exec. Vice-President.....Howard A. Enders  
Vice-President.....Rudy Vallee  
Secretary-Treasurer.....Melvin Alan Bank  
Account Executives.....Sylvia Devey,  
Donald B. Crowl, William Fitzgerald  
Radio-TV Director.....Mary Griffin, Jr.  
Traffic Manager.....Dorothy Shick



## Advertising Agencies

TV Art Director.....Fred Waller  
 TV Film Director.....Robert L. Friend

### Branch Offices

Packard Building, Philadelphia, Pa.

Phone: RIttenhouse 6-5491

Manager .....Al Fingerman  
 270 Park Ave., New York, N. Y.

Phone: PLaza 5-4952

Vice-Pres. ....Howard Enders  
 6611 Santa Monica Blvd., Hollywood, Calif.  
 Phone: Hillside 6118

Manager .....John Swallow  
 1176 Sherbrooke St., W., Montreal, Canada  
 Phone: Plateau 4181

Manager .....Dave Kaplan

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

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

Washington, D. C., Maryland, Virginia; R. H. White Co. (Dept. Store), TV Engineers of New England, Boston, Mass.; Gimbel Brothers (Dept. Store), Pittsburgh, Pa.

### ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.

Phone: RAndolph 6-7220

ANPA—PPA—APA—NOAB

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

### ENNIS-ANDERSON ADV. AGENCY

218 Anglo Bank Bldg., Fresno, Calif.

Phone: Ph. 3-2613

President.....E. E. Anderson  
 Vice-President .....Frank Ennis  
 Art Director.....Milton M. Young  
 Radio Director.....Lon McAdams  
*Radio Accounts:* National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co., Perfection Macaroni Sauce.

### ERWIN, WASEY & CO., INC.

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

Phone: LExington 2-8700

AAAA—ANPA—APA—NOAB—PPA  
 Chairman of the Board.....Louis R. Wasey  
 President.....Howard D. Williams  
 Vice-Presidents.....George E. Wasey,  
 David B. Williams

Sec.-Treas.....James F. O'Connor  
 Vice-Pres. Radio.....C. H. Cottington  
 Radio Director.....Keith B. Shaffer  
 TV Director.....Richard L. Eastland  
 Time Buyer.....Ray Simms  
 Radio Dir. (L. A.).....Robert L. Redd  
 TV Dir. (L. A.).....Charles F. Lowe  
 Time Buyer (L. A.).....Jack Schluter  
 Time Buyer (Chicago).....John Gwynn

### Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.  
 Vice-President.....L. R. Northrup  
 5045 Wilshire Blvd., Los Angeles 36, Calif.  
 Exec. Vice-Pres.....Fred M. Jordan  
 523 Marquette Ave., Minneapolis 2, Minn.  
 Manager .....Mac Martin  
 1st National Bank Bldg., Oklahoma City, Ok.  
 Manager .....Warren Humphrey  
 1170 Bay St., Toronto, Ont., Can.  
 Manager.....Ralph L. Lawson  
 1121 St. Katherine St. W., Montreal, Que.,  
 Canada

Manager .....Brian Devlin  
*Radio Accounts:* Barbasol Co. (Barbasol), Indianapolis, Ind.; Musterole Co. (Musterole), Cleveland, O.; Lydia E. Pinkham Medicine Co. (Vegetable Compound), Lynn, Mass.; Carnation Co. (Evaporated Milk, Ice Cream, Malted Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Flapjack Mix, Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars,

## Advertising Agencies

Dutch Masters Cigars), Zonite Products Corp. (Larvex), New York, N. Y.; Nash Coffee Co. (Coffee), Minneapolis, Minn.; S. C. Johnson & Sons, Inc. (Wax Products), Racine, Wis.; R. B. Semler, Inc. (Kremel Hair Tonic, Kremel Shampoo), New Canaan, Conn.; Seek and Kade, Inc. (Pertussin Cough Syrup), New York, N. Y.; Peter Fox Brewing Co. (Beer and Ale), Oklahoma City, Okla.; KRO Company (Rodenticides), Springfield, O.; Jacob Riese Bottling Works (Soft Drinks), Minneapolis, Minn.; McColl-Frontenac Oil Co., Ltd. (Petroleum Products), Montreal, Que., Canada; Acme Flour Mills (Flour), Oklahoma City, Okla.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; McCoy Products (Vitamins), New York, N. Y.; Olive Tablet Co. (Laxative), Columbus, O.; Springs Cotton Mills Co. (Spring Maid Sheets), Lancaster, S. C.

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

### BENJAMIN ESHELMAN CO.

1522 Locust St., Philadelphia 2, Pa.

Phone: KI 5-2590

ANPA-APA-PPA

President ..... Benjamin Eshelman  
Exec. Vice-Pres. .... J. J. D. Spillan  
V.P. & Radio Dir. .... L. H. Greenhouse  
Secy.-Treas. & Prod. Mgr. .... W. J. Collopy  
*Radio Accounts:* Commonwealth of Pa., Dept. of Commerce; Commonwealth of Pa., Dept. of Revenue; Lee Rubber & Tire Corp.

### WILLIAM ESTY COMPANY, INC.

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

Phone: MURRAY Hill 5-1000

ABC-ABP-ANPA-APA-PPA

V.P. Chg. Radio ..... Thomas D. Luckenbill  
V.P. Chg. TV ..... Kendall Foster  
Bus. Mgr. Radio ..... Charles White  
Chief Executives ..... Wendell Adams.  
Stan Lomas, Sam Northeross, Helen Phillips, Max Wylie, Jack House, Edward Montague

*Radio Accounts:* Colgate (Super Suds, Fab, Vel), National Carbon (Prestone Anti-Freeze), R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Coca Cola Bottling Co.

*TV Accounts:* Colgate (Fab, Super Suds, Vel), M & M Ltd. (M & M's Candy), National Carbon (Eveready Batteries, Prestone Anti-Freeze), R. J. Reynolds Tob. Co.

(Camel Cigarettes, Cavalier Cigarettes), Coca Cola Bottling Co.

### EVANS & ASSOCIATES

Dan Waggoner Bldg., Fort Worth, Tex.

Phone: EDISON 9521

ABC-PPA-ABP-ANPA-APA

NAAN-NOAB

Partners ..... Albert Evans, Jr., Gordon N. Teague, Stanley Schlenther  
*Radio Accounts:* Williamson Dickie Mfg. Co. (Men's Work Clothes); Foremost Dames; Ft. Worth Macaroni Co.

*TV Accounts:* Williamson Dickie Mfg. Co.; Fort Worth Macaroni Co.; Alcohol Druggist).

### EVANS-WORK ADV. AGENCY

318½ South Sixth St., Springfield, Ill.

Phone: 28868

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

*Radio Accounts:* Astell Kramer; B & F Toggery; Beatrice Foods; Bootery; Bridge Jewelry Co.; Brunk & Sapp; Camera Shop; Community Bakery; Constantino Packing Co.; Ray DeFrates; Faultless Milling Co.; Fink's Cleaners; First National Bank; Hills Bros. Co.; Jack Harman's Super Service; John S. Harms; Kennedy Laundry & Dry Cleaners; Lloyd's Cleaners; Lincoln Trail Turkey Farm; Quality Dairy; Public Food Market; Roland's; Royal Crown Bottling Co.; Seek DeVault Paint Mfg. Co.; Security Federal Savings & Loan; Springfield Motors; Springfield Refinoid Co.; Swanson Camera Shop; Arch Wilson Inc.

### THE EVERLING ASSOCIATES, INC.

1015 Chestnut St., Philadelphia 2, Pa.

Phone: Market 7-2617

ABP-APA

Pres., Radio-TV Dir. .... Frank J. Crocker  
V.P. & Dir. of Art. .... Reynold Abbruzzi  
*Radio Accounts:* Petroleum Heat & Power Co., Mrs. Smith Pie Co.

### FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.

Phone 3-7333

President ..... John T. Farquhar  
Vice-President ..... Ted R. Darvoe  
Secretary ..... Roger H. Williams  
Treasurer ..... Jay C. Anderson  
Radio-Television ..... John T. Farquhar  
Media Buyer ..... Elnore M. Farquhar

*Radio Accounts:* Utica Brewing Company (Fort Schuyler Beer & Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; F. J. Baker & Sons (Wholesale, Retail Florists), Utica, N. Y.; Wm. Parry & Sons Inc. (Dairy Products), Utica, N. Y.; Jean's Foods of Utica Inc. (Food Products), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.

## Advertising Agencies

*TV Accounts:* Utica Brewing Company (Fort Schuyler Beer and Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Kleen-Maid Baking Corp. (Wholesale Baking Products), Utica, N. Y.; Playworld (Toys, Children's Furniture), Utica, N. Y.

### FEDERAL ADV. AGENCY, INC.

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

Phone: MUrray Hill 8-4200

AAAA-ABP-ANPA-APA-NOAB-PPA  
Vice-Pres.-Dir. of Radio & TV

Francis C. Barton, Jr.

Asst. to Mr. Barton.....Eleanor L. Larsen  
Time Buyer.....Penelope A. Simmons  
Copywriter-Radio & TV....."Pat" Bartels,  
Asst. to Mrs. Simmons.....Jacqueline Ruta

*Radio Accounts:* American Safety Razor Corp. (Gem Blades), Brooklyn, N. Y.; Pan American Coffee Bureau (Coffee), New York, N. Y.; Gerber Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues, Paper Napkins), General Cigar Co. (Van Dyck Cigars), Stromberg-Carlson (TV Sets), New York, N. Y.

*TV Accounts:* General Cigar Co. (Van Dyck Cigars), New York, N. Y.; Gerber Baby Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues and Paper Napkins), New York, N. Y.

### HARRY FEIGENBAUM

#### ADVERTISING AGENCY

2011 Walnut St., Philadelphia 3, Pa.

Phone: LOcust 4-1536

ANPA-NOAB-PPA

Partners.....Harry Feigenbaum,  
David Werman

Radio & TV Director.....Franklin Roberts

*Radio Accounts:* Grabosky Brothers (Royalist Cigars), Federal Savings & Loan Associations of Phila., Hardwick & Magee Co. (Rugs & Furniture), Philadelphia, Pa.; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; The Arrow Store, (Men's Furnishings), The Laundry Board of Trade (Phila. Laundry Associations), Fox Weis (Furriers), Philadelphia, Pa.

*TV Accounts:* B. S. Pincus & Co. (Yankee Maid Meat Products), Booth's Bottling Co. (Carbonated Beverages), The Arrow Store (Men's Furnishings), Crescent Nut & Chocolate Co. (Nuts & Mints).

### ROBERT FELDMAN, INC.

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

Phone: CO 5-3642

Pres. & Radio Time Buyer,

Account Executive.....Robert Feldman

Sec. & Treas. ....B. Michaels

Radio Director.....C. Rhodes

Copy Chief.....L. Barton

TV Director.....R. Feldman

*Radio Accounts:* Nevelea Country Club,

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

*TV Accounts:* Chateau Martin Wines, Wivel Restaurant, China Doll Night Club.

### FELLOWS ADVERTISING AGENCY

410 Larned Blvd., Syracuse, N. Y.

Phone: 2-4175, 2-4176

ABP-APA

Pres., Space & Radio Time Buyer

Byron F. Fellows, Jr.

Secretary-Treasurer .....Marjorie Hughes

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

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

### COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,

Washington, D. C.

Phone: NAtional 7713

President.....Courtland D. Ferguson

Secty.-Treas.....Lucille Pierce Ferguson

Copy Director.....Dudley H. Wade

Radio Director.....Jill Medby

TV Director.....Walter J. Kerwin

Art Director.....Lee Perri

Production Manager.....Eugene M. Kresan

Time Buyer.....Beatrice T. Rice

#### Branch Offices

45 Rockefeller Plaza, N. Y., N. Y.

Manager.....John P. Waddell

525 N. Charles St., Baltimore, Md.

Manager .....Phil Jackson

Life Ins. Co. of Va. Bldg., Richmond, Va.

Manager.....H. P. Martin

*Radio Accounts:* L. S. Briggs, Inc. (Meat Products), Washington, D. C.; Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith's Storage Co., Washington; Lincoln Warehouse Corp., New York; Manbeck Bread Co. (Bread Products), Hagerstown, Md.; High's Lee Cream Co. (Dairy Products), Washington, D. C.; Little Tavern Shops (Restaurants), Wash. & Baltimore; Lindsey-Robinson, Inc., Roanoke, Va.

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

### LAWRENCE FERTIG & CO., INC.

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

Phone: MUrray Hill 9-7100

ABP-ANPA-APA-NOAB-PPA

President-Treasurer.....Lawrence Fertig



## Advertising Agencies

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

### ROBERT G. FIELDS & CO.

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

#### ABP

President.....Robert G. Fields  
 Account Executive.....W. R. Culbertson  
 Secretary .....A. Ferguson

*Radio Accounts:* Robt. Orr & Co. (Coffee),  
 St. Bernard Coal Co. (Coal), Coal Heating  
 Service (Coal), Milk for Health, Inc.  
 (Milk), Nashville, Tenn.

*TV Accounts:* Nashville Pure Milk Co.  
 (Dairy Products), Nashville; Moore Handley  
 Co. (Hardware); Red Ace Petroleum Co.  
 (Coal & Oil).

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

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

#### ANPA—APA

Pres., Radio Dir. & Copy Chief

Allan L. Firestone

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

### M. M. FISHER ASSOCIATES

134 N. LaSalle St., Chicago 2, Ill.  
 Phone: CEntral 6-1610-1611

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

*Radio Accounts:* Bass Bros. Furniture Co.,  
 Chicago, Ill.; Bell Savings & Loan Assn.  
 (Local Radio), Cook Co. Central Demo-  
 cratic Committee—Political (Radio-selected  
 Localities), National Foundation for In-  
 fantile Paralysis (Midwest Rep.), New York  
 & Chicago; Tam O'Shanter Country Club (Golf  
 Tournaments Only), Chicago; United Artists  
 Corp. (Motion Picture), Chicago (Radio Se-  
 lected Localities); Universal-International  
 Pictures (Motion Pictures), Chicago (Radio  
 Selected Localities).

*TV Accounts:* Cook Co. Central Demo-  
 cratic Committee (Political), Chicago (Se-  
 lected Localities); Tam O'Shanter Country  
 Club (Golf Tournaments), Chicago; Harvey  
 Lumber Co., Chicago; Lowebeo, Inc. (Wil-  
 solve & Concrete), Nat'l. Foundation for In-  
 fantile Paralysis, Chicago & N. Y.; Phillips  
 Prod. (Aurillum), Chicago, Ill.; United  
 Artists Corp.; Universal-International Pic-  
 tures Corp.

### FITZGERALD ADVERTISING AGENCY

Lee Circle Bldg., New Orleans, La.  
 Phone: TU 3131

#### AAAA—ABC—ABP—ANPA

Director, Radio Dept.....Aubrey Williams  
 TV Director.....Tom Newman  
 TV Production.....A. David Cloud

*Radio Accounts:* Alabama-Georgia Syrup  
 Co. (Alaga Syrup), Montgomery, Ala.; Pan-  
 Am. Southern Corporation (Petroleum  
 Products), Jackson Brewing Company (Jax  
 Beer), Wesson Oil & Snowdrift Sales Co.  
 (Snowdrift Shortening, Wesson Oil), South-  
 ern Cotton Oil Co. (Crustene and Scoco  
 Shortening), New Orleans, La.; Blue Plate  
 Foods, Inc. (Coffee, Mayonnaise, Salar Dress-  
 ing, Margarine, Jellies and Preserves, Peanut  
 Butter), H. G. Hill Stores (Grocery Store  
 Chain), New Orleans, La.

*TV Accounts:* Jackson Brewing Company  
 (Jax Beer), Godchaux Sugars, Inc. (God-  
 chaux Sugar), H. G. Hill Store (Grocery  
 Store Chain), Higgins, Inc. (Flooring &  
 Institutional); La. State Rice Milling Co.  
 (Mahatma, Fag, Water Maid Rice); So. Cot-  
 ton Oil Co.; Wesson Oil & Snowdrift Sales  
 Co. (Wesson Oil, Snowdrift).

### FLACK ADV. AGENCY, INC.

1110 Hills Bldg., Syracuse 2, N. Y.  
 Phone: 2-3129

#### AAAA—ABP—ANPA—APA—PPA

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

### FOLEY ADVERTISING AGENCY

N. B. C. Bldg., Cleveland 14, O.  
 Phone: CHerry 1-1490

Pres., Art & Radio Dir.....Robert B. Foley  
 Sec.-Treas., Space Buyer....Helen M. Little

*Radio Accounts:* I. J. Fox, Inc. (Retail Fur-  
 rier), Morton S. Pine Co. (Day's Pine  
 Cleanser), Cleveland, O.

### THE RICHARD A. FOLEY ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.  
 Phone: KIngsley 5-1560

#### AAAA—ABC—NOAB

President.....Charles H. Eyles  
 V.P.-Treas.....Lee E. Hood  
 V.P.-Gen. Mgr.....A. Edward Morgan  
 V.P.-Media Director.....Wesley Winning  
 Copy Director.....Raymond Barr  
 Radio-TV Director.....Frank M. Knight, Jr.

*Radio Accounts:* Abbotts Dairies, Inc.,  
 (Milk, Cheese & Ice Cream), Beneficial  
 Saving Fund (Banking), Delaware Steeple-  
 chase & Race Assn. (Horse Racing), Wil-



## Advertising Agencies

mington, Del.; Harford County Fair Assn. (Horse Racing), Bel Air, Md.

*TV Accounts:* Abbotts Dairies, Inc. (Milk, Cheese, & Ice Cream), Beneficial Saving Fund (Banking), Philadelphia, Pa.; Atlantis Sales Corporation (Silver Polish), Rochester, N. Y.; Becker-Mills, Inc. (Pontiac Autos); Louis Burk, Inc. (Meats).

### FOOTE, CONE & BELDING

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

Phone: MURray Hill 8-5000

ANPA—AAAA—PPA—APA—ABP—  
NOAB

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V.P. & Gen. Mgr. .... M. P. Franceschi  
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Exec. V.P. .... Elwood Whitney  
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V.P. in Chg. Media & Research

Sherwood Dodge

Vice-President ..... Kenath T. Sponsel  
V.P. & Mgr., Eastern Motion

Picture Div. .... Harold Holt

Vice-President ..... Cyrus H. Nathan

Radio Director ..... Thomas McDonnell

TV Director ..... Roger Pryor

Research Director ..... Barrett F. Welch

Media Director ..... Joseph S. Spiegel

Prod. Dept. Mgr. .... J. A. Koehler

Radio Bus. Mgr. .... Lillian Selb

Publicity Director ..... George Wolf

#### *Branches Offices*

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

Phone: SUPERior 7-4800

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Radio, TV Prod. Mgr. .... Richard L. Davis

Radio, TV Time Buyer. Genevieve Lemper

601 W. Fifth St., Los Angeles 17, Calif.

Phone: MICHigan 7651

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Exec. V.P. & Mgr. .... William J. Pringle

Asst. Treasurer. .... Eugene Duckwall

Radio Time Buyer. .... Claire Koren

235 Montgomery St., San Francisco 4, Calif.

Phone: SUtter 1-2355

Vice-Pres. & Mgr. .... Ford Sibley

Media Director. .... Llew A. Jones

6233 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYwood 9-6265

Vice-Presidents ..... Robert Ballin,

Elliston Vinson

Esperson Bldg., Houston 2, Texas

Phone: ATwood 8561

Co-Managers. .... C. Burt Oliver,

Stephen R. Wilhelm

Radio Time Buyer. .... Grace Spanihel

Pacific Bldg., Portland 4, Oregon

Phone: ATwater 8181

Leith F. Abbott

*Radio and TV Accounts:* Acme Breweries

—Bohemia Dist. Co., San Francisco and Los Angeles; Armour and Co., Beatrice Foods Co., Emerson Radio and Phonograph Corp., New York, N. Y.; First Natl. Bank, Chicago; Frigidaire Div., General Motors Corp., Dayton, O.; General Foods Corp., New York, N. Y.; Post Toasties, Krinkles, Instant Postum, Postum Cereal, Calumet Baking Powder, La France Bluing, Satina; Gulf Brewing Company, Houston, Tex.; Hall Brothers, Incorporated, Kansas City, Mo.; International Latex Corporation, Dover, Del.; Marshall Field & Company, Chicago, Ill.; Nepera Chemical Co.; New Home Sewing Machine Company, Beverly Hills, Calif.; New York Central System; Pepsodent Div., Lever Brothers Co., New York, N. Y.; Purex Corp., Ltd., Roma Wine Company, S & W Fine Foods, Inc., San Francisco, Calif.; Security First Natl. Bank, Los Angeles; The Toni Company, Div. of Gillette Safety Razor Co., Chicago; Union Oil Co. of Calif., Los Angeles; RKO Theatres (RKO Service Corporation), New York, N. Y.

### MARSHALL FORD ADV. AGENCY

918 11th St., Sacramento 14, Calif.

Phone: GILbert 2-3645

APA

President ..... M. J. Ford

Publicity Director. .... William Queale

*Radio Accounts:* Bercut-Richards Packing Co. (Sacramento Brand Foods), Pureta Sausage Co. (Sausage Products), Capital Federal Savings & Loan Assn., Taylors Dairy (Ice Cream), Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.

### ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York 6, N. Y.

Phone: CORTlandt 7-5060

ABP—ANPA—APA—NOAB—PPA

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Vice-Chairman of Bd. .... Frank J. Reynolds

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Exec. Vice-Pres. .... Richard A. Cullinan

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Vice-Pres. & Sec. .... E. G. McAdie

Vice-Pres., Pub. Dir. .... Howard W. Calkins

Vice-Presidents. .... Frank D. Cruikshank,

Howard C. Allen

Dir. of Radio & TV. .... Robert W. Day

#### *Branch Offices*

One La Salle St., Chicago 2, Ill.

Phone: DEarborn 2-6424

Vice-President. .... R. W. Dawson

10 Post Office Square, Boston 9, Mass.

Phone: HANcock 6-5900

Vice-President. .... Joseph R. Hamlen

Packard Bldg., Philadelphia 2, Pa.

Phone: RITtenhouse 6-3915

Vice-President. .... Milton T. Kyle

## Advertising Agencies

235 Montgomery St., San Francisco, Calif.

Phone: YUKon 6-1641

Manager.....Lucrezia H. Kemper  
1510 19th St., Washington 6, D. C.

Phone: Columbia 3449

Manager.....Day Thorpe

### JONES FRANKEL CO.

180 N. Wabash Ave., Chicago 1, Ill.

Phone: DEarborn 2-5745

NOAB-ABP-ANPA-APA-PPA

President.....Jones B. Frankel  
Account Executives.....Jones B. Frankel,  
A. G. Gaines, Lew Sanders

Space Buyer.....Helen Eich

Radio-TV Director.....Lew Sanders

Radio Accounts: Lion Chemical Co., Rolin  
Sales, Valmor Prod.

TV Account: Rosin-Starr.

### FRANKLIN & GLADNEY, INC.

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

Phone: PLaza 7-7690

ABP-ANPA

President.....Dolph Franklin

Secretary.....Edith Schless

Director of Mdsng....Bernard W. Maxwell

Radio-TV Director.....Dolph Franklin

TV Accounts: Supreme Wines (Wine),  
New York, N. Y.; Stern Department Stores;  
Mawson De Many (Furrier), Philadelphia,  
Pa.; L. Fish Stores (Furniture), Chicago,  
Ill.; Hecht's Department Stores (Depart-  
ment Stores).

### THE FREDERICK-CLINTON CO., INC.

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

Phone: MURray Hill 2-7433

ABP-ANPA-APA-NOAB

President.....F. C. Berger

Exec. V.P.....H. S. Rieff

Secretary.....R. S. Buckbinder

Art Director.....E. Gambale

Production Manager.....Phil Berman

V.P.-Radio & TV Dir.....Sydney Rubin

Radio Accounts: Adler Shoes, New York;  
Milrose Products (RAD Cleaner), New  
York; The Reporter (Magazine), New York;  
Gilbert Mfg. Co. (Electrical Prod.), New  
York.

TV Accounts: Adler Shoes for Men, Mil-  
rose Products (RAD Cleaner), Vim Elec-  
tric Co. (Hallierafters TV & Norge), New  
York.

### CURT FREIBERGER & CO.

1349 Court Place, Denver 2, Colo.

Phone: ALPine 2048

ANPA-AAAA-PPA-ANPA

President.....C. J. Freiburger

Vice-President.....Kent Thomas

Secretary.....Charles A. Haskall

Treasurer.....Esther Piper

Radio Accounts: Central Bank & Trust Co.,  
Tivoli Brewing Co., Toner's Peanut Butter,  
Colorado Potato Flake Mfg. Co., Associated  
Grocers of Colo., Sheridan Brewing Co.

### FREITAG ADV. AGENCY

938 Spring St., N.W., Atlanta 5, Ga.

Phone: HEMlock 1345-6

ANPA-APA-NOAB-PPA-AAAA

Owner.....J. V. Freitag

Prod. Mgr. & Art Dir.....H. J. Torgesen

Space Buyer.....M. K. McGowan

Secretary, Radio Dir.....R. W. Wallace

Radio Accounts: Columbia Baking Co.,  
Walton Rice Mill, Inc.

### OAKLEIGH R. FRENCH

#### & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.

Phone: NEWstead 0037

AAAA-ABC-ABP-NOAB-ANPA

PPA-APA-AFA

Partners.....Oakleigh R. French,  
Mazie G. French

Art Director.....Matthew Falk

Dir. Client Service.....Richard C. Lynch

Media Director.....C. Sewell Pangrum

Dir. Radio & TV.....Al Maescher, Jr.

Radio Accounts: Mercantile Commerce  
Bank & Trust Co., Dixie Mills, H. P. Coffee  
Company, Meletio Sea Food Company, Whis-  
tle & Vess Beverages, Inc., St. Louis; Fed-  
eral Savings Bank, R. E. Funsten Co., Gen.  
Electric Appl. Co., Inc., St. Louis, Mo..

TV Accounts: Whistle & Vess Beverages,  
Inc., St. Louis Federal Savings & Loan Assn.,  
R. E. Funsten Co., Christian Peper Tobacco  
Co., Gen. Elec. Appl., Inc., St. Louis, Mo.

### AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.

Phone: HlGate 4-6580

(See Complete Listing Under "A")

### HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.

Phone: LIBerty 2-0183

ANPA-APA-PPA

President.....Karl M. Frost

Vice-President.....Harold E. Bessom

Treasurer.....Harry M. Frost

Asst. Treasure.....Florence A. Dondero

Secretary.....Harvey P. Newcomb

Newspaper Space Buyer...Anna V. Turner  
Magazine Space Buyer & Prod. Mgr.

Radio & TV Dir., Time Buyer  
Harold E. Bessom

Harvey P. Newcomb  
Radio Accounts: Durkee-Mower, Inc.  
(Marshmallow Fluff), Lynn, Mass.; Winslow  
Chip Company (Potato Chips, Products),  
Marblehead, Mass.; LePage's Inc. (Glue  
Products), Gloucester, Mass.; General Elec-  
tric Supply Corp. (Electrical Products), Bos-  
ton, Mass.; Gentles Baking Co. (Gentles  
Bread), Mattapan, Mass.; Campbell-Fair-  
banks, Inc. (Sportsmen's Shows), Boston,  
Mass.; Frank Bownes Paint Co. (Modene  
Paints), Chelsea, Mass.; Jasper Wyman &  
Sons Co. (Wyman's Blueberries), Mill-

## Advertising Agencies

bridge, Me.; Natl. Cranberry Assoc. (Ocean Spray Products), Hanson, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.; Mass. Wharf Coal Co. (Fuel), Cambridge, Mass.

*TV Accounts:* Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Mattapan, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Met. Boston Nash Dealers (Automobile Service), Boston Mass.; Winslow Chip Co. (Potato Chips, Products), Marblehead, Mass.; LePages, Inc. (Glue Products), Gloucester, Mass.

### FULLER & SMITH & ROSS, INC.

1501 Euclid Ave., Cleveland 15, O.

Phone: CHerry 1-6700

AAAA-ABP-ANPA-APA-NOAB-PPA

President.....Allen L. Billingsley  
Exec. Vice-Pres.....E. L. Andrew  
V.P. & Mgr. (Cleveland Office)...W. A. Wright  
Secretary-Treasurer.....C. C. Reidenbaugh  
Asst. to Pres. (Cleveland)....J. C. Maddox  
Media Dept. Mgr. (Cleveland)...W. J. Staab  
Media Dept. Mgr. (New York)...G. R. Lyon  
Media Dept. Mgr. (Chicago)....L. J. Boyce  
Radio, Film, TV Dept. Mgr.

(Cleveland Office)...Richard F. Reynolds  
*Branch Offices*

71 Vanderbilt Ave., New York 17, N. Y.

Phone: MUrray Hill 6-5600

Vice-Pres. & Mgr.....R. E. Allen

105 W. Adams St., Chicago 3, Ill.

Phone: ANdover 3-5041

Vice-Pres. & Mgr.....E. J. Lauesen

*Radio Accounts:* Olney & Carpenter (Food Products), Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co. (Toxaphene) Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Burkardt Brewing Co. (Beer), Penzoil (Gasoline & Oil), Commonwealth Shoe & Leather Co. (Shoes), Commercial Solvents Corp. (Anti-Freeze), Owens-Corning Fiberglas (Curtains), Aluminum Co. of America (Various).

*TV Accounts:* Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Burkhardt Brewing Co., Aluminum Cooking Utensils Co., Orange Screen Co., Linder Davis Co., Domestic Sewing Machine Co., Westinghouse Elec. Corp.

### FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.

Phone: PLaza 7-7393

ABP

Pres., Radio Time Buyer...Norman Furman

Vice-President.....Irving J. Gottlieb

Secretary.....Nathan Rothenberg

Art Director.....Edwin R. Swaback

Acct. Executives.....H. Edward Simon

Lon Shaw

Space Buyer.....Alice Wiener

*Radio Accounts:* American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.

### GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.

Phone: GARfield 2915

AAAA-ABC-ABP-ANPA-APA

NOAB-PPA

Ch. of Board.....H. S. Gardner

President.....E. G. Marshutz

Sec. & Treas.....J. V. Kirchhoff

V.P., Radio-TV.....Roland Martini

Radio-TV Director.....William Fisher

*Branch Office*

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

Phone: COlumbus 5-2000

Exec. Vice-Pres.....Roland Martini

*Radio Accounts:* Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; Lion Oil Company, Eldorado, Ark.; Nebraska Consolidated Mills Company, Omaha, Neb.; Old Judge Coffee Co., Pet Milk Co., Purina Mills, Ralston Purina Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Union Electric Company of Missouri, St. Louis; First National Bank, St. Louis; St. Louis Independent Packing Co.

*TV Accounts:* Grove Laboratories, Inc., Pet Milk Co., Ralston Purina Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.

### W. W. GARRISON & COMPANY

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

Phone: SUperior 7-8388

APA-ANPA-PPA-NOAB

Pres., Treas., Acct. Exec....W. W. Garrison

Sec., Space & Radio Time Buyer...G. P. Schill

V.P. & Acct. Exec.....Earl Lines

Art Director.....O'Cal Hanson

Account Executive.....J. C. McDonough

*Radio Accounts:* Florida Citrus Exchange,

Gibson Refrigerator Co.

### GEARE-MARSTON, INC.

21 S. 12th St., Philadelphia 7, Pa.

Phone: LOcust 4-0530

AAAA-ABC-ABP-ANPA-APA

NOAB-PPA

President.....Norman W. Geare

V.P.-Media Director.....Frank C. Murphy

Secretary.....William C. Huckel

Treasurer.....Elizabeth A. Heath

Account Executives.....Bates Compton,

John F. Rooney John W. Claghorn, J.

Ross Pilling, Jr., Wm. E. Surgner, John

F. Coverly-Smith, Edward B. Scull.

Public Relations Director....Wm. C. Faust

Radio-TV Dir.....Edward B. Harvey



## Advertising Agencies

### Branch Office

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

Phone: LEXington 2-0880

Vice-President.....Charles S. O'Donnell

*Radio Accounts:* Penn Mutual Life Insr. Co. (Insurance), Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Skinner & Eddy (Icy Point Salmon), Seattle, Wash.; Henry Diston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.

*TV Accounts:* Western Saving Fund) Society (Savings Bank), Strawbridge & Clothier (Dept. Store).

### GERTH-PACIFIC ADV. AGENCY

604 Mission St., San Francisco 4, Calif.

Phone: GARfield 1-1081

AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth

Account Executive.....J. W. Clark

Media Director.....Pat Crowell

Production Manager.....M. F. Musil

### Branch Office

2050 High Tower Dr., Hollywood 28, Calif.

Manager.....Orson Hauter

*Radio Accounts:* David D. Bohannon Orgn., Stringer Driver Moving & Storage Co., Calif. Fruit Products, Ltd.

*TV Account:* Calif. Fruit Products, Ltd.

### GETSCHAL & RICHARD, INC.

49 E. 51st St., New York 22, N. Y.

Phone: PLaza 9-1332

ABP—ANPA

President.....Budd Getschal

Vice-President.....Richard Ash

*Radio-TV Accounts:* Emerson TV & Radio Corp.; Sealy Mattress Co. of N. Y.; Friendly Frost Stores; Sales Affiliates, Inc.

### GEYER, NEWELL & GANGER, INC.

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

Phone: PLaza 5-5400

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NOAB—PPA—AFA

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DePirro, G. Martin, J. Monsarratz

Treasurer.....J. R. Kunz

Publicity Director.....E. F. Thomas

Radio-TV Director.....Frederick A. Long

Associate Director.....George J. Zachary

Traffic.....Richard M. Bradshaw

Time Buyer.....Betty Powell

### Branch Offices

14250 Plymouth Rd., Detroit 32, Mich.

Phone: Webster 3-5520

Vice-President.....John L. McQuigg

Executive Contacts.....W. Graham,

H. Wilson, Ralph Wolfe

931 Third National Bldg., Dayton 2, O.

Phone: Fulton 4145

Vic-President.....E. G. Frost

*Radio Accounts:* Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; Continental Oil Co. (Conoco), Ponca City, Okla.; Hat Corp. of America (Knox Hats), N. Y.; Chicopee Mills (Tobacco Seed-bed covers), N. Y.; United Aircraft Corp. (Sikorsky & P. & W.), E. Hartford, Conn.

*TV Accounts:* Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; Continental Oil Co. (Conoco), Ponca City, Okla.; P. Lorillard; Zippo Mfg. Co. (Lighters), Bradford, Pa.; U. S. Industrial Chemicals, Inc., N. Y.

### GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.

Phone: 4-2444

ABC—ABP—ANPA—AFA—SNPA—APA

Pres. & Treas.....J. Burr Gibbons

Vice President.....John B. Gibbons

Vice President.....R. W. Peterson

Secretary.....Viola Neese

Radio-TV Dir.....Mercedes (Dee) Freiday

*Radio Accounts:* National Bank of Tulsa (Banking and Trust Services), Tulsa, Okla.; Stanley's Funeral Service (Funeral Service), Tulsa, Okla.; State Federal Savings & Loan Ass'n. (Savings, Loans and Investments), Tulsa, Okla.; Thurston Chemical Company (Bem Brand Fertilizer), Joplin, Mo.; Hale-Halsell Co. (Coffee and Canned Foods), McAlester, Okla.; Wortz Biscuit Co. (Crackers and Cookies), Ft. Smith, Ark.; Tom P. McDermott, Inc. (Tires, Service & Recapping and Appliances), Tulsa, Okla.; Jenkins Music Co. and Radio-TV Center (Appliances), Tulsa, Okla.; Sand Springs Home Farms (Turkeys and Eggs), Sand Springs, Okla.; John Brown University (Schools), Siloam Springs, Ark.; Liberty Glass Company (Milk and Beverage Bottles), Sapulpa, Okla.; Pedrick Laboratories, Inc. (VIGO Dog Food), Sand Springs, Okla.; H. M. McDaniel Co. (Real Estate & Home Building), Tulsa, Okla.; Short Stop Hamburger Stands (Hamburgers), Tulsa, Okla.; Southwestern Ornamental Iron Works (Ornamental Iron), Tulsa, Okla.; Whitener's Department Store (Ready-to-wear and home needs), West Tulsa, Okla.; Prayson Candies Co. (Candies and Yogurt), Tulsa, Okla.; Hope Lumber and Supply Co. (Paint, Appliances & Lumber), Tulsa, Okla.; Whitaker Manah (TOK Meat Tenderizer), Tulsa, Okla.; Comet Moving & Storage Co. (Moving & Storage Service), Tulsa, Okla.

*TV Accounts:* National Bank of Tulsa (Banking and Trust Services), Tulsa, Okla.; Hope Lumber & Supply Co. (Paint, Appliances and Lumber), Tulsa, Okla.; Tom P. McDermott, Inc. (Appliances, Tires, Recapping Service, Motor Oil), Tulsa, Okla.; State Federal Savings & Loan Ass'n. (Savings and Investments), Tulsa, Okla.; Wortz



## Advertising Agencies

Biscuit Company (Crackers and Cookies), Ft. Smith, Ark.; Whitaker Manah (TOK Meat Tenderizer), Tulsa, Okla.

### J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada  
 Phone: Empire 4-2111  
 AAAA—ABC—CDNA—CWNA—CNN & PA  
 CAAA

Chairman of Board.....R. A. Stapelis  
 President.....Mrs. J. J. Gibbons  
 V.P. & Managing Dir.....H. M. Tedman  
 Vice-Pres. & Gen. Mgr.....R. B. Pattinson  
 Secy.-Treas.....E. T. Saunders  
 V.P. & Secy.-Treas.....E. T. Saunders  
 Vice-President.....J. G. Russell  
 Toronto Radio Mgr.....D. S. Marshall  
 Calgary Radio Mgr.....A. Swanson

#### Branch Offices

924 Dominion Square Bldg., Montreal, Que.  
 Manager.....R. L. Burdick  
 272 Scott Block, Winnipeg, Manitoba  
 V.P. & Manager.....A. B. Johnston

### GIBRALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.  
 Phone: MUrray Hill 7-7896

President.....Charles J. Basch, III  
 Vice-President.....Leo Berman  
 Treasurer.....Clarence Schmidt  
 Secretary, Radio & TV Dir.....Frances Scott  
 Radio & TV Time Buyer.....Gloria Lubin  
 Publicity Director.....Earl Schneidman  
*TV Account:* Bonafide Mills, Inc. (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.

*Radio Account:* Pomatex, Inc. (Hairdressing and Pomade).

*Radio & TV:* Caryl Richards, Inc. (Manufacturers of Rocket Wave and Poodle Perm Permanents).

*Other accounts:* Leelite Incorp. (Mfrs. of aluminum furniture); Kurt A. Baer, Inc. (Mfrs.' Representatives of non-ferrous metals); Alpha Products Co. (Distributors of Automotive equipment oil and chemicals); Diamant Marine Corp. (Distributors of boating supplies); Nan Duskin, Inc. (Women's Specialty Store).

### GILLHAM ADVERTISING AGENCY

500 Continental Bank Bldg., Salt Lake City 1, Utah

Phone: 4-5516  
 ABP—ANPA—APA

President-Treasurer.....M. C. Nelson  
 Exec. Vice-President.....Lon Richardson  
 Vice-President.....Robert F. Rohlfing  
 Vice-President.....Wendell J. Ashton  
 Secretary.....Marjorie Farrell  
 V.P., Radio-TV.....Victor V. Bell  
 Asst. Dir. Radio-TV.....Heber G. Wolsey  
 Time Buyer.....Enid N. Ogaard

*Radio Accounts:* Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream,

Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; Fram Distributors, Intermountain Area; General Electric Supply Corp. (Appliances, etc.), Intermountain Area; Mountain Fuel Supply Co., Salt Lake City; Ogden First Federal Savings, Ogden, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Porter-Scarpelli Macaroni Co. (Fril-lets, Spaghetti, etc.), Portland, Ore.; Purity Biscuit Company (Town House Crackers, Cookies, Saltine Crackers, etc.), Salt Lake City, Phoenix, Butte; Royal Baking Company (Table Queen Bread, Other Bread Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Salt Lake Hardware Co. (Wholesale Distributors), Salt Lake City; Streater Chevrolet Co., Salt Lake City; Sweet Candy Company (Renown Chocolates, Other Candies), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Finance, Salt Lake City, Provo; Utah Oil Refining Co. (Gasoline, Oil, Atlas Products), Salt Lake City; Utah Power & Light Co. (Electric Service), Intermountain Area; Walker Bank & Trust Co., Salt Lake City.

*TV Accounts:* Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; General Electric Supply Corp. (Appliances, etc.), Salt Lake City, Utah; Henager School of Business, Salt Lake City, Utah; Mountain Fuel Supply Co., Salt Lake City, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Purity Biscuit Company (Town House Cookies, Crackers), Salt Lake City, Phoenix; Royal Baking Company (Table Queen Bread, Other Bakery Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Sweet Candy Company (Renown Chocolates, etc.), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Power & Light Co. (Electric Service), Salt Lake City.

### BERT S. GITTINS ADVERTISING

739 N. Broadway, Milwaukee 2, Wis.  
 Phone: DAly 8-5948

AAAA—ABC—ABP—ANPA—AFA  
 Owner.....Bert S. Gittins  
 Prod. Dir.....Stewart Carlson  
 Media Dir.....Esther Block  
 Copy Dir.....Harold Nelson  
 Ind. Copy Dir.....Franklin J. Beezley  
 Office Mgr.....Erwin R. Holtz  
 Radio & TV Executive.....Gerald L. Seaman  
 Radio & TV Executive.....Verne Lausten  
*Radio Accounts:* Allis-Chalmers Mfg. Co.

## Advertising Agencies

(Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers' Assn. (Banking Service), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.

*TV Accounts:* Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers Assn. (Banking Service), Milwaukee, Wis.

### GLASSER-GAILEY, INC.

301 S. Harvard Blvd., Los Angeles 5, Calif.  
Phone: DUmkirk 4-2141

AAAA—ANPA—PPA

President.....G. F. Glasser  
Vice-President.....P. E. Gailey  
Secretary-Treasurer.....Howard W. Gambrill  
Art Director.....Eric S. Heizer

#### Branch Office

79 Post St., San Francisco, Calif.

Phone: EXbrook 2-6468

*Radio Accounts:* Ralph Grocery Co., Tropical Preserving Co., Santa Clara Packing Co. (Quality Canned Fruits, Juices, Nectars), San Jose; L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

### GLEW ADVERTISING AGENCY

211 N. Lafayette Ave., Grand Rapids, Mich.

Phone: 9-4052

ABP—ANPA

Owner-Operator.....Francis K. Glew  
*Radio Accounts:* Miller & Zeilstra Lumber Co., Grand Rapids, Mich.; Rausers's Sausage Co., Grand Rapids, Mich.

### GOLDEN ADVERTISING AGENCY

44 Court Street, Brooklyn 2, N. Y.

Phone: MAin 4-1375

ABP—ANPA—AFA

President.....Ben Golden  
Account Executives.....William Goldstein,  
Gus Goldman

*Radio Accounts:* EDCO Electric Co. (Sylvania & Thor Washers), New York; Carl's Men's Shops (Men's Wear), New York; Nostrand Radio Co. (TV Receivers), Brooklyn.

### GOODKIND, JOICE & MORGAN, INC.

919 North Michigan Ave., Chicago 11, Ill.

Phone: SUperior 7-6746

AAAA—ANPA—PPA—ABP

President.....Clyde M. Joice  
Exec. Vice-President.....Harlow P. Roberts  
Treas. & Copy Chief.....Garrick M. Taylor  
Secy. & Media Dir.....Florence A. Neighbors  
Research & Mdse.....George B. Frank  
Asst. Media Director.....J. Alden Joice  
Production Manager.....Doris Monnette  
Account Executive.....Henry Nathan

*Radio Accounts:* Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Jewel Tea Co., Inc., The

Illinois Canning Co., Laboratory Products Co., C. H. Runciman Co., Lowell, Mich.

*TV Accounts:* Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; The Illinois Canning Co.; C. H. Runciman Co., Lowell, Mich.; Planters Edible Oil Co., Wilkes-Barre, Pa.

### GOTHAM ADVERTISING CO.

2 W. 46th St., New York 19, N. Y.

Phone: LUxemburg 2-2330

APA—ABP—ANPA—PPA—ABC

Chairman of Bd.....G. Elsworth Harris  
President.....Duncan D. Sutphen, Jr.  
Exec. V.P. & Treas.....Arthur A. Kron  
Vice Pres.....Robert F. Kendall  
Vice Pres.....Arthur F. Connolly  
Secretary.....Chester A. Priest  
Dir. Radio & Television.....Arthur A. Kron  
Radio Time Buyer.....Kathleen K. Barton

#### Branch Offices

Gotham de Mexico, S. A.

Bolivar 8, Despacho 607, Mexico D.F., Mexico  
Director.....Edwin J. Ryan

Coudrey-Gotham Prop. Ltd.

5-7 Barrack St., Sydney, Australia

Director.....C. J. Coudrey

*Radio Accounts:* Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; La Regione Siciliana (Sicily Tourism), Turin, Italy; Lucille Villiers Inc. (Perfume), New York, N. Y.

*TV Accounts:* Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; Lucille Villiers, Inc. (Perfume), Turin, Italy.

### GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.

Phone: WALnut 2-3636

ABC

Partner.....Jerome B. Gray  
Partner & Radio Dir.....Edmund H. Rogers  
Partner.....Robert W. Graham  
Partners.....Sherman G. Landers,  
Russell K. Carter, Samuel Chew, William B. Edwards, William S. Harvey, Edmond G. Thomas, Atherton Seeley.

Radio-TV Dept. Head...Walter M. Erickson  
Radio-TV Dir.....J. C. Hirst

*Radio Accounts:* Associated Hospital Serv. of Phila. (Hospitalization), Philadelphia, Pa.; Capital Bakers, Inc. (Bread), Harrisburg, Pa.; Bell Tele. Co. of Penna. (Service), Philadelphia, Pa.; Chevrolet Dealers Ass'n of Phila. (Service), Philadelphia, Pa.; Thomas A. Edison, Inc. (Automobile Batteries), Orange, N. J.; The M. A. Hanna Company (Coal), Philadelphia, Pa.; Harleysville Mutual Casualty Co. (Insurance), Harleysville, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; Philadelphia Zone Planning (Service automotive), Philadelphia, Pa.; Spring Garden Institute (Service),

## Advertising Agencies

Philadelphia, Pa.; Sunshine Brewing Company (Beer); Reading, Pa.

*TV Accounts:* Associated Hospital Serv. of Phila. (Hospitalization), Philadelphia, Pa.; Chevrolet Dealers Ass'n of Phila. (Service), Philadelphia, Pa.; Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; Sunshine Brewing Company (Beer), Reading, Pa.; Philadelphia Zone Planning (Service automotive), Philadelphia, Pa.

### GREEN-BRODIE

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

Phone: PLaza 3-9533

ANPA—PPA

Partners.....Julian P. Brodie, Alan Green  
Space & Time Buyer.....Betty Gershon  
Art Director.....Cecil Baumgarten  
Production Director.....Melford Brodie  
Copy Chief.....Mark Issacs

*Radio Accounts:* Pieter de Witt, Inc., The Viking Press, The New School, Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

*TV Accounts:* Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

### GREY ADVERTISING AGENCY, INC.

166 W. 32nd St., New York 1, N. Y.

Phone: CHickering 4-3900

AAAA—ABP—ANPA—APA—NOAB—PPA  
President .....Lawrence Valenstein  
Executive Vice-Pres.....Arthur C. Fatt  
Media & Research Dir....Herbert A. Vitriol  
V.P. & Radio-TV Dir....Wm. A. Chalmers  
Business Mgr. Radio-TV.....Barbara Jones  
TV Prod. Mgr.....Robert Peyson  
Radio Prod. Mgr.....Gerald F. Ford  
Time Buyer (AM-TV).....Philip Leshem

*Radio Accounts:* Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Hollanderizing Corp. of America, New York; Pharmaczo Laboratories, Inc. (Admiracion Shampoo), Kenilworth, N. J.; Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.

*TV Accounts:* Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Bond Stores, Inc., Bernard Ulmann & Co., Inc., Long Island City, N. Y.; Good-Humor, Inc. (Ice Cream), N. Y.; De Jur Amsco (Cameras), N. Y.; I. P. Kleinert Rubber Co., Inc., New York.

### THE GRISWOLD-ESHELMAN CO

Terminal Tower, Cleveland 13, O.

Phone: TOWER 1-3232

AAAA—ANPA—PPA—APA—ABP

NOAB—ABC—SNPA

President.....Kenneth W. Akers  
Vice President.....Charles Farran

Vice President.....S. A. Lewis  
Vice President.....E. R. Preble  
Secretary-Treas.....John F. Davis  
Asst. Treasurer.....William A. Weaver  
Dir. of Radio & TV.....John R. Schmuuck

#### Branch Office

307 West Broadway, Louisville 2, Ky.

Phone: Amherst 2474

Donald McDonald.....Manager  
*Radio Accounts:* B. F. Goodrich Co. (Farm Tires), Akron, O.; Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; The Warner & Swasey Co. (Machine Tools), Cleveland, O.; Lincoln Electric Co. (Electric Arc Welding Equipment), Cleveland, O.; The Wellman Engineering Co. (Material Handling Equipment), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Brush Development Co. (Piezoelectric Mat'ls for Recording, Reproducing and Measuring), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.; Society for Savings (Banking Service), Cleveland, O.; Tennessee Products & Chemical Corp. (Chemicals), Nashville, Tenn.; The Tremco Mfg. Co. (Building Maintenance Materials), Cleveland, O.

*TV Accounts:* Consider H. Willett Co. (Furniture), Louisville, Ky.; Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; Morton Packing Co. (Frozen Packaged Foods), Louisville, Ky.; First Nat'l Bank of Louisville, Ky. (Banking Service), Louisville, Ky.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.

### JULIAN GROSS ADV. AGENCY

11 Asylum St., Hartford 3, Conn.

Phone: 7-7179

ABP—NAAN

Pres., Treas., Pub. Dir.....Julian Gross  
Vice-President.....Beulah Gross  
Art Director.....Declan Powers  
Sec., Media Dir., Radio Time Buyer

Libby Dunn

Copy Chief.....James J. Osebold  
*Radio Accounts:* (21 Local and Regional.)

### ART GRUBER ASSOCIATES, ADVERTISING

5316 S. Girard Ave., Minneapolis 19, Minn.

Phone: REgent 1307; 0373

APA—PPA

Pres., Treas.....Arthur R. Gruber  
Secretary .....E. M. Gruber  
Art Director.....Donald Layman



## Advertising Agencies

**Radio Accounts:** Dolly May Cookies Co. (Cookies), Minneapolis, Minn.; Courtesy Motors (Automobiles), St. Paul, Minn.; Davis Furniture & Appliances (Appliances-Furniture), Minneapolis, Minn.; Midwest Wine Company (Temple Wine), St. Paul, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto Plymouth), Willard's Terrace Cafe (Restaurant-Catering), Minneapolis, Minn.

**TV Accounts:** Chem Search Laboratories (Vitamins), Minneapolis, Minn.; Jay Kline Chevrolet, Inc. (Automobiles), So. St. Paul, Minn.; Kline Oldsmobile, Inc. (Automobiles), St. Paul, Minn.; Lane Bryant (Fashions), Minneapolis, Minn.; Midwest Wine Co. (Temple Wine), St. Paul, Minn.; Newmans (Women's Apparel), St. Paul, Minn.; Old Home Creameries, Inc. (Cottage Cheese, Butter), Minneapolis, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis, St. Paul, Minn.; People's Furniture Co. (Home Furnishings), St. Paul, Minn.; Royal Packard Inc. (Packard Automobiles), St. Paul, Minn.; Rusco Window Company (Self-Storing Windows), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (Desoto Plymouth), Minneapolis-St. Paul, Minn.

### GULFORD ADVERTISING AGENCY

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

Phone: PENnsylvania 6-8518

ANPA

Account Executive.....Frances G. Guilford

### JOHN L. HALPIN ADVERTISING

208 State St., Schenectady 5, N. Y.

Phone: 2-0492

Partners.....John L. Halpin,  
Marion G. Halpin

Copy Chief.....L. A. Maney

Production Chief.....E. L. Mincher

Art.....A. J. Hitchins

**Radio Accounts:** Jonathan Levi Co., Wallace Co., Mynderse Beverage Co., Cobleskill Agricultural Society.

**TV Accounts:** IUE-CIO (Trade Union), Schenectady, N. Y.

### HANLY, HICKS & MONTGOMERY,

INC.

500 Fifth Ave., New York 18, N. Y.

Phone: LONgacre 5-5000

AAAA-ABP-ANPA-PPA-APA

NOAB-ABC

Chairman of Board.....C. P. Hanly

President.....H. M. Montgomery

Sec.-Treas. & Media Dir.....H. E. Lehman

Vice-Presidents...R. N. Mann, H. O. Nelson

*Branch Office*

Wallace-Ferry-Hanly Co.

400 W. Madison St., Chicago, Ill.

Phone: FRanklin 2-6440

President.....L. T. Wallace

### HART-CONWAY CO., INC.

45 Exchange St., Rochester 14, N. Y.

Phone: LOcust 3520

ANPA-APA-PPA-ABP

President & Treasurer.....H. Lyman Hart  
Exec. Vice-President....Harold E. Kennedy  
Vice-President .....Joseph Brown  
Secretary.....John P. Street  
Account Executives.....E. Ward Phillips,  
John M. Nixon

**Radio Accounts:** Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Blue Bus Lines (Intercity Bus Lines), Batavia, N. Y.; Columbia Bkg. Svc. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Hallman Chevrolet Co. (Chevrolet Dealer), Rochester, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Sears, Roebuck & Co. (Department Store), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Whiting-Buick, Inc. (Buick Distributor), Rochester, N. Y.

**TV Accounts:** Blue Boy Dairy (Dairy Products), Rochester, N. Y.; F. Cappellino & Sons, Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Hallman Chevrolet Co. (Chevrolet Dealer), Rochester, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Valley View Creameries (Blue Boy Ice Cream), Rochester, N. Y.; Wegman's Supermarket Chain, Rochester, N. Y.

### GEORGE H. HARTMAN CO.

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

Phone: STATE 2-0055

ABP-ANPA-APA-NOAB-PPA

President.....George H. Hartman

Vice-President .....Edwin Cahn

Secretary-Treasurer.....Frank R. Hartman

Radio-TV Director.....Thomas Kivlan

**Radio Accounts:** Nelson Bros. (Furniture), P. A. Starck Piano Co. (Pianos), M. J. Lanan Co. (Automobiles), Chicago Tribune (Newspaper), Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.; Hartz Mountain Products (Bird Food), New York, N. Y.;



## Advertising Agencies

Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak.; Omaha, Neb.; Sioux Falls; So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.; Boyer International Labs. (Cosmetics), Chicago.

*TV Accounts:* Edward Hines Lumber Co. (Lumber), Nelson Bros. (Furniture), Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.

### THE F. H. HAYHURST COMPANY LIMITED

38 King St. W., Toronto, Ontario, Canada  
Phone: EMpire 4-9263

President.....W. P. Hayhurst  
Vice-President.....Geo. F. Hayhurst  
Director.....H. W. E. Pepler  
Director.....D. J. Leonard  
Director.....N. L. Drynan  
Radio-TV Director.....R. D. Amos  
Asst. Radio-TV Dir.....C. M. Harrison  
*Branch Office*

Drummond Bldg., Peel St., Montreal, Que.  
Phone: HARbour 0131

Manager.....B. J. Leopold  
*Radio Accounts:* Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Templeton's Limited (Raz-Mah & T-R-C's), Toronto, Ont.; Addisons Limited (Radio, Television, Norge Products), Toronto, Ont.; Brading Breweries Ltd. (Beer & Ale), Ottawa, Ont.; Dr. A. W. Chase Co. Limited (Nerve Food, Kidney & Liver Pills), Oakville, Ont.; Best Foods Limited (Nucoa Margarine), Hamilton, Ont.; Canadian Cannery Limited (Soups, Baby Food), Hamilton, Ont.; Meccano Limited (Toys), Toronto, Ont.; McFeeters Limited (Golden Bar Honey Butter, Golden Bar Cheese), Toronto, Ont.

*TV Accounts:* Brading Breweries Limited (Cincinnati Cream), Ottawa, Ont.; British Ceramics & Crystal (Canada) Limited (Fine China), Toronto, Ont.

### HENRI, HURST & McDONALD, INC.

121 W. Wacker Drive, Chicago 1, Ill.  
Phone: FRanklin 2-9180

AAAA—ABP—ANPA—APA—NOAB—BPA  
Chairman of Bd. of Dir.....W. D. McDonald  
President.....W. B. Henri  
Secretary.....A. M. Semones  
Treasurer.....R. H. Eaton  
Media Director.....Charles Pumpian  
Radio-TV Director.....John Scott Keck  
Radio-TV Time Buyer.....L. R. Hall

*Radio Accounts:* Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and

Sox), Kenosha, Wis.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings & Expanders), Hagerstown, Ind.; Skelly Oil Company (Petroleum Products, Gasoline Motor Oils, Skellysolve, etc.), Kansas City, Mo.; A. O. Smith Corporation (Permaglas, Duraclad and Milwaukee Water Heaters), Milwaukee, Wis.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.; Milnot Co. (Milk Compounds), Litchfield, Ill.; Perma Starch, Inc., Illiopolis, Ill.; Pillsbury-Ballard, Div. of Pillsbury Mills, Inc. (Oven Ready Biscuits, Frozen Rolls, Obelisk Plain & Self Rising Flour, Prepared Baking Mixes, Animal feeds), Louisville, Ky.; Chicago, Rock Island & Pacific Railway Co., Inc., Chicago, Ill.

*Television Accounts:* Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings and Expanders), Hagerstown, Ind.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.; Chicago, Rock Island & Pacific Railway Co., Inc., Chicago, Ill.; Perma Starch, Inc., Illiopolis, Ill.; Pillsbury-Gallard, Div. of Pillsbury Mills, Inc. (Oven Ready Biscuits, Flour, Mixes, Feeds), Louisville, Ky.; Milnot Co. (Milk Compounds), Litchfield, Ill.; Ivano, Inc. (Ivalon Sponges), Chicago; Skelly Oil Co. (Motor Oils, Petroleum Products, Gasoline, Skellysolve, etc.), Kansas City, Mo.

### AL HERR ADVERTISING AGENCY

225 E. Michigan St., Milwaukee 2, Wis.  
Phone: Broadway 2-8040

AAAA—ABP—ANPA

Pres., Acct. Exec.....Al Herr  
Account Executive.....John Rock  
Account Executive.....Fenton Machugh  
Radio and TV Dir.....Pat Kocian

*Radio Accounts:* Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Mil-

## Advertising Agencies

waukee, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; King Braeger Chevrolet (Auto Dealer), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

*TV Accounts:* Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; J. E. Rau Cigar Company (Cigars), Milwaukee, Wis.

### HEWITT, OGLIVY, BENSON & MATHER, INC.

575 Madison Ave., New York, N. Y.  
Phone: MURray Hill 8-6100  
ANPA—AFA—PPA—NOA

President.....Anderson F. Hewitt  
Senior Vice-Pres.....David Oglivy  
Vice-Presidents.....Olin A. Saunders,  
Lucille Goold, Thomas G. Johnston, Rolin C. Smith, David Margaretten

Treasurer.....Shelby H. Page  
Dir. of Radio-TV.....Clinton F. Wheeler  
Radio-TV Creative Head.....Dean Coords  
Radio-TV Time Buyer.....Florence Smith  
TV Art Director.....William Binzen

*Radio Accounts:* Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.

*TV Accounts:* Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.

### HICKS & GREIST, INC.

420 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 3-9135  
ABP—ANPA—APA—PPA—NOAB

President & Secretary.....H. L. Hicks  
V.P. & Treasurer.....E. H. Greist  
Space Buyer.....Mrs. E. M. Sheldon  
Radio & TV Director.....Peter A. Krug

*Radio Accounts:* Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. Y.

*TV Accounts:* Lewyt Corp., Brooklyn; L. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

### HIRSHON-GARFIELD, INC.

745 Fifth Ave., New York 22, N. Y.  
Phone: MU 8-8900  
ABC—ANPA—APA—PPA

President.....Sidney Garfield  
Exec. Vice-Pres.....Lewis Nemerson  
Vice-President.....Erwin Spitzer  
Gen. Mgr.....Julian Braun  
Radio & TV Director.....Robert F. Lewine  
Mgr. Radio & TV Dept.....William Sheppard

Media Dir.....Julian Katz  
*Branch Offices*

Park Square Bldg., Boston, Mass.  
Phone: LIBerty 2-0485

Executive-in-Charge.....Gabriel Stern  
12 Orange St., Haymarket, W.C. 2,  
London, England

*Radio Accounts:* Burlington Mills (Ribbons), New York, N. Y.; Utica Knitting Co. (Children's Sleepers), Utica, N. Y.; Miles Shoes (Shoes), Prentiss Clothes (Men's & Women's Clothing), Truval Sportswear (Men's Wear); Lane's Dept. Store, New York.

*TV Accounts:* Burlington Mills (Ribbons), New York; Jacques Kreisler Mfg. Corp. (Watchbands), New York; Lane's Dept. Store, New York.

### W. F. HOLLAND AGENCY

Holland Bldg., Cincinnati 19, Ohio  
Phone: CApital 1252-34

Owner.....William F. Holland  
Radio-TV Director.....Earl Holland  
Production.....Robert Temmen

### HOUCK & COMPANY, INC.— ADVERTISING

625 First St., S.W., Roanoke 16, Va.  
Phone: 2-3411

ABP—ANPA—APA—PPA—SNPA

President.....C. B. Houck  
Vice-President.....William B. Houck  
Secretary.....Kathryn H. Ferguson  
Art Director.....Edwin R. Deady  
Copy Chief.....Otto Whittaker, Jr.  
Production Manager.....Paul H. Long  
Asst. Production Mgr.....W. Leon Mitchell  
Radio-TV Dir. & Time Buyer...Ray Bentley

*Branch Office*

Houck & Co. of Florida, Inc.  
(Separate Corporation)

Alfred I. duPont Bldg., Miami, Fla.  
Phone: 82-1391

President.....Karl Bishopric  
Time Buyer.....Nona Sonstey  
Radio-TV Director.....Wm. B. Houck  
Art Director.....Richard V. Sutton

*Radio Accounts:* Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Bishop's Men's Wear (Retail Clothing), Miami & Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Aerovias "Q," S. A. (Air Transportation), Havana, Cuba; Orange Blossom Classic (All-Star Football), Miami, Fla.; Florida National Bank (Financial Services), Miami, Fla.; Miami-Battle Creek (Sanitorium), Miami Springs, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

## Advertising Agencies

*TV Accounts:* Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; Bishop's Men's Wear (Retail Clothing), Miami and Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Miami, Fla.; Natural Health Products (Liquefier), Sarasota, Fla.; Cole's Flowerland (Flowers and Plants), Orange Blossom Classic (All-Star Football), Miami, Fla.

### ROBERT HOLLEY & CO., INC.

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

Phone: MURray Hill 2-8408

ABP—APA

Pres. & Treas. .... Robert Holley  
 Vice-Pres. .... Charles J. Cutajar  
 Secy. & Media Dir. .... Leo Litwin

### HORTON-NOYES COMPANY

1800 Industrial Trust Bldg.,

Providence 3, R. I.

Phone: Dexter 1-3316

AAAA—ABC—ABP—ANPA

Partner. .... Frederick C. Noyes  
 Partner. .... C. Darrell Prutzman  
 Partner. .... Carroll H. Rickard  
 Account Executive. .... Miles T. Williams

*Radio Accounts:* Brownell & Field Co. (Autocrat Coffee), Providence, R. I.; General Ice Cream Corp. (R. I.) (Sealtest Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; The Narragansett Electric Co. (Electrical Equipment), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; New England Bakery (Harvest Bread), Pawtucket, R. I.

*TV Accounts:* Brownell & Field Co. (Autocrat Coffee), Providence, R. I.; General Ice Cream Corp. (R. I.) (Sealtest Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; New England Bakery (Harvest Bread), Pawtucket, R. I.

### LELAND K. HOWE ASSOCIATES, INC.

150 East 35th St., New York 16, N. Y.

Phone: OREGon 9-4998

President. .... Joseph R. Horenstein  
 Act. Executives. .... Allen Law,  
 Mary Lewis, L. Bell

Radio & TV Dir. .... J. R. Horenstein  
 Time Buyer. .... Florence Katz

*Radio Accounts:* CBS-Columbia (TV Distributors), Brooklyn, N. Y.; Babylon Chamber of Commerce, Babylon, N. Y.; Bedford Television Stores (Appliance Dealers), Brooklyn, N. Y.; Citizens Committee for the Election of Joseph T. Sharkey (Political), New York City; Hobby & Brown Electronic (Lighting Units), Rockville Centre, N. Y.; Willis E. Burnside Co. Inc. (Securities Dealers), New York City.

*TV Accounts:* Bedford Television Stores (Appliance Dealers), Brooklyn, N. Y.; Citizens Committee for the Election of Joseph T. Sharkey (Political), New York City; Hobby & Brown Electronic (Lighting Units), Rockville Centre, N. Y.; Willis E. Burnside Co. Inc. (Securities Dealers), New York City.

### CHARLES W. HOYT CO., INC.

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

Phone: MURray Hill 2-2000

Radio-TV Director. .... Wm. Philip Smith  
 Time Buyer. .... D. H. Humm

Branch Office

15 Lewis St., Hartford 3, Conn.

Vice-Pres. & Mgr., Hartford Office

Frank A. Whipple

*Radio Accounts:* Blueberry Cooperative Assn. (Tru-Blu-Berries), New Lisbon, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Mail Pouch Tobacco Co. (Kentucky Club Tobacco), Wheeling, W. Va.; Monticello Drug Co. (666 Cold Tablets), Jacksonville, Fla.; F. Ad. Richter & Co., Inc. (Pain Expeller), Brooklyn, N. Y.; Stanley Home Products (Household Products), Westfield, Mass.; Knox Gelatine.

*TV Accounts:* Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; The Kalart Company (Speed Flash Cameras), Plainville, Conn.; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; F. Ad. Richter (Pain Expeller), Brooklyn, N. Y.; Strohmeier & Arpe Co. (Re Umberto Olive Oil).

### H. B. HUMPHREY, ALLEY & RICHARDS

1235 Statler Bldg., Boston 16, Mass.

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370 Lexington Ave., New York, N. Y.

Phone: LEXington 2-3020

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 Larkin, Marorie Hall.

Dir. Radio-TV (N. Y.) .... Sall Larkin  
 Dir. Radio-TV (Boston) .... John D. Fitzgerald

### HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.

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 Vice-President. .... John P. McCarthy



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16-18 W. 46th St., New York, N. Y.

Vice-Presidents.....H. Pierson Mapes,  
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1244 Dufferin St., Toronto, Que., Canada

Vice-President.....Walter Engwer

*Radio Accounts:* Philco Corp., Schulers  
Potato Chip Co., Lincoln Rochester Trust  
Co., McCurdy & Co., Scrantom's; Beaucaire,  
Inc., Boller-Clark, Inc., Star Palace Laundry.

*TV Accounts:* Philco Corp., Schulers Po-  
tato Chip Co., Beaucaire, Inc., Lincoln  
Rochester Trust Co.

### INTERNATIONAL ADVERTISERS

60 Division Ave., N., Grand Rapids 2, Mich.  
Phone: 9-4184

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V.P. & Gen. Mgr.....Lewis N. Steenwyk

Treasurer.....Jean Foster

Space & Radio Time Buyer..Abbie Seastrom

*Radio Accounts:* Brunger & John Hard-  
ware, Harold Brink, Folger's Bottling Co.,  
Colonial Custom Upholstering Co., Alpine  
Auto Parts, Leonard Auto Parts, Adjustable  
Table Co., John K. Burch Co., Continental  
Decal Co., Forsythe Products Co., Goller  
Upholstry Fabrics & Supply, Grand Rapids  
Bottling Co., Grand Rapids Chicks, Grand  
Rapids Industrial Electric, Nehi Beverage  
Co., Radio Station WFUR, Wolverine Net-  
work, Muzak, Inc.

### ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.

Phone: RANDolph 6-2324-25

Continuity Director.....M. Lovinger

Comptroller.....Zelda Prohov

Account Executives.....Sidney Bernberg,  
Irving Rocklin

Radio Director.....Ruth Robbins

TV Director.....Werner Haas

Production.....Betty Zidell

*Radio Accounts:* Walton Motors, Inc.  
(Chrysler Plymouth Dealer), Chicago, Ill.;  
Union Life Ins. Co. (Insurance), Chicago,  
Ill.; Linoleum City (Floor Coverings), Chi-  
cago, Ill.; Balaban Floor Covering (Floor  
Coverings), Chicago, Ill.; Chicago Furniture  
Mart (Furniture), Chicago, Ill.; Martin Jew-  
elry (Jewelry), Chicago, Ill.; Atlas Piano  
Co. (Pianos), Chicago, Ill.; Town House—  
Town Pump (Restaurants), Chicago, Ill.;  
Intermission (Restaurants), Chicago, Ill.;  
Chicago Downs Association (Harness Rac-  
ing), Chicago, Ill.; M. B. Auto Sales, Inc.  
(Hudson Dealer), Chicago; Radio TV Pub-  
licity Corp. (Advertising Clocks), Chicago;  
Roxy Rug & Linoleum Co. (Floor Cover-  
ings), Chicago; Nortown Currency Exchange

(Currency Exchange), Chicago; Lake TV  
Sales (Television Sets), Chicago.

*TV Accounts:* Balaban Floor Coverings  
(Floor Coverings), Chicago, Ill.; Cole  
Finder, Inc. (Mercury Auto Dealer), Chi-  
cago, Ill.; Eeon Products (Novelties), Chi-  
cago, Ill.; Modern Merchandisers (Cleans-  
ers), Chicago, Ill.; Wolack & Bauer (Wom-  
en's Shoes), Chicago, Ill.; United Slip Cover  
Co. (Slip Covers & Draperies), Chicago, Ill.;  
Walton Motors, Inc. (Chrysler Plymouth  
Dealer), Chicago, Ill.; Roxy Rug & Lino-  
leum Co. (Floor Coverings), Chicago, Ill.;  
Linoleum City (Floor Coverings), Chicago,  
Ill.; Kass Clothiers (Clothing), Chicago,  
Ill.; Mich. Blvd. Studios (Photographers),  
Chicago, Ill.

### JACKSON & COMPANY

49 Worth St., New York 13, N. Y.

Phone: WOrth 4-7005

#### PPA

Managing Partner.....Paul E. Jackson

General Manager.....John Yeargain

Production Manager.....Gerald Duggan

Radio & TV Director.....Samuel Gallu

*Radio Accounts:* Pequot Mills (Sheets &  
Pillowcases), J. W. Valentine Co., Inc. (Insti-  
tutional), New York, N. Y.

*TV Accounts:* Pequot Mills.

### JESSOP ADVERTISING CO., INC.

1st National Tower Bldg., Akron 8, Ohio

Phone: FRanklin 2169

President & Treas.....M. K. Jessop

Vice-President.....Charles A. Jessop

Radio Director.....R. Gilbert

Secretary.....R. D. Moss

Radio Time Buyer.....R. J. Cobak

### DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.

Phone: PLaza 3-4848

#### ABC-ABP-ANPA-AFA

Chairman of Bd. & Pres.....Duane Jones

Vice-Pres. & Treas.....Lawrence J. Leaman

Acct. Exec. & Asst. Secy.....John Quick

Art Director.....Thomas McManus

Production Mgr.....Gerald DaCosta

Radio-TV Dir.....Brent Groves

Time Buyer.....Sarah Yores

*Radio Accounts:* National Re-Clean Corp.  
(Home Cleaner), Brooklyn, N. Y.; Vitamin  
Corp. of America (Rybutol, Jevanal,  
Vyons), Newark, N. J.

*TV Accounts:* National Selected Products,  
Inc. (7-Minit Pie Crust, Corn Muffin Mix,  
Lemon Pie, Coconut Pie, Chocolate Pie,  
Pumpkin Pie, etc., 6-0'Clock Vanilla Cream  
Pudding, Chocolate Tapioca Pudding), New  
York; Vitamin Corp. of America, Newark,  
N. J.

### THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.

Phone: GARfield 2300

AAAA-ABC-ABP-ANPA-AFA



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 Space Buyer. .... Richard K. Jones  
 TV Director. .... Kathryn M. Hardig  
 Radio Director. .... C. M. Robertson, Jr.  
 Radio & TV Time Buyer. .... Ann Smith  
*Branch Office*

580 Fifth Ave., New York 19, N. Y.  
 Phone: PLaza 7-4600

Manager. .... W. A. Powers  
*Radio Accounts:* Bavarian Brewing Co.,  
 The Kroger Company, Miami Margarine  
 Company, Martin Rosenberger Wallpaper  
 Co., Cincinnati, O.; Ten-B-Low Company,  
 Columbus, O.; Heekin Incorporated, The  
 Drackett Company (Charge Division), Cin-  
 cinnati, O.

*TV Accounts:* Bavarian Brewing Co., The  
 Kroger Company, Miami Margarine Com-  
 pany, Martin Rosenberger Wallpaper Co.,  
 Cincinnati, O.; Ten-B-Low Company, Col-  
 umbus, O.; The Drackett Company (Charge  
 Division), Cincinnati, O.

### KAL, EHRLICH & MERRICK, INC.

314 Evening Star Bldg., Washington 4, D. C.  
 Phone: EXecutive 3700  
 ANPA

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 1st Vice-Pres. .... Harry L. Merrick  
 2nd Vice-Pres. .... Alvin Q. Ehrlich  
 Secretary. .... Bernard R. Linkins  
 V.P. in Charge of Radio and TV

Alvin Q. Ehrlich  
 Copy Chief. .... Fred M. Harris  
 Time Buyer. .... Nella Manes  
 Account Executives. .... Joseph Weinstein,  
 Alexander Charles, Wm. B. Mullett, Forest  
 Entwisle, Philip Berne, Wm. Roberts, Huly  
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### H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.  
 Phone: CEntral 6-5331

ABC—NOAB—ANPA—PPA—APA

President. .... A. G. Kastor  
 V.P. & Gen. Mgr. .... Marvin Harms  
 Vice-President. .... Herman Kastor  
 V.P. & Copy Chief. .... Ashley Belbin  
 Radio-TV Director. .... James H. West  
*Radio Accounts:* Procter & Gamble Co.  
 (American Family Flakes), International  
 Milling Co. (Robin Hood Flour), Union  
 Starch & Refining Co. (Pennant Syrup).

### KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

274 Madison Ave., New York 16, N. Y.  
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ABP—ANPA—APA—NOAB—PPA

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 Exec. Vice-Pres. .... W. S. Chesley, Jr.  
 V.P. & Copy Director. .... C. E. J. Clifford

V.P. & Media Director. .... J. B. Peters  
 Radio & TV Dir. .... Harry Walsh  
*Branch Office*

333 N. Michigan Ave., Chicago 1, Ill.  
 Phone: RAndolph 6-3060

Vice-President. .... David D. Brown  
*Radio Accounts:* Blatz Brewing Co., New  
 York; Hickok Mfg. Co., Rochester, N. Y.;  
 Schnefel Bros., Newark, N. J.; Jeris Hair  
 Tonic, New York; Pierce's Proprietaries,  
 New York.

*TV Account:* Blatz Brewing Co., New York,  
 N. Y.; Hockok Mfg. Co., Rochester, N. Y.

### THE JOSEPH KATZ COMPANY

488 Madison Ave., New York 22, N. Y.  
 Phone: MUrray Hill 8-1223

AAAA—ANPA—PPA—ABP—APA—NOAB  
 President. .... Joseph Katz  
 V.P. & Mgr. .... Nat C. Wildman  
 Time & Space Buyer. .... Alice Ross  
*Branch Office*

10 W. Chase St., Baltimore 1, Md.  
 Phone: Lexington 1500

Radio Director. .... Robert G. Swan  
 Media Director. .... J. T. McHugh

*Radio Accounts:* American Oil Co., Globe  
 Brewing Co., Madera Bonded Wine & Liqueur  
 Co., Maryland Pharmaceutical Co., Pompeian  
 Co., Inc., Cellox Company (Celloxax &  
 Bluko), Baltimore, Md.; Fish Dry Cleaning  
 & Laundry, Baltimore, Md.; Shields-Com-  
 monwealth Co. (Custom-built Kitchens,  
 Heating & Plumbing Equipment), Baltimore,  
 Md.; S. & N. Katz, Inc. (Jewelers), Balti-  
 more, Md.; Block Drug Company (Minipoo  
 Dry Shampoo, Alkalds), Jersey City, N. J.

*TV Accounts:* American Oil Co., Globe  
 Brewing Co., Maryland Pharmaceutical Co.,  
 Baltimore Contractors, Inc., Baltimore, Md.;  
 Fish Dry Cleaning & Laundry, Baltimore,  
 Md.; Madera Bonded Wine & Liqueur Co.,  
 Baltimore, Md.; Maryland Drydock Com-  
 pany, Baltimore, Md.; Pompeian Olive Oil  
 Co., Baltimore, Md.; Motor Sales Co., Balti-  
 more, Md.; Arthur Murray Dance Studios,  
 Baltimore, Md.; Wonder Clothes, Baltimore,  
 Md.; Block Drug Company (Minipoo Dry  
 Shampoo, Alkalds), Jersey City, N. J.

### HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.  
 Phone: District 7400

ABC—ABP—ANPA—APA—NOAB—PPA  
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 Partners. .... Jeffrey A. Abel,  
 Wm. F. Sigmund

Account Executives. .... J. A. Abel,  
 A. H. Edelson, A. A. Sarra, R. C. O'Don-  
 nell, B. K. Silverman, K. White Sonner,  
 L. Dobrow

Production Manager. .... Betty Darling Gwyer  
 Space Buyer. .... Mary M. McDougall  
 Media & Research Director. .... Faith Feltus

## Advertising Agencies

### Radio-TV Dir. & Time Buyer

Jeffrey A. Abel

Radio-TV Creative Dir....Robert S. Maurer  
 Continuity Writer.....Louise Packard  
 Continuity Writer.....Eunice Rein  
*Radio Accounts:* The S.S.S. Company (S.S.S. Tonic), Atlanta, Ga.; Potomac Elec. Power Co. (Power Company), Trew Motor Company (Automotive), Tom's Auto Service, Inc. (Automotive), Chestnut Farms-Chevy Chase Dairy (Sealtest Dairy Products), Columbia Federal Savings & Loan Assn. (Savings & Loan Assn.), Lacy's Inc. (Electric Appliances), Saks Furs (Furs), First Federal Savings & Loan Assn. (Savings & Loan Assn.), Gude's Bros. (Florists), Chr. Heurich Brewing Co. (Brewery), Liberal Clothing Co. (Credit Clothing), Manhattan Auto & Radio Co. (Auto Radios & Accessories), Md. & Va. Milk Producers Association (Milk Producers Assn.), Nu Nap Process Co. (Nu Nap Process—Cleaning), Northeast Motor Washington, D. C.; Mason's Root Beer Bottling Co. of Washington, D. C., Shannon & Luchs Co. (Real Estate), Washington, D. C.; Ambassador Hotel, Wash., D. C.; Capitol Garage (Chrysler-Plymouth Dir.), Wash, D. C.; Carpel, Inc. (Frozen Foods), Wash., D. C.; Derwood Mill (Animal-Poultry Food); Gude Bros. (Florists); Bruce Hunt, Inc. (Men's Wear); S. Kann Sons Co. (Dept. Store); King's Credit (Credit Clothing); Madrillon Restaurant; Reliable Motor Co.; B. Rich's Sons (Shoe Store); Charles Schwartz & Son; Simon Dist. Corp.; Frank Small, Jr., Inc. (Ford Dealers).

*TV Accounts:* Giant Food Stores (Grocery); Chestnut Farms-Chevy Chase Dairy (Sealtest Dairy Products), Southern Dairies, Inc. (Sealtest Ice Cream), Lacy's Inc. (Electrical Appliances), Chr. Henrich Brewing Co. (Brewery), Peake Motor Co. (Automotive), Rice's Fashion Corner (Dept. Store), Simon Dist. Corp. (Wholesaler—Hotpoint, Motorola), Ambassador Hotel, Wash., D. C.; Capitol Garage (Chrysler-Plymouth Dir.), Wash., D. C.; Bruce Hunt, Inc. (Men's Wear), Wash., D. C.; Tom's Auto Service, Inc. (Chrysler-Plymouth Dir.), Wash., D. C.

### RAYMOND KEANE ADVERTISING AGENCY, INC.

707 S. Broadway, Los Angeles 14, Calif.  
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Pres. & Space Buyer.....Raymond Keane  
 Vice-President.....H. B. Kortz  
 Sec.-Treas., Radio Time Buyer

Ethel N. Keane

Radio Director.....Wes Battersea

#### Branch Office

1441 Welton St., Denver 2, Colo.

Manager Harold Neumann  
*Radio Accounts:* American Natl. Bank, Kay's Better Jewelers, K & B Packing Co.,

Kortz Jewelry Co., Republic Drug Co., Seven-Up, Colorado Co.

### KEELING & CO., INC.

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 Indianapolis 4, Ind.  
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Asst. Secretary.....Lenore R. Martin  
*Radio-TV Dept.*

Media Dept. Mgr.....Mary C. Dill  
 Vice-President.....Lowell H. Stormont  
*Radio Accounts:* Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Co., Indianapolis, Ind., Marion County Milk Assn.

*TV Accounts:* Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Assn., Indianapolis, Ind.

### KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio  
 Phone: Parkway 1310

President .....Phil Hume  
 Exec. V.P.-Treas.....J. T. Nolan, Jr.  
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 Radio-TV Director.....A. A. Radkey

### THE KEILSON CO.

117 W. 46th St., New York 19, N. Y.  
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Partners.....M. Keilson,  
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Art Director.....Janet Sternberg  
 Time Buyer.....J. Keilson  
 Program Director.....Phyllis Pion

#### Branch Office

120 N.E. 6th Street, Miami, Fla. 18  
 Phone: 2-1141

Partner.....M. Keilson  
*Radio Accounts:* Julius Grossman Shoes, Inc. (Shoes), New York, N. Y.; Birkett Mills, Inc. (Wolf's Buckwheat), Penn Yan, N. Y.; I. Rokeach & Sons, Inc. (Foods and Cleansers), Farmingdale, N. J.; Horowitz-Margaretan (Baked Goods), Long Island City, N. Y.; Breakstone Bros. (Cheese Products), Miami, Fla.

### KELLY, ZAHRNDT & KELLY, INC.

3529 Franklin Ave., St. Louis 6, Mo.  
 Phone: JEFerson 8337

PPA—APA—SNPA—ANPA

President.....Virgil A. Kelly  
 Vice-Pres. & Space Buyer...W. W. Zahrndt  
 Secretary.....E. M. Kelly  
 Radio Director.....David C. Chopin

*Radio Account:* Visit St. Louis Committee.

## Advertising Agencies

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247 Park Ave., New York 17, N. Y.  
Phone: MU 8-5700

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V.P. and Copy Dir.....Thomas P. Carpenter  
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Ralph Linder, George Humbert, George  
Beecher, William Green, George Mac-  
Gregor, Donald J. Maggini  
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Radio-TV Publicity Dir.....Herb Landon  
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Time Buyer Director.....Philip C. Kenney  
Time Buyers.....Mary Dwyer,  
Lucy Kerwin, William Hinman, Eugene  
Litt, Helen Hartwig

#### Branch Offices

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Vice-Pres. in Charge.....Don C. Miller  
135 La Salle St., Chicago, Ill.  
V.P. in Charge.....C. E. Pritchard  
304 Bay St., Toronto, Canada  
Vice-Pres. in Charge.....William J. Frost  
805 Peachtree St., N.E., Atlanta, Ga.

Other Offices: San Francisco

**Radio Accounts:** Ford Motor Company (Insti-  
tutional—All Prods.), Wesson Oil and  
Snowdrift Sales Co. (All Products), Ameri-  
can Maize Products (All Products), White  
Rock Corp. (All Products), John B. Stetson  
(All Products), The Gorham Company (All  
Products), Manhattan Shirt Co. (All Products),  
Pepperidge Farms, Inc. (All Products),  
Richard Hudnut Sales Co., Inc. (All Products),  
Beechnut Packing Co. ("Gum" and  
Baby Food), Bristol Meyers Co. (Resistab),  
Piels Beer (Piels Beer), Allied Chemical Co.  
(Swerl), Kellogg Company (Cereals), Lin-  
coln-Mercury Dealers (All Products), Gen-  
eral Electric Company, (Air Conditioning  
Units and Home Heating), Industrial Tape  
Corp.

**TV Accounts:** The Kellogg Co. (Cereal),  
Ford Motor Co. (All Products—Inst.), Lin-  
coln-Mercury Div. (All Products), Beechnut  
Packing Co. (All Products), Bristol Meyers  
Co. (Resistab), General Electric Co. (Air  
Conditioning), Richard Hudnut Sales Co.  
(All Products), White Rock Corp. (All  
Products), Piels Brewing Company, (Piels  
Beer).

### KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.

Phone: COURT 1-5100

AAAA—ABP—ANPA

President.....George Ketchum  
Exec. V.P.....Robert E. Grove  
Radio & TV Dir.....Lansing B. Lindquist  
Asst. Radio & TV Dir.....Joseph A. Jenkins  
Asst. Radio & TV Dir.....Ray E. Scott  
Radio & TV Timebuyer.....James B. Tafel

#### Branch Offices

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Field Rep.....George K. Keet  
1627 K Street, N.W., Washington, D. C.  
Field Rep.....W. J. McIlhenny  
1801 Central Nat'l Bank Bldg.,  
Richmond 19, Va.  
Field Rep.....Robert Mildford

**Radio Accounts:** Peoples Natural Gas Co.,  
Pittsburgh, Pa.; Peoples First Nat'l Bank,  
Pittsburgh, Pa.; Colonial Trust Company,  
Pittsburgh, Pa.; Thorofare Markets, Pitts-  
burgh, Pa.; Hamburg Brothers, Pittsburgh,  
Pa.; Chevrolet Zone Dealers, Pgh., Harris-  
burg, Maryland, Virginia.

**TV Accounts:** Peoples Natural Gas Co.,  
Pittsburgh, Pa.; Natural Gas Companies,  
Pittsburgh, Pa.; Pittsburgh Zone Chevrolet,  
Pittsburgh, Pa.; Virginia Zone Chevrolet,  
Norfolk, Va.; Colonial Trust Company, Pitts-  
burgh, Pa.; East Ohio Gas Company, Cleve-  
land, O.; Rieck-McJunkin Dairy Co., Pitts-  
burgh & Johnstown; Thorofare Markets, Inc.,  
Pittsburgh, Pa.; Hamburg Brothers, Pitts-  
burgh & Johnstown; Westinghouse NCAA  
(Football only).

### KIESEWETTER ASSOCIATES, INC.

9 E. 40th St., New York 16, N. Y.

Phone: LEXington 2-0025

ABP—ANPA—APA—PPA

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Vice-President.....Samm S. Baker  
Vice-President.....Horace Hagedorn  
Vice-President.....R. Weterau  
Vice-President.....Frederick Russell  
Radio-TV Exec.....Horace Hagedorn  
Radio-TV Exec.....Samm S. Baker  
Radio-TV Time Buyer.....E. Thompson  
Radio-TV Talent,

Program Buyer.....Michael Gargiulo  
Radio-TV Copy.....Arthur Davidson  
Radio-TV Copy.....Gloria Brown  
Radio-TV Data.....Helen Wanamaker  
Radio-TV Art Dir.....Frederick Russell

**Radio Accounts:** Bathasweet Corp. (Bath-  
sweet Bath Products), Standard Laboratories  
(Sloan's Liniment and Balm), Norwich Phar-  
maceutical Co. (NP-27 for Athlete's Foot), Nor-  
wich, N. Y.; Royal Lace Paper Works, Inc.  
(Roylace Paper Products); V. La Rosa &  
Sons, Inc. (La Rosa Macaroni Products);  
Stern's Nurseries (Nursery Products), Gene-



## Advertising Agencies

va, N. Y.; Courtley, Ltd. (Courtley Men's Products).

*TV Accounts:* Abraham & Straus (Dept. Store); Standard Laboratories (Sloan's Lintiment and Balm); Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries.)

### ABBOTT KIMBALL CO., INC.

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

Phone: PLaza 3-9600

AAAA—ABC—ABP—APA—ANPA

NOAB—PPA—AFA

President ..... Abbott Kimball  
Vice-President ..... W. C. Matthews  
Comptroller ..... Monica Riley  
Dir. of Radio-TV ..... Arthur M. Ehrlich  
Assoc. Dir. Radio-TV,

Time Buyer ..... Miriam Traeger

#### Branch Offices

900 N. Michigan Ave., Chicago 11, Ill.  
Van Ness at Wilshire, Los Angeles, Calif.  
Phone: SUperior 7-5929

Manager ..... Abbott Kimball  
155 Sansome St., San Francisco, Calif.  
Phone: EXbrook 2-6275

President ..... Alfred Ducato  
4015 Wilshire Blvd., Los Angeles, Calif.  
Phone: DUnkirk 7-7305

President ..... Stewart Widdess  
*Radio Account:* Union Pharmaceutical Co. (Saraka), Bloomfield, N. J.

*TV Accounts:* Hathaway Mfg. Co. (Hathaway Fabrics), New Bedford, Mass.; Artra Cosmetics, Inc. (Imra), Montclair, N. J.; C. & A. Brenninkmeyer (Women's Specialty Shop), New York); British Woolens.

### KING, ACKERMAN, DECKARD & BURCH, INC.

1315 N. Central, Phoenix, Arizona

Phone: 4-5548

ABP—ANPA—AFA

President ..... Lew King  
Exec. Vice Pres. .... Lee Ackerman  
Sec.-Treas. .... Leslie Ackerman  
Office Manager ..... David G. Price  
Radio & TV Dir. .... Jack Beveridge  
Radio Director ..... Ray Boley

#### Branch Office

233 E. Congress St., Tucson, Arizona  
Branch Mgr. .... Orland Fiandaca  
*Radio Accounts:* First Federal Savings (Savings & Loan Assn.), Phoenix-Yuma, Ariz.; F. & S. Construction Co. (New Homes), Phoenix-Tucson, Ariz.; Western Village (Resort Motel), Phoenix, Ariz.; Junior Rangers of America (Thrift Promotion), Phoenix, Ariz.; Network Productions Inc. (Radio Productions), Phoenix, Ariz.

*TV Account:* First Federal Savings (Savings & Loan), Phoenix-Yuma, Ariz.

### KIRCHER, HELTON & COLLETT, INC.

19th Floor, Hulman Bldg., Dayton 2, O.

Phone: FUlton 5161

AAAA—APB—ANPA

President ..... Ralf C. Kircher  
Vice-Presidents ..... James M. Hadley,  
R. M. Collett, Watson B. Metcalfe

General Manager ..... Carter B. Helton  
Treasurer & Gen. Mgr. .... Carter B. Helton  
Art Director ..... Floyd Johnson

Production Manager ..... Hap Moon  
Secretary ..... R. C. Mills  
Account Executives ..... Ralf Kircher,

James M. Hadley, R. M. Collett, Watson B. Metcalfe, Norman Van Zant, C. B. Helton  
Radio & TV Dir. .... C. B. Helton  
Radio-TV Acct. Execs. .... James E. Venable,

Susanne Hinckley, Ralph Kaufman  
*Radio Accounts:* Gem City Bldg. & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Chain Store), Dayton, O.; Zephyr Ventilated Awning Co. (Awnings), Dayton, O.; Amole Company (Lime Frappe—cosmetic), Tipp City, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; Soft Water Industries (Institutional—Soft Water), Dayton, O.; St. Mary's Packing Co. (Food Packers), Sidney, O.

*TV Accounts:* Dayton Council on World Affairs (Public Service by Station WHIO-TV), Dayton, O.; Station WHIO-TV (Public Service), Dayton, O.; Stuart Fox Company (Food Brokers), Dayton, O.; Gem City Building & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Stores), Dayton, O.; Jack Werst, Jeweler (Jewelry), Dayton, O.; Amole Company (Lime Frappe—Cosmetic), Tipp City, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; St. Mary's Packing Co. (Food Packers), Sidney, O.

### KIRKLAND-WHITE & SCHELL

101 Marietta St., Atlanta 3, Ga.

Phone: LAmAr 3682

APA—SNPA—ABP

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Frank A. White, James B. Schell  
Acct. Executive ..... Fred A. George, Jr.

### KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Calif.

Phone: SUtter 1-6110

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Asst. Gen. Mgr. .... Robert H. Knollin  
Art Director ..... Sigurd Mortenson  
Space Buyer ..... Jan Wilson  
Account Executive ..... Richard L. Tevis

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### Branch Office

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 Vice-Pres-in-Chg ..... Russell Rowan

### KUDNER AGENCY, INC.

575 Madison Ave., New York, N. Y.  
 Phone: MU 8-6700

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 Owens, Norman Nash, Shafto Dene  
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 Asst. Dir. TV & Radio..... Frank Harting  
 Business Manager..... Al Reibling  
 Time Buyer..... John Marsich  
 Casting..... Mickey Alpert  
 Directors..... Eddie Sutherland,  
 A. A. Coughlin, Frank Burns, Hugh Brown,  
 J. P. Ellis, Hank Ladd  
 Copy Chief (Radio & TV).... Norman Nash

### Branch Offices

New Center Bldg., Detroit, Mich.  
 Phone: Madison 5315

Executive in Charge..... Martin Rice  
 681 Market St., San Francisco 5, Calif.  
 Phone: GARfield 1-5433

Executive in Charge..... J. H. Hornell  
*Representative*  
 Albee Bldg., Washington, D. C.  
 Phone: National 5506

*Representative*..... Frank Getty  
*Radio Accounts:* General Motors, Good-  
 year Tire & Rubber Co., United States  
 Tobacco Co.

*TV Accounts:* The Texas Co., United States  
 Tobacco Co., Shick, Inc.

### KUFF & FELDSTEIN

5 West Preston, Baltimore 1, Md.  
 Phone: VERNon 3654-5-6

President..... I. Harold Kuff  
 Vice-President..... Harry Feldstein  
 Art Director..... Albert Klevan  
 Media Director..... Patricia Coan

### KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SUPERior 7-7940

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 Vice-President..... F. S. Kuttner  
 Sec. & Treas..... C. D. Kuttner  
 Res. & Prom. Dir..... S. S. Korshak  
 New York, N. Y.

130 W. 57th St., New York, N. Y.  
 Phone: JUDson 6-2358

Executive in Charge..... F. S. Kuttner  
*Radio Accounts:* Town Club of Chicago  
 (Club), Chicago; Community Builders  
 (Builders), Skokie; Royal Metal Mfg. Co.  
 (Furniture), Capitol Dairy (Dairy), Finders  
 Mrg. Co. (Hollywood Broilers), Chicago, Ill.;  
 Shainberg Dry Goods Co. (Dept. Store),  
 Memphis, Tenn.; Holleb and Co. (Wholesale

Grocers), Frank's Dept. Store (Dept Store),  
 Jo Bell Products (Kurl Klasp), Essaness  
 Theaters (Chain of Theaters), Chas. Doppelt  
 and Co. (Leather Goods), Washington Shirt  
 Co. (Men's Clothing), Chicago, Ill.; Doug-  
 las Lumber Co., Chicago, Ill.

*TV Accounts:* Bercraft Corp. (Appliance  
 Distr.), Finders Mfg. Co. (Hollywood Broil-  
 er), Chicago, Ill.; Community Builders  
 (Builders), Skokie, Ill.; Television Engi-  
 neers (Servicing), Chicago, Ill.

### LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.  
 Phone: 5-1571

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President..... Avron Spiro  
 Secy-Treas..... M. M. Shurman  
 Radio Time Buyer..... Mrs. L. Simmons  
 Production Manager..... Mrs. M. Parker  
 Publicity Director..... Al R. Capley  
 Act. Executives..... David Davidson,  
 Jane Erdman, Mrs. L. Cunningham

*Radio Accounts:* Plough Sales Corp., U. S.  
 Bedding Co., Childs' Razor Blade Co., Jones-  
 boro, Ark.; Liberty Petroleum Co., Mt. Ver-  
 non, Ill.

### LAMB & KEEN, INC.

1616 Walnut St., Philadelphia, Pa.

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 Exec. V.P. & TV Dir... Kennard G. Keen, Jr.  
 Vice-President..... E. D. G. Garth  
 V.P. & Copy Chief... John O. Ellington, Jr.  
 Media Director..... Roy T. Lochten  
 Production Manager..... Walter Mazurek  
 Art Director..... Harold Kehl  
 Act. Executives..... James G. Lamb, Sr.,  
 K. G. Keen, Jr., E. D. Garth, John O.  
 Ellington, Jr., Thomas G. Brennan, Jr.,  
 Norman S. MacAfee

*TV Accounts:* John Wanamaker, Ranger  
 Joe Cereal, Linton's Friendly Restaurants,  
 P. J. Ritter Company, Keystone Macaroni  
 Mfg. Co. (San Giorgio).

### LAMBERT & FEASLEY, INC.

60 E. 42nd St., New York 17, N. Y.  
 Phone: MURray Hill 7-8980

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President..... E. T. T. Williams  
 Executive V.P..... Gordon K. Seagrove  
 V.P., Gen. Mgr..... Frank W. Mace  
 Radio Director..... Ray H. Kremer  
*Radio Accounts:* Phillips Petroleum Co.  
 (Gasoline, Motor Oil), Bartlesville, Okla.

### LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.  
 Phone: MO 9500

ABP—NOAB—APA—PPA—ANPA

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 Vice President..... E. T. Drullard  
 Secretary-Treas..... Vera H. Landsheft  
 Production Mgr..... E. T. Drullard  
 Art Director..... Harold F. Feltz

## Advertising Agencies

Acct. Executives.....Henry L. Barber,  
E. T. Drullard

*Radio Accounts:* P. J. Garvey Storage  
(Storage and Carting), Buffalo, N. Y.; Ken-  
dall Refining Company (Gasoline and Oil),  
Bradford, Pa.; Liberty Bank of Buffalo  
(Banking), Buffalo, N. Y.

*TV Accounts:* Crawford Garage Doors  
(Garage Doors), Buffalo, N. Y.; Liberty  
Bank of Buffalo (Banking), Buffalo, N. Y.

### LANE ADV. AGENCY, INC.

299 Madison Avenue, N. Y.

President .....Philip J. Lane  
Secretary.....N. E. Lane  
Account Executive.....Michael G. Perlman

*Television Accounts:* Diane Beauty Salon,  
Ansonia DeLuxe Shops Inc. (Retail Shoe  
Chain); Sheer Bros. (Fabrics).

### LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.

Phone: MA 1-6579

AAAA—ABP—ANPA—APA—NOAB—PPA  
President.....H. Jack Lang  
V.P.—Secretary.....Alvin B. Fisher  
V.P.—Treasurer.....Fred P. Stashower  
Director Radio-TV.....Alvin B. Fisher  
Asst. Dir. Radio-TV.....Robert F. Gibbons  
Chief Time Buyer &

Asst. Dir. Radio-TV...Mary Jayne Haring  
Prod. Mgr. Radio-TV.....John Cremer

*Radio Accounts:* The Bib Corporation  
(Canned Orange Juice for Baby), Lakeland,  
Fla.; Brewing Corp. of America (Beer and  
Ale), Cleveland, O.; The Burrows Brothers  
Co., Inc. (Office Supplies, Books, Equip.),  
Cleveland, O.; General Electric Supply Corp.  
(Electrical Appliances), Cleveland, O.; High  
Level Used Car Center (Used Car Dealers),  
Cleveland, O.; The Miller-Becker Company  
(Beverages), Cleveland, O.; Arthur Newman  
Music Shop (Sheet Music, Records, Musi-  
cal Instruments), Cleveland, O.; Sears, Roeb-  
uck & Company, Cleveland, O.; Yellow  
Cab Co., Cleveland, O.

*TV Accounts:* The Bib Corporation, Lake-  
land, Fla.; Brewing Corp. of America, Cleve-  
land, O.; General Electric Supply Corp.,  
Cleveland, O.; The Kaynee Company (Boys'  
Wear), Cleveland, O.; The Miller-Becker  
Company, Cleveland, O.; The Ohio Mattress  
Company, Cleveland, O.

### LANGHAMMER AND ASSOCIATES

511 Omaha Natl. Bank Bldg., Omaha 2, Neb.

Phone: Jackson 6190

ABP—APA

President.....Joe H. Langhammer  
Ass't. to Pres.....Robert C. Lochrie

*Radio Accounts:* Mueller-Selby, Inc. (Dis-  
tributors—Motorola), Omaha, Neb.; Metro-  
politan Chevrolet Dealers (Chevrolets),  
Omaha, Neb.; Omaha Zone Chev. Dirs. Assn.  
(Chevrolets), Omaha, Neb.; Mid-America  
Appliance Corp. (Distributors—Serval, Uni-

versal Ranges, Apex), Omaha, Neb.; Inland  
Manufacturing Company (Radiator Repair  
Equipment), Omaha, Neb.; Carl A. Ander-  
son, Inc. (Distributor—Rislone), Omaha,  
Neb.

*TV Accounts:* Omaha Real Estate Board  
(Real Estate), Omaha, Neb.; Mueller-Selby,  
Inc. (Distributors—Motorola), Omaha, Neb.;  
Omaha Zone Chev. Dirs. Assn. (Chevrolets),  
Omaha, Neb.; Metropolitan Chevrolet Deal-  
ers (Chevrolets), Omaha, Neb.; Carl A. Ander-  
son, Inc. (Distributor—Rislone), Omaha,  
Neb.

### LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.

Phone: Superior 7-0738

APA—ANPA—PPA

President.....A. M. Salomon  
Account Executives.....Wendell Walker,  
M. H. Sellhorn

Production Manager.....D. L. Cutie  
*Radio Account:* Foley & Co., Imperial  
Credit Co.

### AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.

Phone: Rittenhouse 6-1500

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Vice-Presidents .....P. Brown,  
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Space Buyer.....E. V. Righter  
TV & Radio Director.....A. R. Griffin

*Branch Offices*

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

Phone: VANDerbilt 6-4340

President.....Al Paul Lefton  
Vice-Pres. & Mgr.....R. J. Hefts  
435 N. Michigan Ave., Chicago, Ill.

Phone: Superior 7-9511

Vice-Pres. & Mgr.....E. G. Foreman, Jr.  
*Radio Accounts:* Phila. Electric Co. (Light  
& Power), Yellow Cab Co. (Taxi Service),  
Borden's Ice Cream, Crawford Clothes, Inc.,  
Claridge Food Products (Canned Meats),  
Metropolitan Jockey Club (Jamaica Race  
Track), Empire Racing Assn. (Racing), A.  
Goodman & Sons (Goodman's Noodles),  
Hotel Bar Butter, Triangle Publications  
(Seventeen Magazine), New York, N. Y.

*TV Accounts:* Pal Blade Company, Inc.  
(Razor Blades), New York, N. Y.; Sylvan  
Seal Milk Co. (Milk), Yellow Cab Co. (Taxi  
Service), Philadelphia, Pa.; Metropolitan  
Jockey Club (Jamaica Race Track), A.  
Goodman & Son (Goodman's Noodles),  
Hotel Bar Butter, New York, N. Y.;  
Schmidt's Beer & Ale, Philadelphia, Pa.

### LENNEN & MITCHELL, INC.

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

Phone: MURray Hill 2-9170

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 Art Director.....Hans Sauer  
 Asst. Secretary.....Betty Knop McGannon  
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Television.....Nicholas E. Keesely  
 V.P.—Radio & Television

Copy Chief.....Peter V. Keveson  
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Research.....Todd B. Franklin  
 V.P. in Chg. of Media..Catherine V. Parker  
 V.P. in Chg. of

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 Daniel M. Daley, Jr., Jackson Taylor, C.  
 Frederic Bell, Stephen M. Kenyon, John  
 D. Speirs

Mgr.—Radio-TV Depts.....Frank A. Daniel  
 Art Dir. TV.....Clark M. Agnew  
 Producers.....Charles T. Harrell,  
 George G. Tompkins, Harry I. Woodworth  
 Time Buyer Radio-TV....William D. Smith  
 Traffic Mgr. Radio-TV.....George E. Caron

### Branch Office

308 N. Rodeo Dr., Beverly Hills, Calif.  
 Phone: Crestview 1-7221

Radio-TV Dir.....Benjamin R. Potts  
*Radio Accounts:* Colgate-Palmolive-Peet  
 Company (Lustre-Creme Products, Shampoo  
 & Hairdressing, Lustre Color Home Hair  
 Coloring), Jersey City, N. J.; Lehn & Fink  
 Products Corporation (Lysol Disinfectant),  
 New York, N. Y.; Lorillard, P., Co., Inc.  
 (Old Gold Cigarettes, Briggs Pipe Mixture,  
 Muriel Cigars), New York, N. Y.; Tide  
 Water Associated Oil Co. (Tydol Gasoline,  
 Veedol Motor Oil), New York, N. Y. &  
 Tulsa, Okla.; Weekly Publications, Inc.  
 (Newsweek Magazine), New York, N. Y.

*TV Accounts:* Colgate-Palmolive-Peet  
 Company (Lustre-Creme Products—Sham-  
 poo & Hairdressing), Jersey City, N. J.;  
 Lehn & Fink Products Corporation (Lysol  
 Disinfectant), New York, N. Y.; Lorillard,  
 P., Co., Inc. (Old Gold Cigarettes, Briggs  
 Pipe Mixture, Muriel Cigars, Headline  
 Cigars), New York, N. Y.; Tide Water As-  
 sociated Oil Co. (Tydol Gasoline, Veedol  
 Motor Oil), New York, N. Y. & Tulsa, Okla.;  
 Weekly Publications, Inc. (Newsweek Maga-  
 zine), New York, N. Y.

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 Junior Partner.....Stanley A. Lescarbourea  
 Production.....Winifred Phillips  
 Secretary.....Miriam Lescarbourea  
*Radio Accounts:* Aerovox Corporation  
 (Capacitors), New Bedford, Mass.; Claro-

stat Mfg. Co., Inc. (Controls and Resistors),  
 Dover, N. H.; Allen B. Du Mont Labs.  
 (Cathode-ray Tubes), Allen B. Du Mont  
 Labs. (Television Transmitters), Allen B.  
 Du Mont Labs. (Cathode-ray Instruments),  
 Clifton, N. J.; Allen B. Du Mont Labs. (TV  
 components), East Paterson, N. J.; Henry  
 L. Crowley & Co. (Powdered Iron Cores and  
 Steatite Parts), West Orange, N. J.; Indus-  
 trial Instruments (Electrical Test Instru-  
 ments), Jersey City, N. J.; Industrial De-  
 vices, Inc. (Electrical Test Instruments),  
 Edgewater, N. J.; Hudson Wire Company  
 (Magnet and Bare Wires), Ossining, N. Y.

### TED LEVY ADVERTISING AGENCY

811 Cooper Bldg., Denver 2, Colo.

Phone: Main 7133

ABP—ANPA

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 Radio Dept. Dir.....Barbara Aiton  
 Production Mgr.....William Archenhold  
*Radio Accounts:* Ellis Canning Co.  
 (Chili), Denver, Colo.; Sealy Mattress Co.,  
 Denver; Colorado Mattress Co., Denver,  
 Colo.; Lee Jewelers, Denver.

### LEWIN, WILLIAMS & SAYLOR INCORPORATED

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 Vice President.....Donald Waterbury  
 Radio-TV Dir.....Robert Brennan

### Branch Office

11 Commerce St., Newark 2, N. J.

Phone: MI 3-3200

Manager.....Leonard Newsteder  
*Radio Accounts:* G. N. Coughlan (Chim-  
 ney Sweep), West Orange, N. J.; Cook and  
 Dunn (Paint), Newark, N. J.; Spandy, Inc.  
 (Spandy), West Orange, N. J.; Harris-  
 Upham (Brokerage), New York; Sophie  
 Mae (Candy), Newark, N. J.; Rostwick, Inc.  
 (Air-Gene); Bridgeport, Conn.

*TV Accounts:* Borek and Stevens (Bak-  
 ery), Bridgeport, Conn.; Chambers Gas  
 Ranges (Range), Newark, N. J.; Spandy,  
 Inc. (Spandy), West Orange, N. J.; Costa  
 Ice Cream Co. (Ice Cream), Woodbridge,  
 N. J.; G. N. Coughlan (De Moist), West  
 Orange, N. J.; Hensler Brewing Co. (Beer),  
 Newark, N. J.; Harris-Upham (Brokerage),  
 New York; G. N. Coughlan (Process 33),  
 West Orange, N. J.; Borden's (Frozen  
 Foods), Newark, N. J.; Colonial House  
 Candy (Candy), Newark, N. J.



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Production Manager. .... Don H. Johnson  
Comptroller ..... M. Saunderson  
*Radio Accounts:* Minnesota Amusement  
Co. (Theaters), Lavoris Co. (Mouthwash),  
Minneapolis, Minn.

**LILLER, NEAL & BATTLE**

810 Walton Bldg., Atlanta 3, Ga.  
Phone: Cypress 6521

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SNPA—PPA

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Partner, Acct. Exec. .... C. K. Liller  
Partner, Acct. Exec. .... William W. Neal  
Media Director. .... Sarah Williams

*Branch Office*

40 E. 51st St., New York 22, N. Y.  
Phone: EL 5-7785

Co-Mgrs. .... Jack Wyatt,  
Regina Schuebel

301 Palmetto Bldg., Columbia, S. C.  
Manager ..... Caldwell Withers  
*Radio Accounts:* Brock Candy Company,  
Colonial Stores, Inc., Blackman Stock Com-  
pany, Bank of Georgia, National Nu-Grape  
Company.

*TV Accounts:* Brock Candy Co., H. W.  
Lay Co.

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Treas. & Media Dir. .... John J. Hagan  
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420 Madison Ave., New York 17, N. Y.

Manager. .... R. T. O'Connell

*Radio Accounts:* Santa Fe Vintage (Santa  
Fe Wine), Los Angeles; Horsetrader Ed  
(Automobile Dealer), San Francisco; State  
Sewing Center (Sewing Machines), Seattle.

*TV Accounts:* Girard's Inc. (Salad Dress-

ing), San Rafael; Kern Food Products  
(Foods), Good Humor Co. of Calif. (Ice  
Cream), Los Angeles.

**DUDLEY L. LOGAN ADV.**

448 S. Hill St., Los Angeles 13, Calif.  
Phone: MAdison 9-1604

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Art Director. .... Rosemary Doermann  
Copy Chief, Media Dir. &  
Prod. Mgr. .... Jack Waterman

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Phone: RAndolph 6-4606

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Secretary. .... H. G. Mergener  
Dir. of Radio & TV. .... Edward C. Fritz, Jr.  
Asst. Dir. Radio-TV. .... J. Minetz

*Radio Accounts:* Amrhein's Bakery, Inc.,  
Springfield, Ill.; Atlanta Baking Co., Atlanta,  
Ga.; Mrs. Boehme's Bakery, San Angelo,  
Tex.; Bowman Baking Co., Albuquerque,  
N. M.; Borek & Stevens, Bridgeport, Conn.;  
Brown's Bakery, Defiance, O.; Brown's  
Bread, Ltd., Toronto; Butter Krust Baking  
Co., Sunbury, Pa.; Cape Girardeau Baking  
Co., Cape Girardeau, Mo.; Capital City  
Bakery, Tallahassee, Fla.; Carpenter Baking  
Co., Milwaukee, Wis.; City Bakery, Inc.,  
St. Augustine, Fla.; H. H. Claussen's Sons,  
Inc., Augusta, Ga.; Cotton Bros. Baking Co.,  
Alexandria, La.; Cross Baking Co., Mont-  
pelier, Vt.; Dietzen's Bakeries, Anderson,  
Ind.; Dixie Maid Baking Co., Kingsport,  
Tenn.; Duquesne Baking Co., Pittsburgh,  
Pa.; Finney's Bakery, Greenville, Texas;  
Fisher Baking Co., Salt Lake City; Florida  
Baking Co., Pensacola, Fla.; Fluhrer Baker-  
ies, Inc., Medford, Ore.; Fuchs Baking Co.,  
So. Miami, Fla.; Gardner Baking Co., Mad-  
ison, Wis.; Gase Baking Co., Saginaw, Mich.;  
Gunzenhauser Bakery, Lancaster, Pa.; Hal-  
ler's Eagle Bakery, Inc., Altoona, Pa.; Hayes  
Baking Co., Oil City, Pa.; J. S. Hershey  
Baking Co., York, Pa.; Holsum Baking Co.,  
Roswell, N. M.; Holsum Bakery Co., Charle-  
ston, W. Va.; Holsum Bakery, Ft. Wayne,  
Ind.; Holsum Bakeries, Inc., New Orleans,  
La.; Holsum Bakers, Tampa, Fla.; Holsum  
Bakery Co., Lewiston, Ida.; Holsum Bread  
Co., Inc., Ft. Worth, Tex.; Holsum Baking  
Co., Harlingen, Tex.; Holsum Baking Co.,  
Lubbock, Tex.; Ideal Baking Co., Tyler,  
Tex.; Jamestown Baking Co., Jamestown,  
N. Y.; Lee Baking Co., Victoria, Tex.;  
Master Baking Co., Mt. Vernon, Ill.; Mc-  
Gogh Bakeries Corp., Birmingham, Ala.;  
Meadville Bread Co., Meadville, Pa.; The



## Advertising Agencies

Merchants Bakery, Inc., Norfolk, Va.; Chas. Newman Baking Co., Amarillo, Tex.; New Process Baking Co., Chicago, Ill.; Alfred Nickles Bakery, Inc., Navarre, O.; John J. Nissen Baking Co., Portland, Me.; Oak Cliff Baking Co., Dallas, Tex.; Old Homestead Bread Co., Denver, Colo.; Pan O Gold Baking Co., Piepstone, Minn.; P. F. Petersen Baking Co., Omaha, Nebr.; Phoenix Bakery, Inc., Phoenix, Ariz.; Roskam Baking Co., Grand Rapids, Mich.; Sabine Holsum Bakers, Port Arthur, Tex.; San Joaquin Baking Co., Fresno, Calif.; Shipley Baking Co., Ft. Smith, Ark.; Spengler's Bakery, Lewiston, Ida.; Sunlite Bakery, Inc., San Jose, Calif.; Turner Baking Co., Borger, Tex.; Wilke Baking Co., Beatrice, Nebr.; Williams Baking Co., Scranton, Pa.

*TV Accounts:* New Process Baking Co., Chicago; McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Phoenix Holsum Bakery, Phoenix; Fuchs Baking Co., So. Miami, Fla.

### EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.

Phone: AN 3-1888

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Vice-Presidents..Montgomery N. McKinney,  
John H. Wilmarth, Edward Chapman  
Radio & TV Director.....Jane Daly  
Time Buyer.....Ruth Babick

*Radio Accounts:* Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co., Allen B. Wrisley (Wrisley Soap), Chicago, Ill.

*TV Accounts:* Jules Montenier, Inc., The Best Foods, Inc., Kitchen Art Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp. (All Purpose Rit), New York, N. Y.; Chicago Title & Trust Co., Chicago, Ill.; Eeko Products Co. (Kitchen Utensils), Chicago, Ill.; Allen B. Wrisley Co., Chicago, Ill.

### LYNN-FIELDHOUSE

15 S. Franklin St., Wilkes-Barre, Pa.

Phone: 2-7182-3

ABP-ANPA-NOAB-APA

Partners.....S. C. B. Lynn,  
L. S. Fieldhouse  
Radio-TV & Media Dir.....W. B. Pritchard  
Art Director.....C. L. Steyer  
Account Director.....William Anneman

*Branch Office*

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

Phone: MUrray Hill 2-4048

*Radio Accounts:* Wise Potato Chip Co. (Potato Chips), Berwick; Planters Edible Oil Co. (Peanut Oil); Wilkes-Barre; Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.

*TV Accounts:* Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Planter's Edible Oil Co. (Peanut Oil), Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.

### W. D. LYON COMPANY

303 Second Ave., Cedar Rapids, Iowa

Phone: 5139

AAAA

President.....W. D. Lyon  
Vice President.....R. B. Creswell  
Radio-TV Director.....R. H. Schubert

*Radio Accounts:* A. Y. McDonald Mfg. Co. (Water Systems), Dubuque, Ia.; Barron Motor Supply (Automotive Equipment), Cedar Rapids, Ia.; Collins Radio Company (Commercial Radio Equip), Cedar Rapids, Ia.; Crescent Electric Supply (General Electric Appliances), Dubuque, Ia.; Bupane Gas Company (Bottled Gas), Cedar Rapids, Ia.; Tendersweet Sales Corp. (Canned Vegetables), Vinton, Ia.; Kent Feeds (Livestock & Poultry Feeds), Muscatine, Ia.; Potosi Brewing Company (Beer), Potosi, Wisc.

*TV Accounts:* Maplecrest Turkey Farms (Frozen Turkeys & Chickens), Wellman, Iowa; Whink Products (Rust-Stain Remover), Eldora, Iowa; Crescent Electric Supply (Appliance Distributor), Dubuque, Iowa

### MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.

Phone: 6-0771

ANPA-ABP-APA-PPA-NOAB

President & Art Dir.....J. F. Fellay  
Vice-President.....R. W. Steele  
Sec.-Treas. & Gen. Mgr.....Jay J. Keith  
Copy Dept.....J. R. Shullaw

### MacFARLAND, AVEYARD & CO.

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

Phone: RAndolph 6-9360

ANPA-ABP-ABC

President.....Hays MacFarland  
Vice-Pres. & Gen. Mgr.....Allen B. Dicus  
Exec. Vice-Pres.....A. E. Aveyard  
Media Director.....Betsy Tyroler  
Space Buyer.....Patricia Kral  
Radio-TV Dir.....Allan Fishburn

*Radio-TV Accounts:* Zenith Radio Corp.; Drewrys, Ltd. (Beer & Ale), So. Bend, Ind.

### MacLAREN ADVERTISING CO., LTD.

372 Bay St., Toronto, Ont.

Phone: Empire 4-0321

ABC-ANPA

President.....J. A. MacLaren  
Vice-Presidents.....E. V. Rechnitz,  
J. Ferres

Comptroller .....W. D. MacMahon  
Director.....W. G. Abel  
Radio & TV Dir.....H. Horler  
Time Buyer.....V. D. L. Dyer  
Traffic Manager.....Kay Dale

## Advertising Agencies

### Branch Offices

410 Dominion Square Bldg., Montreal, P. Q.  
 Manager.....F. P. Gill  
 Radio.....Mary Moran  
 911 Electric Rlwy. Chambers, Winnipeg,  
 Manitoba

Manager.....E. P. Thomson  
 305 Province Bldg., Vancouver, B. C.  
 Manager.....W. D. M. Patterson  
 Radio.....John Hoyland  
 111 Sparks St., Ottawa, Ontario

Manager.....W. F. Harrison  
*Radio Accounts:* H. J. Heinz Co. of Can-  
 ada (Food), Imperial Varnish & Color Co.,  
 Ltd., Imperial Oil Ltd. (Hockey and Base-  
 ball), I. H. Lavery & Co., O'Cedar Company  
 of Canada, Peoples Credit Jewelers, Peoples  
 Credit Clothiers, Provincial Tire Co., Tuckett  
 Tobacco Limited, Henry K. Wampole & Co.,  
 Ltd., Canadian General Electric, Standard  
 Chemical (Javex), Christie Brown, Ltd.  
 (Food), Standard Brands, Ltd., Shefford-  
 Ingersoll Cheese, Dominion Fur Auction  
 Sales, Intercontinental Packers, Ltd., Lake  
 of Woods Milling Co., Stephen's Paints,  
 Capilano Baseball (Sicks' Capilano Brewery,  
 Ltd.), Home Oil Distributors, W. H. Malkin  
 & Co., Ltd., Nalley's Limited, Palmers' Lim-  
 ited, G. W. Hogan (Car Dealer); Ainsworth  
 Motors; General Motors of Canada; Cana-  
 dian Shredded Wheat Co.; Canada Dry Ltd.;  
 Provincial Tire Co.

### MacMANUS, JOHN & ADAMS

Fisher Bldg., Detroit 2, Mich.

Phone: TRinity 2-8300

ANPA—APA—PPA—AAAA—ABC—NOAB  
 Chairman.....W. A. P. John  
 Pres. & Treas.....James R. Adams  
 Exec. Vice-Pres.....Harvey G. Luce  
 V.P., Media & Research Dir.

Elmer W. Forehlich

Radio Time Buyer.....Martha Ude  
*Radio Accounts:* Champion Spark Plug,  
 Ferry-Morse Seed Co., Pontiac Motor Div.,  
 Dow Chemical Co.

*TV Accounts:* Pontiac Motor Div.

### MALCOLM-HOWARD

203 N. Wabash, Chicago 1, Ill.

Phone: Ran 6-7942

ABP—ANPA—APA—PPA

TV Writers-Producers.....George Janda,  
 William Bent, Norine Freeman, Michael  
 Brown, Stanford Kaatz

Executive-Producers.....Arthur Holland,  
 Hal Barkun, Max Holland

*Radio Accounts:* Dad's Root Beer, Hol-  
 lands Jewelers, Chicago Coliseum, Foherman  
 Motors, Joy Candies, Ambrosia Brewing  
 (Nectar Beer), Legion Ice Cream Co. (Ice  
 Cream).

*TV Accounts:* National TV & Electrical  
 Living Show, Courtesy Motors (Autos),  
 Fohrman Motors (Autos), Hudson Dealers

Asso. (Autos), Hollands Jewelers, Dad's  
 Root Beer Co. (Dad's Root Beer), Ambrosia  
 Brewing Co. (Nectar Beer), Roller Derby  
 (Sports Event), New York, N. Y.; Rubin's  
 (Women's Apparel), Stiffel Bradley Co.  
 (Stiffel-Switch Lamps), Chicago, Ill.; Clinton  
 Watch Co. (Clinton Watches).

### DAVID MALKIEL ADV. AGENCY

172 Newbury St., Boston 16, Mass.

Phone: Copley 7-9580

ABP—ANPA—APA—PPA—AAAN

Production Manager.....Julian Malkiel  
 Secretary.....Martha Brest

*Radio Accounts:* Royal Crown of New  
 England (Soft Drinks), Canadian Ace Ale  
 (Beer & Ale), Ace Vacuum Stores (Vacuum  
 Cleaners), Boston, Mass.

### MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 2, Minn.

Phone: GENeva 9619

APA—ABP

Pres. & Treas.....Robert P. Miller  
 Vice-Pres. & Sec.....Eleanor L. Miller  
 Art Dir. & Prod. Mgr.....Edward Harris  
*Radio Account:* Snyder Drug Stores.

### MARFREE ADVERTISING CORPORATION

105 West 40th St., New York 18, N. Y.

Phone: LONgacre 4-7190

Pres., Dir. Radio.....Harry A. Friedenberg  
 V.P., Acct. Exec.....Sheppard Chartoc  
 V.P., Comptroller.....E. M. Story  
 Secretary-Treasurer.....Louis P. Randell  
 TV Dir., Acct. Exec.....Barnett Friedenberg  
 Account Executives.....J. Nye Delman,  
 Mort Sobel, Howard Eisenberg, Herbert

Futrain, Bert Newberger, James Sweeney  
 Director Radio.....Harry A. Friedenberg  
 Director TV.....Barnett Friedenberg

#### Branch Office

919 North Michigan, Chicago, Ill.

Phone: Whitehall 4-2651

V.P. in Charge.....Sheppard Chartoc  
*Radio Accounts:* D-Con Company (D-  
 Con), Chicago, Ill.; House of TV (Televi-  
 sion), Chicago, Ill.; Lee TV (Television),  
 New York, N. Y.; Galgano Distributing Co.  
 (Phonograph Records), Chicago, Ill.; Allen  
 Card Co. (Greeting Cards), New York,  
 N. Y.; Bankers Life & Casualty Co. (White  
 Cross Hospitalization), Chicago, Ill.; Bemac  
 Enterprises (Perfumes), Memphis, Tenn.;  
 House of Goddard (Quilt Lady, Perfex Elec-  
 tric Shaver), Chicago, Ill.; United Enter-  
 prises (Fli-Pel), Chicago, Ill.

*TV Accounts:* R & F Company (Toys).  
 New York, N. Y.; Garrick Music Shops  
 (Music), Chicago, Ill.; Plantation Estates  
 (Real Estate), New York, N. Y.; Mizin  
 Mfg. Co. (Furniture Accessories), New York,  
 N. Y.; Raven Mills Corp. (Textiles), New  
 York, N. Y.; B & B Toy Mfg. Co. (Educa-  
 tional Toys), New York, N. Y.; Camer

## Advertising Agencies

Glass (Glass Lamps and Access.), New York, N. Y.

### MARSCHALK & PRATT CO.

535 Fifth Ave., New York 17, N. Y.  
Phone: VAnderbilt 6-2022

Partners.....H. C. Marschalk,  
S. H. Giellerup, S. L. Meulendyke, G. A.  
Poetschke, C. A. Peterson  
TV-Radio Director.....Curt A. Peterson  
Radio Account: Esso Standard Oil Co.  
(Petroleum), New York, N. Y.  
TV Account: Esso Standard Oil Co. (Pe-  
troleum), New York, N. Y.

### J. M. MATHES, INC.

122 E. 42nd St., New York 17, N. Y.  
Phone: LExington 2-7450

ABP—ANPA—APA—PPA—ABC

President.....J. M. Mathes  
Treasurer.....A. E. Cox  
Secretary.....Carle E. Rollins  
Vice-Pres. & Dir.....Wilfred S. King,  
W. T. Okie  
Vice-Presidents.....David C. Gibson,  
Dr. O. L. Tinklepaugh, Jan H. Meyer  
Director of Radio & TV.....Read H. Wight  
Radio Time Buyer.....Edna S. Cathcart  
Radio Accounts: Air France, American  
Viscose Corp., Austin Motor Co., Ltd. (Eng-  
land), Canada Dry Ginger Ale, Inc., New  
York, N. Y.; Houbigant Sales Corp., Im-  
perial Paper & Color Corp., Luden's, Inc.,  
Reading, Pa.; The Pure Food Co., Inc.,  
Mamaroneck, N. Y.; Union Carbide & Car-  
bon Corp., New York, N. Y.  
TV Account: Canada Dry Ginger Ale, Inc.,  
New York, N. Y.

### MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.  
Phone: Daly 8-4090

ABP—NOAB—PPA—APA—ANPA

Pres., Art. Dir., Space Buyer,  
Research Dir.....C. A. Mathisson  
Vice-Pres. & Treas.....I. M. Henkel  
Copy Chief, Sec., Media Dir.,  
Space Buyer.....Edward G. Ball  
Radio-TV Dir.,  
Space Buyer.....Charles H. Helliwell  
Radio Account: Edwards Motor Co.

### JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.  
Phone: GASpee 4456-4457

ABP—ANPA—ABC

Pres., Space-Radio-TV-Time  
Buyer.....Joseph M. Finkle  
Vice-Pres. & Treas.....Aaron M. Finkle  
Copy Chief.....Richard D. Brugman  
Radio Director.....Dorothy M. Barry  
Production Mgr.....Anne E. Woled

### MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.  
Phone: LORain 7-5710

ANPA—APA—PPA—ABC—NOAB

President.....Lou R. Maxon  
Vice-President.....Searle Hendee  
Treasurer.....W. I. O'Neil  
Secretary.....G. Reginald McKiel

#### Branch Offices

12 E. 53rd St., New York 22, N. Y.  
Vice-Pres., Gen. Mgr.....M. F. Mahoney  
Radio & TV Director.....S. James Andrews  
664 N. Rush, Chicago 11, Ill.  
Manager.....L. J. Sholy  
Radio Account: Gillette Safety Razor Co.

### THE MAYERS CO., INC.

2301 W. Third St., Los Angeles 5, Calif.  
Phone: DUnkirk 8-2111

ABP—APA—NOAB—PPA—ANPA

President.....Henry Mayers  
Vice-President.....Forrest Dolan  
Secretary.....Sophie Mayers  
Treasurer.....James P. Shelley  
Production.....Edith Hemphling  
Media Director.....Madelyn Miles  
Radio Accounts: Gordon Bread Co., Hoff-  
man Candy Co., Adolps Foods Products  
(Meat Tenderizer), Pennzoil Co. (Oil & Lub-  
ricants), Sears Roebuck & Co. (Retail De-  
partment Store), Los Angeles, Calif.  
TV Accounts: Sears Roebuck & Co. (Re-  
tail Department Store), Adolps Food Pro-  
ducts (Meat Tenderizer).

### McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.  
Phone: JUDson 6-3400

AAAA—ABC—ABP—ANPA—APA  
NOAB—PPA—BMB

Chairman of Board.....H. K. McCann  
Vice Chm. & Chm. of  
Exec. Comm.....Harrison Atwood  
President.....Marion Harper, Jr.  
Vice Pres. & Treas.....John L. Anderson  
Asst. Treas. & Compt.....Dixon R. Griswold  
Secretary.....Kathryn H. Kelly  
Vice Presidents (N. Y.).....R. M. Alderman,  
Frederick Anderson, Donald M. Arm-  
strong, Jr., James W. Blackburn, Donald  
G. Calhoun, W. H. Conine, Sidney W.  
Dean, Jr., J. L. Deane, G. B. Dearnley,  
Earl C. Donegan, Leonard F. Erikson, L.  
E. Firth, Emerson Foote, George H. Giese,  
Alberta Hays, C. A. Hoppock, Farish A.  
Jenkins, Daniel W. Keefe, Arthur J. Kemp,  
Alton Ketchum, Ralph B. Koser, Thomas  
P. Losee, Wm. E. McKeachie, Rudyard C.  
McKee, C. A. Posey, Florence A. Richards,  
Margot Sherman, R. E. Thompson, John  
H. Tinker, Jr., Samuel P. Walker, E. F.  
Wilson, Fred M. Zeder, Jr.  
Vice Pres. of Radio-TV...Thomas H. Lane  
Vice Pres. of Radio-TV  
Programs.....Alfred J. Scalpone  
Vice Pres. of Radio-TV  
Services.....William C. Dekker  
Vice Pres. & Exec.  
Producer.....Dorothy B. McCann



## Advertising Agencies

Dir. of Radio-TV Program Development ..... Hendrik Booram  
 Dir. of Radio-TV Commercial Copy..... Charles H. Wolfe  
 Mgr. of Hollywood Office..... J. Neil Reagan  
 Mgr. of Radio-TV Time Buying..... Robert M. Reuschle  
 Mgr. of Radio-TV Production..... Donald N. McClure  
 TV Film Director..... Frank P. Bibas

### Branch Offices

200 Berkeley St., Boston 16, Mass.  
 Vice Pres.-Mgr..... Watson M. Gordon  
 629 Euclid Ave., Cleveland 14, O.  
 Vice Pres.-Mgr..... Albert A. Sommer  
 647 Griswold St., Detroit 26, Mich.  
 Vice Pres.-Mgr..... Paul Holder  
 707 Terrace Plaza Bldg., Cincinnati 2, O.  
 Mgr..... G. Lester Williams, Jr.  
 318 S. Michigan Ave., Chicago 4, Ill.  
 Vice Pres.-Mgr..... Homer Havermale  
 Vice Presidents..... Walter C. Krause,  
 G. Bowman Kreer, A. W. Sherer, Sidney  
 A. Wells  
 6331 Hollywood Blvd., Hollywood 28, Calif.  
 Mgr..... J. Neil Reagan  
 612 S. Flower St., Los Angeles 17, Calif.  
 Vice Pres.-Mgr..... Burt Cochran  
 114 Sansome St., San Francisco 4, Calif.  
 Vice Pres.-Mgr..... H. Q. Hawes  
 Vice Presidents..... Roswell H. Cochran,  
 Clarence Hestorff, Frederick H. McCrea,  
 Robbins Milbank  
 310 Public Service Bldg., Portland 4, Ore.  
 Mgr..... Willard E. Wilson

*Radio Accounts:* Altes Brewing Co., American Trust Co., American Safety Razor Corp., Broadway Dept. Store, Inc., California Packing Corp., California Wine Association, Chesebrough Mfg. Co., Cons'd., Chrysler Corporation—Chrysler Sales Div., Coldstream Products Co., Columbia Records, Inc., Cowles Magazines, Inc., Crowell-Collier Publishing Co., Frank Fehr Brewing Co., Gruen Watch Co., W. P. Fuller & Co., Lee Pharmaceutical Co., The Leisy Brewing Co., Lucky Lager Brewing Co., Milk Foundation, National Biscuit Co., The Ohio Bell Telephone Co., Pacific Power & Light Co., Pharma-Craft Corporation, Portland Gas & Coke Co., The Richman Brothers Co., The S. O. S. Company, The Soil-Off Company, Southern California Gas Co. and Southern Counties Gas Co., Standard Oil Co. (Indiana), The Standard Oil Co. (Ohio), Swift & Co., Trans-Canada Air Lines.

*TV Accounts:* Altes Brewing Co., American Safety Razor Corp., Bell Brand Foods, Ltd., California Packing Corp., Chesebrough Mfg. Co., Cons'd., Chrysler Corporation—Chrysler Sales Div., Clark Brothers Chewing Gum Co., Congoleum-Nairn, Inc., Cowles Magazines, Inc., Esso Standard Oil Co.,

Frank Fehr Brewing Co., W. P. Fuller & Co., Gruen Watch Co., Hale Bros., Inc., "Junket" Brand Foods, Lehn & Fink Products Corp., The Leisy Brewing Co., Lucky Lager Brewing Co., Manufacturers Trust Co., The Maytag Company, Milk Foundation, Inc., National Biscuit Co., The National City Bank of Cleveland, The Ohio Bell Telephone Co., Pepsodent Div.—Lever Bros. Co., Pharma-Craft Corporation, The Richman Brothers Co., The S. O. S. Company, The Soil-Off Company, Southern California Gas Co. and Southern Counties Gas Co., Standard Oil Co. (Indiana), The Standard Oil Co. (Ohio), Swift & Co., Vim Electric Co., Inc., Westinghouse Electric Corp.

### McCORMICK COMPANY

217 E. 7th Ave., Box 1931 Amarillo, Tex.  
 Phone: 6-5333  
 NOAB—ANPA—APA—SNPA  
 Owner-Manager..... James L. McCornick  
 Art Director..... Stefan Kramer  
*Radio Accounts:* Shamrock Oil & Gas Corp.

### L. E. McGIVENA & CO., INC.

444 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 3-7422  
 ANPA—ABP—APA—PPA—ABC  
 President..... L. E. McGivena  
 Exec. V.P., Copy Chief.... Howard W. Roper  
 Secretary..... John W. Brennan  
 Art Director..... Samuel Josephs  
 Production Manager..... James J. Preston  
 Space Buyer..... Mrs. Marguerite Andrews

### McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.  
 Phone: LOcust 7-4737  
 ANPA—PPA—APA  
 President..... Roy J. McKee  
 Vice-Pres. & Treas..... David R. Albright  
 Vice-Pres. Radio-TV.... James A. McFadden  
 Time Buyer..... Evelyn Walmsley  
 Vice-Pres., Mdse..... Howard H. Yaw  
 Secretary..... T. E. Libby  
*Radio Accounts:* Western Maryland Dairy, Phila. & Reading Coal & Iron Co., General Ice Cream Corp., Breyer Ice Cream Co., Breakstone Bros., Inc. (Dairy Products), New York, N. Y.

*TV Accounts:* General Ice Cream Co., Breyer Ice Cream Co., Phila. & Reading Coal & Iron Co., Breakstone Bros., Inc., Renuzit Home Products Co., Keebler-Weyl Baking Co. (Biscuits & Crackers), Phila.

### McKIM ADVERTISING LIMITED

Dominion Square Bldg., Montreal, Que., Can.  
 Phone: Lancaster 5192  
 ANPA—ABC—APA  
 President..... James M. Baxter  
 Vice-Pres., Sec.-Treas..... J. W. Thain  
*Branch Offices*  
 47 Fraser Ave., Toronto, Ont. Canada  
 Manager..... E. W. Brodie



## Advertising Agencies

Paris Bldg., Winnipeg, Man., Canada  
 Manager.....A. A. Brown  
 Province Bldg., Vancouver, B. C., Canada  
 Manager.....W. J. Sandstrom  
 376 Strand, London, W.C. 2, Eng.  
 Acting Manager.....H. Suffell

### MELAMED-HOBBS, INC.

609 Second Ave. So., Minneapolis 2, Minn.  
 Phone: Bridgeport 1225  
 ANPA—PPA—NOAB—APA—SNPA  
 President-Treasurer .....Louis Melamed  
 Vice-President.....S. E. Melamed  
 Secretary.....M. O. Gooder  
 Media Director.....Jon Bjornson

#### Branch Offices

E. 906 First National Bank Bldg., St. Paul 1, Minn.

Manager.....E. T. Holmgren  
 Melamed-Hobbs, Baskin & Livingston  
 333 . Michigan Ave., Chicago 1, Ill.

Manager.....E. R. Livingston  
*Radio Accounts:* Chocolate Products Co.,  
 Lan-O-Sheen, Inc., Minnesota Farm Bureau  
 Federation, Milk Foundation of Minnesota.

### ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.  
 Phone: DELaware 7-7860

ANPA—PPA—AAAA—NOAB—APA

President.....Arthur E. Meyerhoff  
 General Manager.....J. H. Black  
 Financial Manager.....J. A. Johnston  
 Director of Radio & TV...Benjamin J. Green  
 Assoc. Radio & TV Dir.....George Rich III  
 Radio Time Buyer.....Carol Colby  
 Space Buyer.....Mary Hauser  
 Copy Chief.....M. E. Chon

#### Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.  
 Manager .....George Grabin  
*Radio Accounts:* Chicago National League  
 Ball Club, Illinois Meat Company, Mil-  
 waukee Elec. & Transport Co., Wisconsin &  
 Michigan SS Co., Wm. Wrigley Jr. Company,  
 Patricia Stevens Models' Finishing School,  
 Chicago Transit Authority, Clark's Super  
 Gas.

### C. L. MILLER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 2-1010

AAAA—ABC—ABP—ANPA—APA  
 NOAB—PPA

President.....C. L. Miller  
 Treas., Radio & TV Dir.....G. V. Carhart  
 Sec., Radio & TV Dept.....L. L. Hoffman  
 Secretary.....P. P. Hoffman  
 Spot Time Buyer.....Miss R. Driscoll

#### Branch Office

333 No. Michigan Ave., Chicago 1, Ill.  
 Phone: CEntRAL 6-1640

Manager.....I. M. Tuteur  
*Radio Accounts:* Corn Products Sales Co.  
 (Karo, Mazola, Linit, Niagara Starch),  
 Bachman Choc. Mfg. Co. (Old Sol Bar);

Circle Line Sightseeing Yachts, Blue Chan-  
 nel Corp. (Harris American Crabmeat, Har-  
 ris American Deviled Crabmeat).

*TV Accounts:* Corn Products Sales Co.  
 (Niagara Starch).

### DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.  
 Phone: DUNkirk 8-3301

AAAA—ABC—ABP—ANPA—APA—CAN  
 NOAB—PPA

President.....Dan B. Miner  
 Exec. Vice-Pres.....J. C. Morse  
 Vice-Presidents.....I. M. Greer,  
 Hildred Sanders, Richard Glover  
 Secretary-Treasurer.....M. R. Sweeney  
 V.P. in Chg. Radio & TV.....Hildred Sanders  
 Asst. Radio & TV Dirs.....Robert Black,  
 Arthur Trask

*Radio TV Accounts:* American Beauty  
 Macaroni (West Coast Div.) (Macaroni), Los  
 Angeles; Forest Lawn Co. (Mortuary &  
 Cemetery), Glendale; Lakewood Park, Inc.  
 (Houses), Lakewood Park; Interstate Ba-  
 keries Corp. (Weber Bread), Kendall Foods,  
 Inc. (Dog Foods), Smart & Final Co.  
 (Foods); Bu-Tay Products Ltd. (Rain-  
 drops); Freemans Frozen Foods (Fish);  
 Blue Cross Plan (Health Insurance).

### EMIL MOGUL CO., INC.

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

Phone: CO 5-2480  
 ABP—ANPA—PPA

President .....Emil Mogul  
 Secretary-Treasurer .....Helene Mogul  
 Exec. Vice-Pres.....Charles L. Rothschild  
 Vice-Presidents.....Seth D. Tobias,  
 Myron A. Mahler, Rino Negri, Milton  
 Guttenplan

TV Dir.....Carlo de Angelo  
 Radio & TV Time Buyer...Helen Munroe  
 TV Producer.....Lee Reynolds  
 Production Manager.....Al Mauro  
 Art Director.....William Jacoby  
 Media & Research Dir.....Joel Martin  
 Copy Chief.....Maxwell Sapan

*Radio Accounts:* Barney's Clothes (Men's  
 & Boys' Clothing), Beriole Import Co.  
 (Berio & Francesconi Oil), New York,  
 N. Y.; Gem Oil, Brooklyn, N. Y.; Napa  
 Valley Grape Prod. (Colombo Wine), New  
 York, N. Y.; Canadian Fur Corp. (Women's  
 Furs), New York and New Jersey; Ronzoni  
 Macaroni Co. (Macaroni & Spaghetti Prod.),  
 Long Island City, N. Y.; National Shoes  
 (Children's, Women's & Men's Shoes),  
 Somnyl Pharmacal Corp. of America (Nu-  
 Pax), New York; Blue Ridge Textile Co.,  
 New York; Klein Bros. (Kaybee Silks),  
 New York; Knomark Mfg. Co., Inc. (Esquire  
 Boot Polish), N. Y.; Modern Industrial  
 Bank, New York; Rock-Flint (Flints), Far  
 Rockaway, N. Y.; Stone-Tarlow Co., Inc.  
 (Shoes), Brockton, Mass.; M. Wile & Co.,

## Advertising Agencies

Inc. (Don Richards Men's Clothes), Buffalo, N. Y.

*TV Accounts:* Knomark (Esquire Boot Polish), Brooklyn, N. Y.; National Shoes (Children's, Women's & Men's Shoes), New York, N. Y.; Ronzoni Macaroni Co. (Macaroni & Spaghetti), Long Island City, N. Y.

### THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.

Phone: PArkway 1178

PPA—ABP—ANPA

President.....Chester C. Moreland  
Secretary.....Walter H. Strauss

V.P. & Time Buyer.....Carl H. Press

*Radio Accounts:* Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

*TV Accounts:* Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star, Cincinnati.

### MOREY, HUMM & JOHNSTONE, INC.

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

Phone: BR 9-5950

ABP—ANPA—APA—NOAB—PPA

President.....Silvester M. Morey  
Exec. Vice-Pres.....Llewellyn B. Van Doren  
V.P. & Mgr. Utility & Home

Appliance Dept.....Albert W. Humm  
V.P. & Copy Chief.....Stanley F. Ellsworth

V.P. & Art Dir.....William G. Sutton  
Vice-Pres. & Merch. Dir.....Walter J. Andree

Secy. & Treas.....William G. Carmody  
Media Director.....Frank E. McElmoyl

TV Director.....W. L. Wernicke  
Time Buyer.....Kathryn Shanahan

#### Branch Office

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

Phone: PL 7-8060

V.P. Chg. Midtown Office...Muriel Johnstone  
Mds. Counsellor.....Rosamond Gilmartin

*Radio Accounts:* Sinclair Refining Co., Richfield Oil Corp. of N. Y.

*TV Accounts:* Sinclair Refining Co., New York, N. Y.

### RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.

Phone: HEMpstead 4194

ANPA—APA—NOAB

President.....Raymond R. Morgan  
Exec. Vice-Pres.....Robert C. Temple

Account Executives.....Jack Kerr,  
L. W. Hobson, John Burton

V.P. in Chg. Radio-TV.....James C. Morgan  
Production.....John Burton

Time Buyer.....Terry Brady  
Copy Chief.....Audrey Sharpe

#### Branch Office

260 California St., San Francisco 11, Calif.

Phone: DOuglas 2-6073

Manager.....Porter Anderson

#### Affiliate

Goodkind, Joice & Morgan, Inc.

Palmolive Bldg., Chicago 11, Ill.

President.....Clyde M. Joice

Chief Executive...Raymond R. Morgan, Jr.

*Radio Accounts:* Planters Nut Choc. Co., J. A. Folger & Co., Los Angeles Soap Co., (White King Granulated Soap; Scotch Triple Action Cleanser; Sierra Pine Toilet Soap); Institute of Religions Service, Neb. Beverage Co.

*TV Account:* Neb. Beverage Co. (Par-T-Pak).

### MORSE INTERNATIONAL, INC.

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

Phone: OREgon 9-4600

APA—PPA—NOAB

Chairman of the Board.....A. T. Preyer

President.....J. Patterson  
Exec. Vice-Pres. & Treas.....M. F. House

Space Buyer.....F. D. Davies  
Mgr. Radio & TV Dept.....C. C. Slaybaugh

Export Media Mgr.....Aurora Blando  
Director of Prod.....M. K. Burkett

Group Prod. Mgrs.....W. W. Williams,  
D. R. Quist, W. J. Berey

Sr. Art Director.....L. Szalay  
Group Art Directors.....E. Ellis,  
S. Nagle

Art Studio Mgr.....C. Scimecca  
Account Executives.....Constance Boland,  
Emory Ward, E. R. Korth

*Radio Accounts:* Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. (Prince Matchabelli Perfumes & Cosmetics), Alfred D. McKelvey Co. (Seaforth Men's Toiletries).

*TV Accounts:* Prince Matchabelli, Inc. (Prince Matchabelli Perfumes & Cosmetics), Alfred D. McKelvey Co. (Seaforth Men's Toiletries).

*TV Accounts:* Prince Matchabelli, Inc. (Prince Matchabelli Perfumes & Cosmetics), Alfred D. McKelvey Co. (Seaforth Men's Toiletries).

*TV Accounts:* Prince Matchabelli, Inc. (Prince Matchabelli Perfumes & Cosmetics), Alfred D. McKelvey Co. (Seaforth Men's Toiletries).

### MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.

Phone: MURray Hill 2-4939

PPA—ANPA

Partners.....Henry Eisen,  
Rose Moselle

Copy Chief, Publicity Dir...Mildred Barsky  
Art Dir., TV Prod...Frederick H. Cassens

Production Manager.....M. Baumstein

### MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.

Phone: 4-6141

ABP—ANPA—APA—NOAB—PPA—SNPA  
Pres. & Treas.....Arthur S. Cotins

Asst. to President.....Robert MacFarland  
Vice-Presidents.....James N. Brown,  
L. B. Reigler

Secretary.....Mrs. Mildred S. Benson  
V.P. & Art Dir...A. Montgomery Huntington

Sp. Buyer & Research Dir...Miss L. B. Mang  
Asst. Sp. Buyer...Miss Christine H. Van Dyke

Asst. Research Dir...Mrs. Pearl A. Curtis  
Production Manager.....Fred Michel

Merchandising Director...R. Del Dunning  
Account Executives.....Arthur S. Cotins,  
James N. Brown, L. B. Reigler, Geo. P.

Hodges, Robert F. MacFarland, Harry T.  
Duffy, Kenneth S. Duffes

*Radio Accounts:* Animal Foundation, Inc.

## Advertising Agencies

(Hunt Club Dog Food), Sherburne, N. Y.; C. A. Durr Packing Co. (Meat Products), Utica, N. Y.; Empire Crafts Corp. (Silverware), Newark, N. J.

*TV Accounts:* C. A. Durr Packing Co. (Meat Products), Utica, N. Y.; General Ice Cream Corp. (Sealtest Ice Cream), Utica, N. Y.; Honey Butter Products Corp. (Honey Butter), Ithaca, N. Y.; Animal Foundation, Inc. (Hunt Club Dog Food), Sherburne, N. Y.

### MOSS ASSOCIATES

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

Phone: MUrray Hill 7-7377

ABC—ABP—ANPA

President.....Joseph H. Moss  
Vice-President.....Martin W. Jacobson  
Radio & TV Dir.....Miles Shefferman  
**C. WENDEL MUENCH & COMPANY**

75 E. Wacker Drive, Chicago 1, Ill.

Phone: FIancial 6-3481

ABP—ANPA—PPA

President.....C. W. Muench  
Media Director.....Victor Fabian  
Production Manager.....Wm. G. Fisher  
Copy Chief.....Glenn E. Martin

*Radio Accounts:* Adams Corp. (Snacks—Korn Kurls), Beloit, Wis.; Monarch Brewing Co. (Beer), Chicago, Ill.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Schwahn & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Fanny May Candy Co. (Candy), Fox De Luxe Foods, Inc. (Poultry), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.; Triangle Restaurant Co. (Restaurant), Chicago, Ill.; Toffenetti Restaurant Co. (Restaurant), New York, N. Y.

*TV Accounts:* The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Beer), Chicago, Ill.

### NATIONAL EXPORT ADVERTISING SERVICE, INC.

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

Phone: MUrray Hill 9-6835

President.....Paul R. Kruming  
Vice-President.....Thomas W. Hughes  
Secretary.....Joseph W. Madden  
Copy Chief.....John L. Albright  
Art Director.....Walter Kelly  
Radio & TV Director.....James G. Zea  
Time Buyer.....Harriette Belille

*Radio and TV Accounts:* American Safety Razor, Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmaceutical Co., Lever Brothers (U. S.), National Carbon Co., Quaker Oats Co., Ruppert Brewery, W. R. Warner, R. Hudnut, Westinghouse.

### NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.

Phone: SState 2-5151

AAAA—ANPA—PPA—NOAB—APA

ABC—ABP

President.....Maurice H. Needham  
Vice-Presidents.....John J. Louis,  
Melvin Brorby, W. Raymond Fowler,  
Wm. D. Horne, Jr., Wm. P. Bager, Wm.  
H. Ohle, Wm. R. Kinnaird  
Vice-Pres. & Media Dir...Otto R. Stadelman  
Vice-Pres. & Radio-TV Dir...Allan Wallace  
Sec.-Treas.....Max D. Anwyl

*Branch Office*

1680 North Vine St., Hollywood 28, Calif.  
Vice-Pres. & Mgr.....Frank Pittman  
*Radio Accounts:* Kraft Food Co., S. C. Johnson & Son, Swift & Co., Wieboldt Stores, Inc., Derby Foods, Inc.

### NEFF-ROGOW, INC.

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

Phone: Circle 7-4230

Pres., Radio Time Buyer...William Rogow  
Account Executive...Stewart Pierce Brown,  
Yale Shafer

Personnel Director.....Harriet Barnett  
*Radio Accounts:* Melville Shoe Corp. (Shoes), Joseph Martinson & Co. (Coffee), Bond Stores, Inc. (Clothing), New York, N. Y.

*TV Accounts:* Melville Shoe Corp. (Shoes), New York, N. Y.; Bond Stores, Inc. (Clothing), New York.

### RALPH NELMS, INC., ADV.

318 St. Louis St., Springfield 3, Mo.

Phone: 4-2555

APA

President.....Ralph A. Nelms  
Secretary.....Irene A. Bass  
Art Director.....J. H. Richards

*Radio Accounts:* Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Meek Lumber Cos. (Lumber Yard Chain), Lockwood; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reycor Tandem), Springfield, Mo.

### GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.

Phone: 4-4135

Pres. & Treas.....George R. Nelson  
Vice-President.....Helen C. Nelson  
Secretary.....Alice Pach  
Art Director.....Arnold Hitchins  
Radio, Copy, Pub. Dir....Robert S. Cragin  
TV Director.....Edward F. Flynn  
Radio Time Buyer.....Anne F. Pratt  
TV Time Buyer.....Sybil Van Patten  
Assoc. TV Prod.....Jack Landt

*Branch Office*

150 W. 49th St., New York 18, N. Y.

Phone: Circle 5-5431

Assoc. TV Producer.....Jack Landt



## Advertising Agencies

**Radio Transcription Production Accounts:** General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Company (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Plough, Inc. (St. Joseph Aspirin, Mexsana, etc.), Memphis, Tenn.; Block Drug Company (Pharmaceutical Products), Jersey City, N. J.; D. L. & W. Coal Co. (Blue Coal), New York; Shell Oil Co., N. Y.; National Pressure Cooker Co. (Presto Prods.) Eau Claire, Wis.; Robert Hall Clothes, N. Y.

**Radio Accounts (Time):** William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; A. L. Parsons & Son & Parsons, Inc. (Ford Dealer), Central Bridge and Amsterdam, N. Y.; Rudolph Brothers, Inc. (Jewelry Chain), Syracuse, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Rodgers Liquor Company (Liquor Distributor), Albany, N. Y.; Union-Fern, Inc. (Furniture Chain), Troy, N. Y.; Perma Stone Co. (Bldg. Materials), Albany, N. Y.

**Television Film Production Accounts:** Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Plough, Inc. (St. Joseph Aspirin), Mexsana, etc.), Memphis, Tenn.; Hosid Prods., Inc. (Rug Cleaner), Syracuse; Mohawk Carpet Mills, Amsterdam, N. Y.

**Television Accounts (Time):** Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Allen's Appliances, Inc. (G. E. Appliance Store), Apex Department Store (Department Store), Carl Company (Department Store), Golub Corporation (Super-markets), William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; A. L. Parsons & Son, and Parsons, Inc. (Ford Dealers), Amsterdam, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; Wm. Sherry Tire Co. (Tire Dealer), Rodgers Liquor Co. (Liquor Distributor), Albany, N. Y.; Breslaw Brothers, Inc. (Furniture Chain), Schenectady, N. Y.; Rudisco, Inc. (Dumont TV Distributors), Albany, N. Y.; Golub Corp. (Super markets), Schenectady; Hosid Products, Inc.; Empire State Distributors (Arvin TV); Na-

tional Pressure Cooker Co.; Nemeth Motors Inc., Troy.

### TED NELSON ASSOCIATES

730 Fifth Ave., New York 19, N. Y.  
Phone: Circle 6-8470

Owner .....Ted Nelson  
Script Director.....Ralph Tollnis  
TV Directors.....Perry Bruskin,  
Charles Durand

**Radio Accounts:** Edlie Electronics Corp., Delta Supply Co., Saul Birns, New York, N. Y.; Delta Photo Supply Co., Authentic Publications, N. Y.; Geographia Corp. (Publishers), New York.

**TV Accounts:** Authentic Publications, New York; Gothams Professional Basketball Team, New York.

### NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 2, Fla.

Phone: 3-4435

ABP—ANPA—APA—NOAB

Ch. of Bd. & Treas.....M. T. Newman  
Pres., Radio Dir.....Hunter Lynde  
Exec. Vice-Pres.....Kenneth F. Small  
V.-P.-TV Dir.....David E. Robeson  
Secy. & Pub. Dir.....Ronald G. Sercombe  
**Radio-TV Dept.**

Exec. Vice-Pres.....Hunter Lynde

**Branch Office**

1313 Congress Bldg., Miami, Fla.

Phone: 3-6359

Vice-President.....Allan C. Gottschaldt  
**Radio Accounts:** Jax Brewing Co. (Beer), Bond-Howell Lumber Co. (Bldg. Supplies), Nickle Tackle Co. (Fishing Lure), Jacksonville, Fla.

**TV Account:** Jax Brewing Co. (Beer), Jacksonville, Fla.

### ELLIOTT NONAS, ADVERTISING

417 East 54th St., New York 22, N. Y.

Phone: MU 8-2937

Owner .....Elliott Nonas  
Art Director.....Bert Lief  
Media Director.....Margo Burke  
Production Mgr.....Ava Morgan  
**Radio Accounts:** Teldisco, Inc. (Zenith Radio & Television, Tracy Sinks & Kitchens, Thor Washers, International Harvester, etc.), East Orange, N. J.; Olson & Co., Inc. (Du Mont Television), Philadelphia, Pa.; Old Dutch Coffee Co., Inc. (Old Dutch Coffee), New York, N. Y.

**TV Accounts:** Teldisco, Inc. (Spot Announcements), East Orange, N. J.; Old Dutch Coffee Co., Inc. (Old Dutch Coffee), New York, N. Y.

### R. T. O'CONNELL COMPANY

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

Phone: PLaza 3-5412

AAAA—ABP—ANPA

President.....R. T. O'Connell



## Advertising Agencies

Exec. Vice Pres.....Ethel Merklen  
 Vice President.....George Miller  
 V.P. Chg. of AM-TV.....David D. Polon  
*Radio Accounts:* Champion Implement Corp. (Spray Gun), New York, N. Y.; Dean Ross Piano Studios, Inc. (Piano Method), New York, N. Y.; Pomatex Co., Inc. (Brilliantine), New York, N. Y.; Noble Pine Products Co. (Pharmaceutical Products), Newark, N. J.; Bonomo Culture Institute (Physical Culture Pub. & Equip.), New York, N. Y.  
*TV Accounts:* Bonomo Culture Institute (Physical Culture Pub. & Equip.), New York, N. Y.; Pomatex Co., Inc. (Brilliantine), New York, N. Y.

### OLIAN ADVERTISING CO.

Ambassador Bldg., St. Louis 1, Mo.  
 Phone: CEntral 8380  
 ABP—ANPA—PPA—APA—NOAB

President.....Irwin A. Olian  
 Vice-Presidents.....Harold A. Thomas,  
 J. W. Goldstein  
 Radio-TV Director.....Margaret H. Nelson  
 Account Executives.....H. A. Thomas,  
 J. W. Goldstein, James Spencer, M. H.  
 Nelson, R. Mahon, James J. O'Neal  
*Radio Accounts:* General Grocer Co. (Topmost Foods, Manhattan Coffee), Sayman Products Co. (Sayman Soap), Pevely Dairy (Jitterbug Dairy Products & Reddi-Wip), Dining Car Coffee Co. (Dining Car Coffee), ARA Dist. Co. (Capehart TV), Mercantile Commerce Bank, Ritepoint Co. (Liters), Knapp-Monarch (Magik-Rid), G. S. Suppiger Co. (Brook's Catsup), Vess Bottling Co. (Vess Beverages), St. Louis, Mo.  
*TV Accounts:* Pevely-Dairy Co. (Reddi-Wip), Ritepoint Co., G. S. Suppiger Co., Mercantile Commerce Bank, Knapp-Monarch, ARA Distributing Co., St. Louis, Mo.; General Grocer Co. (Topmost Foods, Manhattan Coffee); Dining Car Coffee Co.; Vestal, Inc. (Wax-Rite), St. Louis.

### OLMSTED & FOLEY

1200 2nd Ave. So., Minneapolis 3, Minn.  
 Phone: ATLantic 8166  
 AAAA—ABC—ABP—ANPA—AFA

Partner.....Ward H. Olmsted  
 Partner.....John T. Foley  
 Acct. Executive.....Clarence H. Russell  
 Dir. of Radio & TV.....James D. McTighe  
 Acct. Executive.....John K. Mortland  
 Acct. Executive.....Robert B. Pile  
*Radio Accounts:* 1st National Bank, Minneapolis, Minn.; King Midas Milling Company (King Midas Flour & King Midas Feeds), Minneapolis, Minn.; Marshall-Wells Company (Appliances, Paints, etc.), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Rochester Dairy (Dairy Products), Rochester, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes,

Farm Feeds, American Beauty Flour & Mixes—Dallas, Texas), Minneapolis, Minn.; Kaiser-Frazer, Inc. (Automotive), Minneapolis, Minn.; Schmidt Brewing Company (Beer), St. Paul, Minn.; Laser Laboratories (Natcol Hair Lotion), Minneapolis, Minn.  
*TV Accounts:* 1st National Bank, Minneapolis, Minn.; Chun King Sales, Inc. (Oriental Foods), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Red Owl Stores (Grocery Products), Minneapolis, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes, Farm Feeds, American Beauty Flour & Mixes—Dallas, Texas), Minneapolis, Minn.; Kaiser-Frazer Dealers, Inc. (Automotive), Minneapolis, Minn.; Schmidt Brewing Company (Beer), St. Paul, Minn.; Laser Laboratories (Natcol Hair Lotion), Minneapolis, Minn.; Brechet & Richter (Gold Cross Beverage Base), Minneapolis, Minn.

### O'NEIL, LARSON, McMAHON

230 N. Michigan, Chicago 1, Ill.  
 Phone: And. 3-4470  
 ABC—ABP—ANPA—AFA

Partner.....Nelson J. McMahon  
 Partner.....Edw. H. Larson  
 Exec. V.P.....Walter Zivi  
 Controller.....J. O. Webb  
 Sr. Acct. Exec.....W. P. McWilliams  
 New Bus. Dir.....F. G. Stein  
 Acct. Execs.....Elmer Silha, John Cherbo,  
 Norman Larson  
 Merch. Mgr.....R. J. Smasal  
 Merch. & Pub. Dir.....J. Littleton  
 Media Dir. & Radio-TV Buyer  
 Marshall Edinger  
 Prog. Director.....Stan Kaatz  
*Branch Offices*  
 290 Madison, New York City  
 Phone: MU 5-1464  
 Manager.....M. Robinson  
 7 Trinity Sq., Toronto, Canada

### ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.  
 Phone: PLaza 9-8050  
 ABC—ANPA—NOAB—PPA

President.....Robert W. Orr  
 Vice-Pres.....Eldon Sullivan  
 Vice-President.....Arthur Livingston  
 Sec.-Treas.....Robert P. Clark  
 Radio-TV Director.....Lou Ergman  
*Branch Offices*  
 9130 Sunset Blvd., Los Angeles, Calif.  
 Exec-in-Chge. ....Richard Digs  
*Radio Accounts:* Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.; Bosco Co., Inc., New York, N. Y.; National Guard of the U. S., Washington, D. C.  
*TV Account:* Andrew Jergens Co.; Bosco, New York, N. Y.

## Advertising Agencies

### OWEN & CHAPPELL, INC.

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

Phone: PLaza 8-2400

ABP—ANPA—APA—NOAB—PPA

President.....John H. Owen  
Executive Vice-Pres.....Charles Chappell  
Vice-Presidents.....Marc Seixas,  
William J. Jost, John J. Schneider  
Director of Media.....James B. Daly, Jr.  
*Radio-TV Dept.*

V.P.—Radio-TV Dir.....David Hale Halpern  
*Radio Accounts:* National Bohemian  
(Beer), National Premium (Beer), Baltimore, Md.

*TV Accounts:* National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

### MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg., Kansas City 11, Kans.

Phone: Dr 7250

ABP—ANPA—APA—PPA

President.....Merritt Owens  
Vice-President.....R. Grant Neds  
V.P. & Production Mgr.....Glenn A. Scott  
TV Director.....Earl Allvine  
Art Director.....Bernard L. Wardlow

*Radio Accounts:* Feld Chevrolet Company, Inter-State Moving & Stor. Co., Sulfa-Dent, Kansas City, Mo.; Davidson Brothers Motor Co., Kansas City, Kan.; Joe M. O'Hill Motor Co. (Nash Dealer), Kansas City, Kan.

*TV Accounts:* Zephyr Ventilated Awning Co., Joe M. O'Hill Motor Co., Kansas City, Kan.; Feld Chevrolet, Kansas City, Kansas; Gorman's (Dept. Store); Home Federal Savings & Loan Assn.

### PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.

Phone: TEmplebar 2-2885

ABP—APA

Partners.....Helen A. Kennedy,  
Carl W. Sickler

*Radio Accounts:* First Savings & Loan Assn., Prudential Realty & Finance Co.

### PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.

Phone: ELiot 1401

AAAA—ANPA—NOAB

President.....W. H. Horsley  
Secretary.....H. O. Stone  
V.P. & Radio TV Dir.....Trevor Evans  
Asst. Radio Director.....Mary Peacock

#### *Branch Offices*

715 Cascade Bldg., Portland, Ore.

Phone: Capital 1021

V.P. & Manager.....Milton Foland

601 Review Bldg., Spokane, Wash.

Phone: Madison 6479

Manager.....Vernon Cary  
*Radio Accounts:* Fisher Flouring Mills Co.

(Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farmers Assn.—Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Seattle-First National Bank, Federal Old Line Ins. Co. (Insurance), Seattle, Wash.; Branch towns: Ivar's Acres of Clams (Seafood Restaurant), Cowman-Campbell Paint Store (Paint), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Company (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Union Fed. Savings & Loan Assn., Seattle; Lang & Co. (Gold Seal Coffee), Seattle; Oil Heat Institute, Seattle.

*TV Accounts:* Pacific Lincoln Mercury Co. (Linc. & Merc. cars), Seattle-First Nat. Bank, Sherman, Clay & Co. (Music Store), Washington Co-Op Farmers Assn. (Lynden Products), Seattle, Wash.; Federal Old Line Ins. Co., Seattle; F. B. Connelly Co. (Home Appliance Distributor), Seattle.

### PEARSON ADV. AGENCY, INC.

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

Phone: MURray Hill 8-3055

PPA

President-Treasurer.....C. H. Pearson  
Radio Director.....A. E. Baglis

*Radio Accounts:* Manufacturers Trust Co. (Banking), New York; Cooper Razor Blade Co. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.

### PECK ADV. AGENCY, INC.

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

Phone: PLaza 3-0900

ABP—ANPA—APA—NOAB—PPA

Chairman of the Board.....Harry Peck  
President.....Harry Krawit  
Vice-Presidents.....Norman Mack,  
Sidney Alexander, John Schuman

Radio-TV Director.....Arthur J. Daly  
Asst. Radio-TV Director....Donald Blauhut

*Radio Accounts:* Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Street & Smith Magazines (Charm, Mademoiselle, Living), Hearst Publications (Cosmopolitan, Good Housekeeping), Excelsior Frozen Meat Products (Frozen Meat Products), Julian Freirich Company (Tongue & Pork Products), New York, N. Y.; Hartford Provision Company (Meat Products), Hartford, Conn.

*TV Accounts:* Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics).

### PEDLAR & RYAN, INC.

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

Phone: PLaza 5-1500

AAAA—ABC—ABP—ANPA—APA

President.....Thomas L. L. Ryan

## Advertising Agencies

Vice-Presidents.....T. C. Fisher,  
Donald R. Shaw, Jack Skolnik, John Mac-  
Kay, Wilfred Roberts  
V.P. in Chg. Radio-TV..Wilfred S. Roberts  
Media Director.....Richard S. Bean  
Time Buyer.....Donald Quinn  
Program Supervisor.....Elizabeth C. Shay  
Program Asst.....Edward Brown  
*Radio and TV Accounts:* Procter and  
Gamble (Camay Beauty Shop), Cincinnati,  
O.

### THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.  
Phone: Franklin 2122

Partners.....William L. Phillips,  
Charles C. Ramsey  
Account Executive.....Fred J. Volz  
Media Director.....Robert F. Lewis  
Radio-TV Prod. Dir.....Orva W. Huff  
*Radio Accounts:* Arden Farms Co. (Dairy  
Products), Silver Gate Bldg. & Loan (Savings  
& Loan Assn.), Walker's (Dept. Store),  
Dennstedt Electro Mart (Electrical Appli-  
cances), Dennison Mattress Co., San Diego,  
Calif.; First Nat'l. Bank, San Diego, Calif.;  
Walt Tufford De Soto-Plymouth (Auto  
Dealer), San Diego, Calif.

*TV Accounts:* Arden Farms Co., Denn-  
stedt Electro Mart, General Electric Appli-  
ance, Walker's, San Diego, Calif.; First  
Nat'l. Bank, San Diego, Calif.

### PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas  
Phone: Cathedral 6131

ABP—ANPA—AFA

Partner.....Jack N. Pitluk, Sr.  
Partner.....Jack N. Pitluk, Jr.  
Acct. Execs.....Sam Riklin, Luke Collins,  
Ben Tamborello

Public Relations Dir.....Jim Battersby  
Radio Director.....L. Jerry Spengler  
TV Director.....A. J. Zlabovsky

*Radio Accounts:* The Pearl Brewery  
(Pearl Beer), San Antonio, Tex.; Joske's of  
Texas (Department Store), San Antonio,  
Tex.; Taylor Bedding Mfg. Co. (Morning  
Glory Mattresses & Matching Box Springs),  
Taylor, Tex.; Handy Andy Community  
Stores), San Antonio, Tex.; Fehr Baking  
Company (Fair Maid Bread & Cakes), San  
Antonio, Tex.

*TV Accounts:* The Pearl Brewery (Pearl  
Beer), San Antonio, Tex.; Joske's of Texas  
(Department Store), San Antonio, Tex.;  
Taylor Bedding Mfg. Co. (Morning Glory  
Mattresses & Matching Box Springs), Taylor,  
Tex.; Handy Andy Community Stores (Chain  
Grocery Stores), San Antonio, Tex.; Fehr  
Baking Company (Fair Maid Bread &  
Cakes), San Antonio, Tex.

### R. J. POTTS—CALKINS & HOLDEN INC.

215 W. Pershing Rd., Kansas City 8, Mo.

Phone: Gr 5775

ANPA—APA—NOAB—PPA

President.....R. J. Potts  
Vice-Presidents.....J. B. Woodbury,  
C. C. Tucker, E. A. Warner, C. L. Robin-  
son  
Secretary-Treasurer.....C. C. McMillan  
Radio & TV Director.....William J. Brewer  
Publicity Director.....James McQueeney

### POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.  
Phone: Victor 9400

ANPA—APA—PPA—NOAB

President.....W. J. Krebs  
V.P.-Production Mgr.....D. E. Dexter  
Secretary-Treasur.....C. J. Effie  
V.P. & Radio Dir.....N. P. Rowe

### PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.  
Phone: GARfield 6490

President.....George L. Prater  
Vice-President.....M. T. Prater  
Secretary.....Mary E. Johnson  
Radio-TV Director.....George L. Prater  
*Radio Account:* Falls City Brewing Co.,  
Inc. (Falls City Beer), Louisville, Ky.  
*TV Account:* Falls City Brewing Co., Inc.  
(Falls City Beer), Louisville, Ky.

### QUALITY PARK ADV. AGENCY

450 N. Syndicate St., St. Paul 4, Minn.  
Phone: NE 7873-4

APA—ABP

President.....C. A. Ward  
Vice-President.....R. J. Henderson  
Prod. Mgr., Space Buyer.....D. J. Holstad  
General Manager.....E. G. Petersen  
Radio Dir. Chg. Research...J. H. Fischbein  
Copy Chief.....J. B. Reely  
*Radio Accounts:* Dairy Fresh Creameries,  
Miss Morris Candies, Zip Co., Red Wagon  
Pop Corn, Kennedy Products.

### RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.  
Phone: BErgen 4-2332

Pres., TV Dir., Acct. Exec..Michael A. Fiore  
Vice-Pres. & Treas.....B. V. Fiore  
Secretary .....Sol Chasnoff  
Prod. Mgr.....Paul Apello  
Radio-TV Director.....Michael A. Fiore  
Account Executives...B. Wilman, G. Fiore,  
J. Critelli

*Radio Accounts:* China Clipper (Restau-  
rant), Jersey City, N. J.; D. Wolff & Co.  
(Credit Clothing), Newark, N. J.; Stage  
Coach Inn (Night Club), S. Hackensack,  
N. J.; Alexander Beverages (Soft Drinks),  
Paterson, N. J.; New School for Modern  
Music (School), Newark, N. J.; Newark  
School of Auto Body Repair (School), New-  
ark, N. J.; Craft School of Auto Body Re-



## Advertising Agencies

pair (School), Jersey City, N. J.; Globe-Bremner Fur Co. (Retail Furrier), New York, N. Y.; Rosant Schools of Upholstery (School), Newark, Passaic, Paterson, N. J.; Maende & Co. (Appliances), Union City, N. J.; Upholstery Institute (School), Camden, N. J.; Casino Beach & Pool (Swimming Pool), Long Branch, N. J.; N. J. Association of Technical Schools (Schools), Newark, N. J.; Campo Auto Sales (Used Cars), Little Ferry, N. J.; Cav-Bro Hair Preparations (Tonic, Shampoo, etc.), Cliffside Park, N. J.; Bill Williams Auto Exchange (Used Cars), Jersey City, N. J.; Garion Auto Exchange (Used Cars), Little Ferry, N. J.; Gus Lesnevich Champ Motors (Used Cars), Cliffside Park, N. J.; Rev. Rittenhouse (Religious Program), Fairmont, W. Va.

*TV Accounts:* Watching Lake, Inc. (Swimming Resort), S. Plainfield, N. J.; Afco Sales Corp. (Mail Order Items), Jersey City, N. J.

### THE L. W. RAMSEY ADV. AGENCY

230 No. Michigan Ave., Chicago 1, Ill.

Phone: FRanklin 2-8155

President & Secretary.....E. G. Naeckel  
 Vice-Pres. & Treas.....L. H. Copeland  
 Vice-President.....N. B. Langworthy  
 Art Director.....E. J. McCabe  
 Radio Time Buyer.....Dorothy L. Parsons

#### *Branch Office*

Hollywood 28, Calif.

Exec. Vice-Pres.....E. G. Naeckel  
 L. W. Ramsey Adv. Agency  
 Davenport, Iowa, Union Arcade  
 General Manager.....E. G. Naeckel

### THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.

Phone: 7-1179

ABP

President.....Wilbur W. Randall  
 Production Manager...Muriel M. O'Connor  
 Art Director.....Bernard S. Vinick  
 Radio & TV Director....Florence F. Grady

*Radio Accounts:* Sir Allo Shoe Clinic, Hartford & New Haven; Crown Petroleum Corp. (Petroleum Products), Connecticut & Massachusetts; Geo. E. Dewey & Co. (Moving Storage), General Electric Supply Corp. (Television, Radio), Hartford Gas Company (Public Utility), New England Laundry (Laundry), Savitt Jewelers (Jewelry), Wachtel's (Dept. Store), Hartford, Conn.; State Line Potato Chips, N. Wilbraham, Mass.

*TV Accounts:* George E. Dewey Co.; State Line Potato Chips.

### THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.

Phone: CADillac 1-4662

ABP—ANPA—APA—PPA—ABC—NOAB  
 Pres. & Treas.....H. Ross Mack  
 Vice-President.....Hal. G. Trump  
 Secy. & Copy Chief.....George B. Dow

Radio Director.....R. D. Hughes  
 Space & Radio Time Buyer

Charles E. Foerster

Art Director.....R. P. Lachenauer  
 Production Manager.....George L. Husted  
 Account Executives.....H. Ross Mack,  
 Hal G. Trump, R. D. Hughes, Charles  
 Foerster, Lee E. Crooks, P. F. Droege  
*Radio Account:* Booth Newspapers.

### RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.

Phone: MA 2-6811

ANPA—PPA—ABP—APA

Owner.....Milton C. Tander  
 Art Director.....Henry Krupinski  
 Production Manager.....Margaret McDade  
 Publicity Director.....Rita Levine  
 Research Director.....Shirley Trinker

*Radio Accounts:* K. Kaufman & Co., Inc.,  
 Monroe Savings & Loan Assn., Union National Bank.

### CHAS. DALLAS REACH CO., INC.

69 Washington St., Newark, N. J.

Phone: MARKET 3-5100

AAAA—ABP—ANPA—APA—PPA

Pres. & Treas.....Chas. Dallas Reach  
 Vice-Presidents.....Howard Sands,  
 Francis R. Risley

Sec. & Art Dir.....Everett Sahrbeck  
 Asst. Sec. & Treas.....Wm. F. Renz

#### *Branch Office*

46 W. 55th St., New York 19, N. Y.

Phone: Circle 5-4176

Vice-President.....Weston W. Hill  
*Radio Accounts:* Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppers Co. (Coke Fuel), Curtiss-Wright Co. (Airplane), New York, N. Y.

*TV Accounts:* Koppers Co. (Coke Fuel), New York, N. Y.

### KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,

Minneapolis 2, Minn.

Phone: Bridgeport 7701

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA—AFA

President.....E. E. Sylvestre  
 Executive Vice-Pres.....Wayne Hunt  
 Vice-Presidents.....J. H. Sarles,

Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford, E. K. Pottle, Dr. A. R. Root, Russell E. Neff, K. P. Torgerson, Wm. C. Schneider

V.P. & TV Dir.....R. E. Neff  
 Radio Dir.....Wm. S. Shepherd

V.P. & Media Director....K. P. Torgerson  
 Time Buyer.....Philip Archer

#### *Branch Office*

625 Market St., San Francisco 4, Calif.

Phone: YUKon 6-0678

Exec.-in-Charge.....H. R. Ohleyer



## Advertising Agencies

*Radio Accounts:* General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co., Art Instruction, Inc.

*TV Accounts:* Art Instruction, Inc., General Mills, Midland National Bank.

### REINCKE, MEYER & FINN, INC.

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

Phone: WHitehall 4-7440

ABP—ANPA—APA—NOAB—PPA—CCA  
 President ..... Wallace Meyer  
 Vice-Pres. & Treas. .... C. A. Reincke  
 Vice-Pres. & Sec. .... A. L. Reincke  
 Vice-Presidents ..... Gordon Taylor,  
 C. C. Stevens, J. J. Finn

Radio-TV Director ..... Frank M. Baker  
 Media Director ..... Robert McKericher  
 Space Buyer ..... J. F. Brown

*Radio Accounts:* Anderson Co. (ANCO Wiper Blades and Arms), Gary, Ind.; Chicago, Burlington & Quincy (Railroad travel), Sterling Insurance Co. (Insurance), Lehon Co. (Mule-Hide Roofing), Chicago, Ill.; Otarian (Hearing Aids), Chicago, Ill.; von Schrader Mfg. Co. (Powder-ene Rug Cleaner), Racine, Wis.; Photo Finishers (Assoc. (Cameras), Chicago, Ill.; International Sports Show, Chicago, Ill.

*TV Accounts:* von Schrader Mfg. Co. (Powder-ene), Racine, Wis.; Burgess Cellulose Co. (Sponges), Freeport, Ill.; Photo Finishers Assoc. (Cameras), Chicago, Ill.; International Sports Show, Chicago, Ill.; Weed Chains (Tire Chains), York, Pa.

### THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.

Phone: CApiTal 7-7611

ANPA—PPA—ABP—AAAA—APA

President & Treas. .... Harry I. Reingold  
 Art Director ..... Harry Goodman  
 Production Manager .... Robert W. Curley  
 Copy Chief ..... Harry Dodsworth  
 Media Dir. & Radio Time Buyer

Thomas J. Bowen

Mgr. Outdoor Dept. .... Burt C. Riley, Jr.  
*Radio-TV Accounts:* Hampden Brewing Co., Willimansett, Mass.; Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester Pies.

### EMIL REINHARDT, ADVERTISING

1736 Franklin St., Oakland 12, Calif.

Phone: TEmplebar 2-2408

ABP—ANPA

Owner ..... Emil Reinhardt  
 Director, Radio & TV ..... Joseph Connor  
 Account Executives .... James C. Prindiville,  
 James B. Innis, Roland Irving  
 Timebuyer, Radio & TV .... James C. Resor

*Radio Accounts:* Central Bank, Marysville, Calif.; Golden Crust Bakers (Bread), Chico, Calif.; Grocers Milk Company (Milk & Dairy Products), Oakland, Calif.; Kilpatrick's Bakery (Bread), San Francisco, Calif.;

Old Home Bakers (Bread), Sacramento, Calif.; S. F. Brewing Corp. (Beer), San Francisco, Calif.

*TV Accounts:* Kilpatrick's Bakery (Bread), San Francisco, Calif.; Par-T-Pak Beverage Co. (Soft Drinks), Oakland, Calif.; S. F. Brewing Corp. (Beer), San Francisco, Calif.; Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.

### REISS ADVERTISING

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

Phone: PLaza 7-8035

ABC—ABP—ANPA—APA

President ..... Joseph Reiss  
 Vice-President ..... Harold Reiss  
 Sec.-Treas. .... B. M. Reiss

*Radio Accounts:* Decorative Cabinet Corp. (E-Z-Do Closets and accessories), S. Klein (Retail Apparel), Princess House Closets (Closets & Accessories), Arthur Brown & Bro. (Art Supplies), Aristocrat Leather Products Co. (Inner Sanctum Billfolds), New York, N. Y.; Slater Electric & Mfg. Co., Woodside, L. I.

*TV Accounts:* Decorative Cabinet Corp. (E-Z-Do Closets & Accessories), Princess House Closets (Closets & Accessories), Aristocrat Leather Products Co. (Inner Sanctum Billfolds), New York, N. Y.; Gemex Co. (Watch Bands), Union, N. J.

### E. W. REYNOLDS LIMITED

145 Yonge St., Toronto 1, Ont., Canada

Phone: WAverly 6157

ABC

President ..... Edward W. Reynolds  
 Vice-President ..... C. W. Reynolds  
 Sec. & Treas. .... Fred Banks  
 Art Dept. .... Garth Harber  
 Production Manager ..... M. Landmann  
 Copy Chief ..... N. Stuart Walton  
 Radio Director ..... G. E. Howard  
 Radio Time Buyer ..... Shirley Oakes  
 Space Buyer ..... Helen Anderson  
 Account Executives .... C. Warren Reynolds,  
 H. D. R. Newby, E. M. Spink, J. H. Mitchell

*Branch Office*

985 Sherbrooke St. W., Montreal, Quebec

Phone: LANcaster 3745

Exec.-in-Charge ..... Allan S. Morrison

### FLETCHER D. RICHARDS, INC.

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

Phone: JU 6-5400

AAAA—ABP—ANPA—APA

NOAB—PPA

Chairman & Pres. .... Fletcher D. Richards  
 Vice-Presidents ..... Eugene I. Harrington,  
 Bradley A. Walker, M. J. Casey, J. S.  
 Davidson, Radcliffe Romeyn, Trel Yocum  
 Sec.-Treas. .... Duane W. Beurnmann  
 Vice-Pres. & Media Dir. .... E. A. Elliott  
 Art Director ..... John Sidebotham  
 Research-Mdsg. Direc. .... William J. Shine  
 Copy Chief ..... E. A. Gray



## . . . Advertising Agencies . . .

(Ball Point Pens), Los Angeles, Calif.; Pasadena Savings & Loan Association (Savings and Loan), Pasadena, Calif.; Republic Federal Savings and Loan Association (Savings and Loan), Los Angeles; Western Federal Savings and Loan Association (Savings and Loan), Los Angeles; Wilshire Federal Savings and Loan Association (Savings and Loan), Los Angeles.

### ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.

Phone: RAndolph 6-9760

ABC-ANPA-APA-NOAB-PPA

President.....J. P. Roche  
Treasurer.....D. J. Kelly  
Vice-Presidents.....J. M. Cleary,  
S. Weston, Lloyd Maxwell, J. V. Gilmour,  
John Hayes Kelly, H. M. Collier, M. F.  
Williamson, W. H. Savin, George Lyman  
Radio Director.....Phil Stewart  
Time Buyer.....N. J. Cavanaugh

*Radio Accounts:* Chicago, Milwaukee, St. Paul & Pacific R. R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products (Fleecy White Bleach, Little Boy Blue Blueing), Revere Camera Co. (Revere Cameras & Projector), Stewart & Ashby Coffee Co. (Stewarts Coffee), Chicago; The Studebaker Corp., South Bend, Ind.

*TV Accounts:* Stewart & Ashby Coffee Co., Chicago; The Studebaker Corp., South Bend, Ind.

### ROCK ADVERTISING AGENCY

1165 Broadway, New York 1, N. Y.

Phone: MUrray Hill 9-3850

ABP

Owner-Copy .....Allan Rock  
Art Director.....Ken Saco  
Space Buyer.....Sally Winston  
Radio Manager.....Irwin Winehouse

### ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.

Phone: DEarborn 2-0020

ABP-ANPA-APA-PPA-SNPA-NOAB

President.....Walter E. Smith  
Exec. Vice-Pres.....Ray H. Reynolds  
Vice-President.....Howard N. Smith  
Treasurer.....George C. Huppertz  
Secretary.....Olive A. Kinloch  
Vice-Pres. & Copy Chief...Robert L. Headen  
Radio-TV Director.....Edward E. Kash

#### Branch Offices

Reserve Loan Life Bldg., Dallas 1, Tex.  
Exec. V.P. & Mgr.....R. E. Brooks  
1004 Baltimore Ave., Kansas City 6, Mo.  
Exec. V.P. & Mgr .....B. G. Wasser

### ROIZEN & RICH, INC.

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

Phone: CLEVELAND 5975

AAAA-ABP-PPA

President .....Manus Roizen

Vice-President.....Arthur H. Rich  
Radio-TV Dir.....Robert F. Frank

*Radio Accounts:* Magnus Beck Brewing Co. (Beer, Ale), Buffalo, N. Y.; City Auto Wash, Inc. (Auto Wash), Buffalo, N. Y.; Music House (Radios, Phonographs, TV), Buffalo, N. Y.; Neuman Motors, Inc. (New Car Dealer), Buffalo, N. Y.; Parkside Furniture Co. (Furniture Store), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Saul's Auto Sales, Inc. (New Car Dealer), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.

*TV Accounts:* Magnus Beck Brewing Co. (Beer, Ale), Buffalo, N. Y.; Geo. A. Knerr Co. (Furnace Dealer), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Saltzman's (Bakery), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Studebaker Dealers Assn. (Studebaker), Buffalo, N. Y.; Troup Engineering Co. (Garage Door), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.

### RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.

Phone: University 6-9471

AAAA-ABC-ANPA-CAAN

President.....Russell C. Ronalds  
Vice-President.....F. deB. Walker  
Vice-President (Toronto) .....R. J. Avery  
Treasurer.....Angus Ahern  
Radio Director.....Frank Starr  
Asst. to Radio Director.....S. B. Hayward  
137 Wellington St. W., Toronto, Can.

Vice-President & Radio Dir.....R. J. Avery  
Asst. to Radio Director.....J. A. Reynolds

*Radio Accounts:* Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers of Canada, Ltd., Montreal; Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp., Toronto; Elizabeth Arden of Canada, Ltd., Crissol Bread Specialties Ltd. (Breadsticks).

### CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago Ill, Ill.

Phone: Superior 7-3486

ANPA-PPA-ABP-AFA

Owner.....Charles E. Rose  
Art Dir.....Norman Helford  
Space & Radio Time Buyers, William Perry,  
M. B. Cooper

*Radio Accounts:* Auto Accessory Co., Charms & Cain, H. C. Evans & Co., Nu-Dell Mfg. Co., Winkenweder & Ladd, Inc.

### WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, O.

Phone: TOWER 1-6171



## Advertising Agencies

Pres., Treas., Radio Dir.  
 William Ganson Rose  
 Vice-Presidents.....Frank Pelton,  
 L. C. Brown  
 Prod. Mgr.....Ina M. Peters  
*Branch Office*  
 3719 Reading Rd., Cincinnati 29, O.  
 Manager.....L. C. Brown  
*Radio Accounts:* Bailey Co., Cleveland  
 Foundation, Higbee Co., Mass. Mutual Life  
 Insurance Co., Public Square Relations.

### ROSE-MARTIN, INC.

21 W. 46 St., New York 19, N. Y.  
 Phone: LUXemburg 2-3550  
 ABP—ANPA—APA

President.....Irl W. Rose  
 Secretary-Treasurer.....John B. Martin  
 Media Director.....G. M. Rundbaken  
 Vice-President.....Vaughn G. Hannington  
 Production Manager.....John A. Boule  
 Art Director.....Andrew K. Nelsen  
 Comptroller & Off. Mgr.....H. J. Carmichael  
 Account Executive.....Irl W. Rose 2nd,  
 Vaughan C. Hannington, John A. Boule  
*Radio Accounts:* Public National Bank &  
 Trust Co. of New York.

### IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.  
 Phone: Oregon 9-1926

Buyer.....Irving Rosen  
 Production Mgr.....E. Wayne  
*Radio Accounts:* Fur Dressers & Fur Dyers  
 Assn., The Wenley Co., New York, N. Y.;  
 Ask Pharmacal Co., Astoria, L. I., N. Y.

### ARTHUR ROSENBERG CO., INC.

570 7th Ave., New York 18, N. Y.  
 Phone: CHickering 4-4420  
 ABP—ANPA—NOAB—PPA—APA

President.....Harold Chartow  
 Vice-Pres.....Samuel Rubenstein  
 Secretary.....A. A. Rosenberg  
 Radio & TV Dir.....Lillian Klineman  
*Radio Accounts:* Myer 1890 Beverages,  
 Miner's Inc.  
*TV Accounts:* Monarch-Saphin (Retail  
 Store), New York.

### A. JAMES ROUSE CO.

521 N. LaCienega Blvd.,  
 Los Angeles 48, Calif.  
 Phone: BRadshaw 2-5608  
 ABP—APA

Owner—Radio Dir.....A. James Rouse  
 Art Director.....John Fish  
*Radio Accounts:* B.F.P. Enterprises  
 (Toys); House of Fabrics (Fabrics), Los  
 Angeles, Cal.

### RUDER & FINN

32 E. 68th St., New York, N. Y.  
 Phone: TRafalgar 9-3600

Partners.....David Finn, William Ruder

### CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.  
 Phone: BAKER 4340

AAAA—ABP—PPA—ANPA  
 President.....C. L. Rumrill  
 Vice-Presidents...G. M. Prince, H. R. Hanson  
 Secy-Treasurer.....G. G. Wallington  
 Prod. Mgr.....H. H. Thompson, Jr.  
*Radio Accounts:* Gold Tone Studios, The  
 Pleasant Valley Wine Co., Brighton Place  
 Dairy.

### LOWE RUNKLE CO.

1365 First Natl. Bldg., Okla. City 2, Okla.  
 AAA—ABP—APA—PPA—SNPA

President.....Lowe Runkle  
 Vice-Pres.....Roger Pishny, Monty Mann  
 Secretary.....Irene Gammel  
 Production Mgr.....Ray Cooley  
 Act. Execs...Harold Kranz, Roger Pishny,  
 Howard Neumann, Monty Mann  
 Dir. of Radio.....Howard Neumann  
 Dir. of TV.....Bob Swysgood  
 Art Director.....Hugo Lindberg  
*Radio Accounts —* Arkansas City Flour  
 Mills (Flour), Arkansas City, Kans.; Cain's  
 Coffee Co. (Coffee, Tea, Spices), Dryer,  
 Clark & Dryer Oil (Motoroil, Gasoline),  
 Dulaney's (Appliance Distributors), Liberty  
 Natl. Bank (Banking Needs), Merit Mills.  
 Inc. (Feeds), Okla. Operating Co. (Laun-  
 dries), Oklahoma City, Okla.; Simpson Auto  
 Co. (Fords & Service), Oklahoma City,  
 Okla.; Local Federal Savings & Loan. Okla-  
 homa City, Okla.; O.K. Storage Co., Okla-  
 homa City, Okla.

*TV Accounts:* Dulaney's (Appliance Dis-  
 tributors), Oklahoma City & Tulsa, Okla.;  
 Okla. Operating Co. (Laundries), South-west-  
 ern Bell Telephone (Public Relations),  
 Cain's Coffee Co. (Coffee, Tea & Spices),  
 Oklahoma City, Okla.; O.K. Storage Co.,  
 Oklahoma City, Okla.; Liberty National  
 Bank & Trust Co., Oklahoma City, Okla.

### RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 6-6400

AAAA—ABC—ABP—ANPA—APA  
 NOAB—PPA

Chairman of the Board...Frederick B. Ryan  
 President.....Frederick B. Ryan, Jr.  
 Exec. V-P & Treas.....Cal J. McCarthy  
 V-P & Asst. Treas.....J. B. Ball  
 V-P, Dir. of Radio & Tel...Willson M. Tuttle  
 V-P & Assoc. Dir.....Thomas G. Slater  
 Business Mgr.....Grant Y. Flynn  
 Prod. Mgr.....John G. Cole  
 Script Editor.....Sidney Slon  
 Network Time Buyer...Bernard Rasmussen  
 Dir. of Publicity.....Bernard Zwirn  
 Exec. Prod. of Telev. Films...Marshall Grant  
 Dir. Talent & New Pgms.....David Nyren  
 Senior Director.....Robert S. Steel  
 Canadian Liaison.....Louis de Milhau



## Advertising Agencies

Casting Director .....Katherine McMahon  
 Television Art Director.....Pud Lane  
 Film Prod. Spvr.....Norman Matthews  
 Asst. Supervisor.....Roly Howe  
 Dir. of Radio & TV Cont....Frank Dennis

**Branch Offices**

360 North Michigan Ave., Chicago 1, Ill.  
 Phone: FINANCIAL 1833

Western Manager.....Paul E. Watson  
 Chicago Manager.....William P. Littell  
 Sr. Vice-President .....P. E. Watson  
 Sr. Vice-President .....W. P. Littell  
 Director Radio & TV.....R. W. Metzger  
 Charge of Production.....N. E. Heyne  
 Time Buyer and Bus. Mgr....Holly Shively  
 Asst. Time Buyer.....Victor Lund  
 Commercial Director.....Irene Small  
 Producer (TV) .....Lee Randon  
 Producer (AM) .....Warren Johnson  
 Producer (TV-AM) .....Frank Blotter  
 Producer (TV) .....James Taylor  
 Producer (AM-TV).....Walter Daspit

**Branch Offices**

7430 Second Blvd., Detroit 2, Mich.

Vice-President.....J. O. Weiser  
 Carew Tower, Cincinnati 2, Ohio

Vice-Pres. & Manager.....John L. Magro  
 505 N. Ervay St., Dallas, Texas

Manager .....Roger Bacon  
 812 Olive Street, St. Louis 1, Mo.

Senior Vice-Pres. ....Oscar A. Zahner  
 712 Main Street, Houston 2, Texas

Vice-Pres. & Mgr.....W. Van A. Combs  
 1218 Third Ave., Seattle 1, Wash.

V.P. & Manager.....F. G. Mullins  
 235 Montgomery St., San Francisco 4, Cal.

V.P. & Manager.....John L. Harvey  
 1680 No. Vine St., Hollywood 28, Cal.

V.P. & Manager.....Tod Reed  
 2 Toronto St., Toronto, Ontario

Manager .....Gordon Ralston  
*Radio and TV Accounts:* Adler Co., Allied

Florists of Chicago, American Airlines,  
 American Brewery Co., American Kitchens,

Ampro Corp., Autopoint Co., Baldwin Piano  
 Co., Beltone Co., Burgess Batteries, Capitol

Fritos Inc., Chasers Inc., Chrysler Corpora-  
 tion, Dodge Div., Comfort Mfg. Co., Con-

solidated Royal Chemists, Delaware, Lacka-  
 wanna & Western Coal Co., Demert and

Dougherty, Dodge Dealers Association of  
 Boston, Chicago, Cincinnati, Cleveland, Col-

umbus, Greater Detroit, Metropolitan New  
 York, Los Angeles, Pittsburgh, St. Louis,

Seattle, Toledo, Dr. Pepper Co., Druggists  
 Supply Corp., Edwards Coffee Co., Electric

Auto-Lite Co. of Canada, Emery Industries  
 Inc., Encyclopedia Britannica, Fehr Baking

Co., Florence Stove Co., Frankenmuth Brew-  
 ing Co., Fritos Inc., Fyr Fyter Co., Galves-

ton-Houston Breweries, General Shoe Co.,  
 Goodall Fabrics Inc., Greisedieck Brothers

Brewery, Hancock Oil Co., Hollywood Candy  
 Co., Horlicks Corp., Kentile Inc., Krey

Packing Co., Kroger Co., Lever Brothers  
 Co., Lever Brothers Ltd., Lewis-Howe Co.,  
 Thomas J. Lipton, Thomas J. Lipton, Ltd.,  
 MacFadden Publications Inc., Marhofer  
 Packing Co., Markus Campbell Co., Mason  
 Shoe Co., Motorola, Inc., Arthur Murray  
 School of Dancing, Muzak, Nalley's Inc.,  
 Norito Co., Old Reading Brewery, OshKosh  
 B'Gosh Inc., Pacific Coast Paper Mills, Pa-  
 cific Finance Corp., Palm Beach Co., Pepsodent  
 Company of Canada, Ltd., Pharma-  
 Craft Co., Reddi-Wip Co., Ritter Furniture  
 Co., Morris B. Sachs, Safeway Stores, Jacob  
 Schmidt Brewing Co., Servel Inc., Servel In-  
 ternational Inc., Sperti Biodyne Inc., A. E.  
 Staley Mfg. Co., Toledo Steel Products Co.,  
 Trailmobile Co., Turco Products Inc., United  
 Wallpaper Co., Visking Corp., Western  
 Reddi-Wip Co., Wolverine Shoe and Tanning  
 Corp., William Wrigley, Jr. Co., Yale &  
 Towne Mfg. Co., Zonolite Co.

### LEWIS EDWIN RYAN

726 Jackson Pl., N.W., Washington 6, D. C.  
 Phone: Re. 7606-7-8

AAAA-ABP-ANPA-PPA-SNPA-APA  
 Owner .....Lewis Edwin Ryan

Gen. Mgr.....J. Robert Corry  
 Radio TV Div.....William J. Green

### BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19,  
 N. Y.

Phone: PLaza 9-5141

ABP-ANPA-APA-NOAB-PPA

President .....Ben Sackheim  
 Exec. Vice-Pres.....Lloyd G. Whitebrook

Vice-President.....Herbert L. Steiner  
 Secretary.....M. A. Parmenter

Treasurer.....Leonard H. Spring  
 Copy Chief.....Anne Green

Art Director.....Arthur Singer  
 Production Manager.....Hugh A. Gigante

Fashion Promotion Director..Ruth Hammer  
*Radio-TV Dept.*

Research Director.....Sylvia Sackheim  
 Assoc. Res. Dir.....Robert E. Williams

Radio & TV Time Buyer..Leonard H. Spring  
 Account Executives.....Jerome G. Hahn,

Ezra Millstein, George B. Pampel, Glenda  
 Sullivan, Lloyd G. Whitebrook, Herbert

L. Steiner  
*Radio Accounts:* The Autoyre Company

(Kitchen and Bathroom Accessories), Oak-  
 ville, Conn.; Amalgamated Clothing Work-

ers of America; New York State Democratic  
 Committee (Public Information); Peter Pan

Foundations, Inc. (Merry-Go-Round™) Bras-  
 sieres), Miss Swank, Inc. (Slips and Pa-

jamas), New York, N. Y.; Davega Stores  
 Corp., New York; Flex-Let Corp. (Flex-Let

Watch Bands & Beau Brummel Men's Jew-  
 elry), E. Providence, R. I.

*TV Accounts:* Davega Stores Corp. (Retail  
 Sporting Goods and Appliance Chain); New

## Advertising Agencies

York State Democratic Committee (Public Information), New York, N. Y.; Flex-Let Corp., E. Providence, R. I.; Lydia O'Leary, Inc. (Covermark, Spot-stik & Other Cosmetics), New York, N. Y.; Peter Pan Foundations, Inc. (Brassieres), New York; Vita Food Products, N. Y.; Vulcan Watch Co., New York.

### ST. GEORGES & KEYES, INC.

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

Phone: PLaza 5-1180

ABP—ANPA—PPA—ABC

President .....Maubert St. Georges  
Exec. V.P., Radio Dir...Stanley J. Keyes, Jr.  
Treasurer.....John H. Vesely  
Vice-Pres.-Art Director...Alfred A. Anthony  
Production Manager.....William Korcak  
Media Dir.....James J. Freeman  
Publicity Director.....John C. Gourlie  
Branch Offices

2112 N. Charles St., Balitmore 18, Md.

Manager.....Arthur Booth

Phone: Saratoga 3900

*Radio Accounts:* Benj. Moore & Co. (Paints), N. Y.; Bisciglia Bros., Wines, Fresno, Calif.; Davison Chemical Corp., Baltimore, Md.

*TV Accounts:* Revere Copper and Brass (Revere Ware), Lawrence Laboratories, Bisciglia Bros. Wine Corp., Berk's-Lehigh Co-operative Fruit Growers, Inc.

### RICHARD SALINGER, ADV.

99 Chauncey St., Boston 11, Mass.

Phone: Li. 2-5332

Pres., Copy Chief, Rep. & Radio  
Time Buyer.....Richard Salinger  
Art, Media, TV & Publ. Dir...Irving I. Sacks  
Prod. Mgr., Research Dir....Jos. W. Bourke  
*Radio Accounts:* Kussell Furs, Lehrburger & Asher (Furs), Stasey-Moore (Furs), Touraine Stores (Women's Specialty), Kay Jewelry, Co., Boston, Mass.

*TV Accounts:* Lehrbuger & Asher (Furs), Boston, Mass.

### SALOW & ASSOCIATES

82 Lexington Ave., Passaic, N. J.

Phone: GRegory 3-1414

ABP—ANPA

President.....H. Harvey Salow  
Art Director .....Donald Canter  
Copy Chief.....Margaret Tepper  
Production Dir.....Edward Paycheck  
TV & Radio.....Paul Josephson  
*TV Accounts:* Tel-O. Tube Corp. of America (Cathode Ray Tubes), E. Paterson, N. J.; Charles Berman (Floor Coverings), Paterson, N. J., Arrow Elec. Corp. (TV & Major Appliances), Passaic, N. J.

### WALKER SAUSSY ADVERTISING

823 Perdido St., New Orleans 12, La.

Phone: Magnolia 3218

ABP—ANPA—NOAB—PPA—SNPA

Owner .....Walker Saussy  
Account Executives.....Moise Bloch  
Charles Bloom, II, John Arthur, P. J. Stakelum, Jr.  
Radio-TV Directors.....Nell W. Parker,  
Ydenc Francis  
Copy Chief & Acct. Exec.

Dorothea Schlesinger

*Radio Accounts:* American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy Co. (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Petrolane Gas Co. (Butane & Propane Gas), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Claveries Motors Inc. (Ford Dealer), Gretna, La.; Consolidated Companies, Inc. (Autocrat Foods), New Orleans.

*TV Accounts:* American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Henderson Sugars; Hibernia Homestead (Building Loans); Gallagher Transfer Co.

### FRANK B. SAWDON, INC.

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

Phone: PLaza 5-2516

President.....Frank B. Sawdon  
V-P, Radio-TV Dir.....Jerry Bess  
Secretary.....Victor Sawdon  
Acct. Execs.....Frank B. Sawdon, Jerry Bess

Branch Office

75 E. Wacker Drive, Chicago, Ill.

Phone: Dearborn 2-0326

Office Manager .....Marty Hogan  
*Radio Accounts*—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.; Bond Television (Manufacturers of TV Sets).

*TV Accounts*—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.

### SHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.

Phone: Market 2-0480

ANPA—APA—PPA

President.....Julius Scheck  
V. P. & Treas.....Morris Scheck  
V. P., Radio-TV Dir.....E. Grant Scheck  
Art Dir. ....Ernest D. Barnham  
Prod. Mgr.....Henry R. Scheck  
Copy Chief .....Carlton S. Smith  
Space Buyer.....Frank M. Craumer  
Account Executives...William H. Andrews,  
E. Grant Scheck, Morris Scheck, Julius Scheck.

*Radio Accounts:* Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Reddi-Wip Corp. of N. J. (Red-

## Advertising Agencies

di-Wip Topping), Harrison, N. J.  
**TV Accounts:** Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Michaels Bros. Dept. Store, New York; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware); Marlon Confections, New York; Holiday Motors, Newark, N. J.

### 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

### SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 7, Calif.

Phone: Michigan 2396

Owner ..... T. D. Schlots  
 Radio-TV Dir. .... Ruth S. Arnot  
 Art Director ..... L. G. Mynro

### GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.

Phone: GASpee 1-4813-45

ABP—ANPA—APA—NOAB—PPA

Pres. & Treas. .... Gordon Schonfarber  
 Vice-President ..... Russell C. Edwards  
 Secretary ..... Amanda C. J. Olsson  
 Radio & TV Director ..... Claire R. Grenier  
*Radio Accounts:* Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Tilden-Thurber, Inc. (Jewelers & Silversmiths), Providence, R. I.; United Electric Railways (Public Transit), Providence, R. I.; Washington Trust Co. (Commercial Bank), Westerly, R. I.

### SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.

Phone: DEarborn 2-1815

AAAA—ABP—ANPA—PPA—APA

Pres. & Treas. .... R. J. Scott  
 Vice-Pres. .... W. Schwimmer  
 Copy Chief ..... L. Krakover  
 Time Buyer ..... E. Vanderploeg  
 Art. Dir. .... A. Thaler  
 Secretary ..... H. Heilig

*Radio Accounts:* Chicago Stadium, Congress Cigar Co., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Hawthorne-Melody Farms Dairy, National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; Coronet Magazine, London House Rest, F. & F. Laboratories (Cough Lozenges), Amer-

ican Frigid Dough Co. (Frozen Foods), Citrus Products Co. (Kist-Bottled Orange Juice), Glaser-Crandall Co. (Everbest Preserves).

### J. B. SEBRELL ADV. AGENCY

300 S. Los Angeles St., Los Angeles 13, Calif.

Phone: Madison 6-9397

ABP—APA

Owner & Director ..... J. B. Sebrell  
 Media ..... P. W. Thomas  
 Acct. Executives ..... Harry Page, K. T. Pyle  
 Radio Director ..... J. B. Sebrell  
 Television & Time Buyer ..... P. W. Thomas  
*Radio Accounts:* D. P. Bushnell Importers (Binoculars), Pasadena; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Budro (Hardware), Los Angeles, Calif.  
*TV Accounts*—Same as above.

### RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.

Phone: DELaware 7-1045

ANPA—APA—PPA

President ..... Freeman Keyes  
 Exec. Vice President ..... George Bayard  
 Vice-Presidents ..... A. D. Keyes,  
 Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Fred W. Swanson  
 Treasurer ..... Jack Harding  
 Secretary ..... E. V. Owen  
 Director of Res. .... James Withrell  
 Art Director ..... Jerry Bryant  
 Time Buyer ..... Merle Myers  
 Space Buyer ..... A. H. Bergsten  
 Radio-TV Director ..... Jack Simpson

#### Branch Offices

Lemeke Bldg., Indianapolis 4, Ind.

Phone: Market 1395

V.P. in Chg. .... Paul Richey  
 1469 N. Vine St., Hollywood 28, Calif.

Phone: Hudson 2-1206

Manager ..... Lionel C. Place  
*Radio Accounts:* Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.; H. Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; Fitzpatrick Bros. (Kitchen Klenzer, Automatic Soap Flakes), Chicago, Ill.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Norge Div., Borg-Warner Corp.; Walt Disney Productions, Inc., Food Merchandising Div.; Bowes Industries, Inc. (Bondware Plastic Coated Paper Dishes).

*TV Accounts:* The Procter & Gamble Co. (Tide), Cincinnati, O.; Walt Disney Productions, Inc., Food Merchandising Div.; Fitzpatrick Bros. (Kitchen Klenzer).

### ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.

Phone: TRinity 3445

Owner, Space Byr. Radio Dir. ... R. W. Segar



## Advertising Agencies

Sec.-Treas., Acct. Exec.....D. D. Segar  
*Radio Accounts:* Spot: Geo. B. Wallace  
 Co., Niklas & Son.

### FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.  
 Phone: GARfield 1-0360  
 ABP—ANPA

Owner-Acct. Exec.....Frederick Seid

### THE JAMES C. SEIX CO.

345 Madison Ave., New York, N. Y.  
 Phone: MURray Hill 6-6368

Pres. & Time Buyer.....James C. Seix  
 Art Director.....Corienne Abbazia  
 Media Director.....Walter B. Rios  
 Publicity Dir.....Mallory Dorn  
 Production Mgr.....George Fish  
 Account Executives.....James C. Seix,  
 Lue H. Witt, P. J. Rosaly, Martin Slattery,  
 Herbert Cohon  
*Radio Account:* Lincoln Warehouse Corp.  
 (Mountain Vault Storage), New York, N. Y.

### SEWELL, THOMPSON & CAIRE

852 Carondelet St., New Orleans, La.  
 Phone: Tu 2251  
 SNPA—ABP

President .....Granville Sewell  
 Vice-Pres...R. V. Caire, Kenneth Thompson  
 Production Mgr.....E. Leone

### SHAFFER, BRENNAN, MARGULIS ADV. CO.

4 No. Eighth St., St. Louis 1, Mo.  
 Phone: MAIN 2579  
 ANPA—APA—PPA

Partner-Space Buyer-Radio Dir.  
 Sam B. Margulis  
 Partner-Space Buyer.....S. I. Rosenfeld

### ED SHAPIRO ADVERTISING

1524 Chestnut St., Phila. 2, Pa.  
 Phone: LO 4-2877  
 ANPA—ABP

President .....Edward Shapiro  
 Vice-Presidents.....H. H. Shapiro,  
 Leonard Goldsmith, Elinor L. Brown  
 Secretary .....Martin Sacks  
 Media Dir.....R. Goddes

### JOHN W. SHAW ADVERTISING, INC.

222 N. LaSalle St., Chicago 1, Ill.  
 Phone: DEarborn 2-5082  
 ANPA—APA—PPA—NOAB

President & Treas.....John W. Shaw  
 Secretary.....Augusta Young  
 Copy Chief.....David E. Guerrant  
*Radio Accounts:* Jacob E. Decker & Sons  
 (Div. of Armour & Co.) (Meat), Mason  
 City, Iowa; Drummond Packing Co. (Div.  
 of Armour & Co.) (Meat), Eau Claire, Wis.;  
 Chicago Laundry Owners Assn. (Laundry  
 Service), Chicago, Ill.  
*TV Accounts:* Standard Milling Co. (Fam-  
 ily Flour), Chicago, Ill.

### J. WILLIAM SHEETS

Central Bldg., Seattle 4, Wash.  
 Phone: Main 2442  
 ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets  
*Radio Accounts:* Skinner & Eddy Corp.

### K. E. SHEPARD ADV. AGENCY

75 East Wacker Dr., Chicago 1, Ill.  
 Phone: ANdover 3-5966  
 ABP—APA

President.....Kenneth E. Shepard  
 Vice-President.....B. F. Homan  
 Art Dir.....Richard L. Felden  
 Prod. Mgr.....B. Shepard  
*Radio Accounts:* Wilson & Co., National  
 Assn. of Homebuilders.

### SHERMAN & MARQUETTE

919 North Michigan Ave., Chicago 11, Ill.  
 Phone: Delaware 7-8000  
 AAAAA—ABC—ANPA—APA  
 NOAB—PPA—ABP

Partners...Arthur Marquette, Stuart Sherman  
 Radio & TV Director.....Louis T. Tilden  
 Branch Office  
 10 Rockefeller Plaza, New York 20, N. Y.  
 Phone: PLaza 7-6400

Radio & TV Dir.....Wm. B. Templeton  
*Radio Accounts:* The Quaker Oats Co.,  
 (Quaker Puffed Wheat & Puffed Rice, Pack-  
 O-Ten, Pettijohns Ful-O-Pep Feeds, Quaker  
 Oats and Mother's Oats, Mother's Premium  
 Oats), Chicago, Ill.; Oscar Mayer & Co. (Do-  
 mestic Meats & Canned Meats), Madison,  
 Wis.; Colgate-Palmolive-Peet Co. (Ajax  
 Cleanser, Cashmere Bouquet Face Powder,  
 Colgate Shave Creams, Colgate Talcum  
 Powder, Colgate Tooth Powder, Cashmere  
 Bouquet Soap, Halo Shampoo), Jersey City,  
 N. J.

*TV Accounts:* The Quaker Oats Co.  
 (Quaker Oats & Mother's Oats), Chicago, Ill.;  
 Colgate-Palmolive-Peet Co. (Ajax), Jersey  
 City, N. J.

### THE SHERWOOD CO.

147 West 42nd St., New York 36, N. Y.  
 Phone: LO 3-0326

Partner—TV Dir.....Leo Greenland  
 Partner.....Oscar S. Lerman  
 Art Direc.....Bud Hirsh  
 Account Execs.....Max Lerman, Phil Green

### SILTON BROTHERS INC.

131 Clarendon St., Boston 16, Mass.  
 Phone: CO 7-3730  
 ABP—ANPA—AFA—PPA

President.....Myron L. Silton  
 Exec. V.P.....Jason N. Silton  
 Treas.....Ramon N. Silton  
 V.P. Art.....Andre B. Paquette  
 Radio Director.....Jason N. Silton  
*Radio Accounts:* Craftsman Insurance Co.  
 (A. & H. Insurance), Boston; Rex Venetian  
 Blind Co. (Venetian Blinds), Boston; Ace



## Advertising Agencies

Vacuum Stores (Vacuum Cleaners), Boston;  
Windsor Furniture (Furniture), Natick,  
Mass.; Hotel Kenmore (Hotel), Boston;  
Spencer Shoe Stores (Footwear), Boston.

*TV Accounts:* Rex Venetian Blind Co.  
(Venetian Blinds), Boston; Mutual Shoe Co.  
(Footwear Mfrs.), Marlboro, Mass.

### SIMON & GWYNN

Commerce Title Bldg., Memphis 3, Tenn.  
Phone: 5-2404

SNPA—ANPA—APA—NOAB—ABP

Partners.....Milton Simon, H. N. Gwynn  
Copy Chief.....W. B. Campbell

*Radio Accounts:* American Snuff Co.,  
Donald Furniture Co., The Humko Co., Ro-  
bilio & Cuneo (Ronco Foods).

### SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.

Phone: Woodward 3-3000

AAAA—ANPA—APA—PPA

President-Treas.....Leonard N. Simons  
VP & Sec.....Lawrence J. M. Michelson  
Prod. Mgr.....Arthur H. Copland  
Space Buyer.....C. Allison Belcher  
Art Director.....Al Sielaff  
Radio & TV Director.....R. N. Hughes

*Radio Accounts:* Cunningham's Drug  
Stores (Drug, etc.), Koeppinger Bakery  
(Baked Goods), Krun-Chee Potato Chips  
(Potato Chips), Pretzels, Marine Foods,  
Inc. (Pepe Herring), Detroit, Michigan;  
Marshall Drug Company (Drugs), Cleveland,  
Ohio; Benjamin Rich (Real Estate), Sealy  
Mattress Co. (Mattresses), Taylor's Inc.  
(Dodge-Plymouth), Detroit, Michigan; Vel-  
vet Peanut Products (Peanut Butter); E & B  
Brewing Co. (Brew 103, Golden Ale); Ger-  
son's Inc. (Jewelry); King Research Labs.;  
People's Outfitting Co. (Dept. Store).

*TV Accounts:* Cunningham's Drug Stores  
(Drugs, etc.); Dossin's Food Products (Pep-  
si Cola); Koeppinger Bakery (Baked  
Goods); Krun-Chee (Potato Chips); Peo-  
ple's Outfitting Co. (Dept. Store); Sealy  
Mattress Co. (Mattress Mfg.); Taylor's Inc.  
(Automotive); Velvet Peanut Products (Peanut  
Butter); E & B Brewing Co. (Brew 103,  
Golden Ale); Marine Foods, Inc. (Pep-E  
Herring); Zweiback, Inc. (Women's Wear).

### R. C. SMITH & SON, LTD.

80 King St., W., Toronto, Ont.

Phone: EL 9396

ABC

President.....Adam F. Smith  
Secretary.....M. A. Stoakley  
Treasurer.....M. M. Marugg  
Space Buyer.....M. E. Craven  
Managing Director.....G. A. Phare  
Account Execs.....E. C. Bradley, S. K. Arnott

### W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.

Phone: Jackson 2163

APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith  
Vice-Pres. & Secy.....G. B. Smith  
Art Dir.....F. J. Thomas  
Prod. Mgr.....L. M. Fallon  
Media Dir. & Copy Chief.....H. D. Peltier  
Radio Dir.....I. M. Diebold  
Account Executives.....Julian L. James,  
P. M. Shaughnessy, H. D. Peltier, W. J.  
Smith.

*Radio Accounts:* Peerless Mfg. Co., Strat-  
ton & Terstege Co.

### SMITH & BULL ADV. AGENCY

6642 Sunset Blvd., Hollywood 28, Calif.

Phone: HEMpstead 5671

ABP—ANPA—NOAB—CNPA

Partner.....V. R. "Dick" Smith  
Partner.....Frank Bull  
Gen. Mgr., Acct. Exec.....Mel R. Roach  
Acct. Exec.....Rudy Perkal  
Time Buyer.....Jane T. Darden  
Space Buyer.....Marion Vilmure  
Dir. of Publicity.....Henry R. Konysky  
Radio & TV Supervisor.....Richard T. Parker

*Radio Accounts:* Seaboard Finance Com-  
pany (Finance); Triangle Publications (Rac-  
ing), Western Division); Marshall & Clam-  
pett (Autos), Los Angeles, Calif.; C & B  
Company Western Town (Toys); Western  
Harness Racing Assoc. (Racing), Los An-  
geles, Calif.; Clarite Battery Supply Co.  
(Batteries), Los Angeles, Calif.; Los An-  
geles Rams (Football), Los Angeles, Calif.;  
My L. A., Ltd. (Musical), Los Angeles,  
Calif.

*TV Accounts:* Seaboard Finance Company  
(Finance); Marshall & Clampett (Autos),  
Los Angeles, Calif.; C & B Co. Western  
Town (Toys); Los Angeles Rams (Football),  
Los Angeles, Calif.; Clarite Battery Supply  
Co. (Batteries), Los Angeles, Calif.; My  
L. A. Ltd. (Musical), Los Angeles, Calif.

#### Branch Office

333 N. Michigan Ave., Chicago, Ill.

Manager.....Georgina Small

*Radio Accounts:* Seaboard Finance Co.  
(Finance), Triangle Publication (Western  
Division) (Racing), Marshall & Clampett  
(Autos), Los Angeles, Calif.; C & B Com-  
pany-Western Town (Toy), Chicago, Ill. &  
Los Angeles, Calif.; J. E. Coberly (Autos),  
Milton J. Wershow Co. (Auctions), Western  
Harness Racing Association (Racing), Los  
Angeles, Calif.

*TV Accounts:* Western Harness Racing  
Association (Racing), Seaboard Finance Co.  
(Finance), Marshall & Clampett (Autos), Los  
Angeles, Calif.; C and B Company-Western  
Town (Toy), Chicago, Ill. & Los Angeles.

### SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.

Phone: ATLantic 1-9312

ABP—ANPA—APA—PPA

## Advertising Agencies

President.....Ronald P. Taylor  
 Chairman of the Board..Robert M. Jenkins  
 Television Dir.....Thomas J. MacWilliams  
 Radio Director.....Les Sterne

*Radio Accounts:* Pittsburgh Brewing Company (Iron City Beer, Tech Beer), Pittsburgh, Pa.; Pittsburgh Provision Co. (Irish Brand Ham and Bacon), Pittsburgh, Pa.; Sealy Mattress Company (Sealy Mattresses), Pittsburgh, Pa.; Dad's Old Fashioned Rootbeer (Dad's Old Fashioned Rootbeer), Pittsburgh, Pa.; Otto Creameries (Otto Dairy Products), Pittsburgh, Pa.; Spear & Company (Department Store), Pittsburgh, Pa.; Walter H. Burns Company (Food Products), Pittsburgh, Pa.; Franklin Furniture Company (Franklin Registered Furniture), Columbiana, Ohio; The McKay Company (McKay Chains), Pittsburgh, Pa.; Homestead Valve Mfg. Company (High Pressure Jenny Steam Clnr.), Coraopolis, Pa.; Dr. Ellis Company (Dr. Ellis Cosmetics), Pittsburgh, Pa.

*TV Accounts:* Pittsburgh Brewing Company (Iron City Beer, Tech Beer), Pittsburgh, Pa.; Dr. Ellis Company (Dr. Ellis Cosmetics), Pittsburgh, Pa.; Pittsburgh Provision Company (Irish Brand Ham and Bacon), Pittsburgh, Pa.; Sealy Mattress Company (Sealy Mattresses), Pittsburgh, Pa.; Dad's Old Fashioned Rootbeer (Dad's Old Fashioned Rootbeer), Pittsburgh, Pa.; Franklin Furniture Company (Franklin Registered Furniture), Columbiana, Ohio; A. M. G. Company (Mail Order Products), Erie, Pa.

### **SON DE REGGER ADV. AGENCY**

1020 Locust St., Des Moines, Ia.

Phone: 3-3185

ANPA—APA—ABP

President, Space Buyer, Radio Time & Acct. Exec.....Les Son De Regger  
 Vice-Pres.....O. D. McKasson, Jr.  
 Secretary.....G. Hupp  
 Treasurer.....N. H. Son De Regger  
 Art Dir.....D. D. Neal  
 Prod. Mgr.....Joseph Daniels

*Radio Accounts:* National Soap & Refining Co., Grocers Wholesale Co.

### **SORENSEN & CO.**

864 No. Michigan Ave., Chicago, Ill.

Phone: Delaware 7-5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen  
 Art Dir.....W. D. MacCourt  
 Space Buyer.....D. Samer

*Radio Accounts:* Bowey's, Inc., J. P. Harding Restaurants.

### **C. JERRY SPAULDING, INC.**

201 Commercial St. Worcester 8, Mass.

Phone: 3-4789

Pres., Treas. & Radio Time Buyer  
 C. Jerry Spaulding

Secretary.....H. H. Hartwell  
 Art Director.....Harvey Ball  
 Prod. Mgr.....Charles Rice  
 Acct. Execs.....Robert F. Hayward,

Robert B. Hanna

*Radio Accounts:* Coronado Hotel, People's Savings Bank, Mechanics Savings Bank, Worcester Brewing, W. H. Bacheller, Inc., Worcester, Mass.

### **WILLIAM SPITZ & CO., INC.**

114 So. Warren St., Syracuse 2, N. Y.

Phone: 2-7228

ABP—ANPA

Owner, Acct. Exec.....William Spitz  
 Art Director.....Wayne J. Lewis  
 Copywriter, Research.....Janet R. Lyman  
 Production Mgr.....Elmer E. Foote  
 Space & Time Buyer.....Diane I. Davis

*Radio Accounts:* Empire Card Company (Greeting Cards), Elmira, N. Y.; Grange Silo Co., Inc. (Farm & Industrial Silos), Red Creek, N. Y.; Greenways, Inc. (Greenways Premium Beer, Ale), Syracuse, N. Y.; Oswego Soy Products (Soy Bean Processing), Oswego, N. Y.; Syracuse Card Co. (Greeting Cards), Syracuse, N. Y.; Syracuse Glass Co. (Store Fronts, Mirrors) Syracuse, N. Y.; Timerson Canning Co. (Timco Dog & Cat Food), Fair Haven, N. Y.; Pilgrim Packing Co. (Meat Products), Syracuse, N. Y.; E. J. Arnstine Co. (DeSoto-Plymouth Dealer), Syracuse, N. Y.; Forsythe Motors Corp. (Dodge-Plymouth Dealer), Syracuse, N. Y.; Syracuse Nationals Shows, Inc. (Ice Capades, Circus, etc.), Syracuse, N. Y.

*TV Accounts:* E. J. Arnstine Co. (DeSoto-Plymouth Dealer), Syracuse, N. Y.; Bieber-Isaacs (Men's Clothing), Syracuse, N. Y.; Onondaga Supply Co., Inc. (Appliances), Syracuse, N. Y.; Syracuse Nationals Shows, Inc. (Ice Capades, Circus, etc.), Syracuse, N. Y.; Timerson Canning Co. (Timco Dog & Cat Food), Fair Haven, N. Y.

### **SPITZER & MILLS LIMITED**

50 King Street W., Toronto 1, Can.

Phone: EMpire 6-2811

President.....G. F. Mills  
 Exec. Vice-Pres.....J. W. Spitzer  
 Gen. Mgr. & Sec.-Treas.....W. H. Reid  
 Radio Director.....T. R. Hart  
 Account Executives.....J. R. Charles,  
 F. J. Collins, W. G. Wallace, P. R. L.  
 Charles, L. F. McCartney, J. Bedford, G.  
 M. MacDonald, R. W. Saunders, A. S.  
 Rutter

#### *Branch Offices*

1010 St. Catherine St. W., Montreal, Quebec  
 Phone: UNiversity 6-7801

Vice-Pres.....V. L. Hanna  
 Acct. Exec.....D. McCrimmon  
 Radio Director.....P. E. Corbeil  
 675 West Hastings St., Vancouver, B. C.  
 Phone: PAcific 2102

Acct. Exec.....J. H. Randle

## Advertising Agencies

*Radio Accounts:* Bata Shoe Company of Canada Ltd. (Kent Shoe Stores), Batawa, Ontario; Bell Telephone Co. of Canada (Yellow Pages), Montreal, Quebec; Canadian Cellucotton Products Company Limited (Kleenex), Niagara Falls, Ontario; Coleman Lamp & Stove Co. Ltd. (Lamps & Stoves), Toronto, Ontario; Colgate-Palmolive-Peet Company Limited (Soap Products), Toronto, Ontario; Fruitatives Products Ltd. (Fruitatives), Hull, Quebec; John Inglis Co. Limited (Consumer Goods), Toronto, Ontario; Pacific Meat Ltd. (Meat Products), Vancouver, B. C.; The Quaker Oats Co. of Canada Ltd. (Aunt Jemima and Quaker Grain Products), Peterborough, Ontario; J. Arthur Rank Film Distributors (Canada) Limited; RCA Victor Co. Ltd. (Electrical Appliances), Montreal, Quebec; The Toni Company a Division of the Gillette Safety Razor Company of Canada Limited (Home Permanents and Shampoos), Montreal, Quebec.

### BARTON A. STEBBINS ADVTG.

1250 Wilshire Blvd., Los Angeles 17, Calif.  
Phone: Trinity 8821

Owner.....Barton A. Stebbins  
Acct. Execs.....A. W. Gudelman, Nat Jeffras  
Time Buyer.....A. W. Gudelman  
Program Director.....E. C. Bloodworth

*Radio Accounts:* Signal Oil Co., Certified Grocers of Cal (Perfect Host & Guest Coffees), Los Angeles, Calif.

*TV Accounts:* Beauty Sales (Shampoo Curl), Los Angeles, Calif.; Certified Grocers of Calif., Los Angeles, Calif.; Glamour Products (Vitrex), Los Angeles, Calif.

### STERLING ADV. AGENCY, INC.

535 5th Ave., New York 7, N. Y.

Phone: LOngrave 5-4614

ANPA—PPA

Chairman of Board.....S. M. Broun  
President.....Joseph S. Edelman  
Secretary, Space Buyer.....William Forray  
Treasurer .....Herbert Goldsmith  
Radio-TV Director .....Myron L. Broun

### FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.

Phone: 4-9339

Owner.....Fred D. Stevens  
*Radio Accounts:* Wicks & Greenman, Cornhill Bldg. & Loan Assn.

### STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.

Phone: Dunbar 5600, 01, 02, 03

AAAA—ABC—ABP—ANPA

Chairman of Board.....Eric W. Stockton  
Pres. & Treas.....William Z. Burkhart  
VP, Sec. & Copy Chief.....Ranald S. West  
VP & Art Director.....C. Thomas Martin  
VP & Dir. of Research.....R. A. McDowell

VP & Dir. of Sales.....Joseph D. Nelson, Jr.  
VP & Dir. TV Dept.....C. Thomas Martin  
VP & Dir. TV Media.....Robert A. McDowell  
Dir. TV Production.....Gene Starbecker  
Asst. Dir. TV Production.....Fred Golt  
Mgr. Radio & TV Off., N. Y.....Richard Dunn  
TV & Radio Time Buyer.....James Gray

#### Branch Office

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

Phone: ELdorado 5-1041

Mgr., Radio & TV Div.....Richard Dunn

*Radio Accounts:* Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines, Champagne), Cincinnati, Ohio.

*TV Accounts:* United States Shoe Corp. (Red Cross Shoes), Cincinnati, Ohio; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio.

### STORM ADVERTISING COMPANY

210 Hiram Sibley Bldg., Rochester, N. Y.

Phone: Baker 9140

V.P.—Radio & TV Dir. &

Acct. Ex.....Jean Schantz  
Prod. Mgr.....Norman Ludlow, Jr.  
Art Director.....Vincent Marcone

*Radio and TV Accounts:* Alling and Miles Inc. (Automobiles), Rochester, N. Y.; Community Savings Bank (Banking Services), Rochester, N. Y.; Cool Chevrolet Corp. (Automobiles), Rochester, N. Y.; Harry Forman Cl. Co. (Men's Clothing Manufacturer), Rochester, N. Y.; Gioia Macaroni Co. (Manufacturer of Macaroni Products), Buffalo, N. Y.; Hudson Dealers of Monroe Cty. (Automobiles), Rochester, N. Y.; International Home Improvement Co. (Construction), Rochester, N. Y.; Harry Levin Company (Women's Clothing), Rochester, N. Y.; Noah's Ark (Accessories), Rochester, N. Y.; Vaisey-Bristol Shoe Co. (Manufacturer of Children's Shoes), Rochester, N. Y.; O'Rourke Bakeries (Bakery), Buffalo, N. Y.; Perma-Stone Rochester Corp. (Construction), Rochester, N. Y.; Robot Electric Co. (Appliances), Rochester, N. Y.; Apetz Realty Co. (Real Estate), Rochester, N. Y.; Union Outfitting Co. (Furniture), Rochester, N. Y.; Universal Publishing Co. (Publishing), New York, N. Y.



## Advertising Agencies

### STORM & KLEIN, INC.

50 E. 42nd St., New York 17, N. Y.  
Phone: Murray Hill 7-4460  
ANPA—PPA

Chairman Exec. Com. .... Charles M. Storm  
President, Secretary ..... Allston E. Storm  
Executive Vice-Pres., Treas. .... Edward Klein  
V.-Pres. & Research Dir. .... Harry Chapperton  
Time Buyer ..... Arthur J. Klein  
Art Director ..... Frederick Widlicka  
*Radio Accounts:* The Tintex Company,  
New York City (Tints an dDyes); Park &  
Tilford, New York City (Perfumes and  
Cosmetics).

### DANIEL F. SULLIVAN CO.

216 Tremont Ct., Boston 16, Mass.  
Phone: HANcock 6-7644

AAAA—ABP—ANPA—APA—NOAB—PPA  
President ..... Daniel F. Sullivan  
Vice Pres. .... Robert N. Sullivan  
Treas. .... William H. Sullivan

*Radio Accounts:* Revere Racing Assn.  
(Greyhound Racing), Revere; R. S. Robie,  
Inc. (U-Drvvit Auto Rental), Cambridge,  
Mass.; F. H. Snow Canning Co. (Snow's  
Clam Chowder, Snow's Fish Chowder,  
Snow's Lobster Newburgh), Pine Point, Me.;  
Budrell Packers, Inc. (Ministrone Soup &  
Corn Chowder), Everett, Mass.; DeHambro  
Radio Supply Co., Boston; R. H. White  
Corp. (Dept. Store); Studebaker Dealers,  
Boston.

### SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

437 Fifth Ave., New York 16, N. Y.  
Phone: ORegon 9-2500  
ANPA—APA—NOAB—PPA

President ..... Raymond F. Sullivan  
Vice-Pres. .... Donald T. Stauffer  
Vice-Pres. .... Robert T. Colwell  
Vice-Pres. .... S. Heagan Bayles  
Vice-Pres. .... Ralnh Smith  
Vice-Pres. .... Lloyd W. Baillie  
Vice-Pres. .... W. Donald Roberts  
Vice-Pres. .... John P. Cohane  
Vice-Pres. & Treas. .... T. Newton Weatherby  
V.-P. & Copy Chief ..... Joseph Leopold  
V.-P. & Media Dir. .... Francis Minehan  
V.-P. & Merch. Dir. .... Daniel O'Meara  
Vice-Pres. .... A. K. Spencer  
Vice-Pres. .... William M. Spire  
Vice-Pres. .... Clemens F. Hathaway  
V.-P. & Research Dir. .... Luther H. Wood  
V.-P. & Head Art Dir. .... Robert West  
Prod. Mgr. .... George Andrew  
Controller ..... M. Herbert King  
V.-P. & Radio-TV Dir. .... Philip H. Cohen  
Radio-TV Bus. Mgr. .... Arthur S. Pardoll

#### Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.  
Phone: Gladstone 5048; Hillside 2119  
Vice-Pres. .... Jack Van Nostrand  
*Radio-TV Accounts:* American Chiclé Co.

(Adams Line of Chewing Gums), Long  
Island City, New York; American Cigarette  
& Cigar Co. (Pall Mall Cigarettes), New  
York; American Petroleum Institute, New  
York; Carter Products, Inc. (Arrid Cream  
Deodorant, Rise Shave Cream), New York;  
J. H. Filbert, Inc. (Mrs. Filbert's Margarine  
& Mayonnaise), Baltimore, Md.; Grove Labo-  
ratories, Inc. (Antimine), St. Louis, Mo.;  
Lever Bros. Co. (Lifebuoy Health Soap, Sil-  
ver Dust), New York; McCormick & Co.,  
Inc. (McCormick Teas, Spices, Flavoring Ex-  
tracts), Baltimore, Md.; Noxzema Chemical  
Co. (Noxzema Skin Cream), Baltimore, Md.  
& Toronto, Ontario; Rubsam & Horrman  
Brewing Co. (R&H Beer & Ale), Staten  
Island, New York; The Simoniz Co.  
(Simoniz Products), Chicago, Ill.; Smith  
Bros. (Smith Bros. Cough Drops & Cough  
Syrups), Poughkeepsie, New York; Spidel  
Corp. (Watch Bands & Other Jewelry),  
Providence, R. I.; Whitehall Pharamcaol Co.  
(BiSoDol Powder & BiSoDol Mints), New  
York.

### J. D. TARCHER & CO., INC.

630 Fifth Ave., New York 20, N. Y.  
Phone: CIrcle 6-2626

AAAA—ABP—ANPA—APA  
NOAB—PPA

Pres. .... Jack Tarcher  
Vice-Pres. .... E. C. Ridley  
Space Buyer ..... W. W. Kirchert  
Prod. Mgr. .... Jay R. Wieder  
Art Dir. .... Harry Prickett  
Copy Chief ..... Otto Prochazka  
Research Dir. .... Leonard Tarcher  
Mgr. Radio-TV ..... Bob Kelly  
*Radio Accounts:* Benrus Watch Co., Mc-  
Kesson & Robbins, Seeman Bros.

*TV Accounts:* Benrus Watch Co., McKes-  
son & Robbins.

### J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 3-2000

AAAA—ANPA—ABP—PPA—NOAB—ABC  
President ..... Stanley Resor  
Vice-Pres. in Charge of Radio & TV

John U. Reber  
Radio-TV Time Buyers ..... James O. Luce,  
Anne Wright, Jayne Shannon  
Radio-TV Talent Buyers ..... Virginia Spragle,  
H. Bart McHugh

#### Branch Offices

1549 North Vine St., Hollywood 28, Calif.  
V.-P. Manager ..... Cornwell Jackson  
410 N. Michigan Ave., Chicago 11, Ill.  
Vice-Pres. & Gen. Mgr. .... Henry T. Stanton  
Radio Director ..... Harold R. Rorke  
Radio Tele Time Buyer ..... E. R. Fitzgerald  
320 Calif. St., San Francisco, Calif.  
Manager ..... Fred Fidler  
Radio Time Buyer ..... Frances Austin  
645 South Flower St., Los Angeles 36, Calif.



## Advertising Agencies

Manager.....James L. Thompson  
 Radio Time Buyer.....Jane Hubert  
*Radio-TV Accounts:* Atlantis Sales Corp.; P. Ballantine & Sons; Fanny Farmer Candy Shops; Ford Dealer Advertising Groups; Indiana Bell Telephone; Johns-Manville Corp.; Kraft Foods Co.; Lever Brothers Co.; Libby McNeill & Libby; Northern Trust Co.; Pan American World Airways; Pan American Grace Airways; Pharma-Craft Corp.; Penick & Ford Ltd.; RCA Victor Division of RCA; Safeway Stores Inc.; Shell Oil Company, Inc.; Standard Brands Inc.; Swift & Co.; Ward Baking Co.; Washington State Apple Commission; J. B. Williams Co.; Eastman-Kodak Company; Meyenberg Milk Products Co.; Anthracite Institute; Mentholum Co.; W. F. Young, Inc.; Kilmer & Co.; Owens-Illinois Glass Co.; Puget Sound Black Ball Ferry Line; Hollywood Sugar Corp.; Pacific Mills; Michigan Hospital Service (Blue Cross); Douglas Aircraft Co., Inc.; Champion Spark Plug Co.; Borg-Warner Corp. (Norge Division); Brillo Mfg. Co.; Florida Citrus Commission; Olive Advisory Board; Southwest Airways Co.; Yellow Cab of Los Angeles; Pond's Extract Company; Bowman Dairy Co.

### TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.  
 Phone: ELdorado 5-4404

ABP—ANPA—APA—NOAB—PPA

Chairman of Board.....Wm. Irwin Tracy  
 Pres.....Frank S. Kent  
 Vice-Pres. & Art Dir.....Hugh F. Donnell  
 Treas. & Sec.....Geo. M. Pease  
 Asst. Treas. & Sec.....P. A. Baecker  
 Production Mgr.....C. R. Holmberg  
 Radio & TV Director.....P. A. Baecker  
*Radio Accounts:* The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; H. C. Brill Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.; Diplomat Products, Inc. (Chicken Soups), North Bergen, N. J.; Chin & Lee Co., Inc., New York, N. Y.; John Opitz Inc. (Insecticides), Long Island City, N. Y.; Middletown Milk and Cream Co. (Milk), Yonkers, N. Y.

*TV Accounts:* The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; Diplomat Products, Inc., H. C. Brill Co., Charles & Co., Inc., Cristede Bros. Inc., New York; J. W. Beardsley's Sons (Frozen Codfish), Newark, N. J.; Chin & Lee Co., Inc. (Chinese Foods), New York.

### TRACY-LOCKE CO., INC.

1307 Pacific Ave., Dallas 1, Texas  
 Phone: PRospect 8655

AAAA—ABC—ABP—ANPA—APA  
 NOAB—PPA—AFA—SNPA

President .....Morris Hite

Exec. Vice-Pres.....Clay W. Stephenson, Jr.  
 Vice-President.....Glenn G. Addington, Jr.  
 Vice-Pres., Secy.-Treas. John H. Wellenkamp  
 Director Radio & TV.....Philip L. McHugh  
*Radio Accounts:* Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Borden Co. (Southern Division) (Milk and Ice Cream), Burrus Mill & Elev. Co. (Flour), Dallas (home office); Imperial Sugar Co. (Sugar), Sugarland; Duncan Coffee Co., Houston; Reserve Life (Insurance), Dallas.  
*TV Accounts:* Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Haggard Company (Men's Slacks), Dallas; King Candy Co. (Chocolates), Ft. Worth; Borden Co., Southern Div.; Duncan Coffee.

### VICTOR VAN DER LINDE CO.

683 Fifth Ave., New York 22, N. Y.  
 Phone: ELdorado 5-5185

Partners.....Victor van der Linde,  
 Charlotte Rains  
 General Manager.....Agnes Kingsley  
 Copy Chief.....William T. Malone  
*Radio Accounts:* W. K. Buckley, Inc. (Jack & Jill Cough Syrup), Buffalo, N. Y.; Dolcin Corporation (Dolcin), New York, N. Y.; Dolcin Limited (Dolcin), Toronto, Ont., Canada; Kedrin Pharmaceuticals Inc. (Pharmaceuticals), New York, N. Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon, N. Y.; Whitehall Pharmacal Co. (Guards Cold Tablets), New York, N. Y.  
*TV Accounts:* Diaperwite, Inc. (Detergent), New York, N. Y.; Dolcin Corporation (Dolcin), New York, N. Y.; S. W. Farber, Inc. (Farberware Cooking Utensils), New York, N. Y.; C. F. Matlage Sales Co. (Foods), New York, N. Y.; Morgan-Jones Inc. (Kitchen Cottons), New York, N. Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon, N. Y.

### J. FRANKLYN VIOLA

152 W. 42nd St., New York 18, N. Y.  
 Phone: CHickering 4-3254

President.....J. Franklyn Viola  
 Secretary.....Ann T. Viola  
 Production .....Gene Scognamiglio  
*Radio Accounts:* Paramount Macaroni Mfg. Co., Italy Laboratories, Inc., Johnson Chemical Co., De Nobili Cigar Co., Italy Laboratories, New York.  
*TV Accounts:* Pastene Products Co., Patterson, N. J.; Lazzara Breads & Cake Co.

### WILLIAM VON ZEHLE & CO., INC.

441 Lexington Ave., New York 17, N. Y.  
 Phone: MU 2-9010

President.....Wm. von Zehle  
 Vice-Presidents.....Lawrence A. Reis,  
 Van Lear Woodward, Jr.

## Advertising Agencies

Treasurer ..... Kathleen Banks  
 Secretary ..... Anthony Sarnatovi  
*Radio-TV Accounts:* Roman Ravioli  
 (Frozen Foods), Garfield, N. J.; Pinelawn  
 Cemetery (Radio only), Pinelawn, Long  
 Island.

### WADE ADVERTISING AGENCY

20 N. Wacker Drive, Chicago 6, Ill.

Phone: STate 2-7369

ABC—ANPA

Executive Dir..... Albert G. Wade, II  
 General Manager..... Paul McCluer  
 Chairman Copy and Planning  
 Committee..... Lawrence W. Davidson  
 Copy Chief..... Chas. W. Tennant  
 Research Director..... Gordon Norbreg  
 Art Director..... Wm. R. Collier  
 Production Manager..... Edw. A. Beane  
 Business Manager..... John Mills  
 Radio Media Director..... Louis J. Nelson  
 Space-Radio-TV Time

Buyer..... David S. Williams  
 Director of Radio..... Jack Farnell  
 Director of Television..... Booth Luck

#### Branch Office

6223 Selma Ave., Hollywood 28, Calif.

Phone: Hillside 7457

Manager..... Robt. E. Dwyer  
 Radio Director..... Forrest F. Owen  
*Radio Accounts:* Miles Laboratories, Inc.  
 (Alka-Seltzer, One-A-Day (Brand) Vitamins,  
 Nervine, Tabcin, Bactine), Elkhart, Ind.;  
 Miles California Co. Los Angeles, Calif.;  
 Murphy Products Co. (Feeds), Burlington,  
 Wisc.

*TV Accounts:* Miles Laboratories, Inc.  
 (Alka-Seltzer, Tabcin, Bactine), Elkhart,  
 Ind.; Miles California Co., Los Angeles,  
 Calif.

### HUGO WAGENSEIL & ASSOCIATES

Talbott Bldg., Dayton 2, Ohio

Phone: HEMlock 5542

AAAA—AFA

President ..... Hugo Wagenseil  
 Secy.-Treas. .... G. Wagenseil  
 Art Director ..... Ed Hageman  
 Industrial Div..... T. A. Polley  
 Consumer Div..... W. L. Guisewite  
 Acct. Executive..... W. H. Ford  
 Radio Director..... F. R. Harwood  
 TV Director..... Lincoln Scheurle

*Radio Accounts:* Bonded Oil Company  
 (Service Stations), Springfield, Ohio; First  
 National Bank (General Banking Services),  
 Middletown, Ohio; The Gallaher Drug Com-  
 pany (Drug Store Chain), Lowe Brothers  
 Paint Store (Retail Paints, Wallpaper),  
 Miami Valley Milk Prod. Ass'n (Dairy Maid  
 Butter), Ohio Yellow Cab Company (Taxi  
 Cab Service), Dayton, Ohio; The Savings  
 Society (Mutual Savings Bank), Springfield,  
 Ohio; Phil T. Williams Oil Co. (Service  
 Stations), Indianapolis, Ind.

*TV Accounts:* Anderson Piano Co. (Dealer  
 —Musical Instruments), Dairy Council (Dis-  
 tributors—Milk, Milk Prod.), Dayton Power  
 and Light Co. (Public Utilities), Himes  
 Brothers Dairy (Meadow Gold Ice Cream),  
 Dayton, Ohio; House of Lowell, Inc. (Hand  
 Cream & Deodorant), Piqua, Ohio; Miami  
 Valley Milk Prod. Ass'n (Dairy Maid But-  
 ter), Portable Beauty Service Mfg. (No-  
 Rinse Shampoo), Sears, Roebuck & Co.  
 (Retail Department Store), Third National  
 Bank & Trust Co. (General Banking Ser-  
 vices), Dayton, Ohio.

### WALKER & DOWNING GENERAL ADVERTISING

532 Oliver Bldg., Pittsburgh 22, Pa.

Phone: GRant 1-1900

ABP—ANPA—APA—PPA

President..... William S. Walker  
 Vice-Presidents..... C. P. Richardson,  
 F. L. Newmeyer, Jr., V. I. Maitland  
 Account Executives..... C. P. Richardson,  
 F. L. Newmeyer, V. I. Maitland, T. B.  
 Wallace, C. F. Hoffman  
 Radio & TV Directors..... R. B. Stevens,  
 C. C. Urganhart

*Radio Accounts:* Duquesne Brewing Co.  
 (Beer), Colonial Biscuit Co. (Crackers),  
 Pittsburgh, Pa.; Sterling Oil Div., Quaker  
 State Oil Refining Corp., Pittsburgh Con-  
 solidation Coal Co. (Solid Fuels), Wilkins  
 Jewelry (Jewelry), Galen Laboratories (Skin  
 Medications), Champion Coal Co. (Solid  
 Fuels), Pittsburgh, Pa.

*TV Accounts:* Duquesne Brewing Co.,  
 Pittsburgh, Pa.; Kaufman's Dept. Store, Wil-  
 kins Jewelry, Pittsburgh Consolidation Coal  
 Co., Allegheny Ludlum Steel Corporation,  
 Fan Tan Chewing Gum, Wm. G. Johnston  
 Co. (Printers), Galen Laboratories, Pitts-  
 burgh, Pa.

### WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 19, N. Y.

Phone: JUDson 6-0350

ABP—APA—PANY

Partners..... Harry Solow, Jr.,  
 William W. Solow, S. P. Jackson  
 Radio Dir..... Harry Solow, Jr.  
 TV Director..... S. P. Jackson  
 Asst. to Director..... William W. Solow  
 Mgr. TV Commercials... Conrad Mikorenda  
 TV Program Dir..... Jack Bucholtz  
 Copy Chief..... Jenny Shenker  
 Account Executives..... William Solow,  
 S. P. Jackson, Milton Schwartz, J. C. Sil-  
 verman, Jack Wilson, Jack Bucholtz, Lloyd  
 Ball

*Radio Accounts:* Sachs Quality Stores  
 (Dept. Store); Flag Pet Food Corp. (Dog &  
 Cat Food); Strauss Stores (Auto Appli-  
 ances); Herbert's Jewelry (Jewelry); Sofia

## Advertising Agencies

Bros. (Movers); Monarch Saphin; Manny's Music Shop; N. Y. Musical Institute; Pierce School of Radio & TV; Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Teitelbaum & Co.; Alexander's Dept Stores; Westchester Aquarium; Monarch Buick Co., Inc.; Ritz Thrift Shop; Bonded Auto Sales; Cardinal Ties.

*TV Accounts:* Sachs Quality Stores; Vim Stores; Strauss Stores; Marlon Candy; Spear & Co.; Westchester Aquarium; Ritz Thrift Shop; Flag Dog Food; Alexander Dept. Store; Warren Connolly; Standard House-keeping Co.; Exercycle; North American Van Lines; Sofia Brothers Inc.; Federal Storage; Jamaica Refrigeration.

### WARWICK & LEGLER, INC.

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

Phone: MURRAY Hill 4-5800

AAAA-ABC-ABP-ANPA-APA

NOAB-PPA

President.....H. Paul Warwick  
 Vice-Presidents.....Henry Legler,  
 S. O. Youngheart, Lester M. Malitz, Arthur  
 Deerson, C. E. Staudinger, Harry A. Berk,  
 Thomas H. Shanley, Barrett Brady  
 V.P. & Radio Director.....Tevis Huhn  
 Radio & TV Director...William P. Warwick  
 Asst. Radio-TV Dir.....Robert Steen

#### Branch Office

2405 W. 8th St., Los Angeles 5, Calif.

Phone: DUNKIRK 3-1141

Vice Pres.....C. E. Staudinger  
 TV & Radio Dir.....Cecil Underwood

*Radio Accounts:* Equitable Life Assurance Soc. (Life Insurance), New York, N. Y.; Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Holiday Pipe Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Los Angeles Brewing Co. (Eastside Beer), Los Angeles, Calif.; Kingan & Co. (Kingan's Fine Foods), Indianapolis, Ind.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.; Ex-Lax Company (Chocolate Laxative), Brooklyn, N. Y.

*TV Accounts:* Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Holiday Pipe Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Los Angeles Brewing Co. (Eastside Beer), Los Angeles, Calif.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.

### WATTS, PAYNE-ADV., INC.

205 S. Cheyenne Ave., Tulsa 3, Okla.

Phone: 3-8108

ABP-SNPA-AAAA-AFA

President.....Don Watts  
 Vice-President.....Leslie S. Hauger  
 Secretary-Treasurer.....Oscar E. Payne

Account Executives.....Ril C. Keefe,  
 Benton Ferguson, Jackson Jones  
 Production Manager.....S. B. Snyder  
 Art Director.....Harold Carlross  
 Radio-TV Director.....Don S. Mitchell

#### Branch Offices

316 Fidelity Bldg., Dallas, Tex.

Manager.....Burke Gilliam  
 Acc. Exec. (Dallas).....Marie Callahan  
 Phone: RIVERSIDE 5201

*Radio Accounts:* Oklahoma Tire & Supply Co., United Federal Savings & Loan Association, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Paul Sisk & Associates, First Natl. Bank, White Auto Stores, Mayo Hotel, Tulsa Insurance Bd., Bryan & Sons, Tennessee Dairies.

*TV Accounts:* Oklahoma Tire & Supply Co., Mid West Chevrolet Corp., Southwest Weathermakers First National Bank & Trust Co., Tennessee Dairies.

### LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., Saint Paul 1, Minn.

Phone: CEDAR 3777

AAAA-ABP-APA

Owner.....Luther Weaver  
 Account Executive.....Donald Gardner  
 Executive Assistant.....Emily Lemon

*Radio Accounts:* Fairway Foods, St. Paul; Falcon-Pilgrim Cleaners, St. Paul & Minneapolis; Empire National Bank, St. Paul; R. H. Keller & Scotties Dist. (Frozen Foods), St. Paul; Dox Co. (Toothpaste), Minneapolis; Myndall Cain, Inc. (Cosmetics), Minneapolis; Stewart Paint Mfg. Co., Minneapolis.

*TV Accounts:* Fairway Foods, Falcon-Pilgrim Cleaners, R. H. Keller Co. & Scottie's Dist.

### WILLIAM H. WEINTRAUB & CO., INC.

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

Phone: MURRAY Hill 8-3900

ANPA-NOAB-PPA

President.....William H. Weintraub  
 Exec. Vice-Pres.....Elkin Kaufman  
 V.P., Treas. & Gen. Mgr.

John Davenport Scheuer

Vice-Pres. & Sec., Chg. Radio-TV Dept.

Harry Trenner

Vice-President.....John F. Reeder  
 V.P. Chg. Public Relations.....David Karr  
 Vice-President.....Norman B. Norman  
 Art Director.....Paul Rand  
 Vice-Pres., Dir. of Copy.....Roger Purdon  
 Media Director.....Lee M. Rich  
 Director Marketing.....John B. Morris  
 Production Manager.....William Zerweck  
 Research Director.....Dr. Leon Arons

#### Branch Offices

Shaeffer Bldg., 13530 Michigan Ave.,  
 Dearborn, Mich.

Office Manager.....Burton R. Durkee



## Advertising Agencies

*Radio Accounts:* Seeman Bros., Inc. (Air-Wick, White Rose Tea, White Rose Coffee), New York, N. Y.; Kaiser-Frazer Sales Corp. (Kaiser and Frazer Cars), Detroit, Mich.

*TV Accounts:* Seeman Brothers (Air-Wick), Maiden Form Brassiere Co., Inc. (Maiden Form Brassieres), New York, N. Y., Anchor-Hocking Glass Corp., Blatz Beer, B. T. Babbitt, Kaiser-Frazer.

### WEISS & GELLER NEW YORK, INC.

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

Phone: PLaza 3-4070

ANPA—APA—NOAB—PPA

President.....Max A. Geller  
 Vice-President.....Joseph H. Curtis  
 Copy Chief.....M. Peter Artzt  
 Media Dir.....Max Tendrich  
 Art Director.....Arthur Gordon  
 Production Manager.....Sally Green  
 Time Buyer & Asst. Radio TV Dir.

Max Tendrich

*Radio Accounts:* Nedick's Inc. (Stores & Concentrate for Orange Drink), New York, N. Y.; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.

*TV Accounts:* Nedick's, Inc. (Concentrate for Orange Drink), New York, N. Y.; Flagstaff Foods (Wholesale Foods), Perth Amboy, N. J.; Albert Ehlers, Inc. (Ehlers Coffee), Brooklyn, N. Y.

### WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.

Phone: RIutenhouse 6-7500

ANPA—PPA—APA—NOAB—ABC

Ch. of Bd.....Ward Wheelock  
 Arthur A. Baily  
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Vice-President.....Carroll Carroll  
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*TV Accounts:* Stephen F. Whitman & Son, Inc.; Campbell Soup Co.; Adam Scheidt Brewing Co.

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*TV Accounts:* Bigelow-Sanford Carpet Co., Inc., The Borden Co., Duffy-Mott Co., Inc., General Electric Co., General Foods Corp., The Goodyear Tire & Rubber Co., Inc., Gulf Oil Corporation, International Silver Co., Johnson & Johnson, Thomas J. Lipton, Inc., O-Cedar Corp'n, Petri Wine Co., Rosefield Packing Co., Simmons Co.



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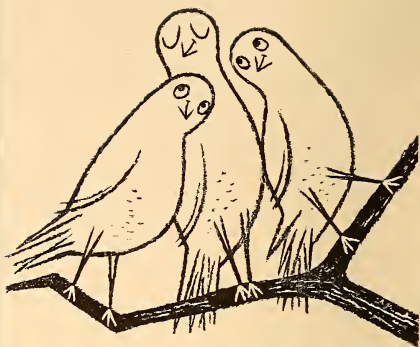
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Sales Assistant..... Gertrude Saxe  
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Asst. Mgr..... Mildred Biddick  
Office Mgr..... Josephine Corbet  
Traveling Rep. .... Burt Zoul  
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307 N. Michigan Ave., Chicago 1, Ill.

Phone: Central 6-4437

Pres.-Treasurer.....John A. Toothill

AM & FM Stations Represented—KRIZ, Phoenix, Ariz.; KFOX, Long Beach, KLX, Oakland, KSBW, Salinas, Cal.; WRUF, Gainesville, Fla.; WALB, Albany, WBGE, Atlanta, Ga.; WCNB, Connerville, WJVA, South Bend, Ind.; KCRG, Cedar Rapids, Iowa; WLBj, Bowling Green, WFKY, Frankfort, Ky.; WHLN, Harlan, WVLC, Lexington-Versailles, WKYW, Louisville, WOMI, Owensboro, Ky.; WBOC, Salisbury, Md.; WBCK, Battle Creek, WKLA, Ludington; WCMA, Corinth, Miss.; WKOP, Binghamton, N. Y.; WCNC, Elizabeth City, WFLB, Fayetteville, WGBG, Greensboro, WMFR, High Point, WFTC, Kinston, WSTP, Salisbury, WEED, Rocky Mount, N. C.; WMFD, Wilmington, N. C.; KWJJ, Portland, Ore.; WJSW, Altoona, WMRF, Lewiston, WBAX, Wilkes-Barre; WWPA, Williamsport, Pa.; WAIM, Anderson, WHAN, Charleston, S. C.; WOPI, Bristol, WDXI, Jackson, WDXE, Lawrenceburg, Tenn.; WENK, Union City, Tenn.; WDVA, Danville, WROV, Roanoke, Va.

### CAPPER PUBLICATIONS, INC.

1035 Topeka Blvd., Topeka, Kans.

Phone: 3-2377

General Manager.....Ben Ludy  
Branch Offices

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

Phone: LE 2-1250

Executive-in-charge.....William L. McKee.

333 No. Michigan Ave., Chicago 1, Ill.

Phone: Central 6-5977

Executive-in-charge.....Terry Hughe

300 Waltham Bldg., Kansas City 6, Mo.

Phone: Victor 3864

Executive-in-charge.....Joseph H. Story, Jr.

1207 Russ Bldg., San Francisco 4, Calif.

Phone: Douglas 6184

Executive-in-charge.....Fred Jameson

1151 South Broadway, Los Angeles 15, Calif.  
(Walter Biddick Company)

Executive-in-charge.....Guy Biddick  
Stations Represented—WIBW, WIBW-FM, Topeka, Kansas.; KCKN, KCKN-FM, Kansas City, Mo.

### CBS RADIO SPOT SALES

Service of CBS Radio

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

Phone: PLaza 5-2000

General Sales Manager...Wendell Campbell  
Asst. Gen. Sales Mgr.....Henry Flynn  
Mgr., Sales Development...H. A. Carlborg  
Research Manager.....Richard Hess  
Promotion Manager.....Guy Cunningham

Branch Offices

410 N. Michigan Ave., Chicago, Ill.

Phone: Whitehall 4-6000

Western Sales Manager....Gordon F. Hayes

63 S. Main St., Memphis 3, Tenn.

Phone: Memphis 37-8612

Sales Manager.....H. H. Holtshouser

902 Fisher Bldg., Detroit 2, Mich.

Phone: Trinity 2-5500

Sales Manager.....Ralph Patt

Palace Hotel, San Francisco 5, Calif.

Phone: Yukon 2-7000

Sales Manager.....Hugh Stump

Columbia Square, Los Angeles 28, Calif.

Phone: Hollywood 9-1212

Sales Manager.....Richard Elpers

Stations Represented—KMOX, St. Louis, Mo.; KNX, Los Angeles, Calif.; KSL, Salt Lake City, Utah; WAPI, Birmingham, Ala.; WBBM, Chicago, Ill.; WBT, Charlotte, N. C.; WCBs, New York, N. Y.; WCAU, Philadelphia, Pa.; WCCO, Minneapolis, Minn.; WEEL, Boston, Mass.; WRVA, Richmond, Va.; WTOP, Washington, D. C.; KCBS, San Francisco, Calif.; Columbia Pacific Network; Columbia California Network.

### CBS TELEVISION SPOT SALES

Service of CBS Television

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

Phone: PLaza 5-2000

Vice-Pres. in Charge.....Merle S. Jones

Gen. Sales Mgr.....Thomas H. Dawson

Business Manager.....Ben Margolis

Research Manager.....Fay Day

Eastern Sales Mgr.....Sam C. Digges

Branch Offices

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

Phone: Whitehall 4-6000

Midwestern Sales Mgr....Mac Lean Chandler

63 S. Main St., Memphis 3, Tenn.

Phone: Memphis 37-8612

Manager.....H. H. Holtshouser

902 Fisher Bldg., Detroit 2, Mich.

Phone: Trinity 2-5500

Manager.....Ralph H. Patt, Jr.

Palace Hotel, San Francisco, Calif.

Phone: Yukon 2-7000

Manager.....Lamont L. Thompson



## Radio-TV Station Representatives

1313 N. Vine St., Los Angeles 28, Calif.  
*Phone:* Hollywood 9-1212  
 Manager.....Edward A. Larkin

### HENRY I. CRISTAL CO.

300 Park Ave., New York, N. Y.  
*Phone:* Murray Hill 8-4414  
 Manager.....Henry I. Cristal  
*Branch Office*

333 N. Michigan Ave., Chicago, Ill.  
 Manager.....James Thompson  
**GEORGE W. CLARK CO.**

333 N. Michigan Ave., Chicago, Ill.  
 Manager.....George W. Clark  
**THOMAS F. CLARK COMPANY, INC.**  
 205 E. 42nd St., New York 17, N. Y.  
*Phone:* MU 3-4266

Pres. & Mgr.....Thomas F. Clark  
 Asst. Mgr.....Madeline E. Miklos  
*Branch Office*  
 35 E. Wacker Drive, Chicago, Ill.  
*Phone:* State 2-1663

Manager.....Paul Elsberry  
 3049 E. Grand Blvd., Detroit, Mich.  
*Phone:* Trinity 1-8981

Manager.....Paul Pequinot  
*Stations Represented*—WKLF, Clanton, Alabama; KGIW, Alamosa, KOKO, La Junta, KVRH, Salida, KLVC, Leadville, Colo.; WTNT, Tallahassee, Fla.; WFRP, Savannah, WMJM, Cordele, WMGA, Moultrie, WLET, Toccoa, WKTC, Thomasville, Ga.; WWGS, Tifton, Ga.; KWIC, Hazard, Ky.; WSNJ, Bridgeton, N. J.; WMBO, Auburn, WNBZ, Saranac Lake, WPAQ, Mt. Airy, WENC, Whiteville, WLTC, Gastonia, WTND, Gastonia, N. C.; WCRS, Greenwood S. C.; KDSJ, Deadwood, S. D.; KREL, Baytown, Tex.; KVWC, Vernon, Texas; WFLO, Farmville, Va.; WLDY, Ladysmith, Wisc.; Intercollegiate Broadcasting System.  
**CLARK-WANDLESS-MANN, INC.**

205 E. 42 St., New York 17, N. Y.  
*Phone:* ORegon 9-1575

President.....H. J. Wandless  
*AM & FM Stations Represented*—HJCB-HJCD, Bogota, Col.; CMAN, Pinar del Rio, Cuba; CMCY, COCY-1, 2, Habana, Cuba; CMGF, Matanzas, Cuba; CMGN, Jovellanos, Cuba; CMHI, Santa Clara, Cuba; CMJM, Ciego de Avila, Cuba; CMJN, Camaguey, Cuba; CMKV, Holguin, Cuba; CMKN, Santiago, Cuba; HC2AN-HC2DC, Guayaquil, Ecuador; HRQ, San Pedro Sula, Ecuador; HRQ5, Tegucigalpa, Honduras; YNW, Managua, Nicaragua; YNWW, Granada, Nicaragua; HOC, Panama, R. P.; HOA, Panama, R. P.; HOW, Colon, Panama; HOB, Panama, R. P.; HP5G, Panama, R. P.; YSO, San Salvador, El Salvador Charlotte; WSTA, Amalie, V. I.

### LIONEL COLTON

551 Fifth Ave., New York 17, N. Y.  
*Phone:* Murray Hill 7-5341

Owner.....Lionel Colton  
 Secy.....Elizabeth Kirby  
*Stations Represented*—WSFC, Somerset, Ky.; WBET, Brockton, Mass.; WREB, Holyoke, Mass.; WCCM, Lawrence, Mass.; WIBX, Utica, N. Y.; WPAW, Pawtucket, R. I.; WERI, Westerly, R. I.

### CONTINENTAL RADIO SALES

111 S. 5th St., Philadelphia, Pa.  
*Phone:* Lombard 3-0882  
 Manager.....R. Butche  
*Branch Offices*

285 Madison Ave., New York 17, N. Y.  
 Manager.....Stephanie Maytas  
 228 No. La Salle St., Chicago, Ill.

Manager.....R. Olson  
*Stations Represented*—WGYV, Greenville, Ala.; KELD, El Dorado, Ark.; KXJK, Forrest City, Ark.; KFFA, Helena, Ark.; KENA, Mena, Ark.; KICO, Calexico, Calif.; KWSD, Mt. Shasta, Calif.; KSFE, Needles, Calif.; KPRO, Riverside, Calif.; KLMR, Lamar, Colo.; KLMO, Longmont, Colo.; KVRH, Salida, Colo.; KCRT, Trinidad, Colo.; WCFM, Washington, D. C.; WDEC, Americus, Ga.; WBLJ, Dalton, Ga.; WMLT, Dublin, Ga.; WSGO, Elberton, Ga.; WDUN, Gainesville, Ga.; WKLY, Hartwell, Ga.; WCOH, Newman, Ga.; KEYY, Pocatello, Idaho; WFRX, Frankfort, Ill.; KASI, Ames, Iowa; KJAN, Atlantic, Iowa; KPRS, Olathe, Kans.; FFMW, Madisonville, Ky.; WMTG, Vancleve, Ky.; KASM, Albany, Minn.; WKLK, Cloquet, Minn.; WJMB, Brookhaven, Miss.; WRJW, Pieayune, Miss.; KDMO, Carthage, Mo.; KRMO, Monett, Mo.; KWRE, Warrenton, Mo.; KBMN, Bozeman, Mont.; KJSK, Columbus, Neb.; KCHS, Hot Springs, N. Mex.; WIFM, Elkin, N. C.; WFGV, Fugauy Springs, N. C.; WGNC, Gastonia, N. C.; WBUY, Lexington, N. C.; WTSB, Lumberton, N. C.; WMAP, Monroe, N. C.; WNNC, Newton, N. C.; WFRC, Reidsville, N. C.; WMPM, Smithfield, N. C.; WSCI, Statesville, N. C.; WCPSS, Tarboro, N. C.; WADE, Wadesboro, N. C.; WHED, Washington, N. C.; WFOB, Fostoria, O.; KWCO, Chickasha, Okla.; KSIW, Woodward, Okla.; KTIL, Tillamook, Oregon; WKPA, New Kensington, Pa.; WKOK, Sunbury, Pa.; WPRA, Mayaguez, Puerto Rico; WTYC, Rock Hill, S. C.; WSNW, Seneca, S. C.; WBCU, Union, S. C.; KGFX, Pierre, S. D.; WHUB, Cookeville, Tenn.; WHBT, Harriman, Tenn.; WJMJ, Lewisburg, Tenn.; WJIG, Tullahoma, Tenn.; KFLD, Floydada, Tex.; KRBA, Lufkin, Tex.; KOSE, Nacogdoches, Tex.; KBUH, Brigham City, Utah; KMUR, Murray, Utah; KNEU, Provo, Utah; WIGM, Medford, Wisc.; KOVE, Lander, Wyo.

### THE CONWELL CO.

1002 Walnut, Kansas City, Mo.  
*Phone:* Victor 1120

## Radio-TV Station Representatives

Owner.....John O. Conwell  
*Stations Represented*—KCHL, Chillicothe, Mo.; KMMO, Marshall, Mo.; KNGM, Moberly, Mo.; KNEM, Nevada, Mo.; KREL, Farmington, Mo.; KLWT, Lebanon, Mo.

### DONALD COOKE INC.

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

Phone: Murray Hill 2-7270

Sales-TV Manager.....Donald Cooke  
*Branch Offices*

1323 Penobscot Bldg., Detroit 26, Mich.  
 Executive-in-Charge.....Charles J. Sheppard  
 228 N. La Salle St., Chicago 1, Ill.

Phone: State 2-5096

Executive-in-Charge.....Fred R. Jones  
 111 N. La Cienega Blvd., Los Angeles 48, Cal.  
 Phone: Crestview 5-2022

Executive-in-Charge.....Lee F. O'Connell  
 233 Sansome St., San Francisco 4, Cal.

Phone: Yukon 6-2396

Executive-in-Charge.....William A. Ayers  
*AM and FM Stations Represented*—KRUX,

Phoenix, Ariz.; KPAS, Banning, Calif.; KWTC, Barstow, Calif.; KTIP, Porterville, Calif.; KRNO, San Bernardino, Calif.; WEAM, Wash., D. C.; KDZA, Pueblo, Colo.; WINK, Fort Myers, Fla.; WWPB, Miami, Fla.; WONN, Lakeland, Fla.; WIRK, West Palm Beach, Fla.; KBIO, Burley, Idaho; KSEK, Pittsburg, Kans.; WIBR, Baton Rouge, La.; KROX, Crockston, Minn.; WSHB, Stillwater, Minn.; WKAL, Rome, N. Y.; WGVA, Geneva, N. Y.; WSSB, Durham, N. C.; WHKP, Hendersonville, N. C.; WASH, Eugene, Ore.; WCMB, Harrisburg-Lemoyne, Pa.; WHJB, Greensburg, Pa.; WCDL, Carbondale, Pa.; KISD, Sioux Falls, S. Dak.; WIBK, Knoxville, Tenn.; WKPT, Kingsport, Tenn.; KFRO, Longview, Tex.; KCTL, Gonzales, Tex.; WREL, Lexington, Va.; WMEV, Marion, Va.; WHAP, Hopewell, Va.; KPUG, Bellingham, Wash.; KSEM, Moses Lake, Wash.; WRAC, Racine, Wis.

### HARRY E. CUMMINGS

1307 Barnett Bank Bldg.,

Jacksonville 2, Fla.

Phone: 6-5770

Owner.....Harry E. Cummings  
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### DORA-CLAYTON AGENCY, INC.

405 Mortgage Guarantee Bld., Atlanta 3, Ga.  
 Phone: Alpine 1241

Operators...Dora C. Cosse, Clayton J. Cosse  
*Stations Represented* — WKAB, Mobile, Ala.; WMGY, Montgomery, Ala.; WULA, Eufaula, Ala.; WGDW, Gadsden, Ala.; KOWL, Santa Monica, Calif.; WGAA, Cedartown, Ga.; WDEC, Americus, Ga.; WALB,

Albany, Ga.; WDMG, Douglas, Ga.; WGGG, Gainesville, Ga.; WROM, Rome, Ga.; WKTO, Thomasville, Ga.; WBGR, Jessup, Ga.; WGOV, Valdosta, Ga.; WRFC, Athens, Ga.; WERD, Atlanta, Ga.; WBBB, Macon, Ga.; WTNT, Tallahassee, Fla.; WGGG, Gainesville, Fla.; WBSR, Pensacola, Fla.; WSAT, Salisbury, N. C.; WIKY, Hickory, N. C.; WABZ, Albermarle, N. C.; WRCS, Ahsokie, N. C.; WAAA, Winston-Salem, N. C.; WCPS, Tarboro, N. C.; WAIM, Anderson, S. C.; WPAL, Charleston, S. C.; WACA, Camden, S. C.; WCRS, Greenwood, S. C.; WDVA, Danville, Va.; WKPT, Kingsport, Tenn.; WATO, Oak Ridge, Tenn.; Palmetto Network (S. C.).

### DEVNEY & CO.

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

Phone: Murray Hill 7-5365

President.....E. J. Devney  
*Stations Represented*—WAUD, Auburn,

Ala.; WLAY, Muscle Shoals, Ala.; KDMS, El Dorado, Ark.; KBTM, Jonesboro, Ark.; WCNX, Middletown, Conn.; WPCF, Panama City, Fla.; WSIR, Winter Haven, Fla.; KAHU, Honolulu; WIDE, Biddeford, Me.; WFGM, Fitchburg, Mass.; WGVM, Greenville, Miss.; WABY, Albany, N. Y.; WEOK, Poughkeepsie, N. Y.; WATN, Watertown, N. Y.; WISE, Asheville, N. C.; WELS, Kingston, N. C.; WEWO, Laurinburg, N. C.; WONW, Defiance, Ohio; WRJM, Newport, R. I.; WANS, Anderson, S. C.; KTFS, Texarkana, Tex.; WINA, Charlottesville, Va.; WKEY, Covington, Va.; WSWA, Harrisonburg, Va.; WKOY, Bluefield, W. Va.; WFHR, Wisconsin Rapids, Wis.; Wisconsin Network, Cotton Belt Group.

### EVERETT-McKINNEY, INC.

40 E. 49 St., New York 17, N. Y.

Phone: PLaza 9-3747

President.....Max M. Everett  
 V.Pres. & Treas.....R. H. McKinney

Secretary.....George Allan  
 Sales Mgr.....Powell H. Ensign

#### *Branch Offices*

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

Phone: Superior 7-9052

Executive-in-Charge.....Charles Whipple  
 111 LaCienega Blvd., Los Angeles 48, Cal.

Phone: Crestview 5-2022

Exec-in-Charge.....Lee F. O'Connell  
 233 Sansome St., San Francisco 4, Cal.

Phone: Yukon 6-2396

Exec-in-Charge.....William A. Ayres  
*AM & FM Stations Represented*—WTHT,

Hartford; WSTC, Stamford, Conn.; WGAF, Valdosta, Ga.; W DAN, Danville, Ill.; KWHK, Hutchinson, Kans.; WLAM, Lewiston; WPOR, Portland, Me.; WBEC, Pittsfield, Mass.; WAAB, Worcester, Mass.; WENY, Elmira; WWSC, Glens Falls; WHDL, Olean; WHEC, Rochester, N. Y.;

## Radio-TV Station Representatives

WDOK, Cleveland; WNXT, Portsmouth, O.; WLEC, Sandusky, O.; KFLW, Klamath Falls; KORE, Eugene; KSLM, Salem, Ore.; WPAM, Pottsville; WRAK, Williamsport, Pa.; KCOR, San Antonio, KWTX, Waco, Tex.; WHBY, Appleton, WLIP, Kenosha, Wis.

### FORJOE & COMPANY, INC.

29 W. 57th St., New York 19, N. Y.  
Phone: PLaza 5-8501

President ..... Joseph Bloom  
Gen. Mgr. .... Joseph Ruggiero  
Sales Mgr. .... Bernard Howard  
Acct. Executive ..... Helen Wood

#### Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.  
Phone: Delaware 7-1874

Manager ..... William Wyatt  
1127 Wilshire Blvd., Los Angeles, Calif.  
Phone: Madison 6-8329

Manager ..... Lawrence Krasner  
591 Market St., San Francisco 5, Calif.  
Phone: Sutter 1-7569

Manager ..... Zonabelle Samson  
405 Mortgage Guarantee Bldg., Atlanta, Ga.  
Phone: Alpine 1241

Co-Manager ..... Clayton Cossé  
Co-Manager ..... Mrs. Dora Cossé

### FORT INDUSTRIES CO.

199 Pierce St., Birmingham, Mich.  
Phone: Midwest 4-7700

President ..... George V. Storer  
Exec. Vice-President ..... Lee V. Waites

#### Branch Offices

488 Madison Ave., New York 22, N. Y.  
Phone: ELdorado 5-2455

V.P.-Natl. Sales Dir. .... Tom Harker  
Sales Prom. & Advt. Mgr. .... Art Schofield  
230 N. Michigan Ave., Chicago, Ill.

Phone: FRanklin 2-6498

Manager ..... Robert C. Wood  
136 Huron St., Toledo 4, Ohio

Secy.-Treas. .... J. Harold Ryan  
*AM & TV Stations Represented*—WVVA, Wheeling, W. Va.; WSPD, Toledo, O.; WMMN, Fairmont, W. Va.; WSAI, Cincinnati, O.; WAGA, Atlanta, Ga.; WGBS, Miami, Fla.; WJBK, Detroit, Mich.; WSPD-TV, Toledo, O.; WAGA-TV, Atlanta, Ga.; WJBK-TV, Detroit, Mich.; KEYL-TV, San Antonio, Tex.

### FREE & PETERS, INC.

444 Madison Ave., New York 22, N. Y.  
Phone: Plaza 9-6022

President ..... H. Preston Peters  
Exec. V.P. .... Russel Woodward  
Vice-Pres. .... Lloyd Griffin  
Vice-Pres. .... Jones Scovern

William N. Davidson, Gregory P. Fitzpatrick, John W. Francis, Martin L. Henry, Fdwin T. Jameson, Daniel D. Moseley, Robert R. Somerville, John A. Thompson.

#### TV Department

Sales Manager ..... I. E. Showerman  
Eastern Sales Manager ..... John W. Brooke  
Robert E. Bailey, Richard F. Kieling,  
Robert J. McNamara, Elliott W. Reed.

#### Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.  
Phone: Franklin 2-6373

Vice-Pres. .... John A. Cory

#### Radio Department

Arthur W. Bagge, John E. Erickson, Jr.,  
Raymond M. Neihengen, Dean Milburn.

#### TV Department

George F. Stanton, Robert H. Anderson,  
William J. Tynan, William B. Wiemers, Jr.  
322 Palmer Building, Atlanta 3, Ga.  
Phone: Main 5667

Mgr. .... James M. Wade  
3463 Penobscot Bldg., Detroit 26, Mich.  
Phone: Woodward 1-4255

Mgr. .... W. W. Bryan  
406 W. 7th St., Fort Worth 2, Texas  
Phone: Fortune 3349

Mgr. .... Joseph W. Evans  
6331 Hollywood Blvd., Hollywood 28, Cal.  
Phone: 9-2151

Mgr. .... Hal W. Hoag  
Ch. of Board. .... James L. Free  
58 Sutter St., San Francisco 4, Calif.  
Phone: Sutter 1,4353

Mgr. .... A. Leo Bowman

*AM & FM Stations Represented*—WBZ-WBZA, Boston-Springfield, Mass.; WGR, Buffalo; KYW, Phila., KDKA, Pittsburgh, Pa.; WFBL, Syracuse, N. Y.; WCSC, Charleston, WIS, Columbia, S. C.; WGH, Norfolk, Va.; WIST, Charlotte, N. C.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, Va.; WHO, Des Moines, WOC, Davenport, Iowa; WDZ, Decatur, Ill.; WDSM, Duluth, Minn.; WDAY, Fargo, N. D.; WOWO, Ft. Wayne, KMBC-KFRM, Kansas City, Mo.; WAVE, Louisville, Ky.; WTCN, Minneapolis-St. Paul, Minn.; KFAB, Omaha, Neb.; WMBD, Peoria, Ill.; KSD, St. Louis, Mo.; KFDM, Beaumont, KVAL, Brownsville, KRIS, Corpus Christi, WBAP, Ft. Worth-Dallas, KXYZ, Houston, KTSA, San Antonio, Texas; KOB, Houston, KTSA, San Antonio, Texas; KDSH, Boise, Idaho; KVID, Denver, Colo.; KGMB-KHBC, Honolulu-Hilo, Hawaii; KEX, Portland, Ore.; KIRO, Seattle, Wash.

*TV Stations Represented*—WOC-TV, Davenport, Iowa; WBAP-TV, Ft. Worth-Dallas, WAVE-TV, Louisville, Texas; WTVJ, Miami, Florida; WTCN-TV, Minneapolis, Minn.; WPIX, New York, N. Y.; KSD-TV, St. Louis, Mo.; KRON-TV, San Francisco, Calif.

### W. S. GRANT CO., INC.

703 Market St., San Francisco, Calif.  
Phone: EXbrook 2-6685

General Manager ..... W. S. Grant



## Radio-TV Station Representatives

### Branch Offices

1127 Sunset Blvd., Los Angeles, Calif.

Phone: Madison 9-2653

Manager ..... Larry Krasner  
33 W. 42nd St., New York, N. Y.

Phone: BRyant 9-1374

612 N. Michigan Ave., Chicago, Ill.

Phone: SUperior 7-8177

**Stations Represented**—KAFY, Bakersfield, Calif.; KHSL, Chico, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KTRB, Modesto, Calif.; KPRL, Paso Robles, Calif.; KEEN, San Jose, Calif.; KVCV, Redding, Calif.; WBEX, Chillicothe, O.; KVEC, San Luis Obispo; KBND, Bend, Ore.; KUIN, Grants Pass, Ore.; KSMO, San Mateo, Calif.; KSRO, Santa Rosa, Calif.; KVVV, Ventura, Calif.; KFJI, Klamath Falls, Ore.; KYJC, Medford, Ore.; KJAM, Vernal, Utah; WSKI, Montpelier, Vt.; KXRO, Aberdeen, Wash.; WHTC, Holland, Mich.; KENO, Las Vegas, Nev.; WMOA, Marietta, O.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KUJ, Walla Walla, Wash.; KRLC, Lewiston, Ida.; KCOK, Tulare, Calif.; WOHI, East Liverpool, O.; WMOH, Hamilton, O.; WJLL, Niagara Falls, N. Y.; WIRY, Plattsburg, N. Y.; KECC, Pittsburg, Calif.; KMBY, Monterey, Calif.; KWRN, Reno, Nev.; WJEH, Gallipolis, O.; WLNH, Laconia, N. H.; WBIW, Bedford, Ind.; Aloha Network, Honolulu.

### IRENE GRIFFITH

1341 N. Cahuenga Blvd., Hollywood 28, Calif.

Phone: Hillside 3912

Executive-in-charge ..... Irene Griffith

### MELCHOR GUZMAN COMPANY, INC.

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

Phone: CIrcle 7-0624

Vice-President..... A. M. Martinez

**Stations Represented in**—Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Peru, Puerto Rico, El Salvador, Uruguay and Venezuela.

**TV Station Represented**—CMQ-TV Network, Habana, Matanzas, Camaguey, Santa Clara, Santiago, Cuba.

### H-R REPRESENTATIVES, INC.

405 Lexington Avenue, New York 17, N. Y.

Phone: MUrray Hill 9-2606

Pres. & Treas..... Frank M. Headley

Exec. Vice-Pres..... Dwight S. Reed

Vice-Pres. & Sec..... Frank E. Pellegrin

Vice-Pres..... Carlin S. French

Vice-Pres..... Paul R. Weeks

Vice-Pres. .... Harold Lindley

### Branch Offices

35 East Wacker Drive, Chicago 1, Ill.

Phone: Randolph 6-0113

Vice-President..... Dwight S. Reed

110 Sutter Street, San Francisco, Calif.

Phone: Exbrook 2-3407

General Manager..... James Alspaugh  
Equitable Bldg., Hollywood, Calif.

Phone: Granite 1480

V.P.-Gen. Mgr..... Harold Lindley

**AM & FM Stations Represented**—KMPC, Los Angeles, Calif.; WONS, Hartford, Conn.; WROK, Rockford, Ill.; KXXX, Colby, Kan.; WGFG, Kalamazoo, WJIM, Lansing, Mich.; WJW, Cleveland, WCOL, Columbus, Ohio; WFBG, Altoona, Pa.; KJBS, San Francisco, Calif.; WTSP, St. Petersburg, Fla.; KNOE, Monroe-New Orleans, La.; KMMJ, Grand Island, Neb.; WWNC, Asheville, N. C.; WSOC, Charlotte, N. C.; WLOK, Lima, O.; WIKK, Erie, Pa.; WHUM, Reading, Pa.; WMSC, Columbia, S. C.

**TV Station Represented**—WJIM-TV, Lansing, Mich.; WNAC-TV, Boston, Mass.

### GILL-KEEFE & PERNA, INC.

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

Phone: TEmpleton 8-4740

Pres., Treas..... Helen Gill

Secretary ..... John J. Perna, Jr.

### Branch Office

75 E. Wacker Drive, Chicago, Ill.

Phone: CEntral 6-2420

V.P. in Charge..... Howard M. Keefe

### HARRINGTON, RIGHTER & PARSONS, INC.

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

Phone: LE 2-1741

### TV Department

President..... John E. Harrington, Jr.

Vice Pres..... Volney Righter

Vice Pres..... James O. Parson, Jr.

Acct. Executive..... John F. Dickinson

Acct. Executive..... Burton Adams

Acct. Executive..... Maurice Rashburn, Jr.

### Branch Office

Tribune Tower, Chicago, Ill.

Phone: Whitehall 4-0074

Executive-in-charge..... Carroll R. Layman

**TV Stations Represented**—WLTW, Atlanta,

Ga.; WAAM, Baltimore, Md.; WDAF-TV,

Kansas City, Mo.; WBEN-TV, Buffalo, N. Y.;

WFMY-TV, Grefensboro, N. C.; WTMJ-TV,

Milwaukee, Wisc.; WTTG, Washington,

D. C.

### HEADLEY-REED COMPANY

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

Phone: MUrray Hill 3-5467

President..... Frank W. Miller, Sr.

Vice-President Chg. TV... William B. Faber

Vice-President Chg. AM... Sterling Beeson

Vice-President..... John W. Wrath

Secy.-Treas..... Frank W. Miller, Jr.

### Branch Offices

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

Executive-in-charge..... John W. Wrath

2019 Penobscot Bldg., Detroit 26, Mich.

Executive-in-charge..... Harold V. Barrett



## Radio-TV Station Representatives

Palmer Bldg., Atlanta 3, Ga.  
 Executive-in-charge.....Eli W. Sweatman  
 300 Montgomery St., San Francisco 4, Cal.  
 Executive-in-charge.....Ralph W. Mitchell  
 Taft Bldg., Hollywood, Cal.  
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*TV Stations Represented*— WSYR-TV, Syracuse, N. Y.; WICU, Erie; WTVN, Columbus, Ohio.

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*Branch Offices*

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 400 Montgomery St. San Francisco 4, Calif.

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*AM & FM Stations Represented*—WADC, Akron, Ohio; WAEB, Allentown, Pa.; WATL, Atlanta, Ga.; WJBF, Augusta, Ga.; WJBO, Baton Rouge, La.; WBCM, Bay City, Mich.; KOOK, Billings, Mont.; WINR, Binghamton, N. Y.; KCEM, Boise, Idaho; WGN, Chicago, Ill.; WRBL, Columbus, Ga.; WBTM, Danville, Va.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WEAU, Eau Claire,

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6381 Hollywood Blvd., Los Angeles 28, Calif.  
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Phone: Exbrk 8033

Manager.....Tracy Moore

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 \*Midwest representation only.

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Phone: YORk 8812

681 Market St., San Francisco 5, Calif.

Phone: YUKon 6-9621

**AM & FM Stations Represented**—WKAB, Mobile, Ala.; WCCC, Hartford, Conn.; WPIN, St. Petersburg, Fla.; WIKY, Evansville, Ind.; WXLW, Indianapolis, Ind.; WJMR, New Orleans, La.; WWIN, Baltimore, Md.; WTAO, Boston, Mass.; WCCM, Lawrence, Mass.; WACE, Springfield, Mass.; WJXN, Jackson, Miss.; KLMS, Lincoln, Nebr.; KFMI, Tulsa, Okla.; WTEL, Philadelphia, Pa.; WXGI, Richmond, Va.; WHTN, Huntington, W. Va.

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Phone: CADillac 4497

4822 S. Avalon Blvd., Los Angeles, Calif.

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V.P. & Sales Mgr.....George W. Brett

Treasurer.....Morris J. Well

Secretary.....Theodore E. Kruglak

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**TV Stations Represented**—KLAC-TV, Los Angeles, Calif.; WNHC-TV, New Haven, Conn.; WMAL-TV, Washington, D. C.; WAGA-TV, Atlanta, Ga.; WFBM-TV, Indianapolis, Ind.; WMAR-TV, Baltimore, Md.; WJBK-TV, Detroit, Mich.; WOOD-TV, Grand Rapids, Mich.; WHEN, Syracuse, N. Y.; WKRC-TV, Cincinnati, Ohio; WXEL, Cleveland, Ohio; WSPD-TV, Toledo, Ohio; WKY-TV, Okla. City, Okla.; WJAC-TV, Johnstown, Pa.; WFIL-TV, Phila., Pa.; WSAZ-TV, Huntington, W. Va.; KPIX, San Francisco, Calif.; KMTV, Omaha, Neb.

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Phone: BEACon 4107

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333 S.W. Oak St., Portland 4, Ore.

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Phone: RIttenhouse 6-8546

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### KETTLE-CARTER

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Partner.....Elmer Kettell  
 Partner.....Marjorie Carter

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*TV Stations Represented*—WOR-TV, New York, WSYR-TV, Syracuse, N. Y.

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Proprietor.....A. Lewis King  
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 Office Manager.....Edna H. Brautigam  
 Account Executive.....Loren Sorensen

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V.P. & Manager.....Hub Jackson  
 2330 West 3rd St., Los Angeles 5, Calif.

Phone: DUnkirk 7-4388

Manager.....Robert W. Walker  
 57 Post St., San Francisco, Calif.

Phone: SUTter 1-5568

Manager.....Rogers Parratt

### ROBERT MEEKER ASSOCIATES INC.

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Manager.....Carl F-J Jewett  
 8 West King St., Lancaster, Pa.

Phone: Lan. 5251

Manager.....Glenn Lau  
 6381 Hollywood Blvd., Los Angeles 28, Calif.

Phone: HO 9-5408

West Coast Manager.....Tracy Moore  
 Russ Building, San Francisco, Calif.

Phone: YUkon 6-4940

Manager.....Don Pontius

#### AM & FM Stations Represented

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### CLYDE MELVILLE CO.

402 Melba Bldg., Dallas, Tex.

Phone: Sterling 1558

*Stations Represented*—KTXN, Austin, Tex.; KTXC, Big Spring, Tex.; KSTB, Breckenridge, Tex.; KICA, Clovis, N. M.; KDMS, El Dorado, Ark.; WGVM, Greenville, Miss.; KERB, Kermit, Tex.; KFRO, Longview, Tex.; KSEL, Lubbock, Tex.; KDAS, Malvern, Ark.; KTFS, Texarkana, Tex.; The Cotton Belt Group.

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Manager.....E. F. Kavanagh

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Eastern TV Sales Mgr.....Richard H. Close

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Radio Sales Mgr.....Robert Miller

TV Sales Representative.....John C. Treacy

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Phone: Greystone 4-8700

Sales Representative.....Carl A. Nielsen

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Phone: STate 2-7942

Manager.....Paul Elsberry

2647 Bryant Ave., N., Minneapolis, Minn.

Phone: HY 8639

Manager.....J. Frank Johns

627 S. Lafayette Park Pl., Los Angeles 5, Cal.

Phone: DU 3200

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260 Farrell St., San Francisco, Calif.

Phone: YUkon 6-5936

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672 S. Lafayette Park Pl., Los Angeles, Calif.

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

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### PAN AMERICAN BROADCASTING CO.

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Vice-President.....Eugene Bernald

Manager.....Arthur Gordon

Asst. Mgr.....Robt. J. Kizer

#### Branch Offices

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Phone: State 2-7942

Executive-in-charge.....Paul Elsberry

672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.

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Executive-in-charge.....A. O. Dillenbeck



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26 O'Farrell St., San Francisco, Calif.

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Executive-in-charge .....Burt Beggs

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Phone: Lincoln 5689

Exec-in-chg.....James D. Bowden

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Salesman .....John Beecher

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Executive-in-Charge.....Robert Hitchings

Room 8-150, General Motors Bldg., Detroit 2, Mich.

Phone: Trinity 5-1803

Executive-in-Charge.....John F. Cole

72 Eleventh St., N.E., Atlanta, Ga.

Phone: Emerson 2956

Executive-in-Charge.....Mrs. Alice Grant

2978 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 8-8158

Exec-in-Charge .....Jess Laughlin

5 3d St., San Francisco 3, Calif.

Phone: Garfield 1-6740

Exec-in-Charge .....Jack Baker

*AM & FM Stations Represented*—WDLP, Panama City, WWPC, Palm Beach, WJHP, Jacksonville, WCOA, Pensacola, WNDB, Daytona Beach, WTMC, Ocala, WKWF, Key West, Fla.

### EDWARD PETRY & CO., INC.

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Phone: Murray Hill 8-0200

#### Radio Department

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Exec. Vice-Pres.....Edward E. Voynow

V-P & Eastern Sales Mgr.....H. E. Ringgold

Sales Prom. Mgr.....Seth Dennie

Asst. Sales Prom. Mgr....Thos. B. Ellsworth

Research Mgr. ....William H. Steese

#### TV Department

Eastern Sales Mgr.....Douglas MacLachtie

Sales Prom. Mgr.....Robert L. Hutton, Jr.

Research Mgr.....Howard L. Selger

#### Branch Offices

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Phone: WHitehall 4-0011

Exec. V-P.....Edward E. Voynow

Sales Mgr.....John Ashenburt

Genl. Motors Bldg., Detroit 2, Mich.

Phone: Trinity 5-1035

Executives: William Cartwright (AM),

Franklin M. Walker (TV)

Russ Bldg., San Francisco 4, Cal.

Phone: YUkon 2-3631

Exec-in-Charge.....Earle H. Smith (AM)

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Exec-in-Charge.....Charles G. Matson

Phone: Michigan 8729

Shell Bldg., St. Louis 3, Mo.

Exec-in-Charge.....George Kercher (AM)

Richard Hughes (TV)

Phone: Chestnut 7191

Life of America Bldg., Wood & Akard Sts.

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Phone: PProspect 3593

Execs-in-Chg.....Buell Herman (AM)

Richard E. Drummy, Jr. (TV)

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Tex.; KSO, Des Moines, Iowa; WJR, Detroit,

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KSTP, Minneapolis-St. Paul, Minn.; WSM,

Nashville, Tenn.; WSMB, New Orleans, La.;

WTAR, Norfolk, Va.; KOIL, Omaha, Nebr.;

WIP, Philadelphia, Pa.; KPHO, Phoenix,

Ariz.; KGW, Portland, Ore.; WEAN, Provi-

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KTBS, Shreveport, La.; KGA, Spokane,

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## Radio-TV Station Representatives

Yankee Network; Texas Quality Network.  
*TV Stations Represented*—WSB-TV, Atlanta, Ga.; WBAL-TV, Baltimore, Md.; WFAA-TV, Dallas, Tex.; KPRC-TV, Houston, Tex.; KHJ, Los Angeles, Calif.; KSTP-TV, Minneapolis-St. Paul, Minn.; WSM-TV, Nashville, Tenn.; WTAR-TV, Norfolk, Va.; KPHO-TV, Phoenix, Ariz.; WOAI-TV, San Antonio, Tex.; KOTV, Tulsa, Okla.

### RADIO REPRESENTATIVES, INC.

480 Lexington Ave., New York 17, N. Y.  
 Phone: MU 8-4342

President ..... Harry Goodman  
 Vice President..... Frank Sawdon  
 Vice President..... Peggy Stone  
 Vice President..... John North

#### Branch Offices

75 E. Wacker Dr., Chicago 1, Ill.  
 Phone: FI 6-0964

Vice-Pres. .... John North  
 6381 Hollywood Blvd., Hollywood, Cal.  
 Phone: Hollywood 9-5408

Exec-in-Charge..... Tracy Moore  
 78 Post Street, San Francisco, Cal.  
 Phone: Exbrook 2-8033

Exec-in-Charge ..... Tracy Moore

### RADIO REPRESENTATIVES LIMITED

4 Albert St., Toronto 1, Ont., Canada  
 Phone: WAverly 6151

Managing Director..... J. O. Slatter  
 Sales Manager..... A. E. Bedard  
 Secretary-Treasurer ..... V. Murphy

#### Branch Offices

337 Dominion Square Bldg., Montreal, Que.  
 Canada  
 Phone: UUniversity 6-8058

Manager..... W. C. Dippie  
 Lindsay Bldg., Winnipeg, Manitoba, Canada  
 Phone: 9-26374

Manager..... A. J. Messner  
 198 W. Hastings St., Vancouver, B. C., Can.  
 Phone: TAtlow 6277

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*AM & FM Stations Represented*—CJIB, Vernon, C.J.D.C. Dawson Creek, B. C.; CFCN, Calgary, CKRD, Red Deer, CFRN, Edmonton, Alta.; KRM, Saskatoon, Sask.; CFOC, Saskatoon, Sask.; CKX, Brandon, CKDM, Dauphin, Man.; CJOB, Winnipeg, Man.; CKPR, Fort William, CHLO, St. Thomas, CJOY, Guelph, Ont.; CKFH, Toronto, Ont.\*; CKBW, Bridgewater, N. S.; CJRW, Summerside, P. E. I.; CKDA, Victoria, CKOK, Pen-ticton, B. C.

(\* In Montreal only)

### CBS RADIO SPOT SALES

485 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 5-2000

Administrative V.P. (CBS Radio)

J. Kelly Smith

General Sales Manager, Wendell B. Campbell

Assistant Sales Mgr..... Henry R. Flynn  
 Mgr. Sales Development..... H. A. Carlborg

#### Branch Offices

410 N. Michigan Ave., Chicago 11, Ill.  
 Phone: Whitehall 4-6000

Western Sales Mgr..... Gordon Hayes  
 63 South Main St., Memphis 3, Tenn.  
 Phone: Memphis 37-8612

Manager..... H. H. Holtshouser  
 902 Fisher Bldg., Detroit 2, Mich.  
 Phone: Trinity 2-5500

Manager..... Ralph Patt, Jr.  
 Palace Hotel, San Francisco 5, Calif.  
 Phone: Yukon 2-7000

Manager..... Hugh Stump  
 6121 Sunset Blvd., Los Angeles 28, Calif.  
 Phone: Hollywood 9-1212

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### WILLIAM G. RAMBEAU CO.

122 E. 42nd St., New York 17, N. Y.  
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President ..... William G. Rambeau  
 Executive Vice Pres..... William M. Wilson  
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#### Branch Offices

333 N. Michigan Avenue, Chicago 1, Ill.  
 Phone: And. 3-5566

Exec-in-Charge ..... John Norman  
 1746 N. Las Palmas Ave., Los Angeles 28, Calif.

Phone: Hillside 0388

Exec-in-Charge ..... Jack Porter  
 233 Sansome St., San Francisco, Cal.  
 Phone: Crestview 5-2022

Exec-in-Chg..... William A. Ayers  
*AM & FM Stations Represented*—WNAB, Bridgeport, WATR, Waterbury, WTOR, Torrington, Conn.; KFWB, Los Angeles, Calif.; WGIL, Galesburg, Ill.; KXIC, Iowa City, Iowa; WVJS, Owensboro, Ky.; WLCS, Baton Rouge, WJBW, New Orleans, La.; WJLS, Lansing, Mich.; KEYD, Minneapolis, Minn.; WLOX, Biloxi, Miss.; KSWM, Joplin, Mo.; WJTN, Jamestown, WHLI, Hampstead, WXRA, Buffalo-Kenmore, WNDR, Syracuse, N. Y.; WSKY, Asheville, N. C.; KGWA, Enid, Okla.; WMCK, McKeesport, WPEN, Philadelphia, Pa.; KSEL, Lubbock, KWBC, Ft. Worth, Tex.; WAGC, Chattanooga, Tenn.; WJOY, Burlington, Vt.; KXA, Seattle, Wash.; WNLK, Norwalk, Conn.; WLAD, Danbury, Conn.

## Radio-TV Station Representatives

### PAUL H. RAYMER COMPANY, INC.

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

Phone: Plaza 9-5570

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 Exec. Vice-Pres.....Fred C. Brokaw  
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 Sales Mgr. (TV).....Ralph E. McKinnie  
 Acct. Execs. (AM).....Charles A. Hammarstrom,  
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 Vice-Pres.....Garfield C. Dacker  
 Phone: Superior 7-4473  
 507 Statler Office Bldg., Boston 16, Mass.  
 Executive-in-Charge.....Robert C. Foster  
 Phone: Hubbard 2-3225  
 2949 Penobscot Bldg., Detroit 26, Mich.  
 Executive-in-Charge.....Robert B. Rains  
 Phone: Woodward 3-0764  
 1680 Vine St., Hollywood 28, Calif.  
 Executive-in-Charge.....John D. Gale  
 Phone: Hudson 2-2376  
 1672 Russ Bldg., San Francisco 4, Calif.  
 Exec-in-Charge.....Ray Rhodes  
 Phone: Douglas 2-8909  
 Hotel Chisca, Memphis 1, Tenn.  
 Phone: Memphis 37-3813  
 Exec-in-Chg. ....Hugh Murphy

*AM & FM Stations Represented*—WBRC,  
 Birmingham, Ala.; KTAR, Phoenix, KVOA,  
 Tucson, Ariz.; KCOY, Santa Maria, KERN\*,  
 Bakersfield, KFBK\*, Sacramento, KFSD\*,  
 San Diego, KMJ\*, Fresno, KTMS, Santa  
 Barbara, KWG, Stockton, KXO, El Centro,  
 Calif.; KVOR, Colorado Springs, Colo.;  
 WDRG\*, Hartford, Conn.; WLOF, Orlando,  
 Fla.; WKJG\*, Fort Wayne, WSBT, South  
 Bend, Ind.; WCAO\*, Baltimore, Md.;  
 WLAW\*, Lawrence, WTAC\*, Worcester,  
 Mass.; WTAC, Flint, Mich.; KOH, Reno,  
 Nevada.; WARC, Rochester, WQXR\*, New  
 York, N. Y.; WDNC\*, Durham, N. C.;  
 WHKC\*, Columbus, WKBN\*, Youngstown,  
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 Clatchy Beeline, New England Major Mar-  
 kets Group.

\*Also FM.

*TV Stations Represented*—WBRC-TV, Bir-  
 mingham, Ala.; KTLA-TV, Hollywood, Calif.

### DUNCAN A. SCOTT & CO.

Mills Bldg., San Francisco, Cal.

Owner.....Duncan A. Scott  
*Stations Represented*: KLAC, Los Angeles,  
 Cal.; KPRO, Riverside, Cal.; KREO, Indio,  
 Cal.; KROP, Brawley, Cal.; KYOR, Blythe,  
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 5225 Wilshire Blvd., Los Angeles, Calif.  
 Executive-in-Charge.....Gene Grant  
 Phone: York 8812  
 681 Market St., San Francisco, Calif.  
 Executive-in-Charge.....Gene Grant  
 Phone: Yukon 6-0621

*AM & FM Stations Represented*—WFRS,  
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 Dothan, WJOL, Florence, WJBY, Gadsden,  
 WFUN, Huntsville, WHBB, Selma, WTBC,  
 Tuscaloosa, Ala.; KWFC, Hot Springs,  
 KNEA, Jonesboro, Ark.; KSDO, San Diego,  
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 Mayfield, WPAD, Paducah, Ky.; KSLQ,  
 Opelousas, La.; WGRO, Bay City, Mich.;  
 WPBC, Minneapolis, Minn.; WCCM, Gulf  
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 The Arkansas Group; San Francisco Bay  
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 Phone: UNiversity 6291  
 1111 Childs Bldg., Winnipeg, Manitoba  
 Manager.....J. A. Whitehouse  
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846 Howe St., Vancouver, B. C.  
 Manager.....J. W. Stovin  
 Phone: MARine 6464

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\*\* Winnipeg Only.

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Phone: State 2-5260

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Manager.....Fred Vance

Phone: Riverside 5633

638 Van Ness Ave., Los Angeles 13, Calif.

Manager.....George Dietrich

Phone: DUNKirk 2-8458

235 Montgomery St., San Francisco, Calif.

Manager.....Hubbard Keenan

Phone: Douglas 2-1323

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Wichita, Kans.; WINN, Louisville, Ky.;

KMLB, Monroe, La.; WCBM, Baltimore,

Md.; WAGE, Syracuse, N. Y.; WLOS, Ashe-

ville, WTOB, Winston-Salem, N. C.; WHCB,

Canton, WMAN, Mansfield, WPAY, Ports-

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S. C.; KWKC, Abilene, KGNC, Amarillo,

KTBC, Austin, KEYS, Corpus Christi,

KROD, El Paso, KFYO, Lubbock, KTRE,

Lufkin, KOSA, Odessa, Tex.; KTXL, San

Angelo, KCMC, Texarkana, KTBB, Tyler,

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Phone: Dunbar 7775

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President.....Richard C. Crisler

AM & FM Stations Represented—WBUZ-

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cinnati, Ohio; KCBC-FM, Des Moines, Iowa;

WAJL-FM, Flint, Mich.; KCMO-FM, Kansas

City, Mo.; KBON-FM, Omaha, Neb.; WKJF-

FM, Suburban Pittsburgh, Pa.; KXOK-FM,

St. Louis, Mo.; KTNT-FM, Tacoma, Wash.;

WTOA-FM, Trenton, N. J.; WWDG-FM,

Washington, D. C.; WGTR-FM, Worcester,

Mass.

### WALKER REPRESENTATION CO., INC.

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

Phone: MURray Hill 3-5830

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Phone: AN 3-5771

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15 W. 10th St., Kansas City, Mo.

Phone: Victory 0021

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672 S. LaFayette Park Pl., Los Angeles, Calif.

Phone: DUNKirk 2-3200

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26 O'Farrell St., San Francisco, Calif.

Exec-in-Charge.....Burt Beggs

935 N'western Bank Bldg., Minneapolis, Minn.

Phone: Geneva 9631

Exec-in-Chg.....Orville F. Lawson

405 Mortgage Guarantee Bldg., Atlanta, Ga.

Phone: Alpine 1241

Exec-in-Chg.....Dora C. Cossé

AM & FM Stations Represented—WAPX,

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WCCP, Savannah, Ga.; KSEI, Pocatello,

Idaho; WGEM, Quincy, Ill.; WJPS, Evans-

ville, Ind.; WLBC, Muncie, Ind.; KWBW,

Hutchinson, Kan.; WKLX, Lexington,

WGRG, Louisville, Ky.; KENT, Shreveport,

La.; WJEJ, Hagerstown, Md.; WOCB, Cape

Cod, WALE, Fall River, WEIM, Fitchburg,

WHAI, Greenfield, WHYN, Holyoke,

WNBH, N. Bedford, WBRK, Pittsfield,

WTXL, W. Springfield, Mass.; WHDF, Calu-

met, WDBC, Escanaba, WJMS, Ironwood,

Mich.; KGDE, Fergus Falls, KVOX, Moor-

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Elmira, WSAY, Rochester, WOLF, Syracuse,

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WCTM, Wilson, N. C.; KCCU, Mandan,

KLPM, Minot, N. D.; WDOK, Cleveland,

O.; KOCY, Oklahoma City, Okla.; KXL,

Portland, Oregon; WNAR, Norristown, Pa.;

WSCR, Scranton, Pa.; WJMX, Florence,

S. C.; WDEV, Waterbury, Vt.; WWOOD,

Lynchburg, WNOR, Norfolk, Va.; KXLY,

Spokane, Wash.; WWRN, Beckley, W. Va.;

WTRE, Wheeling, W. Va.; WRJN, Racine,

Wis.; The Aloha Network, Hawaii; Z Net-

work, Montana.

### WEED AND COMPANY

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Phone: MU-7-772

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Partner.....C. C. Weed

Partner.....Ruth P. Weed

Television Dept. Head.....Peter B. James



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### Branch Offices

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*Phone:* Woodward 1-2685  
 Exec-in-Charge.....Bernard P. Pearse  
 Palmer Bldg., Atlanta 3, Ga.  
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 Exec-in-Charge.....George Swearingen, Jr.  
 6331 Hollywood Blvd., Hollywood 28, Calif.  
*Phone:* Hillside 8611  
 Exec-in-Charge.....Lincoln P. Simonds  
 68 Post St., San Francisco 4, Calif.  
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 Exec-in-Charge.....Joseph Mathews  
 Statler Bldg., Boston 16, Mass.  
*Phone:* Hubbard 2-5677  
 Executive-in-Charge.....Henry Green

*AM & FM Stations Represented* — WJJJ, Montgomery, Ala.; WTIC, Hartford, Conn.; WORZ, Orlando, WSUN, St. Petersburg, Fla.; WTFI, Twin Falls, Ida.; WSOY, Decatur, WTAD, Quincy, WTAX, Springfield, Ill.; WGBF, Evansville, WIOU, Kokomo, WBOV, Terre Haute, Ind.; KGLO, Mason City, Ia.; KGGF, Coffeyville, WREN, Topeka, Kans.; KALB, Alexandria, KPLC, Lake Charles, La.; WRDO, Augusta, WLBZ, Bangor, WCSH, Portland, Me.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; WMUR, Manchester, N. H.; WAAT, Newark, N. J.; WMSA, Massena, WNY, Watertown, N. Y.; WAKR, Akron, WING, Dayton, WIMA, Lima, WIZE, Springfield, O.; WHGB, Harrisburg, WARD, Johnstown, WVAM, Altoona, KQV, Pittsburgh, Pa.; WJAR, Providence, R. I.; KSDN, Aberdeen, S. Dak.; WHBQ, Memphis, Tenn.; KRIO, McAllen, WACO, Waco, Tex.; WCAX, Burlington, Vt.; WJLS, Beckley, WKNA, Charleston, WKWK, Wheeling, W. Va.; WBAY, Green Bay, WKTY, La Crosse, Wis.; Marjorie Mills Hour; New England Regional Networks; Texas State Network.

WTTH, Port Huron, Mich.; WNAO, Raleigh, N. C.; WMRC, Greenville, S. C.; KIMA, Yakima, Wash.; WPTR, Albany, N. Y.; WOKY, Milwaukee, Wis.

*Canadian Stations:* CFAF, Calgary, CJCA, Edmonton, CFGP, Grande Prairie, CJOC, Lethbridge, CHAT, Medicine Hat, Alberta; CFJC, Kamloops, CKOV, Kelowna, CJAT, Trail, CKWX, Vancouver, CJVI, Victoria, British Columbia; CKRC, Winnipeg, Manitoba; CKNB, Campbellton, CFNB, Fredericton, CFBC, St. John, New Brunswick; CHNS, Halifax, CJC.B, Sydney, Nova Scotia; CKOC, Hamilton, CFPL, London, CFRA, Ottawa, CFPA, Port Arthur, CJCS, Stratford, CKSO, Sudbury, Ontario; CFCY, Charlottetown, Prince Edward Isle; CFCE, Montreal, KCCV, Quebec City, Quebec; CKBI, Prince Albert,

CHAB, Moose Jaw, CKCK, Regina, CKRM, Regina, Saskatchewan.  
 Iowa; WBKB, Chicago, Ill.; WATV, Newark, N. J.; WJAR-TV, Providence, R. I.  
*TV Stations Represented*—WOIT-V, Ames,

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 Gen. Manager.....Jack Q. Hall

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22 East 40th Street, New York 16, N. Y.  
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 President.....Adam J. Young, Jr.  
*Branch Offices*

55 East Washington, Chicago 2, Ill.  
*Phone:* ANdover 5448  
 Exec-in-Charge.....William J. Reilly  
 6331 Hollywood Blvd., Los Angeles 28, Calif.  
*Phone:* Hollywood 9-0965  
 Exec-in-Charge.....William L. Wallace  
 6 North 7th St., St. Louis, Mo.  
*Phone:* Maine 5020

Exec-in-Chg. ....Jack Hetherington  
*AM & FM Stations Represented*—WKRC, Mobile, Ala.; KWFC, Hot Springs, Ark.; KLAC, Los Angeles, Cal.; WLIZ, Bridgeport, WHAY, New Britain, Conn.; WINX, Washington, D. C.; WMIE, Miami, Fla.; WAIT, Chicago, Ill.; WAFB, Baton Rouge, La.; KJIC, Shreveport, La.; WABI, Bangor, Maine; CKLW, Detroit, Mich.; KOAT, Albuquerque, N. M.; KRSN, Los Alamos, N. M.; KTRC, Santa Fe, N. M.; WKVL, Concord, N. H.; WFEA, Manchester, N. H.; WBNY, Buffalo, WSNY, Schenectady, N. Y.; WJMO, Cleveland, Ohio; WJAC, Johnstown, O.; KTRM, Beaumont, Tex.; KENI, Anchorage, KFAR, Fairbanks, Alaska; KULA, Honolulu, T. H.; WPIC, Youngstown, Pa.; KLEE, Houston, Texas; CFCN, Calgary, CFRN, Edmonton, CKRD, Red Deer, Alta.; CKLN, Nelson, CJOR, Vancouver, B. C.; CKX, Brandon, Man.; CKDM, Dauphin, Man.; CJOB, Winnipeg, Man.; CFAR, Flin Flon, Man.; CJEM, Edmundston, CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CFAB, Windsor, N. S.; CJCH, Halifax, N. S.; CJBO, Belleville, CFJR, Brockville, Ont.; CKPR, Fort William, CHML, Hamilton, CKCR, Kitchener, CFOS, Owen Sound, CHOV, Pembroke, CHNO, Sudbury, CFRB, Toronto, CKLW, Windsor, CKNX, Wingham, Ont.; CKRS, Jonquiere, CJAD, Montreal, CKAC, Montreal, CHNC, New Carlisle, Que.; CHRC, Quebec, P. Q.; CJBR, Rimouski, CJFP, Riviere de Loup, CHLT, Sherbrooke, CKLD, Sherbrooke, P. Q.; CKTS, Sherbrooke, CHLN, Three Rivers, Que.; CJGX, Yorktown, CKRM, Regina, Sask.; CFQC, Saskatoon, Sask.

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Personnel

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# NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

Personnel — Committees



# RADIO-TV EDITORS

Alphabetically By States

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(Term Expires June 30, 1952)

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Secretary: Elizabeth Kaplan  
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# Federal Communications Commission

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Anchorage, Alaska

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# HOW TO APPLY FOR FCC LICENSE

*Official FCC Procedure for AM, FM and TV Licenses*

ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice."

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

## Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the

applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

A FM applicant must specify a frequency available to the area intended to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B. Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

## Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

## Application Processing

Applications are reviewed in their engineering, legal and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.



## How To Apply For FCC License

### Hearings

Where it appears that interference would be caused to another station above the degree described in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but cooperate applicants must be represented by attorney.

Within 20 days after the close of the hearing, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party then has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may

adopt, modify or reverse the hearing examiner's initial decision. Within 20 days thereafter, any party involved may petition for a rehearing. Such a petition may be filed whether or not the decision is based upon a hearing but does not stay the proceedings unless ordered by the Commission.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

### Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

### License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.



# NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS



**Headquarters: 1771 N Street, N.W.,  
Washington 6, D. C.  
Phone: Decatur 9300**

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## RADIO BOARD OF DIRECTORS 1951-1952

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
(To be elected).....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
E. R. Vadeboncoeur.....	2	New York and New Jersey.
WSYR, Syracuse, N. Y. Leonard Kapner .....	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
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WSJS, Winston-Salem, N. C.		
Thad Holt .....	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WAPI, Birmingham, Ala. Henry B. Clay .....	6	Arkansas, Louisiana, Mississippi and Tennessee.
KWKH, Shreveport, La. Robert T. Mason.....	7	Kentucky and Ohio.
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Stanley R. Pratt.....	8	Indiana and Michigan.
WSOO, Sault Ste. Marie, Mich. Merrill Lindsay .....	9	Illinois and Wisconsin.
WSOY, Decatur, Ill.		
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**Natl. Assn. of Radio-TV Broadcasters**

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KAKE, Wichita, Kan.		
Kenyon Brown .....	13	Texas.
KWFT, Wichita Falls, Tex.		
William C. Grove.....	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Carson.
KFBC, Cheyenne, Wyo.		
Glenn Shaw .....	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.
KLX, Oakland, Calif.		
Albert D. Johnson.....	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
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Birmingham Post-Herald: Claude Keithly  
Chilton County (Clanton) News: Ben Tucker  
(Clanton) Union Banner: Gene Wyatt  
Gadsden Times: Frances Underwood  
Haleyville Advertiser: W. D. Smith  
(Hamilton) Marion County News: Frank McKenzie  
Mobile Press: Mike McEvoy  
Mobile Register: Vivian Cannon  
Montgomery Advertiser: Fields Varner

## ARIZONA

El Sol (Phoenix): Josephina Franco  
Graham County (Safford) Guardian: Earl Hunt  
(Phoenix) Arizona Republic: Ralph Mahoney  
Phoenix Gazette: Bobbie Johnston  
Tucson Daily Citizen: Norman Harrington  
Tucson Daily Star: Dorothy Kallil  
(Tucson) Week End Reporter: Fred Finney  
Yuma Daily Sun: Karl Allen

## ARKANSAS

(Little Rock) Arkansas Democrat: Bill Meehan  
(Little Rock) Arkansas Gazette: Melvin McLaughery  
(Fort Smith) Southwest American: C. C. Brown  
Fort Smith Times Record: Bill Barksdale  
Pine Bluff Commercial: Gordon N. Freeman  
Springdale News: Ellis Stafford

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San Mateo Times: Ed Foster  
(Santa Rosa) Press Democrat: Chuck Carson  
(Vallejo) News Chronicle: Wyman Riley  
(Vallejo) Times Herald: Dave Beronio  
(Ukiah) Redwood Journal: H. M. Ivey

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Greeley Journal: Jule Edgerton  
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(Pueblo) Star Journal: Ralph Taylor

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Waterbury American: E. Christy Erk

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Washington Daily News: Milton Pike  
Washington Evening Star: Harry MacArthur  
Washington Post: Sonia Smith  
Washington Times-Herald: Bernie Harrison

## FLORIDA

Clearwater Sun: Reinho Rogers  
Ft. Lauderdale Daily News: Orville Revelle  
Cainesville Sun: Jim Camp  
Jacksonville Journal: Bob Dow, Jr.  
Miami Daily News: Louise Leyden  
Miami Herald: Marion Aitchison  
(Miami Beach) Florida Sun: Diana Burkett  
(Acala) Marion Sun: Clyde Hooker  
Ocala Star-Banner: R. N. Dosh  
Orlando Daily Newspapers: Ed Ray  
Orlando Morning Sentinel: C. L. Starnes  
Orlando Post: Bill Albright  
Orlando Star: Edee Green  
(Panama City) Bay County Citizen: Ted Bryan  
(Panama City) News-Herald: Ted Bryan  
(Pensacola) Escambia Press: Bill Helie  
(Pensacola) News-Journal: Harold Stoker  
St. Petersburg Evening Independent: Howard Hartley  
St. Petersburg Times: Jack Faulkner  
The (Sarasota) Breeze: Bill Coe  
Sarasota Herald Tribune: John Bloomer  
Tampa Morning Tribune: Phil Barney

## GEORGIA

Atlanta Constitution: Paul Jones  
Atlanta Journal: Sam Luchese  
Columbus Ledger: L. B. Patterson  
Columbus Sunday Ledger-Enquirer: Mike Milner  
Dalton News-Citizen: Mark Pace  
(Decatur) De Klab New Era: Dick Hatch  
Gainesville News: Gordon Sawyer  
Hogansville Herald: Don Downs  
La Grange News: Jim Wood  
Rome News Tribune: Edward I. Bernd  
Savannah Evening Press: John Rostiver  
Savannah Morning News: Frank Slossiter  
The Toccoa Record: Robert W. Graves  
Waycross Journal-Herald: Dorothy Smith

## IDAHO

(Boise) Idaho Evening Statesman: George Redmond  
(Kellogg) Shoshone Tribune: Walter Larson  
(Pocatello) Idaho State Journal: Bob Paulos

## ILLINOIS

Aurora Beacon-News: C. W. Hoefler  
(Bellwood) Sentinel: Paul Coffman  
(Bloomington) Pantagraph: Lawrence Schroyer  
Canton Daily Ledger: Jimmy Murphy  
Chicago Daily News: Jack Mabley  
Chicago Herald-American: Janet Kern  
Chicago Sun-Times: Bill Irvin  
Chicago Tribune: Anton Remenih  
Chicago Tribune: Larry Wolters  
(Decatur) Herald and Review: R. C. Schaub  
(Fairfield) Wayne County Record: Howard M. Ready  
Flora Daily News: Bill Naney

Galesburg Daily Register Mail: Charles Marrow  
Jacksonville Journal & Courier: W. A. Fay  
(La Salle) Daily News Tribune: Bob Johnson  
Marion Daily Republican: Homer Butler  
Moline Dispatch: Lucia Carter  
Olney Daily Mail: Vincent Van Cleepe  
Peoria Journal Transcript: R. Milo Shepherdson  
Peoria Star: Theo Jean Arhends  
Rockford Morning Star: Betty Thro  
Rockford Register-Republic: Betty Thro  
The Roek Island Argus: V. Vivian Headlund  
(Springfield) Illinois State Journal: Robert Harris  
(Springfield) Illinois State Register: Jim Armstrong

### INDIANA

(Anderson) Bulletin: Juliet Crittberger  
(Anderson) Herald: Thom Gephardt  
(Bloomington) Herald-Telephone: Bruce Temple  
(Blomington) Star Courier: Leo Hickman  
Indianapolis News: Georgia Giunakos  
Indianapolis Star: Polly Cochrau  
Indianapolis Times: Dick Mittman  
Kokomo Tribune: Kay Kulms  
(La Porte) Herald-Argus: Joe Eiler  
(Marion) News Herald: Paul Hillsaumer  
Marion Observer: Ed Warfel  
South Bend Tribune: Paul Neville  
South Bend Tribune: Frank Schmidt

### IOWA

Boone News Republican: Mary Garvey  
The Cedar Rapids Gazette: Edna A. Herbst  
(Council Bluffs) Non-Pariel: Dick Trenbath  
Davenport Morning Democrat: Ina Wickham  
Davenport Times: Ron Lorenzen  
Des Moines Register: Paul Cotton  
(Mason City) Globe-Gazette: Don Harrer  
Muscatine Journal: Walter Russell  
(Shenadoah) Sentinel: Robert Tindale  
Sioux City Journal-Tribune: Willis Forbes  
Sioux City Sunday Journal: Kenneth Stock

### KANSAS

Atchison Daily Globe: John Buckley  
Coffeyville Journal: Gene Sullivan  
Dodge City Daily Globe: Pete Barkley  
Great Bend Tribune: Hugh Jencks  
The (Kansas City) Kansan: C. H. Nohr  
(La Crosse) Rush County News: Dave Clymer  
(Manhattan) Mercury Chronicle: Jack Smith  
Parsons Sun: Jim Davis  
Wichita Beacon: Sid Coleman  
Wichita Eagle: Lovenia Lynberg

### KENTUCKY

Ashland Daily Independent: John McGill  
(Campton) Wolfe County News: Mrs. Roy Cecil  
Danville Advocate-Messenger: Mrs. I. M. Tipton  
Elizabethtown News: Billy Merriott  
Jackson Times: Harold Holliday  
(Louisville) Courier-Journal: Bill Ladd  
Louisville Times: Angela Pre's  
Owensboro Inquirer: John W. Potter  
(Paducah) Sun-Times: Bob Sanderson

### LOUISIANA

Alexandria Daily Town Talk: Adras Laborde  
(Baton Rouge) Morning Advocate: Frank Wilson  
(Baton Rouge) State Times: Ernest Gueymard  
New Orleans Item: Ted Liuzza  
New Orleans Times Picayune: Ed Brooks  
New Orleans States: Bob Sublette  
The Shreveport Journal: Marie Gifford  
The Shreveport Times: Pericles Alexander

### MAINE

(Augusta) Daily Kennebec Journal: Paul S. Plumer  
Lewiston Evening Journal: Miss Nicholson  
(Lewiston) Le Messenger: Guy Lafoucaer  
Portland Press Herald: Robert B. Beith

### MARYLAND

(Aberdeen) Hartford Democrat: Sam Lawder  
Annapolis) Evening Capital: Elmer Jackson  
The (Baltimore) Evening Sun: Raymond Pryde  
The Baltimore Morning Sun: Robert Snyder  
Baltimore News-Post: Norman Clark  
The Baltimore Sunday American: Jennie Lee Bird  
The Baltimore Sunday Sun: Geoffrey W. Fielding  
(Hagerstown) Daily Mail: Garvin Hager  
(Hagerstown) Globe Independent: Stewart Douglas  
(Hagerstown) Morning Herald: Joseph Harp  
(Havre de Grace) Democrat Ledger: Charles Moore

Havre de Grace Record: Eddie Dwyer  
The Salisbury Advertiser: Frank Adler  
The Salisbury Times: Oscar L. Morris

### MASSACHUSETTS

Attleboro Sun: Ethel MacDonald  
(Boston) Christian Science Monitor: Albert Hughes  
Boston Globe: Elizabeth Sullivan  
Boston Herald-Traveler: Allee Rankin  
Boston Post: Howie Fitzpatrick  
Boston Record-American: Anthony LaCamera  
Brockton Daily Enterprise: Kenneth G. Dalton  
Fall River Herald News: Henry Degnan  
(Greenfield) Recorder Gazette: Harold Lavanway  
Haverhill Gazette: Joseph Moran  
(Hyannis) Cape Cod Standard-Times: Newell Avery  
(Holyoke) Transcript-Telegram: Dick Murphy  
(Lawrence) Eagle-Tribune: Joseph Oakes  
Lawrence Sunday Sun: Charles Mahoney  
Lowell Sun: Charles Sampas  
Lowell Sunday Telegram: George Gagan  
Lynn Item: Mrs. Latimer  
(Lynn) Telegram News: Elmer Woodell  
New Bedford Standard Times: Bob Lapointe  
(Newton) Villager: Philip Ahlin  
Berkshire (Pittsfield) Evening Eagle: Milton Bass  
Springfield Daily News: Harvey L. Gray  
Springfield Morning Union: Harvey Gray  
Springfield Union: Paul F. Craig  
(Waltham) News-Tribune: Thomas Murphy  
(Wellesley) Townsman: A. E. Larsson  
Worcester Telegram: Fred Kushton  
(Worcester) Sunday Telegram: Don Williams  
(Worcester) Evening Gazette: James Gourgouras

### MICHIGAN

Adrian Daily Telegram: Hoig Gray  
Detroit Free Press: Frank Angelo  
Detroit Free Press: Dick Osgood  
Detroit News: Herschell Hart  
Detroit Times: Andy Wilson  
The Flint Journal: Ralph Coulter  
Grand Rapids Herald: Sally Overmyer  
Grand Rapids Press: Florence Kasprzak  
Iron River Reporter: Gene Moore  
(Lansing) State Journal: Thelma Harnett  
Muskegon Chronicle: Bonnie Busse  
(Port Huron) Times Herald: Al Haugner

### MINNESOTA

Eveleth News Clarion: Grove Wills  
Fairmont Daily Sentinel: Claude Swanson  
(Grand Rapids) Herald-Review: Ken Hickman  
Minneapolis News: Bob Wald  
Minneapolis Star-Tribune: Will Jones  
(Moorhead) Daily News: Jim Peterson  
New Ulm Daily Journal: William Macklin  
Rochester Post Bulletin: Ozzie St. George  
St. Paul Dispatch-Pioneer Press: John Harvey  
Stillwater Gazette: Irene Johnson  
(Virginia) Mesabi Daily News: Everett Blomgren  
Winona Republican Herald: Gordon Cloway

### MISSISSIPPI

(Biloxi) Daily Herald: Cosman Eisendath  
Pooneville Independent: Elizabeth Jacobs  
(Clarksdale) Press-Register: Bob Jennings  
(Corinth) The Daily Corinthian: Barbara Barnes  
(McComb) Enterprise: Charles Gordon  
Vicksburg Evening Post: Burrell Conway

### MISSOURI

(Columbia) Missourian: Eugene Sharp  
Columbia Tribune: J. P. Hamel  
Independence Daily News: Robert Hoyt  
The Kansas City Star: R. J. Hoyland  
St. Joseph Gazette: Don Houseworth  
St. Joseph News Press: Merrill Chilcote  
St. Louis Globe Democrat: Edward M. Keath  
St. Louis Post-Dispatch: James L. Spencer  
St. Louis Post-Dispatch: Larry Wright  
(Springfield) Bias: George Olds  
Springfield News Leader & Press: Eddie Bass

### MONTANA

The (Great Falls) Tribune: William Zadiek  
(Kalispell) Daily Interlake: M. C. Glover  
(Manhattan) Intermountain Press: Lyle Williams  
Miles City Daily Star: Gordie Spear

### NEBRASKA

Lincoln Journal & Star: Don Wright  
(Omaha) World-Herald: Jake Rachman



## NEVADA

Elko Daily Free Press: Gene Evans  
Las Vegas Morning Sun: Hank Greenspan  
Las Vegas Review Journal: A. E. Cahlan  
Reno Evening Gazette: John Sanford  
(Reno) Nevada State Journal: Joe Jackson

## NEW HAMPSHIRE

The Concord Daily Monitor: James Langley

## NEW JERSEY

(Atlantic City) Press Union: Joe MacDonald  
Newark News: Roland E. Lindblom  
Passaic Herald News: William H. Pohle

## NEW MEXICO

Alamogordo News: Murray Morgan  
(Carlsbad) Current-Argus: Jack Sitton  
Clayton News: J. E. Staley  
(Clayton) Union County Leader: E. F. Lough

## NEW YORK

Albany Times-Union: John Archer  
Binghamton Press: Tom Cawley  
Binghamton Press: Kim Davis  
Binghamton Press: Robert Sturdevant  
Binghamton Sun: Jean Ellis  
Buffalo Courier Express: Don Tranter  
Buffalo Evening News: Ray Finch  
(Buffalo) Polish Everybody's Daily: Lucy Koszlak  
Endicott Daily Bulletin: Hal Hancock  
Geneva Daily Times: Charles Bennett  
(Gloversville) Leader-Republican: Clarence Slade  
(Hornell) Evening Tribune: Kelly Simon  
Jamestown Post-Journal: Robert Kilpatrick  
Jamestown Sun: Marylyn Swartz  
(Kenmore) Record Advertiser: P. D. Fahnstock  
(Monticello) Evening News: N. Schnurman  
(New York) Associated Press: Wayne Oliver  
New York Daily Compass: Fred Rayfield  
New York Daily Mirror: Nick Kenny  
New York Daily News: Ben Gross  
New York Herald-Tribune: John Crosby  
New York Journal-American: Jack O'Brien  
New York Post: Al Unsick  
New York Times: Jack Gould  
New York Times: Al Adams  
New York World-Telegram & Sun: Harriet Van Horne

The Niagara Falls Gazette: Thomas Berrigan  
(Rochester) Bittner Press: James Kelly  
(Rochester) Times-Union: Don Yeger  
Rochester Life: Robert Peiffer  
Rome Daily Sentinel: Fritz Upsyke  
Syracuse Herald: Harold Wunsch  
(Syracuse) Herald-Journal: Tom Coolican  
(Syracuse) Post Standard: Peg Simpson  
Utica Daily Press: Joan Kirkland  
Watertown Daily Times: Dominic Pepp

## NORTH CAROLINA

Asheville Citizen: Sloan Coleman  
Asheville Times: Porter Crisp  
(Burlington) Times News: Richard Minor  
Camp Lejeune Globe: Capt. John Randazzo  
Charlotte Observer: Wink Locklair  
The Charlotte News: Emery Wister  
Durham Sun: John Barry  
Fayetteville Observer: Mr. Sparrow  
(Hendersonville) Times-News: Leo H. Wise  
(Hendersonville) Tribune: Lucille Stepp  
Jacksonville News & Views: William J. Arthur  
Kinston Daily Free Press: J. P. Strother  
(Kinston) Lenoir County News: Jack Rider  
The (Raleigh) News & Observer: Jane Hall  
Sanford Herald: W. E. Horner  
Salisbury Post: Teenus Cheney  
(Winston-Salem) Journal & Sentinel: Hal Levy  
The (Williamston) Enterprise: Bill Manning  
Wilmington Star News: Al Dickson  
Wilson Daily Times: Jim Fulghum

## NORTH DAKOTA

Bismarck Capital: Gaylord Conrad  
Bismarck Tribune: John Hehle  
Dickinson Press: Ad Nordmarken  
 Fargo Forum: Roy Johnson

## OHIO

Akron Beacon Journal: Art Cullison  
Ashland Times Gazette: Dolly Darr  
Ashtabula Star Beacon: Ross Smith  
Canton Repository: Rose Mokadean

Canton Economist: Morton Frank  
Cincinnati Enquirer: John Caldwell  
Cincinnati Times Star: Charlton Wallace  
Cincinnati Post: Mary Wood  
Cleveland Plain-Dealer: George Condon  
Cleveland Press: Stan Anderson  
Cleveland News: Elmore Bacon  
(Columbus) Ohio State Journal: Mary McGavran  
Koebel

Columbus Citizen: Jo Bradley Reed  
Columbus Dispatch: Richard Thompson  
Columbus Dispatch: Dean A. Myers  
Conneaut News Herald: James Mohn  
Dayton Journal-Herald: Arthur S. Kany  
Dayton Daily News: Bill Barton  
(Dover) Daily Reporter: Woolly English  
(Findlay) Republican-Courier: Ed Heminger  
Geneva Free Press: Leonard Dute  
Ironton Tribune: Preston Dolan  
(Kent) Courier Tribune: Doris House  
The Portsmouth Times: Charles Mowery  
Toledo Blade: Robert French  
Toledo Times: Arnold Faust  
The Warren Tribune Chronicle: John Forrest  
Youngstown Vindicator: Esther Hamilton  
(Zanesville) Sunday Times-Signal: Robert D. Maley

## OKLAHOMA

Duncan Daily Banner: B. L. Abernathy  
Frederick Press: Perry White  
(Hobart) Star-Review: Clara Neal  
(Lawton) Constitution: Ted Kalston  
Oklahoma City Advertiser: Leon Hatfield  
Oklahoma City Times: Ed Hunter  
(Oklahoma City) Daily Oklahoman & Times:  
Paul Hood  
(Oklahoma City) Daily Oklahoman & Times: Ralph Sewell  
Ponca City News: Gareth B. Muchmore

## OREGON

(Ashland) Southern Oregon News Review: Robert W. Ruhl  
The Bend Bulletin: Phil Brogan  
Benton County (Corvallis) Herald: Tracy Johnson  
Eugene Register-Guard: Glen Stadler  
La Grande Evening Observer: Pat Seeger  
(La Grande) Eastern Oregon Review: Laura Mae Marshall  
Medford Mail Tribune: Robert W. Ruhl  
(Portland) Oregon Journal: Joe Stein  
(Portland) Oregonian: William Moyes  
(Salem) Oregon Statesman: Conrad Franke  
(Salem) Capital Journal: Margaret McGee

## PENNSYLVANIA

Altoona Tribune: Robert Boyer  
Altoona Mirror: Edward Benny  
Ambridge Daily Citizen: Adam Wolicki  
Beaver Valley Times: Don Keith  
Bethlehem Globe-Times: Bob Kirkpatrick  
The Bradford Era: Joseph M. Cleary  
The Butler Eagle: William Faust  
Carbondale Review: James Faemish  
Carbondale News: Thomas Heth  
Chester Times: Bob Funicaue  
The (Clearfield) Progress: George Scott  
"The (Downingtown) Archive": Jane McIlvaine  
Ellwood City Ledger: Bill Kegel  
(Emporium) Press: Wallie Nelsen  
(Homestead) Daily Messenger: (Mrs.) A. J. Frank  
(Honesdale) Wayne Independent: William Hagerty  
Johnsburg Press: Alva K. Gregory  
(Lewistown) Sentinel: Cris Rowland  
(Martinsburg) Cove News: Alvo Welladt  
Oxford News: John Mare III  
The Philadelphia Daily News: Jerry Gaghan  
The Philadelphia Daily News: John Moore  
The Philadelphia Daily News: Mike Swartz  
The Philadelphia Evening Bulletin: Elmer Cull  
The Philadelphia Evening Bulletin: Harry Harris  
The Philadelphia Evening Bulletin: Earl Selby  
The Philadelphia Inquirer: Jean Konik  
The Philadelphia Inquirer: Merrill Panitt  
The Philadelphia Inquirer: Pat Wilson  
Pittsburgh Courier: Robert M. Ratcliffe  
Pittsburgh Press: Si Steinhauser  
Pittsburgh Post-Gazette: Harold V. Cohen  
Pittsburgh Sun-Telegraph: Wilbur Clarke  
Pittsburgh Sun-Telegraph: Karl Krug  
Pittsburgh Sun-Telegraph: James Pettican  
Ridgway Record: Minnie Pompey

Sharon Herald: Joe Shatto  
St. Marys Daily Press: Myra Nolan  
Sunbury Daily Item: Nelson Furell  
Sunbury Daily Item: Laverne Roberts  
(West Chester) Daily Local News: Huteh McDevitt  
Wilkes-Barre Sunday Independent: Thomas Hefferman

### RHODE ISLAND

Pawtucket Times: Lyn Neruey  
Providence Journal-Bulletin: William Keogh  
Westerly Sun: Abe Solovetzik

### SOUTH CAROLINA

The Columbia Record: Henry Cauthen  
The (Columbia) State: John A. Montgomery  
Greer Citizen: E. A. Birch  
Greer Citizen: Roger L. Simmons  
Laurens Advertiser: Mr. Lee  
Sumter Herald: F. J. Knight  
Sumter Daily Item: J. E. McKnight  
The (Winnboro) News & Herald: G. M. Ketchin

### SOUTH DAKOTA

Aberdeen American-News: Leif Johnson  
Rapid City Daily Journal: Paddy Ingvanson  
(Sioux Falls) Daily Argus-Leader: Herb Beehtold

### TENNESSEE

Chattanooga News Free Press: Hayes Clark  
Chattanooga Times: Bill Douhao  
Daily Post-Athenian: Elmer H. Sipe, Jr.  
(Fayetteville) Lincoln County News: Beverly Young  
Fayetteville Observer: Jim McCown  
(Johnson City) Press Chronicle: George W. Kelly  
Knoxville News Sentinel: Hugh Allen  
Knoxville Journal: Juanita Glenn  
(Memphis) Commercial Appeal: Mike McGee  
Nashville Banner: Eddie Jones  
Nashville Tennessean: Jane Carter  
Pulaski Record: Virgil Triam  
Union City Daily Messenger: Bill Burdine

### TEXAS

(Abilene) Reporter-News: Kathryn Duff  
Alice News: Isabel Ziegler  
(Amarillo) Globe-News: Peggy Williamson  
Baytown Sun: Fred Hartman  
Baytown Sun: Dan Shults  
Beaumont Journal: Anita George  
The Beaumont Enterprise: Merita Mills  
Big Spring Daily Herald: Robert Whipkey  
Big Spring Daily Herald: Tommy Hart  
Big Spring Weekly News: Joseph Haydn  
Bishop News: E. B. Erard  
Brownwood Bulletin: Mac Boswell  
Bryan Daily Eagle: Earl Phillips  
Bryan Daily News: Walter Doney  
Corpus Christi Caller-Times: E. B. Erard  
Dallas Times Herald: Doug Hawley  
Dallas Morning News: Saul Levenson  
El Campo News: Erve Stafford  
El Campo Citizen: Mr. Ragsdale  
Electra Star: W. C. Stewart  
Fort Worth Press: Jack Gordon  
Fort Worth Star-Telegram: Ira Cain  
Forth Worth Star-Telegram: Irvin Farman  
Fort Worth Star-Telegram: Bill Hitch  
Fort Worth Star-Telegram: Mack Williams  
Houston Post: Bill Harrison  
Houston Post: Luther Kowsey  
Houston Press: Bill Newkirk  
Houston Chronicle: Moselle Jacobs  
Kingsville Record: E. B. Erard  
Liberty Vindicator: Orlan Jones  
(Lubbock) Avalanche-Journal: Bud Thompson  
Lufkin Daily News: W. R. Beaumier  
(McAllen) Valley Evening Monitor: Virginia Armstrong  
(Memphis) Press Scimitar: Louise Nolan Ahrens  
Odessa American: Thomas Smith  
Odessa American: Jim Scott  
Pampa Daily News: Bob Getteny  
Paris News: Nancy Potec  
(Paris) Lamar County Echo: Lon Boynton  
Pecos Enterprise: Joe Pouns  
Port Arthur News: Grace Foote  
(Seguin) Enterprise: Otha Grisham  
(Seguin) Gazette Bulletin: Jim Toverly  
Sweetwater Reporter: Allen Baker  
Temple Daily Telegram: Harry Blanding  
(Texarkana) Two States Press: Anna Mae Turner  
(Texarkana) Gazette-News: J. Q. Mahaffey

Victoria Advocate: Morris Roberts  
Wharton Spectator: Mary Lee Shannon  
Wichita Falls Daily Times: W. C. Stewart

### UTAH

(Logan) Herald Journal: Ray Nelson  
Richfield Reaper: Stan Jones  
(Salt Lake City) Seseet News: Howard Pearson

### VERMONT

Barre Daily Times: P. C. Anzwin  
Burlington Free Press: Robert Beaupre  
Burlington Daily News: Robert Cronin  
Montpelier Evening Argus: Elaine Atkins

### VIRGINIA

(Bristol) Virginia-Tennessean: Eugene World  
Culpeper Exponent: John T. Rogers  
(Danville) Commercial Appeal: Watt Miles  
(Lynchburg) News: A. T. Gunn  
(Lynchburg) Daily Advance: Dave Wright  
(Newport News) Times-Herald: Bobbie Eddington  
(Newport News) Daily Press: J. Melvin Jones  
(Norfolk) Ledger Dispatch: Bill Diehl  
(Norfolk) Ledger Dispatch: Charles Hoofnagle  
(Norfolk) Virginian-Pilot: Warner Twyford  
Portsmouth Star: George Barber  
Richmond Times-Dispatch: Norman Rowe  
Richmond News Leader: John Stratton  
Roanoke Times: William Atkinson  
Roanoke World-News: W. C. Stouffer

### WASHINGTON

Aberdeen Daily World: Ed Stauley  
(Aberdeen) Grays Harbor Post: Kearney Clark  
(Aberdeen) Grays Harbor Post: John Forbes  
Auburn Sun: Karl Lind  
(Chehalis) Advocate: Dick Frye  
(Hoquiam) Washingtonian: Bob Robertson  
Longview Daily News: Carlton Moore  
Columbia Basin (Moses Lake) Herald: Ned Thomas  
Columbia Basin (Pasco) News: Frank Purcell  
(Portland) Oregonian: B. Mike  
The (Portland) Journal: Joe Stein  
Raymond Advertiser: Bob Bailey  
Seattle Post-Intelligencer: Dan Coughlin  
Seattle Post-Intelligencer: Bill Jahn  
Seattle Post-Intelligencer: Dick Mything  
Seattle Shopping News: Henry Larson  
Seattle Daily Times: Richard Hayes  
Seattle Times: Marsha Safely  
(Spokane) Spokesman-Review: James Bracken  
Spokane Chronicle: Howard Cleavinger

### WEST VIRGINIA

Charleston Daily Mail: Arnold Knapp  
Charleston Gazette: Jerry Braden  
The Clarksburg News: H. G. Rhawn  
The Fairmont Times: Sutton Sharp  
The (Fairmont) West Virginian: Richard Parrish  
The (Huntington) Advertiser: Catherine Bliss  
Enslow  
(Huntington) Herald-Advertiser: Ernie Salvadore  
(Huntington) Herald Dispatch: Bill Birke  
(Huntington) Herald-Dispatch: Eddie Oliver  
(Mannington) Times: J. Patrick Beacom  
(Morgantown) Dominion News: Bill Hart  
Morgantown Post: Brooks Cottle  
Parkersburg News: Herman Everett Gieski  
Parkersburg Sentinel: Walter J. Mason  
Tacoma News Tribune: Helen Rogers

### WISCONSIN

Beloit Daily News: Minnie Inking  
Green Bay Press Gazette: Mary Ann Woodlick  
Hartford Times-Press: E. Schinners  
Janesville Daily Gazette: Ralph Schroeder  
Ladysmith News: Ralph Goldsmith  
The (Madison) Capital Times: William Doudna  
(Madison) Wisconsin State Journal: Bill Doudna  
Manitowoc Herald-Times: George H. MacFarland  
The Milwaukee Journal: Don Dornbrook  
The Milwaukee Journal: Larry Lawrence  
The Milwaukee Journal: Bea Pegan  
The Milwaukee Sentinel: Buck Herzog  
West Bend News: Joseph Huber  
West Bend Pilot: Paul Miller  
(Wisconsin Rapids) Daily Tribune: William Beckman

### WYOMING

(Lander) Wyoming State Journal: William Epler  
Laramie Republican Boomerang: K. R. Albaugh  
Rock Springs Daily Rocket-Miner: Robert Johnson



On behalf of the staff, and our Sponsors, the makers of Old Gold Cigarettes, we of The Original Amateur Hour extend greetings to Radio-Television Daily-Year Book.

*Red Mack*

5TH YEAR ON TV — 18TH YEAR ON RADIO

# NETWORKS

RADIO



NATIONAL



REGIONAL





... Now, more than ever—  
the most efficient, the most economical  
way to reach  $\frac{1}{10}$ th of America!

WLW has a four-week audience of 2,702,000 homes in its area — 186,500 more than in 1946, a pre-TV year.



The WLW Merchandise-Able Area covers 330 counties, has a population of 13,702,000—3,904,000 radio families—with a buying income of well over \$16 billion annually.

Audience Data, NRI Feb.-March 1951

FOR 30 YEARS . . . THE NATION'S STATION —





Robert E. Kintner  
President

# American Broadcasting Company

**S**TUMPING days for presidential candidates are numbered. Radio and television are seeing to that.

Today there are over 105 million radio sets in the United States — a ratio of one set for every voting citizen. And television sets installed throughout the nation total almost 16 million with an estimated 18½ million sets expected to be in use by November 1, of this year.

Radio is now able to reach 95.6 per cent of the total families in the nation, and TV, although presently concentrated in 65 large metropolitan areas of the nation, reaches the greater proportion of regular voters who live in or near to these major retail areas. Therefore, it is evident that that combined facilities of radio and television reach the majority of the nation's eligible voters, who by July, 1952 will number almost 99 million persons.

The impact of radio and television will have considerable bearing on the results of voting in this election year. By the time Americans go to the polls on November 4 to elect the 34th President of the United States, they will know more about their presidential candidates, the issues at hand and will have seen and heard more about these candidates than in any previous election year in the history of our nation. Radio and television will be the reason.

This is in marked contrast to past election years when only comparatively small segments of the nation's people could see a candidate in person as he stumped the country on a so-called whistle-stop campaign.

The electronic age of radio and television has changed all of that. Radio brought the voices of the candidates to all homes and television makes the candidates an in-person guest in the home.

The inestimable force of these media remains to be calculated after November 4, 1952. But no single candidate or political party can deny that radio and television will play a vital role in the election of our 34th President.

It is a tribute to our democratic principles that in this election year, a number

of great American manufactures will assist the radio and television networks in presenting the most comprehensive coverage of the Republican and Democratic national convention and Election Day returns that have ever been undertaken, by sponsoring this complete reporting as a public service. The Admiral Corporation will present ABC's radio and television coverage of the important national conventions of the Republican and Democratic parties as well as the Election Returns.

ABC radio and television will cover the Republican convention in Chicago from July 7 through July 11 and the Democratic convention from July 21 through July 25 as well as the Election Day results on November 4.

A minimum of 20 to 25 hours each of broadcasting and telecasting time will be devoted to each convention. On hand to cover these proceedings will be the largest assemblage of ABC newscasters and commentators ever gathered for any single special events coverage as well as over 200 persons to man technical equipment and handle the multitude of other duties necessary in such an undertaking.

While this represents just the planning and organization of the ABC Radio and Television Networks, I think that when you add to this the plans and personnel of the other networks which also will cover these events, it can safely be said that no other communications media will provide such complete coverage of what certainly will be the most important news stories of 1952.

Looking beyond the present horizon, which radio and television constantly strives to do, by the time our next election rolls around—in 1956—it is expected the United States will have at least 1,000 more television stations than the present 109. The additional technical advances which will be made by then plus the millions of additional television sets that will be installed in American homes, will make personal appearance electioneering virtually a thing of the past and in one appearance before a television camera, a candidate will have faced nearly the entire voting public.

Radio and television will have stamped out stumping.



# CASTING COMPANY









# AMERICAN BROADCASTING COMPANY, INC.

*R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.  
(Telephone Number: Circle 7-5700)*

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Reginald Willcocks..... Traffic Manager

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Leonard Reeg... Eastern Program Director  
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Program Director of WJZ  
Helen Hedeman... Supervisor, Casting  
Anne Kelly... Announcing Office Manager  
J. Ward Mitchell... Mgr., Script & Program Prod.  
George Sax... Supr., Pgm. Prod. Control Unit  
Clayton Shields... Pgm. Budget & Office Mgr.  
Frank Vagnoni... Mgr., Music Division

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Mary Ahern... Exec. Producer, Public Affairs  
Department  
Ruth Crawford... Librarian  
Mitchell DeGroot... Mgr., Advertng. & Promotion  
Arthur B. Donegan... Manager, Publicity  
Ellen Heagerty... Supr., Audience Information  
Grace Johnson... Dir., Continuity Acceptance  
Ernest E. Stern... Trade News Editor

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Max Lerner..... Attorney  
George Norris..... Attorney

Ruth Trexler..... Mgr., Religious & Educational  
Activities  
Oliver Treyz... Dir., Research & Sales Development

### Sales

Charles T. Ayres..... Vice-Pres., Radio Sales  
William G. Ensign..... Eastern Radio Sales Mgr.  
George W. Huelser..... Sales Service Mgr.

### Western Division—KECA—Hollywood 1539 North Vine St., Hollywood 28, Calif.

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J. Clifford Anderson... Program Business Manager  
—Radio  
Amos Baron..... Manager of KECA  
Dorothy Brown... Continuity Acceptance Editor,  
Western Division  
Philip G. Caldwell... Western Division Manager of  
Technical Ops.  
Byington Colvig... KECA Continuity Acceptance  
Editor  
Francis Conrad..... Director of Radio, Western  
Division  
Dresser M. Dahlstead..... Program Manager,  
Western Division  
Henry Daugherty.... General Traffic Supervisor

### Washington, D. C., 1703 K Street, N.W.

Robert H. Hinckley, Vice-President

### Central Division—WENR

#### 20 North Wacker Drive, Chicago 6, Illinois

Robert L. Anderson..... Research Supervisor  
Kenneth Christiansen... Mgr., Traffic & Commu.  
Francis J. Coveney..... Auditor  
Wilbur Cummings..... Radio Engng. Oper. Supr.  
Francis Dixon..... Pgm. Booking & Oper. Supr.  
Walter L. Emerson..... Legal Counsel  
Elliott Henry, Jr..... Publicity Manager  
E. C. Horstman..... Engineering Manager  
Lowell E. Jackson..... Mgr., Radio Sales  
Burr E. Lee..... Radio Production Manager  
Dean Linger..... Manager, Sales Promotion

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Frank Atkinson..... Mgr., Co-op. Pgm. Sales  
Patricia Foot... Local & Spot Sales Service Mgr.  
Warren Jennings..... Manager, Spot Sales  
William M. Materre... General Manager of WJZ  
Theodore I. Oberfelder..... Director of Owned  
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William Wylie... Dir., Radio Stations Department

R. G. Denechaud... Radio Engineering Operations  
Supervisor  
Ernest Felix..... Assistant Treasurer  
Paul Gates..... Evening Program Manager  
John S. Hansen..... Sales Promotion Manager  
Edward B. Hullinger... Manager, Station Relations,  
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Francis D. LaTourette... Western Division News  
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Adolph Lefler..... Sales Service Manager  
Victor Rowland... Manager, Hollywood Publicity  
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Florence Shiro..... Personnel Director  
John Wagner..... Controller, Western Division  
Harry Walstrum..... Program Manager of KECA

### Washington, D. C., 1703 K Street, N.W.

Robert H. Hinckley, Vice-President

### Central Division—WENR

#### 20 North Wacker Drive, Chicago 6, Illinois

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Francis McNulty..... Music Rights Supervisor  
John J. Manley... Mgr., Office & Studio Services  
Cornelius O'Dea..... News Supervisor  
Patric Rastall..... Sales Service Manager  
Robert M. Savage..... Continuity Supervisor  
Edward G. Smith..... Dir., Radio Network for  
Central Division  
Richard M. Woollen... Radio Program Manager

### San Francisco—KGO

#### 155 Montgomery St., San Francisco 2, Calif.

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Gordon Grannis..... Promotion & Publicity Mgr.  
Muriel Jocz..... Radio Sales Service Manager  
Alan Johnstone..... Radio Sales Manager  
Edith Kirby..... Traffic Manager

James Connolly, Vice-President  
Keith Kerby..... Radio Program Manager  
Dexter Nichols... Continuity Acceptance Editor  
Victor Reed..... News Editor  
Dave Sacks... Mgr., ABC Spot Sales, San Francisco

### Stations Owned by ABC

WJZ..... New York  
WXYZ..... Detroit  
KGO.....

KECA..... Los Angeles  
WENR..... Chicago  
San Francisco





### Stations Planning and Advisory Committee

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District 8

(For television personnel turn to TELEVISION YEARBOOK in this volume)



Detroit  is not only the world's  greatest automotive  center, it is also one of the nation's most important radio production centers.  And the center of Detroit's radio production is.....

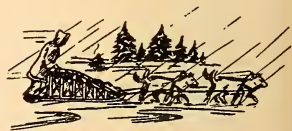
## TRENDLE-CAMPBELL ENTERPRISES, INC.



Because Trendle-Campbell originates four live programs on two national networks. These are the nationally famous *LONE RANGER*, Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m., E.S.T., on ABC. Also, the *LONE RANGER* on television every Thursday from 7:30 to 8:00 p.m., E.S.T., on ABC network



*SERGEANT PRESTON of the YUKON* 5:00 to 5:30 p.m., E.S.T., Tuesdays and Thursdays on Mutual Network.



*THE GREEN HORNET*  Wednesdays and Fridays, 5:00 to 5:30 p.m., E. S. T., on the Mutual Network

## TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building

Detroit 26, Michigan



Adrian Murphy  
Pres. CBS Radio

# Columbia Broadcasting System

IT SEEMS to me that radio faces three basic problems today:

1. The public is reallocating its leisure time, to make room for television viewing, along with newspaper and magazine reading, movie-going and radio listening.
2. The advertiser is reallocating his advertising dollar, formerly spent principally in magazines, newspapers and radio, to include television.
3. The artist is reallocating his interests, according television its place along with the screen, the stage and radio.

We are beginning to see that each of these problems contains many of its own answers.

For example, the public has clearly demonstrated its confidence in the vitality of radio by purchasing more than 12,000,000 radio sets during 1951, while buying fewer than half that many television sets.

The current re-examination of media values being made by both advertisers and their agencies is the best thing that's

happened to radio in a good many years. What comes out of these analyses—with no room for argument—is that radio continues as the most effective way to reach really big audiences; to reach them at the lowest cost in all advertising, over and over again.

At some point, talent will realize that the stage, motion pictures, radio and television are four different forms of artistic expression; that each has its own characteristics and makes its own demands; that each has its own way of appealing to the public, and has virtues that no other medium can match or adequately replace; that one of the greatest of these virtues is the illusion that radio can produce more effectively than any other medium—and at much lower cost. Most important, the artist will realize that it is a rare entertainer who is a triple- or quadruple-threat man, preeminent in three or four fields.

There is ample room for a new broadcasting medium such as television to service our vastly increasing population and expanding economy. There are more goods to be sold to more people in more homes, and radio is the logical medium for the advertiser who needs this kind of broad circulation for his message.

At present, we are passing through a transitional period, during which CBS Radio means to maintain and increase its substantial leadership in size of audiences and in advertising. We think that the best way to do that is to continue to aim at maximum satisfaction for the listeners. Maximum values to the advertiser will be a natural consequence.









# COLUMBIA BROADCAST SYSTEM



- KFOU Anchorage
- KFRB Anchorage
- KIMT Anchorage
- KTRN Anchorage
- KIBH Anchorage
- KTFW Anchorage
- KOMB Honolulu
- KMBC Honolulu
- DTGU Los Angeles
- DIFI Los Angeles

NETWORK FACILITIES  
AS OF FEBRUARY 1952

# C O L U M B I A

## BROADCASTING SYSTEM, INC.

### *Executives and Staff*

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 5-2000

*Registered Telegraphic Address—COLUMBIA NEW YORK*

#### BOARD OF DIRECTORS

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#### CBS-COLUMBIA INC.

170 53rd St., Brooklyn 32, New York  
Telephone: HYacinth 2-8000

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Lester Gottlieb	Vice President in Charge of Network Programs
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William B. Lodge	Vice President in Charge of Engineering

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### Chicago Office, 410 Michigan Avenue

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Roger K. Huston..... Assistant Manager

### Detroit Office, Fisher Bldg.

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Lucile Singleton..... Manager of Record  
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Wells Church..... News Editor-in-Chief  
Stuart Novins..... Associate Director,  
Public Affairs  
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Red Barber..... Counsellor on Sports  
John Derr..... Director of Sports  
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Theodore Koop..... Associate Director of News  
and Public Affairs, Washington  
Lewis Shollenberger..... Director of Special  
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Tom Rollinson..... Director

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Network Programs, New York  
John F. Meyers..... Director, Business Affairs,  
Network Programs, Hollywood  
W. C. Harrington..... Manager,  
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### Legal

Henry Howard..... Senior Attorney

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Sidney Garfield..... Director of Exploitation  
Edward Reynolds..... Manager, Press Information  
Irving Fein..... Director of Publicity  
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and Trade News Editor  
Michael Boscia..... Executive Assistant  
Anne Harding..... Manager, Service Division  
Ethel Kirsner..... Contact Editor  
Walter Murphy..... Manager, Magazine Division

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Manager

### Sales Promotion and Advertising

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Charles Oppenheim..... Director, Program  
and Trade Promotion  
Thomas Means..... Director, Promotion Service,  
CBS-Owned Stations  
Frank Nesbitt..... Director, Network Sales  
Presentations  
Robert Elliott..... Director, Network Copy  
Louis Dorfsman..... Director, Art Division  
Irving Miller..... Director, Art Service,  
CBS-Owned Station Promotion  
Joseph Tole..... Production Manager

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Administration

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Edward DeGray..... Station Relations  
Representative  
Edward Scovill..... Station Relations  
Representative  
Ole Morby..... Western Division Manager,  
Columbia Square, Los Angeles 28

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Jack Page..... Assistant Manager  
of Building Operations  
Laurette Banks..... Supervisor of Ticket Division



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Edward Drewes..... Purchasing Agent

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Emily Scheiner..... Supervisor of Ediphone

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Charles Burt..... Personnel Administrator  
John Anderson..... Labor Research Manager  
Richard Stanley..... Employment Manager  
Dr. Jack Nelson..... Director of Medical Office

### Photographic

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May Dowell..... Manager, General Information  
Division  
Agnes Law..... Librarian

### CBS, INC., BROADCAST SERVICE CBS-OWNED STATIONS WCBS and WCBS-FM

485 Madison Avenue, New York 22

Carl Ward..... General Manager  
Don Miller..... Sales Manager  
Sam Slate..... Program Manager  
Don Foley..... Promotion Manager

### KCBS and KCBS-FM

Palace Hotel, San Francisco 5

Arthur Hull Hayes..... Vice President in Charge  
San Francisco Office, General Manager of  
KCBS and KCBS-FM  
Jules Dundes..... Sales Manager  
Fred Ruegg..... Program Manager  
Howard Gossage..... Promotion Manager

### KMOX

401 S. Twelfth Boulevard, St. Louis 2

John Akerman..... General Manager  
P. S. Anderson..... Sales Manager  
Mark Russell..... Program Manager  
C. W. Doebler..... Promotion Manager

### KNX and KNX-FM and Columbia Pacific Network

6121 Sunset Boulevard  
Los Angeles 28

William Shaw..... General Manager  
E. W. Buckalew..... Assistant General Manager  
and Sales Manager

### WBBM and WBBM-FM

410 N. Michigan Avenue, Chicago 11  
H. Leslie Atliss..... Vice President in Charge of  
Central Division, General Manager of WBBM  
E. H. Shomo..... Assistant General Manager  
and Sales Manager  
C. Gilman Johnston..... Assistant Sales Manager

Thomas A. Bland..... Program Manager  
R. David Kimble..... Promotion Manager

### WCCO, 625 Second Avenue So. Minneapolis 2

Eugene B. Wilkey..... General Manager  
Roy W. Hall..... Asst. Gen. Mgr. & Sales Manager  
Robert Sutton..... Program Manager  
Charles Smith..... Promotion Manager

### WEEL and WEEL-FM

182 Tremont St., Boston 12

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Emmett J. Heerd, Jr..... Sales Manager  
Raymond Girardin..... Program Manager  
Charles Vaill..... Promotion Manager

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and General Manager, HPL Program Services

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Henry Flynn..... Assistant General Sales Manager  
H. A. Cariborg..... Manager, Sales Development  
Richard Hess..... Research Manager  
Guy Cunningham..... Promotion Manager

### Chicago Office

410 North Michigan Avenue

Gordon F. Hayes..... Western Sales Manager

### Memphis Office, 63 S. Main Street

H. H. Holtshouser..... Sales Manager

### Detroit Office, Fisher Bldg.

Ralph Patt..... Sales Manager

### Los Angeles Office, Columbia Square

Edward Larkin..... Sales Manager

### San Francisco Office, Palace Hotel

Hugh Stump..... Sales Manager

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District No. 4  
Howard Summerville..... WWL, New Orleans,  
District No. 5  
Richard Borel..... WBNS, Columbus, Secretary  
of CAAB, representing District No. 6  
Harry Burke..... KFAB, Omaha, Neb., District No. 7  
Clyde Rember..... KRLD, Dallas, District No. 8  
Clyde Coombs..... KROY, Sacramento, Calif.,  
District No. 9  
George W. Allen..... Program Manager  
Sherril Taylor..... Promotion Manager

(For television personnel turn to TEL-  
EVISION YEARBOOK in this volume.)



# Mutual Broadcasting System

FRANK WHITE  
President

Recently, as the year drew toward its close, I made the observation that 1951 would be recorded as the year in which network radio kicked over its own tombstone, took fresh bearings on its future, and—for the first time—attained a real measure of maturity.

These notions imply a degree of optimism not unanimously expressed even within the industry. But they are based primarily upon our own sincere belief in "the methods of Mutual and its 500-plus stations in helping the medium fulfill those sound prospects," as I put it a year ago. Throughout 1951, these "methods" of ours have been mainly concentrated in network-structure, in programming, and in sales . . . three phases of top importance to all network radio today.

Back in 1950, after ten years as the largest of all networks, Mutual conducted some special research into the practical assets of its large-ness. The results defined the unmatched reach of our multi-station facilities throughout that vast, non-TV area which has since come to be known as Home Town America. And this in turn, to nobody's great surprise, has led to earnest attempts by the three other networks to emulate the Mutual station setup. During '51, they all added outlets, but today Mutual continues, as before, to provide advertisers with nearly 90 per cent more stations than the next network.

But perhaps the chief significance of the station-structure aspect of Mutual progress is that, by year-end, the typical MBS client was using 27 per cent more stations in his hookup than he was at the end of 1950.

Behind all our programming plans is the belief that network radio has few problems which can't be solved by better service to listeners. Listener-service

is after all the basis for one of our most impregnable advantages over all other media: the incomparable mass volume of our audience. Better listener-service is, therefore, more than fulfillment of our public obligation; it also improves our service to advertisers.

Guided by this sort of thinking, Mutual took unprecedented steps toward improved programming last year. The six-nights-a-week, 10-program, \$2,500,000, all-star arrangement set up by Mutual with Metro-Goldwyn-Mayer made its debut New Year's Eve. This means that the 1951 record-book was closed before any results could be entered for this forthright investment in the future of radio. At this writing, however, evidence is already piling in—from audience-researchers and from time-buyers alike (as well as from our affiliates)—to indicate that our faith in radio's future was thoroughly justified.

Facilities and programs are the two main ingredients of network broadcasting, but the selective application of these ingredients is what determines the medium's effectiveness. The success of this network in 1951, besides reflecting the success of its individual clients, stems straight from the competence with which the right shows, on the right hookups, were put to use on Mutual. On our part, we redoubled our efforts to provide the maximum in flexibility and economy. And our advertisers proceeded to make the most of the fine sales potentials thus offered.

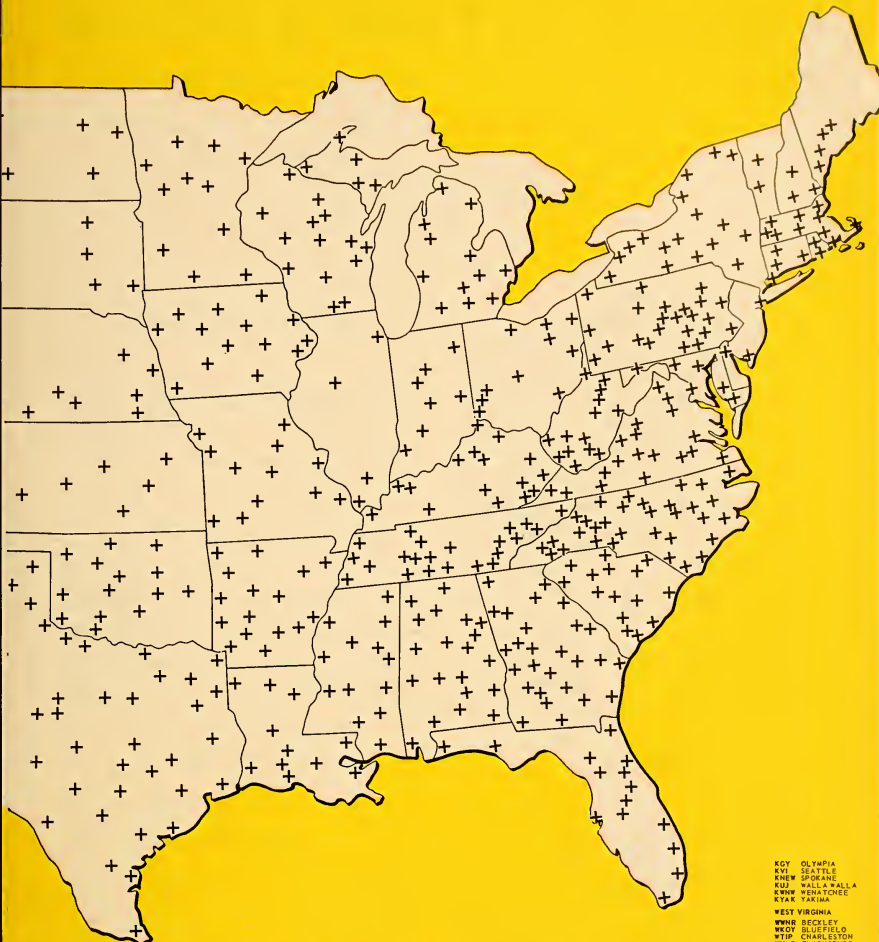
Accordingly, it is in well-earned tribute to our radio clients that I can close this review of 1951 with the statement that Mutual—continuing to pioneer in the methods outlined above—was the one and only radio network whose advertisers increased their investment over the previous year.

And the best postscript I can add for 1952 is that, with more radio sets in more radio homes than ever before, with better radio programs being carried over more radio stations than ever before, and with more effective radio-selling opportunities available than ever before, everybody here at Mutual is prepared for even more "radio-activity" during the year ahead.





# CASTING SYSTEM



**RFJ** PORTLAND  
**KRM** ROSEBURG  
**KSLM** SALEM  
  
**PENNSYLVANIA**  
**WJN** ALTOONA  
**WESB** BRADFORD  
**WEST** EASTON  
**WLEU** ERIE  
**WNVB** HANOVER  
**WBO** HARRISBURG  
**WAZL** HAZELTON  
**WHUN** HUNTINGTON  
**WCJD** JOHNSTOWN  
**WCAL** LANCASTER  
**WEVA** LEWISTOWN  
**WBZZ** LOCK HAVEN  
**WEST** NEW CASTLE  
**WFO** PHILADELPHIA  
**KOY** PITTSBURGH  
**WFAN** POTTSVILLE  
**WRAW** READING  
**WESI** ST. HARTS  
**WJL** SHAMOKIN  
**WMAJ** STATE COLLEGE  
**WPA** WASHINGTON  
**WBAK** WILKES-BARRE  
**WORX** YORK  
  
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**YVAN** PROVIDENCE  
**AON** WOODSOCKET

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**WSSC** BENNETTSTOWN  
**WSEN** CHARLESTON  
**WCDC** CHESTER  
**WOKC** COLUMBIA  
**WLAT** CONWAY  
**WGN** GEORGETOWN  
**WAKE** GREENVILLE  
**WHAV** HARTSVILLE  
**WOKK** HENBERT  
**WIND** ORANGEBURG  
**WJRI** ROCK HILL  
**WFGJ** SPURTER  
**WSCI** UNION  
**WALG** WALTERSBURG  
  
**SOUTH DAKOTA**  
**KSOM** DAKOTA  
**KOJ** DEADWOOD  
**KJIV** HURON  
**KIND** SIOUX FALLS  
  
**TENNESSEE**  
**WLR** ATHENS  
**WACC** CHATTANOOGA  
**WJ2M** CLARKSVILLE  
**WELC** CLEVELAND  
**WRCM** COLUMBIA  
**WDDG** DYERSBURG  
**WBEJ** ELIZABETHTON-JOHNSON CITY

**WEXR** FAYETTEVILLE  
**WGVV** GREENEVILLE  
**WHOT** HARRIMAN  
**WOSI** JACKSON  
**WQGN** KNOXVILLE  
**WQLE** LAWRENCEBURG  
**WJ2M** LEWISBURG  
**WHMT** MARYSVILLE  
**WHBO** MEMPHIS  
**WCTO** MORRISTOWN  
**WNAK** NASHVILLE  
**WATO** OAK RIDGE  
**WNAI** SHELBYVILLE  
**WENK** UNION CITY  
**WCDT** WINCHESTER  
  
**TEXAS**  
**KWRC** ABILENE  
**KBEI** ALICE  
**KVLP** ALPINE  
**RAND** ANARILLO  
**KVEY** AUSTIN  
**KIOX** BA CITY  
**RHZZ** BERGER  
**KRND** BROWNSWOOD  
**KODR** BRYAN  
**KCTE** CHILDRRESS  
**RUND** CORPUS CHRISTI  
**WRG** DALLAS  
**KSET** EL PASO  
**RFJZ** FORT WORTH  
**KNAF** FREDERICKSBURG  
**KGAL** GRANEVILLE

**KSOK** HARLINGEN  
**ETHT** HOUSTON  
**KSAM** HUNTSVILLE  
**KCSO** LUBBOCK  
**KTRK** LUFKIN  
**KWMT** MARSHALL  
**KVKN** MONAHANS  
**KDGG** ODessa  
**KPON** PAMPA  
**KULN** PECOS  
**KETE** PERITTON  
**KYOP** PLANKEN  
**EPAC** PORT ARTHUR-BEAUMONT  
**KTEL** SAN ANGELO  
**EWAC** SAN ANTONIO  
**KVTV** SAN MARCO  
**KDWT** STAMFORD  
**KSSY** SULLYMAN-GENISON  
**KEXX** SWEETWATER  
**RTSN** TEMPLE  
**KOST** TEXARKANA  
**KGBB** TYLER  
**KVDU** UVALDE  
**KVVC** VERNON  
**KVIC** VICTORIA  
**EWTC** WACO  
**KTRN** WICHITA FALLS

**KALL** SALT LAKE CITY  
  
**VERMONT**  
**WVSB** RUTLAND  
**WDEV** WATERBURY  
  
**VIRGINIA**  
**WBLT** BEAUFORD  
**KELY** BLACKSTONE  
**WFGC** BRISTOL  
**WCYV** CLIFTON FORGE  
**WCVA** CULPEPPER  
**KDVA** DANVILLE  
**WFRF** FRONT ROYAL  
**WRFB** GALAXY  
**WRLP** LEXINGTON  
**WROD** TICHBORO  
**WJAF** NORFOLK-PORTSMOUTH  
**WVVA** HORTON  
**WJMA** ORANGE  
**KDVB** PETERSBURG  
**W7DV** PULASKI  
**KLEE** RICHMOND  
**WRDY** ROANOKE  
**WATB** WATKINSBORO  
  
**WASHINGTON**  
**KRFD** ABERDEEN  
**KDVB** BELLINGHAM  
**KELA** CENTRALIA-CHENALIS  
**KRKO** EVERETT  
**KKVO** LONGVIEW

**KCY** OLYMPIA  
**KVTV** SEATTLE  
**KNEW** SPOKANE  
**KSD** WALLA WALLA  
**KXNW** WENATCHEE  
**KYAK** YAKIMA  
  
**WEST VIRGINIA**  
**WVNR** BECKLEY  
**WVOY** BLUEFIELD  
**WTFP** CHARLESTON  
**WVBR** CLARKSBURG  
**WONE** ELKINS  
**WVFR** FAIRMONT  
**WPLM** HUNTINGTON  
**WVBC** LOGAN  
**WVON** MONTGOMERY  
**WVJC** MORRISTOWN  
**WBDW** MILTON  
**WTFY** WHEELING-BELLAIR  
**WVW** WESTON  
**WBDN** WILLIAMSON  
  
**WISCONSIN**  
**WMTV** APPLETON  
**WVTV** CLIFTON FORGE  
**WATW** ASHLAND  
**WCEZ** BELoit  
**WBIZ** EAU CLAIRE  
**WFLR** FOND DU LAC  
**WCLD** JANESVILLE  
**WCLC** LA CROSSE  
**WMT** MANITOWAC  
**WVND** MADISON  
**WIGM** MEDFORD  
**WLN** MERRILL  
**WORT** INNISBELANDER  
**WMC** RICE LAKE  
**WFRN** WISCONSIN RAPIDS  
  
**WYOMING**  
**KSPR** CASPER  
**KDVE** LANDER  
**KDWB** LARAMIE  
**SPON** POWELL  
**KRVS** ROCK SPRINGS  
**KWYO** SHERIDAN







# MUTUAL BROADCASTING SYSTEM

---

## *Executives and Staff*

1440 Broadway, New York 18, N. Y.

Phone, PENnsylvania 6-9600

## **Executive Personnel**

### **Board of Directors**

Thomas F. O'Neil...Chmn., Yankee and Don Lee  
Networks  
Elbert M. Antrim...Vice-Chmn., WGN, Chicago  
Willet H. Brown...Don Lee Network, Hollywood  
H. K. Carpenter.....WHK, Cleveland  
Benedict Gimbel, Jr.....WIP, Philadelphia  
J. R. Poppele.....WOR, New York  
Frank Schreiber.....WGN, Chicago  
Theodore C. Streibert.....WOR, New York  
Linus Travers.....Yankee Network, Boston  
James E. Wallen.....MBS, New York  
Frank White.....MBS, New York

### **Officers**

Frank White .....President  
William H. Fineshriber, Jr..... Exec. V.P. and  
V.P. in charge of Programs  
Adolf N. Hult.....V.P. in charge of Sales  
Robert A. Schmid...V.P. in Chg. of Advertising,  
Public Relations and Research  
E. M. Johnson....V.P. in Chg. of Sta. Rel. & Eng.  
James E. Wallen..... Secretary & Treasurer  
George Ruppel .....Controller  
Elisha Goldfarb.....Assistant Secretary

### **Departments and Divisions**

Frank White .....President  
William H. Fineshriber, Jr.....Exec. Vice-Pres.  
James E. Wallen.....Secretary & Treasurer  
Elisha Goldfarb...Legal Counsel & Asst. Secty.

### **Office Management**

James E. Wallen.....Secretary & Treasurer  
Beatrice M. Marschner.....Personnel Director  
Ruth Hender.....Purchasing Agent  
Gaile Dody.....Supr., Central Steno  
Sigrid Ramberg.....Supr., File & Reception

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Keith Masters, Andrew C. Hamilton, Percy H.  
Russell, Jr.....of Kirkland, Fleming, Green,  
Martin & Ellis, Washington, D. C. & Chicago  
Emmanuel Dannett.....of McGoldrick, Winn,  
Dannett & Burke, New York  
Elisha Goldfarb.....MBS, New York

### **Program**

William H. Fineshriber, Jr.....Vice-President  
Adolph Opfinger.....Asst. Program Director  
Harold Wagner.....Mgr., Program Operations

John Newhouse... Asst. Mgr., Pgm. Operations  
 Milton Burgh... Director, News  
 Arthur Feldman... Dir., Special Events  
 Paul Jonas... Director, Sports  
 B. J. Hauser... Director, Co-op Programs  
 Herbert Rice... Director, Production  
 Edwin Otis... Commercial Program Supr.  
 Dorothy Kemble... Dir., Continuity Acceptance  
 Religious and Educational Programs  
 Marion Lennox... Asst. Dir., Continuity Accep.  
 Celeste Clous... Asst. Dir., Religious and  
 Educational Programs  
 Dolores Goudsward... Supr., Program Traffic  
 Idella Grindlay... Day Program Supervisor  
 Hugo Seiler, Frank Miller... Night Pgm. Suprs.

### Station Relations and Engineering

E. M. Johnson... Vice-President  
 Charles Godwin... Dir., Station Relations  
 Robert Carpenter... Eastern Manager  
 Roy Danish... Western Manager  
 Ruth Jaffe... Supr., Station Traffic  
 Robert O'Connor... Mgr., Station Information  
 Leslie Learned... Chief, Engineering Traffic  
 James Chapman... Supt., Engineering Traffic  
 Lewis Tower... Chief Facilities Engineer  
 Margaret Riordan... Supr., Wires Communications  
 Margaret Kelly... Telephone Supr.

### Accounting

George Ruppel... Controller  
 Richard Groome... Asst. Controller  
 Jane Poser... Supr., Affidavits

### Advertising, Press Information, and Research

Robert A. Schmid... Vice-President

James S. Tyler... Director, Advertising  
 Harold M. Coulter... Director, Promotion  
 Richard J. Puff... Dir., Research & Presentations  
 Dick Dorrance... Dir., Public Relations &  
 Press Information  
 Francis X. Zuzulo... Mgr., Press Information  
 Henry Poster... Manager, Research  
 F. Carleton McVarish... Mgr., Audience Promotion  
 Frederick Schneier... Mgr., Presentations  
 Arnold Roston... Art Director  
 Winifred Hall... Production Supervisor

### Sales

Adolf N. Hult... Vice-President  
 Sidney P. Allen... Admin. Mgr., Network Sales  
 John R. Overall... Eastern Sales Manager  
 Carroll Marts... Midwest Sales Manager  
 Alma Graef... Manager, Sales Service  
 T. E. Danley... Manager, Sales Traffic  
 Sally Joseph... Manager, Contracts

### Washington

Hollis Seavey... Dir., Washington Operations  
 William Hillman... White House Correspondent

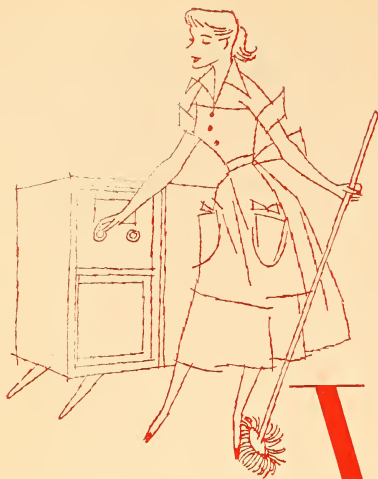
### Chicago

Carroll Marts... Midwest Sales Manager  
 Dorothy Reynolds... Midwest Sales Service Mgr.  
 Myrtle Goulet... Office Mgr. & Pgm. Traffic  
 George Herro... Dir., Promotion & Press  
 Information Representative

### Hollywood

Ned Tollinger... Program Manager  
 Copp Collins... Press Information Representative





millions  
listen...  
millions  
buy!



W  
J  
R

*the*  
**GREAT VOICE**  
*of the*  
**GREAT LAKES**

This market data indicates the tremendous potential of WJR, The Great Voice of the Great Lakes . . . **MILLIONS LISTEN . . . MILLIONS BUY WJR-ADVERTISED PRODUCTS!**

		% of National Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Retail Sales	\$13,613,431,000	9.3
Food Sales	\$ 3,266,766,000	9.4
Drug Sales	\$ 464,447,000	10.3
Filling Station Sales	\$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

50,000 watts  
Clear Channel

WJR Detroit  
The Goodwill Station

CBS Radio  
Network



Radio—America's Greatest Advertising Medium

Represented Nationally by Edward Petry & Company  
WJR Eastern Sales Office: 665 Fifth Avenue, New York



J. H. McCONNELL  
President

# National Broadcasting Company

**I**N 1951, the National Broadcasting Company passed a significant milestone. We concluded our 25th year of operations. Much of what we accomplished in that time helped formulate the history of the

entire broadcasting industry, for which we are justly proud. But 1952 is already upon us, and this year and the years to come hold many opportunities and challenges—too many to permit of reminiscence. If we are to remain in the forefront of the broadcasting industry, it is to the future that we must look and for which we must plan.

Radio today is the most extensive and comprehensive medium of communication the world has ever known. At the beginning of this year, a joint committee of research experts estimated that there are now over 105 million radio sets in use in the United States. This is a ratio of more than one set for every person of voting age in the country—a significant example of radio's scope in a national election year. In our land, radio reaches virtually everybody on a regular and continuing basis. Radio has grown and continues to grow at a faster rate than the American population. It is woven into the fabric of American life, as much a part of the average home as the stove, electric light, telephone and refrigerator. Radio continues as the most all-embracing, low-cost advertising and entertainment medium in existence. This relation to other media will not change for many years to come—probably not within our lifetimes. There will always be a strong place for radio in the pattern of American life.

The greatest expansion in our industry will come in the medium of television. Although we have spanned the United States, we still must think of television today in regional terms. I do not think it will be very long before we will regard television as we do radio today, as an instrument of mass communications for all of America.

I foresee, within the next few years, enough television receivers throughout the nation to accommodate a viewing audience greater than half of the country's population. The spread of

home receivers will be accompanied by an increase in theatre television facilities and installations that will account for several million more viewers.

No matter what phase of television we examine, future development potentials are staggering to the imagination. Audience growth will increase television's economic worth tremendously. As an advertising and sales medium, television, which now reckons billings in millions, should reach the billion dollar mark.

Achievement of this stature by television will, of course, be greatly dependent upon the existence of more television stations. The skeleton network that exists today is just that. In order to round out the body, new stations must be built and put into operation as soon as practicable.

The natural area for supplementing the present 12 VHF channels lies within the Ultra-High Frequency band. Opening up of UHF will afford seventy new television channels and is expected to permit 2,000 and more new stations to operate. This will make television available to almost every sizable community in the country.

Culturally, television will enrich the American people. Broadcasters are aware of their stewardship of this potent force which can shape the thoughts and customs of the people by virtue of its position in the home. As television grows and spreads, its service value to the public will be increasingly realized. We shall have, with the help of television, a better informed, more educated, better entertained nation.

The impact of television has been good for radio. It has sharpened our appreciation of the actual and potential powers of a medium we had come to accept as a natural part of our lives. It has made radio broadcasters more aware of the power of radio and has opened their eyes to inherent possibilities in the use of radio that were undreamed of a few short years ago. Radio has adapted itself to many changes in its quarter-century history, and will continue to do so in the future.

A healthy growth of both radio and television is essential for the fullest realization of the future of the industry in service to the American public.

# NATIONAL BROADCAST

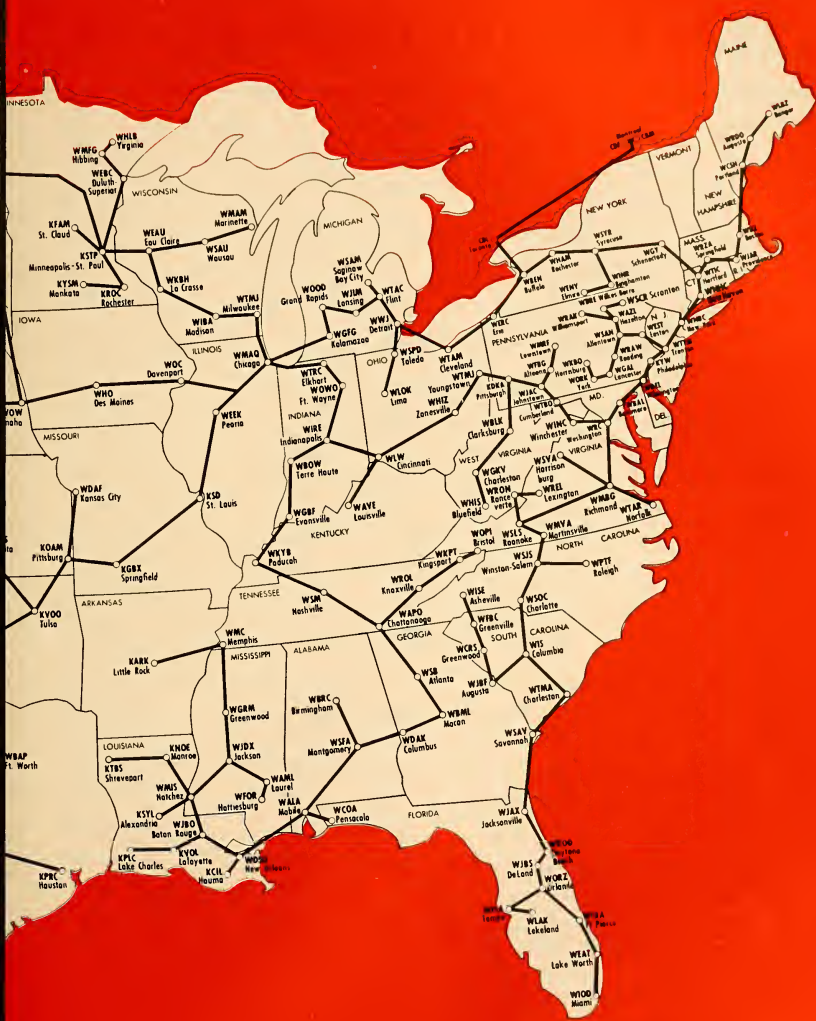


NETWORK FACILITIES  
AS OF FEBRUARY 1, 1952

WOAI  
San Antonio

Corporation

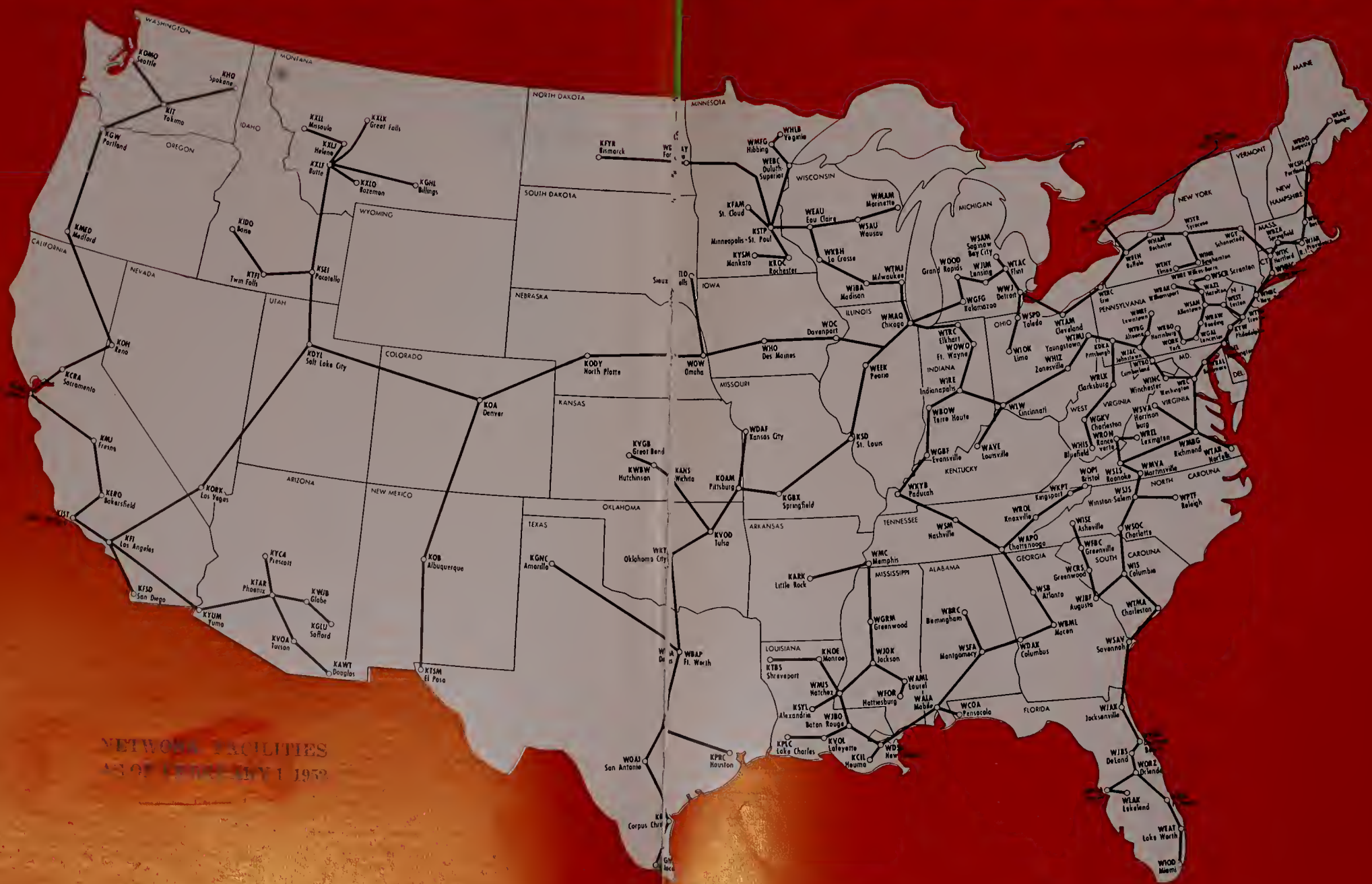
# CASTING COMPANY







# NATIONAL BROADCASTING COMPANY



NETWORK FACILITIES  
AS OF APRIL 1, 1952

# NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address:

NATBROADCAST NEW YORK

## BOARD OF DIRECTORS

Niles Trammell, Chairman

John T. Cahill

Charles R. Denny

Gano Dunn

Frank Folsom

George L. Harrison

Mrs. Douglas Horton

Harry C. Ingles

Charles B. Jolliffe

Joseph H. McConnell

Edward J. McGrady

David Sarnoff

Sylvester L. Weaver, Jr.

## OFFICERS

Niles Trammell.....Chairman of the Board

Joseph H. McConnell.....President

Charles R. Denny.....Executive Vice President

Joseph V. Heffernan.....Financial Vice President

Charles C. Barry.....Vice President

William F. Brooks.....Vice President

Ted Cott.....Vice President

Sydney H. Eiges.....Vice President

George H. Frey.....Vice President

James M. Gaines.....Vice President

O. B. Hanson.....Vice President

William S. Hedges.....Vice President

John K. Herbert.....Vice President

Harry C. Kopf.....Vice President

Edward D. Madden.....Vice President

Gustav B. Margraf.....V.P. & General Attorney

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Robert W. Sarnoff.....Vice President

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John K. West.....Vice President

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John Q. Cannon.....Assistant Secretary

Thomas E. Ervin.....Assistant Secretary

Paul B. Lynch.....Assistant Secretary

Joseph A. McDonald.....Treasurer

William A. Williams.....Assistant Treasurer

## DEPARTMENTS and DIVISIONS

### Executive Officers

Joseph H. McConnell.....President  
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Joseph V. Heffernan.....Financial Vice President  
Frank Russell.....Vice President, Washington  
David C. Adams...Asst. to the Exec. Vice President  
Frederick Dodge.....Director of Merchandising  
Samuel Chotzinoff.....General Music Director

### Legal Department

Gustav B. Margraf.....V.P. & General Attorney  
Thomas E. Ervin.....Assistant General Attorney  
John Shute, Sr.....Attorney  
Arthur Cuddihy, Jr.....Attorney  
James Denning.....Attorney  
Theodore Kupferman.....Attorney  
Paul B. Lynch.....Attorney  
Charles J. Moos.....Attorney  
Benjamin Raub.....Attorney  
Gordon Cahill, Zachry & Reindel.....Counsel

### Public Relations Departments

William F. Brooks.....Vice President in Charge  
Frank Young.....Public Relations Representative

### Press Department

Sydney H. Eiges.....V.P. in Charge of Press  
& Information  
J. C. Dine.....Director of Press  
Allan Kalmus.....Supr. of TV Publicity  
Samuel Kaufman.....Editorial Supervisor  
William Lauten.....Trade News Editor  
Anita L. Barnard.....Manager of Information

### Continuity Acceptance

Stockton Helffrich.....Mgr. of Continuity  
Acceptance

### Station Relations Departments

Carleton D. Smith.....Vice President in Charge  
Fred Shawn...Director of Radio Station Relations  
Sheldon Hickox.....Dir. of TV Station Relations  
Ludwig W. Simmel.....Manager of Minute Man  
and Co-op Program Activities  
Harry Woodman.....Mgr. of Traffic Department

### Finance Departments

Joseph V. Heffernan.....Financial Vice President  
Hamilton Young.....Operations Analyst

### Budget Department

Leslie C. Vaughan.....Budget Director  
Stephen Riddleberger.....Asst. Budget Director

### Controllers Department

Harry McKeon.....Controller  
Harold M. Kelly.....Assistant Controller  
Hugh McGeachie.....Assistant Controller

### Treasurers Department

Joseph A. McDonald.....Treasurer  
William A. Williams.....Assistant Treasurer  
William Bloxham.....Purchasing Agent

### Capital Appropriations Department

Robert Luening.....Director of Capital  
Appropriations Department



## Engineering Department

O. B. Hanson.....V.P. & Chief Engineer  
William A. Clarke.....Administration Assistant  
Edward R. Cullen.....Liaison Engineer  
Joseph D'Agostino.....Liaison Engineer  
Raymond Guy.....Manager of Radio &  
Allocations Engineering  
George Nixon..Mgr. of Engineering Development  
Chester Rackey..Mgr. of Audio-Video Engineering  
James Wood.....Manager of Technical Services

## Personnel Department

Ernest de la Ossa.....Director of Personnel  
Donald Mackenzie..Mgr. of Personnel Department  
Donald Rutledge.....Mgr. of Employee Rel.  
Edmund Souhami.....Labor Relations Assistant  
to the Director of Personnel  
Elizabeth Haglund....Supr. of Placement Section  
John Steeves.....Supervisor of Records &  
Salary Administration Section  
Seth Faison.....Supervisor of Employee  
Service Section  
Bernard J. Handler, M.D.....Company Physician

## Plans and Research Department

Hugh M. Beville....Director of Plans & Research

## Integrated Services Departments

William S. Hedges.....Vice President in Charge  
of Integrated Services

William B. Miller.....Night Executive Officer  
Frances Sprague.....Chief Librarian  
Charles Hicks.....Manager of Radio Recording  
Albert Walker.....Manager of Transportation  
Willard Frech.....Cost Accountant for  
Integrated Services

## Program Services Department

Arch Robb.....Manager of Program Services  
Department  
Thomas Belviso.....Supervisor of Music Rights  
& Music Library  
Ross Donaldson.....Supervisor of Literary  
Rights & Playreading

Patrick Kelly.....Supervisor of Announcers  
John Curran.....Supr. of Associate Directors  
Frederick Knopfke.....Supr. of Sound Effects  
Robert Troy.....Supr. of Night Operations

## Building and General Services Department

Edward Lowell.....Mgr. of Building &  
General Service Department  
Albert Humbert.....Supr. of Building  
Maintenance Division  
Helen Davis.....Supr. of Office Services Division  
George Monahan.....Supr. of Protection Divn.

## Guest Relations Department

Peter Tittle.....Mgr. of Guest Relations Dept.  
Joseph Phillips.....Supr. of Reception Divn.  
James Gaines.....Supr. of Ticket Division

## RADIO NETWORK

### Controllers Department

Henry T. Sjogren... Controller for Radio Network

### Sales Departments

John K. Herbert..... V.P. & Gen. Sales Mgr.  
for the Radio Network

George MacGovern..... Administrative Assistant

Walter Scott..... Nat. Radio Network Sales Mgr.

Sackett Miles..... Sales Service Manager

### Advertising and Promotion Department

Jacob A. Evans..... Mgr. of Advertising &  
Promotion Department

Clyde Clem..... Supr. Station Promotion

Gerald Steel..... Audience Promotion Mgr.

Harold Shepard..... Supr. of Sales Promotion

### Program Departments

Charles C. Barry..... V.P. in Charge of  
Radio Network Programs

Robert Wogan..... Supr. of Program Operations

Van Woodward..... Supr. of Script Preparation

Mitchell Benson..... Mgr. of Contract  
Administration Office

Samuel Chotzinoff..... General Music Director

Ernest La Prade..... Supr. of Music Research

### News, Special Events and Public Affairs Department

Henry Cassidy..... Director of Radio News,  
Special Events & Public Affairs

Joseph Meyers... Mgr. of Radio News Operations

### Public Affairs and Education

Edward Stanley..... Mgr. of Public Affairs &  
Education

Doris Corwith..... Supr. of Religious Broadcasts  
& Talks

Margaret Cuthbert... Supr. of Pub. Affairs Pgm.

### Technical Operations Department

George McElrath..... Director of Radio Network  
Technical Operations

Thomas Phelan..... Manager of New York Radio  
Technical Operations

John Flynn..... WNBC Station Engineer

Paul Gallant..... Supr. of Radio Bcstg. Operations

John Gullans..... East Coast International  
Station Engineer

Charles Phelan..... Supr. of Radio Equipment  
Maintenance

Edgar Parkhurst..... West Coast International  
Station Engineer

### Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC, WNBC-FM New York ..... Owned and operated by NBC

WMAQ, WMAQ-FM Chicago ..... Owned and operated by NBC

WRC, WRC-FM Washington ..... Owned and operated by NBC

WTAM, WTAM-FM Cleveland ..... Owned and operated by NBC

KNBC, KNBC-FM San Francisco ..... Owned and operated by NBC

KOA, KOA-FM Denver ..... Owned and operated by NBC

(For television personnel turn to TELEVISION YEARBOOK in this volume)



SIDNEY WOLF  
President

# Keystone Broadcasting System

**T**HIS year, the radio industry faces another period of adjustment . . . learning to live with television. Despite the predictions of the obituary writers, radio is still here and thriving heartily.

In fact, television, until the freeze is lifted, is still failing to reach effectively the nation's richest market—those people living in the rural areas and in towns of 50,000 and less. And it takes more than half of the nation's retail stores to serve this high income group.

It is extremely gratifying to us at Keystone to know that BMB has reported that these same prosperous people who live in this market, listen longer and more often to their home town radio station.

Their home town station is a vital part of their community. The average Keystone station owner is the manager and he's usually known around the town square by his first name. He's a common sight at local functions whether it's the county fair or a high school football game, and his mobile unit is just as common a sight as any other vehicle.

This same man is just as concerned about the disappearance of Mrs. Jones' cat as the next door neighbors are . . . and he makes a sincere effort to enlist the aid of his listeners in finding the cat so that the community may return to normal. His services usually reach far beyond what metropolitan stations consider as the usual.

The founders of the Keystone Network knew that these simple facts accounted for much of the high listener-loyalty of the Home Town stations. This is why the Keystone Network has paid off for so many advertisers in its 12 year history.

At first, when Keystone was established, it was to enable the advertising agencies to buy a package of small stations with a single order . . . to help their clients reach this *plus* audience in the rich small city and rural market.

However, since the advent of television, there has developed a second reason for using Keystone . . . to give advertisers a rich market that is *beyond effective television*. Advertisers discovered that the use of metropolitan television is limited—television at the present doesn't have the coverage to do a selling job in the Home Town and Rural Market. Keystone has proved to be the *logical answer for supplementary coverage* to metropolitan television. KBS is the *only* network not having a single affiliate located in a television city.

Proof of this performance is indicated by the fact that Keystone is entering its 13th year of operations with a 300 per cent increase in volume over 1950 . . . and the number of affiliates are in excess of 500.

During 1951, 15 new major advertisers were added . . . and 120 new affiliates. These figures are evidence of performance and the faith of the advertisers in Keystone to do a good job. This will be the best year in Keystone's history.

The use of the Keystone Network by national advertisers has been an interesting and profitable experience for them. They *discovered* Home Town America—a market that Keystone has known for a long time since its inception . . . and that the prosperous farm segment of this market alone represents an income of \$40,000,000,000 yearly.

KBS is looking forward to another year of progress . . . helping advertisers discover the Home Town stations whose sales producing ability is the sole factor in the success of the Keystone Network.

In 1952, the Keystone Broadcasting System, the only established and growing transcription network, will become a medium for even greater importance to the nation's advertisers who want to reach the world's richest market. And, with the addition of 200 or more new stations, almost every third radio station will be a member of the Keystone Network.

# KEYSTONE

## BROADCASTING SYSTEM, INC.

111 Washington St., Chicago, Ill.

### Officers and Directors

Sidney J. Wolf .....	President
Joseph Bayer .....	Vice-President
Noel Rhys .....	Vice-President
Arthur Wolf .....	Secretary-Treasurer

### New York

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

Phone: PLaza 7-1460

Noel Rhys .....	Vice-President and Eastern Sales Manager
Eve Bannier .....	Office Manager
James A. Yergin .....	Research Director

### Chicago

111 W. Washington St., Chicago, Ill.

Phone: STate 2-6303

Sidney J. Wolf .....	President
Edwin R. Peterson .....	Special Representative
Blanche Stein .....	Director of Station Relations
Wyn Spangenberg .....	Traffic Manager
Bea Vincent .....	Accountant

**SERVICES OFFERED:** The Keystone Broadcasting System is a network which assists local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 475 Keystone affiliates, located in towns of 10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in these Keystone markets run into the millions, all within the prime area of Keystone affiliates. And, most of these homes are beyond effective television influence of the larger metropolitan areas.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

During 1951, as in 1950, many of the nation's largest advertisers were using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.



# KEYSTONE'S 500 STATIONS NEW SALES FOR NATIONAL

Keystone Broadcasting System's national advertisers repeatedly renew their contracts because they know that their message reaches a rich market—Home Town and Rural America!

These national advertisers profit by the higher listener-loyalty of the Keystone stations. BMB reports that these local level stations are listened to longer, more regularly than the distant metropolitan stations.

Whether you're considering media for foods, drugs, tobacco, automobiles, farm supplies or the other needs of Home Town and Rural America, you'll find the Keystone Network worth investigating—America's only national transcription network!

One order buys one minute announcements or a 15 minute show on 500 Keystone stations—or only the number of stations required to cover your distribution pattern.



## **NO TELEVISION RECEPTION!**

With Keystone's affiliates located in towns of 50,000 and under, there's little or no effective television. National advertisers using the Keystone Network enjoy TV-Free reception in these American Homes!

**RED BAND  
FLOUR**

**OMEGA OIL**

**CHAMBERLAIN'S  
HAND LOTION**

**DOLCIN**

**KEYSTONE BROADCASTING SYSTEM, INC.**

# SUCCESSFULLY BUILD ADVERTISERS



**PILLSBURY**

**YOUR  
PRODUCT**

**GENERAL FOODS**

**FEEN-A-MINT**

**WILDROOT**

**CARTER'S  
PILLS**

**PEPTO-BISMOL**

**GOLD MEDAL  
FLOUR**

**NESTLE'S**

**PEPSODENT**

**MURINE**

**SCOTT'S  
EMULSION**

**AIRMAID  
HOSIERY**

**PIERCE'S  
PROPRIETARIES**

**NEW YORK: 580 Fifth Ave. • CHICAGO: 111 W. Washington St.**















Gordon McLendon  
President

# Liberty Broadcasting System

**J**UST four years ago, the Liberty Broadcasting System was born. And in these four short years Liberty has grown from one to 458 stations.

In November, 1947, over KLIF in Dallas, Texas, came the first of Liberty's now-famous recreated sports features — a professional football game from a telegraphed play-by-play with recorded football noises to enliven the proceedings.

Today Liberty has provided to the radio world that there is not only a place for a fifth network, but that this fifth network attracts so many listeners it has become the second largest in the world.

To the original key station in Dallas, Liberty has added station after station, not merely to air its recreated sports features, but to offer a full, 16-hour a day schedule of varied programs of proved popularity.

Over 80 per cent of Liberty's 458 stations were formerly Independents. As everyone knew, in each major and minor market there was always one live-wire Independent that led the field of network rivals. Agencies accepted the power and aggression of such Independents, but no one had ever united them, to take advantage of their power.

Who could bring them together?

Liberty could and did.

The Independents joined Liberty because they found in Liberty Broadcasting System something they could find nowhere else—a service so complete that many of them did not need to maintain even a record or news library.

The Independents found that Liberty's system of being on the air with a type of program that the other networks were not carrying at that time paid off, too, in listeners, as well as revenue.

What are some of the programs that Liberty offers? 1. The famous baseball "Game of the Day"; 2. National professional football; 3. West Coast "Game of the Week"; 4. Friday and Saturday night football; 5. Basketball's "Game of the Night."

What about television and Liberty?

While other radio networks, fearful of this new medium, have been cutting economic corners, Liberty has been growing and growing. But not by competing with television.

Liberty firmly believes in television as a great source of entertainment for millions of families.

But there are over 43,000,000 homes with radios in the United States. Of these, the Liberty Broadcasting System covers 78 per cent. The people in these homes, and in factories and on beaches and vacation places of all kinds, will continue to turn on their radios.

They will turn on their radios and tune in the station that comes in most clearly and brings them the kind of program they want to hear.

In the majority of cases this means they will tune in to a Liberty station and listen to their favorite sports, music or news. In sports events of national interest especially, no other network can match Liberty in variety and quality.

There is an old formula, "Find out what the people want and give it to them." It has worked in the entertainment business for years.

Liberty has taken this formula and proved that it works for a network, too.

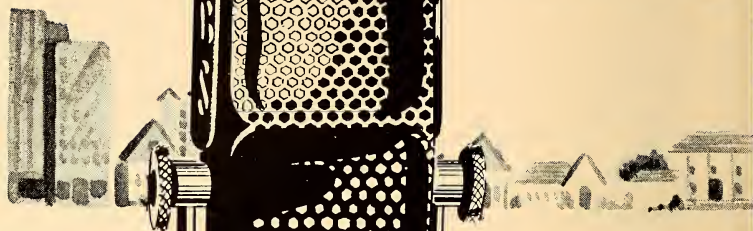
Liberty will continue to use this formula to bring the public the kind of program it wants to hear and, in turn, its member stations will have an ever-growing audience.





**LIBERTY**

**LBS**




**LBS**

lbs . . . . .

DALLAS • LOS ANGELES • NEW YORK

*has millions!*



**LBS has 33,548,046 radio homes from coast-to-coast . . . border-to-border . . . in Alaska . . . in Hawaii. We'll agree—that's a lot of homes—but they make the LIBERTY BROADCASTING SYSTEM THE BEST RADIO BUY . . . any time, anywhere.**

**LIBERTY BROADCASTING SYSTEM**  
... pounds home your message

ATLANTA • WASHINGTON • CHICAGO



**LIBERTY**

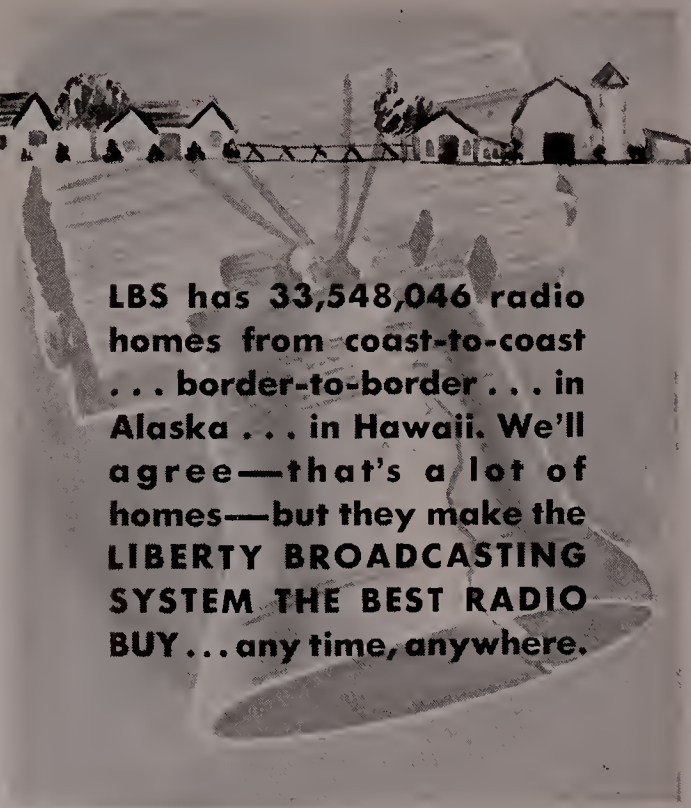
**LBS** *has millions!*



**LBS**

**lbs** ..... pounds home your message

DALLAS • LOS ANGELES • NEW YORK • ATLANTA • WASHINGTON • CHICAGO

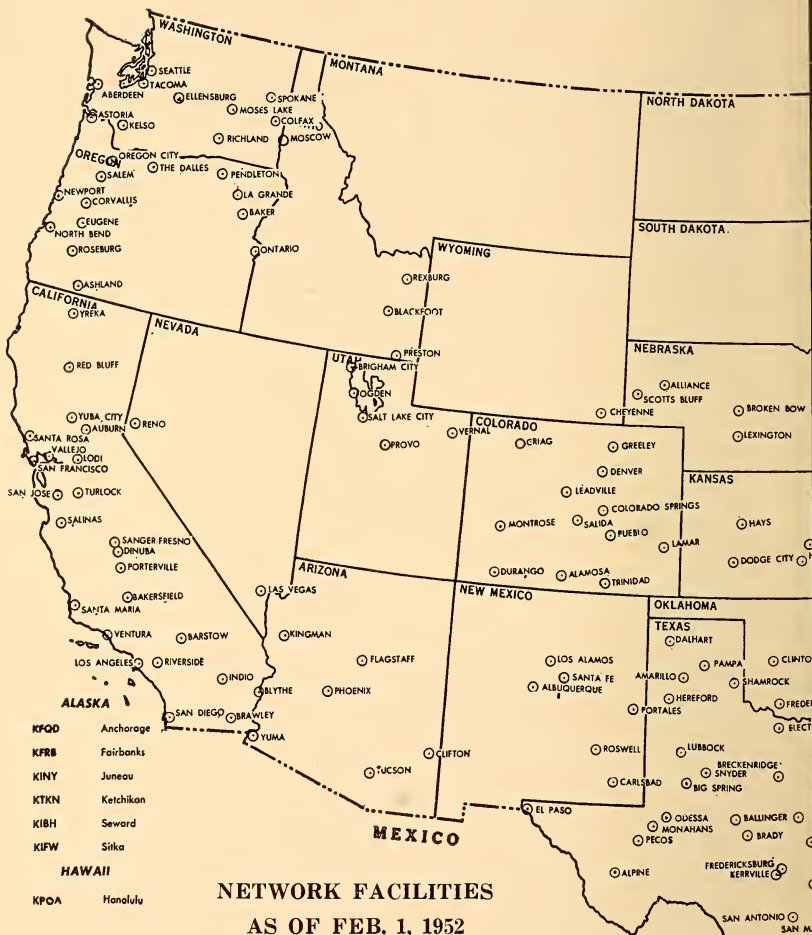


LBS has 33,548,046 radio homes from coast-to-coast . . . border-to-border . . . in Alaska . . . in Hawaii. We'll agree—that's a lot of homes—but they make the **LIBERTY BROADCASTING SYSTEM THE BEST RADIO BUY** . . . any time, anywhere.

**LIBERTY BROADCASTING SYSTEM**



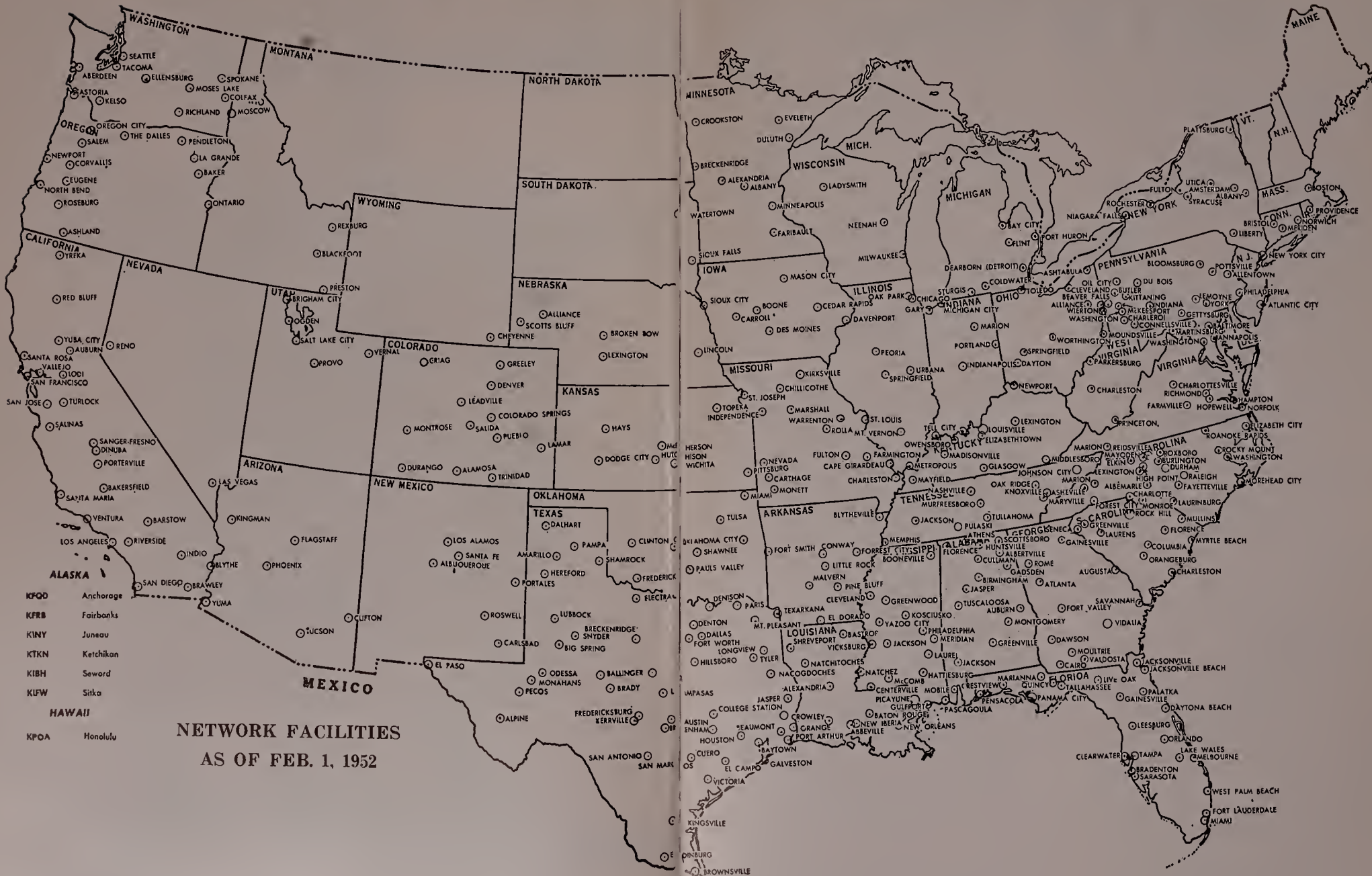
# LIBERTY BROADCAST







# LIBERTY BROADCASTING SYSTEM



**NETWORK FACILITIES  
AS OF FEB. 1, 1952**



# REGIONAL NETWORKS



## Alaska Broadcasting System

CBS, NBC  
830 Securities Building, Seattle 1, Wash.  
Phone: SENECA 6333

### PERSONNEL

General Manager.....Wm. J. Wagner  
Commercial Manager.....Irving Lusk  
Traffic Manager.....A. L. Christensen  
Program Manager.....Tom Ewing  
Promotion Manager.....Albert Agan  
Auditor.....F. Daniel McLean  
Recording Engineer.....Harold H. Kaden

### BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Wm. Wagner, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Dorothy Jacobs, Acting Station Mgr.; Station KINY, Box 1091, Juneau, Richard Peter, Station Mgr.; Station KFRB, Box 950, Fairbanks, William J. Wagner, Station Mgr.; Station KIBH, Box 250, Seward, Wm. J. Wagner, Station Mgr.; Station KIFW, Box 699, Sitka, Wm. J. Wagner, Station Mgr.

### STATIONS

KFQD, Anchorage; KTKN, Ketchikan; KINY, Juneau; KFRB, Fairbanks; KIBH, Seward; KIFW, Sitka.

## The Aloha Network

P. O. Box 1380, Honolulu, T. H.  
Phone: 95295

### PERSONNEL

General Manager.....R. M. Fitkin  
Vice-Presidents.....A. H. Green,  
C. J. Fern, E. J. Crane

### STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI, Wailuku; KTOH, Lihue.

## Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.  
Phone 4-4161

### PERSONNEL

General Manager.....Richard O. Lewis  
Commercial Manager.....Bill Harvey

### STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

## The Arizona Network

Radio Station KOY  
840 N. Central Ave., Phoenix, Ariz.  
Phone: 4-4144

### PERSONNEL

Manager.....Albert D. Johnson  
Program Director.....John R. Williams  
Commercial Manager.....John L. Hogg  
KTUC Manager.....Lee Little  
KSUN Mgr., owner.....Arlo W. Morris  
KYMA Manager.....William L. Lindsey

### BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Bisbee, Ariz., Phone 9; Station KYMA, 8th St. and "B" Ave., Yuma.

### STATIONS

KOY, Phoenix. KTUC, Tucson; KSUN, Lowell; KYMA, Yuma.

## Arkansas Group

(Address Any Station)

### STATIONS

KVRC, Arkadelphia; KDMS, El Dorado; KGRH, Fayetteville; KXJK, Forrest City; KFPW, Fort Smith; WGVM, Greenville, Miss.; KHOZ, Harrison; KFFA, Helena; KXAR, Hope; KWFC, Hot Springs; KXRJ, Russellville; KWAK, Stuttgart; KTFB, Texarkana; KBTM, Jonesboro; KNBY, Newport; KDRS, Paragould; KCLA, Pine Bluff; KWEM, West Memphis; KAMD, Camden.

## Arkansas Network

114 E. Capitol St., Little Rock, Ark.

### STATIONS

KARK, Little Rock and all other stations in Arkansas.

## Arrowhead Network

WEBC Building, Duluth 2, Minn.

Phone: Melrose 2-2873

### PERSONNEL

President.....Morgan Murphy  
V.-P. & Gen. Mgr.....Walter C. Bridges  
Director of Engineering.....Charles P. Perrons

### STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WJMC, Rice Lake, Wis.; WEAU Eau Claire, Wis.; WISC, Madison, Wis.

## Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.

Phone: Riverside 6290

### PERSONNEL

President.....W. I. Gleeson

### BRANCH OFFICE

402 Katz Bldg., San Bernardino, Calif.;  
Phone: 5157, Adam Young, N. Y., Chicago,  
San Francisco and Los Angeles.

## Regional Networks

### STATIONS

KPRO, Riverside; KPOR, San Bernardino;  
KREO, Indio; KROP, Brawley; KYOR, Blythe.

### Paul Bunyon Network

Paul Bunyon Bldg., Traverse City, Mich.

#### PERSONNEL

Pres., Gen. Mgr. .... Les Biederman

#### STATIONS

WTCM, Traverse City; WATT, Cadillac;  
WATZ, Alpena; WMBN, Petoskey; WATC,  
Gaylord.

### California Northern Group

#### PERSONNEL

Manager ..... Jack A. Mitchell (KSYC)  
West Coast representative, Tracy, Moore &  
Associates

#### STATIONS

KBLF, Red Bluff; KSUE, Susanville; KSYC,  
Yreka.

### Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28, California  
Phone: Hollywood 9-1212

#### PERSONNEL

Manager ..... William D. Shaw  
Sales Manager ..... Edwin W. Buckalew  
Asst. Sales Manager ..... Alan Axtell  
Sales Promotion Mgr. .... Sherril W. Taylor  
Program Director ..... George W. Allen  
News Director ..... Jack Beck  
Public Affairs Director ..... Bill Whitely  
Chief Engineer ..... Les Bowman

#### BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New  
York, N. Y., Phone: PL 5-2000, Wendell Camp-  
bell, Sales Mgr.; Radio Spot Sales, 903 Three  
Sisters Bldg., Memphis, Tenn., Phone: Tennes-  
see 37-8612, H. H. Holtshouser, Sales Mgr.;  
Columbia Pacific Network Sales, Palace Hotel,  
San Francisco, Calif., YU 2-7000, Bok Reitzel,  
Sales Mgr.; Radio Spot Sales, 902 Fisher Bldg.,  
Detroit, Mich., TR 2-5500, Ralph H. Patt, Jr., Sales  
Mgr.; Radio Spot Sales, 410 North Michigan  
Avenue, Chicago, Ill., WH 4-6000, Gordon F.  
Hayes, Sales Mgr.; Radio Spot Sales, 1313  
No. Vine Street, Los Angeles, Calif., HO 9-1212,  
Richard C. Elpers, Sales Mgr.

KCBS, San Francisco, California; KROY,  
Sacramento, California; KCBQ, San Diego, Cali-  
fornia; KXOC, Chico, California; KCMJ, Palm  
Springs, California; KCKY, Coolidge, Arizona;  
KERN, Bakersfield, California; KOOL, Phoenix,  
Arizona; KFRE, Fresno, California; KOPO, Tus-  
con, Arizona; KGDM, Stockton, California;  
KOLO, Reno, Nevada; KNX, Los Angeles, Cali-  
fornia; KERG, Eugene, Oregon; KIMA, Yakima,  
Washington; KOIN, Portland, Oregon; KIRO,  
Seattle, Washington; KXLY, Spokane, Wash-  
ington.

### Columbine Network

Security Life Bldg., Denver, Colo.

### PERSONNEL

General Manager ..... Albert G. Meyer  
Commercial Manager ..... Edwin E. Koepke

#### STATIONS

KMYR, Denver; KCOL, Fort Collins; KBOL,  
Boulder; KEXO, Grand Junction; KCSJ, Pueblo;  
KYOU, Greeley; KRDO, Colorado Springs;  
KFTM, Fort Morgan.

### The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.

Phone: 2-0237

#### PERSONNEL

President ..... C. Glover DeLaney

#### BRANCH OFFICES

WNHC, 1110 Chapel St., New Haven, Conn.,  
James Milne, Director; WATR, 440 Meadow  
Street, Waterbury, Conn., Sam Elman, Direc-  
tor; WTOR, 93 Main Street, Torrington, Conn.,  
Ed Waller, Director; WNAB, 991 Broad Street,  
Bridgeport, Conn., Levon Thomas, Director;  
WSTC, 270 Atlantic Street, Stamford, Conn.,  
Julian Schwartz, Director; WNLC, Mohican  
Hotel, New London, Conn., Gerald Morey, Di-  
rector.

#### STATIONS

WNAB, Bridgeport; WNHC, New Haven;  
WNLC, New London; WSTC, Stamford; WTOR,  
Torrington; WATR, Waterbury, Conn.

### Dairyland Network

Radio City, 50 S. 9th St., Minneapolis 2, Minn.  
Phone: Lincoln 0552

#### STATIONS

WTCN, Minneapolis-St. Paul; KATE, Albert  
Lea; KWLM, Wilmar; KWNO, Winona.

### Dixie Network

State National Bldg., Houston 2, Tex.

#### PERSONNEL

President ..... H. C. Davis  
Exec. Vice-Pres. .... King H. Robinson

#### STATIONS

KATL, Houston; KRIC, Beaumont.

### Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif.  
Phone: Hudson 2-2133

#### PERSONNEL

President ..... Willet H. Brown  
Exec. Vice-Pres. .... Ward D. Ingram  
Sec.-Treas. .... A. M. Quinn  
Vice-Pres. in Charge Sales ..... Norman Boggs  
Vice-Pres. Station Relations ..... Norman Ostby  
Dir. of Operations ..... A. J. LaFrano  
Nat. Adv. Mgr. .... Henry Gerstenkorn  
KHJ Sales Manager ..... Leon Wray  
Dir. Public Relations ..... Bud Coulson  
Promotion Director ..... H. H. Sonnenburg  
News & Special Events ..... Les Mawhinney  
Chief Engineer ..... Robert Arne

#### BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif.,  
Wm. Pabst, Vice-Pres.; National Reps., John

## Regional Networks

Blair & Co., New York, Chicago, Detroit, St. Louis, Dallas, San Francisco.

KAFY, Bakersfield, Calif.; KHSL, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KVCV, Redding, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFXM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KVOE, Santa Ana, Calif.; KDB, Santa Barbara, Calif.; KXOB, Stockton, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFJL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRNR, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chehalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KVL, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.

### Georgia Associations of Local Stations

87½ Fairlie Street, N. W., Atlanta, Ga.  
Phone: Alpine 5132

#### PERSONNEL

Sales Director.....Tom Carr

#### STATIONS

WDEC, Americus; WGAU, Athens; WATL, Atlanta; WBBQ, Augusta; WGIG, Brunswick; WLBB, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUO, Gainesville; WKEU, Griffin; WIBB, Macon; WFOM, Marietta; WMGV, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WKTG, Thomasville; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRLD, West Point.

### Georgia Major Market Trio

(Address any station or The Katz Agency)

#### STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOG, Savannah, Ga.

### Great Lakes Network

Radio Building, Saginaw, Mich.

#### PERSONNEL

Manager .....Jack D. Parker

#### STATIONS

WSAM-AM-FM, Saginaw; WLEW, Bad Axe; WFYC, Alma; WOAP-AM-FM, Owosso.

### Great West Network

Box 1338, Albuquerque, N. Mex.

#### PERSONNEL

President .....William T. Kirk  
General Manager .....Ken Palmer  
General Sales Manager.....Keith Tye  
National Sales Manager.....Larry Darley  
Assistant Manager .....Ted Nelson

#### STATIONS

KVER, Albuquerque; KQVP, Artesia.

### Guy Gannett B'cstng. System

Gannett Bldg., Portland, Me.

#### STATIONS

WGAN, Portland; WGUY, Bangor.

### Hoosier Network

Colonial Bldg., New Castle, Ind.

#### STATIONS

WCNB, Connersville; WCTW, New Castle; WMRL, Marion; WSRK, Shelbyville; WFML, Washington; WRSW, Warsaw, Indiana.

### Intermountain Network

146 S. Main St., Salt Lake City 1, Utah

Phone: 4-3561

#### PERSONNEL

President .....George C. Hatch  
V.-P. Chg. of Sales.....Lynn L. Meyer  
V.-P. Chg. of Programs.....Jack Paige  
V.-P. Chg. of Engineering...W. D'Or Cozzens  
Office Manager.....Ernest W. Campbell

#### BRANCH OFFICES

Avery-Knodel, Inc., 608 Fifth Ave., New York, N. Y., Phone: JUDson 6-5536, Exec., Lewis H. Avery; Avery-Knodel, Inc., 75 E. Walker Dr. Chicago, Ill., Phone: And. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Building, San Francisco, Calif., Phone: Yukon 2-3877, Exec., David H. Sandeberg; Avery-Knodel, Inc., 315 W. 9th St., Los Angeles, Calif., Phone: Tucker 2095, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: Cypress 7545, Exec., Charles Coleman, 1915 Elm St., Dallas, Tex., Phone: Sterling 1558, Clyde Melville.

### Lone Star Chain, Inc.

(The O. L. Taylor Co.)

1024 Life of America Bldg., Dallas 1, Tex.

Phone: LAKeside 1041

#### PERSONNEL

President.....Harold V. Hough  
Vice-President .....Fred Nahas  
Secretary-Treasurer.....O. L. Ted Taylor  
General Manager .....Fred L. Vance

#### STATIONS

WBAP, Fort Worth; KTBC, Austin; KTSA, San Antonio; KXYZ, Houston; KR0D, El Paso; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KTRE, Lufkin; KTBB, Tyler; KGNC, Amarillo; KFYO, Lubbock; KFDX, Wichita Falls.



## Regional Networks

### Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: 2-0181

#### PERSONNEL

Manager.....William H. Rines  
Technical Director.....Daniel H. Smith  
News Supervisor.....C. Thomas Wade

#### BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 6023, Edward E. Guernsey; 175 Water St., Phone: 2285, Augusta, Me., Jack S. Atwood.

#### STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Bangor, Me.

### McClatchy Beeline

911 Seventh St., Sacramento, Calif.

#### PERSONNEL

President.....Eleanor McClatchy  
Sales Director.....Leo O. Ricketts

#### STATIONS

KFBK (AM, FM), Sacramento; KMJ (AM, FM), Fresno; KWG, Stockton; KERN (AM, FM), Bakersfield; KOH, Reno; KBEE, Modesto.

### Metropolitan Network

(Address Any Station)

#### STATIONS

WPIK, Alexandria; WARL, Arlington; WFAZ, Falls Church, Virginia; WGAY, Silver Spring; WLCC, Bethesda-Chevy Chase, Maryland.

### Michigan Radio Network

1800 Mutual Bldg., Detroit 26, Mich.

Phone: Woodward 3-8321

#### PERSONNEL

President.....James G. Riddell  
Sales Manager.....H. S. Christian  
Dir. Adv. & Sales Prom.....William Morgan

#### STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

### The Mid-South Network

WCBI, Columbus, Mississippi

#### PERSONNEL

General Manager.....Bob McRaney

#### STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-AM-FM, Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WSSO, Starkville, Mississippi.

### Mississippi Broadcasting Co.

(Withers Gavin Stations)

#### STATIONS

WCOC, Meridian; WJQS, Jackson; WMBC, Macon; WACR, Columbus, Miss.

### New England Major Markets Group

#### PERSONNEL

Chairman.....Walter B. Haase

#### STATIONS

WLAW, Lawrence, Mass.; WPRO, Providence; WDRC, Hartford; WTAG, Worcester, Mass.; WGAN, Portland, Me.; WGUY, Bangor, Me.

### New England Regional Network

26 Grove St., Hartford 15, Conn.

Phone: Hartford 5-0801

#### DIRECTORS

Chairman.....Paul W. Morency  
Joseph E. Baudino, John J. Boyle, William H. Rines.

#### STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

#### REPRESENTATIVE

Weed & Company

### North Eastern Broadcasting System

John Hancock Bldg., Boston 16, Mass.

Phone: LI 2-5799

#### PERSONNEL

Sales Director.....Elmer Kettell

#### STATIONS

WABI, Bangor; WLAM, Lewiston-Auburn; WPOR, Portland; WTVL, Waterville, Maine; WFEA, Manchester; WKXL, Concord; WKNE, Keene; WLNH, Laconia; WHEB, Portsmouth; WMOU, Berlin, New Hampshire; WJOY, Burlington; WSKI, Montpelier-Barre, Vermont; WACE, Chicopee-Springfield; WALE, Fall River; WBEC, Pittsfield; WBSM, New Bedford; WEIM, Fitchburg; WHAV, Haverhill; WKOX, Framingham; WORC, Worcester, Mass.; WHIM, Providence, R. I.; WTHT, Hartford; WBRY, Waterbury, Conn.

### Northwest Network

3415 University Ave., St. Paul W4, Minn.;

3415 University Ave., S.E., Minneapolis 14, Minn.

Phone: PRIOR 2717

#### PERSONNEL

General Manager.....Stanley E. Hubbard

Treasurer.....Kenneth M. Hance

Sales Manager.....Miller C. Robertson

#### STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.; WJMC, Rice Lake, Wisc.

#### NATIONAL REPRESENTATIVE

Edward Petry & Co.



## Regional Networks

### Palmetto Broadcasting System

#1 Martin St., Anderson, S. C.  
Phone: 3802  
PERSONNEL

President.....Wilton E. Hall  
General Manager.....Glenn P. Warnock  
Production Manager.....P. D. Hall  
National Sales Mgr.....G. P. Brown  
Promotion Director.....V. Barath  
Regional Sales.....John F. McCallum

#### BRANCH OFFICES

405 Montague St., Atlanta, Ga., Exec., Clayton Cosse; 310 Central St., Wilmette, Ill., Exec., Charles L. Allen; R. R. No. 3, Holly Hill, Fla., Exec., Homer Hardesty.

#### STATIONS

WAIM, Anderson, S. C.; WACA, Camden, S. C.; Choice, Charleston, S. C.; WGCD, Chester, S. C.; WCOS, Columbia, S. C.; WDSC, Dillon, S. C.; WJMX, Florence, S. C.; Choice, Greenville, S. C.; WHSC, Hartsville, S. C.; WKDK, Newberry, S. C.; WTND, Orangeburg, S. C.; WTYC, Rock Hill, S. C.; WSNW, Seneca, S. C.; WBCU, Union, S. C.; WALD, Walterboro, S. C.; WRFC, Athens, Ga.; WRGE, Atlanta, Ga.; WGAC, Augusta, Ga.; WGGG, Gainesville, Ga.; WKLY, Hartwell, Ga.

### Quaker Network

Headquarters: WFIL, Philadelphia, Pa.  
PERSONNEL

General Manager.....Roger W. Clipp  
Sales Manager.....Norman R. Prouty

#### STATIONS

WFIL, Philadelphia; WEEW, Reading; WAEB, Allentown; WEST, Easton; WSBA, York; WAZL, Hazleton; WLAN, Lancaster; WARM, Scranton; WILK, Wilkes-Barre; WGHB, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WARD, Johnstown; WERC, Erie; WCAE, Pittsburgh; WKST, New Castle; WKRZ, Oil City.

### Razorback Network

217 E. 3rd St., Little Rock, Ark.  
Phone: 4-8928  
PERSONNEL

General Manager.....Emil J. Pouzar

#### STATIONS

KXLR, Little Rock and all stations in Arkansas.

### Rebel Network

(Address Any Station)  
PERSONNEL

Business Manager.....Frank Gentry

#### STATIONS

WJDX, Jackson; WAML, Laurel; WFOR, Hattiesburg; WTOK, Meridian; WGCM, Gulfport, Mississippi.

### Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah

Phone: 3-2737

#### PERSONNEL

President & Gen. Mgr.....Frank C. Carman  
Vice-Pres. & Sales Mgr.....John Schile

#### STATIONS

KGEM, Boise; KIFI, Idaho Falls; KWIK, Pocatello; KLIX, Twin Falls, Idaho; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KLAS, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah.

### Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.  
Phone: 3341  
PERSONNEL

President.....C. E. Snyder  
Secy-Treas.....R. B. Gervan  
General Manager.....M. R. Hanna  
Ass't. Gen Mgr. Eng. & Sta. Rel...D. K. deNeuf  
Sales Manager.....H. S. Brown  
Program Manager.....J. A. Short  
Program Supervisor.....M. K. Knapp  
Farm Service Dir.....L. Hamrick  
Chief Engineer.....T. R. Humphrey

#### STATIONS

WHCU-FM, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WFNF, Wethersfield; WHDL-FM, Olean; WVBT, Bristol Center; WVCN, DeRuyster, WRUN-FM, Utica-Rome, WWNV-FM, Watertown; WMSA-FM, Massena; WVCV, Cherry Valley; WFLY, Troy; WHVA, Poughkeepsie; WQAN-FM, Scranton, Pa.

### Steinman Stations

8 W. King St., Lancaster, Pa.  
Phone: 5251  
PERSONNEL

Gen. Mgr.....Clair R. McCollough  
Sales Manager.....J. Robert Gulick  
Technical Dir.....J. E. Mathiot

#### STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

#### NATIONAL REPRESENTATIVE

Robert Meeker Associates

### Tennessee Valley Associates Network

(Address Any Station)

#### STATIONS

WHAL, Shelbyville; WLAR, Athens; WAGC, Chattanooga; WKRM, Columbia; WHUB, Cookeville; WEKR, Fayetteville; WHIN, Gallatin; WHBT, Harriman; WCOR, Lebanon; WMMT, McMinnville; WGNS, Murfreesboro; WCDD, Winchester.

### Texas Broadcasting System

KRLD, Herald Square, Dallas, Tex.

#### PERSONNEL

General Manager.....Clyde W. Rembert

## Regional Networks

### STATIONS

KRLD, Dallas; KABC, San Antonio; KTRH, Houston, Texas.

### Texas Plains Stations

KFLD, P. O. Box 955, Floydada, Tex.

### STATIONS

KFLD, Floydada; KPAN, Hereford; KVCM, Colorado City, Texas.

### Texas Quality Network

312 E. Kings Highway (KTBS), Shreveport 77, Louisiana. Phone: 7-3644.

### BRANCH OFFICES

(KTBS), 312 E. Kings Highway, Shreveport, La., Phone: 7-3644, Gen. Mgr. E. Newton Wray; (KRIS), P. O. Box 840, Corpus Christi, Tex., Phone: 4-6354, Gen. Mgr. T. Frank Smith; (KPRC), Lamar & Main Sts., Houston, Tex., Phone: Fairfax 7101, Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., Gen. Mgr. Arden X. Pangborn; (KVAL), Brownsville, Tex., Brownsville, Tex., Gen. Mgr. T. Frank Smith, Jr.; (WFAA), 1122 Jackson St. (Dal), Dallas-Ft. Worth, Tex., Phone: Riverside 9631, Gen. Mgr. Martin Campbell.

### STATIONS

KTBS, Shreveport, Louisiana; KVAL, Brownsville, Texas; KRIS, Corpus Christi, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; WFAA, Dallas, Texas.

### Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.  
Phone: ED 3473

### PERSONNEL

President.....Gene L. Cagle  
Vice-President.....Charles B. Jordan  
Secretary-Treasurer.....D. C. Hornburg  
Sales Manager.....Dale Drake  
Traffic Manager.....Forrest W. Clough  
Program Director.....Hal Thompson  
Chief Engineer.....James T. Peterson

### STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVJ, Greenville, Texas; KRIO, McAllen; KLYN, Amarillo; KWFT, Wichita Falls, Texas.

### The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,  
Raleigh, N. C.  
Phone: 8885

President.....Hartwell Campbell  
Vice-President.....Samuel Brody  
Secy. and Treas.....Ray D. Williams  
Secy. (Raleigh Office).....Nina J. Livingston

### STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC,

Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.

### Union Broadcasting System

### PERSONNEL

General Manager.....Jim Healy  
WOKO, Albany, N. Y.

### STATIONS

WXRA, Buffalo; WOKO, Albany; WCSS, Amsterdam; WWSC, Glens Falls; WENT, Gloversville; WHUC, Hudson; WKNY, Kingston; WKIP, Poughkeepsie; WDOS, Oneonta; WKOP, Binghamton; WELM, Elmira; WGAT, Utica; WNDR, Syracuse; WICY, Malone; WEAU, Plattsburg; WNBZ, Saranac Lake, N. Y.; WBEC, Pittsfield, Mass.; WACE, Chicopee; WALE, Fall River; WVOM, Boston, Mass.; WSYB, Rutland; WJOY, Burlington, Vt.; WWCO, Waterbury; WTOR, Torrington, Conn.; WFAU, Augusta, Me.; WKNE, Keene, N. H.

### Viking Network

P. O. Box 296, Beaverton, Ore.

Phone: 4-4911

### PERSONNEL

Manager.....Tom Hotchkiss

### STATIONS

KVAS, Astoria; KRUL, Corvallis; KUGN, Eugene; KIHR, Hood River; KFLW, Klamath Falls; KMCM, McMinnville; KNPT, Newport; KRCO, Prineville; KOCO, Salem and KTLI, Tillamook, all Oregon, and KELS, Kelso, Wash.

### Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.

Phone: 723

### PERSONNEL

Managing Dir.....George T. Frechette  
President.....John M. Walter  
Vice-President.....Earl Huth

### STATIONS

WRJN, Racine; WCLO, Janesville; WGEZ, Beloit; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; KFIZ, Fond du Lac, Wis.

### The Yankee Network

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

President.....William O'Neil  
Executive Vice-Pres. & Gen. Mgr.

Linus Travers  
Vice-President.....George Steffy  
Vice-President.....Thomas O'Neil  
Dir. of Production.....Paul Keyes  
Editor, Yankee Network News Service

Leland Bickford  
Technical Director.....L. B. Robinson

### BOARD OF DIRECTORS

William O'Neil, Loren Angus McQueen, Samuel Smith Poor, James W. Haggerty, Henry Linus Travers, Frank Knowlton, Thomas O'Neil, George W. Steffy, John B. Poor.

# ESTIMATED FAMILIES FOR 1952

State	U. S. Population April 1, 1952 (Estimated)	Total Housing Units	U. S. Families April 1, 1952 (Estimated)	Stations in State
ALABAMA	3,204,000	846,842	773,000	72
ARIZONA	777,000	241,125	209,000	27
ARKANSAS	1,907,000	575,698	519,000	42
CALIFORNIA	11,170,000	3,608,644	3,507,000	137
COLORADO	1,381,000	438,297	401,000	32
CONNECTICUT	2,090,000	614,075	575,000	26
DELAWARE	324,000	97,002	88,000	6
DISTRICT OF COLUMBIA	832,000	234,734	218,000	7
FLORIDA	2,870,000	961,084	816,000	76
GEORGIA	3,586,000	966,896	891,000	76
IDAHO	608,000	189,601	173,000	23
ILLINOIS	9,107,000	2,579,283	2,566,000	75
INDIANA	3,990,000	1,233,441	1,159,000	46
IOWA	2,692,000	814,622	773,000	47
KANSAS	1,980,000	626,087	577,000	36
KENTUCKY	3,071,000	821,271	761,000	46
LOUISIANA	2,777,000	779,851	711,000	44
MAINE	949,000	311,692	284,000	14
MARYLAND	2,430,000	691,322	636,000	23
MASSACHUSETTS	4,850,000	1,408,797	1,308,000	50
MICHIGAN	6,590,000	1,979,994	1,825,000	67
MINNESOTA	3,101,000	921,270	832,000	47
MISSISSIPPI	2,177,000	610,249	576,000	43
MISSOURI	4,122,000	1,269,772	1,103,000	51
MONTANA	621,000	195,184	179,000	25
NEBRASKA	1,391,000	417,305	379,000	22
NEVADA	170,000	57,457	51,000	11
NEW HAMPSHIRE	559,000	192,031	157,000	12
NEW JERSEY	5,037,000	1,509,402	1,385,000	19
NEW MEXICO	715,000	199,964	181,000	25
NEW YORK	15,571,000	4,651,857	4,332,000	97
NORTH CAROLINA	4,214,000	1,059,335	1,020,000	97
NORTH DAKOTA	618,000	176,602	160,000	14
OHIO	8,276,000	2,416,356	2,340,000	70
OKLAHOMA	2,231,000	715,418	623,000	43
OREGON	1,577,000	526,482	504,000	45
PENNSYLVANIA	10,928,000	3,044,785	2,853,000	113
RHODE ISLAND	821,000	244,784	221,000	11
SOUTH CAROLINA	2,180,000	559,203	522,000	46
SOUTH DAKOTA	665,000	195,079	177,000	12
TENNESSEE	3,365,000	925,143	851,000	61
TEXAS	8,046,000	2,398,125	2,151,000	185
UTAH	702,000	201,156	187,000	18
VERMONT	396,000	122,707	103,000	9
VIRGINIA	3,434,000	905,463	817,000	57
WASHINGTON	2,497,000	814,847	788,000	53
WEST VIRGINIA	2,075,000	544,477	494,000	38
WISCONSIN	3,505,000	1,063,118	958,000	59
WYOMING	304,000	93,242	86,000	13
<b>TOTAL U. S.</b>	<b>156,483,000</b>	<b>46,151,170</b>	<b>42,770,000</b>	<b>2,268</b>

Source: Population based on Census Bureau projections, U. S. Census, 1950. Housing Units and Families based on Family Characteristics, U. S. Census, 1950.

# AM RADIO STATIONS

*U. S. Station Index*

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*Frequency — Power*

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*Stations Alphabetically  
Listed by States—Cities*

•

*Key Personnel*





# **WOR sells everything\***

***for more people***

***to more people***

***at less cost more often***

***than any other station***

***in the United States!***

\*depending that the product or service is ethical, in good taste and in the interest and welfare of WOR's millions of listeners.

# Index of Standard Stations of U. S.



Station	City—State	Page	Station	City—State	Page
CKLW	Detroit, Mich.	478	KBON	Omaha, Neb.	514
KAAA	Red Wing, Minn.	491	KPOF	Pleasanton, Tex.	662
KABC	San Antonio, Tex.	663	KPOR	Brownsville, Tex.	645
KADA	Ada, Okla.	585	KBOW	Butte, Mont.	510
KAFP	Petaluma, Calif.	353	KTOX	Modesto, Calif.	350
KAFY	Bakersfield, Calif.	341	KERC	Mount Vernon, Wash.	684
KAGH	Crossett, Ark.	335	KPRL	McCook, Neb.	514
KAHU	Honolulu, Hawaii	706	KERO	Bremerton, Wash.	682
KAKC	Tulsa, Okla.	589	KPRS	Springdale, Ark.	340
KAKE	Wichita, Kans.	442	KBST	Big Spring, Tex.	644
KALA	Sitka, Alaska	706	KBTA	Batesville, Ark.	334
KALB	Alexandria, La.	450	KBTM	Jonesboro, Ark.	333
KALE	Richland, Wash.	685	KBUC	Corona, Calif.	343
KALG	Alamogordo, N. M.	524	KBUD	Athens, Tex.	642
KALI	Pasadena, Calif.	352	KBUH	Brigham City, Utah	668
KALL	Salt Lake City, Utah	669	KLUN	Bemidji, Minn.	487
KALT	Atlanta, Tex.	642	KEUR	Burlington, Iowa	432
KAMD	Camden, Ark.	334	KEWD	Brownwood, Tex.	645
KAMQ	Amarillo, Tex.	641	KBYE	Oklahoma City, Okla.	587
KANA	Anaconda, Mont.	509	KEYR	Anchorage, Alaska	705
KAND	Corsicana, Tex.	647	FEZY	Grand Rapids, Minn.	489
KANE	New Iberia, La.	453	KCAP	Helena, Mont.	511
KANS	Wichita, Kans.	443	KCBC	Des Moines, Iowa	434
KAPA	Raymond, Wash.	685	KCBD	Lubbock, Tex.	657
KARE	Atchison, Kans.	438	KCBQ	San Diego, Calif.	355
KARK	Little Rock, Ark.	337	KCBS	San Francisco, Calif.	356
KARM	Fresno, Calif.	344	KCFH	Cuero, Tex.	647
KASA	Elk City, Okla.	586	KCHA	Charles City, Iowa	433
KASH	Eugene, Ore.	592	KCHI	Chillicothe, Mo.	501
KASI	Ames, Iowa	432	KCHJ	Delano, Calif.	343
KASM	Albany, Minn.	487	KCHS	Truth Or Consequences, N. M.	527
KAST	Astoria, Ore.	591	KCID	Caldwell, Idaho	406
KATE	Albert Lea, Minn.	487	KCIJ	Shreveport, La.	456
KATL	Houston, Tex.	654	KCIL	Houma, La.	451
KATO	Reno, Nev.	516	KCIM	Carroll, Iowa	432
KATY	San Luis Obispo, Calif.	359	KCJB	Minot, N. D.	571
KAUS	Austin, Minn.	487	KCKN	Kansas City, Kans.	440
KAVE	Carlsbad, N. M.	524	KCKN	Kansas City, Mo.	503
KAVL	Lancaster, Calif.	347	KCKY	Coolidge, Ariz.	330
KAWT	Douglas, Ariz.	330	KCLA	Pine Bluff, Ark.	339
KAYL	Storm Lake, Iowa	438	KCLE	Cleburne, Tex.	646
KAYS	Hays, Kans.	440	KCLF	Clifton, Ariz.	329
KBIG	Avalon, Calif.	341	KCLO	Leavenworth, Kans.	441
KBIO	Burley, Idaho	406	KCLS	Flagstaff, Ariz.	330
KBIS	Bakersfield, Calif.	341	KCLX	Colfax, Wash.	683
KBIX	Muskogee, Okla.	587	KCLW	Hamilton, Tex.	653
KBIZ	Ottumwa, Iowa	437	KCMC	Texarkana, Tex.	666
KBKH	Pullman, Wash.	685	KCMJ	Palm Springs, Calif.	352
KEKI	Alice, Tex.	641	KCMO	Kansas City, Mo.	503
KBKO	Portland, Ore.	595	KCNA	Tucson, Ariz.	333
KBKR	Baker, Ore.	591	KCNC	Fort Worth, Tex.	650
KBKW	Aberdeen, Wash.	682	KCNI	Broken Bow, Neb.	513
KPLF	Red Bluff, Calif.	353	KCNO	Alturas, Calif.	341
KBLI	Blackfoot, Idaho	405	KCNY	San Marcos, Tex.	664
KBMN	Bozeman, Mont.	510	KCOG	Centerville, Iowa	433
KBMW	Wahpeton, N. D.	571	KCOH	Houston, Tex.	654
KBMX	Coalinga, Calif.	342	KCOK	Tulare, Calif.	362
KBMY	Billings, Mont.	509	KCOL	Ft. Collins, Colo.	366
KBND	Bend, Ore.	591	KCCM	Sioux City, Iowa	437
KBNZ	La Junta, Colo.	368	KCON	Conway, Ark.	335
KBOA	Kennett, Mo.	504	KCOR	San Antonio, Tex.	663
KBOE	Oskaloosa, Iowa	436	KCOW	Alliance, Neb.	512
KBOK	Waterloo, Iowa	438	KCOY	Santa Maria, Calif.	361
KBOL	Boulder, Colo.	364	KCRA	Sacramento, Calif.	353

KCRC — Enid, Okla. ....	586	KEYS — Corpus Christi, Tex. ....	646
KCRE — Crescent City, Calif. ....	343	KEYY — Pocatello, Idaho ....	407
KCRG — Cedar Rapids, Iowa ....	432	KFAB — Omaha, Neb. ....	514
KCRS — Midland, Tex. ....	658	KFAC — Los Angeles, Calif. ....	349
KCRT — Trinidad, Colo. ....	369	KFAL — Fulton, Mo. ....	502
KCRV — Caruthersville, Mo. ....	501	KFAM — St. Cloud, Minn. ....	493
KCSB — San Bernardino, Calif. ....	354	KFAR — Fairbanks, Alaska ....	705
KCSJ — Pueblo, Colo. ....	368	KFBB — Great Falls, Mont. ....	510
KCSU — Provo, Utah ....	669	KFBC — Cheyenne, Wyo. ....	703
KCTI — Gonzales, Tex. ....	653	KFBI — Wichita, Kans. ....	443
KCTX — Childress, Tex. ....	646	KFBK — Sacramento, Calif. ....	354
KCUU — Fort Worth, Tex. ....	650	KFCF — Festus, Mo. ....	502
KCVR — Lodi, Calif. ....	347	KFDA — Amarillo, Tex. ....	642
KDAC — Fort Bragg, Calif. ....	344	KFDM — Beaumont, Tex. ....	643
KDAL — Duluth, Minn. ....	488	KFDR — Grand Coulee, Wash. ....	683
KDAS — Malvern, Ark. ....	339	KFDX — Wichita Falls, Tex. ....	667
KDB — Santa Barbara, Calif. ....	360	KFEL — Denver, Colo. ....	366
KDDD — Dumas, Tex. ....	649	KFEQ — St. Joseph, Mo. ....	505
KDEC — Decorah, Iowa ....	434	KFFA — Helena, Ark. ....	336
KDET — Center, Tex. ....	646	KFGO — Fargo, N. D. ....	569
KDHL — Faribault, Minn. ....	489	KFCR — Forest Grove, Ore. ....	593
KDIA — Auburn, Calif. ....	341	KFGT — Fremont, Neb. ....	513
KDIX — Dickinson, N. D. ....	569	KFH — Wichita, Kans. ....	443
KDKA — Pittsburgh, Pa. ....	615	KFI — Los Angeles, Calif. ....	349
KDKD — Clinton, Mo. ....	501	KFIR — North Bend, Ore. ....	594
KDLA — DeRidder, La. ....	451	KFIZ — Fond du Lac, Wis. ....	696
KDLK — Del Rio, Tex. ....	648	KFJB — Marshalltown, Iowa ....	436
KDLM — Detroit Lakes, Minn. ....	488	KFJI — Klamath Falls, Ore. ....	593
KDLR — Devils Lake, N. D. ....	569	KFJZ — Fort Worth, Tex. ....	650
KDMA — Montevideo, Minn. ....	491	KFKA — Greeley, Colo. ....	367
KDMO — Carthage, Mo. ....	501	KFLD — Floydada, Tex. ....	650
KDMS — El Dorado, Ark. ....	335	KFLW — Klamath Falls, Ore. ....	593
KDNT — Denton, Tex. ....	649	KFMB — San Diego, Calif. ....	355
KDON — Santa Cruz, Calif. ....	360	KFMJ — Tulsa, Okla. ....	589
KDRO — Sedalia, Mo. ....	508	KFMO — Flat River, Mo. ....	502
KDRS — Paragould, Ark. ....	339	KFNF — Shenandoah, Iowa ....	437
KDSH — Boise, Idaho ....	405	KFOR — Lincoln, Neb. ....	513
KDSJ — Deadwood, S. D. ....	631	KFOX — Long Beach, Calif. ....	347
KDSX — Denison, Tex. ....	649	KFPW — Fort Smith, Ark. ....	335
KDTH — Dubuque, Iowa ....	435	KFOD — Anchorage, Alaska ....	705
KDWT — Stamford, Tex. ....	695	KFRB — Fairbanks, Alaska ....	705
KDYL — Salt Lake City, Utah. ....	671	KFRC — San Francisco, Calif. ....	356
KDZA — Pueblo, Colo. ....	368	KFRD — Rosenberg, Tex. ....	662
KEAR — San Mateo, Calif. ....	359	KFRE — Fresno, Calif. ....	744
KEBE — Jacksonville, Tex. ....	656	KFRM — Kansas City, Mo. ....	503
KECA — Los Angeles, Calif. ....	349	KFRO — Longview, Tex. ....	657
KECC — Pittsburg, Calif. ....	353	KFRU — Columbia, Mo. ....	502
KECK — Odessa, Tex. ....	650	KFSA — Fort Smith, Ark. ....	336
KEEN — San Jose, Calif. ....	357	KFSB — Joplin, Mo. ....	502
KELA — Centralia, Wash. ....	683	KFSD — San Diego, Calif. ....	355
KELD — El Dorado, Ark. ....	335	KFTM — Fort Morgan, Colo. ....	367
KELK — Elko, Nev. ....	516	KFTV — Paris, Tex. ....	661
KELO — Sioux Falls, S. D. ....	631	KFUN — Las Vegas, N. M. ....	525
KELP — El Paso, Tex. ....	649	KFVD — Los Angeles, Calif. ....	349
KELS — Kelso, Wash. ....	683	KFVS — Cape Girardeau, Mo. ....	501
KELT — Electra, Tex. ....	649	KFWB — Hollywood, Calif. ....	347
KELY — Ely, Nev. ....	516	KFXD — Nampa, Idaho ....	407
KENA — Mena, Ark. ....	339	KFXJ — Grand Junction, Colo. ....	367
KENI — Anchorage, Alaska ....	705	KFXM — San Bernardino, Calif. ....	354
KENM — Portales, N. M. ....	526	KFYN — Bonham, Tex. ....	644
KENO — Las Vegas, Nev. ....	516	KFYO — Lubbock, Tex. ....	657
KENT — Shreveport, La. ....	456	KFYR — Bismarck, N. D. ....	569
KEPO — El Paso, Tex. ....	649	KGA — Spokane, Wash. ....	687
KERB — Kermit, Tex. ....	656	KGAE — Salem, Ore. ....	598
KERG — Eugene, Ore. ....	592	KGAF — Gainesville, Tex. ....	651
KERN — Bakersfield, Calif. ....	341	KGAK — Gallup, N. M. ....	525
KERO — Bakersfield, Calif. ....	341	KGAL — Lebanon, Ore. ....	593
KEVA — Shamrock, Tex. ....	664	KGAN — Kingman, Ariz. ....	330
KEVT — Kerville, Tex. ....	656	KGAR — Garden City, Kans. ....	439
KEX — Portland, Ore. ....	595	KGB — San Diego, Calif. ....	355
KEXO — Grand Junction, Colo. ....	367	KGBC — Galveston, Tex. ....	651
KEYD — Minneapolis, Minn. ....	490	KGBS — Harlingen, Tex. ....	653
KEYE — Perrytown, Tex. ....	662	KGBX — Springfield, Mo. ....	508

KGCU — Mandan, N. D.	570	KIFW — Sitka, Alaska	706
KGCX — Sidney, Mont.	512	KIHN — Hugo, Okla.	586
KGDE — Fergus Falls, Minn.	489	KIHO — Sioux Falls, S. D.	632
KGDM — Stockton, Calif.	361	KIHR — Hood River, Ore.	593
KGEK — Sterling Colo.	369	KIJV — Huron, S. D.	631
KGEM — Boise, Idaho	405	KIKI — Honolulu, Hawaii	707
KGER — Long Beach, Calif.	349	KILA — Hilo, Hawaii	706
KGEZ — Kalispell, Mont.	511	KILO — Grand Forks, N. D.	569
KGFF — Shawnee, Okla.	589	KIMA — Yakima, Wash.	689
KGFL — Hollywood, Calif.	347	KIMO — Independence, Mo.	502
KGFL — Roswell, N. M.	526	KIMP — Mount Pleasant, Tex.	659
KGFW — Kearney, Neb.	513	KIND — Independence, Kans.	440
KGFX — Pierre, S. D.	631	KINE — Kingsville, Tex.	656
KGGF — Coffeyville, Kans.	439	KING — Seattle, Wash.	685
KGGM — Albuquerque, N. M.	524	KINY — Juneau, Alaska	705
KGHF — Pueblo, Colo.	369	KIOA — Des Moines, Iowa	434
KGHI — Little Rock, Ark.	337	KIOX — Bay City, Tex.	643
KGHL — Billings, Mont.	509	KIPA — Hilo, Hawaii	706
KGIB — Bremerton, Wash.	683	KIRO — Seattle, Wash.	686
KGIL — San Fernando, Calif.	356	KIRX — Kirksville, Mo.	504
KGIW — Alamosa, Colo.	364	KISD — Sioux Falls, S. D.	632
KGKB — Tyler, Tex.	666	KIST — Santa Barbara, Calif.	360
KGKL — San Angelo, Tex.	662	KII — Yakima, Wash.	689
KGLC — Miami, Okla.	587	KIIE — San Antonio, Tex.	663
KGLN — Glenwood Springs, Colo.	367	KITO — San Bernardino, Calif.	354
KGLO — Mason City, Iowa	436	KIUL — Garden City, Kans.	439
KGLU — Safford, Ariz.	333	KIUN — Pecos, Tex.	661
KGMB — Honolulu, Hawaii	707	KIUP — Durango, Colo.	366
KGNB — New Braunfels, Tex.	659	KIVY — Crockett, Tex.	647
KGNC — Amarillo, Tex.	642	KIWW — San Antonio, Tex.	663
KGNO — Dodge City, Kans.	439	KIXL — Dallas, Tex.	648
KGO — San Francisco, Calif.	356	KIYI — Shelby, Mont.	512
KGON — Oregon City, Ore.	594	KJAM — Vernal, Utah	671
KGOS — Torrington, Wyo.	704	KJAN — Atlantic, Iowa	432
KGPH — Flagstaff, Ariz.	330	KJAY — Topeka, Kans.	442
KGRH — Fayetteville, Ark.	335	KJBC — Midland, Tex.	658
KGRI — Henderson, Tex.	654	KJES — San Francisco, Calif.	356
KGST — Fresno, Calif.	344	KJCK — Junction City, Kans.	440
KGU — Honolulu, Hawaii	707	KJEF — Jennings, La.	451
KGVL — Greenville, Tex.	653	KJFJ — Webster City, Iowa	438
KGVO — Missoula, Mont.	512	KJR — Seattle, Wash.	686
KGW — Portland, Ore.	597	KJSK — Columbus, Neb.	513
KGWA — Enid, Okla.	586	KKIN — Visalia, Calif.	363
KGY — Olympia, Wash.	684	KLAC — Hollywood, Calif.	347
KGYN — Guymon, Okla.	586	KLAS — Las Vegas, Nev.	516
KGYW — Vallejo, Calif.	363	KLBM — La Grande, Ore.	593
KHAS — Hastings, Neb.	513	KLCB — Libby, Mont.	511
KHBC — Hilo, Hawaii	706	KLCC — Blytheville, Ark.	334
KHBG — Okmulgee, Okla.	588	KLEE — Houston, Tex.	654
KHBR — Hillsboro, Tex.	654	KLER — Rochester, Minn.	491
KHIT — Lampasas, Tex.	657	KLFY — Lafayette, La.	452
KHJ — Los Angeles, Calif.	349	KLIC — Monroe, La.	452
KHMO — Hannibal, Mo.	502	KLIF — Dallas, Tex.	648
KHON — Honolulu, Hawaii	707	KLIX — Twin Falls, Idaho	408
KHOZ — Harrison, Ark.	336	KLIZ — Brainerd, Minn.	488
KHQ — Spokane, Wash.	687	KLKC — Parsons, Kans.	441
KHSL — Chico, Calif.	342	KLMO — Longmont, Colo.	368
KHUB — Watsonville, Calif.	363	KLMR — Lamar, Colo.	368
KHUM — Eureka, Calif.	343	KLMS — Lincoln, Neb.	514
KHUZ — Borger, Tex.	644	KLMX — Clayton, N. M.	525
KIBE — Palo Alto, Calif.	352	KLO — Ogden, Utah	668
KIBH — Seward, Alaska	706	KLOK — San Jose, Calif.	359
KIBL — Beeville, Tex.	644	KLOU — Lake Charles, La.	452
KICA — Clovis, N. M.	525	KLPM — Minot, N. D.	571
KICD — Spencer, Iowa	437	KLPR — Oklahoma City, Okla.	587
KICK — Springfield, Mo.	508	KLRA — Little Rock, Ark.	337
KICO — Calexico, Calif.	342	KLTI — Longview, Tex.	657
KID — Idaho Falls, Idaho	406	KLTF — Little Falls, Minn.	489
KIDO — Boise, Idaho	406	KLUF — Galveston, Tex.	651
KIEM — Eureka, Calif.	343	KLVC — Leadville, Colo.	368
KIEV — Glendale, Calif.	344	KLVL — Pasadena, Tex.	661
KIFI — Idaho Falls, Idaho	406	KLVT — Leveland, Tex.	657
KIFN — Phoenix, Ariz.	332	KLWN — Lawrence, Kans.	440



KLWT — Lebanon, Mo. ....	504	KOH — Reno, Nev. ....	516
KLX — Oakland, Calif. ....	351	KOIL — Omaha, Neb. ....	515
KLYN — Amarillo, Tex. ....	642	KOIN — Portland, Ore. ....	595
KLZ — Denver, Colo. ....	365	KOJM — Havre, Mont. ....	511
KMA — Shenandoah, Iowa ....	437	KOKX — Keokuk, Iowa ....	435
KMAC — San Antonio, Tex. ....	663	KOL — Seattle, Wash. ....	686
KMAE — McKinney, Tex. ....	658	KOLE — Port Arthur, Tex. ....	662
KMAN — Manhattan, Kans. ....	441	KOLJ — Quanah, Tex. ....	662
KMBC — Kansas City, Mo. ....	503	KOLN — Lincoln, Neb. ....	514
KMEL — Junction, Tex. ....	656	KOLO — Reno, Nev. ....	517
KMBY — Monterey, Calif. ....	351	KOLS — Pryor, Okla. ....	589
KMCM — McMinnville, Ore. ....	594	KOLT — Scottsbluff, Neb. ....	515
KMCO — Conroe, Tex. ....	646	KOMA — Oklahoma City, Okla. ....	588
KMED — Medford, Ore. ....	594	KOME — Tulsa, Okla. ....	589
KMHL — Marshall, Minn. ....	490	KOMO — Seattle, Wash. ....	686
KMHT — Marshall, Tex. ....	658	KOMW — Omak, Wash. ....	684
KMJ — Fresno, Calif. ....	344	KONO — San Antonio, Tex. ....	663
KMLB — Monroe, La. ....	452	KONP — Port Angeles, Wash. ....	685
KMMJ — Grand Island, Neb. ....	513	KOOK — Billings, Mont. ....	509
KMMO — Marshall, Mo. ....	504	KOOL — Phoenix, Ariz. ....	330
KMO — Tacoma, Wash. ....	688	KOOS — Coos Bay, Ore. ....	591
KMOD — Modesto, Calif. ....	350	KOPO — Tucson, Ariz. ....	333
KMON — Great Falls, Mont. ....	510	KOPP — Ogden, Utah ....	669
KMOR — Oroville, Calif. ....	352	KOPR — Butte, Mont. ....	510
KMOX — St. Louis, Mo. ....	507	KORA — Bryan, Tex. ....	645
KMPC — Los Angeles, Calif. ....	350	KORC — Mineral Wells, Tex. ....	659
KMUR — Murray, Utah ....	668	KORE — Eugene, Ore. ....	592
KMUS — Muskogee, Okla. ....	587	KORK — Las Vegas, Nev. ....	516
KMVI — Wailuku-Maui, Hawaii ....	709	KORN — Mitchell, S. D. ....	631
KMYC — Marysville, Calif. ....	350	KOSA — Odessa, Tex. ....	660
KMYR — Denver, Colo. ....	365	KOSE — Osceola, Ark. ....	339
KNAF — Fredericksburg, Tex. ....	651	KOSF — Nacogdoches, Tex. ....	659
KNAK — Salt Lake City, Utah ....	671	KOSY — Texarkana, Ark. ....	340
KNAL — Victoria, Tex. ....	666	KOTA — Rapid City, S. D. ....	631
KNBC — San Francisco, Calif. ....	356	KOTN — Pine Bluff, Ark. ....	339
KNBY — Newport, Ark. ....	339	KOVC — Valley City, N. D. ....	571
KNCM — Moberly, Mo. ....	505	KOVE — Lander, Wyo. ....	703
KNEA — Jonesboro, Ark. ....	337	KOVO — Provo, Utah ....	669
KNEB — Scottsbluff, Neb. ....	515	KOWB — Laramie, Wyo. ....	704
KNED — McAlester, Okla. ....	587	KOWH — Omaha, Neb. ....	515
KNEL — Brady, Tex. ....	645	KOWL — Santa Monica, Calif. ....	361
KNEM — Nevada, Mo. ....	505	KOY — Phoenix, Ariz. ....	332
KNET — Palestine, Tex. ....	661	KPAC — Port Arthur, Tex. ....	662
KNEU — Provo, Utah ....	669	KPAM — Portland, Ore. ....	595
KNEW — Spokane, Wash. ....	687	KPAN — Hereford, Tex. ....	654
KNEX — McPherson, Kans. ....	441	KPAS — Banning, Calif. ....	342
KNGS — Hanford, Calif. ....	344	KPAT — Pampa, Tex. ....	661
KNOE — Monroe, La. ....	453	KPBM — Carlsbad, N. M. ....	525
KNOG — Nogales, Ariz. ....	330	KPBX — Beaumont, Tex. ....	644
KNOR — Norman, Okla. ....	587	KPDN — Pampa, Tex. ....	661
KNOW — Austin, Tex. ....	642	KPDQ — Portland, Ore. ....	597
KNOX — Grand Forks, N. D. ....	570	KPET — Lamesa, Tex. ....	656
KNPT — Newport, Ore. ....	594	KPHO — Phoenix, Ariz. ....	332
KNUJ — New Ulum, Minn. ....	491	KPKW — Pasco, Wash. ....	685
KNUZ — Houston, Tex. ....	654	KPLC — Lake Charles, La. ....	452
KNX — Los Angeles, Calif. ....	350	KPLT — Paris, Tex. ....	661
KOA — Denver, Colo. ....	365	KPMC — Bakersfield, Calif. ....	341
KOAL — Price, Utah ....	669	KPMO — Pomona, Calif. ....	353
KOAM — Pittsburg, Kans. ....	441	KPOA — Honolulu, Hawaii ....	707
KOAT — Albuquerque, N. M. ....	524	KPOC — Pochontas, Ark. ....	339
KOB — Albuquerque, N. M. ....	524	KPOJ — Portland, Ore. ....	597
KOBE — Las Cruces, N. M. ....	525	KPOW — Powell, Wyo. ....	704
KOBK — Owatonna, Minn. ....	491	KPQ — Wenatchee, Wash. ....	689
KOCA — Kilgore, Tex. ....	656	KPRC — Houston, Tex. ....	655
KOCO — Salem, Ore. ....	598	KPRK — Livingston, Mont. ....	511
KOCS — Ontario, Calif. ....	352	KPRL — Paso Robles, Calif. ....	353
KOCY — Oklahoma City, Okla. ....	588	KPRO — Riverside, Calif. ....	353
KODI — Cody, Wyo. ....	703	KPRS — Olathe, Kans. ....	441
KODL — The Dallas, Ore. ....	592	KPST — Preston, Idaho ....	407
KODY — North Platte, Neb. ....	514	KPUG — Bellingham, Wash. ....	682
KOEL — Olewain, Iowa ....	436	KPUY — Puyallup, Wash. ....	685
KOFO — Ottawa, Kans. ....	441	KQV — Pittsburgh, Pa. ....	615
KOGT — Orange, Tex. ....	661	KRAI — Craig, Colo. ....	365

KRAL — Rawlins, Wyo.	704	KSET — El Paso, Tex.	650
KRAM — Las Vegas, Nev.	516	KSEY — Seymour, Tex.	664
KRBA — Luftkin, Tex.	658	KSFA — Nacogdoches, Tex.	659
KRBC — Abilene, Tex.	641	KSFO — San Francisco, Calif.	359
KRCO — Prineville, Ore.	597	KSGM — Ste. Genevieve, Mo.	508
KRCT — Baytown, Tex.	643	KSIB — Creston, Iowa	433
KRDO — Colorado Springs, Colo.	364	KSIG — Crowley, La.	451
KRDU — Dinuba, Calif.	343	KSII — Gladewater, Tex.	653
KRE — Berkeley, Calif.	342	KSIL — Silver City, N. M.	526
KREI — Farmington, Mo.	502	KSIM — Sikeston, Mo.	508
KREL — Baytown, Tex.	643	KSIIW — Woodward, Okla.	590
KREM — Spokane, Wash.	687	KSIX — Corpus Christi, Tex.	647
KREO — Indio, Calif.	347	KSJB — Jamestown, N. D.	570
KRES — St. Joseph, Mo.	505	KSJO — San Jose, Calif.	359
KREW — Sunnyside, Wash.	687	FSJV — Sanger, Calif.	357
KRGV — Weslaco, Tex.	667	KSKY — Dallas, Tex.	648
KRHD — Duncan, Okla.	585	FSL — Salt Lake City, Utah.	671
KRIB — Mason City, Iowa	436	KSLM — Salem, Ore.	598
KRIC — Peaumont, Tex.	644	KSLO — Opelousas, La.	455
KRIG — Odessa, Tex.	660	KSMA — Santa Maria, Calif.	361
KRIO — McAllen, Tex.	658	KSMN — Mason City, Iowa	436
KRIS — Corpus Christi, Tex.	647	KSNY — Snyder, Tex.	665
KRIZ — Phoenix, Ariz.	332	KSO — Des Moines, Iowa	434
KRJF — Miles City, Mont.	511	KSOK — Arkansas City, Kans.	438
KRKD — Los Angeles, Calif.	350	KSON — San Diego, Calif.	355
KRKL — Kirkland, Wash.	684	KSOO — Sioux Falls, S. D.	632
KRKO — Everett, Wash.	683	KSOX — Harlingen, Tex.	654
KRLC — Lewiston, Idaho	406	KSPA — Santa Paula, Calif.	361
KRLD — Dallas, Tex.	648	KSPI — Stillwater, Okla.	589
KRLN — Canon City, Colo.	364	KSPO — Spokane, Wash.	687
KRLW — Walnut Ridge, Ark.	340	KSPR — Caspar, Wyo.	703
KRMD — Shreveport, La.	456	KSPT — Sandpoint, Idaho	408
KRMG — Tulsa, Okla.	590	KSRO — Santa Rosa, Calif.	361
KRMO — Monett, Mo.	505	KSRV — Ontario, Ore.	594
KRNO — San Bernardino, Calif.	355	KSST — Sulphur Springs, Tex.	665
KRNR — Roseburg, Ore.	597	KSTA — Coleman, Tex.	646
KRNT — Des Moines, Iowa	434	KSTB — Breckenridge, Tex.	645
KROC — Rochester, Minn.	493	KSTL — St. Louis, Mo.	507
KROD — El Paso, Tex.	650	KSTN — Stockton, Calif.	361
KROF — Abbeville, La.	450	KSTP — St. Paul-Minneapolis, Minn.	493
KROG — Sonora, Calif.	361	KSTR — Trinidad, Colo.	369
KROP — Brawley, Calif.	342	KSTT — Davenport, Iowa	433
KROS — Clinton, Iowa	433	KSTV — Stephenville, Tex.	665
KROW — Oakland, Calif.	351	KSUB — Cedar City, Utah	668
KROX — Crookston, Minn.	488	KSUE — Susanville, Calif.	362
KROY — Sacramento, Calif.	354	KSUM — Fairmont, Minn.	489
KRPL — Moscow, Idaho	407	KSUN — Bisbee, Ariz.	329
KRRV — Sherman Dennison, Tex.	664	KSVC — Richfield, Utah	669
KRSC — Seattle, Wash.	683	K3VP — Artesia, N. M.	524
KRSN — Los Alamos, N. M.	526	KSWA — Graham, Tex.	653
KRTN — Raton, N. M.	526	KSWB — Yuma, Ariz.	333
KRUL — Corvallis, Ore.	592	KSWI — Council Bluffs, Iowa	433
KRUN — Ballinger, Tex.	643	KSWM — Joplin, Mo.	503
KRUS — Ruston, La.	455	KSWO — Lawton, Okla.	586
KRUX — Phoenix, Ariz.	332	KSW5 — Roswell, N. M.	526
KRVN — Lexington, Neb.	513	KSYC — Yreka, Calif.	363
KRXK — Rexburg, Idaho	407	KSYL — Alexandria, La.	450
KRXL — Roseburg, Ore.	598	KTAE — Taylor, Tex.	665
KSAL — Salina, Kans.	442	KTAN — Sherman, Tex.	664
KSAM — Huntsville, Tex.	656	KTAR — Phoenix, Ariz.	332
KSAN — San Francisco, Calif.	356	KTAT — Frederick, Okla.	586
FSBW — Salinas, Calif.	354	KTBB — Tyler, Tex.	665
KSCB — Liberal, Kans.	441	KTEC — Austin, Tex.	642
KSCJ — S'oux City, Iowa	437	KTBI — Tacoma, Wash.	688
FSCO — Santa Cruz, Calif.	361	KTBS — Shreveport, La.	456
KSD — St. Louis, Mo.	507	KTEL — Walla Walla, Wash.	688
KSDN — Aberdeen, S. D.	630	KTEM — Temple, Texas	665
KSDO — San Diego, Calif.	355	KTER — Terrell, Tex.	665
KSEI — Pocatello, Idaho	407	KTFI — Twin Falls, Idaho	408
KSEK — Pittsburg, Kans.	442	KTFS — Texarkana, Tex.	666
KSEL — Lubbock, Tex.	657	KTFY — Brownfield, Tex.	645
KSEM — Moses Lake, Wash.	684	KTHS — Hot Springs, Ark.	336
KSEO — Durant, Okla.	586	KTHT — Houston, Tex.	655

KTIL — Tillamook, Ore.	598	KVMV — Twin Falls, Idaho	408
KTIM — San Rafael, Calif.	360	KVNI — Coeur D'Alene, Idaho	406
KTIP — Porterville, Calif.	353	KVNU — Logan, Utah	668
KTJS — Hobart, Okla.	586	KVOA — Tucson, Ariz.	333
KTKN — Ketchikan, Alaska	706	KVOB — Alexandria, La.	450
KTKR — Taft, Calif.	362	KVOC — Casper, Wyo.	703
KTKT — Tucson, Ariz.	333	KVOD — Denver, Colo.	365
KTLN — Denver, Colo.	365	KVOE — Santa Ana, Calif.	360
KT LW — Texas City, Tex.	665	KVOG — Ogden, Utah	669
KTMC — McAlester, Okla.	587	KVOL — Lafayette, La.	452
KTMS — Santa Barbara, Calif.	360	KVON — Napa, Calif.	351
KTNM — Tuchumcari, N. M.	527	KVOO — Tulsa, Okla.	590
KTOE — Mankato, Minn.	489	KVOP — Plainville, Tex.	662
KTOH — Lihue-Kauai, Hawaii	707	KVOR — Colorado Springs, Colo.	364
KTOK — Oklahoma City, Okla.	588	KVOS — Bellingham, Wash.	682
KTOP — Topeka, Kans.	442	KVOU — Uvalde, Tex.	666
KTOW — Oklahoma City, Okla.	588	KVOV — Littlefield, Tex.	657
KTRB — Modesto, Calif.	351	KVOX — Moorhead, Minn.	491
KTRC — Santa Fe, N. M.	526	KVRC — Arkadelphia, Ark.	334
KTRE — Lufkin, Tex.	658	KVRH — Salida, Colo.	368
KTRF — Thief River Falls, Minn.	495	KVRS — Rock Springs, Wyo.	704
KTRH — Houston, Tex.	655	KVSF — Santa Fe, N. M.	526
KTRI — Sioux City, Iowa	437	KVSM — San Mateo, Calif.	360
KTRM — Beaumont, Tex.	644	KVSO — Ardmore, Okla.	585
KTRN — Wichita Falls, Tex.	668	KVVC — Ventura, Calif.	363
KTRY — Bastrop, La.	450	KVWC — Vernon, Tex.	666
KTSA — San Antonio, Tex.	664	KWAD — Wadena, Minn.	495
KTSM — El Paso, Tex.	650	KWAK — Stuttgart, Ark.	340
KT SW — Emporia, Kans.	439	KWAL — Wallace, Idaho	408
KTTR — Rolla, Mo.	505	KWAT — Watertown, S. D.	632
KTTS — Springfield, Mo.	508	KWBB — Wichita, Kans.	443
KTUC — Tucson, Ariz.	333	KWBC — Fort Worth, Tex.	651
KTUL — Tulsa, Okla.	590	KWBE — Beatrice, Neb.	512
KTUR — Turlock, Calif.	362	KWBG — Boone, Iowa	432
KTW — Seattle, Wash.	686	KWBM — Williston, N. D.	572
KTXC — Big Spring, Tex.	644	KWBR — Oakland, Calif.	351
KT XJ — Jasper, Tex.	656	KWBW — Corpus Christi, Tex.	647
KT XL — San Angelo, Tex.	663	KWBW — Hutchinson, Kans.	440
KT XN — Austin, Tex.	643	KWCB — Searcy, Ark.	340
KT YL — Mesa, Ariz.	330	KWCJ — Natchitoches, La.	453
KUBA — Yuba City, Calif.	364	KWCO — Chickasha, Okla.	585
KUBC — Montrose, Colo.	368	KWCR — Cedar Rapids, Iowa	432
KUGN — Eugene, Ore.	592	KWDM — Des Moines, Iowa	434
KUIN — Grants Pass, Ore.	593	KWED — Sequin, Tex.	664
KUJ — Walla Walla, Wash.	688	KWEI — Weiser, Idaho	409
KUKI — Ukiah, Calif.	362	KWEM — West Memphis, Ark.	340
KULA — Honolulu, Hawaii	707	KWEW — Hobbs, N. M.	525
KULE — Ephrata, Wash.	683	KWFC — Hot Springs, Ark.	336
KULP — El Campo, Tex.	649	KWFT — Wichita Falls, Tex.	668
KUNO — Corpus Christi, Tex.	647	KWG — Stockton, Calif.	362
KUOA — Siloam Springs, Ark.	340	KWGB — Goodland, Kans.	439
KURV — Edinburg, Tex.	649	KWHI — Brenham, Tex.	645
KUTA — Salt Lake City, Utah	671	KWHK — Hutchinson, Kans.	440
KVAL — Brownsville, Tex.	645	KWHN — Ft. Smith, Ark.	336
KVAN — Vancouver, Wash.	688	KWHW — Altus, Okla.	585
KVAS — Astoria, Ore.	591	KWIE — Kennewick, Wash.	684
KVBC — Farmington, N. M.	525	KWK — Pocatello, Idaho	407
KVCV — Redding, Calif.	353	KWIL — Albany, Ore.	591
KVEC — San Luis Obispo, Calif.	359	KWIN — Ashland, Ore.	591
KVEN — Ventura, Calif.	363	KWJB — Globe, Ariz.	330
KVER — Albuquerque, N. M.	524	KWJJ — Portland, Ore.	597
KVET — Austin, Tex.	643	KWKC — Abilene, Tex.	641
KVFD — Ft. Dodge, Iowa	435	KWK — St. Louis, Mo.	507
KVGB — Great Bend, Kans.	440	KWKH — Shreveport, La.	456
KVI — Seattle, Wash.	686	KWKW — Pasadena, Calif.	352
KVIC — Victoria, Tex.	667	KWLK — Longview, Wash.	684
KVIM — New Iberia, La.	453	KWLM — Willmar, Minn.	495
KVKM — Monahans, Tex.	659	KWNO — Winona, Minn.	495
KVLC — Little Rock, Ark.	337	KWNW — Wenatchee, Wash.	689
KVLF — Alpine, Tex.	641	KWOA — Worthington, Minn.	495
KVLH — Pauls Valley, Okla.	589	KWOC — Poplar Bluff, Mo.	505
KVMA — Magnolia, Ark.	339	KWOE — Clinton, Okla.	585
KVMC — Colorado City, Tex.	646	KWON — Bartlesville, Okla.	585



KWOR — Worland, Wyo.	704	WABJ — Adrian, Mich.	475
KWOS — Jefferson City, Mo.	502	WABM — Houlton, Me.	457
KWPC — Muscatine, Iowa	436	WABY — Albany, N. Y.	527
KWPM — West Plains, Mo.	509	WABZ — Albemarle, N. C.	555
KWRC — Pendleton, Ore.	594	WACA — Camden, S. C.	625
KWRE — Warrenton, Mo.	509	WACB — Kittanning, Pa.	606
KWRL — Riverton, Wyo.	704	WACE — Chicopee-Springfield, Mass.	468
KWRN — Reno, Nev.	517	WACL — Waycross, Ga.	405
KWRO — Coquille, Ore.	592	WACO — Waco, Tex.	667
KWSD — Mt. Shasta, Calif.	351	WACR — Columbus, Miss.	496
KWSH — Wewaka, Okla.	590	WADC — Akron, O.	572
KWSL — Lake Charles, La.	452	WADE — Wadesboro, N. C.	567
KWSO — Wasco, Calif.	363	WAEB — Allentown, Pa.	598
KWTC — Barstow, Calif.	342	WAEL — Mayaguez, P. R.	709
KWTO — Springfield, Mo.	509	WAFB — Baton Rouge, La.	450
KWTX — Waco, Tex.	667	WAGA — Atlanta, Ga.	393
KWWL — Waterloo, Iowa	438	WAGC — Chattanooga, Tenn.	633
KWYO — Sheridan, Wyo.	704	WAGE — Syracuse, N. Y.	552
KXA — Seattle, Wash.	687	WAGF — Dothan, Ala.	324
KXAR — Hope, Ark.	336	WAGM — Presque Isle, Me.	459
KXEL — Waterloo, Iowa	438	WAIM — Anderson, S. C.	624
KXEO — Mexico, Mo.	504	WAIN — Columbia, Ky.	444
KXGI — Ft. Madison, Iowa	435	WAIR — Winston-Salem, N. C.	568
KXGN — Glendive, Mont.	510	WAIT — Chicago, Ill.	411
KXIC — Iowa City, Iowa	435	WAJR — Morgantown, W. Va.	693
KXIT — Dalhart, Tex.	647	WAKE — Greenville, S. C.	627
KXJK — Forrest City, Ark.	335	WAKN — Aiken, S. C.	624
KXL — Portland, Ore.	597	WAKR — Akron, O.	572
KXLA — Pasadena, Calif.	352	WAKU — Latrobe, Pa.	607
KXLE — Ellensburg, Wash.	683	WALA — Mobile, Ala.	327
KXLF — Butte, Mont.	510	WALB — Albany, Ga.	391
KXLJ — Helena, Mont.	511	WALD — Wallerboro, S. C.	630
KXLK — Great Falls, Mont.	511	WALE — Fall River, Mass.	468
KXLL — Missoula, Mont.	512	WALK — Patchogue, N. Y.	549
KXLO — Lewiston, Mont.	511	WALL — Middletown, N. Y.	537
KXLQ — Bozeman, Mont.	510	WALT — Tampa, Fla.	390
KXLR — Little Rock, Ark.	337	WAML — Laurel, Miss.	499
KXLW — St. Louis, Mo.	507	WAMS — Wilmington, Del.	376
KXLY — Spokane, Wash.	687	WAND — Canton, O.	574
KXO — El Centro, Calif.	343	WANE — Ft. Wayne, Ind.	426
KXOA — Sacramento, Calif.	354	WANN — Annapolis, Mo.	459
KXOB — Stockton, Calif.	362	WANS — Anderson, S. C.	624
KXOC — Chico, Calif.	342	WANF — Richmond, Va.	678
KXOK — St. Louis, Mo.	507	WAOV — Vincennes, Ind.	431
KXOL — Fort Worth, Tex.	651	WAPA — San Juan, P. R.	710
KXOX — Sweetwater, Tex.	665	WAPF — McComb, Miss.	499
KXRA — Alexander, Minn.	467	WAPI — Birmingham, Ala.	322
KXRJ — Russellville, Ark.	340	WAPO — Chattanooga, Tenn.	633
KXRN — Renton, Wash.	685	WAPX — Montgomery, Ala.	327
KXRO — Aberdeen, Wash.	682	WARA — Attleboro, Mass.	465
KXRX — San Jose, Calif.	359	WARC — Rochester, N. Y.	551
KXXX — Colby, Kans.	439	WARD — Johnstown, Pa.	606
KXYZ — Houston, Tex.	655	WARE — Ware, Mass.	473
KYA — San Francisco, Calif.	357	WARK — Hagerstown, Md.	464
KYAK — Yakima, Wash.	689	WARL — Arlington, Va.	673
KYCA — Prescott, Ariz.	332	WARM — Scranton, Pa.	617
KYJC — Medford, Ore.	594	WASK — Lafayette, Ind.	428
KYMA — Yuma, Ariz.	334	WASA — Havre De Grace, Md.	464
KYNO — Fresno, Calif.	344	WASL — Annapolis, Md.	459
KYOR — Blythe, Calif.	342	WATA — Boone, N. C.	556
KYOS — Merced, Calif.	350	WATC — Gaylord, Mich.	481
KYOU — Greeley, Colo.	367	WATG — Ashland, O.	573
KYSM — Mankato, Minn.	489	WATH — Athens, O.	573
KYUM — Yuma, Ariz.	334	WATK — Antigo, Wis.	695
KYW — Philadelphia, Pa.	609	WATL — Atlanta, Ga.	393
WAAA — Winston-Salem, N. C.	568	WATM — Atmore, Ala.	321
WAAB — Worcester, Mass.	473	WATN — Watertown, N. Y.	553
WAAF — Chicago, Ill.	410	WATO — Oak Ridge, Tenn.	640
WAAT — Newark, N. J.	520	WATR — Waterbury, Conn.	375
WABA — Aquadilla, P. R.	709	WATS — Sayre, Pa.	617
WABB — Mobile, Ala.	326	WATT — Cadillac, Mich.	478
WABG — Greenwood, Miss.	497	WATW — Ashland, Wis.	695
WABI — Bangor, Me.	457	WATZ — Alpena, Mich.	475



WAUD — Auburn, Ala. ....	322	WBSR — Pensacola, Fla. ....	388
WAUG — Augusta, Ga. ....	395	WBT — Charlotte, N. C. ....	556
WAUX — Waukesha, Wis. ....	702	WBTA — Batavia, N. Y. ....	528
WAVA — Ava, Ill. ....	409	WBTH — Williamson, W. Va. ....	694
WAVE — Louisville, Ky. ....	446	WBTM — Danville, Va. ....	675
WAVL — Apollo, Pa. ....	600	WBUD — Trenton, N. J. ....	522
WAVU — Albertville, Ala. ....	321	WBUD — Morrisville, Pa. ....	609
WAVZ — New Haven, Conn. ....	373	WBUT — Butler, Pa. ....	601
WAYB — Waynesboro, Va. ....	681	WBUX — Doylestown, Pa. ....	602
WAYN — Rockingham, N. C. ....	565	WBUY — Lexington, N. C. ....	562
WAYS — Charlotte, N. C. ....	556	WBVP — Beaver Falls, Pa. ....	600
WAYX — Waycross, Ga. ....	405	WBYS — Canton, Ill. ....	410
WAZF — Yazoo City, Miss. ....	501	WEZ-WBZA — Boston-Springfield, Mass. ....	465
WAZL — Hazleton, Pa. ....	605	WEZA-WBZ — Springfield-Boston, Mass. ....	472
WBAC — Cleveland, Tenn. ....	634	WCAE — Pittsburgh, Pa. ....	615
WBAL — Baltimore, Md. ....	461	WCAM — Camden, N. J. ....	520
WBAP — Fort Worth, Tex. ....	651	WCAO — Baltimore, Md. ....	461
WBAT — Marion, Ind. ....	429	WCAP — Lowell, Mass. ....	471
WBAX — Wilkes-Barre, Pa. ....	619	WCAR — Pontiac, Mich. ....	485
WBAY — Green Bay, Wis. ....	696	WCAU — Philadelphia, Pa. ....	611
WBBB — Burlington, N. C. ....	556	WCAV — Norfolk, Va. ....	677
WBBC — Flint, Mich. ....	480	WCAW — Charleston, W. Va. ....	690
WBBM — Chicago, Ill. ....	411	WCAX — Burlington, Vt. ....	672
WBBO — Forest City, N. C. ....	559	WCAY — Carthage, Ill. ....	410
WBBQ — Augusta, Ga. ....	395	WCBA — Corning, N. Y. ....	531
WBBW — Youngstown, O. ....	584	WCBC — Anderson, Ind. ....	424
WBBZ — Ponca City, Okla. ....	589	WCBD — Chicago, Ill. ....	413
WBCK — Battle Creek, Mich. ....	476	WCBI — Columbus, Miss. ....	497
WBCM — Bay City, Mich. ....	476	WCBM — Baltimore, Md. ....	461
WBCO — Bessemer-Birmingham, Ala. ....	322	WCBS — New York, N. Y. ....	537
WBCU — Union, S. C. ....	630	WCBT — Roanoke Rapids, N. C. ....	565
WBEC — Pittsfield, Mass. ....	471	WCCC — Hartford, Conn. ....	372
WBEJ — Elizabethton, Tenn. ....	634	WCCO — Minneapolis, Minn. ....	490
WBEL — Beloit, Wis. ....	695	WCCM — Lawrence, Mass. ....	470
WBEN — Buffalo, N. Y. ....	529	WCCP — Savannah, Ga. ....	402
WBET — Brockton, Mass. ....	468	WC DL — Carbondale, Pa. ....	601
WBEV — Beaver Dam, Wis. ....	695	WC DT — Winchester, Tenn. ....	641
WBEX — Chillicothe, O. ....	574	WCEC — Rocky Mount, N. C. ....	565
WBGE — Atlanta, Ga. ....	393	WCED — Dubois, Pa. ....	602
WBGR — Jessup, Ga. ....	400	WC EM — Cambridge, Md. ....	463
WBHB — Fitzgerald, Ga. ....	399	WC EN — Mt. Pleasant, Mich. ....	484
WBHF — Cartersville, Ga. ....	397	WC FL — Chicago, Ill. ....	411
WBHP — Huntsville, Ala. ....	326	WC FV — Clifton Forge, Va. ....	674
WBIG — Greensboro, N. C. ....	560	WC HA — Chambersburg, Pa. ....	601
WBIP — Booneville, Miss. ....	496	WC HS — Charleston, W. Va. ....	690
WBIR — Knoxville, Tenn. ....	636	WC HV — Charlottesville, Va. ....	674
WBIS — Bristol, Conn. ....	371	WC IL — Carbondale, Ill. ....	410
WBIV — Bedford, Ind. ....	424	WC JU — Columbia, Miss. ....	496
WBIZ — Eau Claire, Wis. ....	695	WC KB — Dunn, N. C. ....	557
WBKV — West Bend, Wis. ....	703	WC KY — Cincinnati, O. ....	574
WBLJ — Dalton, Ga. ....	399	WC LC — Flint, Mich. ....	480
WBLK — Clarksburg, W. Va. ....	691	WC LI — Corning, N. Y. ....	531
WBLT — Bedford, Va. ....	673	WC LD — Cleveland, Miss. ....	496
WBMD — Baltimore, Md. ....	461	WC LO — Jenesville, Wis. ....	697
WBML — Macon, Ga. ....	401	WC LT — Newark, O. ....	581
WBNL — Boonville, Ind. ....	425	WC MA — Corinth, Miss. ....	497
WBNS — Columbus, O. ....	577	WC MB — Lemoyne, Pa. ....	607
WB NX — New York, N. Y. ....	537	WC MC — Wildwood, N. J. ....	523
WB NY — Buffalo, N. Y. ....	529	WC MI — Ashland, Ky. ....	443
WBOB — Galax, Va. ....	675	WC MN — Areoibo, P. R. ....	709
WBOC — Salisbury, Md. ....	465	WC MW — Canton, O. ....	574
WBOK — New Orleans, La. ....	454	WC NB — Connorsville, Ind. ....	425
WBOW — Terre Haute, Ind. ....	430	WC NC — Elizabeth City, N. C. ....	558
WB PZ — Lock Haven, Pa. ....	608	WC NH — Quincy, Fla. ....	388
WBRC — Birmingham, Ala. ....	322	WC NR — Bloomsburg, Pa. ....	600
WB RD — Ft. Lauderdale, Fla. ....	380	WC NT — Centralia, Ill. ....	410
WB RE — Wilkes-Barre, Pa. ....	619	WC NU — Crestview, Fla. ....	379
WB RK — Pittsfield, Mass. ....	472	WC NX — Middletown, Conn. ....	373
WB RM — Marion, N. C. ....	563	WC OA — Pensacola, Fla. ....	388
WB RW — Welch, W. Va. ....	694	WC OC — Meridian, Miss. ....	499
WBRY — Waterbury, Conn. ....	375	WC OG — Greensboro, N. C. ....	559
WB SC — Bennettsville, S. C. ....	625	WC OH — Newman, Ga. ....	401
WB SM — New Bedford, Mass. ....	471	WC OJ — Coatesville, Pa. ....	602

WCOL — Columbus, O.	578	WDUN — Gainesville, Ga.	400
WCOM — Parkersburg, W. Va.	693	WDUZ — Green Bay, Wis.	696
WCOP — Boston, Mass.	465	WDVA — Danville, Va.	675
WCOR — Lebanon, Tenn.	637	WDWD — Dawson, Ga.	399
WCOS — Columbia, S. C.	626	WDWS — Champaign, Ill.	410
WCOU — Lewiston, Me.	457	WDXB — Chattanooga, Tenn.	634
WCOV — Montgomery, Ala.	327	WDXE — Lawrenceburg, Tenn.	637
WCOW — South St. Paul, Minn.	493	WDXI — Jackson, Tenn.	635
WCPA — Clearfield, Pa.	602	WDYK — Cumberland, Md.	463
WCPM — Cumberland, Ky.	445	WDZ — Decatur, Ill.	416
WCPO — Cincinnati, O.	574	WEAB — Greer, S. C.	628
WCPS — Tarboro, N. C.	566	WEAM — Arlington, Va.	673
WCRA — Effingham Ill.	416	WEAR — Pensacola, Fla.	388
WCRB — Walltham, Mass.	473	WEAN — Providence, R. I.	623
WCRI — Scottsboro, Ala.	328	WEAS — Atlanta-Decatur, Ga.	393
WCRK — Morristown, Tenn.	639	WEAT — Lake Worth, Fla.	383
WCRO — Johnstown, Pa.	606	WEAU — Eau Claire, Wis.	696
WCRS — Greenwood, S. C.	628	WEAV — Plattsburg, N. Y.	549
WCRW — Chicago, Ill.	413	WEBC — Duluth, Minn.	488
WCSC — Charleston, S. C.	625	WEBJ — Brewton, Ala.	323
WCSE — Portland, Me.	459	WEBK — Tampa, Fla.	390
WCSL — Columbus, Ind.	425	WEBQ — Harrisburg, Ill.	417
WCSS — Amsterdam, N. Y.	528	WEBR — Buffalo, N. Y.	529
WCTA — Andalusia, Ala.	321	WEDC — Chicago, Ill.	413
WCTC — New Brunswick, N. J.	522	WEDO — McKeesport, Pa.	608
WCTT — Corbin, Ky.	444	WEDR — Birmingham, Ala.	322
WCUE — Akron, O.	573	WEEB — Southern Pines, N. C.	566
WCUM — Cumberland, Md.	463	WEED — Rocky Mount, N. C.	565
WCVA — Culpeper, Va.	674	WEEI — Boston, Mass.	467
WCVI — Connellsville, Pa.	602	WEEK — Peoria, Ill.	420
WCVS — Springfield, Ill.	422	WEEU — Reading, Pa.	616
WCYB — Bristol, Va.	674	WEGO — Concord, N. C.	557
WDAD — Indiana, Pa.	606	WEIM — Fitchburg, Mass.	469
WDAE — Tampa, Fla.	390	WEIR — Weirton, W. Va.	694
WDAF — Kansas City, Mo.	504	WEKR — Fayetteville, Tenn.	635
WDAK — Columbus, Ga.	397	WEKZ — Monroe, Wis.	700
WDAN — Danville, Ill.	415	WELC — Welch, W. Va.	694
WDAR — Savannah, Ga.	402	WELL — New Haven, Conn.	374
WDAS — Philadelphia, Pa.	611	WELL — Battle Creek, Mich.	476
WDAY — Fargo, N. D.	569	WELM — Elmira, N. Y.	531
WDPC — Escanaba, Mich.	480	WELO — Tupelo, Miss.	500
WDBJ — Roanoke, Va.	680	WELP — Easley, S. C.	627
WDEL — Springfield, Tenn.	640	WELR — Roanoke, Ala.	328
WDBO — Orlando, Fla.	386	WELS — Kinston, N. C.	562
WDPQ — Dubuque, Iowa	435	WEMP — Milwaukee, Wis.	699
WDEC — Americus, Ga.	391	WENA — Bayamon, P. R.	709
WDEF — Chattanooga, Tenn.	633	WENC — Whiteville, N. C.	567
WDEL — Wilmington, Del.	376	WENE — Binghamton-Endicott, N. Y.	528
WDEM — Providence, R. I.	623	WENK — Union City, Tenn.	640
WDEV — Waterbury, Vt.	673	WENR — Chicago, Ill.	413
WDGY — Minneapolis, Minn.	490	WENT — Johnstown-Gloversville, N. Y.	535
WDHL — Bradenton, Fla.	379	WENY — Elmira, N. Y.	533
WDIA — Memphis, Tenn.	638	WEOA — Evansville, Ind.	425
WDIG — Dothan, Ala.	324	WEOK — Poughkeepsie, N. Y.	549
WDKD — Kingstree, S. C.	628	WEOL — Elyria-Lorain, O.	579
WDLA — Walton, N. Y.	553	WEPM — Martinsburg, W. Va.	692
WDLB — Marshfield, Wis.	698	WERC — Erie, Pa.	602
WDLP — Panama City, Fla.	387	WERD — Atlanta, Ga.	393
WDMG — Douglas, Ga.	399	WERE — Cleveland, O.	575
WDMJ — Marquette, Mich.	484	WERH — Hamilton, Ala.	326
WDNC — Durham, N. C.	557	WERI — Westerly, R. I.	624
WDNE — Elkins, W. Va.	691	WESA — Charleroi, Pa.	601
WDOD — Chattanooga, Tenn.	633	WESB — Bradford, Pa.	600
WDOK — Cleveland, O.	575	WESC — Greenville, S. C.	627
WDOR — Sturgeon Bay, Wis.	701	WEST — Easton, Pa.	602
WDOS — Oneonta, N. Y.	547	WESX — Salem, Mass.	472
WDOV — Dover, Del.	376	WETB — Johnson City, Tenn.	636
WDRG — Hartford, Conn.	372	WETO — Gadsden, Ala.	325
WDSC — Dillon, S. C.	626	WEVD — New York, N. Y.	539
WDSG — Dyersburg, Tenn.	634	WEVE — Eveleth, Minn.	488
WDSM — Superior, Wis.	701	WEW — St. Louis, Mo.	507
WDSR — Lake City, Fla.	383	WEWO — Laurinburg, N. C.	562
WDSU — New Orleans, La.	454	WEXL — Royal Oak, Mich.	486

WFAA — Dallas, Tex.	648	WGBS — Miami, Fla.	384
WFAI — Fayetteville, N. C.	558	WGCB — Red Lion, Pa.	617
WFAU — White Plains, N. Y.	554	WGCD — Chester, S. C.	626
WFAU — Augusta, Me.	456	WGCM — Gulfport, Miss.	497
WFAX — Falls Church, Va.	675	WGEM — Quincy, Ill.	421
WFBC — Greenville, S. C.	627	WGES — Chicago, Ill.	413
WFBG — Altoona, Pa.	599	WGET — Gettysburg, Pa.	603
WFBM — Syracuse, N. Y.	552	WGEZ — Beloit, Wis.	695
WFBM — Indianapolis, Ind.	427	WGFQ — Kalamazoo, Mich.	483
WFBR — Baltimore, Md.	461	WGGG — Gainesville, Ga.	400
WFCB — Dunkirk, N. Y.	531	WGGG — Gainesville, Fla.	381
WFDF — Flint, Mich.	481	WGGH — Marion, Ill.	418
WFEA — Manchester, N. H.	518	WGH — Newport News, Va.	677
WFEF — Sylacauga, Ala.	328	WGHN — Grand Haven, Mich.	481
WFEC — Miami, Fla.	384	WGIG — Brunswick, Ga.	396
WFGM — Fitchburg, Mass.	469	WGJL — Galesburg, Ill.	417
WFGN — Gaffney, S. C.	627	WGVV — Charlotte, N. C.	557
WFHG — Bristol, Va.	674	WGKV — Charleston, W. Va.	690
WFHR — Wisconsin Rapids, Wis.	703	WGL — Ft. Wayne, Ind.	426
WFIG — Sumter, S. C.	630	WGLS — Decatur, Ga.	399
WFIL — Philadelphia, Pa.	613	WGMS — Washington, D. C.	377
WFIN — Findlay, O.	579	WGN — Chicago, Ill.	413
WFKY — Frankfort, Ky.	445	WGNC — Gastonia, N. C.	559
WFLA — Tampa, Fla.	390	WGNI — Wilmington, N. C.	567
WFLB — Fayetteville, N. C.	558	WGNR — New Rochelle, N. Y.	537
WFLO — Farmville, Va.	675	WGNS — Murfreesboro, Tenn.	639
WFMC — Goldsboro, N. C.	559	WGNV — Newburgh, N. Y.	537
WFMD — Frederick, Md.	463	WGOV — Valdosta, Ga.	404
WFMH — Cullman, Ala.	323	WGPA — Bethlehem, Pa.	600
WFMJ — Youngstown, O.	584	WGPC — Albany, Ga.	391
WFMW — Madisonville, Ky.	447	WGR — Buffalo, N. Y.	529
WFNC — Fayetteville, N. C.	558	WGRA — Cairo, Ga.	396
WFNS — Burlington, N. C.	556	WGRG — Louisville, Ky.	446
WFOM — Marietta, Ga.	401	WGRD — Grand Rapids, Mich.	481
WFOR — Hattiesburg, Miss.	498	WGRM — Greenwood, Miss.	497
WFOX — Milwaukee, Wis.	699	WGRQ — Bay City, Mich.	476
WFOY — St. Augustine, Fla.	388	WGRV — Greeneville, Tenn.	635
WFPA — Ft. Payne, Ala.	325	WGRY — Gary, Ind.	426
WFPG — Atlantic City, N. J.	520	WGSM — Huntington, N. Y.	534
WFPM — Fort Valley, Ga.	400	WGST — Atlanta, Ga.	392
WFRC — Reidsville, N. C.	564	WGSV — Guntersville, Ala.	325
WFRL — Freeport, Ill.	417	WGTA — Summerville, Ga.	403
WFRO — Fremont, O.	579	WGTC — Greenville, N. C.	560
WFRP — Savannah, Ga.	402	WGTL — Kannapolis, N. C.	562
WFRX — West Frankfort, Ill.	425	WGTM — Wilson, N. C.	568
WFTC — Kinston, N. C.	562	WGTN — Georgetown, S. C.	627
WFTL — Ft. Lauderdale, Fla.	380	WGUY — Bangor, Me.	457
WFTM — Maysville, Ky.	448	WGVA — Geneva, N. Y.	533
WFTF — Front Royal, Va.	675	WGVV — Greenville, Miss.	497
WFUL — Fulton, Ky.	445	WGWG — Selma, Ala.	328
WFUN — Huntsville, Ala.	326	WGWD — Gadsden, Ala.	325
WFUR — Grand Rapids, Mich.	481	WGWR — Asheboro, N. C.	555
WFVA — Fredericksburg, Va.	675	WGY — Schenectady, N. Y.	552
WVFG — Fuquay Springs, N. C.	559	WGYV — Greenville, Ala.	325
WVFC — Alam, Mich.	475	WHA — Madison, Wis.	697
WGAA — Cedartown, Ga.	397	WHAI — Greenfield, Mass.	470
WGAC — Augusta, Ga.	395	WHAK — Rogers City, Mich.	486
WGAD — Gadsden, Ala.	325	WHAL — Shelbyville, Tenn.	640
WGAF — Valdosta, Ga.	404	WHAM — Rochester, N. Y.	549
WGAI — Elizabeth City, N. C.	558	WHAN — Charleston, S. C.	625
WGAL — Lancaster, Pa.	606	WHAP — Hopewell, Va.	676
WGAN — Portland, Me.	458	WHAR — Clarksburg, W. Va.	691
WGAP — Maryville, Tenn.	637	WHAS — Louisville, Ky.	446
WGAR — Cleveland, O.	575	WHAT — Philadelphia, Pa.	611
WGAT — Utica, N. Y.	553	WHAV — Haverhill, Mass.	470
WGAU — Athens, Ga.	391	WHAW — Weston, W. Va.	694
WGAZ — Silver Springs, Md.	465	WHAY — New Britain, Conn.	373
WGBA — Columbus, Ga.	397	WHB — Kansas City, Mo.	504
WGBB — Freeport, N. Y.	533	WHBB — Selma, Ala.	328
WGEF — Evansville, Ind.	425	WHBC — Canton, O.	574
WGBI — Scranton, Pa.	617	WHBF — Rock Island, Ill.	422
WGBG — Greensboro, N. C.	560	WHBI — Newark, N. J.	521
WGBR — Goldsboro, N. C.	559	WHBL — Sheboygan, Wis.	701



WHBO — Tampa, Fla. ....	390	WHYN — Holyoke, Mass. ....	470
WHBQ — Memphis, Tenn. ....	638	WHYU — Newport News, Va. ....	677
WHBS — Huntsville, Ala. ....	326	WIAC — San Juan, P. R. ....	711
WHBT — Harriman, Tenn. ....	635	WIAM — Williamston, N. C. ....	567
WHBU — Anderson, Ind. ....	424	WIBA — Madison, Wis. ....	697
WHBY — Appleton, Wis. ....	695	WIBB — Macon, Ga. ....	401
WHCC — Waynesville, N. C. ....	567	WIBC — Indianapolis, Ind. ....	427
WHCU — Ithaca, N. Y. ....	534	WIBG — Philadelphia, Pa. ....	613
WHDF — Houghton, Mich. ....	482	WIBK — Knoxville, Tenn. ....	636
WHDH — Boston, Mass. ....	468	WIBM — Jackson, Mich. ....	483
WHDL — Olean, N. Y. ....	547	WIBR — Baton Rouge, La. ....	450
WHEB — Portsmouth, N. H. ....	519	WIBU — Poynette, Wis. ....	700
WHEC — Rochester, N. Y. ....	551	WIBV — Belleville, Ill. ....	409
WHED — Washington, N. C. ....	567	WIBW — Topeka, Kans. ....	442
WHEE — Boston, Mass. ....	467	WIBX — Utica, N. Y. ....	553
WHFB — Benton Harbor, Mich. ....	476	WICA — Ashtabula, O. ....	573
WHFC — Chicago, Ill. ....	413	WICC — Bridgeport, Conn. ....	371
WHGB — Harrisburg, Pa. ....	603	WICH — Norwich, Conn. ....	374
WHHH — Warren, O. ....	584	WICY — Malone, N. Y. ....	535
WHHM — Memphis, Tenn. ....	638	WIDE — Biddeford, Me. ....	457
WHIM — Providence, R. I. ....	623	WIEL — Elizabethtown, Ky. ....	445
WHIN — Gallatin, Tenn. ....	635	WIFM — Elkin, N. C. ....	558
WHIO — Dayton, O. ....	578	WIGM — Medford, Wis. ....	698
WHIP — Mooresville, N. C. ....	563	WIHL — Hammond, La. ....	451
WHIR — Danville, Ky. ....	445	WIKB — Iron River, Mich. ....	482
WHIS — Bluefield, W. Va. ....	690	WIKC — Bogalusa, La. ....	451
WHIT — New Bern, N. C. ....	563	WIKK — Erie, Pa. ....	603
WHIZ — Zanesville, O. ....	584	WIKY — Evansville, Ind. ....	425
WHJB — Greensburg, Pa. ....	603	WIL — St. Louis, Mo. ....	508
WHJC — Mateswan, W. Va. ....	692	WILD — Birmingham, Ala. ....	322
WHK — Cleveland, O. ....	575	WILE — Cambridge, O. ....	573
WHKC — Columbus, O. ....	578	WILK — Wilkes-Barre, Pa. ....	619
WHKK — Akron, O. ....	573	WILM — Wilmington, Del. ....	376
WHKP — Hendersonville, N. C. ....	561	WILS — Lansing, Mich. ....	483
WHKY — Hickory, N. C. ....	581	WIMA — Lima, O. ....	580
WHLB — Virginia, Minn. ....	495	WIMS — Michigan City, Ind. ....	429
WHLD — Niagara Falls, N. Y. ....	547	WINA — Charlottesville, Va. ....	674
WHLF — South Boston, Va. ....	680	WINC — Winchester, Va. ....	681
WHLI — Hempstead, N. Y. ....	533	WIND — Chicago, Ill. ....	413
WHLL — Wheeling, W. Va. ....	694	WING — Dayton, O. ....	578
WHLM — Bloomsburg, Pa. ....	600	WINK — Ft. Myers, Fla. ....	381
WHLN — Harlan, Ky. ....	445	WINN — Louisville, Ky. ....	447
WHLS — Port Huron, Mich. ....	485	WINR — Binghamton, N. Y. ....	528
WHMA — Anniston, Ala. ....	321	WINS — New York, N. Y. ....	539
WHMP — Northampton, Mass. ....	471	WINX — Rockville, Md. ....	464
WHNC — Henderson, N. C. ....	561	WINZ — Miami Beach, Fla. ....	386
WHO — Des Moines, Iowa ....	434	WIOD — Miami, Fla. ....	385
WHOB — Gardner, Mass. ....	470	WIOU — Kokomo, Ind. ....	428
WHOC — Philadelphia, Miss. ....	500	WIP — Philadelphia, Pa. ....	613
WHOD — Homestead, Pa. ....	606	WIPR — Lake Wales, Fla. ....	383
WHOK — Lancaster, O. ....	580	WIPR — San Juan, P. R. ....	710
WHOL — Allentown, Pa. ....	598	WIRA — Fort Pierce, Fla. ....	381
WHOM — New York, N. Y. ....	537	WIRB — Enterprise, Ala. ....	324
WHOO — Orlando, Fla. ....	387	WIRC — Hickory, N. C. ....	561
WHOP — Hopkinsville, Ky. ....	446	WIRE — Indianapolis, Ind. ....	427
WHOS — Decatur, Ala. ....	323	WIRJ — Humboldt, Tenn. ....	635
WHOT — South Bend, Ind. ....	430	WIRK — West Palm Beach, Fla. ....	391
WHOW — Clinton, Ill. ....	415	WIRL — Peoria, Ill. ....	420
WHP — Harrisburg, Pa. ....	605	WIRO — Ironton, O. ....	580
WHPE — High Point, N. C. ....	561	WIRY — Plattsburg, N. Y. ....	549
WHRV — Ann Arbor, Mich. ....	475	WIS — Columbia, S. C. ....	626
WHSC — Hartsville, S. C. ....	628	WISC — Madison, Wis. ....	698
WHSY — Hattiesburg, Miss. ....	498	WISE — Asheville, N. C. ....	555
WHTB — Talladega, Ala. ....	329	WISH — Indianapolis, Ind. ....	428
WHTC — Holland, Mich. ....	482	WISL — Shamokin, Pa. ....	618
WHTN — Huntington, W. Va. ....	692	WISN — Milwaukee, Wis. ....	699
WHUB — Cookeville, Tenn. ....	634	WISR — Butler, Pa. ....	601
WHUC — Hudson, N. Y. ....	534	WIST — Charlotte, N. C. ....	557
WHUM — Reading, Pa. ....	616	WITA — San Juan, P. R. ....	711
WHUN — Huntington, Pa. ....	606	WITH — Baltimore, Md. ....	463
WHVR — Hanover, Pa. ....	603	WITZ — Jasper, Ind. ....	428
WHWB — Rutland, Vt. ....	672	WIVY — Jacksonville, Fla. ....	381
WHWL — Nanticoke, Pa. ....	609	WIZE — Springfield, O. ....	582



WJAC — Johnstown, Pa.	606	WJWL — Georgetown, Del.	376
WJAG — Norfolk, Neb.	514	WJXN — Jackson, Miss.	498
WJAM — Marion, Ala.	326	WJZ — New York, N. Y.	539
WJAR — Providence, R. I.	624	WJZM — Clarksville, Tenn.	634
WJAS — Pittsburgh, Pa.	615	WKAB — Mobile, Ala.	327
WJAT — Swainsboro, Ga.	403	WKAI — Macomb, Ill.	418
WJAY — Mullins, S. C.	629	WKAL — Rome, N. Y.	551
WJAX — Jacksonville, Fla.	382	WKAM — Warsaw, Ind.	431
WJBB — Haleyville, Ala.	325	WKAN — Kankakee, Ill.	418
WJBC — Bloomington, Ill.	409	WKAP — Allentown, Pa.	599
WJBF — Augusta, Ga.	395	WKAQ — San Juan, P. R.	711
WJBK — Detroit, Mich.	478	WKAT — Miami Beach, Fla.	386
WJBO — Baton Rouge, La.	451	WKAY — Glasgow, Ky.	445
WJBS — Deland, Fla.	380	WKBC — North Wilkesboro, N. C.	564
WJBW — New Orleans, La.	454	WKBH — La Crosse, Wis.	697
WJBY — Gadsden, Ala.	325	WKBI — St. Marys, Pa.	617
WJCD — Seymour, Ind.	430	WKBN — Youngstown, O.	584
WJCM — Sebring, Fla.	389	WKBO — Harrisburg, Pa.	605
WJDA — Quincy, Mass.	472	WKBR — Manchester, N. H.	518
WJDZ — Jackson, Miss.	498	WKBS — Oyster Bay, N. Y.	547
WJEF — Grand Rapids, Mich.	482	WKBV — Richmond, Ind.	429
WJEH — Gallipolis, O.	580	WKBW — Buffalo, N. Y.	531
WJEJ — Hagerstown, Md.	464	WKBZ — Muskegon, Mich.	485
WJEL — Springfield, O.	582	WKCT — Bowling Green, Ky.	444
WJER — Dover, O.	579	WKDA — Nashville, Tenn.	639
WJET — Erie, Pa.	603	WKDK — Newberry, S. C.	629
WJHL — Johnson City, Tenn.	636	WKDN — Camden, N. J.	520
WJHO — Opelika, Ala.	328	WKEU — Griffin, Ga.	400
WJHP — Jacksonville, Fla.	381	WKEY — Covington, Va.	674
WJIG — Tullahoma, Tenn.	640	WKGN — Knoxville, Tenn.	636
WJIM — Lansing, Mich.	484	WKHM — Jackson, Mich.	483
WJIV — Savannah, Ga.	402	WKIC — Hazard, Ky.	445
WJJD — Chicago, Ill.	415	WKID — Urbana, Ill.	423
WJJI — Montgomery, Ala.	327	WKIN — Kingsport, Tenn.	636
WJLL — Niagara Falls, N. Y.	547	WKIP — Poughkeepsie, N. Y.	549
WJLM — Lewisburg, Tenn.	637	WKJB — Mayaguez, P. R.	709
WKO — Springfield, Mass.	472	WKJG — Ft. Wayne, Ind.	426
WJLB — Detroit, Mich.	478	WKLA — Ludington, Mich.	484
WJLD — Bessemer, Ala.	322	WKLf — Clanton, Ala.	323
WJLK — Asbury Park, N. J.	519	WKLJ — Sparta, Wis.	701
WJLS — Beckley, W. Va.	690	WKLK — Cloquet, Minn.	488
WJMA — Orange, Va.	678	WKLO — Louisville, Ky.	447
WJMB — Brookhaven, Miss.	496	WKLv — Blackstone, Va.	673
WJMC — Rice Lake, Wis.	701	WKLX — Lexington, Ky.	446
WJMJ — Philadelphia, Pa.	611	WKLY — Hartwell, Ga.	400
WJMO — Cleveland, O.	576	WKMH — Dearborn, Mich.	478
WJMR — New Orleans, La.	454	WKNA — Charleston, W. Va.	691
WJMS — Ironwood, Mich.	483	WKNE — New Britain, Conn.	373
WJMW — Athens, Ala.	321	WKNE — Keene, N. H.	518
WJMX — Florence, S. C.	627	WKNK — Muskegon, Mich.	485
WJNC — Jacksonville, N. C.	561	WKNX — Saginaw, Mich.	486
WJNO — West Palm Beach, Fla.	391	WKNY — Kingston, N. Y.	535
WJOB — Hammond, Ind.	426	WKOK — Sunbury, Pa.	618
WJOC — Jamestown, N. Y.	535	WKOP — Binghamton, N. Y.	528
WJOI — Florence, Ala.	324	WKOW — Madison, Wis.	698
WJOL — Joliet, Ill.	417	WKOX — Framingham, Mass.	469
WJON — St. Cloud, Minn.	493	WKOY — Bluefield, W. Va.	690
WJOY — Burlington, Vt.	672	WKOZ — Kosciusko, Miss.	499
WJPA — Washington, Pa.	619	WKPA — New Kensington, Pa.	609
WJPD — Ishpeming, Mich.	483	WKPT — Kingsport, Tenn.	636
WJPF — Herrin, Ill.	417	WKRC — Cincinnati, O.	574
WJPG — Green Bay, Wis.	696	WKRg — Mobile, Ala.	327
WJPR — Greenville, Miss.	497	WKRM — Columbia, Tenn.	634
WJPS — Evansville, Ind.	426	WKRO — Cairo, Ill.	410
WJQS — Jackson, Miss.	498	WKRS — Waukegan, Ill.	424
WJRW — Detroit, Mich.	480	WKRT — Cortland, N. Y.	531
WJRD — Tuscaloosa, Ala.	329	WKRZ — Oil City, Pa.	609
WJRI — Lenoir, N. C.	562	WKRSt — Pulaski, Tenn.	640
WJSW — Altoona, Pa.	599	WKST — New Castle, Pa.	609
WJTN — Jamestown, N. Y.	535	WKTG — Thomasville, Ga.	403
WJVA — South Bend, Ind.	430	WKTM — Mayfield, Ky.	447
WJVb — Jacksonville Beach, Fla.	383	WKTY — La Crosse, Wis.	697
WJW — Cleveland, O.	576	WKUL — Cullman, Ala.	323

WKVA — Lewistown, Pa. ....	608	WLS — Chicago, Ill. ....	415
WKVM — San Juan, P. R. ....	710	WLSI — Pikeville, Ky. ....	449
WKWF — Key West, Fla. ....	383	WLTC — Gastonia, N. C. ....	559
WKWK — Wheeling, W. Va. ....	694	WLVA — Lynchburg, Va. ....	676
WKXL — Concord, N. H. ....	517	WLW — Cincinnati, O. ....	575
WKXY — Sarasota, Fla. ....	389	WLXW — Carlisle, Pa. ....	601
WKY — Oklahoma City, Okla. ....	588	WLYC — Williamsport, Pa. ....	620
WKYB — Paducah, Ky. ....	448	WLYN — Lynn, Mass. ....	471
WKYW — Louisville, Ky. ....	447	WMAJ — State College, Pa. ....	618
WKZO — Kalamazoo, Mich. ....	483	WMAK — Nashville, Tenn. ....	639
WLAC — Nashville, Tenn. ....	639	WMAL — Washington, D. C. ....	377
WLAD — Danbury, Conn. ....	371	WMAM — Marinette, Wis. ....	698
WLAG — La Grange, Ga. ....	400	WMAN — Mansfield, O. ....	580
WLAK — Lakeland, Fla. ....	383	WMAP — Monroe, N. C. ....	563
WLAM — Lewiston, Me. ....	458	WMAQ — Chicago, Ill. ....	415
WLAN — Lancaster, Pa. ....	607	WMAS — Springfield, Mass. ....	472
WLAP — Lexington, Ky. ....	446	WMAW — Milwaukee, Wis. ....	699
WLAQ — Rome, Ga. ....	402	WMAY — Springfield, Ill. ....	422
WLAR — Athens, Tenn. ....	633	WMAZ — Macon, Ga. ....	401
WLAT — Conway, S. C. ....	626	WMBC — Macon, Miss. ....	499
WLAU — Laurel, Miss. ....	499	WMBD — Peoria, Ill. ....	421
WLAV — Grand Rapids, Mich. ....	482	WMBG — Richmond, Va. ....	679
WLAW — Lawrence, Mass. ....	470	WMBH — Joplin, Mo. ....	503
WLAY — Muscle Shoals, Ala. ....	328	WMBL — Morehead City, N. C. ....	563
WLBB — Carrollton, Ga. ....	397	WMBM — Miami Beach, Fla. ....	386
WLBC — Muncie, Ind. ....	429	WMBN — Petoskey, Mich. ....	485
WLBE — Leesburg-Eustis, Fla. ....	384	WMBO — Auburn, N. Y. ....	528
WLBG — Laurens, S. C. ....	628	WMBR — Jacksonville, Fla. ....	382
WLBH — Mattoon, Ill. ....	418	WMBS — Uniontown, Pa. ....	619
WLBJ — Bowling Green, Ky. ....	444	WMC — Memphis, Tenn. ....	638
WLBK — De Kalb, Ill. ....	416	WMCA — New York, N. Y. ....	539
WLBR — Lebanon, Pa. ....	607	WMCK — McKeesport, Pa. ....	608
WLBS — Birmingham, Ala. ....	322	WMDD — Fajardo, P. R. ....	709
WLBZ — Bangor, Me. ....	457	WMDN — Midland, Mich. ....	484
WLCK — Campbellsville, Ky. ....	444	WMEV — Marion, Va. ....	676
WLCM — Lancaster, S. C. ....	628	WBEX — Boston, Mass. ....	467
WLCR — Torrington, Conn. ....	375	WMFD — Wilmington, N. C. ....	568
WLCS — Baton Rouge, La. ....	451	WMFG — Hibbing, Minn. ....	489
WLCS — La Crosse, Wis. ....	697	WMFJ — Daytona Beach, Fla. ....	380
WLDS — Jacksonville, Ill. ....	417	WMFR — High Point, N. C. ....	561
WLDY — Ladysmith, Wis. ....	697	WMFS — Chattanooga, Tenn. ....	634
WLEA — Hornell, N. Y. ....	533	WMFT — Florence, Ala. ....	324
WLEC — Sandusky, O. ....	582	WMGA — Moultrie, Ga. ....	401
WLEE — Richmond, Va. ....	678	WMGM — New York, N. Y. ....	539
WLET — Toccoa, Ga. ....	404	WMGR — Bainbridge, Ga. ....	396
WLEU — Erie, Pa. ....	603	WMGW — Meadville, Pa. ....	608
WLEW — Bad Axe, Mich. ....	476	WMGY — Montgomery, Ala. ....	327
WLEX — Lexington, Ky. ....	446	WMID — Atlantic City, N. J. ....	519
WLIB — New York, N. Y. ....	541	WMIE — Miami, Fla. ....	385
WLIL — Lenoir City, Tenn. ....	637	WMIK — Middleboro, Ky. ....	448
WLIN — Merrill, Wis. ....	699	WMIL — Milwaukee, Wis. ....	699
WLIO — East Liverpool, O. ....	579	WMIN — St. Paul, Minn. ....	493
WLIP — Kenosha, Wis. ....	697	WMIQ — Iron Mountain, Mich. ....	482
WLIZ — Bridgeport, Conn. ....	371	WMIS — Natchez, Miss. ....	500
WLLH — Lowell-Lawrence, Mass. ....	471	WMIX — Mt. Vernon, Ill. ....	420
WLJO — Cleveland, O. ....	576	WMJM — Cordele, Ga. ....	397
WLNA — Peekskill, N. Y. ....	549	WMJS — Sylacauga, Ala. ....	329
WLNH — Laconia, N. H. ....	518	WMLT — Dublin, Ga. ....	399
WLOA — Braddock, Pa. ....	600	WMLB — Melbourne, Fla. ....	384
WLOE — Leaksville, N. C. ....	562	WMMN — Fairmont, W. Va. ....	691
WLOF — Orlando, Fla. ....	387	WMMT — McMinnville, Tenn. ....	637
WLOG — Logan, W. Va. ....	692	WMMW — Meriden, Conn. ....	373
WLOH — Princeton, W. Va. ....	693	WMNB — North Adams, Mass. ....	471
WLOI — La Forte, Ind. ....	428	WMNC — Morganton, N. C. ....	563
WLOK — Lima, O. ....	580	WMNE — Menomonie, Wis. ....	699
WLOL — Minneapolis, Minn. ....	490	WMOA — Marietta, O. ....	581
WLOS — Asheville, N. C. ....	555	WMOG — Covington, Ga. ....	399
WLOU — Louisville, Ky. ....	447	WMOD — Moundsville, W. Va. ....	693
WLOW — Norfolk, Va. ....	677	WMOG — Brunswick, Ga. ....	396
WLOX — Biloxi-Gulfport, Miss. ....	496	WMOH — Hamilton, O. ....	580
WLPM — Suffolk, Va. ....	681	WMOK — Metropolis, Ill. ....	419
WLPO — La Salle, Ill. ....	418	WMON — Montgomery, W. Va. ....	692
WLRP — New Albany, Ind. ....	429	WMOU — Berlin, N. H. ....	517

WMOX — Meridian, Miss.	499	WOKE — Nashville, Tenn.	639
WMPM — Smithfield, N. C.	566	WOKW — Sturgeon Bay, Wis.	701
WMPS — Memphis, Tenn.	638	WOKY — Milwaukee, Wis.	700
WMRA — Myrtle Beach, S. C.	629	WOKZ — Alton, Ill.	409
WMRC — Greenville, S. C.	628	WOL — Washington, D. C.	377
WMRF — Lewistown, Pa.	608	WOLF — Syracuse, N. Y.	552
WMRN — Marion, O.	581	WOLS — Florence, S. C.	627
WMRO — Aurora, Ill.	409	WOMI — Owensboro, Ky.	448
WMRP — Flint, Mich.	481	WOMT — Manitowoc, Wis.	698
WMRY — New Orleans, La.	455	WOND — Pleasantville, N. J.	522
WMSA — Massena, N. Y.	537	WONE — Dayton, O.	578
WMSC — Columbia, S. C.	626	WONN — Lakeland, Fla.	383
WMSL — Decatur, Ala.	324	WONS — Hartford, Conn.	372
WMT — Cedar Rapids, Iowa	432	WONW — Defiance, O.	579
WMTG — Vancelev, Ky.	449	WOOD — Grand Rapids, Mich.	482
WMTE — Manistee, Mich.	484	WOOF — Dothan, Ala.	324
WMTR — Morristown, N. J.	520	WOOK — Washington, D. C.	377
WMUR — Manchester, N. H.	519	WOPA — Oak Park, Ill.	420
WMUS — Muskegon, Mich.	485	WOPI — Bristol, Tenn.	633
WMUU — Greenville, S. C.	628	WOR — New York, N. Y.	543
WMVA — Martinsville, Va.	676	WORA — Mayaguez, P. R.	710
WMVG — Milledgeville, Ga.	401	WORC — Worcester, Mass.	473
WNAC — Boston, Mass.	468	WORD — Spartanburg, S. C.	630
WNAB — Bridgeport, Conn.	371	WORK — York, Pa.	621
WNAE — Warren, Pa.	619	WORL — Boston, Mass.	468
WNAG — Grenada, Miss.	497	WORZ — Orlando, Fla.	387
WNAH — Nashville, Tenn.	639	WOSC — Fulton, N. Y.	553
WNAM — Neenah-Menasha, Wis.	700	WOSH — Oshkosh, Wis.	700
WNAO — Raleigh, N. C.	564	WOTW — Nashua, N. H.	519
WNAR — Norristown, Pa.	609	WOV — New York, N. Y.	545
WNAT — Natchez, Miss.	500	WOW — Omaha, Neb.	515
WNAV — Annapolis, Md.	459	WOWO — Ft. Wayne, Ind.	426
WNAW — North Adams, Mass.	471	WOXF — Oxford, N. C.	564
WNAX — Yamkton, S. D.	632	WPAB — Ponce, P. R.	710
WNBC — New York, N. Y.	541	WPAC — Patchogue, N. Y.	549
WNBF — Binghamton, N. Y.	528	WPAD — Paducah, Ky.	448
WNBH — New Bedford, Mass.	471	WPAG — Ann Arbor, Mich.	475
WNBS — Murray, Ky.	448	WPAL — Charleston, S. C.	625
WNBZ — Saranac Lake, N. Y.	551	WPAM — Pottsville, Pa.	616
WNCC — Barnsboro, Pa.	600	WPAQ — Mt. Airy, N. C.	563
WNDB — Daytona Beach, Fla.	380	WPAR — Parkersburg, W. Va.	693
WNDR — Syracuse, N. Y.	552	WPAT — Paterson, N. J.	522
WNEB — Worcester, Mass.	473	WPAW — Pawtucket, R. I.	623
WNEL — San Juan, P. R.	711	WPAX — Thomasville, Ga.	404
WNER — Live Oak, Fla.	384	WPAY — Portsmouth, O.	582
WNEW — New York, N. Y.	543	WPAZ — Pottstown, Pa.	616
WNEX — Macon, Ga.	401	WPFB — Jackson, Ala.	326
WNGO — Mayfield, Ky.	447	WPFC — Minneapolis, Minn.	490
WNHC — New Haven, Conn.	374	WPCF — Panama City, Fla.	388
WNJR — Newark, N. J.	521	WPDQ — Jacksonville, Fla.	382
WNLC — New London, Conn.	374	WPDX — Clarksburg, W. Va.	691
WNLK — Norwalk, Conn.	374	WPEN — Philadelphia, Pa.	611
WNMP — Evanston, Ill.	416	WPEO — Peoria, Ill.	421
WNNC — Newton, N. C.	564	WPFB — Middletown, O.	581
WNNT — Warsaw, Va.	681	WPFP — Taunton, Mass.	473
WNOE — New Orleans, La.	455	WPGH — Pittsburgh, Pa.	615
WNOK — Columbus, S. C.	626	WPGW — Portland, Ind.	429
WNOP — Newport, Ky.	448	WPIC — Sharon, Pa.	618
WNOR — Norfolk, Va.	677	WPKI — Alexandria, Va.	673
WNOW — York, Pa.	621	WPIN — Clearwater, Fla.	379
WNOX — Knoxville, Tenn.	637	WPIT — Pittsburgh, Pa.	616
WNVA — Norton, Va.	677	WPJB — Providence, R. I.	623
WNXT — Portsmouth, O.	582	WPKE — Pikesville, Ky.	449
WOAI — San Antonio, Tex.	664	WPKY — Princeton, Ky.	449
WOAP — Owosso, Mich.	485	WPLA — Plant City, Fla.	388
WOAY — Oak Hill, W. Va.	693	WPLH — Huntington, W. Va.	692
WOBS — Jacksonville, Fla.	382	WPLI — Jackson, Tenn.	635
WOBT — Rhinelander, Wis.	700	WPMP — Pascagoula, Miss.	500
WCC — Davenport, Iowa	433	WPNF — Brevard, N. C.	556
WOCB — West Yarmouth, Mass.	473	WPOR — Portland, Me.	458
WOHI — East Liverpool, O.	579	WPPA — Pottsville, Pa.	616
WOHS — Shelby, N. C.	566	WPRA — Mayaguez, P. R.	710
WOKO — Albany, N. Y.	527	WPRC — Lincoln, Ill.	418



WPRO — Providence, R. I.	623	WRYO — Rochester, Pa.	617
WPRP — Ponce, P. R.	710	WSAI — Cincinnati, O.	575
WPRS — Paris, Ill.	420	WSAL — Loganport, Ind.	429
WPTF — Raleigh, N. C.	564	WSAM — Saginaw, Mich.	486
WPTR — Albany, N. Y.	527	WSAN — Allentown, Pa.	599
WPTW — Piqua, O.	581	WSAP — Portsmouth, Va.	678
WPUV — Pulaski, Va.	678	WSAR — Fall River, Mass.	468
WPWA — Chester, Pa.	601	WSAT — Salisbury, N. C.	565
WQAM — Miami, Fla.	385	WSAU — Wausau, Wis.	702
WQAN — Scranton, Pa.	618	WSAV — Savannah, Ga.	403
WQBC — Vicksburg, Miss.	500	WSAY — Rochester, N. Y.	551
WQUA — Moline, Ill.	419	WSAZ — Huntington, W. Va.	692
WQXI — Atlanta, Ga.	395	WSB — Atlanta, Ga.	395
WQXR — New York, N. Y.	547	WSBA — York, Pa.	621
WRAC — Racine, Wis.	700	WSBB — New Smyrna Beach, Fla.	386
WRAD — Radford, Va.	678	WSBC — Chicago, Ill.	415
WRAG — Carrollton, Ala.	323	WSBT — South Bend, Ind.	430
WRAK — Williamsport, Pa.	620	WSCR — Scranton, Pa.	618
WRAL — Raleigh, N. C.	564	WSDC — Marine City, Mich.	484
WRAP — Reading, Pa.	617	WSDR — Sterling, Ill.	423
WRAY — Princeton, Ind.	429	WSFA — Montgomery, Ala.	327
WRBC — Jackson, Miss.	498	WSFC — Somerset, Ky.	449
WRBL — Columbus, Ga.	397	WSFT — Thomaston, Ga.	403
WRC — Washington, D. C.	377	WSGC — Elberton, Ga.	399
WRCO — Richland Center, Wis.	701	WSGN — Birmingham, Ala.	323
WRCS — Ahoskie, N. C.	555	WSGW — Saginaw, Mich.	486
WRDO — Augusta, Me.	457	WSHB — Stillwater, Minn.	493
WRDW — Augusta, Ga.	396	WSIC — Statesville, N. C.	566
WREB — Holyoke, Mass.	470	WSID — Baltimore, Md.	461
WREC — Memphis, Tenn.	638	WSIP — Paintsville, Ky.	449
WREL — Lexington, Va.	676	WSIR — Winter Haven, Fla.	391
WREN — Topeka, Kans.	442	WSIV — Pekin, Ill.	420
WREV — Reidsville, N. C.	565	WSIX — Nashville, Tenn.	639
WREX — Duluth, Minn.	488	WSJS — Winston-Salem, N. C.	568
WRFC — Athens, Ga.	392	WSKB — McComb, Miss.	499
WRFD — Worthington, O.	584	WSKI — Montpelier-Barre, Vt.	672
WRFS — Alexander City, Ala.	321	WSKY — Asheville, N. C.	555
WRFW — Eau Claire, Wis.	696	WSLB — Ogdensburg, N. Y.	547
WRGA — Rome, Ga.	402	WSLI — Jackson, Miss.	498
WRHC — Jacksonville, Fla.	383	WSLS — Roanoke, Va.	680
WRHI — Rock Hill, S. C.	629	WSM — Nashville, Tenn.	640
WRIA — Caguas, P. R.	709	WSMB — New Orleans, La.	455
WRIB — Providence, R. I.	624	WSMI — Litchfield, Ill.	418
WRIC — Richlands, Va.	678	WSNJ — Bridgeton, N. J.	520
WRIO — Rio Piedras, P. R.	710	WSNW — Seneca, S. C.	630
WRJM — Newport, R. I.	623	WSNY — Echenectady, N. Y.	552
WRJN — Racine, Wis.	700	WSOC — Charlotte, N. C.	557
WRJW — Picayune, Miss.	500	WSOK — Nashville, Tenn.	640
WRLD — Lanett, Ala.	323	WSON — Henderson, Ky.	445
WRMN — Elgin, Ill.	416	WSOO — Sault Ste. Marie, Mich.	486
WRNL — Richmond, Va.	679	WSOY — Decatur, Ill.	416
WRNO — Orangeburg, S. C.	629	WSPA — Spartanburg, S. C.	630
WRNY — Rochester, N. Y.	551	WSPB — Sarasota, Fla.	389
WROB — West Point, Miss.	501	WSPC — Anniston, Ala.	321
WROD — Daytona Beach, Fla.	380	WSPD — Toledo, O.	583
WROK — Rockford, Ill.	422	WSPR — Springfield, Mass.	472
WROL — Knoxville, Tenn.	637	WSPY — Stevens Point, Wis.	701
WROM — Rome, Ga.	402	WSRS — Cleveland, O.	576
WRON — Ronceverte, W. Va.	693	WSSB — Durham, N. C.	558
WROV — Roanoke, Va.	680	WSSO — Starkville, Miss.	500
WROW — Albany, N. Y.	527	WSSV — Petersburg, Va.	678
WROX — Clarksdale, Miss.	496	WSTC — Stamford, Conn.	374
WROY — Carmi, Ill.	410	WSTP — Salisbury, N. C.	565
WRR — Dallas, Tex.	648	WSTR — Sturgis, Mich.	486
WRRF — Washington, N. C.	567	WSTV — Steubenville, O.	582
WRRZ — Clinton, N. C.	557	WSUN — St. Petersburg, Fla.	389
WRSW — Warsaw, Ind.	431	WSVA — Harrisonburg, Va.	676
WRTA — Altoona, Pa.	599	WSVS — Crewe, Va.	674
WRUF — Gainesville, Fla.	381	WSWN — Belle Glade, Fla.	379
WRUN — Utica, N. Y.	553	WSYB — Rutland, Vt.	672
WRVA — Richmond, Va.	679	WSYD — Mount Airy, N. C.	563
WRXO — Roxboro, N. C.	565	WSYR — Syracuse, N. Y.	553



WTAC — Flint, Mich. ....	481	WULA — Eufaula, Ala. ....	324
WTAD — Quincy, Ill. ....	421	WUSJ — Lockport, N. Y. ....	535
WTAG — Worcester, Mass. ....	475	WUSN — Charleston, S. C. ....	625
WTAL — Tallahassee, Fla. ....	390	WUST — Bethesda, Md. ....	463
WTAM — Cleveland, O. ....	577	WVAM — Altoona, Pa. ....	599
WTAN — Clearwater, Fla. ....	379	WVCG — Coral Gables, Fla. ....	379
WTAO — Cambridge, Mass. ....	468	WVCH — Chester, Pa. ....	602
WTAQ — La Grange, Ill. ....	418	WVEC — Hampton, Va. ....	675
WTAR — Norfolk, Va. ....	677	WVET — Rochester, N. Y. ....	551
WTAW — College Station, Tex. ....	646	WVIM — Vicksburg, Miss. ....	501
WTAX — Springfield, Ill. ....	423	WVJP — Caguas, P. R. ....	709
WTBC — Tuscaloosa, Ala. ....	329	WVJS — Owensboro, Ky. ....	448
WTBF — Troy, Ala. ....	329	WVKO — Columbus, O. ....	578
WTBO — Cumberland, Md. ....	463	WVLK — Versailles-Lexington, Ky. ....	449
WTCH — Shawano, Wis. ....	701	WVLN — Olney, Ill. ....	420
WTCJ — Tell City, Ind. ....	430	WVMC — Mount Carmel, Ill. ....	419
WTCM — Traverse City, Mich. ....	487	WVMI — Biloxi, Miss. ....	496
WTCN — Minneapolis, Minn. ....	491	WVNJ — Newark, N. J. ....	521
WTCO — Campbellsville, Ky. ....	444	WVOK — Birmingham, Ala. ....	323
WTEL — Philadelphia, Pa. ....	615	WVOM — Boston-Brookline, Mass. ....	468
WTHI — Terre Haute, Ind. ....	431	WVOP — Vidalia, Ga. ....	404
WTHT — Hartford, Conn. ....	372	WVOS — Liberty, N. Y. ....	535
WTIC — Hartford, Conn. ....	372	WVOT — Wilson, N. C. ....	568
WTKI — Durham, N. C. ....	558	WVPO — Stroudsburg, Pa. ....	618
WTIL — Mayaguez, P. R. ....	710	WVSW — Somerset, Pa. ....	618
WTIP — Charleston, W. Va. ....	691	WVVV — Fairmont, W. Va. ....	692
WTIX — New Orleans, La. ....	455	WVWZ — Vineland, N. J. ....	523
WTJH — East Point, Ga. ....	399	WVWC — Gary, Ind. ....	426
WTJS — Jackson, Tenn. ....	635	WVCO — Waterbury, Conn. ....	375
WTKM — Hartford, Wis. ....	696	WWDC — Washington, D. C. ....	378
WTMA — Charleston, S. C. ....	625	WWEZ — New Orleans, La. ....	455
WTMC — Ocala, Fla. ....	386	WWGP — Sanford, N. C. ....	566
WTMJ — Milwaukee, Wis. ....	700	WWGS — Tifton, Ga. ....	404
WTMV — East St. Louis, Ill. ....	416	WWHG — Hornell, N. Y. ....	534
WTNC — Thomasville, N. C. ....	566	WWIN — Baltimore, Md. ....	461
WTND — Orangeburg, S. C. ....	629	WWJ — Detroit, Mich. ....	480
WTNJ — Trenton, N. J. ....	523	WWL — New Orleans, La. ....	455
WTNS — Coshocton, O. ....	578	WWNC — Asheville, N. C. ....	555
WTNT — Tallahassee, Fla. ....	390	WWNH — Rochester, N. H. ....	519
WTOB — Winston-Salem, N. C. ....	568	WWNR — Beckley, W. Va. ....	690
WTOC — Savannah, Ga. ....	403	WWNS — Statesboro, Ga. ....	403
WTOD — Toledo, O. ....	583	WWNY — Watertown, N. Y. ....	554
WTKO — Meridian, Miss. ....	499	WWOD — Lynchburg, Va. ....	676
WTCL — Toledo, O. ....	583	WWOL — Buffalo, N. Y. ....	529
WTON — Staunton, Va. ....	680	WWON — Woonsocket, R. I. ....	624
WTOP — Washington, D. C. ....	378	WWPA — Williamsport, Pa. ....	620
WTCR — Torrington, Conn. ....	375	WWPB — Miami, Fla. ....	386
WTPR — Paris, Tenn. ....	640	WWPF — Palatka, Fla. ....	387
WTPS — New Orleans, La. ....	455	WWPG — Palm Beach, Fla. ....	387
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WTRF — Bellaire, O. ....	573	WWSC — Glens Falls, N. Y. ....	533
WTRR — Sanford, Fla. ....	389	WWSO — Springfield, O. ....	582
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WTRY — Troy, N. Y. ....	553	WWST — Wooster, O. ....	584
WTSA — Brattleboro, Vt. ....	672	WWSW — Pittsburgh, Pa. ....	616
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WTWA — Thomson, Ga. ....	404	WXRF — Guayama, P. R. ....	709
WTWN — St. Johnsbury, Vt. ....	672	WXYZ — Detroit, Mich. ....	480
WTXL — Springfield, Mass. ....	473	WYVE — Wytheville, Va. ....	682
WTYC — Rock Hill, S. C. ....	629	WZIP — Covington, Ky. ....	444
WTYS — Marianna, Fla. ....	384	WZOB — Ft. Payne, Ala. ....	325

# ALABAMA

Pop. April 1, 1952 (Est.) 3,204,000 — Total Housing Units 846,842  
Families April 1, 1952 (Est.) 773,000 — Stations in State 72

## WAVU

ALBARTVILLE—1948—LBS

Frequency: 630 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By. . . . . Sand Mt. Bcstg. Service  
Business-Studio Address. . . . . P. O. Box 149  
Phone Number . . . . . 639  
News Service . . . . . AP  
Transcription Service . . . . . World  
Pres., Gen. Mgr. . . . . Pat M. Courington  
Commercial Manager. . . . . Bob H. Riseling  
Program Director. . . . . Mary Gore  
Chief Engineer. . . . . R. W. Hoffman

## WRFS

ALEXANDER CITY—1947—  
KEYSTONE

Frequency: 1050 Kc. . . . . Power: 1,000 Watts d.  
Owned-Operated By. . . . . Piedmont Service Corp.  
Business-Studio Address . . . . . Main St.  
Phone Number . . . . . 1050  
Transmitter Location. . . . . West End  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative. . . . . Sears & Ayer  
Membership . . . . . NARTB, BAB  
President. . . . . James L. Coley  
Gen.-Station-Com. Mgr. . . . . Jim Whatley  
Dir. of Operations. . . . . Lem Coley  
Pg. Dir.-Prom. Mgr. . . . . Bob McKinnon  
Chief Engineer. . . . . James W. Whatley  
Consulting Engineer. . . . . Claude Grey

## WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Andalusia Bcstg. Co., Inc.  
Address . . . . . P. O. Box 29  
Phone Number . . . . . 1100  
Air Time . . . . . 5:30 a.m.-10:30 p.m.  
Transmitter . . . . . Sanford Rd.  
News Service . . . . . AP  
Transcription Service . . . . . World  
Membership . . . . . NAB  
Executive V.P., Gen. Sta. Mgr. . . . . J. Dige Bishop  
Sales Prom. Mgr. . . . . Robert Statham  
Prog. Prom. Dir. . . . . Christine Hardage  
Chief Engineer. . . . . Howell Pebworth  
Consulting Engineer. . . . . Claude Gray

## WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Anniston Bcstg. Co., Inc.  
Business-Studio Address. . . . . Radio Bldg.  
Phone Number . . . . . 2380-368  
Air Time . . . . . 5:45 a.m.-11:05 p.m.  
Transmitter . . . . . 15th at Boynton  
Transcription Service . . . . . World  
Representative. . . . . Sears & Ayer

Membership . . . . . NARTB  
President. . . . . Harry M. Ayers  
Gen.-Sta. Mgr. . . . . Malcolm Street  
Commercial Mgr. . . . . Lurline M. Smollon  
Program Director. . . . . Rose Ponder  
News Director. . . . . Dewitt Carmichael  
Chief Engineer. . . . . James A. Hudson  
Consulting Engineer. . . . . Claude M. Gray

## WSPC

ANNISTON—1949—MBS

Frequency: 1390 Kc. . . . . Power: 5000 Watts d;  
1000 Watts n.  
Owned-Operated By Model City Bcstg. Co., Inc.  
Business Address. . . . . Jefferson Davis Hotel  
Phone . . . . . 1850-51  
Air Time. . . . . Unlimited  
Transmitter Location. . . . . Gadsden Hgwy.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Walker  
President. . . . . Stanton B. Ingram  
Gen., Sta. Mgr. . . . . W. S. Weatherly  
Commerical Manager. . . . . John Orrison  
Sales Prom. Mgr. . . . . Rosebud Waldrop  
Prog., Prod. Dir. . . . . Robert W. Bandy  
Publicity Director. . . . . Sara F. Jackson  
Chief Announcer. . . . . Robert W. Bandy  
News Director. . . . . Earl Carter  
Musical Director. . . . . Bettie Russell  
Chief Engineer. . . . . Thomas B. Atkins  
Consulting Engineer. . . . . Claude M. Gray

## WJMW

ATHENS—1948—LBS

Frequency: 1010 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By. . . . . Athens Bcstg. Co., Inc.  
Business-Studio Address. . . . . P. O. Box 386  
Phone Number . . . . . 565  
News Service . . . . . AP  
Transcription Service . . . . . Capitol  
Pres.-Gen.-Comm. Mgr. . . . . Homer F. Dunnivant  
Pgmn., Prom., News Dir. . . . . Robert V. Dunnivant  
Chief Engineer. . . . . William G. Mitchell

## WATM

ATMORE—1949

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By. . . . . Southland Bcstg. Co.  
Address . . . . . Box 205  
Phone . . . . . Atmore 50  
Transmitter Location . . . . . Wilson St.  
Air Time . . . . . Sunrise-Sunset  
News Service . . . . . UP  
President. . . . . John B. McCrary  
Vice-Pres. & Chief Engr. . . . . Cyril W. Redbach  
General Manager. . . . . Everett M. McCrary  
Program Director. . . . . Lillian Miller  
Chief Announcer. . . . . Wayne Butts

# ALABAMA

## WAUD

### AUBURN—1947—LIBERTY

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Auburn Bcstg. Co.  
 Business Address Box 350  
 Phone Number 1240-1  
 Studio Transmitter Montgomery Hwy.  
 Air Time 6 a.m.-Midnight  
 News Service AP  
 Transcription Service World  
 Pres., Gen.-Station Mgr. Elmer G. Salter  
 Pgm., Prod., Pub. Dir. Earl Andrews  
 Chief Announcer Bob Donaldson  
 Chief Engineer Ted Bellon  
 Consulting Engineer C. I. Shelkotsky

## WBCO

### BESSEMER—BIRMINGHAM—1950

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By The Bessemer Bcstg.  
 Co., Inc.  
 Business Address 1720 3rd Ave., N., Bessemer  
 Phone Bessemer 5-5241  
 Birmingham 51-55241  
 Transmitter Location B'ham-Bessemer Super  
 Hgwy.  
 Air Time 6 a.m.-11 p.m.  
 News Service INS  
 Transcription Service Langworth  
 Pres., Gen. Mgr. J. E. Lanier  
 Sta., Comm., Sls. Prom. Mgr.  
 Publ. Dir. K. L. Wood  
 Prog., Prod., News, Music. Dir.  
 Ch. Ancr. W. B. Faush  
 Chief Engineer Jack Warden  
 Consulting Engineer Claude Gray

## WJLD

### BESSEMER—1942

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By Johnston Bcstg. Co.  
 Business Address Box 147  
 Phone No. Bessemer 2300  
 Transmitter Birmingham Bessemer Super H'way  
 News Service INS  
 Pres.-Gen. Mgr. George Johnston, Jr.  
 Station, Comm. Mgr. James E. Connolly  
 Sales Prom. Mgr. Otis Dodge  
 Program Director Jane Marlingdale  
 Prod., Mus. Dir. Sally Gordon  
 Publicity Director Mary Patterson  
 Chief Announcer Bob Umbach  
 News Director Ganus Scarborough  
 Chief Engineer Maurice McKinney  
 Consulting Engineer Lohres & Culver

## WAPI

### BIRMINGHAM—1922—CBS

Frequency: 1070 Kc. Power: 5000 Watts  
 Owned-Oper. By Voice of Ala., Inc.  
 Address 701 Protective Life Bldg.

Phone Number 3-8116  
 Transmitter Sandusky, Ala.  
 News Service UP  
 Transcription Service World  
 Representative Radio Sales (CBS)  
 Membership NARTB, BAB  
 Chairman of the Board Edward L. Norton  
 President-Treasurer Thad Holt  
 Gen., Sta., Comm. Mgr., Pgm.  
 New Director Lionel F. Baxter  
 Chief Engineer James L. Evans  
 Asst. Chief Engr. N. S. Hurley  
 Consulting Engineer A. D. Ring & Co.

## WBRC

### BIRMINGHAM—1925—NBC

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Oper. By Birmingham Bcstg. Co., Inc.  
 Address 1727 1/2 2nd Ave., N.  
 Phone Number 4-7741  
 News Service INS, AP  
 Transcription Service Standard, Lang Worth  
 Representative Paul H. Raymer Co.  
 President Eloise S. Hanna  
 Gen. Manager G. P. Hamann  
 News, Pgm. Dir. W. H. McCain  
 Prom. Mgr. John T. Orr  
 Chief Engineer G. P. Hamann  
 Farm Editor Don Norman

## WEDR

### BIRMINGHAM—1949

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Operated By Magic City Bcstg. Co.  
 Business Address 1417 Fourth Ave. N.  
 Phone Number 44523  
 Partner J. L. Doss  
 Partner Leah L. Doss  
 Partner, Gen. Mgr. John A. Thompson  
 Program Director Carolyn Mardis  
 Chief Engineer John F. Cram

## WILD

### BIRMINGHAM—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Pilot Bcstg. Corp.  
 Address 3427 27th Ave. N.  
 Phone Number 4-4511  
 President Roy M. Hofheitz  
 General Manager Don D. Campbell  
 Program Director Charles White McGehee  
 Chief Engineer Ray Lowery

## WLBS

### BIRMINGHAM—1946—LBS

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Operated By WLBS, Inc.  
 Address 216 1/2 21st St., N.  
 Phone Number 54-2541  
 General Manager Mary Gorman  
 Program Director Ed Rayfield  
 Chief Engineer Ralph Dennis



## ALABAMA

### W S G N

#### BIRMINGHAM—1926—ABS

Frequency: 610 Kc. Power: 5000d.; 1000 n.  
 Owned-Operated. Birmingham News Co.  
 Business Address. P. O. Box 2553  
 Phone Number. 4-3434  
 Studio Address. YWCA Bldg.  
 Transmitter Location. Fair Grounds  
 Newspaper Affiliation. Birmingham News  
 News Service. AP  
 Air Time. 5 a.m.-Midnight  
 Representative. Headley-Reed  
 Membership. NARTB  
 Exec. V.P., Gen. Mgr. Henry P. Johnston  
 Gen. Sales Mgr. J. Harry Calloway  
 Dir., Sls. Prom. & Publ. Robert D. Williams  
 News Director. Gene Procter  
 Chief Engineer. J. V. Sanderson  
 Farm Editor. Boyd Evans  
 Consulting Engineer. Gautney & Ray

### W V O K

#### BIRMINGHAM—1947

Frequency: 690 Kc. Power: 50,000 Watts d.  
 Owned-Operated By. Voice of Dixie Inc.  
 Business Address. P. O. Box 2468.  
 Phone Number. 6-2924  
 Transmitter. Bessemer Super Highway  
 Air Time. Sunrise-Sunset  
 News Service. UP  
 Transcription Service. Capitol  
 Representative. Radio Reps., Inc.  
 Pres., Gen. Sta. Mgr. Irallee W. Bennis  
 Com. Sales Prom. Mgr. William J. Brennan  
 Chief Announcer. Dan Brennan  
 Program Director. Ira Leslie  
 Chief Engineer. William J. Brennan  
 Consulting Engineer. W. E. Berns, Jr.

### W E B J

#### BREWTON—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By. Brewton Bcstg. Co.  
 Address. Brewton, Ala.  
 Air Time. 6 a.m.-11 p.m.  
 Phone Number. 1000  
 News Service. AP  
 Transcription Service. SESAC, Capitol  
 Pres., Gen. Mgr. W. Emmett Brooks  
 Commercial Manager. C. E. Land  
 Program Director. Bolling Brooks  
 Chief Engineer. R. D. Craig  
 Consulting Engineer. Claude Gray

### W R A G

#### CARROLLTON—1951

Frequency: 590 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Pickens County Bcstg. Co.  
 Address. Box 128  
 Phone Number. 2364  
 News Service. UP

Transcription Service. World  
 Co-Owners. Roth E. Hook, W. E. Farrar  
 General Manager. Charles W. Stratton  
 Commercial Manager. Peggy Jones  
 Prom. Mgr., Pgm. Dir. Noel Pass  
 Chief Engineer. Herb Guthrie

### W K L F

#### CLANTON—1947—KBS

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Operated By. Southeastern Bcstg. Co.  
 Bus. Studio Address. P. O. Box 110  
 Phone Number. 448  
 Transmitter Location. Selma Highway  
 News Service. AP  
 Transcription Service. World, Keystone  
 Representative. Thomas F. Clarke  
 Membership. NARTB  
 President. Dr. J. Kelley Robinson  
 Gen. Station-Comm. Mgr. Robert B. Taber  
 Chief Announcer. Curley Huntley  
 Chief Engineer. Lester Carter  
 Consulting Engineer. Claude Gray

### W F M H

#### CULLMAN—1950

Frequency: 1300 Kc. Power: 1000 Watts d.  
 The Voice of Cullman

### W K U L

#### CULLMAN—1946—LIBERTY

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By. Cullman Bcstg. Co.  
 Business. Studio, Trans. Address. Cullman  
 Phone Number. 864  
 News Service. UP  
 Transcription Service. World  
 Pres., Gen. Mgr. Hudson C. Millar, Jr.  
 Program Director. Evelyn Buettner  
 Chief Announcer. Leon Murphree  
 Chief Engineer. Arthur Bachmann  
 Consulting Engineer. Claude Gray

### W H O S

#### DECATUR—1948

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By. No. Alabama Bcstg. Co.  
 Business-Studio Address. 212 Jackson St.  
 Newspaper Affiliation. Decatur Daily  
 Transmitter Location. Flynn Street  
 Phone Number. 991-992  
 Air Time. Sunrise-Sunset  
 News Service. UP  
 Transcription Service. RCA, Thesaurus &  
 Associated  
 Partners. Barrett C. Shelton, John J. Jones  
 Gen., Comm. Mgr. Louis C. Blizzard  
 Pgm. Dir., Chf. Anchr., Farm Ed. Jim Fouts  
 Pgm. Farm Dir. Jim Fust  
 Chief Engr. Melvin Cryer  
 Consulting Engineer. Claude Gray



## ALABAMA

### WMSL

#### DECATUR—1935—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Tennessee Valley  
 Bcstg. Co.  
 Address: P. O. Box 411  
 Phone Number: 802-803  
 News Service: AP  
 Transcription Service: World  
 Pres., Gen. Mgr.: Frank Whisenant  
 Comm., Prom., Pgm. Dir.: Cletus Quick (Nat'l.)  
 Chief Engineer: Garland Sandlin

### WXAL

#### DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Demopolis Bcstg. Co.  
 Business Address: P. O. Box 261  
 Phone Number: 400  
 News Service: AP  
 Transcription Service: World  
 Pres., General Manager: W. M. Jordan  
 Commercial Manager: Henry J. Bley  
 Pgm. Dir.: Leo Hart  
 Chief Engineer: Austin Caldwell

### WAGF

#### DOTHAN—1932—MBS

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Operated By: Dothan Bcstg. Co.  
 Address: 204½ E. Main Street  
 Phone Number: 2-9100  
 Transmitter Location: Headland Highway  
 Air Time: 6 a.m.-11 p.m.  
 News Service: AP  
 Transcription Service: World  
 Representative: Joseph Hershey McGillvra  
 Membership: NARTB  
 General Manager: Julian C. Smith  
 Comm. Mgr.: Fred C. Moseley  
 Program Director: J. Arthur Creamer  
 Chief Engineer: John T. Hubbard

### WDIG

#### DOTHAN—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Houston Bcstg. Co.  
 Business-Studio Address: 107 E. Adams St.  
 Phone Number: 3-4100  
 News Service: UP  
 Representative: Cummings, Reiner  
 Pres., Gen. Mgr.: Jess Swicegood  
 Prom. Mgr., News Dir.: Wayne Mosely  
 Chief Engineer: Charles Lawshe

### W O O F

#### DOTHAN—1948—KBS

Frequency: 560 Kc. Power: 5000 Watts d.  
 Owned-Operated By: Dowlander Bcstg. Co.  
 Business-Studio Address: 110 So. Foster  
 Phone Number: 2-5600

Transmitter Location: Radio Road  
 News Service: UP  
 Transcription Service: Keystone  
 Representative: Sears & Ayer  
 Membership: BAB  
 President: R. A. Dowling, Jr.  
 General Manager: Agatha Barnes  
 Chief Engineer: Sam Campbell

### WIRB

#### ENTERPRISE—1948

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: The Wiregrass Bcstg. Co.  
 Business Address: Enterprise  
 Phone Number: 30  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Partners: R. E. James, R. M. Stanford  
 General Manager: J. Wesley Gardner  
 Chief Engineer: E. L. Hein

### WULA

#### EUFAULA—1948—MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Ala.-Ga. Bcstrs., Inc.  
 Business-Studio-Trans. Address: Radio Bldg.  
 Phone Number: 745  
 Air Time: 5 a.m.-11 p.m.  
 News Service: UP  
 Transcription Service: World  
 Representative: Dora Clayton  
 Membership: NARTB, BAB  
 Owner: Edward P. Fussell  
 Gen. Comm.-Pgm. Dir.: Lee S. Bullis  
 Chief Engineer: Hugh G. Chastain

### W W W F

#### FAYETTE—1949—KBS

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Bankhead Bcstg. Co., Inc.  
 Address: Jasper  
 Phone Number: 100  
 News Service: UP  
 President: W. W. Bankhead  
 General Manager: James Reese  
 Chief Engineer: Don Moore

### WJOI

#### FLORENCE—1946—ABC

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Florence Bcstg. Co., Inc.  
 Address: 850 S. Court St.  
 Phone Number: 2608  
 Pres., Gen.-Sta. Mgr.: Joe T. Van Sandt  
 Commercial Manager: Harry Hearst  
 Sales Prom. Mgr., Pgm. Dir.: Pat Slotton  
 Chief Engineer: Paul Shannon

### W M F T

#### FLORENCE—1946—KBS-LBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Tri-Cities Bcst. Co.

## ALABAMA

Bus. Add. . . . . 800 Cypress Mill Rd.  
 Phone Number . . . . . 42 & 1934  
 Studio-Transmitter . . . . . 800 Cypress Mill Rd.  
 News Service . . . . . AP  
 Air Time . . . . . 5:30 a.m.-Midnight  
 President . . . . . Milton S. Killen  
 General-Sta. Manager . . . . . James I. Garrett  
 Commercial Manager . . . . . Len Hensel  
 Sales Prom. Mgr. . . . . Virginia Y. Gray  
 Program Director . . . . . Tom York  
 Musical Director . . . . . Virginia Baker  
 Chief Engr. . . . . Lawrence W. Rohling  
 Consulting Engineer . . . . . Claude Gray

### W F P A

**FT. PAYNE—1950**

Frequency: 1400 Kc. . . . . Power: 250 watts  
 Owned-Operated By . . . . . Killian Bcstg. Co.  
 Address . . . . . Stallworth Building  
 Phone Number . . . . . 850  
 News Service . . . . . AP  
 Pres., Gen. Mgr. . . . . J. Louis Killian  
 Commercial Manager . . . . . Jim Bell

### W Z O B

**FT. PAYNE—1950**

Frequency: 1250 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Glenn M. Cravitt  
 Address . . . . . P. O. Box 255  
 Phone Number . . . . . 1096  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 General Manager . . . . . Glenn M. Cravitt  
 Program Director . . . . . Lester Haston  
 Farm Editor, Chief Engr. . . . . Jess R. Moore

### W E T O

**GADSDEN—1950**

Frequency: 930 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Gadsden Radio Co.  
 Address . . . . . 722 S. 12th St.  
 Phone Number . . . . . 69201  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . McGillvra  
 Partner, Gen. Mgr. . . . . Edwin H. Estes  
 Partner . . . . . Cary L. Graham  
 Commercial Manager . . . . . Mac M. Thomas  
 Program Director . . . . . Weston Britt  
 Chief Engineer . . . . . Calvin C. Williamson

### W G A D

**GADSDEN—1947—ABC—ABS  
 ALA. BROADCASTING SYSTEM**

Frequency: 1350 Kc.  
 Power: 5000 Watts d., 1000 n.  
 Owned-Oper. By . . . . . Coosa Bcstg. Co., Inc.  
 Address . . . . . 520 Chestnut St.  
 Phone Number . . . . . 5641, 5642  
 Transmitter Location . . . . . Attalla, Ala.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol

Membership . . . . . NARTB, BAB  
 Pres., Gen.-Comm. Mgr. . . . . Curtis DeLamar  
 Sales Prom. Mgr. . . . . Jack Kirby  
 Program Director . . . . . Frances Seal  
 News Dir., Chief Anncr. . . . . Jim Young  
 Chief Engineer . . . . . Halley D. Williams  
 Consulting Engineer . . . . . Claude M. Gray

### W G W D

**GADSDEN—1947**

Frequency: 570 Kc. . . . . Power: 1000 Watts d.  
 Business Address . . . . . P. O. Box 128  
 Phone Number . . . . . 6-6301-2  
 Air Time . . . . . 4 a.m.-Sunset  
 Transcription Service . . . . . Associated  
 General Manager . . . . . Leon Loyd

### W J B Y

**GADSDEN—1928—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Gadsden Bcstg. Co., Inc.  
 Address . . . . . 108 Broad Street  
 Phone Number . . . . . 6-3381  
 Transmitter Location . . . . . 108 Broad St.  
 News Service . . . . . INS  
 Representative . . . . . Sears & Ayer  
 President . . . . . Bascom H. Hopson  
 Gen. Mgr., Pgm. Dir. . . . . Beatrice Tate Benton  
 Comm. Mgr. . . . . Sam A. Benton  
 Chief Engineer . . . . . Glen Nichols

### W G Y V

**GREENVILLE—1948—LBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Greenville Bcstg. Corp.  
 Business Address . . . . . P. O. Box 227  
 Air Time . . . . . 6 a.m.-10 p.m.  
 Phone Number . . . . . 585  
 Transmitter Location . . . . . Luverne Highway  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Continental  
 Gen., Sta., Comm. Mgr. . . . . W. H. Miller, Jr.  
 Chief Engineer . . . . . Winton Beaver  
 Consulting Engineer . . . . . Claude Gray

### W G S V

**GUNTERSVILLE—1950—KBS**

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Guntersville Bcstg. Co.  
 Address . . . . . P. O. Box 32  
 Phone Number . . . . . 4131  
 News Service . . . . . UP  
 Transcription Service . . . . . NBC, Thesaurus  
 President . . . . . Trent Moore  
 Gen., Comm. Mgr. . . . . Edward Z. Carrell  
 Program Dir., News Dir. . . . . Ray McClendon  
 Chief Engineer . . . . . LaVelle Jackson

### W J B B

**HALEYVILLE—1949—MBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Haleyville Bcstg. Co.

## ALABAMA

Address.....P. O. Box 191  
 Phone Number.....389  
 Air Time.....6 a.m.-11 p.m.  
 Transmitter Location.....Bear Creek Road  
 News Service.....UP  
 Transcription Service.....Capitol  
 General Manager.....William G. Harris  
 Commercial Mgr.....Ruth Harris  
 Program Director.....Larry Brent  
 Chief Engineer.....William G. Harris

### W E R H

**HAMILTON—1950—LBS**

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Marion County Bcstg. Co.  
 Phone Number.....120  
 Air Time.....Sunrise-Sunset  
 News Service.....AP  
 Transcription Service.....Langworth  
 Station Representative.....McGillvra  
 Membership.....NARTB  
 Pres., Gen., Prom. Mgr.....Hugh J. Fite  
 Commercial Manager.....Charles B. Tucker  
 Chief Anncr., News Dir.....Johnnie R. Lott  
 Chief Engineer.....Charles B. Tucker

### W B H P

**HUNTSVILLE—1937—MBS—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Wilton H. Pollard  
 Bus. Studio Address.....318 W. Clinton,  
 Phone Number.....313  
 Transmitter Location.....Athens Pike  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 President, Gen. Mgr.....Wilton H. Pollard  
 Prog., Pub., News Dir.....Grady Reeves  
 Chief Engineer.....James Potter

### W F U N

**HUNTSVILLE—1946—LBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Huntsville Bcstg. Co., Inc.  
 Transmitter Address.....410 W. Holmes St.  
 Phone Number.....2424  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Representative.....Sears & Ayers  
 Pres., Gen. Mgr.....J. B. Falt, Jr.  
 Sta. Mgr., Prog. Dir., Chief Engr.....John Garrison

### W H B S

**HUNTSVILLE—1946—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Huntsville Times Co.  
 Phone Number.....2345  
 Transmitter.....N. Church St.  
 News Service.....AP  
 Representative.....Headley-Reed  
 General Manager.....John F. Neal  
 Commercial Manager.....Joe Sims  
 Pgm., News Director.....Jay Shepherd  
 Chief Engineer.....Dave Williams

### W P B B

**JACKSON—1950—KBS-LBS**

Frequency: 1290.....Power: 1000 Watts d.  
 Owned-Operated By.....Jackson Bcstg. Co.  
 News Service.....AP  
 Pres., Gen., Comm. Mgr.....T. H. Gaillard, Jr.  
 Program Director.....Charles Ballas  
 Chief Engineer.....E. A. Allen

### W W W B

**JASPER—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bankhead Bcstg. Co., Inc.  
 Business Studio Address.....Bankhead-Long  
 Building  
 Phone Number.....100  
 Transmitter Location.....W. 20th St.  
 News Service.....AP  
 Executive Director.....James E. Reese  
 Manager.....Wm. C. Edgemon

### W R L D

**LANETT—1944—ABC-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Valley Bcstg., Inc.  
 Address.....602 Cherry St.  
 Phone Number.....2-2771  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....McGillvra  
 President.....J. C. Henderson  
 General Manager.....Paul Reid  
 Program Director.....Aileen Love  
 Chief Engineer.....R. R. Magill

### W J A M

**MARION—1951**

Frequency: 1310 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Neely Bcstg. Co.  
 Address.....Marion  
 Phone Number.....2981  
 Transcription Service.....Capitol  
 News Service.....AP  
 Partners.....L. M. Neely, Sr., Kathleen Neely  
 General Manager.....L. M. Neely, Jr.  
 Station Manager.....Erle Hanna

### W A B B

**MOBILE—1948—ABC-MBS**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Mobile Press Register, Inc.  
 Business Address.....304 Government St.  
 Phone Number.....3-1551  
 Transmitter.....Eight Mile, Ala.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Branham Co.  
 President.....R. B. Chandler  
 Executive V.P.....W. J. Hearin, Jr.  
 Sta., Comm. Mgr.....Dewey H. Long  
 Chief Engineer.....William H. Murphree



# ALABAMA

## WALA

### MOBILE—1930—NBC

Frequency: 1410 Kc. Power: 5000 Watts  
 Owned-Operated By... Pape Bcstg. Co., Inc.  
 Bus.-Studio Address... 210 Government St.  
 Phone Number... 3-3756  
 Transmitter... Cochran Bridge Causeway  
 Air Time... 6 a.m.-M.  
 News Service... AP  
 Transcription Service... Standard  
 Representative... Headley-Reed  
 President... W. O. Pape  
 General Manager... H. K. Martin  
 Commercial Manager... A. Treadway  
 Program Director... Al Homan  
 Chief Engineer... R. B. Hurley

## WKAB

### MOBILE—1947—LIBERTY

Frequency: 840 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Pursley Bcstg. Service  
 Business-Studio Address... Box 1306  
 Phone Number... 7-8345  
 Transmitter... Donald St.  
 Air Time... Local sunrise-local sunset  
 Transcription Service... SESAC, Langworth  
 Representative... Forjoe, Dora Clayton  
 Membership... NARTB  
 General Manager... Louise P. Pursley  
 Commercial Mgr... R. H. Moore  
 Program Director... J. T. Jackson  
 Sales Prom. Mgr... J. H. Johnson  
 Publicity Director... R. H. Moore  
 Production Director... Mary L. Lemon  
 Chief Announcer... Larry Keith  
 Chief Engineer... Gene Miller

## WKR G

### MOBILE—1946—CBS

Frequency: 710 Kc. Power 1000 W. d.: 500 W. n.  
 Owned-Operated By... Giddens & Rester  
 Bus.-Studio-Trans. Address... Telegraph Rd.  
 Phone Number... 2-6789  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service... Lang-Worth, Standard  
 Representative... Adam J. Young, Jr.  
 Gen., Station Mgr... F. E. Busby  
 Commercial Manager... John E. Waller  
 Publicity Director... Shirley Rester  
 Chief Engineer... Richard M. Cole  
 Consulting Engineer... Comm. Radio Equipment Co.

## WAPX

### MONTGOMERY—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Operated By... United Bcstg. Co.  
 Business, Studio Address... 116 Catoma St.  
 Phone Number... 3-7569  
 Transmitter Location... End of Blackburn St.  
 News Service... UP

Transcription Service... Lang-Worth  
 Representative... Walker Co.  
 Pres., Gen. Mgr... Thomas E. Martin  
 Comm.-Sales Prom. Mgr... Hoke Williford  
 Program Director... Louise Martin  
 Chief Engineer... Owen Lehr

## WCOV

### MONTGOMERY—1939—CBS

Frequency: 1240Kc. Power: 250 Watts  
 Owned-Oper. By... Estate of G. W. Covington, Jr.  
 Business-Studio Address... Exchange Hotel  
 Phone Number... 5781  
 Transmitter... Narrow Lane Rd.  
 News Service... UP  
 Transcription Service... Capitol  
 Representative... O. L. Taylor Co.  
 Membership... NARTB, BAB  
 General Manager... Hugh M. Smith  
 Commercial Manager... Joe Petrauka  
 Sales Prom. Mgr... O. M. Teate  
 Program Director... Walter Spiro  
 News Director... Ray Hardin  
 Chief Announcer... Frank Tucker  
 Chief Engineer... W. D. Weatherly  
 Consulting Engineer... W. J. Haley

## WJ J J

### MONTGOMERY—1948—MBS

Frequency: 1170 Kc. Power: 10,000 Watts d.,  
 1000 n.  
 Owned-Oper. By... Southern Bcstg. Co., Inc.  
 Business-Studio Address... 115½ Commerce St.  
 Transcription Service... Thesaurus  
 Representative... Weed  
 President... Joseph G. Mathews  
 General Manager... John C. Hughes  
 Commercial Manager... Herbert A. McLendon  
 Program Director... E. Caldwell Stewart  
 Promotion Manager... E. J. Duke  
 Chief Engineer... A. Fred Wright

## WMGY

### MONTGOMERY—1946—LIBERTY

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Dixie Bcstg. Co.  
 Business-Studio Address... 4 S. Perry St.  
 Phone... 5245  
 Transmitter Location... E. of Greenwood Cem.  
 Representative... Robert Meeker  
 Membership... NARTB  
 President... Dr. S. D. Suggs  
 Gen.-Comm. Manager... Thomas W. Sewell  
 Sales Prom. Mgr... Hugh Webb  
 Program Production Director... Roberta Frost  
 News Director... Felix Robinson  
 Chief Engineer... John D. Lamar

## WSFA

### MONTGOMERY—1930—NBC

Frequency: 1440 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By... Montgomery Bcstg. Co., Inc.



## ALABAMA

Business Address.....P. O. Box 1031  
 Phone .....8360  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Headley-Reed  
 Membership.....BAB  
 Pres., Gen. Mgr.....Howard E. Pill  
 Asst. to Pres.....David E. Dunn  
 Local Sales Mgr.....William W. Hunt  
 National Sales Dir.....Julia Looney  
 Program Director.....Lee Gooch  
 Publicity Director.....Alice Mayfield  
 Chief Announcer.....Bill Smith  
 News Director.....Marguerite Daniel  
 Chief Engineer.....Cliff Shelkofsky  
 Farm Editor.....Wilson Carnes

### W L A Y

#### MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned Oper. By...Muscle Shoals Bcstg. Corp.  
 Business Address.....P. O. Box 230, Sheffield  
 Transmitter Location..E. 2nd St., Sheffield, Ala.  
 News Service.....UP  
 Representative.....Devney & Co.  
 President.....Frank M. Farris, Jr.  
 General Mgr.....W. A. Reeves, Jr.  
 Comm. Manager.....Eulus Whitehead  
 Program Director.....George Manush  
 Chief Engineer.....Melvin G. Hunt

### W J H O

#### OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned Oper. By...Opelika-Auburn Bcstg. Co.  
 Bus.-Studio-Trans. Address..1400 Auburn Rd.  
 Phone Number.....712, 713  
 News Service.....UP  
 Transcription Service...Thesaurus, Keystone,  
 SESAC  
 Membership.....NARTB, BAB  
 Gen. Sta. Mgr.....John C. Cooper, Jr.  
 Comm., Sls., Prom. Mgr.....E. J. Turk  
 Program Director.....G. E. Snyder  
 Chief Announcer, News Dir....Bill Kennedy  
 Chief Engineer.....John E. Smollen  
 Consulting Engineer.....Claude Gray

### W E L R

#### ROANOKE—1949—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Roanoke Bcstg. Co.  
 Address.....801 N. Main St.  
 Station Representative.....Clayton  
 Manager.....J. W. Buttram  
 Program Director.....John Hodges

### W W W R

#### RUSSELLVILLE—1949

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Bankhead Bcstg. Co., Inc.  
 Address...Bankhead-Long Bldg., Jasper, Ala.  
 Phone Number.....100

Transmitter Location.....Underwood Rd.  
 News Service.....UP  
 Pres'dent.....Walter W. Bankhead  
 General Manager.....James E. Reese  
 Sta., Comm. Mgr.....Hal Kirby  
 Program Director.....James W. Elliott  
 Chief Engineer.....Charles G. McLellan

### W C R I

#### SCOTTSBORO—1950

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Pat M. Courington  
 Address.....Box 394  
 News Service.....AP  
 Transcription Service.....World  
 President.....Pat M. Courington  
 Gen., Comm. Mgr.....Eaton P. Govan, Jr.  
 Program Director.....Lila Jean Keller  
 Chief Engineer.....James G. Wallace

### W G W C

#### SELMA—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Estate of G. W. Covington  
 Address.....Birmingham Highway  
 Phone Number.....2746  
 Air Time.....6 a.m.-11:05 p.m.  
 Transcription Service.....Capitol  
 Station Representative.....Hal Holman  
 Membership.....NARTB  
 Gen. Mgr. & Chief Engr..John F. Townshend  
 Sales Prom. Mgr.....John Frazier  
 Program Director.....Mrs. Marie Luker  
 Chief Announcer.....Virgil Moore  
 Consulting Engineer.....T. J. Holey

### W H B B

#### SELMA—1935—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Selma Bcstg., Inc.  
 Business Address.....209 Washington St.  
 Phone Number.....1233  
 Transmitter Location.....Edgewood  
 President.....B. H. Hopson  
 Gen. Comm. Mgr.....Julien Smith, Jr.  
 Program Director.....Bill Hoops  
 Promotion Manager.....Erin Reynolds  
 Chief Engineer.....T. F. Kelly, Jr.

### W F E B

#### SYLACAUGA—1944—MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Alabama Bcstg. Co.  
 Business-Studio Address.....P. O. Box 358  
 Phone Number.....2-3281  
 News Service.....UP  
 Transmitter Location...527 North Broadway  
 Air Time.....6 a.m.-11 p.m.  
 President.....E. E. Forbes, Sr.  
 Comm., Sta. Mgr.....George W. Carr  
 Chief Announcer.....Conrad Pickens  
 Chief Engineer.....Maurice Estes  
 Consulting Engr.....James Stowers

ALABAMA—ARIZONA

**WMLS**

**SYLACAUGA—1948**

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By Marble City Bcstg. Co., Inc.  
Business Address 11½ W. Second St.  
Phone Number 2-4354  
Transmitter Address Highway 291 N.  
Air Time 5:45 a.m.—Sunset  
News Service AP  
General Manager Curtis O. Liles, Jr.  
Commercial Mgr. Howard M. Peters  
Prom. Mgr., Pgm. Dir. Robert M. Duck  
Chief Announcer Pete McEwen  
Chief Engineer John F. Norris  
Consulting Engr. Claude M. Gray

**WHTB**

**TALLADEGA—1945—MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Voice of Talladega, Inc.  
Address Bemiston Highway  
Phone Number 2205  
Air Time 6 a.m.—10:20 p.m.  
News Service AP  
Transcription Service Capitol  
Pres., Gen., Sta. Mgr. R. A. Davidson  
Comm., Sls. Prom. Mgr. Myron T. Snoddy  
Program Director Alama M. Haynes  
Mus. & Production Dir. Lee Whitehurst  
Publicity Director Johnny Mack Driskill  
Chief Announcer Frank Haynes, Jr.  
Chief Engineer John Lester Fisher  
Consulting Engineer Claude Gray

**WTBF**

**TROY—1947—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Troy Bcstg. Corp.  
Address College Drive  
Phone Number 980-1

News Service AP  
Transcription Service World  
Membership NARTB, BAB  
President J. Roy Crow  
Gen. Mgr. Jess Jordan  
Commercial Mgr. Robert Tolbert  
Chief Announcer Ace Dudley  
Chief Engineer Joe W. Gilchrist  
Consulting Engineer Claude Gray

**WJRD**

**TUSCALOOSA—1936—LBS**

Frequency: 1150 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By Mrs. Wilhelmina Doss  
Bus. Studio Address First Natl. Bank Bldg.  
Phone Number 4464  
Transmitter Fayette Hwy., Northport  
Air Time 5:30 a.m.—M.  
News Service UP  
Transcription Service World  
Representative Walker  
Owner Wilhelmina Q. Doss  
Asst. Mgr., Sales Prom. Mgr. Dick Biddle  
Comm. Mgr. Lehman Mayer  
Pgm., Prod. Dir. Charles Welsh  
Chief Engineer J. G. Cobble

**WTBC**

**TUSCALOOSA—1946—MBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned By Tuscaloosa Bcstg. Co.  
Business-Studio Address City Hall Bldg.  
Phone Number 5523  
Transmitter Location 15th St., across from  
Forest Lake  
News Service AP  
Transcription Service Thesaurus  
Representative Sears & Ayer  
General Manager Bert Bank  
Commercial Manager Bob Chisholm  
Prom. Mgr., Pgm. Dir. Neil Lovett  
Chief Engineer T. H. Todd

**ARIZONA**

Pop. April 1, 1952 (Est.) 777,000 — Total Housing Units 241,125  
Families April 1, 1952 (Est.) 209,000 — Stations in State 27

**KSUN**

**BISBEE—1933—MBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Carlton W. Morris  
Address P. O. Drawer C, Lowell Station  
Phone Number 9  
Studio-Transmitter Warren Rd.  
Transcription Service World  
Representative Blair & Co., Arizona Network  
President Carleton W. Morris  
General Manager Arlo Woolery  
Chief Engineer John Harris

**KCLF**

**CLIFTON—1950—LBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Dwight Harkins  
Enterprises Inc.  
Address Box 548  
Phone Number 320  
News Service UP  
President Dwight Harkins  
Gen., Comm. Manager Chet Darwin  
Chief Engineer Frank Toomey

## ARIZONA

### KCKY

**COOLIDGE—1948—CBS**

Frequency: 1150 Kc. Power: 1,000 Watts  
 Owned-Oper. By.....Gila Bcstg. Co., Inc.  
 Address.....Roosevelt & Main Streets  
 Phone Number.....4451  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....SESAC  
 Representative.....Forjoe & Co.  
 President.....Louis F. Long  
 Station Manager.....Bill Farady  
 Commercial Manager.....Ken Hooker  
 Publicity Dir.....Daphne Millwee  
 Chief Engineer.....Wayne Fernyhaugh

### KAWT

**DOUGLAS—1946—NBC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Carl Morris  
 Phone Number.....173  
 Transmitter Location.....W. of Douglas  
 Transcription Service.....Capitol  
 Station Representative.....Paul Raymer  
 Membership.....NAB  
 President.....Carleton W. Morris  
 General Manager.....Glenn B. Webber  
 Commercial Manager.....Jack Murphy  
 Program Director.....Jack French

### KCLS

**FLAGSTAFF—1950**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Saunders Bcstg. Co.  
 Address.....Box 1677  
 Phone Number.....946  
 News Service.....AP  
 Transcription Service.....Langworth  
 Owner, Gen. Mgr.....Charles J. Saunders  
 Prog., Prod. Dir.....Dorothy B. Saunders  
 Chief Engineer.....Charles McNeill

### KGP H

**FLAGSTAFF—1950—LBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Frontier Bcstg. Co.  
 Address.....Weatherford Hotel  
 Phone Number.....51  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Forjoe  
 President.....E. C. Phillippi  
 General Manager.....A. S. Holm  
 Program Director.....Mary Phillippi  
 News Director.....Jack Willis  
 Chief Engineer.....Alan J. Gardiner

### KWJB

**GLOBE—1938—NBC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Gila Bcstg. Co., Inc.

Phone Number.....41  
 News Service.....AP, INS  
 Transcription Service.....Standard  
 Representative.....Paul H. Raymer  
 President.....Louis F. Long  
 Sales Prom. Mgr.....Willard Shoecraft  
 Commercial Manager.....Eric Manola  
 Prog., Prod. Dir.-Chf. Anncr.....Robert Hawkins  
 Chief Engineer.....Matthew M. Burak  
 Consulting Engr.....Western Engr. Assn., Inc.

### KGAN

**KINGMAN—1949—LBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....J. James Glancy  
 Business Address.....P. O. Box 1208  
 Phone Number.....Blue 462  
 News Service.....UP  
 President.....J. J. Glancy  
 Commercial Manager.....Kathlene Covarrubias  
 Chief Engineer.....Donald Cummings

### KTYL

**MESA—1947**

Frequency: 1310 Kc. Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Operated By.....Sun Valley Bcstg.  
 Address.....P. O. Box 885  
 Phone Number.....5737  
 Transmitter Location.....Mesa-Tempe Highway  
 News Service.....UP  
 Transcription Service.....Standard  
 Pres., Gen., Sta. Mgr.....Dwight Harkins  
 Commercial Manager.....Lorenzo K. Lisonbee  
 Program Director.....Jack Harris  
 Publicity Director.....Dick Gilbert  
 Chief Announcer.....Ben Smith  
 Chief Engineer.....William Harrison

### KNOG

**NOGALES—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Border Bcstg. Co., Inc.  
 Address.....Nogales  
 Phone Number.....770  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....O'Connell  
 President.....Robert Marcus  
 General Manager.....Samuel Marcus  
 Chief Engineer.....Benny Greenhaw

### KOOL

**PHOENIX—1947**

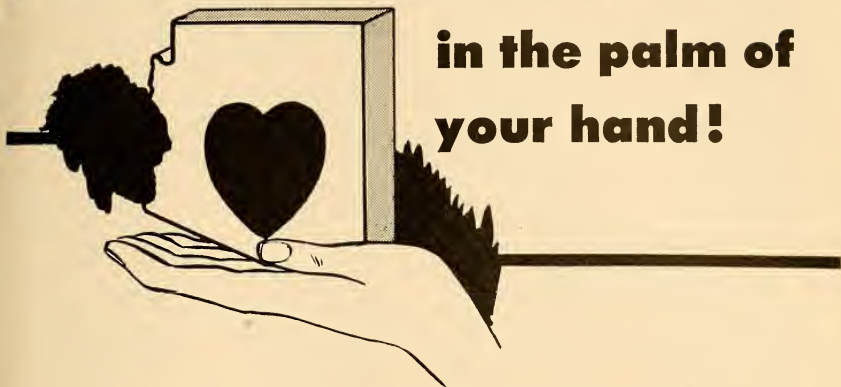
**CBS—RNA**

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Operated By.....Maricopa Bcstg., Inc.  
 Business-Studio Address.....Adams Hotel  
 Phone Number.....8-6421  
 Transmitter.....Chicago & McDowell Rd.  
 Air Time.....6 a.m.-M.



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and  
▶ **OVER A MILLION TOURISTS**  
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**KOOL**  
The *Gene Autry* Station in PHOENIX



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**KCKY**, Coolidge  
**KOPO**, Tucson

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richest area, comprising 75%  
of the State's population.



# ARIZONA

News Service .....UP  
 Transcription Service .....Standard  
 Representative.....George P. Hollingbery  
 Membership .....NARTB  
 President .....Gene Autry  
 Gen.-Station Mgr.....Charles H. Garland  
 Commercial Manager.....George E. Agnew  
 Sales Prom. & Asst. Mgr.....Thos. Kelland  
 Program Director .....Lew Lowry  
 Prod. Dir.....Warren Chandler  
 Publicity Director.....Thomas Kelland  
 News Director.....Frank James  
 Chief Engineer.....Miles L. Sheperd

## KIFN

PHOENIX—1949

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Western Bcstg. Co.  
 Address.....P. O. Box 430  
 Phone Number .....3-6155  
 Transmitter Location.....1975 S. Central  
 News Service .....UP  
 Transcription Service .....SESAC  
 Station Representative.....Harlan Oakes  
 Pres., Gen. Mgr.....Frank P. Redfield  
 Sta. Mgr., Prog. Dir.....Pedro Moraga  
 Commercial Manager.....John K. Redfield  
 Chief Engineer.....Edgar B. Pool

## KOY

PHOENIX—1921—MBS, Don Lee

Frequency: 550 Kc....Power: 5000 d.; 1000 n.  
 Owned-Oper. By.....KOY Bcstg. Co.  
 Address.....840 N. Central Ave., P. O. Box  
 2671  
 Phone Number .....4-4144  
 Transmitter.....12th St. & Camelback Rd.  
 Air Time.....24 hrs. wk. d.; 17 hrs. Sun.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....John Blafz  
 Membership .....NARTB, BAB  
 Pres., Comm. Mgr.....John L. Hogg  
 Gen.-Station Mgr.....Albert D. Johnson  
 Program Director.....John R. Williams  
 Prod. Dir., Chief Anncr.....W. J. Lester, Jr.  
 Musical Director.....Alfred Becker  
 News Director.....Paul Gribben  
 Chief Engineer.....Clifford R. Miller  
 Consulting Engineer.....Jansky & Bailey

## KPHO

PHOENIX—1943—ABC

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Phoenix Bcstg., Inc.  
 Business-Studio Address.....631 N. First Ave.  
 Phone Number .....4-7367  
 Transmitter Location.....2400 W. Buckeye Rd.  
 News Service .....AP  
 Pres., Gen. Mgr.....John C. Mullins  
 Commercial Manager.....Chas. F. Montano  
 Program Director.....Francis Murphy  
 Chief Engineer.....George L. McClanathan

## KRIZ

PHOENIX—1950—LBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Howard M. Loeb  
 Address-Trans. Loc.....2345 Buckeye Rd.  
 Phone Number .....4-8436  
 Air Time .....6:00 a.m.-12 M.  
 News Service .....UP  
 Station Representative .....Burn-Smith  
 Gen., Sta. Manager.....Howard M. Loeb  
 Comm., Prom. Mgr.....Sheldon Engel  
 Program Director.....Ray Odum  
 Chief Engineer.....James E. Groll

## KRUX

PHOENIX—1947

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Arizona Inc.  
 Bus.-Studio Address.....1441 N. First St.  
 Phone Number .....2-2371  
 Transmitter .....Glendale  
 News Service .....UP  
 Transcription Service .....Associated  
 Owner, Gen. Mgr.....Allerton Cushman  
 Station Manager.....Jack C. Goodsell  
 Sales Manager.....Charles E. Schleuter  
 Program Director.....Herman Ackerman  
 News Director.....Larry Geraghty  
 Chief Engineer.....Marvin Edwards

## KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KTAR Bcstg. Co.  
 Business Studio Address...711 Heard Building  
 Phone Number .....4-4161  
 Transmitter Location...36th St. & E. Thomas Rd.  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Trans. Ser.....Thesaurus, Standard, Capitol  
 Representative.....Paul H. Raymer  
 Membership .....NARTB, BAB  
 Ch. of Bd.....John J. Louis  
 Pres., Gen. Sta. Mgr.....Richard O. Lewis  
 Commercial Manager.....E. W. Harvey  
 Sales Promotion Manager..John Edwin Miller  
 Program Director.....Rol Laughner  
 Publicity Directors...Myron Drake, Bob Pollard  
 News Director.....John Snow  
 Chief Engineer.....A. C. Anderson

## KYCA

PRESCOTT—1940  
NBC-ARIZ. BCSTG.

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southwest Bcstg. Co.  
 Business-Studio Address.....P. O. Box 1631  
 Phone Number .....244  
 Transmitter.....E. Gurley St.  
 News Service .....AP  
 Representative.....Paul H. Raymer

## ARIZONA

Pres., Gen. Mgr. . . . . Harold Ritter  
 Program Director . . . . . Roberta M. Pfister  
 Chief Engineer . . . . . John E. Negley

### KGLU

SAFFORD—1938—NBC

Frequency: 1480 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Gila Bcstg. Co.  
 Business-Studio Address . . . . . 520 Main St.  
 Phone Number . . . . . 15  
 Transmitter . . . . . E. Lone Star, Highway 70  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World & Thesaurus  
 Representative . . . . . Paul H. Raymer  
 President . . . . . Louis F. Long  
 General Manager . . . . . Paul Merrill  
 Pgm., Prod. Dir. . . . . Lester McBride  
 Sales Prom. Mgr. . . . . Earl Barnett  
 Commercial Manager . . . . . Edward E. Furman  
 Chief Anncr. . . . . L. M. Whittaker  
 Chief Engineer . . . . . Mark H. Webb  
 Consulting Engineer . . . . . Comm. Radiot. Co.

### KCNA

TUCSON—1947—ABC

Frequency: 1340 Kc. . . . . Power: 5000 W. d.;  
 500 W. n.  
 Owned-Operated By . . . . . Catalina Bcstg. Co.  
 Business-Studio Address . . . . . Box 2348  
 Phone Number . . . . . 2-4664  
 Transmitter . . . . . Swan Road  
 Air Time . . . . . 5 a.m.-1 a.m.  
 News Service . . . . . AP  
 Representative . . . . . Hollingbery  
 President . . . . . Erskine Caldwell  
 General Station Manager . . . . . Wayne Sanders  
 Sales Manager . . . . . Harry Chambers  
 Program Director . . . . . William K. Rider  
 Chief Engineer . . . . . Tom Epperson

### KOPO

TUCSON—1947—CBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Old Pueblo Bcstg. Co.  
 Business-Studio Add. . . . . 115 W. Drachman St.  
 Phone Number . . . . . 4-0431  
 Air Time . . . . . 5 a.m.-1 a.m.  
 News Service . . . . . AP  
 Representative . . . . . Forjoe & Co.  
 Membership . . . . . NARTB, BAB  
 Chief Owner . . . . . Gene Autry  
 General-Station Manager . . . . . E. S. Mitterdorf  
 Comm., Sales Prom. Mgr. . . . . S. J. Kossack, Jr.  
 Pgm. Dir., Chief Anncr. . . . . Gerry O'Brien  
 Sales Prom. Mgr. . . . . Paul Plunkett  
 Prod. Dir. . . . . Cliff Stillinger  
 Publicity Director . . . . . Jane Abbott  
 News Director . . . . . John McShane  
 Chief Engineer . . . . . Vernard Cimmyiotti

### KTKT

TUCSON—1949—LBS

Frequency: 1490 Kc. . . . . Power: 250 Watts

Owned-Operated By . . . . . Thomas J. Wallace  
 Business-Studio Transmitter Add. . . . . 500 W. Elm  
 Phone Number . . . . . 3-7549  
 Air Time . . . . . 18 hours daily  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Best  
 Membership . . . . . BAB  
 President . . . . . Thomas J. Wallace  
 Gen., Sta. Mgr. . . . . Art Sidelinger  
 Commercial Manager . . . . . Manny Ornilas  
 Program Director . . . . . Charles Blower, Jr.  
 News Director . . . . . Ken Stodder  
 Musical Director . . . . . Evelyn Gipson  
 Chief Engineer . . . . . Thomas J. Wallace, Jr.

### KTUC

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Tucson Bcstg. Co.  
 Business-Studio Address . . . . . 900 E. Broadway  
 Phone Number . . . . . 2-3344  
 Transmitter . . . . . 900 E. Broadway  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, SESAC  
 Representative . . . . . John Blair  
 Membership . . . . . NARTB, BAB  
 Pres. & General Manager . . . . . Lee Little  
 Business Manager . . . . . Mae C. Matheson  
 Prog. Dir. & Chief Announcer . . . . . Stan Norman  
 News Director . . . . . Lou Eaton  
 Music Director . . . . . Peter Tufts  
 Chief Engineer . . . . . Cliff Livingston

### KVOA

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Arizona Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 48 E. Broadway,  
 P. O. Box 2911  
 Phone Number . . . . . 3-2555  
 Transmitter Location . . . . . 10th Ave. & Lee Street  
 Air Time . . . . . 4:55 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Capitol  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NARTB, BAB  
 General Manager . . . . . R. B. Williams  
 Business Mgr. . . . . Harper M. Phillips  
 Commercial Mgr. . . . . John C. Underwood, Jr.  
 Sales Promotion Mgr. . . . . Fred J. Gerletti  
 Program Director . . . . . Ben L. Slack, Jr.  
 Production Director . . . . . Lowell D. Cable  
 Chief Announcer . . . . . George T. Callison  
 Chief Engineer . . . . . Ray H. Holsclaw  
 Consulting Engineer . . . . . Gillette

### KSWB

YUMA—1951—LBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Southwestern Bcstg. Co.  
 Address . . . . . Yuma  
 Phone Number . . . . . 3-6222

## ARIZONA — ARKANSAS

News Service ..... UP  
 Pres., Gen. Mgr. .... Chet Darwin  
 Commercial Manager..... Louis Roberts  
 Program Director..... Russ Wonnacott  
 Chief Engineer..... Frank Hancock

### K Y M A

**YUMA—1950—MBS—ARIZ. NET.**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..... KOY Bcstg. Co., Inc.  
 Address..... P. O. Box 671  
 Phone ..... 37841  
 Transmitter Location..... 699 Ave. B  
 Air Time..... 6 a.m.-11 p.m. (7-11 Sun.)  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... John Blair  
 Membership ..... NARTB  
 President..... John Hogg  
 Gen., Sta. Mgr..... William B. Lindsey  
 Program Director..... Bob Vache  
 Chief Engineer..... Richard J. Smith  
 Consulting Engineer..... Cliff Miller

### K Y U M

**YUMA—1940—NBC**

Frequency: 560 Kc.....Power: 1000 Watts  
 Owned-Operated By..... Yuma Bcstg. Co.  
 Business Address..... 1901 E. 1st St.  
 Phone Number ..... 3-3305  
 Air Time ..... 5:30 a.m.-M.  
 News Service ..... AP  
 Transcription Service..... Capitol & Thesaurus  
 Representative..... Paul H. Raymer  
 Membership ..... NARTB  
 President..... R. N. Campbell  
 General Manager..... Ray C. Smucker  
 Commercial Manager..... Roy L. Jorgensen  
 Sales Prom. Mgr..... John P. Carrick  
 Program Director..... Bob L. Jones  
 Production Director..... Grant Lee  
 Publicity Dir..... Ernie Allen  
 Chief Anncr..... Glenn Edwards  
 News Director..... Paul King  
 Musical Director..... Henry Alcott  
 Chief Engineer..... Leavenworth Wheeler

# ARKANSAS

*Pop. April 1, 1952 (Est.) 1,907,000 — Total Housing Units 575,698  
 Families April 1, 1952 (Est.) 519,000 — Stations in State 42*

### K V R C

**ARKADELPHIA—1947—MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..... Arkadelphia Bcstg. Co.  
 Business-Studio Address..... 506 Main St.  
 Phone Number ..... 789  
 Transmitter Location..... Old Gordon Hiway  
 Air Time..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative..... Hil F. Best  
 President..... Cecil W. Cupp  
 Gen., Sta., Comm. Mgr..... J. M. Moore  
 Pgm., Prod. Pub. Dir..... Bill Deaton  
 News Dir., Chief Anncr..... John Riggle  
 Chief Engineer..... S. J. Woodworth  
 Consulting Engineer..... Earl Cullum

### K B T A

**BATESVILLE—1950—MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By..... White River Valley  
 Broadcasters, Inc.  
 Bus., Studio, Transmitter Address... Glenn St.  
 & Lock & Dam Road, P. O. Box 255  
 Phone ..... 1112-1113  
 Air Time... 5 a.m.-11 p.m. (7 a.m.-11 p.m. Sun.)  
 Newspaper Affiliation. Batesville News Review  
 News Service ..... AP  
 Transcription Service..... Thesaurus, ASCAP,  
 BMI, SESAC

President..... Jared E. Trevathan  
 General Manager..... Braxton L. Combs  
 Commercial Manager..... Larry Blair  
 Program Director..... J. Andrew Wright  
 Chief Engineer..... William A. Smith

### K L C N

**BLYTHERVILLE—1921—LBS**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..... Harold L. Sudbury  
 Phone Number ..... 2093  
 Transmitter Location..... E. Highway 18  
 News Service ..... AP  
 Transcription Service ..... Langworth  
 Station Representative..... John E. Pearson  
 Pres., Gen., Comm. Mgr..... Harold L. Sudbury  
 Sales Promotion Manager..... J. T. Sudbury  
 Program Director..... Ernest Simmons  
 Farm Editor..... Don Whitney  
 Chief Engineer..... Marion Skinner

### K A M D

**CAMDEN—1946—MBS-KBS**

**RAZORBACK**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By..... Camden Radio Inc.  
 Address..... P. O. Box 5859  
 Phone Number ..... 6791-2  
 Transmitter Location..... S. California St.  
 Air Time..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Associated



# ARKANSAS

President.....Walter E. Hussman  
 General Manager.....Frank O. Myers  
 Station Mgr.....David Crockett  
 Commercial Mgr.....Donald Cathey  
 Program Director.....W. M. H. Smith  
 Prog. Dir., Chief Anncr.....Callis Carter  
 Chief Engineer.....Dorris C. Hunter

## KCON

**CONWAY—1950—LBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Conway Bcstg. Co.  
 Address.....Ark. State Teachers Campus  
 Phone Number.....189  
 Air Time.....6 a.m.-11 p.m.  
 Transcription Service.....Thesaurus, SESAC  
 News Service.....UP  
 Pres., Gen., Sta. Mgr.....James E. Clayton  
 Sales Promotion Mgr.....Ed McClendon  
 Program Director.....Muriel Cobb  
 Chief Engineer.....Herman G. Stermer  
 Consulting Engineer.....Weldon & Carr

## KAGH

**CROSSETT—1951**

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....Ashley County Bcstg. Co.  
 Address.....900 Main St.  
 Phone Number.....750  
 News Service.....AP  
 Co-Owner.....T. C. Fleet  
 Co-Owner, Gen. Mgr.....J. H. Fleet  
 Commercial Manager.....Clifton O. Wilson  
 Program Director.....Harry G. Howard  
 News Director.....William McKelver

## KDMS

**EL DORADO—1950—KBS**

Frequency: 1290 Kc.....Power: 1,000 Watts d.  
 Owned-Operated By.....David M. Segal  
 Address.....Randolph Hotel  
 Phone Number.....3-9190  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Devney  
 Pres., Gen. Mgr.....David M. Segal  
 Sta., Comm. Mgr.....C. E. Siddon  
 Program Director.....Tom Sansing  
 Promotion Manager.....M. F. Kissko  
 Chief Engineer.....Thomas A. Sebaugh

## KELD

**EL DORADO—1935—ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Enterprises, Inc.  
 Business-Studio Address.....Home Finance Bldg.  
 Phone Number.....3-6126  
 Transmitter Location.....Country Club Colony  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World, Associated  
 Representative.....Continental Radio Sales  
 Membership.....NARTB, BAB  
 Pres., Gen., Sta. Mgr.....W. N. McKinney

Comm., Sls. Prom. Mgr.....J. R. Duerson  
 Program Director.....Mrs. D. Pondrom  
 Prod., Mus. Dir.....Sarah McLarty  
 Chief Anncr., News Dir.....E. R. Hall  
 Chief Engineer.....John Long  
 Farm Editor.....Bill Darland  
 Consulting Engineer.....Earl Cullum

## KGRH

**FAYETTEVILLE—1946—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Fayetteville Bcstg. Co., Inc.  
 Business-Studio Address.....922 Leverett St.  
 Phone Number.....862  
 Transmitter Location.....922 Leverett St.  
 Air Time.....5:30 a.m.-11:30 p.m.  
 News Service.....AP  
 Transcription Service.....SESAC  
 Representative.....Walker  
 Membership.....NARTB, BAB  
 President.....Hayden McIlroy  
 Gen.-Sta.-Sls. Prom. Mgr.....Fred J. Stevenson  
 Commercial Mgr.....Ed. Gideon  
 Program Director.....Wallie Ingalls  
 Chief Announcer.....Pat Perrin  
 News Director.....Dick Evans  
 Musical Director.....Steve Starwyck  
 Chief Engineer.....Harold Lindsey  
 Consulting Engineer.....A. Earl Cullum

## KXJK

**FORREST CITY—1949—KBS-LBS**

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Forrest City Bcstg. Co., Inc.  
 Address.....Natl. Bank of East. Arkansas Bldg.  
 Phone Number.....950  
 Transmitter Location.....4 miles W. of City  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Station Representative.....Continental Radio Sales  
 Pres., Gen. Mgr.....William Fogg  
 Program Director.....Lloyd Denny  
 Prom. Mgr., News Dir.....Charlie Simms  
 Chief Engineer.....Walter Smith

## KFPW

**FORT SMITH—1930—CBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tulsa Bcstg. Co.  
 Business Address.....232 N. Albert Pike Rd.  
 Phone Number.....4105  
 Transmitter Location.....Albert Pike  
 & Kelley Highway  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 Membership.....NAB  
 Vice-Pres., Gen. Mgr.....John Esau  
 Station Manager.....James P. Walker  
 Commercial Manager.....L. A. Blust  
 Program Director.....Larry Nolan  
 Promotion Manager.....George Ketcham  
 Chief Engineer.....Willard Kunkel



# ARKANSAS

## K F S A

**FORT SMITH—1947—ABC**

Frequency: 950 Kc. Power: 1000 Watts d.;  
500 Watts n.

Owned-Oper. By.....Southwestern Pub. Co.  
Business-Studio Address.....920 Rogers Ave.  
Phone Number.....3126  
Transmitter Location.....3600 Wheeler Ave.  
Air Time.....5:30 a.m.-11 p.m.  
News Service.....UP  
Representative.....John E. Pearson  
President.....Donald W. Reynolds  
Gen., Sta., Comm. Mgr.....Weldon Stamps  
Program Director.....Jerry Winner  
Chief Announcer.....Pat Porta  
News Director.....Roy T. Bowman  
Chief Engineer.....Robert W. Platt  
Consulting Engineer.....Tam Craven

## K W H N

**FT. SMITH—1947—MBS-WESTERN**

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Operated By.....KWHN Bcstg. Co., Inc.  
Business-Studio Add.....421-423 Garrison Ave.  
Phone Number.....8967  
Transmitter Location.....5626 Plum St.  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Rambeau  
Secretary-Treasurer.....H. S. Nakdimen  
Sta. Dir., Comm. Mgr.....Parkman R. Feezor  
Pgm., News Dir.....John R. Trotter  
Chief Engineer.....Bruce Dennis  
Farm Editor.....Dave Bateman  
Consulting Engineer.....Weldon & Carr

## K H O Z

**HARRISON—1946—KBS  
MBS-RAZORBACK-OZARK-ARK.**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By.....Harrison Bcstg. Corp.  
Bus.-Studio Address.....Radio City Addition  
Phone Number.....1240  
Transmitter Location.....Radio City Addition  
Air Time.....5:30 a.m.-11 p.m.  
News Service.....UP  
President.....Roy Milum  
Gen., Sta. Mgr.....R. S. Wheeler, Jr.  
Comm., Sls. Prom. Mgr.....Mel Lynn  
Prog., Prod., Pub. Dir.....Bruce C. Washburn  
Chief Annr., News Dir.....Leon Shaddox  
Chief Engineer.....Fred E. Ward

## K F F A

**HELENA—1941—KBS—MBS**

Frequency: 1360 Kc. Power: 1,000 Watts  
Owned-Operated By.....Helena Bcstg. Co.  
Address.....215 York St.  
Phone Number.....Main 59  
Transmitter Location.....S. 7th St. Rd.  
News Service.....AP

Transcription Service.....Lang-Worth  
Representative.....Continental Radio Sales  
Membership.....NARTB, BAB  
Pres., Gen. Mg.....Sam W. Anderson  
Comm., Prom. Mgr.....Bill Bigley  
Program Director.....Hugh Smith  
Chief Announcer.....Bob Wallace  
Musical Director.....Katie Phipps  
Chief Engineer.....A. P. Decker  
Consulting Engineer.....Silliman & Barclay

## K X A R

**HOPE—1947—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Hope Bcstg. Co.  
Business Address.....Hope  
Phone Number.....7-3601  
News Service.....AP  
President.....A. H. Washburn  
Gen. Mgr., Chief Engineer.....L. B. Tooley  
Program Director.....Haskell Jones

## K T H S

**HOT SPRINGS—1924—ABC**

Frequency: 1090 Kc. Power: 10,000 d., 1000 n.  
Owned By.....Times Pub. Co., Ltd., Shreveport,  
La.

Operated By.....Radio Broadcasting, Inc.  
Business-Studio Address.....135 Benton Street  
Phone Number.....1160-1  
Transmitter Location.....Route 2  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Branham  
Membership.....NARTB, BAB  
President-Owner.....John D. Ewing  
General Manager.....John J. Wolever, Jr.  
Chief Announcer.....William S. Bailey  
Musical Director.....Wilson Hurst  
Chief Engineer.....Cecil L. Sutt

## K W F C

**HOT SPRINGS—1940—MBS  
RAZORBACK**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....Spa Bcstg. Co., Inc.  
Business-Studio Address.....819½ Central Ave.  
Phone Number.....412-3  
Transmitter Location.....Malco Bldg.  
News Service.....AP  
Representative.....Young  
President.....Dr. N. B. Burch  
General Manager.....Marvin L. Hull  
Commercial Manager.....C. J. Dickson  
Program Director.....Vivian Merriott  
News Director.....Harvey Stegman  
Chief Engineer.....Everett T. Kennedy

## K B T M

**JONESBORO—1930—MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Regional Bcstg. Co.

## ARKANSAS

Address . . . . . KBTM Building, Jonesboro  
 Phone Number . . . . . 5597-5598  
 Transmitter Location E. of the City of Jonesboro  
 Air Time . . . . . 5:30 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World-Sesac  
 Pres., Sta. Mgr. . . . . Jay P. Beard

### KNEA

#### JONESBORO—1950

Frequency: 970 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Radio Jonesboro, Inc.  
 Address . . . . . Hotel Noble  
 Phone Number . . . . . 8381  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Sears & Ayer  
 President . . . . . R. H. Halbert  
 General Manager . . . . . Dick Crane  
 Commercial Manager . . . . . Paul Hoffman  
 Program Director . . . . . Neal Bunn  
 Promotion Manager . . . . . Charles Quinton  
 Chief Engineer . . . . . Wesley Bell

### KARK

#### LITTLE ROCK—1928 NBC-SOUTHCENTRAL QUAL.

Frequency: 920 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Arkansas Radio & Equip. Co.  
 Address . . . . . Radio Ctr., 114 E. Capitol Ave.  
 Phone Number . . . . . LD 99  
 Transmitter Location . . . . . Hiway 67, N. Little Rock  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Edward Petry  
 Membership . . . . . NARTB, BAB  
 Chmn. of Bd. . . . . T. H. Barton  
 Gen., Sta. Manager . . . . . T. K. Barton  
 Comm., Sls. Prom. Mgr. . . . . Julian F. Haas  
 Pgm., Prod. Dir. . . . . Douglas J. Romine  
 Publicity Dir. . . . . A. C. Dowden  
 Chief Engineer . . . . . Dan L. Winn  
 News Director . . . . . Robert L. Kemp  
 Farm Editor . . . . . Robert L. Buice  
 Consulting Engineer . . . . . Earl Cullum

### KGHI

#### LITTLE ROCK—1927—ABC

Frequency: 1250 Kc. . . . . Power: 1,000 Watts d.,  
 500 Watts n.  
 Owned-Operated By . . . . . KGHI Bcstg. Service  
 Address . . . . . 306 W. 3rd St.  
 Phone Number . . . . . 27-9166  
 Transmitter Location . . . . . Cantrell Rd. and I St.  
 Air Time . . . . . Unlimited  
 Station Representative . . . . . George P. Hollingbery  
 General Manager . . . . . S. C. Vinsonhaler  
 Commercial Mgr. . . . . Kermit L. Richardson  
 Program Director . . . . . Virginia Ewing  
 Chief Announcer . . . . . Al Pickworth  
 Chief Engineer . . . . . V. O. Vandusen  
 Consulting Engineer . . . . . George Davis

### KLRA

#### LITTLE ROCK—1927—CBS

Frequency: 1010 Kc. . . . . Power: 10,000 Watts d.,  
 5,000 Watts n.  
 Owned-Oper. By . . . . . Arkansas Bcstg. Co.  
 Business-Studio Address . . . . . P. O. Box 550  
 Phone Number . . . . . 2-5427-8; 2-1492  
 Transmitter Location . . . . . Memphis Highway  
 Air Time . . . . . 5 a.m.-M.  
 Newspaper Affiliation . . . . . Arkansas Gazette  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . O. L. Taylor Co.  
 Membership . . . . . NARTB, BAB  
 President . . . . . J. N. Heiskell  
 Gen., Sta. Mgr. . . . . W. V. Hutt  
 Commercial Manager . . . . . R. J. Myers  
 Sls. Prom. Mgr., Pub. Dir. . . . . Oscar Alagood  
 Prog., Prod. Dir. . . . . Harris Owen  
 News Director . . . . . Mark Weaver  
 Musical Director . . . . . Robert Parker  
 Chief Engineer . . . . . Kermit F. Tracy  
 Consulting Engineer . . . . . George C. Davis

### KVLG

#### LITTLE ROCK—1948—LIBERTY

Frequency: 1050 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Southwestern Bcstg. Co.  
 Business-Studio Address . . . . . Box 2659  
 Phone Number . . . . . 5-5321  
 Studio Address . . . . . Southern Nat'l Insur. Bldg.  
 Transmitter Location . . . . . Faulkner Lake Rd.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Radio Reps.  
 President . . . . . R. M. Saxon  
 General Manager . . . . . Leonard Coe  
 Station Manager . . . . . Glen H. Robertson  
 Sales Prom. Mgr. . . . . James A. Gatens  
 Prog., Prod. Mgr. . . . . Frederick H. Schnutz  
 News Director . . . . . Bill Crews  
 Chief Engineer . . . . . Dale Mahurin  
 Consulting Engr. . . . . Commercial Radio Equip't.

### KXLR

#### LITTLE ROCK—1946 MBS-RAZORBACK

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Ark. Airwaves Co.  
 Business Address . . . . . 217 E. Third St.  
 Phone Number . . . . . 2-2155  
 Transmitter Address . . . . . Cotton Belt Bldg.  
 News Service . . . . . UP  
 Transcription Service . . . . . RCA, Thesaurus  
 Representative . . . . . Pearson  
 Membership . . . . . NARTB, BAB  
 President . . . . . John F. Wells  
 Gen., Sta. Manager . . . . . Emil J. Pouzar  
 Commercial Manager . . . . . Melton Lancaster  
 Program Director . . . . . Roy Nichols  
 News Director . . . . . Bobbie Forster  
 Chief Engineer . . . . . Earl H. Butler

# AP SELLS

For Stations and Sponsors

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**For instance . . . KLRA**

"Our Associated Press news programs sell so easily and are so easily renewable that we wish we had more to offer. One news sponsor is now completing his 14th straight year. As to pulling power—once, during our AP newscasts we offered a free map of Korea. Ten mentions over a four-day period brought more than 8,000 requests."

W. V. HUTT,  
General Manager,  
KLRA, Little Rock, Arkansas

## ARKANSAS

### KVMA

#### MAGNOLIA—1948—KBS

Frequency: 630 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Magnolia Bcstg. Co.  
 Business-Studio Address . . . . . 212 N. Jefferson St.  
 Phone Number . . . . . 630  
 Transmitter Location . . . . . 2.2 Mi. N. Magnolia  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President . . . . . Joe F. Rushton  
 General Manager . . . . . Richard Tuck  
 Comm. Mgr., Pgm. Dir. . . . . Lowelle Langley  
 Chief Engineer . . . . . Ray Wells

### KDAS

#### MALVERN—1951—LBS

Frequency: 1420 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Malvern Bcstg. Co.  
 Address . . . . . Young Insurance Bldg.  
 Phone Number . . . . . 1584  
 Transcription Service . . . . . World  
 Representative . . . . . Devney  
 President . . . . . David M. Segal  
 Sta., Comm. Mgr. . . . . Robert Choate  
 Program Director . . . . . Jack Ridgeway  
 Chief Engineer . . . . . Fred Parks

### KENA

#### MENA—1950—MBS-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . R. B. Bell  
 Address . . . . . S. Reene St.  
 Phone . . . . . 878  
 Transcription Service . . . . . Standard  
 News Service . . . . . UP  
 Representative . . . . . Continental  
 Owner Manager . . . . . R. B. Bell  
 Chief Engineer . . . . . O. D. Frederick

### KNBY

#### NEWPORT—1949

Frequency: 1280 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Newport Bcstg. Co.  
 Business Address . . . . . Newport  
 Phone Number . . . . . 749  
 News Service . . . . . UP  
 President . . . . . C. W. Craft  
 General Mgr. . . . . Dick Wiethan  
 Commercial Mgr. . . . . Gene Howe  
 Chief Engineer . . . . . J. C. Clayton

### KOSE

#### OSCEOLA—1949—KBS

Frequency: 860 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Osceola Bcstg. Corp.  
 Business Address . . . . . Hiway 61 S.  
 Phone Number . . . . . 860  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NARTE, BAB  
 President . . . . . H. F. Ohlendorf

General Station Mgr. . . . . Ted Woods  
 Commercial Manager . . . . . Betty G. Woods  
 Pgm. Dir., Chief Annr. . . . . Murray Schroger  
 Chief Engineer . . . . . H. M. Jones  
 Consulting Engineer . . . . . Sillimian & Barclay

### KDRS

#### PARAGOULD—1947—KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Progressive Bcstg. Co.  
 Business Address . . . . . Box 491  
 Phone Number . . . . . 627  
 Transmitter . . . . . Tower Drive  
 Air Time . . . . . 6 a.m.-10 p.m.  
 News Service . . . . . AP  
 President . . . . . Ted Rand  
 Station Manager . . . . . Ray Dexter  
 Business Manager . . . . . T. M. Self  
 Sales Promotion Mgr. . . . . Doyne Bateman  
 Program Director . . . . . Ray Dexter  
 News Director . . . . . Russell Schwamb  
 Chief Engineer . . . . . Joe Nearns  
 Consulting Engineer . . . . . Holey

### KCLA

#### PINE BLUFF—1947—LIBERTY

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio Engineering Service  
 Business-Studio Address . . . . . 2900 W. 28th St.  
 Phone Number . . . . . 1900  
 Transmitter Location . . . . . 2900 West 28th  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 General Mgr. . . . . Kenneth Kesterson  
 Commercial Manager . . . . . Clyde Martin  
 Pgm. Dir., Chief Engineer . . . . . Charles Penix  
 Consulting Engineer . . . . . George Davis

### KOTN

#### PINE BLUFF—1934—MBS-KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Universal Bcstg. Corp  
 Address . . . . . 505½ Main St.  
 Phone Number . . . . . 721  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Pres., Gen. Mgr., Chief Engr. . . . . B. J. Parrish  
 Asst. & Prom. Mgr. . . . . R. W. Etter  
 Commercial Manager . . . . . Joe L. Wallace  
 Program Director . . . . . Lois Sloan

### KPOC

#### POCAHONTAS—1950

Frequency: 1420 Kc. . . . . Power: 1,000 Watts d.  
 Owned-Operated By . . . . . Pocahontas Radio, Inc.  
 Address . . . . . P. O. Box 250  
 Phone . . . . . 500  
 Transcription Service . . . . . Thesaurus  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Walker  
 President . . . . . A. J. Baltz  
 Gen., Sta., Comm. Mgr. . . . . Adrian L. White



# ARKANSAS

Sales Promotion Manager.....Jim Risner  
 Prog., Prod., News Dir.....Walt Lawson  
 Musical Director.....Jack Wilson  
 Chief Engineer.....Roy Forrester

## K X R J

**RUSSELLVILLE—1947—MBS-KBS  
 RAZORBACK**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Valley Broadcasting, Inc.  
 Address.....Russellville  
 Phone Number.....299  
 Transmitter Location.....Russellville  
 News Service.....AP  
 Owner, Gen. Mgr.....C. R. Horne  
 Commercial Manager.....L. L. Bryan  
 News Director.....Morris Leming  
 Pgm. Dir., Chf. Engr.....W. C. McKenney

## K W C B

**SEARCY—1951**

Frequency: 1300 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....White County Bcstg.  
 Co., Inc.  
 Address.....P. O. Box 95  
 Phone Number.....1281  
 News Service.....AP  
 Transcription Service.....SESAC, Thesaurus  
 Pres., Gen. Mgr.....Carl N. Dodd  
 Program Director.....John Baker  
 Sales Manager.....Don P. Jones  
 Chief Engineer.....Homer Harris

## K U O A

**SILOAM SPRINGS—1923—MBS  
 RAZORBACK**

Frequency: 1290 Kc.....Power: 5,000 Watts d.  
 Owned-Operated By.....KUOA, Inc.  
 Business-Studio Address.....Siloom Springs  
 Phone Number.....77  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB, BAB  
 President.....John E. Brown, Sr.  
 Exec. Vice-Pres.....Storm Whaley  
 Manager.....Dick McCartney  
 Program Director.....Ralph Kennedy  
 Chief Engineer.....Ceal E. Smith  
 Consulting Engineer.....A. Earl Cullum

## K B R S

**SPRINGDALE—1949—ABC  
 RAZORBACK**

Frequency: 1340 Kc...Power: 250 Watts d., n.  
 Owned-Operated By.....Southwest Pub. Co.  
 Address.....Box 29  
 Phone Number.....675  
 Transmitter Location.....Hwy. 71 North  
 Air Time.....5:30 a.m.—11 p.m.  
 News Service.....AP  
 Representative.....Pearson  
 President.....Donald W. Reynolds

Gen., Sta. Mgr.....Randall L. McCarrell  
 Prog. Dir., Chf. Anncr.....Jerry Bidle  
 Production Director.....Rex Parnell  
 Publicity Director.....Sally Phillips  
 News Director.....Bill Dickson  
 Chief Engineer.....Dalton Sanders

## K W A K

**STUTT GART—1948  
 MBS—KBS—RAZORBACK**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Stuttgart Bcstg. Corp.  
 Business Address.....Box 271  
 Phone Number.....842  
 Transmitter Address.....1818 S. Buerkle  
 Air Time......6 a.m.—M.  
 News Service.....UP  
 Transcription Service.....Standard  
 President.....Beloit Taylor  
 Gen.-Station Manager.....Melvin P. Spann  
 Commercial Mgr.....Bill Wells  
 Program Dir.....June Spann  
 Chief Engineer.....Frank Newberry  
 Consulting Engineer.....John Mullaney

## K O S Y

**TEXARKANA—1951—MBS**

Frequency: 790 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By.....Gateway Bcstg. Co.  
 Address.....Wadley Bldg.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Partners.....Dr. W. Decker Smith, Joe Davis  
 General Manager.....Tom E. Dillahunty  
 Commercial Manager.....Herman Cecil  
 Program Director.....Ray Whitworth  
 Chief Engineer.....Chas. Mathis

## K R L W

**WALNUT RIDGE—1951**

Frequency: 1320 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Southern Baptist College  
 Address.....P. O. Box 67  
 Phone Number.....980  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Best  
 President.....Dr. H. E. Williams  
 Gen. Mgr., Chf. Engr.....Earl Hodges  
 Program Director.....Bill Nicholson

## K W E M

**WEST MEMPHIS—1947**

Frequency: 990 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....KWEM Inc.  
 Business-Studio Address.....229 Broadway  
 Phone Number.....463  
 Transmitter Location.....Highway 70  
 News Service.....UP  
 President.....E. D. Rivers, Jr.  
 Vice-Pres.....William H. Keller

# CALIFORNIA

Pop. April 1, 1952 (Est.) 11,170,000 — Total Housing Units 3,608,644  
Families April 1, 1952 (Est.) 3,507,000 — Stations in State 137

## KCNO

ALTURAS—1951

Frequency: 570 Kc. Power: 1000 Watts d.  
Owned-Operated By.....CONR Inc.  
Address.....P. O. Box 1247  
Phone Number.....2531  
News Service.....UP  
Transcription Service.....Standard, Capitol,  
SESAC  
Pres., Gen. Mgr.....Chester J. Stuart  
Comm., Prom. Mgr.....Philip N. Good  
Program Director.....Ruth Hudson  
News, Farm Director.....Chas. Reinhart  
Chief Engineer.....Ralph S. Click

## KDIA

AUBURN—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Charles E. Halstead  
Business Address.....Diamond H Ranch  
Phone.....1178  
Pres., Gen. Mgr.,  
Chief Engr.....Charles E. Halstead, Jr.

## KBIG

AVALON—1952

Frequency: 740 Kc. Power: 10,000 Watts  
Owned-Operated By.....John Poole Bcstg. Co.  
Address.....6540 Sunset Blvd.  
Phone Number.....HE 3205  
News Service.....UP  
Pres., Gen., Sta. Mgr., Chf. Engr....John Poole  
Comm., P.om. Mgr.....Robert J. McAndrews  
Operations Manager.....Cliff Gill  
Consulting Engineer.....George P. Adair

(See Page 348)

## KAFY

BAKERSFIELD—1946—MBS-DON LEE

Frequency: 550 Kc. Power: 1000 Watts  
Owned-Operated By...Bakersfield Bcstg. Co.  
Business-Studio Address...2013 Chester Ave.  
Phone Number.....464-21  
Transmitter.....Cor. Niles Rd. & Morning Dr.  
News Service.....UP  
Transcription Service.....Capitol  
Representative.....W. S. Grant  
Membership.....NARTB, BMB  
President.....George B. Crome  
General Manager.....Sheldon Anderson  
Station Manager.....Glenn Rinker  
Commercial Mgr.....Clint Johnson  
Production Dir.....Bob Blake  
Prog., Pub. Dir., Sls. Prom. Mgr...Naum Healy  
Chief Announcer.....Harl Mannes  
Musical Director.....Bill Elliott  
Chief Engineer.....Ted Froming  
Farm Editor.....Jimmy Thomason  
Consulting Engineer.....Ron Oakley

## KBIS

BAKERSFIELD—1950

Frequency: 970 Kc. Power: 1000 d.  
Owned-Oper. By.....Marmat Radio Co.  
Studio Address.....957 Oak St.  
Phone.....21465  
Transcription Service.....Capitol, Associated,  
SESAC  
News Service.....UP  
General Manager.....James L. McDowell  
Commercial Manager.....Paul La Riviere

## KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc. Power: 1000 Watts  
Owned-Operated By...McClatchy Bdcstg. Co.  
Business-Studio Address...Elk's Club Building  
Phone Number.....8-8431  
Transmitter Location...Oak and Ming Streets  
Air Time.....6 a.m.-12 M.  
News Service.....AP  
Transcription Service.....Capitol  
Representative.....Paul H. Raymer  
Membership.....NARTB, BAB  
President.....Eleanor McClatchy  
Station Manager.....Walter Baziuk  
News Editor.....Gerald Smothers  
Technician.....Luverne Shatto  
Farm Editor.....D. L. Flickenger  
Consulting Engr.....George C. Davis

## KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Paul R. Bartlett  
& Albert De Young  
Business-Studio Address...1420 Truxton Ave.  
Phone Number.....44548  
Transmitter Location...17th & Eye Sts.  
News Service.....UP  
Transcription Service.....Standard, World  
Representative.....Avery Knodel  
Membership.....NARTB, BAB  
President.....Paul R. Bartlett  
Vice-President.....Gene DeYoung  
Commercial Manager.....Ed Urner  
Program Director.....Kenneth Croes  
Publicity Director.....Rudy Von Toble  
Chief Announcer.....George Day  
News Director.....Eob Elias  
Chief Engineer.....Bob Richardson  
Consulting Engineer...Craven, Lchnes & Culver

## KPMC

BAKERSFIELD—1934—ABC

Frequency: 1560 Kc. Power: 1000 Watts  
Owned-Oper. By.....Pioneer Mercantile Co.  
Address.....307 E. 21st St.  
Phone Number.....8-8157

## CALIFORNIA

Transmitter Location..... 307 E. 21st St.  
 News Service .....UP  
 Transcription Service ..... Thesaurus  
 Station Representative.. George P. Hollingsbery  
 President..... F. G. R. Schamblin  
 General Manager..... L. A. Schamblin  
 Pgm., Dir. Comm. Mgr..... C. C. Sturm  
 Prom. Mgr., News Director.... P. R. Biermann  
 Chief Engineer..... L. P. Jarvis

### KPAS

**BANNING—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..... Pass Bcstg. Co.  
 Address..... 4425 Ramsey St.  
 Phone Number..... 515  
 Transcription Service .....World  
 Representative....Gene Grant, Donald Cook  
 Pres., Gen., Sta., Comm. Mgr.

C. A. Bill Humbert  
 Chief Announcer.....Lou Gillespie  
 Chief Engineer.....Montran Babcock

### KWTC

**BARSTOW—1947—LIBERTY**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..Mojave Valley Bcstg. Co.  
 Business Address..... Box 697  
 Phone Number..... 4001  
 Air Time.....7 a.m.-10 p.m.  
 News Service .....UP  
 Transcription Service .....World  
 Representative ..... Donald Cooke  
 President..... W. T. Brown  
 Station Manager..... Harry S. White  
 Program Director..... Jim Harvey  
 Musical Director..... Tom Parke  
 Chief Engineer..... Bill Biggs

### KRE

**BERKELEY—1923**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By....Central Calif. Bcstrs., Inc  
 Address-Trans..... 601 Ashby Avenue  
 Phone Number..... Ashberry 3-7715  
 Air Time.....6 a.m.-12M.  
 News Service .....AP  
 Membership .....NARTB, BAB  
 Transcription Service .....Standard  
 Pres., Gen. Sta. Mgr..... Arthur Westlund  
 Comm., Prom. Mgr..... Don Hamby  
 Program Director..... Les Avery  
 Consulting Engineer..... Commercial Radio

### KYOR

**BLYTHE—1947—LBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated..... Bcstg. Corp. of America  
 Business-Studio Address..... Riverside  
 Phone Number..... 2231  
 Transmitter..... 2 Mi. W. of Blythe, Hiway 60  
 President..... W. L. Gleeson

Gen., Comm., Prom. Mgr.... George Flansburg  
 Pgm., News, Farm Dir..... Joe Kinser  
 Chief Engineer..... Lewis E. Smith

### KROP

**BRAWLEY—1946—LIBERTY**

Frequency: 1300 Kc.....1000 Watts d., 500 n.  
 Owned-Oper. By..... Bcstg. Corp. of America  
 Address..... Box 238  
 Representative ..... Scott, Young  
 President..... W. L. Gleeson  
 General Manager..... John Chandler  
 Program Director..... Trudy Ruane  
 Chief Engineer..... Drew Walker

### KICO

**CALEXICO—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..... Charles R. Love  
 Business Address..... P. O. Box 786  
 Phone Number ..... 918  
 President..... Charles R. Love  
 General Mgr..... W. A. Geddes  
 Comm. Mgr..... Don Gillette  
 Chief Engineer..... James Coin

### KHSL

**CHICO—1935—MBS-DON LEE**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated....Golden Empire Bcstg. Co.  
 Address..... 336 Broadway  
 Phone Number ..... 2378  
 Transmitter....Hooker Oak & Madrone Aves.  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative ..... Gene Grant  
 President, Gen. Mgr..... Mrs. Hugh McClung  
 General Manager..... M. F. Woodling  
 Commercial Manager..... J. A. Pero  
 Program Director..... Jack Mitchell  
 Chief Engineer..... Russell B. Pope

### KXOC

**CHICO—1948—CBS**

Frequency: 1150 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... KXOC, Inc.  
 Address-Trans..... Radio Lane  
 Phone Number ..... 3200  
 Air Time.....6 a.m.-12 M.  
 News Service .....UP  
 Transcription Service..... Standard, Associatd  
 Representative ..... Pearson, Western  
 Membership ..... BAB  
 President..... Lincoln Dellar  
 Gen., Sta., Comm. Mgr..... Donald J. Quinn  
 Prog., Prod., Pub. Dir..... Neil McIntyre  
 Chief Engineer..... E. W. Berger

### KBMX

**COALINGA—1950**

Frequency: 1470 Kc.....Power: 500 d.  
 Owned-Oper. By....Pleasant Valley Radio Co.



# CALIFORNIA

Address .....Box 715  
 Phone .....136  
 Transcription Service.....Lang-Worth, SESAC  
 News Service .....UP  
 Partner, Pres.....Benjamin M. Bowman  
 General Manager.....Rea B. Bowman  
 Program Director.....Faye M. Bowman  
 Chief Engineer.....Don Daniels

## KBUC

CORONA—1948

Frequency: 1370 Kc.....Power: 500 Watts d.  
 Owned.....American Pacific Bcstg. Co.  
 Business Address.....Box 111  
 Phone Number .....1370-1-2  
 News Service .....UP  
 Transcription Service..MacGregor, Lang-Worth  
 Membership .....NARTB, BAB  
 Representative .....McGillvra  
 Pres., Gen. Mgr.....Elmer J. Buckrum  
 Sta., Comm. Mgr.....Mary Buckrum  
 Sls. Promotion Mgr.....Chuck Ferguson  
 Program Director .....Cliff Miller  
 Chief Announcer.....Bob White  
 Musical Director.....Mary Herzer  
 Chief Engineer.....Don Kerr  
 Farm Editor.....Hal Corwin  
 Consulting Engineer.....Ron Oakley

## KCRE

CRESCENT CITY—1950

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Del Norte Bcstg. Co.  
 Address .....Box 577  
 Phone Number .....3061  
 News Service .....AP  
 Co-Owner.....John K. Perry  
 Co-Owner, Gen. Mgr., Pgm. Dir., Robert E. Grey  
 Chief Engineer.....Howard E. Plaschka

## KCHJ

DELANO—1951

Frequency: 1010 Kc....Power: 1000 Watts  
 d.  
 Owned-Oper. By.....Charles Herman Johnes  
 Address.....P. O. Box 262  
 Phone .....8676  
 Transcription Service .....SESAC  
 News Service .....UP  
 Pres., Gen. Mgr., Chief Eng. Charle H. Johnes  
 Promotion Manager.....Marshall Colo  
 Program Director.....Jean I. Johnes  
 Farm Director.....Bob Colo

## KRDU

DINUBA—1946—LIBERTY

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Dinuba Co.  
 Business-Studio Address.....110 N. L. St.  
 Phone Number .....500  
 Transmitter Location..Bet. W. Dinuba & Reedley  
 News Service .....AP

Pres., Gen., Sta. Mgr.....Egon A. Hafer  
 Program Director.....Harold Sparks  
 Chief Announcer.....Jim Bailey  
 Chief Engineer.....Russ Friend

## KXO

EL CENTRO—1927—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Valradio Inc.  
 Business Address.....Box 140  
 Phone Number .....1100  
 Transmitter-Studio Location...South 4th St.  
 Air Time .....Unlimited  
 News Service .....UP  
 Newspaper Affiliation..Imperial Valley Pub.  
 Co., Brawley News Pub. Co., Indio Date  
 Palm  
 Transcription Service .....Capitol  
 Representative.....Paul H. Raymer  
 Membership .....NARTB, BAB  
 President.....Paul A. Jenkins  
 Gen. Sta. Mgr., Pub. Dir., Richard T. Sampson  
 Commercial Manager.....Belle Hovey  
 Prom. Mgr., Farm Editor.....Douglas Fishel  
 Program Director.....Mary Francisco  
 Chief Announcer.....Norman Germani  
 Chief Engineer.....Stanley Tetley

## KHUM

EUREKA—1947—LBS-ABC

Frequency: 1240 Kc....Power: 250 Watts d.,  
 250 Watts n.  
 Owned-Oper. By.....Carroll R. Hauser  
 Address .....Vance Hotel  
 Phone Number .....3900  
 Transmitter Location..Murray St. at Railroad  
 Air Time .....6 a.m.-12M.  
 News Service .....AP  
 Transcription Service .....Capitol  
 Representative.....Pearson, Western Radio,  
 Tracy Moore  
 Gen., Sta., Comm. Mgr.....Carol R. Hauser  
 Prog., Prod., Publ. Dir.....Bill Steis  
 Mus. Dir., Chief. Eng.....Dean Elliott  
 Farm Editor.....Frank Smith  
 Consulting Engineer.....Everett Dillard

## KIEM

EUREKA—1933—MBS-DON LEE

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned Opr. By...Redwood Bdcstg. Co., Inc.  
 Address.....Radio Center, E. Sixth St.  
 Transmitter.....Eureka Inlet, Humboldt Bay  
 Phone Number .....4000  
 News Service .....UP  
 Transcription Service.....World, Associated  
 Representative .....John Blair  
 Membership .....NARTB, BAB  
 President, Manager.....Wm. B. Smullin  
 Commercial Manager.....Don Telford  
 Sales Promotion Manager.....Robert Stach  
 Program Director.....Paul Corbin  
 Chief Engineer.....King Larry



# CALIFORNIA

## K D A C

**FORT BRAGG—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mendocino Bcstg. Co.  
 Address.....2100 East Oak St.  
 Phone Number.....5671  
 Air Time.....7 a.m.-10 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Forjoe  
 President.....Edward Mertle  
 Gen. Mgr., Chief Eng.....Craig N. Smith  
 Consulting Engineer.....Commercial Radio

## K A R M

**FRESNO—1938—ABC**

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KARM, The George  
 Harm Station  
 Business-Studio Address..1333 Van Ness Ave.  
 Phone Number.....4-2966  
 Transmitter.....Van Ness & Alluvial Aves.  
 News Service.....AP, INS  
 Transcription Service.....Standard  
 Representative.....Edward Petry  
 Membership.....NARTB, BAB  
 President.....Hattie Harm  
 General-Station Manager...Clyde F. Coombs  
 Exec. Sec., Promotion Manager...Eldora Roth  
 Program Director.....Ed Ropolo  
 News Director.....Bob Weakley  
 Chief Engineer.....Elbert Dean  
 Consulting Engineer.....A. D. Ring

## K F R E

**FRESNO—1946—CBS**

Frequency: 940 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Calif. Inland Bcstg. Co.  
 Business-Studio Address..T. W. Patterson Bldg.  
 Phone Number.....4-5001  
 Transmitter Location.....Monson  
 Air Time.....5:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Paul R. Bartlett  
 Assistant Manager.....Keith L. Mealey  
 Director of Sls. Svce.....Harry H. Burnum  
 Program Director.....Ed J. Frech  
 Chief Announcer.....Robert Harris  
 News Director.....Noyes Alexander  
 Chief Engineer.....K. L. Mealey  
 Farm Editor.....Wally Erickson  
 Consulting Engineer..Craven, Lohnes & Culver

## K G S T

**FRESNO—1949**

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Delle Broadcasting Co.  
 Address.....Farmer's Market  
 Phone Number.....8-6526 and 4-5459

Transmitter Location...Church & Hughes Sts.  
 Air Time.....6 a.m.-Sunset  
 News Service.....UP  
 Station Representative.....Forjoe & Co.  
 Commercial Manager.....Morris Mindel  
 Chief Engineer.....Milton Gerloff

## K M J

**FRESNO—1925—NBC**

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Operated By.....McClatchy Bcstg. Co.  
 Business-Studio Address..1515 Van Ness Ave.  
 Phone Number.....3-6277  
 Transmitter Location.....Kerman, Calif.  
 News Service.....AP, UP  
 Transcription Service.....Capitol  
 Representative.....Paul H. Raymer  
 President.....Eleanor McClatchy  
 Station Manager.....Hal Brown  
 Sales Manager.....Coyle Chambers  
 Program Manager.....Joe Tomes  
 News Editor.....Joe Drilling  
 Chief Engineer.....William N. Wallace  
 Farm Editor.....Ed Sturgeon

## K Y N O

**FRESNO—1947—MBS**

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio KYNO, The Voice  
 of Fresno  
 Address.....Hotel Fresno  
 Phone Number.....2-4163  
 Transmitter Location.....Barton Ave.  
 Air Time.....5 a.m.-12M.  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....BAB  
 President.....Robert Schuler  
 General, Sta. Manager.....L. E. Chenault  
 Commercial Manager.....Leslie Daggett  
 Program Director.....Leo Goldman  
 Publicity Director.....Jack Grady  
 News Director.....Hap Haggard  
 Musical Director.....Bob Clare  
 Chief Engineer.....Bert Williamson

## K I E V

**GLENDALE—1932**

Frequency: 870 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Cannon System, Ltd.  
 Address.....102 N. Glendale Ave.  
 Phone Number.....Citrus 1-1133  
 News Service.....UP  
 Transcription Service.....Standard  
 President.....David H. Cannon  
 General Mgr.....Cal Cannon  
 Chief Engineer.....Vern Schumann

## K N G S

**HANFORD—1948**

Frequency: 620 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Hanford Sentinel &  
 Journal



**DON LEE GIVES COMPLETE,  
CONSISTENT LOCAL COVERAGE OF THE  
PACIFIC COAST AT LOWEST COST  
PER SALES IMPRESSION OF ANY  
OTHER SALES MEDIA**

A big statement...true, and it takes a big network to accomplish it. Don Lee (and only Don Lee) has 45 stations in 45 important Pacific Coast markets. Don Lee consistently sells your customers from their own local network station in their own local market. You can buy Don Lee according to your distribution pattern. There's no waste. That's real flexibility and real value and only Don Lee can offer it.

Don Lee consistently carries more Pacific Coast regional business than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast advertising buy - DON LEE.

*Represented Nationally by John Blair & Company*

*The Nation's Greatest  
Regional Network*



*1313 North Vine Street  
Hollywood 28, California*

# Thousands

OF SOUTHERN CALIFORNIANS

TURN TO  
**KFWB**

KFWB gives you  
Everything...  
while you're  
doing everything  
you want to do!

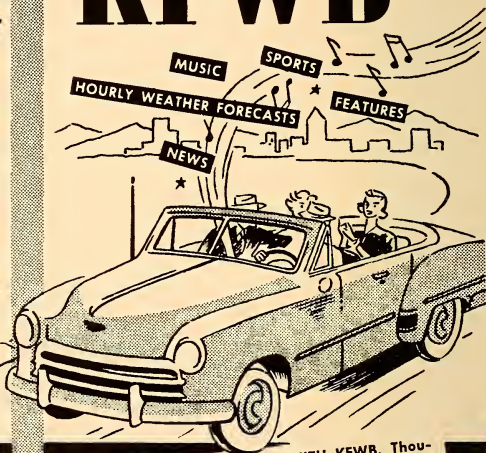


at your  
fingertips

**980**

*Drive Safely...  
Drive with Pleasure..*  
while Tuned to the Easy Listening Station

# KFWB



Represented  
Nationally by

**BRANHAM  
COMPANY**

For Easy  
Listening...it's

# KFWB



980 on the dial

— THE HEART OF HOLLYWOOD

YOU GET A BIG BONUS WITH KFWB. Thousands of \*Southern California motorists set their radio dial to 980 for enjoyable easy listening which has made KFWB a leader in the second Largest Market in the nation.

\*There are more automobiles than homes in Southern California.



## CALIFORNIA

Business Address..... P. O. Box 620  
 Phone Number..... 620  
 Air Time..... 5 a.m.-M.  
 Studio & Trans... 4 Mi. E. Hanford Hqway. 198  
 Newspaper Affiliation..... Hanford Sentinel,  
 Hanford Journal  
 News Service..... INS, UP  
 Transcription Service..... Standard, World,  
 Representative..... O'Connell  
 Gen. Mgr., Chief Engr..... Don C. Reeves  
 Program Dir..... E. C. Balthis

### KFWB

#### HOLLYWOOD—1926

Frequency: 980 Kc..... Power: 5000 Watts  
 Owned-Oper. By... KFWB Broadcasting Corp.  
 Business-Studio Add... 6419 Hollywood Blvd.  
 Phone Number..... HE 5151  
 Transmitter... 5775 W. Jefferson, Los Angeles  
 Air Time..... Unlimited  
 News Service..... AP, UP  
 Station Representative..... Rambeau  
 Representative..... William G. Rambeau Co.  
 Pres., Gen., Sta. Mgr..... Harry Maizlish  
 Commercial Manager..... Sydney Gaynor  
 Prog., Prod. Dir..... Dan Russell  
 Publicity Director..... Sydney Yallen  
 Chief Announcer..... Joseph Yocam  
 News Director..... Albert Gordon  
 Chief Engineer..... Harry Myers

### KGFJ

#### HOLLYWOOD—1926

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Ben S. McGlashan  
 Business-Studio Address... 6314 Sunset Blvd.  
 Phone Number..... Hillside 0201  
 Transmitter..... Washington & Oak Sts., L. A.  
 News Service..... UP  
 Transcription Service..... Muzak  
 Owner..... Ben S. McGlashan  
 General Manager..... Thelma Kirchner  
 Commercial Manager..... Marvin Briggs  
 Prod., Publ. Dir..... Gilbert T. Verba  
 Chief Engineer..... Homer Obuchon

### KLAC

#### HOLLYWOOD—1946

Frequency: 570 Kc..... Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By..... KMTR Radio Corp.  
 Address..... 1000 Cahuenga Blvd.  
 Phone Number..... HUDson 2-7311  
 Transmitter Location..... Soto & Indiana Sts.  
 News Service..... INS, UP  
 Representative..... Adam J. Young, Jr.  
 Membership..... NARTB  
 P. resident..... Mrs. Dorothy Schiff  
 Exec. V.P. & Sta., Gen. Mgr... Don Feddersen  
 Commercial Manager..... Dave Lundy  
 Program Director..... C. G. Renier  
 Publicity Director..... Mickey Freeman

News Director..... Ed Lyon  
 Musical Director..... Roc Hillman  
 Dir. of Engr..... R. W. Conner  
 Consulting Engr..... Craven, Lohnes, Culver

### KREO

#### INDIO—1946—LIBERTY

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Bcstg. Corp. of America  
 Address..... Riverside  
 Phone Number..... 6290  
 Air Time..... 17 hrs.  
 Representative..... Scott, Young  
 Membership..... NARTB  
 Pres., Gen., Mgr..... William L. Gleeson  
 Station Manager..... Raymond F. Goodwin  
 Chief Announcer..... Clifford Lantz  
 Chief Engineer..... James Tracewell

### KAVL

#### LANCASTER—1950

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Antelope Bcstg. Co.  
 Address..... P. O. Box 1192  
 Phone..... 1000  
 Transcription Service..... World, SESAC  
 News Service..... UP  
 Pres., Gen. Mgr..... W. B. Carter  
 Commercial Manager..... H. L. Comstock  
 Program Manager..... James Turner  
 Chief Engineer..... James French  
 News, Farm Editor..... Ray Cloud

### KCVR

#### LODI—1946—KBS

Frequency: 1570 Kc..... Power: 1000 Watts d.  
 Owned-Operated By... Central Valley Radio  
 Business Address..... P. O. Box 600  
 Phone Number..... Lodi 8-0628  
 Transmitter Studio..... 1.8 Mi. N.W. of Lodi  
 News Service..... UP  
 General Manager..... Herbert W. Brown  
 Station Mgr..... David A. Brown  
 Commercial Manager..... Dedah M. Corlett  
 Prog., Music Dir..... Marlene Faszer  
 Production Director..... Harry Eden  
 Chief Announcer..... Jack DeVault  
 Chief Engineer..... Howard Martineau  
 Consulting Engineer..... George Sampson

### KFOX

#### LONG BEACH—1924

Frequency: 1280 Kc..... Power: 1000 Watts  
 Owned-Operated By... Nichols & Warinner, Inc.  
 Address..... 220 E. Anaheim Street  
 Phone Number..... Long Beach 672-81  
 News Service..... UP  
 Transcription Service... Standard, Lang-Worth  
 Representative..... Burns-Smith  
 Pres., Gen. Mgr., Pgm. Dir... Hal G. Nichols  
 Promotion Manager..... Robert Lamb  
 Comm. Mgr., Chief Engr..... L. W. McDowell



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The **BIG NEWS** in Southern California radio is **NEW**

# **K B I G**

K-BIG has radio and advertising people talking because it's the new 10,000-watt station with 50,000-watt coverage.\*

## **THERE'S A REASON!**

Tests of K-BIG's service area prove something broadcasters have long known but seldom put to practice . . . salt water speeds radio waves undiminished over amazingly long distances. Santa Catalina Island, lying 22 miles off the center of Southern California's populous coast, was selected as the transmitter site for K-BIG because it offers a salt water route to the Southland's greatest population centers from Santa Barbara to San Diego.

There's another reason for K-BIG's terrific coverage. The BIG NEW station employs a costly antenna system which acts as a giant reflector, focusing the signal in the direction that counts . . . WHERE THE PEOPLE LIVE! This is why K-BIG saturates Los Angeles and penetrates inland to the last outposts of population on the Mojave Desert more than 125 miles to the east.

Add to this sensational coverage a dial position between two major network stations (740 k.c.), and a rate card that is really down-to-earth. It totals up to one of the most outstanding buys in radio today! Write, wire or phone K-BIG or your Robert Meeker office for full details.

General Offices:

**6540 Sunset Blvd.,  
Hollywood 28, Calif.**

Studios in Avalon and Hollywood

\* Source on request

**CALIFORNIA**

**KGER**

**LONG BEACH—1926**

Frequency: 1390 Kc. Power: 5,000 Watts  
 Owned By... John Brown Schools of Calif., Inc.  
 Business-Studio Address... 3745 Atlantic  
 Phone Number... 467-907  
 Transmitter... Atlantic & Olive, Hynes  
 News Service... AP  
 Transcription Service... SESAC, Cole  
 Membership... NARTB, BAB  
 President... Dr. John E. Cole  
 General Manager... Storm Whatley  
 Sta., Comm. Mgr... Clinton H. Fowler  
 Sales Promotion Mgr... Dick Walsh  
 Program Director... Irene Cook  
 News Director... Finis Bell  
 Musical Director... Peter Slack  
 Chief Engineer... Luther Crumbaugh

**KECA**

**LOS ANGELES—1929**

Frequency: 790 Kc. Power: 5000 Watts d.,  
 5000 Watts n.  
 Owned-Oper. By... American Bcstg. Co., Inc.  
 Address... 1539 N. Vine St., Hollywood 28, Cal.  
 Phone Number... HUDson 2-3141  
 Transmitter Location... 2951 Fairfax Ave., L. A.  
 Air Time... Unlimited  
 News Service... AP, INS, UP  
 Transcription Service... Lang-Worth  
 Representative... ABC Spot Sales  
 Membership... BAB  
 President... Robert E. Kintner  
 General Manager... Frank Samuels  
 Station Manager... Francis H. Conrad  
 Commercial Manager... Amos Baron  
 Promotion Manager... John Hansen  
 Program Director... Bud Edwards  
 Production Director... Dresser Dahlstead  
 Publicity Director... Virginia West  
 Chief Announcer... Dresser Dahlstead  
 News Director... Frank La Tourette  
 Chief Engineer... Philip G. Caldwell

**KFAC**

**LOS ANGELES—1931**

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By... Los Angeles Bestg. Co., Inc.  
 Business-Studio Address... 645 S. Mariposa Ave.  
 Phone Number... Dunkirk 4-1231  
 Transmitter Location... 3725 Chesapeake Ave.  
 Air Time... 24 hrs.  
 News Service... AP  
 Transcription Service... Associated, SESAC  
 Membership... NARTB, BMB  
 Pres.-Gen.-Sta. Mgr... Calvin J. Smith  
 Prod., Pgm. Dir... Howard Rhines  
 Pub. Dir... Jack Becknell  
 News Director... Murray Boggs  
 Chief Announcer... Howard Rhines  
 Musical Librarian... Grace Sperry  
 Chief Engineer... Ron Oakley

**KFI**

**LOS ANGELES—1922—NBC**

Frequency: 640 Kc. Power: 50,000 Watts  
 Owned-Operated By... Earle C. Anthony, Inc.  
 Business-Studio Address... 141 N. Vermont Ave.  
 Phone Number... Dunkirk 2-2121  
 Transmitter Location... Buena Pl.  
 News Service... AP, UP  
 Transcription Service... Capitol, World  
 Representative... Edw. Pety  
 Membership... NARTB, BAB  
 Pres., Gen. Mgr... Earle G. Anthony  
 Gel. Sis. Mgr... Haan J. Taylor  
 Sales Prom. Mgr... Ronnie Manders  
 Dir. Public Services... Charles E. Hamilton  
 Program Director... Pat Kelly  
 Chief Announcer... George Dvorak  
 News Director... Pat Bishop  
 Co-Chief Engineers... H. L. Blatterman,  
 Curtis W. Mason

**KFVD**

**LOS ANGELES—1925**

Frequency: 1020 Kc. Power: 5,000 Watts  
 Owned-Operated By... Standard Bcstg. Co.  
 Business-Studio Add... 338 S. Western Ave.  
 Phone Number... Dunkirk 8-2345  
 Transmitter Location... Lynwood, Calif.  
 Air Time... 6 a.m.-2 a.m.  
 News Service... AP, UP  
 Transcription Service... Lang-Worth  
 Representative... McGillvra  
 Membership... NARTB  
 Pres., Gen. Mgr... Frank Burke, Jr.  
 Comm., Sta. Manager... Vern Lindblade  
 Program Director... Carl Brewster  
 News Director... Gene Thornock  
 Chief Engineer... Leonard Reeves

**KHJ**

**LOS ANGELES—1922**  
**MBS-DON LEE**

Frequency: 930 Kc. Power: 5,000 Watts  
 Owned-Operated By... Thos. S. Lee Enterprises,  
 Inc.  
 Address... 1313 N. Vine St., Hollywood  
 Phone Number... HUDson 2-2133  
 Transmitter Location... Venice Blvd.  
 Air Time... 6 a.m.-M.  
 News Service... AP, INS  
 Transcription... World  
 Representative... John Blair  
 Membership... NARTB, BAB  
 President... Willet H. Brown  
 Exec. Vice-Pres... Ward D. Ingram  
 Vice-Pres. Sales... Norman Boggs  
 Sales Prom. Mgr... H. H. Sonnenburg  
 Program Director... A. J. LaFrano  
 Publicity Director... Bud Coulson  
 News Dir., Farm Editor... Les Mawhinney  
 Musical Dir... Harry Zimmerman  
 Chief Engineer... Robert Arne

**CALIFORNIA**

**KMPC**

**LOS ANGELES—1927—LIBERTY**

Frequency: 710 Kc. Power: 50,000 Watts d.;  
10,000 Watts n.  
Owned-Oper. By...The Goodwill Stations, Inc.  
Address.....5919 Sunset Boulevard  
Phone Number.....HOLLYWOOD 9-5341  
Transmitter Location.....North Hollywood  
Air Time.....5:00 a.m.-M.  
News Service.....INS, UP  
Representative.....H-R Representatives  
President.....John Patt  
Gen. Mgr. & V.P.....Robert O. Reynolds  
V.P. & Asst. Gen. Mgr.....Lloyd C. Sigmon  
Sales Mgr.....Tom Frandsen; National Sales  
Mgr., Charles Cowling  
V.P. in Chg. of Bcsts.....Mark Haas  
Dir. of Pub. Rela.....John Baird  
Sales Prom. Mgr., Pub. Dir. John R. Gillingham  
Chief Announcer.....Howard Flynn  
News Director.....Jim McCulla  
Musical Director.....Jerome Sybilrud

**KNX**

**LOS ANGELES—1924—CBS (RADIO)  
COLUMBIA PACIFIC**

Frequency: 1070 Kc. Power: 50,000 Watts  
Owned By.....Columbia Bcstg. System, Inc.  
Operated By.....CBS Radio Division  
Business-Studio Address.....6121 Sunset Blvd.  
Phone Number.....HOLLYWOOD 9-1212  
Transmitter Location.....Torrance, Calif.  
Air Time.....5:25 a.m.-1:05 a.m.  
News Service.....AP, UP  
Transcription Service.....Lang-Worth  
Representative.....Radio Spot Sales, CBS  
General Manager.....William D. Shaw  
Sales Manager.....Edwin W. Bucka'ew  
Sales Prom. Mgr.....Sherril W. Taylor  
Program Director.....George W. Allen  
Production Director.....Allen Botzer  
Publicity Director.....Lloyd Brownfield  
News Director.....Jack Beck  
Musical Director.....Lud Gluskin  
Chief Engineer.....Les Bowman  
Farm Editor.....Robert Wilson

**KRKD**

**LOS ANGELES—1927**

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.  
Owned-Oper. By.....Radio Bctrs., Inc.  
Business-Studio Address.....541 So. Spring St.  
Phone Number.....TRucker 7111  
Transmitter Location.....1050 Montecito Drv.  
News Service.....INS  
Transcription Service.....World, SESAC  
Membership.....NAB  
President.....Frank P. Doherty  
General-Station-Comm. Mgr.....Ned Connor  
Publicity Director.....Doug Douglas  
Pgm. Dir.-Chief Announcer.....Charles Clifton  
Chief Engineer.....Willis O. Freltag

**KMYC**

**MARYSVILLE—1940—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owner-Oper. Marysville-Yuba City Bcstrs., Inc.  
Business Address.....519 E. Elm  
Phone Number.....2-2396  
Transmitter Location...Laurellan Rd., District 10  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....World  
Representative.....W. S. Grant  
Membership.....NARTB, BAB  
President.....H. E. Thomas  
Gen.-Station Manager.....Joe D. Carroll  
Commercial Mgr.....C. Greenman  
Program Director.....Lois Carroll  
Chief Announcer.....Lloyd Hogue  
News Director.....Phil Smith  
Chief Engineer.....Lloyd McQuay

**KYOS**

**MERCED—1936—MBS-DON LEE**

Frequency: 1480 Kc. Power: 5000 Watts  
Owned-Operated By.....Merced Bcstg. Co.  
Business Address.....P. O. Box 717  
Phone Number.....1430, 1804  
Transmitter Location...Lake Rd., Merced City  
Air Time.....5:30 a.m.-11 p.m.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....W. S. Grant  
Membership.....NARTB  
Pres., Gen. Mgr.....Mrs. Hugh McClung  
Station Manager.....Charles H. Kinsley, Jr.  
Commercial Mgr.....A. J. Krisik  
Sales Prom. Mgr.....Rod O'Hara  
Publicity Director.....Vicki Daly  
Chief Announcer.....M. R. Beavers  
Musical Director.....Hugh Murray  
Chief Engineer.....Russell Pope  
Consulting Engineer.....Kear & Kennedy

**KBOX**

**MODESTO—1951**

Frequency: 970 Kc. Power: 1000 Watts  
Owned-Operated By.....Stanislaus County  
Bcstrs. Inc.  
Address.....1507 10th St.  
Phone Number.....6624  
News Service.....AP  
Transcription Service.....Lang-Worth  
General Manager.....Cecil Lynch  
Commercial Manager.....John Boyer  
News Director.....John Witherspoon  
Chief Engineer.....Carl W. Pendergraft

**KMOD**

**MODESTO—1950—ABC**

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Operated By.....Radio Modesto, Inc.  
Address.....P. O. Box 941

# CALIFORNIA

Phone .....3838  
 Transmitter Location.....Orangeburg Ave.,  
 Old Oak Road  
 Air Time.....5:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Meeker (N. Y.), Moore  
 (L. A.), Western Radio (San Fran.)  
 Pres., Gen., Sta. Mgr.....John H. Schacht  
 Comm., Sls. Prom. Mgr.....Judd Sturtevant  
 Prog., Prod., Publ.,  
 News Dir.....Gene D'Accardo  
 Chief Announcer.....Charley Packard  
 Musical Director.....Mrs. Mary di Fant  
 Chief Engineer.....Pete Onnigian  
 Consulting Engineer.....McIntosh & Inglis

## K T R B

MODESTO—1933

Frequency: 860 Kc.....Power: 5000 d.; 1000 n.  
 Owned-Operated By.....KTRB Bcstg. Co., Inc.  
 Address.....Norwegian Ave.  
 Phone Number.....774-5  
 Studio-Transmitter.....Norwegian Ave.  
 Air Time.....4:45 a.m.-2 a.m.  
 News Service.....INS, UP  
 Transcription Service.....Lang-Worth, Cole,  
 Standard  
 Representative.....W. S. Grant  
 Membership.....NAB  
 Pres.-Gen.-Station Mgr.....William H. Bates, Jr.  
 Comm., Sls. Prom. Mgr.....Lee Roddy  
 Prog., Prod., Pub. Dir.....Milt Hibdon  
 Chief Announcer.....Don Lapan  
 News Director.....Charlie McEwen  
 Musical Director.....Gene Stephens  
 Chief Engineer.....William H. Bates, Jr.  
 Farm Editor.....Leonard Anderson  
 Consulting Engineer.....Gautney & Ray

## K M B Y

MONTEREY—1949

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Monterey Bcstg Co.  
 Business Address.....Hotel San Carlos  
 Phone Number.....2-4541  
 President.....Kenyon Brown  
 General Manager.....S. M. Aston  
 National Sales Manager.....Sam H. Bennett

## K W S D

MT. SHASTA—1947

Frequency: 1340 Kc.....Power: 250 Watts d.  
 Owned-Oper. By..Shasta Cascade Bcstg. Corp.  
 Address.....E. Alma Street  
 Phone Number.....2124  
 Air Time.....7 a.m.-10 p.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Station Representative..Western, Continental,  
 (E. Coast), Tracy Moore (L. A.)  
 Membership.....NARTB  
 President.....Vernita Adler

General Manager.....Arthur Adler  
 Station Manager.....David H. Rees  
 Program Director.....Iola Huntingdon  
 Chief Engineer.....Donald F. Keys

## K V O N

NAPA—1947—LIBERTY

Frequency: 1440 Kc.....Power: 500 Watts  
 Owned-Operated By.....Napa Bcstg. Co.  
 Address.....P. O. Box 427  
 Phone Number.....6-2023  
 Air Time.....6:45 a.m.-10:45 p.m.  
 News Service.....UP  
 Transcription Services.....World, Associated  
 Representative.....Forjoe, West Coast Radio  
 Pres., Gen. Mgr.....Luther E. Gibson  
 Station Manager.....Elmer L. Gibson  
 Program Director.....Martha Walker  
 Chief Engineer.....Dave Wortman

## K L X

OAKLAND—1922

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tribune Building Co.  
 Business Studio Address.....Tribune Tower  
 Phone Number.....Glencourt 1-0660  
 Transmitter Location.....Tribune Tower  
 Air Time.....6 a.m.-M.  
 Newspaper Affiliation.....Oakland Tribune  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB, BAE  
 President.....J. R. Knowland, Jr.  
 Gen. Station Manager.....Glenn Shaw  
 Sales Promotion Mgr.....Jerome De Saxe  
 Program Director.....Jerry Morton  
 Commercial Manager.....J. Milton Seropan  
 Musical Director.....Kinney Ralph  
 Prod. Dir., Chief Anncr.....Mark Gerstle  
 Publicity Director.....Georgia Crampton  
 News Director.....John K. Chapel  
 Chief Engineer.....Roswell S. Smith

## K R O W

OAKLAND—1925

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KROW, Inc.  
 Address.....464 19th St.  
 Phone Number.....TWinoaks 3-9600  
 Transmitter Location.....1520 8th Ave.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Ra-Tel Repre., Inc.  
 President.....Sheldon F. Sackett  
 Gen., Sta. Mgr.....Alan L. Torbet  
 Commercial Manager.....Jack Grant  
 Program Director.....Russ Coglin  
 News Director.....William Winter  
 Chief Engineer.....Paul Leake

## K W B R

OAKLAND—1920

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Operated By..Warner Bros. Radio, Inc.



# CALIFORNIA

Business-Studio Address.....327 22nd St.  
 Phone Number.....Higate 4-1212  
 Transmitter Location.....327 22nd St.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Forjoe  
 Membership.....NARTB  
 President, Gen. Mgr.....S. W. Warner  
 Station Manager.....F. Wellington Morse  
 Program Director.....Jeane K. Fisher  
 Musical Director.....Sam Watts  
 Chief Engineer.....Paul Gregg

## KOCS ONTARIO—1946

Frequency: 1510 Kc.....Power: 250 Watts d.  
 Owned-Operated By...The Daily Report Co.  
 Business-Studio Address.....222 East "B" St.  
 Phone Number.....627-54  
 Transmitter Location....4th and San Antonio  
 Air Time.....Local sunrise—Local sunset  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....O'Connell, Western  
 President.....Mrs. Jerene Appleby Harnish  
 General Manager.....Herb Olson  
 Commercial Manager.....J. Neale Burns  
 Program Director.....Hal Morelli  
 Publicity Director.....Marjorie Rogers  
 News Director.....Tom McGlowry  
 Musical Director.....Art Viall  
 Chief Engineer.....Floyd Hall

## KMOR OROVILLE—1951

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oroville Bcstrs.  
 Address.....P. O. Box 1032  
 Phone Number.....1340  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 President.....J. Steventon  
 Gen. Mgr., Pgm., News Dir....Roy D. Swanson  
 Prom., Comm. Mgr.....William Talbitzer  
 Chief Engineer.....William Cronan

## KCMJ PALM SPRINGS—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..Palm Springs Bcstg. Co.  
 Business Address.....Box KK  
 Phone Number.....2253  
 Studio, Transmitter Location.....Radioasis  
 Air Time.....6:45 a.m.-M.  
 News Service.....AP  
 Representative.....John E. Pearson  
 Membership.....NARTB, BAB  
 Pres., Gen. Mgr.....Joseph E. Gamble  
 Commercial Manager.....Ort J. Lofthus  
 Program Director.....Dorothy Fanning  
 Chief Announcer.....Paul Grannis  
 News Director.....Phil Stone  
 Musical Director.....Pat Barbera

Chief Engineer.....Robert Harbison  
 Consulting Engineer.....N. Vincent Parsons

## KIBE PALO ALTO—1949

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....James Blaine Rhodes  
 Address.....498 University Ave.  
 Phone Number.....Davenport 3-1341  
 Transmitter.....E. Palo Alto  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....Standard  
 Membership.....NARTB, BAB  
 Gen., Sta. Mgr.....Jay B. Rhodes  
 Prog., Prod. Dir., Chief Anncr..Robert Seaman  
 Chief Engineer.....Paul S. Farrelle  
 Consulting Engineer.....Paul Leake

## KALI PASADENA—1950

Frequency: 1430 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Consolidated Bcstg. Co.  
 Business-Studio Address.....758 E. Colorado  
 Phone Number.....RY 1-7149  
 Transcription Service.....Associated  
 Representative.....Schepp-Reiner  
 President.....Henry Fritzen  
 Vice-President.....Jack Reeder  
 Secy.-Treas.....Charles T. Hughes

## KWKW PASADENA—1942

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Southern Calif. Bcstg. Corp.  
 Address.....830 Sierra Madre Villa  
 Phone Number.....Ryan 1-6744  
 Air Time.....Unlimited  
 News Service.....UP  
 Representative.....Forjoe  
 Membership.....NARTB, BAB  
 President.....Marshall S. Neal  
 Gen.-Station-Comm. Mgr.....William J. Beaton  
 Pgm. Dir., Chief Anncr.....Bill Garr  
 Publicity Director.....Clair Hughes  
 News Director.....Bill Garr  
 Chief Engineer.....Paul W. Spargo

## KXLA PASADENA—1942

Frequency: 1110 Kc.....Power: 10,000 Watts  
 Owned-Operated By..Pacific Coast Bcstg. Co.  
 Business Address...1401 So. Oak Knoll Ave.  
 Phone Number.....Ryan 1-6991  
 Transmitter Location.....El Monti  
 Air Time.....24 hrs. daily  
 News Service.....AP  
 Transcription Service.....World, Associated  
 President-Gen. Sta. Mgr.....Loyal K. King  
 Pgm. Dir.....Dick Scofield  
 Chief Anncr.....Carl Saunders  
 Musical Dir.....Cliff Stone  
 Chief Engineer.....Jack Reader  
 Farm Editor.....Dr. LeRoy Smith

# CALIFORNIA

## KPRL

**PASO ROBLES—1946—MBS-KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Leslie Henry Hacker  
 Business Studio Address... Radio Station KPRL  
 Phone Number ..... 204  
 Transmitter Location..... 32nd & Oak Sts.  
 Transcription Service..... Standard  
 Representative..... W. S. Grant  
 President..... Leslie Henry Hacker  
 Commercial Mgr..... Jack B. Wasson  
 Gen. Mgr., Chief Engineer..... Dale Schwartz

## KAFP

**PETALUMA—1950**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By..... Petaluma Bcstrs., Inc.  
 Address ..... Box 480  
 Phone ..... 2-7255  
 Transcription Service..... Thesaurus  
 News Service ..... UP  
 Pres., Gen. Manager..... V. A. L. Linder  
 Commercial Manager..... M. E. Linder  
 Prog., Prod., Prom. Dir..... Wm. A. Exline  
 Chief Annrc., News Dir..... Ted Kenessey  
 Musical Director..... Bob Bishop  
 Consulting Engineer..... Forrest Hughes

## KECC

**PITTSBURG—1949**

Frequency: 990 Kc. .... Power: 1000 Watts  
 Owned-Operated By..... KECC, Inc.  
 Business Address..... 235 Railroad Ave.  
 Phone Number ..... 2-2964  
 Transmitter Address..... Collinsville  
 Air Time ..... Unlimited  
 News Service..... UP  
 Transcription Service..... World, Lang-Worth  
 Representative..... W. S. Grant  
 General Mgr..... Mel D. Marshall  
 Commercial Mgr..... John C. McFarland  
 Program Manager..... Ted Mermod  
 News Director..... LaSelle Gilman  
 Chief Engineer..... Wm. P. Grether  
 Consulting Engineer..... McIntosh & Englis

## KP MO

**POMONA—1947**

Frequency: 1600 Kc. .... Power: 500 Watts  
 Owned-Operated By..... Dean H. Wickstrom  
 Business-Studio Address..... 1240 E. Holt St.  
 Phone Number..... Lycopmg 2-1293  
 News Service..... UP  
 President..... Dean H. Wickstrom  
 Station Manager..... Wally Seidler  
 Chief Engineer..... Donald Kerr

## KTIP

**PORTERVILLE—1946—LBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By..... J. F. Tighe  
 Business-Studio Address... Newcomb & Grand  
 Ave., P. O. Box 1312

Phone Number ..... 1450  
 Transmitter Location..... Newcomb Ave.  
 Air Time ..... 6 a.m.-10 p.m.  
 News Service ..... UP  
 Transcription Service..... Thesaurus  
 Representative..... Cook, Grant  
 Membership ..... NARIB  
 Gen., Sta. Mgr..... Frank Robinson Brown  
 Chief Engineer..... Allan Weaver  
 News Editor..... Kenneth Clifford, Jr.

## KBLF

**RED BLUFF—1946—LBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Tehama Bcstg. Co.  
 Studio-Business Address..... 346 Oak St.  
 Phone Number ..... 354  
 Transmitter Location..... E. Red Bluff  
 Representative..... Tracy Moore  
 Pres., Chf. Engr., Gen. Mgr..... Arvo Haapanen

## KVCV

**REDDING—1938—MBS**

Frequency: 600 Kc. .... Power: 1000 Watts  
 Owned-Oper. By..... Golden Empire Bcstg. Co.,  
 Inc.  
 Address..... Box 717, Merced  
 Phone Number ..... 1646  
 Transmitter Location..... 2 miles NE City  
 Air Time..... 6 a.m.-12M.  
 News Service ..... UP  
 Transcription Service..... World  
 Representative..... W. S. Grant Co.  
 President..... Mrs. Hugh McClung  
 Station Manager..... Fred M. Stuelpnagel  
 Commercial Manager..... H. E. McCarty  
 Promotion Manager..... Robert Hoskins  
 Pgm., Prod. Dir..... Lyle Mathys  
 Publicity Director..... Frances Bruce  
 Chief Announcer..... Vincent Lambert  
 News Director..... Charles Castor  
 Musical Director..... Ted Dooley  
 Chief Engineer..... Russ Pope

## KPRO

**RIVERSIDE—1941—KBS-LBS**

Frequency: 1440 Kc. .... Power: 1000 Watts  
 Owned-Oper. By..... Broadcasting Corp. of  
 America  
 Business Address..... P.O. Box 987  
 Phone Number..... Riverside 6290  
 Studio-Transmitter..... 3401 Russell St.  
 News Service..... AP, INS  
 Transcription Service..... World, Capitol  
 Representative..... Scott, Young  
 President-General Mgr..... W. L. Gleeson

## KCRA

**SACRAMENTO—1945—NBC**

Frequency: 1320 Kc. .... Power: 5000 W. d.;  
 1030 W. n.  
 Owned-Oper. By..... KCRA, Inc.  
 Business Studio Address..... 1010 11th St.  
 Phone Number..... Gilbert 2-0758

## CALIFORNIA

Transmitter Location...Route 3, Box 1213 A  
 Air Time.....6 a.m.-12M.  
 News Service.....UP, AP  
 Transcription Service.....World  
 Representative.....Robert Meeker  
 President-General Mgr.....Ewing C. Kelly  
 Commercial Manager.....John Dupell  
 Sales Prom. Manager.....Frank McMinn  
 Program Director.....Earl Russell  
 Production Director.....Jean Hanley  
 Publicity Director.....Irma Davis  
 Chief Announcer.....John Kuhlman  
 News Director.....Hal LaFoon  
 Chief Engineer.....Herbert Hartman  
 Consulting Engineer.....Jansky & Bailey

### K F B K

#### SACRAMENTO—1922—ABC

Frequency: 1530 Kc.....Power: 50,000 Watts  
 Owned-Operated By...McClatchy Bcstg. Co.  
 Business Studio Address.....708 Eye St.  
 Phone Number.....Gilbert 3-1745  
 Transmitter Location.....Pleasant Grove  
 News Service.....UP, AP  
 Transcription Service.....Capitol, Thesaurus  
 Representative.....Paul H. Raymer  
 Membership.....NARTB  
 President.....Eleanor McClatchy  
 Station Manager.....Keith B. Collins  
 Commercial Mgr.....Perry Nelson  
 Publicity & Promotion.....Louise Schultz  
 Program Manager.....Richard S. Burdick  
 News Editor.....Victor Blanks  
 Music Librarian.....Herbert Harrison  
 Chief Engineer.....Stam Sronce  
 Consulting Engineer.....George C. Davis

### K R O Y

#### SACRAMENTO—1937—CBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Harmco, Inc.  
 Business-Studio Address...Hotel Sacramento  
 Phone Number.....Gilbert 2-0758  
 Transmitter Location.....3402 65th St.  
 News Service.....INS, UP  
 Transcription Service.....Associated  
 Representative.....Avery-Knodel  
 General Manager.....Clyde F. Coombs  
 Prom. Mgr., Pgm. Dir....William H. Blackburn  
 News Director.....Henry Thornley  
 Chief Engineer.....William Karpisiek

### K X O A

#### SACRAMENTO—1945—MBS

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Sacramento Bcstrs., Inc.  
 Phone Number.....Hickory 9-3576  
 Transmitter Location...N. Sacramento Freeway  
 News Service.....UP  
 Represent.....J. E. Pearson, West. Radio Adv.  
 President.....Lincoln Dellar  
 General Manager.....Robert W. Damm  
 Program Director.....Dean Seaton  
 Chief Engineer.....Ewald Berger

### K S B W

#### SALINAS—1947—MBS

Frequency: 1380 Kc.....Power: 1,000 Watts  
 Owned-Operated By...Salinas Bcstg. Corp.  
 Business Address.....P.O. Box 1651  
 Phone Number.....8071  
 Studio-Transmitter.....Laurel Dr.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representatives.....Burn-Smith, Western  
 Membership.....NARTB  
 Gen. Sta. Manager.....John C. Cohon  
 Commercial Manager.....W. M. Oates  
 Sales Prom. Manager.....Neal Edmondson  
 Program Director.....Ross Taylor  
 Production Director.....Gary Ferlisi  
 Chief Engineer.....Herbert J. Hanes

### K C S B

#### SAN BERNARDINO—1948

Frequency: 1350 Kc.....Power: 500 Watts  
 Owned-Operated By...San Bernardino Valley  
 Bcstrs.  
 Studio-Bus. Transmitter Address...770 Mill St.  
 Phone Number.....8-2245  
 News Service.....AP  
 President.....Mrs. Essie Binkley West  
 Pgm. Dir., Prom. Mgr.....Charles Bennett  
 Chief Engineer.....Dean Kiner

### K F X M

#### SAN BERNARDINO—1929—MBS

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Operated By...Lee Bros. Bcstg. Corp.  
 Business-Studio Address.....512 Fifth St.  
 Phone Number.....4761  
 Transmitter Location.....S. "E" St.  
 Air Time.....5:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....John Blair  
 President.....J. Clifford Lee  
 General Manager.....Gene W. Lee  
 Commercial Manager.....Don S. Cummings  
 Sales Prom. Mgr.-Pub. Dir....Lowell Smith  
 Program Director.....Evelyn Fagin  
 Prod., News Direc.....John Harder  
 Chief Announcer.....Jim O'Leary  
 Chief Engineer.....George Ewing  
 Consulting Engineer, Comm. Rad. Equipt. Co.

### K I T O

#### SAN BERNARDINO—1947—ABC

#### PACIFIC REG.

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By...KITO, Inc.  
 Address.....569 Fourth St.  
 Phone Number.....7807  
 Transmitter Location.....1416 E. Baseline  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Hollingbery



# CALIFORNIA

Pres., Gen., Sta. Mgr. . . . . J. J. Flanigan  
 Commercial Manager . . . . . Charles Foll  
 Pgm., Prod. Dir. . . . . Arnold Benum  
 Chief Anncr., News Dir. . . . . Bob Van Roy  
 Musical Director . . . . . Betty Jean Doop  
 Chief Engineer . . . . . Richard Klitzing  
 Farm Editor . . . . . Fred Reinhardt  
 Consulting Engineer . . . . . Owen Ford

## K R N O

**SAN BERNARDINO—1946**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Western Empire Bcstrs., Inc.  
 Address . . . . . 990 Colton Ave  
 Phone Number . . . . . 8-2771  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Representatives . . . . . Tracy Moore, Cooke  
 President, Comm. Mgr. . . . . James W. Gerrard  
 General Manager . . . . . Norman H. Rogers  
 Program Director . . . . . Robert Stone  
 Special Events . . . . . Cy Smith  
 Chief Announcer . . . . . John Staples  
 News Director . . . . . Charles Palmer  
 Chief Engineer . . . . . George W. Brock

## K C B Q

**SAN DIEGO—1946—CBS**

Frequency: 1170 Kc. . . . . Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By. . . . . Charles E. Salik  
 Business-Studio Address . . . . . Hotel Manor  
 Phone Number . . . . . Jackson 4103  
 Transmitter Location . . . . . 62nd & El Cajon Blvd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription . . . . . Lang-Worth  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . Charles E. Salik  
 Commercial Manager . . . . . Graham H. Moore  
 Sales Prom., Publ. Mgr. . . . . Regina Bess  
 Program Director . . . . . Grady Edney  
 Prod. Dir., Chief Anncr. . . . . Robert Regan  
 News Director . . . . . Richard Boynton  
 Musical Director . . . . . Wanda Pierce  
 Chief Engineer . . . . . Charles J. Sherburne  
 Consulting Engineer . . . . . Silliman & Barclay

## K F M B

**SAN DIEGO—1941—ABC**

Frequency: 550 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By. . . . . Jack Gross Bcstg. Co.  
 Bus.-Studio Address . . . . . 1375 Pacific Blvd.  
 Phone Number . . . . . Main 2114  
 Transmitter Location . . . . . Grantville  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, SESAC  
 Representative . . . . . The Branham Co.  
 Membership . . . . . NARTB  
 Chairman of the Board . . . . . John A. Kennedy  
 General Manager . . . . . Howard L. Chernoff

General Sales Manager . . . . . W. O. Edholm  
 Commercial Manager . . . . . Hobby Myers  
 Executive Editor . . . . . Paul W. White  
 Sales Prom., Pub. Rel. . . . . Lisle F. Shoemaker  
 Chief Engineer . . . . . Thornton Chew

## K F S D

**SAN DIEGO—1926—NBC**

Frequency: 600 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . Airfan Radio Corp. Ltd.  
 Business-Studio Address . . . . . U. S. Grant Hotel  
 Phone Number . . . . . Franklin 6353  
 Transmitter Location . . . . . Emerald Hills Golf Course  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . INS  
 Transcription Service . . . . . World  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NARTB, BAB  
 President . . . . . Thomas E. Sharp  
 Manager . . . . . John C. Merino  
 Chief Engineer . . . . . Leroy Bellwood

## K G B

**SAN DIEGO—1926—MBS-DON LEE**

Frequency: 1360 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By. . . . . Don Lee Bcstg. Syst.  
 Address . . . . . 1017 First Ave.  
 Phone Number . . . . . Franklin 6151  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . John Blair  
 President . . . . . Willet H. Brown  
 Gen., Comm. Mgr. . . . . Wilt Gunzendorfer  
 Program Director . . . . . Matt Long  
 Chief Engineer . . . . . Joe Kline

## K S D O

**SAN DIEGO—1947—LBS**

Frequency: 1130 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By. . . . . San Diego Bcstg. Co.  
 Business Studio Address . . . . . 1029 Second Ave.  
 Phone Number . . . . . Main 2041  
 Transmitter Location . . . . . 5240 Ward Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Representative . . . . . John E. Pearson  
 V.P.-General Manager . . . . . Jack Heintz  
 Pgm. Dir. . . . . Wilson Edwards  
 Publicity Dir. . . . . B. J. Knox  
 Chief Engineer . . . . . Vern Milton

## K S O N

**SAN DIEGO—1947**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Studebaker Bcstg. Co.  
 Business Studio Address . . . . . 630 F St.  
 Phone Number . . . . . Franklin 5175  
 Transmitter Location . . . . . Rigel & Dalbergia Sts.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Forjoe  
 President, General Manager . . . . . Fred Rabell



# CALIFORNIA

V.P., Comm. Mgr. . . . . Gordon Studebaker  
 Prom. Mgr., Pgm. Dir. . . . . Dorothy Johnson  
 Chief Engineer . . . . . Norman Burwell

## KGIL

### SAN FERNANDO—1947

Frequency: 1230 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . San Fernando Va. Bcstg. Co.  
 Business Address . . . . . 4919 Van Nuys Blvd.  
 Phone Number . . . . . State 4-6291  
 Transmitter Location . . . . . 14808 Lassen St.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Pres., General Mgr. . . . . F. J. Smalley, Jr.  
 Commercial Manager . . . . . Howard P. Gray  
 Program Director . . . . . Allan W. McKee  
 Chief Engineer . . . . . Jay Rice

## KCBS

### SAN FRANCISCO—1912—CBS-Radio

Frequency: 740 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . CBS Radio Division Inc.  
 Address . . . . . Palace Hotel  
 Phone Number . . . . . YUkon 2-7000  
 Transmitter Location . . . . . Alviso  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . CBS Radio Spot Sales  
 President (CBS) . . . . . Frank Stanton  
 Vice-Pres. & Gen. Mgr. . . . . Arthur Hull Hayes  
 Sales Director . . . . . Jules Dundes  
 Promotion Manager . . . . . Howard Luck Gossage  
 Program Director . . . . . Fred Ruegg  
 Publicity Director . . . . . William Cullenward  
 News Director . . . . . William Nietfeld  
 Chief Engineer . . . . . Alan Cormack  
 Farm Editor . . . . . Gordon Roth

## KFRC

### SAN FRANCISCO—1924

#### MBS-DON LEE

Frequency: 610 Kc. . . . . Power: 5030 Watts  
 Owned-Operated By . . . Don Lee Bcstg. System  
 Business-Studio Address . . . 1000 Van Ness Ave.  
 Phone Number . . . . . Prospect 6-0500  
 Transmitter Location . . . . . 1000 Van Ness Ave.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . World  
 Representative . . . . . John Blair  
 V.P.-Gen. Sta. Mgr. . . . . William D. Pabst  
 Commercial Manager . . . . . Merwyn L. McCabe  
 Sales Prom. Mgr.-Pub. Dir. . . . . Dink Templeton  
 Program Dir.-Prod. Mgr. . . . . Mel Venter  
 Chief Announcer . . . . . Lewis Pfeifer  
 Musical Director . . . . . Lyle Bardo  
 News Director . . . . . Al Berglund  
 Chief Engineer . . . . . E. G. Underwood

## KGO

### SAN FRANCISCO—1924—ABC

Frequency: 810 Kc . . . . . Power: 50,000 Watts

Owned-Operated By . . . . . American Bcstg. Co.  
 Business Address . . . . . 155 Montgomery St.  
 Phone Number . . . . . Exbrook 2-6544; Greystone  
 4-6565

Transmitter Location . . . . . Near Newark, Calif.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . Standard, Capitol  
 Representative . . . . . ABC Spot Sales  
 Membership . . . . . NARTE  
 President (ABC) . . . . . Aobert E. Kintner  
 General-Station Manager . . . . . Gayle V. Grubb  
 Commercial Manager . . . . . Alan Johnstone  
 Sales Prom.-Pub. Dir. . . . . Gordon Grannis  
 Program Director . . . . . Keith Kerby  
 Chief Announcer . . . . . Tony Morse  
 News Director . . . . . Vic Reed  
 Musical Director . . . . . Phil Bovero  
 Chief Engineer . . . . . A. E. Evans

## KJBS

### SAN FRANCISCO—1924

Frequency: 1100 Kc. . . . . Power: 1000 Watts d  
 Owned-Operated By . . . . . KJBS Bcstrs.  
 Business Studio Address . . . . . 1470 Pine St.  
 Phone Number . . . . . Ordway 3-4148  
 Transmitter Location . . . . . 1470 Pine St.  
 Air Time . . . . . 5 a.m.-Local Sunset  
 News Service . . . . . UP, INS  
 Transcription Service . . . . . Standard, MacGregor,  
 Lang-Worth, Associated, Capitol  
 Representative . . . . . Headley-Redd  
 Membership . . . . . NARTE  
 Gen. Mgr.-Sta. Mgr. . . . . Edwin P. Franklin  
 Comm. Mgr. . . . . Stanley G. Breyer  
 Pgm. Dir.-Prod.-Pub. Mgr. . . . . Charles F. Pendleton  
 Chief Engineer . . . . . Roger Roberts

## KNBC

### SAN FRANCISCO—1922—NBC

Frequency: 680 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . National Bcstg. Co.  
 Address . . . . . 420 Taylor St.  
 Phone Number . . . . . GRaystone 4-8700  
 Transmitter Location . . . . . Belmont  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . . . Thesaurus, Standard  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . NAB, BAB  
 President (NBC) . . . . . Joseph H. McConnell  
 Gen., Sta. Mgr. . . . . Lloyd E. Yoder  
 Asst. Gen. Mgr. . . . . George Greaves  
 Commercial Manager . . . . . Alfre W. Cropsey  
 Sales Promotion Manager . . . . . Dean Moxley  
 Program Director . . . . . Paul Speegle  
 News, Pub. Dir. . . . . John Thompson  
 Chief Announcer . . . . . Hal Wolf  
 Chief Engineer . . . . . Curtis Peck

## KSAN

### SAN FRANCISCO—1922

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Golden Gate Bcstg. Corp.

## CALIFORNIA

Trans. Studio Address.....1355 Market St.  
 Phone Number.....Market 1-8171  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Membership.....NARTB  
 President.....S. H. Patterson  
 Gen.-Sta.-Comm. Mgr.....Lee C. Mikesell  
 Pgm. Prod. Dir.....Clint Sherwood  
 Chief Announcer.....Bill Frost  
 News Director.....Frank Arthur  
 Chief Engineer.....Norwood Patterson

### K Y A

**SAN FRANCISCO—1926—LBS**

Frequency: 1260 Kc....Power: 5000 Watts d.,  
 1000 Watts n.

Owned-Operated By..Palo Alto Radio Station,  
 Inc.

Business Studio Address.....Fairmont Hotel  
 Phone Number.....DOuglas 2-2536  
 Transmitter Location.....Candlestick Pt.  
 News Service.....UP  
 President.....Elroy McCaw  
 General Manager.....Jock Fearnhead  
 News Director.....Arthur Primm  
 Chief Engineer.....Paul Beck

### K S J V

**SANGER—1947—LBS**

Frequency: 900 Kc....Power: 1000 Watts d.

Owned-Operated By.....Radio Sanger Co.  
 Business-Studio Address.....P. O. Box 247  
 Phone Number.....Sanger 2501  
 Transmitter.....4½ Mi. NE of Sanger  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Lee O'Connell  
 President.....Earl J. Fenston  
 General Manager.....Julian J. Nielson  
 Asst. Mgr., Prog. Dir.,

Farm Editor.....David Camp  
 News Director.....Walter J. Novell  
 Chief Engineer.....Russell Friend

### K E E N

**SAN JOSE—1947**

Frequency 1370 Kc.....Power 1000 Watts

Owned-Operated By.....United Bcstg. Co.  
 Business Studio Address.....Hotel De Anza  
 Phone Number.....Cypress 4-0344  
 Transmitter ....Wayne Ave. & Oakland Hgy.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Representative.....W. S. Grant  
 President.....George M. Mardikian  
 Genl. Mgr.....Floyd Farr  
 Commercial Mgr.....Bob Blum  
 Program Dir.....George Snell  
 Chief Engineer.....Bill Green  
 Farm Editor.....Glenn Dunham  
 Consulting Engineer.....George Adair

# AP SELLS

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For instance . . . **KLX**

"AP news is a top factor in making KLX the most  
 listened-to independent in America's No. 7 market."

GLENN S. SHAW,  
 Manager,  
 KLX, Oakland, California

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**H**ere is the finest building of its kind in America.

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But more than that, to those whose thoughts look to the years to come, the building itself is the cornerstone of a structure of faith in the future . . . faith in radio, faith in television, in the great markets these stations serve, but most of all of faith in that inspiring way of life to which all Americans are dedicated.



**KPIX**  
CHANNEL **5**

REPRESENTED BY THE KATZ AGENCY  
affiliated with CBS and DuMont Television Networks

**KSFO**

**560 KILOCYCLES**

REPRESENTED BY HEADLEY-REED COMPANY

Van Ness Avenue at Greenwich • San Francisco

**CALIFORNIA**

**K S F O**

**SAN FRANCISCO—1925**

Frequency: 560 Kc....Power: 5000 Watts d.,  
1000 Watts n.  
Owned-Oper. By...The Associated Bcstrs., Inc.  
Bus.-Studio Address...Van Ness at Greenwich  
Phone Number.....Prospect 6-6200  
Transmitter Location...Islais Creek, Pier 92  
Air Time.....6:15 a.m.-12:15 a.m.  
News Service.....INS, UP  
Transcription Service.....Standard; World  
Representative.....Headley-Reed  
Membership.....NARTB, BAB  
President.....Wesley I. Dumm  
V.P.-Gen. Mgr.....Philip G. Lasky  
Commercial Mgr.....John G. Campbell  
Sales Promotion Mgr.....Kay Mulvihill  
Program Dir.....Robert Hansen  
Dir. of Engineering.....A. E. Towne  
Farm Editor.....Herb Kennedy  
Consulting Engineer...Universal Research Labs

**K L O K**

**SAN JOSE—1946**

Frequency: 1170 Kc....Power: 5000 Watts d.  
Owned-Operated By.....Valley Bcstg Co.  
Business Address.....P. O. Box 967  
Phone Number.....Cypress 3-3445  
Transmitter Location....King Rd. at Aborn  
News Service.....AP  
Representative.....Pearson  
President-Gen. Mgr.....E. L. Barker  
Commercial Mgr.....Richard E. Ryan  
Program Director.....Ruth Poindexter  
Chief Engineer.....Bill Cunningham

**K S J O**

**SAN JOSE—1946—LBS**

Frequency: 1590 Kc....Power: 1000 Watts d.,  
500 Watts n  
Owned-Operated By...Santa Clara Bcstg. Co.  
Business Address.....P. O. Box 995  
Phone Number.....Cypress 3-8030  
Transmitter-Studio Loc.....Story and Lucretia  
Air Time.....Unlimited  
Newspaper Affiliation.....Les Gatos Times,  
Gilrov Dispatch  
News Service.....UP  
Transcription Service.....World  
National Sales Mgr.....Farold H. Hoffman  
President.....Patrick H. Peabody  
Gen. Sta. Mgr.....Charles F. Mallory  
Commercial Manager...Richard W. O'Donnell  
Pgm.-Prod. Dir.....Norman Paul  
Publicity Director.....Jan Jervis  
Chief Engineer.....Robert Webb  
Consulting Engineer.....E. C. Page

**K X R X**

**SAN JOSE—1948**

Frequency: 1500 Kc....Power: 1000 Watts  
Owned-Operated By.....San Jose Bcstg. Co.  
Address.....Box 167

Phone Number.....Cypress 2-5080  
Studio-Transmitter.....Bayshore Hiway  
Air Time.....24 hrs.  
News Service.....UP  
Representative.....Western Radio Sales,  
Tracy Moore  
Membership.....NAB  
President-Gen. Mgr.....Joe E. Levitt  
Sta., Commercial Mgr.....Gordon Graham  
Program Director.....Frank G. Kilpatrick  
Chief Announcer.....Jack Lund  
Musical Director.....Eileen Hamilton  
Chief Engineer.....Frank Glass

**K A T Y**

**SAN LUIS OBISPO—1949—ABC**

Frequency: 1340 Kc....Power: 250 Watts  
Owned-Operated By.....San Luis Bcstg. Co.  
Address.....Carpenter Bldg.  
Phone Number.....3171  
News Service.....UP  
Representative.....Western  
Partner.....Morden R. Buck  
Partner, Gen. Mgr.....John R. Rider  
Commercial Manager.....D. D. MacLeod  
Pgm., Farm Dir.....Chap Rollins  
News Director.....Joe Doran  
Chief Engineer.....James H. Eaken

**K V E C**

**SAN LUIS OBISPO—1937**

**MBS-DON LEE**

Frequency: 920 Kc....Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By.....Christina M. Jacobson  
Business Address.....851 Higuera St.  
Phone Number.....1100-1  
Transmitter Location.....Highway One  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....W. S. Grant  
Membership.....NARTB  
Pres.-Owner.....Christina M. Jacobson  
Gen. Sta. Mgr.....Les Hacker  
Commercial Manager.....Joe Shuttleworth  
Publ., Music. Dir.....Hugh Harling  
Prog., Prod. Dir., Chf. Anncr.. Arthur Hapgood  
News Director.....Les Hacker  
Chief Engineer.....Dale Schwartz  
Consulting Engineer...Craven, Lohnes & Culver

**K E A R**

**SAN MATEO—1947**

Frequency: 1550 Kc....Power: 1000 Watts  
Owned-Operated By.....Bay Radio, Inc.  
Business-Studio Address.....811 "B" St.  
Phone Number.....DI. 4-2594  
Transmitter Location.....Dayshore Highway  
News Service.....UP  
President.....Stephen A. Cisler  
V.P. & Gen. Mgr.....Howard J. Smiley  
Chief Engineer.....Douglas F. Mariska



# CALIFORNIA

## K V S M

### SAN MATEO—1946

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Oper. By Hugh H. Smith  
 Business Studio Address 279 Baldwin Ave.  
 Phone Number Diamond 4-2541  
 Transmitter Location Third Ave. at Seal Creek  
 Air Time Local sunrise-local sunset  
 News Service INS, UP  
 Transcription Service Cole  
 Representative Walker  
 President Hugh H. Smith  
 Gen., Sta. Mgr. Gilbert L. Bond  
 Chief Engineer Merwyn F. Planting

## K T I M

### SAN RAFAEL—1947

Frequency: 1510 Kc. Power: 1000 Watts d.  
 Owned-Operated By Marin Bcstg. Co., Inc.  
 Business Address 1117 Fifth St.  
 Phone Number Scn Rafael 1510  
 Transmitter Location College Ave., Kentfield  
 News Service UP  
 President Roy A. Brown  
 Vice-President Hugh E. Turner  
 Commercial Manager Clifford A. Trotter  
 Program Director Pete Miller

## K V O E

### SANTA ANA—1926—MBS-DON LEE

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Operated By The Voice of the O.ange  
 Empire, Inc., Ltd.  
 Business Address 105 E. 5th St.  
 Phone Number Kimberly 3-8321  
 Studio Transmitter 12531 E. Willowick Dr.  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Capitol, MacGregor  
 Representative Pearson  
 Pres., Gen. Mgr. Ernest P. Spencer  
 Station Manager Deane S. Long  
 Commercial Manager Donner P. Spencer  
 Sales Prom. Mgr. Carol Jean Young  
 Program Director George M. Dewey  
 Chief Announcer George Swift  
 Pub., News Dir. Art Sipherd, Jr.  
 Chief Engineer Stanley G. Guenther  
 Consulting Engineer Jay Tapp

## K D B

### SANTA BARBARA—1921—MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Lincoln Dellar  
 Business-Studio-Transmitter Radio Square  
 Phone Number 4131  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Various  
 Representative Western, Blair  
 President Lincoln Dellar  
 General Manager Colin M. Selph

Program Director Fred Hall  
 Publicity Director Peggy Walker  
 News Director Bob Byrne  
 Musical Director Lou Stumpo  
 Sports Editor John McCormick  
 Chief Engineer Robert Carter

## K I S T

### SANTA BARBARA—1947—NBC

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Radio KIST, Inc.  
 Business-Studio Address Balboa Bldg.  
 Phone Number 3981  
 Transmitter Location 725 State St.  
 Air Time 5:45 a.m.-12:15 a.m.  
 News Service UP  
 Representative George P. Hollingbery  
 Membership BAB  
 Pres., Gen. Mgr. Harry C. Butcher  
 Sales Promotion Mgr. Michael J. McKeogh  
 Chief Announcer Gordon Stafford  
 Prog.-Pub. Director Mary Ann Casey  
 Musical Director Jose Medina  
 Prod. Dir. Al Stas  
 Chief Engineer Ray Kubly  
 Consulting Engineer Ring & Ring

## K T M S

### SANTA BARBARA—1937—ABC

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Oper. By New-Press Publishing Co.  
 Business-Studio Address de la Guerra Plaza  
 Phone Number 3911  
 Transmitter Location Goleta  
 Air Time 6:30 a.m.-11:30 p.m.  
 Newspaper Affil. Santa Barbara News-Press  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative Paul H. Raymer  
 President Thomas M. Storke  
 Vice-President Charles A. Storke  
 Station-Comm. Manager Al Albinger  
 Sales Promotion Mgr. Emerson Kimball  
 Prog., Prod., Music Dir. Ed Sprague  
 Publicity Director Cliff Baeger  
 News Director Al Sanders  
 Chief Engineer Ed Sheff  
 Farm Editor Tommy Cleveland  
 Consulting Engineer T&T Measurements

## K D O N

### SANTA CRUZ—1935—LBS

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Oper. By Salinas Newspapers, Inc.  
 Business Address 137 W. Alisal St.  
 Phone Number 6451  
 Transmitter Location Palm Beach  
 Air Time 6 a.m.-Mid.  
 Newspaper Affiliation Salinas Californian  
 News Service UP  
 Transcriptions Service World, Cole  
 Representative Forjoe  
 Membership NARTE, BAB

# CALIFORNIA

President..... Merrit C. Speidel  
 General, Sta. Mgr..... Gilbert Baymiller  
 Pgm.-Prod.-Publ. Dir..... Orel Phillips  
 Commercial Mgr..... Lawrence B. Butler  
 Chief Engineer..... Omer Wright

## K S C O

### SANTA CRUZ—1947

Frequency: 1080 Kc.... Power: 1000 d.; 500 n.  
 Owned-Operated By..... Radio Santa Cruz  
 Business Address..... P. O. Box 1080  
 Phone Number..... 1080  
 Transmitter Address..... Portola Drive &  
 Corcoran Lagoon  
 News Service..... AP  
 Transcription Service..... Standard. Thesaurus  
 Mng. Part.-Gen. Mgr.-Chief Engr.

Charles Vernon Berlin

## K C O Y

### SANTA MARIA—1947—ABC

Frequency: 1400 Kc.... Power: 250 Watts  
 Owned-Oper. By... News-Press Publishing Co.  
 Business-Studio Address..... 114 W. Cook St.  
 Phone Number..... 5-2644  
 Transmitter Location..... N. Blosser Rd.  
 News Service..... AP  
 Transcription Service..... Capitol  
 Representative..... Paul H. Raymer  
 Partners..... Thomas M. Storke,  
 Charles A. Storke

General Mgr..... J. W. Benes  
 Program Director..... Bobbie Lee Davis  
 News Director..... Bryant Smith

## K S M A

### SANTA MARIA—1947—KBS

Frequency: 1240 Kc.... Power: 250 Watts  
 Owned-Oper. By..... James M. Hagerman,  
 John I. Groom  
 Address..... P. O. Box 736  
 Phone..... 5-2582  
 Transmitter Location... 510 W. Morrison St.  
 Air Time..... 6:45 a.m.-M.  
 News Service..... UP  
 Transcription Service..... World  
 Partners... James M. Hagerman, John I. Groom  
 Consulting Engineers..... Gale Brady &  
 T. & T. Measurement Service

## K O W L

### SANTA MONICA—1947

Frequency: 1580 Kc.... Power: 5000 Watts d.  
 Owned-Operated By..... KOWL, Inc.  
 Address..... Pico at Ocean  
 Phone Number..... Exbrook 4-6761  
 Transmitter Location... 11637 Chanoack Rd.,  
 Los Angeles  
 Air Time..... Sunrise-Sunset  
 News Service..... UP  
 Transcription Service..... Associated  
 Membership..... BAB  
 Pres., Gen. Mgr..... Arthur H. Croghan

Pgm. Dir., Chief Anncr..... Paul Snyder  
 Chief Engineer..... John Morecroft

## K S P A

### SANTA PAULA—1948

Frequency: 1400 Kc.... Power: 250 Watts  
 Owned-Operated By... Santa Paula Bcstrs. Inc.  
 Business-Studio Address..... Santa Paula  
 Phone Number..... 940  
 Transmitter..... 112 N. Middle Rd.  
 President, Gen. Mgr..... C. Harvey Haas  
 Prom., Comm. Mgr..... Ace Martin  
 Chief Engineer..... Bob Funnell

## K S R O

### SANTA ROSA—1937—LBS

Frequency: 1350 Kc.... Power: 1000 Watts  
 Owned-Oper. By..... Finley Bcstg. Co.  
 Bus.-Studio Address... Corner Fresno & Finley  
 Phone Number..... 110  
 Transmitter Location... Finley St. & Fresno  
 Air Time..... 6:30 a.m. 11 p.m.  
 News Service..... UP  
 Representative..... W. S. Grant  
 Membership..... NARTB  
 President..... Mrs. Ruth Finley  
 General-Station Manager... Charles P. Scott  
 Sls. Prom. Mgr., Prog., News Dir... Al Pearson  
 Chief Engineer..... Verne Hassett

## K R O G

### SONORA—1949

Frequency: 1450 Kc.... Power: 250 Watts  
 Owned-Operated By... Mother Lode Bcstg. Co.  
 Business Address..... P. O. Box 996  
 Phone Number..... 426  
 Air Time..... 7 a.m.-10 p.m.  
 News Service..... AP  
 Transcription Service..... Standard. SESAC  
 General Manager..... Ken Randolph  
 Chief Engineer..... Clayton Coldwell

## K G D M

### STOCKTON—1926—CBS

Frequency: 1140 Kc.... Power: 5000 Watts  
 Owned-Operated By..... E. F. Peffer  
 Business-Studio Address... 519 E. Market St.  
 Phone Number..... 4-4551  
 Transmitter Location... Highway 99  
 Air Time..... 6 a.m.-M.  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... John Blair  
 President-Gen. Mgr..... E. F. Peffer  
 Station-Commercial Mgr..... E. Smith  
 Program Director..... M. Humphreys  
 Publicity Director..... E. Flower  
 Chief Engineer..... J. T. Kelley

## K S T N

### STOCKTON—1949

Frequency: 1420 Kc.... Power: 1000 Watts  
 Owned-Operated By... San Joaquin Bcstg. Co.

# CALIFORNIA

Business Address.....Hotel Clark  
 Phone Number.....4-7338  
 Air Time.....Unlimited  
 Transmitter Address.....Ralph Ave.  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....NARTB, BAB  
 President.....Knox LaRue  
 General Manager.....D. M. Greene  
 Program Director.....Elis Lind  
 Program Director.....Ray Golden  
 Chief Engineer.....Carl McGee

## K W G

### STOCKTON—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....McClatchy Bcstg. Co.  
 Bus. Studio Address.....612 E. Market St.  
 Phone Number.....5-5728  
 Transmitter Location.....Weber and E Sts.  
 News Service.....AP  
 Transcription Service.....Capitol, Thesaurus  
 Representative.....Paul H. Raymer  
 President.....Eleanor McClatchy  
 Station Manager.....Howard L. Bailey  
 Program Manager.....James E. Longe  
 Chief Engineer.....Frank Nesmith

## K X O B

### STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Valley Bcstg. Co.  
 Business Studio Address.....Hotel Stockton  
 Phone Number.....4-7313  
 Transmitter Location.....Beyer Lane  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Representative.....John E. Pearson, Western  
 Membership.....BAB  
 President.....Lincoln Dellar  
 Gen., Sta., Comm. Mgr.....Grant Pollock  
 Sales Promotion Manager.....Daren McGavern  
 Prog., News Dir.....Homer Van Derwerker  
 Prod., Publ. Dir.....Shirley Stabler  
 Chief Engineer.....Ewald Berge:

## K S U E

### SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Nolan Hollowell,  
 James E. McKahan  
 Business Address.....P. O. Box 610  
 Trans. Address. Chestnut & Weatherlow Sts.  
 Phone Number.....2020  
 Air Time.....7 a.m.-10 p.m.  
 News Service.....UP  
 Transcription Service.....Capitol, World  
 Representative.....Tracy Moore  
 Membership.....NARTB, BAB  
 Gen., Sta. Mgr.....Nolan Hollowell  
 Comm., Sls. Prom. Mgr.....Leslie E. McLarrin  
 Program Director.....Wm. E. Cruse  
 Prod., Music. Dir.....Dale Dwelley

Chief Anncr., Engr.....Harold C. Houston  
 Traffic Manager.....Gwen W. Waltz  
 Consulting Engineer.....Howard Martineau

## K T K R

### TAFT—1948—LBS

Frequency: 1310 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Taft Bcstg. Co.  
 Business Address.....P.O. Box "WW"  
 Phone Number.....5-3101  
 Studio-Transmitter Address.....1 mi. W. of Taft  
 Air Time.....7 a.m.—local Sunset  
 News Service.....UP  
 Pres., Gen., Sta., Comm. Mgr.....Kenneth Aitken  
 Comm., Sls. Prom. Mgr.....Earl Greer  
 Chief Anncr., News Dir.....Jack Smith  
 Musical Director.....George Tschumy  
 Chief Engineer.....Kenneth Aitken

## K C O K

### TULARE—1945—MBS

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Herman Anderson  
 Business Address.....P. O. Box 119  
 Phone Number.....6-2866-7  
 Studio-Transmitter Location.....Mooney Blvd.  
 Air Time.....5 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....W. S. Grant Co.  
 Membership.....NARTB, BAB  
 President.....Herman Anderson  
 General Manager.....Sheldon Anderson  
 Commercial Manager.....Stan Simpson  
 Sales Prom. Mgr. (National).....Homer Griffith  
 Sales Prom. Mgr. (Local).....J. Alan Rinehart  
 Prog. Dir., Farm Editor.....Jean Hixson  
 Prod., News Dir., Chf. Anncr.....Art Brock  
 Musical Director.....J. Alan Rinehart  
 Chief Engineer.....Don Ferguson  
 Consulting Engineer.....Sheldon Anderson

## K T U R

### TURLOCK—1949—LBS

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Turlock Bcstg. Corp.  
 Address.....P. O. Box 526  
 Phone Number.....Turlock 43430, 45827  
 Transmitter Location.....Quincy Road  
 News Service.....UP  
 Transcription Service.....Thesaurus, SESAC  
 Representative.....O'Connell  
 President.....Wallace Lindskog  
 General Manager.....H. Ansell McMillen  
 Program Director.....David Wisner  
 News Director.....Don Burns  
 Chief Engineer.....Maxon Sayre

## K U K I

### UKIAH—1950

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bartley T. Sims



# CALIFORNIA

Address.....P. O. Box 638  
 Phone.....1400  
 Air Time.....Unlimited  
 Representative.....Western; Tracy Moore  
 Transcription Service.....Standard  
 News Service.....AP  
 Pres., Gen. Mgr.....Bartley Sims  
 Commercial Manager.....Louis DuMoulin  
 Program Director.....John Olivera  
 Publicity Director.....Margurite Sims  
 Chief Anncr., Farm Editor.....John Franklin  
 News Director.....Grover Gent, Jr.  
 Chief Engineer.....Stanley Ryno  
 Consulting Engineer.....Paul E. Leake

Phone Number.....4-5811  
 Studio Address.....Hotel Johnson  
 Transmitter Location.....McWilliams Lane  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Representative.....Forjoe  
 Pres., Gen. Mgr.....Lyman Treaster  
 Comm.-Sales Prom. Mgr.....Albert Blain  
 News Director.....Don Warren  
 Chief Engineer.....Lyman Treaster

## KGYW VALEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Calif. Nev. Bcstg. Co.  
 Business-Studio Address...3267 Sonoma Blvd.  
 Phone Number.....3-5667  
 News Service.....UP  
 Representative.....Western, Tracy Moore  
 General Manager.....David McKay  
 Station-Commercial Mgr.....Ralph Stillings  
 Chief Announcer.....Hal Engebretson  
 Chief Engineer.....William Roberts

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Maple Leaf Bcstg. Co.  
 Address.....P. O. Box 366  
 Phone.....2145  
 Transcription Service.....Lang-Worth  
 News Service.....UP  
 President.....E. J. Peters  
 General Manager.....Theodore G. Heinrichs  
 Sales Prom. Mgr.....Ed. Eldsen  
 News Director.....Don Rodewald  
 Chief Engineer.....Edward Robertson  
 Program Dir.....Bob Bann  
 Consulting Engineer.....Bernard Associates

## KVEN VENTURA—1948

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Coast Ventura Co.  
 Address.....P. O. Box 1611  
 Phone Number.....Miller 3-8675  
 Transmitter.....San Pedro & Alessandro Sts.  
 News Service.....UP  
 Program Director.....Dana Marble  
 General Manager.....Harry Engel  
 Sales Prom. Mgr.....Jack Powell  
 Chief Engineer.....Donald Brown  
 Farm Editor.....Ed Walden

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Patrick H. Peabody  
 Business Address.....Atkinson Lane  
 Phone Number.....4-5641  
 Studio-Transmitter Location...Atkinson Lane  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Hoffman  
 President.....Patrick H. Peabody  
 General Manager.....Hal E. Chase  
 Program, Farm Director.....Don Smith  
 News Director.....Ford Warner  
 Chief Engineer.....James Howard

## KVVC VENTURA—1947—LBS

Frequency: 1590 Kc.....Power 1000 Watts  
 Owned-Oper. By...Voice of Ventura County  
 Business Address.....P.O. Box 1411  
 Phone Number.....Miller 3-6185  
 Transmitter Location.....Mills Rd.  
 Air Time.....6 a.m.-M.  
 Representative.....W. S. Grant  
 Membership.....BAB  
 President.....Wm. H. Haupt  
 Station Manager.....Roland B. Vaile  
 Chief Engineer.....Charles Farmer

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Siskiyou Cty. Bcstg. Co., Inc.  
 Address.....Lawrence Lane & S. Oregon St.  
 Phone Number.....624  
 Air Time.....6:45 a.m.-10 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Tracy Moore  
 Membership.....NARTB  
 President.....E. G. Millbourn  
 General Manager.....Holt C. Wardrip  
 Station Manager.....Jack A. Mitchell  
 Commercial Manager.....Thomas G. Moran  
 Chief Engineer.....Bill Maginnis  
 Chief Announcer.....D. M. Comstock  
 Consulting Engineer.....Grant Fickert

## KKIN VISALIA—1946

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KKIN, Inc.  
 Business Address.....P. O. Box 1589



**CALIFORNIA—COLORADO**

**KUBA**

**YUBA CITY—1947—LIBERTY**

Frequency: 1600 Kc....Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By...Peachbowl Bcstrs., Inc.  
Business Address.....Hotel Marysville  
Phone Number .....3-7309  
Transmitter Location...Sanborn Rd., Sutter Co.  
News Service .....AP

Transcription Service .....Thesaurus  
Representative.....W. Coast Radio Sales,  
Western  
President .....Chester V. Ullom  
Gen., Station Manager.....Roger R. Hunt  
Commercial Manager...Clyde L. Goodnight  
Sales Promotion Mgr.....Lloyd Klemp  
Program Director.....Bill Noethens  
News Director.....Dan Brown  
Chief Engineer.....John J. Rolih

**COLORADO**

*Pop. April 1, 1952 (Est.) 1,381,000 — Total Housing Units 438,297  
Families April 1, 1952 (Est.) 401,000 — Stations in State 32*

**KGIW**

**ALAMOSA—1929—KBS-LBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....E. L. Allen  
Business Address .....P. O. Box 179  
Phone Number .....26  
Transmitter Address.....East of Alamosa  
Air Time .....6 a.m.-10 p.m.  
News Service .....UP  
Transcription Service.....Keystone, SESAC  
President-General Mgr.....E. L. Allen  
Sta.-Comm. Mgr.-Pgm. Dir.....Lloyd Allen  
Sales Prom. Mgr.-Farm Ed.....Charles Dynes  
Chief Engineer.....Bill Brokaw

Program Director.....G. C. Underhill  
Chief Announcer.....Art Brink  
Chief Engineer.....W. D. Wells

**KRDO**

**COLORADO SPRINGS—1947  
COLUMBINE**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Pikes Peak Bcstg. Co.  
Business-Studio Address....Alta Vista Hotel  
Phone Number.....Main 1125  
Transmitter Location.....Alta Vista Hotel  
Air Time .....6:00 a.m.-M.  
News Service .....AP  
Transcription Service...Standard, Lang-Worth,  
Thesaurus  
Representative .....Rambeau  
Membership .....NARTB  
Pres., Gen. Mgr.....Joseph H. Rohrer  
Station Manager.....Paul Crozier  
Commercial Manager.....Harry Hoth  
Production Director.....Robert Fitzmorris  
Prog., Musical Dir.....Jean Gitz  
Chief Anncr., News Dir.....Wes Bradley  
Prod. Dir., Chief Engr.....Robert Fitzmorris  
Consulting Engineer.....McNary-Wrathall

**KBOL**

**BOULDER—1946—COLUMBINE**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By...Boulder Radio KBOL, Inc.  
Address .....1617 Pearl St.  
Transmitter Location.....E. Pearl St.  
Air Time .....7 a.m.-11:05 p.m.  
News Service .....AP  
Transcription Service .....Standard  
Representative .....Headley-Reed  
Membership .....NARTB, BAB  
President .....Herb Hollister  
General Manager.....Russel Shaffer  
Commercial Manager.....Gene Palm  
News Dir.....Bob Butz  
Program Director.....C. O. A'len  
Chief Engineer.....Blair Dobbins

**KVOR**

**COLORADO SPRINGS—1923—CBS**

Frequency: 1300 Kc.....Power: 1000 Watts  
Owned-Oper. By...Voice of the Rockies, Inc.  
Address.....800 Exchange Natl. Bank Bldg.  
Phone Number.....Main 278  
Transmitter Location.....2803 E. Platte Ave.  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service...Associated & World  
Representative .....Raymer Co.  
Membership .....NARTB, BAB  
Pres., Gen., Sta., Comm. Mgr.....J. D. Russell  
Sls. Prom., Prod. Mgr.....Cecil Seavey  
Program Director.....Isabell McClung  
Publicity Director.....Mereditth Williams  
News Director.....Hal Bumpus

**KRLN**

**CANON CITY—1946—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By...Royal Gorge Bcstrs., Inc.  
Business-Studio Address....1615 Central Ave.  
Phone Number .....1100  
Transmitter Location...1615 Central Avenue  
Air Time .....7 a.m.-7 p.m.  
News Service .....UP  
Transcription Service.....Keystone, Cole  
Pres.-Gen. Sta. Mgr.....Ray M. Beckner

# COLORADO

Musical Director.....Pat Henry  
 Chief Engineer.....H. C. Strang  
 Consulting Engineer.....E. C. Page

## KRAI

**CRAIG—1949—COLUMBINE-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By No. Western Colo. Bcstg. Co.  
 Business Address.....So. of Craig  
 Phone Number.....707-8  
 Air Time.....6:30 a.m.-10 p.m.  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Hil F. Best  
 Membership.....BAB  
 President.....G. N. Winder  
 General Manager.....George Cory  
 Station Manager.....Dale G. Moore  
 Commercial Manager.....George Norvell  
 Program. News Dir.....Dick Fuss  
 Chief Engineer.....Charles S. Price

## KLZ

**DENVER—1922—CBS**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By Aladdin Radio & TV, Inc.  
 Business-Studio Address Shirley-Savoy Hotel  
 Phone Number.....MAin 4271  
 Transmitter Location.....Engelwood, Colo.  
 Air Time.....6 a.m.-M.  
 News Service.....AP, INS.  
 Transcription Service.....Standard, Capitol  
 Representative.....Katz  
 Membership.....NARTB, BAB  
 President.....Harry E. Huffman  
 General Manager.....Hugh B. Terry  
 Commercial Manager.....R. Main Morris  
 Sales Prom. Mgr., Pub. Dir.....John Connors  
 Program Director.....Charles C. Roberts  
 Production Director.....Clayton Bragg  
 News Director.....Sheldon Peterson  
 Musical Director.....Arthur Gow  
 Chief Engineer.....Harvey E. Wehrman

## KMYR

**DENVER—1941—LIBERTY  
 COLUMBINE**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....KMYR Bcstg. Co.  
 Address.....Security Life Bldg.  
 Phone Number.....MAin 4161  
 Transmitter Location.....Ruby Hill,  
 1601 W. Jewell  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Station Representative.....Keenan & Eichelberg  
 Membership.....NARTB, BAB  
 President.....F. W. Meyer  
 Station Manager.....A. G. Meyer  
 Commercial Manager.....Ed Koepke  
 Pgm., Prod. Dir.....Lowell Switzer  
 News Director.....Dick Leonard

Chief Announcer.....Gene Amole  
 Chief Engineer.....Glen James

## KTLN

**DENVER—1948**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Radio Station KTLN  
 Address.....Park Lane Hotel  
 Phone Number.....RAce 4636  
 Transmitter Location.....3200 S. Platte Riv. Dr.  
 Air Time.....4:30 a.m.-Sunset  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Radio Reps., Inc.  
 Owner.....Leonard Coe  
 General Manager.....John L. Buchanan  
 Commercial Manager.....Dean Jarvis  
 Sales Promotion Mgr.....Jim Buchanan  
 Program Director.....Jack Helling  
 Production Director.....Con Schader  
 Chief Anncr., News Dir.....Rich Fromke  
 Chief Engineer.....O. E. Kelley

## KVOB

**DENVER—1925—ABC**

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Colorado Radio Corp.  
 Business-Studio Add.....Midland Savings Bldg.  
 Phone Number.....TAbor 2291  
 Transmitter Location.....No. of Denver  
 Air Time.....5:30 a.m.-12M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Associated  
 Representative.....Free & Peters  
 Membership.....NARTB  
 President-Gen. Mgr.....William D. Pyle  
 Station Manager.....T. C. Ekrem  
 Sales Prom. Mgr.....Con Hecker  
 Program Director.....V. W. Corbett  
 Publicity Director.....Ben H. Stanton  
 Chief Engineers.....W. D. Pyle, T. C. Ekrem

## KOA

**DENVER—1924—NBC**

Frequency: 850 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....National Bcstg. Co., Inc.  
 Business-Studio Address.....1625 California St.  
 Phone Number.....Main 6211  
 Transmitter Location.....Aurora, Colo.  
 Air Time.....Unlimited  
 News Service.....AP, INS, UP  
 Transcription Service.....Thesaurus & Associated  
 Representative.....NBC Spot Sales  
 Membership.....NARTB, BAB  
 President (NBC).....Joseph H. McConnell  
 Gen.-Sta. Mgr.....Charles C. Bevis, Jr.  
 Commercial Manager.....Duncan A. McCall  
 Sales Promotion Manager.....C. M. Penley  
 Program Manager.....Earle C. Ferguson  
 Publicity Director.....William R. Day  
 Production Supervisor.....Wm. G. Walker  
 Musical Director.....Eddy Rogers  
 Asst. Mgr. Chg. Engineering.....Robert H. Owen

**COLORADO**

**KFEL**

**DENVER—1923—MBS**

Frequency: 950 Kc.....Power: 5,000 Watts  
 Owned-Operated By... Eugene P. O'Fallon, Inc.  
 Business-Studio Address..... Albany Hotel  
 Phone Number..... Alpine 4681  
 Transmitter Location..... 5350 W. 20th St.  
 Air Time..... 24 hrs.  
 News Service..... INS  
 Transcription Service..... Associated  
 Representative..... John Blair  
 Membership..... NARTB, BAB  
 General Manager..... Gene O'Fallon  
 Managing Director..... Frank Bishop  
 Commercial Mgr..... W. H. Conklin  
 Sales Promotion Mgr..... Kennie MacDowd  
 Prod., Pgm. Dir..... Dale Morgan  
 Musical Director..... Nancy Breve  
 Chief Announcer..... Ronald J. McCoy  
 News Director..... Jack L. Fitzpatrick  
 Farm Editor..... Gus Swanson  
 Chief Engineer..... T. G. Morrissey  
 Consulting Engineer..... Comm. Radio

Owned-Operated By..... San Juan Bcstg. Co.  
 Address..... P. O. Box 799  
 Phone Number..... 117  
 Transmitter Location..... 3 Mi. S. of City  
 News Service..... UP  
 Transcription Service..... SESAC, Thesaurus,  
 Lang-Worth  
 Representative..... Holman Co.  
 General Manager..... R. E. O'Brien  
 Commercial Manager..... T. Ralph Bennett  
 Promotion Manager..... Lindsey Becker  
 Program Director..... Don Hoover  
 News Director..... Pat O'Brien  
 Women's Director..... Mrs. Lee O'Brien  
 Chief Engineer..... Vander Linden

**KCOL**

**FT. COLLINS—1947—COLUMBINE**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Oper. By..... Northern Colo. Bcstg. Co.  
 Business-Studio Address... 1600 La. Porte Ave.  
 Phone Number..... 2600  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Standard  
 Membership..... NAB, BAB  
 President..... Herb Hollister

**KIUP**

**DURANGO—1935—MBS**

Frequency: 930 Kc.....Power: 1000 Watts

AJAX • AMAZO • ARRID • BISKIT MIX • BLONDEX • BLUE BONNET MARGARINE • BLUE GOOSE FROZEN FOODS • BORDEN'S STARLAC & INSTANT COFFEE • BOVRIL • BROMO SELTZER • BUICK • BUTTERNUT COFFEE • CAMAY • CHASE & SANBORN COFFEE • CHEER • CHESTERFIELDS • CRAWFORD'S COUGH GUM • FORD • FORMULA NO. 40 METAL POLISH • FOUR-WAY COLD TABLETS • ROBERT HALL CLOTHES • HAZEL BISHOP LIPSTICK • HILLS BROS. COFFEE • JELKE GOOD LUCK MARGARINE • JOY • KELLOGG ALL BRAN • KOOLS • LADIES HOME JOURNAL • LILT • LIPTON SOUP • LUSTER COLOR • LYNDEN FOODS • MRS. McDONALD'S CHOCOLATES • MUSTEROLE • NUCOA • OLD MANSE PRESERVES & SYRUP • PEN-JEL • PERTUSSIN • PEPTO BISMOL • PREMIUM CRACKERS • QUICK ELASTIC STARCH • RANCHO EVENING POST • SILVER STAR BLADES • SKIPPY PEANUT BUTTER • STAR KIST TUNA • SUN VISTA CANNED FOODS • SURF • SWIFT & CO. • TENDERLEAF TEA • TOWNE PRIDE TOPPING • U. S. FIFTH ARMY • WELCH GRAPE JUICE • ZOOM • BLONDEX • BLUE BONNET MARGARINE •

**RAY PERKINS RUNS AGAIN IN '52!**

DENVER, Colo. — Supported by 57 of the country's top national advertisers and a host of fine local accounts, KFEL's "Ray Perkins Show" campaigns into its seventh successful year!



AMAZO • ARRID • BISKIT MIX • BLONDEX • BLUE BONNET MARGARINE • BLUE GOOSE FROZEN FOODS • BORDEN'S STARLAC & INSTANT COFFEE • BOVRIL • BROMO SELTZER • BUICK • BUTTERNUT COFFEE • CAMAY • CHASE & SANBORN COFFEE • CHEER • CHESTERFIELDS • CRAWFORD'S COUGH GUM • FORD • FORMULA NO. 40 METAL POLISH • FOUR-WAY COLD TABLETS • ROBERT HALL CLOTHES • HAZEL BISHOP LIPSTICK • HILLS BROS. COFFEE • JELKE GOOD LUCK MARGARINE • JOY • KELLOGG ALL BRAN • KOOLS • LADIES HOME JOURNAL • LILT • LIPTON SOUP • LUSTER COLOR • LYNDEN FOODS • MRS. McDONALD'S CHOCOLATES • MUSTEROLE • MUZAK • OLD MANSE PRESERVES & SYRUP • PEN-JEL • PEPTO BISMOL • PERTUSSIN • PREMIUM CRACKERS • QUICK ELASTIC STARCH • RANCHO EVENING POST • SILVER STAR BLADES • SKIPPY PEANUT BUTTER • STAR KIST TUNA • SUN VISTA CANNED FOODS • SURF • SWIFT & CO. • TENDERLEAF TEA • TOWNE PRIDE TOPPING • U. S. FIFTH ARMY • WELCH GRAPE JUICE • ZOOM • BLONDEX • BLUE BONNET MARGARINE • TOWNE PRIDE TOPPING • U. S. FIFTH ARMY • WELCH GRAPE JUICE • ZOOM • AJAX • MUZAK


**KFEL-FM-WOXL**  
 Mutual in Denver

**11:00 a.m. — 12:00 Noon**  
**2:30 — 4:30 p.m. Daily**  
**MANAGED BY GENE O'FALLON**  
**REPRESENTED BY JOHN BLAIR**



## COLORADO

General Manager..... Ellis Atteberry  
 Commercial Manager..... Bob McClary  
 Program Director..... Gregg Chancellor  
 Chief Engineer..... Cecil Whitchurch  
 Consulting Engineer..... Commercial Radio

### KFTM

**FORT MORGAN—1949—KBS**

Frequency: 1260 Kc..... Power: 500 Watts  
 Owned-Oper. By... Morgan County Bcstg. Co.  
 Address..... Ft. Morgan  
 Phone Number..... 1000  
 Air Time..... Daytime  
 News Service..... UP  
 Transcription Service..... Capitol  
 Representative..... Hil F. Best  
 Pres., Gen. Mgr..... Robt H. Do'ph  
 Station Manager..... John W. Emery  
 Comm., Sls. Prom. Mgr..... Donnell K. Smith  
 Chief Announcer..... Bob Breault  
 News Director..... Helen Cudworth  
 Chief Engineer..... Richard Oldfeld

### KGLN

**GLENWOOD SPRINGS—1950—MBS  
 WESTERN SLOPE**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By... Western Slope Bcstg. Co.  
 Address..... Silver Spruce Lodge  
 Phone Number..... 777  
 Representative..... Holman  
 News Service..... UP  
 Pres., Gen. Mgr..... Rex Howell  
 Sta., Comm., Prom. Mgr..... Jerry Fitch  
 Prog. Dir., Chief Anncr..... Hal Reid  
 Chief Engineer..... Carl Anderson

### KEXO

**GRAND JUNCTION—1948  
 COLUMBINE**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By... Voice of Western Colorado,  
 Inc.  
 Trans. Address.... 2508 North Ave., P. O. Box  
 629  
 Phone Number..... 1230  
 Air Time..... 6 a.m.-12M.  
 News Service..... INS  
 Transcription Service..... Capitol, Thesaurus,  
 World  
 Representative..... Harlan Oakes  
 Membership..... NARTB, BAB  
 President..... D. Spencer Grow  
 Gen., Sta., Comm. Mgr..... H. Abbott Tessman  
 Sales Promot' on Mgr..... Robert Falks  
 Prog., Prod. Dir..... Robert Collins  
 Publicity Director..... Mildred Fuller  
 Chief Anncr., Farm Editor..... Jim Eicher  
 News Director..... Gene Wilburn  
 Chief Engineer..... Lloyd Wilson  
 Musical Director..... Bill Orr

### KFXJ

**GRAND JUNCTION—1926—MBS  
 WESTERN SLOPE**

Frequency: 920 Kc..... Power: 1000 Watts d;  
 500 Watts n.  
 Owned-Oper. By... Western Slope Bcstg. Co.  
 Business-Studio Address..... Hillcrest Manor  
 Phone Number..... 1300  
 Air Time..... 6 a.m.-M.  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... Hal Holman  
 Membership..... NARTB, BAB  
 President..... Rex Howell  
 Gen., Sta. Mgr..... E. Anson Thomas  
 Sales Prom. Mgr..... Rosa Lee Samuels  
 Commercial Manager..... Jack Goetz  
 Chief Announcer..... Ed Lewis  
 News Director..... Lyle Marine  
 Program, Music Dir..... Jack Puter  
 Chief Engineer..... Bob Lebsock  
 Farm Editor..... Bill Warner

### KFKA

**GREELEY—1921**

Frequency: 1310 Kc..... Power: 1000 Watts  
 Owned-Oper. By... Mid-Western Radio Corp.  
 Business-Studio Address..... 620—8th Ave.  
 Phone Number..... 450-1  
 Transmitter Location..... Radio Ranch, Evans  
 Air Time..... 5 a.m.-11 p.m.  
 Representative..... Hal Holman  
 News Service..... UP  
 Transcription Serv.. Lang-Worth, Cole, SESAC  
 Pres., Gen. Mgr..... Francis Price  
 Commercial Manager..... Eve'ett Shupe  
 Sales Prom. Mgr..... William G. Stewart  
 Program Director..... Jack Redus  
 Musical Director..... Delbert Wood  
 Chief Announcer..... Cooper Welch  
 News Director..... Keith Gorden  
 Chief Engineer..... Harry Brewer  
 Farm Editor..... Carl Jordan  
 Consulting Engineer..... Kenneth Cooper

### KYOU

**GREELEY—1948—COLUMBINE  
 LIBERTY**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Morocco Bcstg. Co.  
 Address..... 2424 6th Avenue  
 Phone Number..... 3275  
 Air Time..... Unlimited  
 News Service..... AP  
 Representative..... McGillvra, Inc.  
 Transcription Service..... World  
 Membership..... BAB  
 President, Gen. Mgr..... E.wood H. Meyer  
 Commercial Manager..... Joe W. Hongold  
 Program Director..... Glenn E. Stutzman  
 Chief Engineer..... John T. Roscoe



**COLORADO**

**KBNZ**

**LA JUNTA—1937—KBS  
INTERMOUNTAIN-COLUMBINE**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....R. Dennis Gerkin  
 Address.....Radio Building  
 Phone.....42  
 Air Time.....6:25 a.m.-11:35 p.m.  
 News Service.....UP  
 Representative.....Clark  
 Membership.....BAB  
 Pres., Gen. Mgr.....William W. Shepherd  
 Station Manager.....Robert McGregor  
 Commercial Manager.....Philip Roewe  
 Prog. Dir., Chief Anncr.....Dale Allison  
 Chief Engineer.....Robert Houston  
 Consulting Engineer.....Willis Shanks

**KLMR**

**LAMAR—1948—LBS**

Owned-Oper. By.....SE Colorado Bcstg. Co.  
 Trans. Address.....Lamar, Colorado  
 Phone Number.....804  
 News Service.....AP  
 Transcription Service.....World  
 President.....Ralph Eaton  
 Gen., Sta., Comm. Mgr.....John M. Bass  
 Pgm., Prod., Publ. Dir.....E. E. Mezell  
 Chief Engineer.....Larry Roser

**KLVC**

**LEADVILLE—1951—KBS-LBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Leadville's Top of the  
 Nation Station, Inc.  
 Address.....520 W. 6th St.  
 Phone Number.....70  
 Representative.....Columbine  
 President.....Vir N. James  
 Manager.....Donald F. Stephens  
 Program Director.....Flora Stephens  
 Chief Engineer.....Donald G. Youmans

**KLMO**

**LONGMONT—1949**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Longmont Bcstg. Co.  
 Phone Number.....1050  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Pres.-Gen. Mgr.....J. P. Dubberley  
 Comm. Mgr.....R. Walker  
 Program Director.....Willis Evans  
 Promotion Manager.....Dick Lee  
 Chief Engineer.....Walter Robinson

**KUBC**

**MONTROSE—1947—KBS  
COLUMBINE**

Frequency: 1260 Kc. 1000 Watts d.;  
 500 Watts n.

Owned-Operated By.....Uncompahgre Bcstg. Co.  
 Business-Studio Address.....P. O. Box 279  
 Phone Number.....199  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Hil F. Best  
 Membership.....NARTB, BAB  
 President.....F. J. Hartman  
 Gen.-Sta. Mgr.....Geo. Cory  
 Comm., Sales Prom. Mgr.....Bob Hale  
 Chief Engineer, Prog. Dir.....Bob Sidwell  
 News Director.....Tom Olsen  
 Consulting Engineer.....J. B. Heffelfinger

**KCSJ**

**PUEBLO—1947—MBS-COLUMBINE  
INTERMOUNTAIN**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Star Bcstg. Co., Inc.  
 Address.....211 W. 5th St.  
 Phone Number.....8522  
 Transmitter Location.....North Hudson  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Pearson Co., Keenan &  
 Eickelberg (West Coast Only)  
 Membership.....NARTB, BAB  
 President.....F. W. Meyer  
 Gen., Sta. Mgr.....Douglas D. Kahle  
 Comm., Sls. Prom. Mgr.....Bob Clinton  
 Prog., Publ. Dir.....Larry Gordon  
 Prod., Music. Dir.....Gene Bollinger  
 Chief Announcer.....Cliff Hendrix  
 News Director.....Bill Doty  
 Chief Engineer.....Dale Redlingshafer  
 Consulting Engineer.....Frank McIntosh

**KDZA**

**PUEBLO—1947—LIBERTY**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Pueblo Radio Co.  
 Business-Studio Address.....3011 Elizabeth  
 Phone Number.....1255  
 Transmitter Location.....3011 Elizabeth  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Donald Cooke  
 President-Gen. Mgr.....Dee B. Crouch  
 Commercial Manager.....Barry Tucker  
 News Dir.....Charles Lerch  
 Chief Engineer.....Jack Lundquist

**KVRH**

**SALIDA—1948—KBS-LBS  
COLUMBINE**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Vir N. James  
 Address.....P. O. Box 229  
 Phone Number.....30  
 Air Time.....7 am. to 10 p.m.

## COLORADO

Transcription Service .....KBS  
 News Service .....UP  
 Representative .....Clark  
 Membership .....NARTB, BAB  
 Pres., Gen., Prom. Mgr.....Vir N. James  
 Assistant.....Clo B. James  
 Commercial Manager.....Lu Parmelee  
 Chief Anncr., News Dir.....Jack Diehl  
 Chief Engineer.....Philip Parmelee  
 Consulting Engineer.....Guy C. Hutcheson

### K G H F

**PUEBLO—1927—ABC**

Frequency: 1350 Kc..Power: 5000 d.; 1000 n.  
 Owned-Operated By..Colorado Bestg. Co., Inc.  
 Business-Studio Address.....P. O. Box 293  
 Phone Number .....3877  
 Transmitter Location.....N.W. of Pueblo  
 Air Time .....6 a.m.-M.  
 News Service .....UP  
 Transcription Service.....World, SESAC  
 Representative.....Gill-Keefe & Perna, Inc.  
 Membership .....NARTB, BMB  
 President.....Gifford Phillips  
 Gen., Station Manager.....Robert D. Ellis  
 Commercial Manager.....Bill Mahoney  
 Prog., Publ. Dir.....Hal Moon  
 Prod. Dir., Chief Anncr.....Norm Teska  
 News Director.....Bob Thompson  
 Musical Director.....Bob Burch  
 Chief Engineer.....Willis C. Shanks  
 Farm Editor.....Irwin Cunningham  
 Consulting Engineer.....T. A. M. Creven

### K G E K

**STERLING—1925—KBS**

Frequency: 1230 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Elmer G. Beehler  
 Address .....Fleming Rd.  
 Phone Number .....679  
 News Service .....UP  
 Owner, Gen. Mgr.....Elmer G. Beehler

### K C R T

**TRINIDAD—1946—LBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Mel-Bert Bestg. Co.  
 Business-Studio Add.....P. O. Box 772  
 Phone Number .....338  
 Transmitter Location.South Country Club Drive  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Ptnr., Gen. Mgr.....Mel Cooper  
 Comm. Mgr., Ptnr.....Bert Coyle  
 Program Director.....Millie J. Coyle  
 Program Director.....George Barron  
 Chief Engineer.....Mel Cooper

### K S T R

**TRINIDAD—1946—MBS**

Frequency: 1280 Kc...Power: 1000 Watts d.,  
 500 Watts n.

Owned-Operated By.....James E. Blair  
 Bus.-Studio Address.....P. O. Box 787  
 Phone Number .....414  
 News Service .....UP  
 Owner, Gen. Mgr.....James E. Blair  
 Station Manager.....Kenneth Stabaugh

The Dominant Station Covering the  
 Rich Industrial and Agricultural Area  
 of SOUTHERN COLORADO

### K G H F

PUEBLO, COLORADO

5000 w                      A B C

*announces*

*the appointment*

*of*

**GILL-KEEFE & PERNA, INC.**

NEW YORK                      CHICAGO

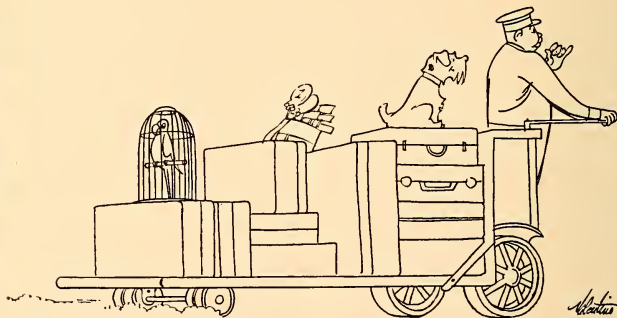
Helen Gill                      Howard Keefe

WEST COAST  
 REPRESENTATION:

Tracy Moore & Associates



There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

*because*

**WTIC** DOMINATES  
THE PROSPEROUS SOUTHERN  
NEW ENGLAND MARKET



# CONNECTICUT

Pop. April 1, 1952 (Est.) 2,090,000 — Total Housing Units 614,075  
Families April 1, 1952 (Est.) 575,000 — Stations in State 26

## WICC

### BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc. Power: 1000 Watts d.,  
500 Watts n.

Owned-Oper. By..... Thomas E. Lee Ent.  
Address..... 144 Golden Hill  
Phone Number..... 8-1121  
Transmitter Location..... Pleasure Beach Pk.  
Air Time..... 6:30 a.m.-M.  
News Service..... AP  
Transcription Service..... Associated  
Representative..... Edward Petry  
Exec. Vice-Pres..... Thomas F. O'Neil  
General, Sta. Manager..... Robert L. Kennett  
Comm.-Sales Prom. Mgr..... Charles W. Parker  
Pgm.-Prod. Dir..... Ralph Klein  
News Director..... Robert Maguire  
Chief Engineer..... Rogers B. Holt

## WLIZ

### BRIDGEPORT—1947

Frequency: 1300 Kc. Power: 1000 Watts d.  
Owned-Operated By..... The Bridgeport Bcstg Co.  
Business-Studio Address..... 114 State St.  
Phone Number..... 5-4144  
Transmitter..... Seaview Avenue  
Air Time..... Local sunrise-local sunset  
News Service..... AP  
Transcription Service..... Thesaurus  
Representative..... Adam J. Young  
Pres., Gen. Sta. Mgr..... Philip Merryman  
Commercial Manager..... Manning Slater  
Program Director..... Wallace B. Dunlap

## WNAB

### BRIDGEPORT—1941 ABC-CONN. STATE

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... WNAB, Inc.  
Business-Studio Address..... 991 Broad St.  
Phone Number..... 3-3112  
Transmitter..... Locomobile Pt.  
Air Time..... Unlimited  
News Service..... UP  
Representative..... Rambeau, Borgatti  
President-Chief Engineer..... Harold Thomas  
General, Sta. Manager..... Levon Thomas  
Prog. Dir., Chief Anncr..... Jack Dahlby  
Traffic Manager..... Grace Kaltenbach  
Commercial Manager..... Ray Colonari

## WBIS

### BRISTOL—1948

Frequency: 1440 Kc. Power: 500 Watts d.  
Owned-Oper. By..... The Bristol Bcstg. Corp.  
Business-Studio Address..... 183 Main St.  
Phone Number..... 9265

Transmitter Location..... Greystone Ave.  
Air Time..... Daytime  
News Service..... UP  
Representative..... McGillvra  
President..... Frederick W. Beach  
Gen., Sta., Comm. Mgr..... Cal Colby  
Program Director..... Sally Easton  
Publicity Director..... Amletto Ciccarelli  
Chief Announcer..... Bob Leonard  
Chief Engineer..... Richard A. Ricci

## WLAD

### DANBURY—1947

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Operated By..... Berkshire Bcstg. Corp.  
Business-Studio Address..... 207 Main St.  
Phone Number..... 8-3565  
Transmitter..... Brushy Hill Rd.  
Air Time..... Daytime  
News Service..... UP  
Transcription Service..... World, SESAC  
Representative..... Rambeau  
President..... John P. Previdi  
Sta., Comm. Mgr., Pub. Dir..... Sol Robinson  
Program Director..... Eleanor Kemble  
Chief Announcer..... Paul Baker  
News Director..... Frank Comer  
Chief Engineer..... Walter Hollis  
Consulting Engineer..... Garo Ray

NOW THAT  
YOU CAN  
HAVE THE  
BEST,  
WHY BE  
SATISFIED WITH  
LESS?  
AP



## CONNECTICUT

### W C C C

#### HARTFORD—1947

Frequency: 1290 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By. . . . . Greater Hartford Bcstg. Corp.  
 Business-Studio Address . . . . . Bond Hotel  
 Phone Number . . . . . 5-6648  
 Transmitter Location . . . . . South Quaker Lane,  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . UP  
 President . . . . . William M. Savitt  
 Sta., Comm. Mgr. . . . . Paul Martin  
 Musical Director . . . . . Ivor Hugh  
 Chief Engineer . . . . . John Rameika  
 Consulting Engineer . . . . . McNary & Wrathall

### W D R C

#### HARTFORD—1922—CBS NEW ENG. MAJ. MKT.

Frequency: 1360 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . The Connecticut Bcstg. Co.  
 Business-Studio Address . . . . . 750 Main St.  
 Phone Number . . . . . 7-1188  
 Transmitter Location . . . . . 869 Blue Hills Ave.,  
 Bloomfield, Conn.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NARTE, BAB

President . . . . . Franklin M. Doolittle  
 Station Manager . . . . . Walter B. Haase  
 Comm.-Sales Prom. Mgr. . . . . William F. Malo, Sr.  
 Program, News Dir. . . . . Harvey H. Olson  
 Chief Announcer . . . . . Russ Naughton  
 Chief Engineer . . . . . Italo A. Martino  
 Consulting Engineer. Prof. Norman Adams, Jr.

### W O N S

#### HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc. . . . . Power: 5,000 Watts  
 Owned-Oper. By. . . . . Yankee Network Div. of  
 Thomas S. Lee Enterprises, Inc.  
 Business-Studio Address . . . . . 54 Pratt St. (WONS)  
 Phone Number . . . . . 7-9131  
 Transmitter Location . . . . . Newington, Conn.  
 Air Time . . . . . 6:30 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . H-R Reps, Inc.  
 President . . . . . William O'Neil  
 Station Manager . . . . . Ed. Palen  
 Sales Promotion Mgr. . . . . Al Henry  
 Musical Director . . . . . Jack Downey  
 Chief Engineer . . . . . Rogers Holt

### W T H T

#### HARTFORD—1936 ABC-CONN. STATE

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . The Hartford Times, Inc.  
 Business Address . . . . . 555 Asylum St.  
 Phone Number . . . . . 2-0237  
 Air Time . . . . . 6:45 a.m.-M.  
 News Service . . . . . AP  
 Representative . . . . . J. P. McKinney  
 Membership . . . . . NARTE, BAB  
 Gen.-Sta. Manager . . . . . C. Glover DeLaney  
 Asst. Gen. Mgr. . . . . L. R. Schoenfeld  
 Commercial Manager . . . . . Leonard R. Schoenfeld  
 Prog.-Prod. Director . . . . . Mitchell Betters  
 Publicity Director . . . . . Margaret A. Duffy  
 Chief Announcer . . . . . Joseph Girand  
 News Director . . . . . Sereno Gammell  
 Chief Engineer . . . . . Charles S. Masini  
 Consulting Engineer . . . . . George Davis

### W T I C

#### HARTFORD—1925 NBC-NERN

Frequency: 1080 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . Travelers Bcstg. Service  
 Corp.  
 Business-Studio Address . . . . . 26 Grove St.  
 Phone Number . . . . . 5-0801  
 Transmitter Location . . . . . Talcott Mt., Avon  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . Lang-Worth SESAC  
 Representative . . . . . Weed  
 Membership . . . . . NARTE, BAB  
 President . . . . . Jesse W. Randall

**W**e  
**C**over  
**C**entral  
**C**onnecticut

Hartford's  
only station  
offering  
music and  
news all  
day,  
every  
day.

“There’s T. N. T. on W C C C”  
 (Time, News, Temperature, includ-  
 ing weather every fifteen minutes,  
 every weekday.)

1290 K. C.

## CONNECTICUT

Vice Pres.-Gen. Mgr. . . . . Paul W. Morency  
 Asst. Gen. Mgr. Chg. Sales . . . . . Walter Johnson  
 Asst. Sales Mgr. . . . . Irwin Cowper  
 Program Director . . . . . Leonard J. Patricelli  
 Asst. Program Director . . . . . Paul Lucas  
 Production Dir. . . . . George Bowe  
 Director Public Relations . . . . . Bernard Mullins  
 News Director . . . . . Tom Eaton  
 Plant Manager . . . . . Herman Taylor  
 Consulting Engineer . . . . . Ring & Clark

(See Page 370)

### W M M W MERIDEN—1947

Frequency: 1470 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Silver City Crystal Co.  
 Business-Studio Address . . . . . 8½ W. Main St.  
 Phone Number . . . . . 5-5747  
 Transmitter . . . . . Lewis Ave.  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Lang-Worth  
 President (inactive) . . . . . C. A. Schultz  
 General Manager . . . . . Alex Buchan  
 Commercial Manager . . . . . G. A. Kruttschnitt  
 Program Director . . . . . Joey Trantino  
 Chief Announcer . . . . . Les Fox  
 Chief Engineer . . . . . Gabriel Langfelder

### W C N X MIDDLETOWN—1948

Frequency: 1150 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Middlesex Bcstg. Co.  
 Business-Studio Address . . . . . 460 Main St.  
 Phone Number . . . . . 5821  
 Managing Dir. . . . . R. J. O'Brien, W. J. O'Brien  
 Chief Operator . . . . . Kenneth A. F. Bishop

### W H A Y NEW BRITAIN—1949

Frequency: 910 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Central Conn. Bcstg. Co.  
 Business Address . . . . . 22 Grove Hill  
 Phone Number . . . . . 3-2721  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Capitol  
 Representative . . . . . Adam Young, Bannan  
 (Boston)  
 President . . . . . Patrick Goode  
 General Manager . . . . . Aldo DeDominicis  
 Sta. Mgr., Prog. Dir. . . . . Leo Borin  
 Sales Mgr. . . . . Thomas Meade  
 Office Manager . . . . . William F. Turner  
 Chief Announcer . . . . . Carter Clements  
 News Director . . . . . Charles Gilson  
 Chief Engineer . . . . . Hillis W. Holt  
 Women's Prog. Dir. . . . . Elizabeth Kimball

### W K N B NEW BRITAIN—1946

Frequency: 840 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . New Britain Bcstg. Co.

Address . . . . . 213 Main St.  
 Phone Number . . . . . 3-6303-4  
 Transmitter Location . . . . . Newington  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . ForJoe  
 President, General Manager . . . . . Julian Gross  
 Station-Commercial Mgr. . . . . Peter B. Kenney  
 Pgm., Prod. Dir. . . . . J. J. Mariani  
 Publicity Director . . . . . Philip B. Hale  
 Chief Announcer . . . . . Ray Neilan  
 Chief Engineer . . . . . Sam Edsall  
 Consulting Engineer . . . . . George C. Davis

### W A V Z NEW HAVEN—1947

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WAVZ Bcstg. Corp.  
 Business-Studio Address . . . . . 152 Temple St.  
 Phone Number . . . . . 7-0171  
 Transmitter Location . . . . . Thill St., W. Haven  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . UP, AP  
 Representative . . . . . Keller  
 Transcription Service . . . . . Thesaurus  
 President . . . . . Victor W. Knauth  
 V.P., Gen., Sta. Mgr. . . . . Daniel W. Kops  
 Commercial Manager . . . . . Richard J. Monahan  
 Prog., Prod. Director . . . . . Richard E. Barrett

Buy  
**NEW HAVEN**

Buy  
**RESULTS**

Buy  
**WAVZ**

The Lively Local  
 Operation with Music  
 And News the People Want

## CONNECTICUT

Publicity Director.....George Duffy  
 Chief Announcer.....Richard Petty  
 News Dir., Farm Editor.....Thomas W. Bentley  
 Musical Director.....Joanne Robbins  
 Chief Engineer.....George Hugo  
 Consulting Engineer.....Lynne C. Smeby

### WELI

#### NEW HAVEN—1935—ABC

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Conn. Radio Founda-  
 tion, Inc.  
 Business-Studio Address.....221 Orange St.  
 Phone Number.....8-1133  
 Transmitter Location.....Benham St., Hamden  
 Air Time.....6:30 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Headley-Reed  
 President.....H. C. Wilder  
 General Manager.....Richard W. Davis  
 Commercial Manager.....Edwin H. Schweitzer  
 Publicity Director.....Rudy Frank  
 News Director.....Robert McKernan  
 Program Director.....Charles H. Wright  
 Chief Engineer.....Fred King  
 Consulting Engr.....Craven, Lonnes & Culver

### WNHC

#### NEW HAVEN—1944—CONN. STATE

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Elm City Bcstg. Corp.  
 Business-Studio Address.....1110 Chapel St.  
 Phone Number.....6-9826  
 Transmitter Location.....Front Ave., W. Haven  
 Air Time.....18 hrs.  
 News Service.....AP, INS  
 Transcription Service.....World  
 Representative.....Katz Agency  
 Membership.....NARTB, BAB  
 President.....Patrick J. Good  
 Secretary-Treasurer.....Aldo DeDominicis  
 Commercial Manager.....J. Vincent Callanan  
 Program Director.....Walter Neilsen  
 Publicity Director.....William Dukeshire  
 News Director.....W. Rockwell Clark  
 Musical Director.....John Drake  
 Chief Engineer.....Vinnie DeLaurentis  
 Consulting Engineer.....Goro W. Ray

### WNLC

#### NEW LONDON—1936 — MBS YANKEE, CONN. ST.

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Thames Bcstg. Corp.  
 Business-Studio Address.....281 State St.  
 Phone Number.....2-4365  
 Transmitter.....Winthrop Pl., E. New London  
 Air Time.....Unlimited  
 News Service.....UP  
 President-Gen. Sta. Mgr.....Gerald J. Morey  
 Comm.-Sales Prom. Mgr.....Leo B. Keegan

Publicity Director.....Mary Jane Koebbe  
 Chief Announcer.....Nelson Brown  
 Chief Engineer.....Gerald J. Morey  
 News Director.....David Conners  
 Farm Editor.....Patricia Killeen  
 Consulting Engineer.....Craven, Lohnes & Culver

### WNLK

#### NORWALK—1947

Frequency: 1350 Kc.....Power: 500 Watts  
 Owned-Operated By.....Norwalk Bcstg. Co., Inc.  
 Business-Studio Address.....Main & Wall Sts.  
 Phone Number.....8-5566  
 Transmitter.....West Norwalk  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, SESAC, RCA  
 Representative.....Rambeau  
 Pres., Gen., Sta. Mgr.,  
 Chief Engineer.....David W. Jeffries  
 Comm., Sls. Prom. Mgr.....Michael J. Cuneen  
 Prog., Publ. Dir.....Joseph V. Lentini  
 Production Director.....Milton Warren  
 Chief Announcer.....Richard W. Buonerba  
 News Director.....Adrian Conway  
 Musical Director.....Edna C. Somers  
 Consulting Engineer.....W. E. McDowell

### WICH

#### NORWICH—1946—LBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Eastern Conn Bcstg. Co.  
 Business-Studio Address.....91 Main St.  
 Phone Number.....7-1613  
 Transmitter Location.....Lucas Pk. Rd.  
 Air Time.....6:45 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB  
 President-General Mgr.....John Deme  
 Chief Announcer.....Jack Purrington  
 Chief Engineer.....Alexander Dubenetsky

### WSTC

#### STAMFORD—1941 ABC-CONN. STATE

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Wtn. Conn. Bcstg. Co.  
 Business-Studio Address.....270 Atlantic St.  
 Phone Number.....4-7575  
 Transmitter Location.....320 Strawberry Hill Ave.  
 Air Time.....6:30 a.m.-M.  
 Newspaper Affiliation.....Stamford Advocate  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Everett-McKinney  
 President.....Kingsley Gillespie  
 Gen.-Sta. Manager.....Julian Schwartz  
 Commercial Manager.....Wharton Ford  
 Program Director.....Frank J. Delfino  
 Chief Engineer.....Paul Kamensky  
 Consulting Engineer.....George C. Davis



. . .  
**CONNECTICUT**  
 . . .

**W L C R**

**TORRINGTON—1946**

Frequency: 990 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Litchfield Cty. Radio Corp.  
 Business-Studio Address. . . . . 23 Main St.  
 Phone Number . . . . . 4174  
 Transmitter Location. . . . . Highland Ave.  
 Air Time. . . . . Local sunrise-local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Sears & Ayer  
 Pres., Gen. Mgr. . . . . Charles O. Scott  
 Sales Prom. Mgr. . . . . Allan Brown  
 Pgm., Prod. Dir. . . . . George Phillips  
 Publicity Director . . . . . Joseph Storm  
 Chief Annr., News Dir. . . . . Pete Stoner  
 Chief Engineer. . . . . Alfred Pallokat

**W T O R**

**TORRINGTON—1948  
 CONN. STATE—ABC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Torrington Bcstg. Co., Inc.  
 Business-Studio Address. . . . . 93 Perkins St.  
 Phone Number . . . . . 4181  
 Transmitter Location . . . . . 93 Perkins St.  
 Air Time . . . . . 17 hrs.  
 News Service . . . . . AP  
 Representative . . . . . Rambeau  
 Station Manager . . . . . Edmund Waller  
 Commercial Manager . . . . . John J. Morris  
 Program Director . . . . . Richard C. Kilbourn  
 Chief Engineer . . . . . Arthur Marcus

**W A T R**

**WATERBURY—1934  
 ABC-CONN. STATE**

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . The WATR Co., Inc.  
 Business-Studio Address. . . . . 440 Medow St.  
 Phone Number . . . . . 5-1121  
 Transmitter Location . . . . . Baldwin Ave.  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . AP  
 Representative . . . . . William G. Rambeau  
 Membership . . . . . NARTB  
 President-Gen. Mgr. . . . . Harold Thomas  
 Sta.-Comm. Mgr. . . . . Sam Elman

Sales Prom. Mgr. . . . . Wallace Gordon  
 Production Director . . . . . Roy Murray  
 Program Director . . . . . Wally King  
 Pub., News Dir. . . . . Joseph C. Callan  
 Chief Announcer . . . . . Charles Bengtson  
 Chief Engineer . . . . . Russell Jensen

**W B R Y**

**WATERBURY—1934—CBS  
 NUTMEG**

Frequency: 1590 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . American-Republican, Inc.  
 Business-Studio Address. . . . . 136 Grand St.  
 Phone Number . . . . . 3-1125  
 Transmitter Location . . . . . Boyden St.  
 Air Time . . . . . 6:55 a.m.-12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Avery-Knodel,  
 Kettel-Carter (Boston)  
 Membership . . . . . NARTB, BAB  
 President . . . . . William J. Pape  
 General Manager . . . . . James D. Darcy  
 Commercial Manager . . . . . Harry A. DeVoken  
 Station Manager . . . . . J. Maxim Ryder  
 Prog.-Prod. Dir. . . . . Walter O. Howard  
 Publicity Director . . . . . Robert S. Holezer  
 Chief Announcer . . . . . Robert Stewart  
 News Director . . . . . E. Christy Erk  
 Musical Director . . . . . Louis Boisvert  
 Chief Engineer . . . . . Frank B. Hales

**W W C O**

**WATERBURY—1946  
 MBS-YANKEE**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Mattatuck Bcstg. Co., Inc.  
 Business-Studio Address. . . . . 119 W. Main St.  
 Phone Number . . . . . 4-5141  
 Transmitter Location . . . . . Thomaston Ave.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 Pres., Gen. Manager . . . . . Milton H. Meyers  
 Commercial Manager . . . . . Gustave Nathan  
 Program Director . . . . . Robert C. Cragger  
 Chief Announcer . . . . . Gene Valentino  
 News Director . . . . . Roy Roman  
 Chief Engineer . . . . . John Carragan

**HELP THE RED CROSS**



# DELAWARE

Pop. April 1, 1952 (Est.) 324,000 — Total Housing Units 97,002  
Families April 1, 1952 (Est.) 88,000 — Stations in State 6

## W D O V DOVER—1948

Frequency: 1410 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Del. State Capital  
Bcstg. Corp.  
Business Address..Bradford & Lookerman Sts.  
Phone Number .....5816  
Air Time.....6:30 a.m.-Sunset  
News Service .....AP  
Representative .....Rambeau  
President.....Dr. C. F. Freed  
Gen., Sta. Mgr., Pgm. Dir.....Mildred Carroll  
Commercial Manager.....William S. Freed  
Chief Engineer.....Russell F. Lee  
Consulting Engineer..Herbert L. Wilson Asso.

## W J W L GEORGETOWN—1951

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Rollins Bcstg., Inc.  
Address .....DuPont Highway  
Phone Number .....2567  
News Service .....AP  
Transcription Service .....Thesaurus  
Representative .....Rollins  
President.....John W. Rollins  
Vice-President.....O. Wayne Rollins  
General Manager.....Frank R. Knutti  
Commercial Manager.....Norman M. Glenn  
Program Director.....Bill Jaeger  
Chief Engineer.....Edward Marzosa

## W A M S WILMINGTON—1948—MBS

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By...Wilmington Tri-State Bcst.  
Co., Inc.  
Bus. Studio Address.....321 Delaware Ave.  
Phone Number .....4-8882  
Transmitter.....Mt. Cuba Rd. & Owl's Nest  
Air Time.....6:30 a.m.-12:30 a.m.  
News Service .....Trans. ad'io  
Transcription Service...Transradio, Standard  
Representative .....Hollingberry  
President.....Frank S. Carrow  
General Manager.....L. Byron Jenkins  
Comm. Mgr.....William S. Ewing  
Publicity Director.....Don Mathewson  
Program Director.....Bill Smith  
Music Director.....Alan Barclay  
Chief Engineer.....Herbert Eckstein

## W D E L WILMINGTON—1922—NBC

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Operated By.....WDEL, Inc.

Business-Studio Address....10th & King Sts.  
Phone Number .....7268  
Transmitter.....New Castle Co.  
Air Time.....6:00 a.m.-1 a.m.  
News Service .....UP  
Transcription Service .....World  
Representative .....Robert Moecker  
Membership .....NARTB, BAB  
Station Executive.....Clair R. McCollough  
Station Manager.....J. Gorman Walsh  
National Sales Manager...J. Robert Gulick  
Program Director.....Harvey C. Smith  
Technical Dir.....J. E. Mathiot  
Consulting Engineer.....James C. McNary

## W I L M WILMINGTON—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts d.  
Owned-Operated By....Delaware Bcstg. Co.  
Business-Studio Address.....920 King St.  
Phone Number .....4-7771  
Air Time.....24 hrs.  
News Service .....UP  
Transcription Service .....World  
Representative .....Bolling Co.  
Membership .....NARTB, BAB  
President-Gen.-Comm. Mgr..Ewing B. Hawkins  
Sta. Mgr., Pgm. Dir.....Robert J. McMann  
Sls. Prom., Pub. Dir.....Robert P. McNeyer  
Musical Director.....Warren Keyser  
News Director.....Harry Thernal  
Chief Engineer.....H. Edwin Kennedy  
Farm Editor.....Richard L. Bair  
Consulting Engineer.....Jansky & Bailey

## W T U X WILMINGTON—1947

Frequency: 1290 Kc. Power: 500 Watts d.  
Owned-Oper. By...Port Frere Bcstg. Co., Inc.  
Business-Studio Address.....1326 Market St.  
Phone Number.....Wilmington 5-8821  
Transmitter Location.....Port Frere  
Air Time.....Local sunrise-local sunset  
News Service .....AP  
Transcription Service .....Thesaurus  
Representative .....Forjoe  
Membership .....NARTB, BAB  
Pres.-Sta. Mgr.....Gordon K. MacIntosh  
General Mgr.....Howard R. Robinson  
Comm., Sls. Prom. Mgr.....Julian A. Todd  
Program Director.....Waneda L. Clark  
Pub., Prod. Dir.,  
Chf. Anncr.....William H. Gehlert  
News Director.....Roland Twigg  
Chief Engineer.....Wayne Neuhaus  
Musical Director.....Justina Spagnolo  
Consulting Engineer.....Dixie McKay  
Farm Editor.....Lee Ellsworth

# DISTRICT OF COLUMBIA

Pop. April 1, 1952 (Est.) 832,000 — Total Housing Units 234,734  
Families April 1, 1952 (Est.) 218,000 — Stations in State 7

## W G M S

### WASHINGTON, D. C.—1947

Frequency: 570 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...The Good Music Station, Inc.  
Address.....1125 Vermont Ave., N.W.  
Phone Number.....Executive 8676  
Transcription Service.....Associated  
News Service.....AP  
Air Time.....Sunrise to Sunset  
President.....Morris Rodman  
General Manager.....M. Robert Rogers  
Commercial Manager.....Patrick Hayes  
Program Director.....Pierson Underwood  
Chief Engineer.....Nick Chaconas

## W M A L

### WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts  
Owned-Operated By.....The Evening Star  
Bcstg. Co., Inc.  
Business-Studio Address...724 14th St., N.W.  
Phone Number.....NAtional 5400  
Transmitter Location.....Green Tree Rd.,  
Bethesda, Md.  
Air Time.....6 a.m.-1:05 a.m.  
News Service.....AP, UP  
Transcription Service.....World, Standard  
Representative.....The Katz Agency  
Membership.....NAB  
President.....S. H. Kauffmann  
V.P., General Manager.....K. H. Berkeley  
Commercial Manager.....Ben B. Baylor, Jr.  
Pgm. Dir.....Charles Kelly  
Pub. Dir.....Mary P. Perry  
Chief Anncr.....Harold Stepler  
News Director.....William Neel  
Chief Engineer.....Frank Harvey

## W O O K

### WASHINGTON, D. C.—1940

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....United Bcstg. Co.  
Business-Studio.....8th & Eye Sts., N.W.  
Phone Number.....Republic 8000  
Transmitter Location..Florida St. & Lee Hwy.  
News Service.....UP  
Pres., Gen., Comm. Mgr., News, Farm Dir.  
Richard Eaton  
Station Manager.....Arnold B. Fort  
Program Director.....Clifton D. Holland  
Asst. to Pres.....Harvey Glascock  
Editor.....Arthur A. Snowberger

## W O L

### WASHINGTON, D. C.—1924—LBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By....Peoples Bcstg. Corp.

Address.....1000 Connecticut Ave.  
Phone.....METropolitan 0100  
Transmitter Location.....61 Pierce St., N.E.  
Air Time.....6 a.m.-1 a.m.  
Transcription Service.....SESAC  
News Service.....AP, UP  
Representative.....O. L. Taylor  
Membership.....NARTB  
President.....Murray Lincoln  
General Manager.....Herbert E. Evans  
Station Manager.....Ben E. Wilbur  
Commercial Manager.....Sid Slappey  
Program Director.....George Campbell  
Publicity Director.....Robert M. Adams  
Chief Engineer.....Harold Reed

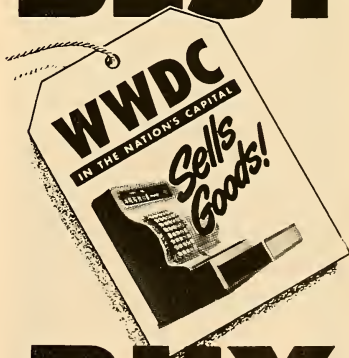
## W R C

### WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Operated By...National Bcstg. Co., Inc.  
Business-Studio Address...724 14th St., N.W.  
Phone Number.....Republic 4000  
Transmitter.....Ager Rd., W. Hyattsville, Md.

## Washington's

# BEST



# BUY

Ask your John Blair man for the WWDC story!

# LOOK AT THE RECORD! . . .

In Washington  
everything is up  
Population  
Income  
Retail Sales

\*RADIO LISTENING

To reach the one and one-half million listeners in Metropolitan Washington, D. C., and a bonus market in Maryland and Virginia your best bet is

# WRC

(Check your nearest  
NBC Spot Sales Office)

\* American Research  
Bureau Radio Diary  
Study

FIRST in WASHINGTON

# WRC



5,000 Watts • 980 KC

## ... District of Columbia ...

News Service.....AP, INS, UP  
Transcription Service....Thesaurus, Standard  
Representative.....NBC Spot Sales  
Membership.....NARTB, BAB  
President.....(NBC) Joseph McConnell  
Vice-Pres. (Wash.).....Francis Russell  
General Manager.....Eugene Juster  
Business Manager.....George Sandeler  
Program Director.....Kenneth French  
Sales Prom. Mgr., Pub. Dir....John Ghilain  
News Director.....Cassius Keller (Local),  
Arthur Barriault (Network)  
Musical Director.....Fritz Balzer  
Chief Engineer.....Charles College  
Farm Editor.....W. R. Beattie

## W T O P

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc.....Power: 50,000 Watts  
Owned-Operated By.....WTOP, Inc.  
Business-Studio Address.....Warner Bldg.  
Phone Number.....Metropolitan 3200  
Transmitter Location.....Wheaton, Md.  
Air Time.....5:30 a.m.-2 a.m.  
News Service.....AP, UP, INS  
Representative.....CBS Radio Spot Sales  
President, Gen. Mgr.....John S. Hayes  
Commercial Manager.....George Hartford  
Sales Promotion Mgr.....Gloria Markoff  
Program Director.....Lloyd Dennis  
Publicity Director.....Cody Pfinstehl  
News Director.....Ted Koop  
Chief Engineer.....Clyde Hunt  
Farm Editor.....Claude Mahoney

## W W D C

WASHINGTON, D. C.—1941—MBS

Frequency: 1260 Kc.....Power: 5000 Watts  
Owned-Operated By.....Capital Bcstg. Co.  
Business-Studio Address.....1627 K St., N.W.  
Phone Number.....Sterling 3800  
Transmitter.....Silver Spring, Md.  
Air Time.....24 hrs.  
News Service.....AP, UP  
Transcription Service.....Standard, Lang-Worth  
Representative.....Blair  
Membership.....NARTB, BAB  
President.....Joseph Katz  
General, S'a. Manager.....Ben Strouse  
Comm. Manager.....Herman Paris  
Prog., Prod. Director.....Norman Reed  
News Director.....Denis Sar'a'n  
Sls. Prom., Pub. Dir.....Irving Lichtenstein  
Chief Announcer.....Ray Morgan  
Musical Director.....Lowell Hannock  
Chief Engineer.....Ross H. Beville  
Consulting Engineer.....Weldon & Carr

(See Page 377)



# FLORIDA

Pop. April 1, 1952 (Est.) 2,870,000 — Total Housing Units 961,084  
Families April 1, 1952 (Est.) 816,000 — Stations in State 76

## WSWN

### BELLE GLADE—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By: Seminole Bcstg. Co.  
Business Address: P. O. Box 8  
Phone Number: 2063  
Studio Address: Scarborough Bldg.  
Transmitter Location: Chosen  
Air Time: Daytime  
News Service: UP  
Transcription Service: Thesaurus, SESAC  
Representative: Hil F. Best  
Membership: NARTB, BAB  
V.P., Gen., Sta. Mgr.: Mrs. Mary Foy  
Sales Manager: Phil Haire  
Chief Engineer: C. S. Clemans  
Chief Anncr., Farm Ed.: Don Cole

## WDHL

### BRADENTON—1946—KBS-LIBERTY

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Manatee Bcstg. Co.  
Business Address: Memorial Pier  
Phone Number: 37-531, 37-561  
Studio-Transmitter Location: Memorial Pier  
Air Time: 6:45 a.m.-11:45 p.m.  
News Service: AP  
Representative: Hil Best  
Transcription Service: Associated  
Pres., Gen., Sta. Mgr.: L. E. Jacobson  
Sales Dept.: Arthur Alvarez  
Prog., Prod., Mus. Dir.: Albert T. Moreau  
Publicity Director: Billie Lee Moreau  
News Director: Carl Van Sittart  
Chief Engineer: Charles Castle  
Farm Editor: Ed Ayres

## WPIN

### CLEARWATER—1947

Frequency: 680 Kc. Power: 1000 Watts  
Owned-Oper. By: Fla. W. Coast Bcstrs., Inc  
Address: Royal Palm Hotel  
Phone Number: Petersburg 7-0511;  
Transmitter Location: Largo  
Air Time: Sunrise-Sunset  
News Service: AP  
Station Representative: Indie Sales, Holman  
Membership: BAB  
President: Dr. Charles Fannington  
Gen., Comm. Mgr.: Arthur Mundorf  
Promotion Manager: Dick Marsh  
Chief Engineer: Manley St. Jean  
Consulting Engr.: Walter Haley

## WTAN

### CLEARWATER—1947—LIBERTY

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Clearwater Ra. Bcstrs., Inc.  
Business Address: P. O. Box 1109  
Phone Number: 33084  
Transmitter Location: Municipal Auditorium  
Air Time: 6:30 a.m.-12 M.  
News Service: UP  
Transcription Service: Capitol, World  
Representative: McGillvra  
President: Otis E. Pruitt  
Gen., Sta. Mgr., Pub. Dir.: H. D. Parker  
Comm., Sales Prom. Mgr.: F. L. Parker  
Prog., Prod., Dir.: L. H. Falconnier  
Chief Engineer: John D. Callan

## WTTT

### CORAL GABLES—1949

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Atlantic Shores Bcstg.  
Business-Studio Address: 350 Aragon Ave.  
Phone Number: 83-4663  
Transmitter Location: Miami  
Transcription Service: Associated  
Representative: Joseph Hershey McGillvra  
General Manager: David H. Freedman  
Sales, Commercial Manager: Lee Phillips  
Promotion Manager: Milt Mitke

## WVCG

### CORAL GABLES—1948

Frequency: 1070 Kc. Power: 1000 Watts d.  
Owned-Operated By: Peninsular Bcstg. Corp.  
Business Address: 223 Aragon Ave.  
Phone Number: 48-7411-2  
Transmitter: Bird & Ludlum Rds., Miami  
Air Time: Sunrise to sunset  
News Service: AP  
Transcription Service: Associated  
Representative: Hil F. Best  
President-General Mgr.: George W. Thorpe  
Program Director: Robert S. Stevens  
Chief Engineer: Lawrence Mennitt

## WCNU

### CRESTVIEW—1948—KBS-LIBERTY

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Operated By: Gulf Shores Bcstg. Co.  
Business-Studio Address: Box 518  
Phone Number: 3511  
Transmitter Location: Highway 85, Crestview  
News Service: AP  
Transcription Service: Lang-Worth  
Pres. & Co-owner: D. Grady O'Neal  
Secretary & Treasurer: H. French Brown  
General Manager: Sam F. Townsend



• • •

**FLORIDA**

• • •

**W M F J**

**DAYTONA BEACH—1935—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....W. Wright Esch  
 Business-Studio Address.....444 N. Beach St.  
 Phone Number.....6491  
 Transmitter Location.....126 Magnolia Ave.  
 Air Time.....6:30 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....SESAC  
 Representative...Joseph Hershey McGillvra  
 Membership.....NARTB, BAB  
 Owner.....W. Wright Esch  
 Station Manager.....Ray Clancy  
 Commercial Manager.....John S. Pitts  
 Program Director.....Jo Bledsoe  
 Chief Engineer.....Webster K. Ellenwood

**W N D B**

**DAYTONA BEACH—1948—LBS**

Frequency: 1150 Kc.....Power: 1,000 Watts  
 Owned-Operated By.....News-Journal Corp.  
 Business-Studio Address...128 Orange Ave.  
 Phone Number.....2-0531  
 Transmitter Location.....Holly Hill  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard, World  
 Representative.....John H. Perry  
 Membership.....NARTB, BAB  
 Gen.-Sta.Mgr.....Jerry Stone  
 Commercial Manager.....R. Y. Huffman  
 Prog., Prod. Dir.....William R. Steadman  
 Chief Announcer.....Ken Lueck  
 News Director.....Ed Fulke  
 Chief Engineer.....F. A. Scott  
 Consulting Engineer.....George C. Davis

**W R O D**

**DAYTONA BEACH—1947—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Daytona Beach Bcstg.  
 Corp.  
 Business Address.....Box 991  
 Phone Number.....4626  
 Studio-Transmitter Address...Wilder Blvd. &  
 S. Beach St.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Hil F. Best  
 Pres.-Gen. Mgr.....E. J. Sperry  
 Pgm. Dir.....R. C. Fellows  
 Chief Engineer.....L. M. Menard

**W J B S**

**DELAND—1948—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....John B. Stetson Univ.  
 Address.....220 East Hubbard Ave.  
 Phone Number.....1490

Transmitter Location...220 E. Hubbard Ave.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 General Manager.....C. L. Menser  
 Commercial Manager.....Robert Wallon  
 Program Director.....Mark Barker  
 Sports Director.....Sam Mansfield  
 Chief Engineer.....Lauren Mickle

**W B R D**

**FT. LAUDERDALE—1950—KBS**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Broward Bcstg. Co.  
 Address.....Riverlane Rd.  
 Phone Number.....2-2563  
 News Service.....UP  
 President.....L. C. Judd  
 Gen., Sta. Mgr.....Robert Standart III  
 Prog., Prod., Publ. Dir.....Frank W. Hainey  
 Chief Engineer.....Bill Latham  
 News Director.....Pete Brady

**W F T L**

**FORT LAUDERDALE—1948-LIBERTY**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Gore Pub. Co.  
 Bus.-Studio Address.....7185 S.E. 15th St.  
 Phone Number.....3-2511  
 Transmitter Location.....1785 S.E. 15th St.

You buy

**EXPERIENCE**

when you buy

**WMFJ**

in

**DAYTONA BEACH, FLA.**

**FOUNDED 1935**

by the present owner

**W. WRIGHT ESCH**

National Sales ..... McGillvra  
 Sales Promotion ..... Keller

## FLORIDA

Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Sears & Ayer  
 Membership.....NARTB, BAB  
 Gen., Sta. Comm. Mgr.....R. L. Bowles  
 Program Director.....Jack W. Swart  
 News Director.....Orville Revelle  
 Chief Engineer.....Merle Sanford  
 Consulting Engineer.....Weldon & Carr

### WINK

**FT. MYERS—1940—CBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By...Ft. Myers Bcstg. Co., Inc.  
 Business-Studio Address.....54 E. First St.  
 Phone Number.....4-1341  
 Transmitter Location.....54 E. First St.  
 News Service.....AP  
 Representative.....Donald Cooke  
 Co-Owner.....Arthur B. McBride  
 Co-o. & V.P.....Daniel Sherby  
 Gen., Comm Mgr.....A. J. Bauer  
 Sales Promotion Manager.....Dan Harlacher  
 Chief Engineer.....James Lacy

### WIRA

**FORT PIERCE—1946—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Indian River Bcstg Co.  
 Business Address.....Melody Lane  
 Phone Number.....1400  
 Air Time.....6:30 a.m.-11:15 p.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NARTB  
 Pres., Gen.-Sta. Mgr.....Douglas Silver  
 Program Director.....Marjorie B. Silver  
 Commercial Manager.....J. Kingsley Butt  
 Chief Announcer.....William Strickland  
 Musical Director.....John Glynn  
 Chief Engineer.....James Sowinski  
 Farm Editor.....Anne Wilder  
 Consulting Engineer.....Andrew Ring

### WGGG

**GAINESVILLE—1948—KBS-LBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Alachua County  
 Broadcasting Co., Inc.  
 Business-Studio.....P. O. Box 501  
 Phone Number.....5791  
 News Service.....AP  
 Transcription Service.....Associated, World  
 Representative.....Best  
 Pres., Gen. Mgr.....R. M. Chamberlin  
 Commercial Manager.....Leon E. Mims  
 Program Director.....Pierre A. Bejano  
 Chief Engineer.....R. M. Chamberlin  
 Promotion Manager.....Lee Shannon

### WRUF

**GAINESVILLE—1928—MBS**

Frequency: 850 Kc.....Power 5000 Watts  
 Owned-Operated By.....Univ. of Fla.  
 Business-Studio Address...Campus, Univ. of Fla.  
 Phone Number.....3261, Ext. 466-7-8  
 Transmitter Location.....Newberry Rd.  
 Air Time.....5:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Burn-Smith  
 Membership.....NARTB, BAB  
 General Manager.....Garland Powell  
 Commercial Manager.....John Dunnivant  
 Program Director.....Ray Dantzler  
 Chief Announcer.....Otis Boggs  
 Chief Engineer.....Garvin Combs  
 Farm Editor.....Clyde Beale  
 Consulting Engineer.....Geo. C. Davis

### WIVY

**JACKSONVILLE—1948**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WIVY, Inc.  
 Business-Studio Address...135 Riverside Ave.  
 Phone Number.....4-7722  
 Transmitter Location.....Springgrove Ave. &  
 A., C. L. RR. Tracks  
 News Service.....INS  
 Representative.....Thomas F. Clark  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Edward J. Oberle  
 Sta. Mgr., News Dir.....Alexande Kiersey  
 Comm., Sales Prom, Mgr.....Randy Jones  
 Prog., Prod. Dir., Chief Anncr..Claude Taylor  
 Musical Director.....Betty Pace  
 Chief Engineer.....James Stephens  
 Farm Editor.....R. L. Williams  
 Consulting Engineer.....Frank Denton

### WJHP

**JACKSONVILLE—1940—MBS-LBS**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Operated By.....The Metropolis Co.  
 Business-Studio Address.....500 Laura St.  
 Phone Number.....4-7711  
 Transmitter Location.....Lane Ave. Annex  
 Air Time.....6 a.m.-1 a.m.  
 Newspaper Affiliate.....Jacksonville Journal  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....John H. Perry Associates  
 President.....John H. Perry  
 Gen., Sta. Mgr.....Milford A. Reynolds  
 Prog. Dir., Chief Anncr.....Jim Underwood  
 Publicity Director.....Chaz Harris  
 Sports Director.....Fred Schilling  
 Chief Engineer.....Beecher Hayford  
 Consulting Engineer.....McIntosh & Inglis

. . .  
**FLORIDA**  
 . . .

**W J A X**

**JACKSONVILLE—1926—NBC**

Frequency: 930 Kc.....Power: 5,000 Watts  
 Owned-Operated By..City of Jacksonville, Fla.  
 Business-Studio Address.....1 Broadcast Pl.  
 Phone Number .....4-1681  
 Transmitter Location.....Hyde Park  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Thesaurus, Muzak  
 Representative. John Blair; Harry E. Cummings  
 Gen., Sta. Mgr.

Chief Engr.....John T. Hopkins, III  
 Sls. Prom. Mgr., Prog. Dir..Marion D. Trowell  
 Commercial Manager.....J. W. Douglass  
 Chief Announcer.....Starling Coleman  
 Musical Director.....Frank Morris  
 Consulting Engineer.....Paul Godley

**W M B R**

**JACKSONVILLE—1934—CBS**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Florida Bcstg. Co.  
 Business-Studio Address.....605 Main St. S.,  
 P.O. Box 5187  
 Phone Number .....9-4475  
 Transmitter Location...Lane & Stewart Aves.  
 Air Time.....6 a.m.-12:30 a.m.

News Service.....UP  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 President.....Frank King  
 Comm. Mgr.....Charles M. Stone  
 Program Director.....Jack Newsom  
 News Director.....Larry Scarborough  
 Musical Director.....Tommy Wood  
 Chief Engineer.....Ernest B. Vordermark  
 Consulting Engineer.....A. D. Ring

**W O B S**

**JACKSONVILLE—1948**

Frequency: 1360 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...So. Radio and Equipt. Co.  
 Business-Studio Address...10 East Forsyth St.  
 Phone Number.....6-4231  
 Transmitter Location.....Gilmore Road  
 Air Time.....Sunrise to sunset  
 Station Representative.....Forjoe  
 President.....Jack Sharpe  
 General Manager.....Jim Macri  
 Commercial Manager.....R. L. McQuage  
 Program Director.....Jack Harrell  
 Chief Engineer.....W. F. Askew

**W P D Q**

**JACKSONVILLE—1942**  
**ABC-FLA.-AMER. GROUP**

FIRST  
 IN LISTENER PREFERENCE  
 IN  
 FABULOUS FLORIDA'S  
 FIRST  
 CITY OF YEAR-ROUND SALES, AND  
 FIRST  
 IN COVERAGE IN NORTH FLORIDA AND  
 SOUTH GEORGIA

**W - J - A - X**

930 kc — 5,000 watts

**W - J - A - X - F M**

95.1 mg

**JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS**

J. D. Kennedy, Commissioner in Charge

John T. Hopkins III, Manager

AN **N B C** AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

# FLORIDA

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By..Jacksonville Bcstg. Corp.  
 Phone Number.....4-4421  
 Studio Address.....P. O. Box 1468  
 Transmitter Location.....Lenox Ave.  
 Air Time.....5:30 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....Capitol  
 Station Representative.....Katz  
 President.....James R. Stockton  
 General-Station Manager.....Robert R. Feagin  
 Commercial Manager.....Jack Carter  
 Sales Prom. Mgr.....Tom Underwood  
 Program Director.....John McLean  
 News Director.....Hugh Batey  
 Chief Engineer.....James R. Donavan  
 Consulting Engineer.....George B. Davis

## WRHC

**JACKSONVILLE—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WRHC, Inc.  
 Address.....247 Margaret St., P. O. Box 2467  
 Phone.....6-0461  
 Transmitter Location.....247 Margaret St.  
 Air Time.....6 a.m.-M.  
 Transcription Service.....Lang-Worth.  
 Associated. SESAC

Membership.....NARTB, BAB  
 Pres., Comm. Mgr.....Harold S. Cohn  
 Gen. Mgr., News Dir.....William Fraker  
 Sales Promotion Mgr.....Deen Harold  
 Program Director.....Marjorie Phillips  
 Chief Engineer.....Harold B. Russey

## WJVB

**JACKSONVILLE BEACH—1947—KBS  
 LBS**

Frequency: 1010 Kc.....Power: 250 Watts d.  
 Owned-Oper. By Jacksonville Beach Bcstg. Co.  
 Phone Number.....5-3674  
 Representative.....Hil F. Best  
 Air Time.....Sunrise to sunset  
 Pres., Gen., Sta. Mgr.....J. Lyle Williams, Jr.  
 Prog., Pub. Dir.....Janeen Kee  
 Chief Engineer.....Daniel M. Long

## WKWF

**KEY WEST—1945—MBS**

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned-Operated By.....John M. Spottwood  
 Trans. Address.....Stock Island  
 Phone Number.....510  
 Representative.....John H. Perry  
 Pres., Gen. Comm., Mgr.....John M. Spottwood  
 Program Director.....Mary S. Spottwood  
 Chief Engineer.....Charles Lowe

## WDSR

**LAKE CITY—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..Deep South Radioways  
 Business-Studio Address..126 No. Marion St.

Phone Number.....525  
 Transmitter...South of Lake City on U.S. No. 41  
 News Service.....UP  
 Transcription Service.....Associated  
 Gen. Mgr. & Owner.....Alfred H. Temple  
 Program Director.....Owen W. Parnacott  
 Chief Engineer.....Richard Dyer

## WLAK

**LAKELAND—1936—NBC**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Operated By..Lakeland Bcstg. Corp.  
 Business Address.....P. O. Box 1211  
 Phone Number.....2127  
 Transmitter Location.....1430 E. Lime St.  
 Air Time.....5:30 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Associated  
 Station Representative.....John E. Pearson  
 Membership.....NARTB, BAB  
 Pres.-Gen.-Station Mgr.....S. O. Ward  
 P.od. Dir., Chief Anncr., Engr..William P. Lee  
 Comm., Sales Prom. Mgr.....Powell Adams  
 Program Director.....Mary Whistle  
 Consulting Engineer.....Everitt Dillard

## WONN

**LAKELAND—1949—MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Coastal Bcstg. Co.  
 Business Address.....Lake Hunter Drive  
 Phone Number.....5117  
 Air Time.....5:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Donald Cooke, Inc.  
 Pres., Gen., Sta. Mgr.....Robert S. Taylor  
 Commercial Mgr.....Tom Barber  
 Program Dir.....Ted Covington  
 Chief Engineer.....Duane McConnell  
 Consulting Engineer...Gautney, Ray & Price

## WIPC

**LAKE WALES—1951—LBS**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Imperial Polk Bcstg.  
 Corp.  
 Address.....P. O. Box 389  
 Phone Number.....29831  
 News Service.....AP  
 Transcription Service.....World  
 President.....Sarkes Tarzian  
 Vice-President.....S. W. Keen  
 Gen. Mgr., Chf. Engr.....G. Max Kimbrel  
 Commercial Manager.....Ted Linton  
 Program Director.....Joan Galloway

## WEAT

**LAKE WORTH-W. PALM BEACH  
 1948—NBC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....James R. Meachem



## FLORIDA

Business Address.....P. O. Box 791  
 Phone Number.....W. Palm Beach 7545  
 Transmitter Location.....Nineteenth St. No.  
 Air Time.....6:30 a.m.-12:05 a.m.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Pearson  
 General Manager.....James R. Meachem  
 Commercial Manager.....Clifford H. Glick  
 Program Director.....Don James  
 News Director.....C. Van Dresser  
 Chief Engineer.....Andrew Keicher  
 Consulting Engineer.....M. M. Garrison

### WLBE

#### LEESBURG-EUSTIS—1948—LBS

Frequency: 790 Kc.....Power: 1,000 Watts  
 Owned-Operated By.....WLBE, Inc.  
 Business-Studio Address.....Box 297  
 Phone Number.....Leesburg 552  
 Transmitter Location.....Silver Lake, Fla.  
 Air Time.....6 a.m.-11:15 p.m.  
 News Service.....AP  
 Transcription Service.....SESAC  
 Membership.....NARTB  
 Pres., Comm. Mgr.....Paul A. Husebo  
 Gen., Sta., Prom. Mgr.....Wendel F. Husebo  
 Pgm., Prod. Dir., Chf. Ann.

Richard R. Coleman

Publ. Farm. News Dir.....C. L. Starnes  
 Musical Director.....Bob Whiteley  
 Chief Engineer.....J. Allen Brimmer

### WNER

#### LIVE OAK—1949—LBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....John A. Boling  
 Business Address.....P. O. Box 655  
 Phone Number.....1450  
 Transmitter.....1 Mi. E. city Rte. 90  
 News Service.....UP  
 Transcription Service.....SESAC  
 President.....John A. Boling  
 General Manager.....Norman Protsman  
 Program Director.....Faith Protsman  
 Chief Engineer.....C. S. Parker  
 Farm Editor.....John Alford  
 Consulting Engineer.....Claude Gray

### WTYS

#### MARIANNA—1948—LBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....John H. Phipps Radio Stas.  
 Business Address.....P. O. Box 565  
 Phone Number.....650  
 Studio-Transmitter Address.....U. S. Hwy. 90, E.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Harry Cummings  
 President.....John H. Phipps

General Manager.....L. H. Graves  
 Station Manager.....H. C. Harris

### WMMB

#### MELBOURNE—1947—LBS

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Melbourne Bcstg. Corp.  
 Business-Studio Address.....Front St.  
 Phone Numbers.....574-5  
 Transmitter Location.....Front St.  
 Air Time.....6 a.m.-11:15 p.m.  
 Representative.....Hil Best  
 News Service.....UP  
 Transcription Service.....Capitol  
 Membership.....NAB  
 President.....Henry G. Dravneek  
 General Manager.....Austin V. Catterton  
 Commercial Manager.....Beverly Flemming  
 Advertising Manager.....Victoria C. Martin  
 Program Director.....Barbera W. Bancroft  
 Chief Engineer.....Kenneth R. Waltz  
 Consulting Engineer.....George P. Adair

### WFEC

#### MIAMI—1949

Frequency: 1220 Kc.....Power: 250 Watts  
 Owned-Operated By.....Howard D. Steere DBA  
 Florida E. Coast Bcstg. Co.  
 Trans-Address.....350 N.E. 71st St.  
 Phone Number.....89-7534  
 Air Time.....Sunrise to Sunset  
 News Service.....UP  
 Station Representative.....Hil F. Best  
 Gen., Comm. Mgr.....Howard D. Steere  
 Sta. Mgr., Prog. Dir.....Robert Lyons  
 Sales Prom. Mgr.....Norman Stuart  
 Chief Engineer.....George Henke  
 Consulting Engineer.....Gautney & Ray

### WGBS

#### MIAMI—1939—CBS

Frequency: 710 Kc.....Power: 50,000 Watts d.,  
 10,000 Watts n.  
 Owned-Operated By.....The Fort Industry Co.  
 Address.....1605 Biscayne Blvd.  
 Phone Number.....9-2401  
 Transmitter Location.....6½ miles NW of  
 Hialeah  
 Air Time.....5:55 a.m.-2:00 a.m.  
 News Service.....INS, UP  
 Transcription Service.....Langworth  
 Station Representative.....The Katz Agency Inc.  
 Membership.....NARTB, BAB  
 President.....George B. Storer  
 Managing Director.....Stanton P. Kettle-  
 Commercial Manager.....M. N. Babcock  
 Program Director.....Ewald Kockritz  
 News Director.....Robert Bingham  
 Chief Engineer.....A. W. Shropshire  
 Farm Editor.....George Chamberlain  
 Consulting Engineer.....A. Earl Cullum

FLORIDA

**WIOD**

MIAMI—1926—NBC

Frequency: 610 Kc. . . . . Power: 5,000 Watts  
 Owned-Oper. By. . . . . Isle of Dreams Bcstg. Corp.  
 Business-Studio Address. . . . . 600 Biscayne Blvd.  
 Phone Number . . . . . 3-6444  
 Transmitter Location. . . . . Cameo Island  
 Air Time. . . . . Unlimited  
 News Service . . . . . AP, INS, UP  
 Transcription Service. . . . . RCA, Thesaurus  
 Representative . . . . . Bolling  
 President. . . . . Daniel J. Mahoney  
 General Manager. . . . . James M. LeGate  
 Commercial Manager. . . . . Robert L. Fidler  
 Program Director. . . . . Scott Bishop  
 News Director. . . . . Eugene Strul  
 Prom. Pub. Dir. . . . . Martha Henriquez  
 Musical Director. . . . . Earl Barr Hanson  
 Chief Engineer. . . . . M. C. Scott  
 Farm Editor. . . . . Bill Bischoff  
 Consulting Engineer. . . . . Millard Garrison

Owned-Operated By. . . . . Sun Coast Bcstg. Corp.  
 Business Address. . . . . Everglades Hotel  
 Phone Number. . . . . 3-5556  
 Transmitter Location. . . . . Sunset Rd. & Snapper  
 Creek, So. Miami  
 Air Time. . . . . 5 a.m.-2 a.m.  
 News Service. . . . . INS, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Adam Young  
 Membership . . . . . NARTB, BAB  
 President. . . . . Gov. E. D. Rivers  
 Gen., Sta., Comm. Mgr. . . . . Robert G. Venn  
 Sls. Prom. Mgr. . . . . Roland Jones  
 Prog., Prod. Manager. . . . . Wm. Rega  
 Publicity Director. . . . . Matty Mathews  
 Chief Announcer. . . . . Lee Taylor  
 News Director. . . . . John Price  
 Music Librarian. . . . . Ruth Lee Jones  
 Chief Engineer. . . . . Russell Bennett

**WMIE**

MIAMI—1948—LBS

Frequency: 1140 Kc. . . . . Power: 10,000 Watts, d.,  
 5,000 Watts, n.

**WQAM**

MIAMI—1920—ABC

Frequency: 560 Kc. . . . . Power: 5,000 Watts, d.,  
 1,000 Watts, n. . . . .  
 Owned-Operated By. . . . . Miami Bcstg. Co.  
 Business-Studio Address. . . . . duPont Bldg.  
 Phone Number . . . . . 2-6121

*Here's Something* **PELICAN**  
**TO CROW ABOUT!**



We've been serving and selling in Greater Miami for over 26 years! That's a record...in a community of *this* size that won't be 56 years old until July!

And, with each of our 26 years, WIOD has grown in weight and breadth...in strength and prestige with Greater Miami — Dixie's newest, great Key Market.

If you want *your* sales to go over the top...buy the station that's AAA with the *local boys* — WIOD, Miami, Florida.



James M. LeGate, *General Manager*  
**5,000 WATTS • 610 KC • NBC**

## FLORIDA

Transmitter Location... 1425 N.E. Bayshore Ct.  
 Newspaper Affiliation.....Miami Herald  
 News Service .....AP  
 Transcription Service .....World  
 Representative.....John Blair, Cummings  
 Membership .....NARTB, BMB  
 President.....John S. Knight  
 General-Station Mgr.....Owen F. Uridge  
 Comm., Sales, Prom. Mgr.....E. Harry Camp  
 Program Director.....Don Fischer  
 Publicity Director.....Dick Wright  
 Musical Dir.....Walt Svelha  
 Chief Announcer.....P. A. Kelleher  
 News Director.....Gordon Shaw  
 Chief Engineer.....Gene Rider  
 Consulting Engineer.....A. D. Ring & Co.

### W W P B MIAMI—1947

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Paul Brake  
 Business-Studio Address... 414 S.W. 2nd Ave.  
 Phone Number .....3-7405  
 Air Time.....24 hrs.  
 News Service .....AP  
 Representative .....Donald Cooke  
 Owner-Manager .....Paul Brake  
 Asst. Mgr., Prog., Prod. Dir... M. L. Carter  
 Comm., Sls. Prom. Mgr.....Bernard Neary  
 Chief Announcer.....Edward Davenport  
 News Director.....Noah Tyler  
 Musical Director.....Cecil Bate  
 Chief Engineer.....Harold Santini  
 Farm Editor.....Calvert Carter

### W I N Z

#### MIAMI BEACH—1946—LBS

Frequency: 940 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Hollywood Bcstg.  
 System  
 Business Address.....304 Lincoln Rd.  
 Phone Number .....58-7311  
 Representative .....Forjoe  
 News Service .....AP, INS  
 Comm., Gen. Mgr.....Rex Rand  
 Program Director.....Dennis Kirwan  
 Chief Engineer.....John Reynolds  
 Traffic Manager.....Margaret Ann York

### W K A T

#### MIAMI BEACH—1937—MBS

Frequency: 1360 Kc....Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By.....WKAT, Inc.  
 Trans-Address .....1759 No. Bay Road  
 Phone Number .....5-5711  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative .....Weed  
 President.....A. Frank Katzentine

General Manager.....John I. Prosser  
 Commercial Manager...Walter A. Callahan  
 Chief Engineer.....Arthur Smith

### W M B M

#### MIAMI BEACH—1947

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By....Biscayne Bcstg. Co., Inc.  
 Business-Transmitter Address..Causeway Ter.  
 Phone Number .....5-5586  
 Air Time .....Daytime  
 News Service .....UP  
 Transcription Service .....Standard  
 President.....Kenneth S. Keyes, Sr.  
 Gen., Comm. Mgr.....Buddy E. Starcher  
 Program Prod. Dir.....Arnold Kaufman  
 Farm Editor.....Frank Kurtz  
 Chief Engineer.....Charles A. Hartwick, Jr.

### W S B B

#### NEW SMYRNA BEACH—1951

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned-Operated By.....Beach Bcstg. Co.  
 Address .....760  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Ptnr., Comm. Mgr.....Walter T. Slattery  
 Ptnr., Pgm. Dir.....James D. King Jr.  
 Ptnr., Chief Engr.....Roland W. Jordan Jr.

### W T M C

#### OCALA—1939—MBS

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Operated By...Ocala Bcstg. Co. Inc  
 Address .....14 S. Magnolia  
 Phone Number .....128  
 Transmitter Location.....Highway 500, RFD  
 Ocala  
 Air Time .....Unlimited  
 Newspaper Affiliation.....John H. Perry  
 Newspapers  
 News Service .....UP  
 Transcription Service...Lang-Worth, Capitol  
 Representative....John H. Perry Associates  
 President.....John H. Perry, Jr.  
 Gen. Mgr., Pub. Dir., Thomas S. Gilchrist, Jr.  
 Comm., Sls. Prom. Mgr.....John F. Nicholson  
 Prog., Prod., News Dir.....James B. Smith  
 Chief Engineer.....echeer Hayford  
 Consulting Engineer.....McIntosh & Inglis

### W D B O

#### ORLANDO—1925—CBS

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Operated By...Orlando Bcstg. Co., Inc.  
 Business-Studio Address.....P. O. Box 3707,  
 30 S. Ivanhoe Blvd.  
 Phone Number .....6181  
 Transmitter Location.....222 Hazard St.  
 Air Time.....5 a.m.-1 a.m.



# FLORIDA

News Service ..... AP, UP  
 Transcription Service ..... World, Thesaurus,  
 Associated  
 Representative .... John Blair, Harry Cummings  
 Membership ..... NARTB, BAB, FAB  
 Pres., Gen. Mgr. .... Harold P. Danforth  
 Sales Dir. .... W. G. McBride  
 Program Director ..... Rosalind Boggs  
 Musical Director ..... Edward J. Lord  
 Chief Engineer ..... J. E. Yarbrough  
 News Dir., Chief Annr. .... Carter Scofield  
 Consulting Engineer ..... W. J. Holey

## W H O O

### ORLANDO—1947—ABC-LBS

Frequency: 990 Kc. .... Power: 10,000 Watts d.;  
 5000 Watts n.

Owned-Oper. By. .... Orlando Daily Newspapers,  
 Inc.

Address ..... Fort Gatlin Hotel  
 Phone Number ..... 9900  
 Transmitter Location ..... Old Fairvilla Rd.  
 Air Time ..... 5 a.m.-1:00 a.m.  
 News Service ..... AP  
 Transcription Service ..... Standard, World  
 Representative ..... Pearson  
 President ..... Martin Andersen  
 Gen., Sta. Mgr. .... Clarence Bracey  
 Commercial Manager ..... Carl Hallberg  
 Pgm. Dir., Chief Annr. .... Dan Daniel  
 Sales Prom. Mgr. .... Nancy Boy'e  
 Publicity Director ..... Joan Fluker  
 Chief Engineer ..... Don Compton  
 Farm Editor ..... Bob Kilgore

## W L O F

### ORLANDO—1940—MBS

Frequency: 950 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... Hazelwood, Inc.  
 Business-Studio Address ..... Angebilt Hotel  
 Phone Number ..... 8163  
 Transmitter Location ..... Near Orlo Vista  
 Air Time ..... 4:55 a.m.-1:00 a.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Paul H. Raymer  
 Membership ..... NARTB, BAB  
 President ..... William Joe Sears  
 V.P., Gen. Mgr. .... J. Allen Brown  
 Comm. Mgr. .... Don R. Colee  
 Prom. Mgr., Pub. Dir. .... Jackie Loughe  
 Program Director ..... R. Donahue  
 Chief Announcer ..... Rocky Smith  
 News Director ..... Forrest Clark  
 Chief Engineer ..... Dodd Daniel  
 Farm Editor ..... Bob Keith

## W O R Z

### ORLANDO—1946—NBC

Frequency: 740 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Central Florida Bcstg. Co.  
 Business-Studio Address ..... WORZ Bldg.  
 Phone Number ..... 2-2451

Studio Address ..... 740 N. Orange  
 Transmitter Location ..... Winter Garden Rd.  
 Air Time ..... 5:30 a.m.-1:05 a.m.  
 News Service ..... AP  
 Transcription Service ..... RCA, Columbia  
 Representative ..... Weed  
 Membership ..... NARTB, BAB  
 President ..... Naomi Murrell  
 Gen., Sta., Comm. Mgr. .... Eugene D. Hill  
 Sales Prom. Mgr. .... Sammy Roen  
 Program, Prod. Dir. .... Walter Sickles  
 News Director ..... Rob Deihl  
 Publicity Director ..... Shirley Boyd  
 Chief Annr. .... Charles Hunt  
 Musical Director ..... Orion Osborn  
 Chief Engineer ..... W. R. Miller  
 Consulting Engineer ..... Everett H. Dillard

## W W P F

### PALATKA—1947—LBS

Frequency: 800 Kc. .... Power: 250 Watts d.  
 Owned-Operated By. .... Palatka Bcstg. Co.  
 Address ..... 900 River St.  
 Phone Number ..... 354  
 Air Time ..... Local sunrise-local sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Hil F. Best  
 Partners ..... L. C. McCall, J. E. Massey  
 Gen.-Station Manager ..... L. C. McCall  
 Commercial Manager ..... Herb Young  
 Program Director ..... Johnny Gillis  
 Music Director ..... Evelyn Longworth  
 News Director ..... Chris Hernandos  
 Chief Announcer ..... George Duck

## W W P G

### PALM BEACH—1941—ABC

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Palm Beach Bcstg. Co.  
 Business Address ..... South Ocean Blvd.  
 Phone Number ..... 2-1515  
 Transmitter Location ..... South Ocean Blvd.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, World  
 Representative ..... Perry  
 P-resident, Gen. Mgr. .... Charles E. Davis  
 Commercial Manager ..... Donald S. Greenleaf  
 Chief Engineer ..... Clyde E. Walkden

## W D L P

### PANAMA CITY—1940—MBS

Frequency: 590 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Panama City Bcstg. Co., Inc.  
 Business-Studio Address ..... West Beach Dr.  
 Phone Number ..... 3-1777  
 Transmitter Location ..... North Springfield  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Perry Associates  
 President ..... John H. Perry  
 General Manager ..... C. B. Kelley  
 Program Director ..... John Thomas



## FLORIDA

### W P C F

**PANAMA CITY—1949—ABC-LBS**

Frequency: 1400 Kc. Power: 250 Watts d.,  
250 Watts n.

Owned-Operated By... Bay County Bcstg. Co.  
Trans-Address... 300 E. 15th St.  
Phone Number... 6176-6177  
Air Time... 5:30 a.m.-11:05 p.m.  
News Service... AP  
Transcription Service... Thesaurus  
Representative... Ed Devney  
Membership... NARTB, BAB  
Pres., Gen. Mgr., Prog. Dir... E. L. DuKate  
Sta., Comm. Mgr... G. C. Blackwell  
Prod., Music. Dir., Chief Anncr... Jack Howell  
Publicity Director... Ouida K. Lee  
News Director... Col. W. F. Richardson  
Chief Engineer... Roy Donegon  
Sports Editor... Bill Doyle  
Consulting Engineer... Ed Holmes

### W B S R

**PENSACOLA—1946—CBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... WBSR, Inc.  
Business Address... WBSR Bldg.  
Phone Number... 6173  
Studio-Transmitter... N. O & Moreno Sts.  
News Service... AP  
Transcription Service... World  
President... Patt McDonald  
V.P., Gen. Mgr... Don J. Lynch  
Program Director... Boris Mitchell  
News Director... James Miller  
Chief Engineer... Bert Mead

### W C O A

**PENSACOLA—1926—NBC**

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Operated By... WCOA, Inc.  
Business-Studio Address... 118 E.  
Intendencia St.  
Phone Number... 4111  
Transmitter Location... Cary's Lane  
Air Time... 18 hrs.  
Newspaper Affiliation... News-Journal  
News Service... UP  
Transcription Service... Langworth, RCA  
Representative... John H. Perry Associates  
President... John H. Perry  
Gen.-Station Mgr... J. Holliday Veal  
Commercial Manager... Irving Welch  
Program Director... Russell Hirsch  
Chief Engineer... Harold Heath  
Consulting Engineer... MacIntosh

### W E A R

**PENSACOLA—1947—MBS-ABC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper By... Gulfport Bcstg. Co.  
Address... 2nd & Hyer St.  
Phone... 8-4449

Air Time... 5:30 a.m.-M.  
News Service... AP  
Representative... Pearson  
President... Charles W. Smith  
General Manager... Mel Wheeler  
Prog., Prod. Dir., Chief Anncr... Dick Darby  
News Director... Dick Nickelson  
Musical Director... Kathy McGavley  
Chief Engineer... Ray Carter  
Consulting Engineer... Commercial Radio

### W P L A

**PLANT CITY—1949—KBS**

Frequency: 1570. Power: 250 Watts d.  
Owned-Operated By... W. A. Smith  
Address... W. Alsbrook St.  
Phone Number... 8353  
Transmitter Location... Hopewell Rd.  
Air Time... Sunrise-Sunset  
News Service... UP  
Transcription Service... Cole  
Station Representative... Best  
President... W. A. Smith  
Gen., Sta., Comm. Mgr... George Friend  
Program Director... Frankie Blackwelder  
Chief Announcer... Jim Shumway  
News Director... Joseph I. Wilson  
Musical Director... Nick Nichols  
Chief Engineer... James L. Derrick  
Consulting Engineer... Everett L. Dillard

### W C N H

**QUINCY—1948—LBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Quincy Bcstg. Corp.  
Business Address... Box 190, Quincy  
Phone Number... 300  
Studio-Transmitter Location... Shelter Heights  
News Service... UP  
Transcription Service... Lang-Worth  
President... Richard J. Gardner  
General Manager... A. B. Letson  
Comm. Manager... Jerry Melvin  
Pgm., News Director... Dewey C. Newton  
Chief Engineer... A. B. Letson

### W F O Y

**ST. AUGUSTINE—1936—CBS**

Frequency: 1240 Kc. Power: 250 Watts d.,  
250 Watts n.  
Owned-Operated By... Fountain of Youth  
Broadcasting Co.  
Address... Magnolia Ave.  
Phone Number... 1622  
Transmitter Location... Magnolia Ave.  
Air Time... 6 a.m.-12:05 a.m.  
News Service... UP  
Station Representative... Avery-Knodel  
President... Mrs. John C. Bell  
Gen., Sta. Mgr... John E. Bernhard, Jr.  
Prog., Pub. Dir... Frankie C. Walker  
News Director... Bob Herrington  
Chief Announcer... Bob Sheppe  
Chief Eng., Farm Editor... Ernest Raistrick

. . .  
**FLORIDA**  
 . . .

**WSUN**

**ST. PETERSBURG—1928—ABC**

Frequency: 620 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . City of St. Petersburg  
 Business Address . . . . . P. O. Box 240  
 Phone Number . . . . . 7-4747-8  
 Transmitter Location . . . . . Gandy Blvd.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Weed  
 Membership . . . . . NARTB  
 Gen. Sta. Mgr. . . . . George D. Robinson  
 Commercial Manager . . . . . Vera New  
 Pgm. Dir., Chief Engr. . . . . Louis J. Link  
 Chief Announcer . . . . . Burl McCarty  
 Consulting Engineer . . . . . McNary & Wrathall

**WTSP**

**ST. PETERSBURG—1939—MBS**

Frequency: 1380 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Pinellas Bcstg. Co.  
 Business-Studio Address . . . . . Times Bldg.  
 Phone Number . . . . . 7-8108  
 Transmitter Location . . . . . Gandy Blvd.  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . World, Capitol  
 Representative . . . . . H-R  
 Membership . . . . . NARTB, BAB  
 President . . . . . Nelson Poynter  
 V.P., Gen. Mgr. . . . . F. J. Kelly  
 Comm. Mgr. . . . . L. L. Wildman  
 Chief Announcer . . . . . Walt Swihart  
 Prom., Prog. Dir. . . . . Jack Faulkner  
 Chief Engineer . . . . . William D. Mangold

**WTRR**

**SANFORD—1947—KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Myron A. Reck  
 Business Address . . . . . Box 1541  
 Phone Number . . . . . 999  
 Studio-Transmitter . . . . . 1110 E. First St.  
 Air Time . . . . . Unlimited  
 Representative . . . . . Hil Best  
 News Service . . . . . UP  
 Gen. Sta., Prom. Mgr. . . . . Myron A. Reck  
 Comm. Mgr. . . . . Dick Aiken  
 Prog., Prod., News Dir. . . . . J. Marion Harman, Sr.  
 Chief Engineer . . . . . Emerson Browne

**WKXY**

**SARASOTA—1949—LBS-KBS**

Frequency: 1540 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Sarasota Bcstg. Co.  
 Business Address . . . . . P. O. Box 2431  
 Phone Number . . . . . 3666  
 Representative . . . . . Hil Best  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Gen. Mgr., Chief Engr. . . . . A. G. Fernandez  
 Station Manager . . . . . Robert W. Hanesworth

**WSPB**

**SARASOTA—1939—CBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WSPB, Inc.  
 Business Address . . . . . City Island  
 Phone . . . . . Ringling 6-8811  
 Air Time . . . . . 6:30 a.m.-12:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . John E. Pearson  
 Membership . . . . . BAB  
 President . . . . . Robert C. Jones, Jr.  
 General-Station Manager . . . . . John B. Browning  
 Comm. Mgr. . . . . J. McC. Miller  
 Pgm., Prod. Dir. . . . . David Hale  
 Publicity Director . . . . . Ruth E. Hearn  
 Music Director . . . . . Margaret Fleischman  
 Chief Engineer . . . . . James E. Grant  
 Consulting Engineer . . . . . O. K. Garland

**WJCM**

**SEBRING—1950**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Highlands Bcstg. Co.  
 Business Address . . . . . P. O. Box 233  
 Phone Number . . . . . 81811  
 Representative . . . . . Best  
 Transcription Service . . . . . Standard

**SARASOTA'S** Sales Equal  
 to City More Than Twice Its Size  
 With WSPB, Market Is Even  
**LARGER . . . Adds Up to Rich**  
 Share of Florida's Sales

Shoppers from outlying communities swell Sarasota's retail sales to more than double average volume — 106% above the national average!  
 Sarasota reaches a two-county area with more than \$73,000,000 retail sales.

**SARASOTA'S OUTSTANDING  
 SALES PERFORMANCE**

Sarasota ranks 116 in population (among 353 cities in the under-25M population group), BUT 39 in total Retail Sales. . . .  
 IN FLORIDA, Sarasota is 17 in population among all cities, BUT 14 in total Retail Sales. . . .

**WSPB — CBS RADIO**  
**SARASOTA, FLORIDA**

Represented by JOHN E. PEARSON COMPANY  
 New York • Chicago • Kansas City

## FLORIDA

News Service .....UP  
 President.....Henry L. Jolley  
 Gen., Comm., Mgr., Chf. Eng., J. R. H. Wilson

### W T A L

#### TALLAHASSEE—1935—MBS—CBS

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....John H. Phipps Radio  
 Stations  
 Business Address.....P. O. Box 989  
 Phone Number .....2-1270  
 Studio Address.....Cherokee Hotel  
 Transmitter Location.....Lake Bradford  
 News Service .....AP  
 Transcription Service .....World  
 Representatives .....Blair, Cummings  
 President.....John H. Phipps  
 General Manager.....L. Herschel Graves  
 Program Director.....Joe Hosford  
 News Director.....Bob Delaney  
 Chief Engineer.....W. A. Snowden, Jr.

### W T N T

#### TALLAHASSEE—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tallahassee Appli. Corp.  
 Business-Studio Address.....Duval Hotel  
 Phone Number .....2-1450  
 Transmitter Location.....East Park Ave.  
 News Service .....UP  
 Transcription Service .....Associated  
 Representative.....Thomas F. Clark  
 President.....Frank W. Pepper  
 Comm., Gen. Mgr.....Frank W. Hazelton  
 Chief Engineer.....Charles Clifton

### W A L T

#### TAMPA—1946—LBS

Frequency: 1110 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...W. Walter Tison tr/as  
 Tampa Broadcasting Company  
 Address.....401 W. Tyler St.  
 Phone .....2-7921  
 News Service .....AP  
 Transcription Service .....Langworth  
 Station Representative .....Pearson  
 Pres., Gen., Sta., Comm. Mgr., W. Walter Tison  
 Program Dir.....C. W. Geer  
 Publicity Director.....Coburn Gum  
 Chief Announcer.....Gene Garcia  
 News Director.....Bill Mackechnie  
 Chief Engineer.....J. B. Tison  
 Consulting Engineer.....Kear & Kennedy

### W D A E

#### TAMPA—1922—CBS (RADIO)

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tampa Times Co.  
 Business Address.....P. O. Box 2409,  
 114 N. Franklin St.  
 Phone Number .....2-2911  
 Studio Address.....Tampa Times Bldg.

Transmitter Location....Forrest Hills Country  
 Club Area

Air Time .....Unlimited  
 Newspaper Affiliation...Tampa Daily Times  
 News Service .....AP  
 Transcription Service .....Associated  
 Representative .....Katz  
 Membership .....NARTB  
 President.....David E. Smiley  
 Gen.-Sta.-Comm. Mgr.....L. Spencer Mitchell  
 Prog.-Prod.-Publicity Dir...Kenneth W. Skelton  
 Chief Announcer.....S. J. Fleiselman  
 Chief Engineer.....William Pharr Moore  
 Consulting Engineer.....Paul Godley

### W E B K

#### TAMPA—1950

Frequency: 1590 Kc...Power: 1000 Watts d.  
 Owned-Operated By.....Hillsboro Bcstg. Co.  
 Address.....1521 E. Broadway  
 Phone Number .....4-3982  
 News Service .....INS  
 Co-Owners.....E. P. Martin,  
 Mrs. Alpha Martin, Elmo B. Kitts  
 President.....E. P. Martin  
 Vice-President.....Mrs. Alpha Martin  
 Gen. Mgr., Chf. Engr.....Elmo B. Kitts  
 Program Director.....Bob Martin

### W F L A

#### TAMPA—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tribune Co.  
 Business Address.....P. O. Box 1410  
 Phone Number .....2-7788  
 Transmitter Location.....East Entrance Camp-  
 bell Causeway, Columbus Dr.  
 Air Time .....6 a.m.-12:05 a.m.  
 News Service .....UP  
 Transcription Service...Thesaurus, Lang-Worth  
 Representative. John Blair, Harry E. Cummings  
 Membership .....NARTB  
 Sta-Gen. Mgr.....Charles G. Baskerville  
 President.....John C. Council  
 General Manager.....George W. Harvey  
 Sales Prom. Mgr., Pub. Dir.....Tom Matthews  
 Prog.-Prod. Director.....Paul M. Jones  
 Chief Announcer, Farm Editor....Mardi Liles  
 News Director.....Fred Reiter  
 Chief Engineer.....Joseph Mitchell  
 Consulting Engineer...Garrison & Associates

### W H B O

#### TAMPA—1948

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Harold A. Dunlap  
 Business Address.....8122 Nebraska Ave.  
 Phone Number .....33-2251  
 Transmitter Location.....10001 Florida Ave.  
 Air Time .....Local sunrise-sunset  
 News Service .....AP  
 Representative.....Hil F. Best  
 General Manager.....Harold A. Dunlap



## FLORIDA—GEORGIA

Program Director.....Ellen Sauls  
 Chief Engineer.....Lawrence Castro  
 Consulting Engineer.....E. C. Page

### WIRK

**WEST PALM BEACH—1947—MBS  
 FBS**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Ken-Sell, Inc.  
 Business Address.....715 S. Flagler Drive  
 Phone Number.....2-1744  
 Transmitter Location.....S. Military Trail  
 Air Time.....Unlimited  
 News Service.....INS  
 Transcription Service.....Associated  
 Representative.....Cooke  
 Pres., Gen., Sta. Mgr.....Joseph S. Field, Jr.  
 Pgm. Prod. Dir.....James C. Steele, Jr.  
 Chief Engineer.....William P. Heitzman  
 News, Farm Editor.....Jack MacCormack  
 Consulting Engineer.....James C. McNary

### WJNO

**WEST PALM BEACH—1936—CBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....WJNO, Inc.

Business-Studio Address...1500 N. Flagler Dr.  
 Phone Number.....2-3838  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Robert Meeker  
 Membership.....NARTB  
 President.....Marshall Heminway  
 Gen.-Sta. Mgr.....J. Stanley O'Neill  
 Chief Engineer.....Warren Spencer

### WSIR

**WINTER HAVEN—1947—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Citrus Belt Bcstrs., Inc.  
 Business Address.....P. O. Box 633  
 Phone Number.....32-561  
 Transmitter Location.....Lake Howard Dr.  
 Air Time.....6 a.m.-11:15 p.m.  
 News Service.....UP  
 Representative.....Devney & Co.  
 President.....Frederick L. Allman  
 Gen., Sta. Manager.....Larry Rollins  
 Commercial Manager.....Earl Sturgeon  
 Program Director.....Richard Eyrich  
 Chief Engineer.....L. Orden Craig  
 Consulting Engineer.....Dixie McKey

# GEORGIA

*Pop. April 1, 1952 (Est.) 3,586,000 — Total Housing Units 966,896  
 Families April 1, 1952 (Est.) 891,000 — Stations in State 76*

### WALB

**ALBANY—1941—ABC**

Frequency: 1590 Kc.....Power: 1000 Watts  
 Owned-Operated By...Herald Publishing Co.  
 Transmitter Location.....Leesburg Road  
 Phone Number.....1590  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 President.....James H. Gray  
 Commercial Manager.....Mrs. Mildred N. Huie  
 Station Manager.....Tommy Stillwagon  
 News Editor.....Don Ferrandou  
 Chief Engineer.....Ben R. Willis  
 Farm Editor.....J. D. Davis

### WGPC

**ALBANY—1933—CBS—GSN**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Albany Bdcstg. Co.  
 Business-Studio Address...New Albany Hotel  
 Phone Number.....1370  
 Transmitter Location.....Gillionville Road  
 Air Time.....6:30 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....George F. Hollingbery

Membership.....NARTB, BAB  
 President.....J. W. Woodruff  
 Executive Manager.....J. W. Woodruff, Jr.  
 Sta.-Comm.-Sales Prom. Mgr.....L. M. George  
 Program, News Director.....Walter H. Flint  
 Chief Engineer.....Redus A. Carlton  
 Farm Editor.....Bill Fowler

### WDEC

**AMERICUS—1947—MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...The Americus Bdcstg. Co.  
 Business-Studio Address...109½ Windsor Ave.  
 Phone Number.....3661-3682  
 Transmitter Location.....McGarrah St.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Continental  
 Pres., Gen. Mgr.....James R. Blair  
 Sta., Comm. Mgr.....Charles C. Smith  
 Chief Engineer.....John Rivard

### WGAU

**ATHENS—1938—CBS-GALS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...J. K. Patrick & Company



# GEORGIA

Business-Studio Address....Bobbin Mill Road  
 Phone Number .....1741-2  
 Transmitter Location.....Bobbin Mill Road  
 Air Time.....6:35 a.m.-12:05 a.m.  
 News Service.....AP  
 Gen., Sta., Comm. Mgr.....R. Lewis Doster  
 Sales Promotion Mgr.....Burl Womack  
 Program Dir.....Mary L Betts  
 Publicity Director.....George Pettitt  
 Chief Announcer.....Chuck Martin  
 News Director.....E. A. Thilenius  
 Chief Engineer.....Bill Evans

## WRFC ATHENS—1948

Frequency: 960 Kc....Power: 1000 Watts d.:  
 500 Watts n.  
 Owned-Operated By.....Radio Athens, Inc.  
 Business-Studio Add....279½ N. Lumpkin St.  
 Phone Number.....446-7  
 Studio-Transmitter Location.....Lake Road  
 Air Time.....5:30 a.m.-12:30 a.m.  
 News Service.....UP  
 Transcription Service.....Associated  
 Membership.....NARTB, BAB  
 Representative...Clayton Agency (Southeast)  
 Pres., Gen., Sta. Mgr.....L. H. Christian  
 Comm., Sales Prom. Mgr..Charles A. McClure

Program Director.....Mary Anne Martin  
 Prod., Music. Dir.....Franklin Butler  
 Publicity Director.....Bill Simpson  
 Chief Announcer.....Frank Harmon  
 News Director.....H. Randolph Holder  
 Chief Engineer.....L. D. Drewry  
 Farm Editor.....R. D. Stephens  
 Consulting Engineer.....W. J. Holye

## WGST

ATLANTA—1923—MBS-ABC

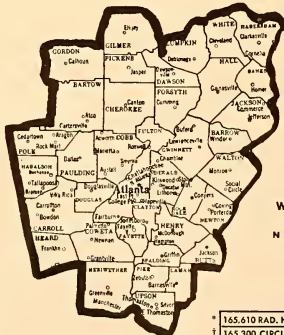
Frequency: 520 Kc....Power: 5000 Watts d.:  
 1000 n.  
 Owned-Operated By... Board of Regents, Uni-  
 versity System of Ga., behalf Ga. Institute of  
 Technology  
 Business-Studio Address.....Forsyth Bldg.,  
 Phone Number.....Wainut 8441  
 Transmitter Location.....Cheshire Bridge Rd.  
 Air Time.....5:30 a.m.-12:30 a.m.  
 News Service.....AP  
 Representative...Blair; Coleman (Southeast)  
 Chairman Bd. of Regents.....F. M. Sprattlin  
 General Manager.....John Fulton  
 Asst. Mgr., Chief Engr.....Ben Ackerman  
 Sales Promotion Manager.....Paul Sanford  
 Pgm., Prod. Dir.....Jack Kelly  
 Publicity Director.....Judson Moses

...Let's Compare **WGST's...**

**COVERAGE · AUDIENCE · RATES**  
**COST PER THOUSAND**

*With the other established media in Atlanta*

**36 COUNTY TRADING ZONE**



WGST		.54 cents per 1,000 listeners
NEWS P		\$1.43 per 1,000 readers
TV		\$2.42 cents per 1,000 viewers.

• 165,610 RAD. HOMES  
 † 165,300 CIRCUL  
 ‡ 104,000 TV SETS

\* BMB 1949  
 † ABC 1949  
 ‡ Estimated by TV stations April, 1951



NATIONAL REP.  
 JOHN BLAIR  
 IN SOUTH EAST  
 CHAS C. COLEMAN

# WAGA

ATLANTA—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts  
 Owned-Operated By.....Fort Industry Co.  
 Bus.-Studio Address.....1018 W. Peachtree St.  
 Phone Number.....Emerson 2541  
 Transmitter Location.....North Druid Hill Rd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Katz  
 Membership.....NARTE, BMB  
 President.....George B. Storer, Sr.  
 V.P. & Gen. Mgr.....James E. Bailey  
 Natl. Adv. Mgr.....Claude H. Frazier  
 Sales Prom. Mgr., Pub. Dir.....Para Lee Brock  
 Prog., Prod. Dir.....Don Naylor  
 Musical Director.....Mary Burtzloff  
 Chief Engineer.....George R. Smith  
 Farm Editor.....Dale Clark

# WATL

ATLANTA—1931—LIBERTY

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By.....Atlanta Bcstg. Co.  
 Business Address.....Henry Grady Bldg.  
 Phone Number.....Walnut 4377  
 Transmitter Location.....Log Haven Drive  
 Air Time.....6 a.m.-M.  
 News Service.....UP, INS  
 Representative.....Hollingberry  
 President.....J. W. Woodruff, Sr.  
 General Manager.....J. W. Woodruff, Jr.  
 Sta. Mgr., Sls. Prom.,  
 Prog. Dir.....J. O. Hardin, Jr.  
 Commercial Manager.....James A. Davenport  
 News Director.....Lee Nance  
 Chief Engineer.....G. C. Livingston, Jr.

# WBGE

ATLANTA—1947

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Mike Benton  
 Bus.-Studio Address.....Georgian Terrace Hotel  
 Phone Number.....Vernon 1194  
 Transmitter.....467-469 W. Peachtree St., N.E.  
 News Service.....AP  
 Representative.....Burn-Smith  
 President.....Mike Benton  
 Commercial Manager.....Stan Raymond  
 Manager.....H. S. Langham  
 Pgm., News Dir.....Bob McGarrity  
 Chief Engineer.....Howard J. Parrish  
 Traffic Director.....Jewell Camp

# WEAS

ATLANTA-DECATUR—1947

Frequency: 1010 Kc. Power: 10,000 Watts d.  
 Owned-Oper. By.....WEAS, Inc.  
 Address.....217 W. Ponce de Leon Ave.  
 Phone Number.....Dearborn 2521

Transmitter Location.....Lawrenceville Hiway  
 News Service.....INS  
 Representative.....Forjoe  
 President.....E. D. Rivers, Jr.  
 Vice-President.....W. H. Keller, Jr.  
 Sta. Mgr., Prog. Dir.....Warren Roberts  
 Comm. Mgr., Pub. Dir.....Nedom L. Angier  
 Sales Promotion Mgr.....Imogene Jones  
 Prod. Dir., Chief Anncr.....Ned Lukens  
 News Director.....Kurt Alexander  
 Musical Director.....Betty Moore  
 Chief Engineer.....Les Gradick  
 Farm Editor.....Channing Cope  
 Consulting Engineer.....Kear & Kennedy

# WERD

ATLANTA—1949

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Radio Atlanta, Inc.  
 Business-Studio Add.. 274½ Auburn Ave., NE  
 Phone Number.....Lamar 0666-7-8  
 Transmitter Location.....Fairmount Street, NW  
 Representative.....Interstate  
 Membership.....NARTE, BAB  
 President.....J. B. Blayton, Sr.  
 Gen. & Sta. Mgr.....J. B. Blayton, Jr.  
 Program Dir.....A. Kenneth Knight  
 Chief Anncr., News Dir.....R. Brisendine  
 Chief Engineer.....William F. Kennedy

# AP SELLS

For Stations and Sponsors —

For instance . . . WDEC

“AP is as necessary to us as our transmitter. Sponsors want prestige and listener appeal. Associated Press news gives them both—plus a mass of listeners who are conscious of the product advertised. Also, AP news gives our ‘casts high ratings.’”

CHARLES C. SMITH,  
 General Manager,  
 WDEC, Americus, Georgia



## **Don't send a boy to do a MAN'S work**

*There is tremendous opportunity in the booming Southland. If you are interested it warrants the strongest advertising support you can obtain. WSB and WSB-TV are the most powerful media serving this region. In every survey ever made in Atlanta by any recognized authority these stations have been dominant FIRSTS.*

**wsb**

The Voice of the South

**wsb-tv**

World's tallest TV tower

. . .  
**GEORGIA**  
 . . .

## WQXI

ATLANTA—1948—MBS

Frequency: 790 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By . . . . . R. W. Rounsaville  
 Business-Studio Address . . . . . Peachtree at  
 Mathieson  
 Phone Number . . . . . Cherokee 2196  
 Transmitter Location . . . . . Cheshire Bridge Rd.  
 Air Time . . . . . 6 a.m.—Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Capitol  
 Station Representative . . . . . Pearson  
 Owner, Gen. Mgr. . . . . R. W. Rounsaville  
 Station, Comm. Mgr. . . . . Don Mitchell  
 Program Dir. . . . . Bob Corley  
 Chief Anncr., News Dir. . . . . Herb Harris  
 Chief Engineer . . . . . Paul Cram  
 Consulting Engineer . . . . . John H. Mullaney

## WSB

ATLANTA—1922—NBC

Frequency: 750 Kc. . . . . Power: 50000 Watts  
 Owned-Oper. By . . . Atlanta Newspapers, Inc.  
 Business-Studio Address . . . . . Biltmore Hotel  
 Phone Number . . . . . ELgin 6711  
 Transmitter Location . . . . . Tucker  
 Air Time . . . . . 5:15 a.m.—1:05 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World, Standard  
 Representative . . . . . Edward Petry  
 Membership . . . . . NARTB, BAB  
 Managing Director . . . . . J. Leonard Reinsch  
 General Manager . . . . . John M. Outler, Jr.  
 Commercial Manager . . . . . Frank Gaither  
 Sales Promotion Manager . . . . . Vincent C. Piano  
 Program Director . . . . . Marcus Bartlett  
 Publicity Director . . . . . Wayne L. Anderson  
 News Director . . . . . Walter Paschall  
 Chief Engineer . . . . . C. F. Daugherty  
 Farm Editor . . . . . Lee Morris  
 Consulting Engineer . . . . . Frank Mcintosh

## WAUG

AUGUSTA—1951—LBS

Frequency: 1050 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . Garden City Bcstg. Co.  
 Address . . . . . Bon Air Hotel  
 Phone Number . . . . . 6-1053  
 News Service . . . . . AP  
 Representative . . . . . Augusta Sales  
 Partners . . . . . Melvin Purvis, Geo.  
 Nicholson, Chester Jones  
 General Manager . . . . . George Fisher  
 Prom., News Dir. . . . . Fred J. Runde Jr.  
 Chief Engineer . . . . . Ted R. Woodard

## WBBQ

AUGUSTA—1946—MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owner . . . . . Savannah Valley Bcstg. Co.  
 Business-Studio-Transmitter  
 Location . . . . . 515 Jefferson Davis Avenue  
 Phone Number . . . . . 4-5441  
 Air Time . . . . . 6 a.m.—1 a.m.  
 News Service . . . . . AP  
 Representative . . . . . Walker  
 President . . . . . George G. Weiss  
 Gen., Sta., Comm. Mgr. . . . . John W. Watkins  
 Sales Prom. Mgr., Prod. Dir. . . . . John G. Lyon  
 Chief Anncr., Prog. Dir. . . . . Edward H. Dunbar  
 Chief Engineer . . . . . Marvin Tarpley  
 News Director . . . . . Fred Runde

## WGAC

AUGUSTA—1940—ABC

Frequency: 580 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . The Twin States Bcstg. Co.  
 Business-Studio Address . . . . . 664 Broad St.  
 Phone Number . . . . . 2-2692  
 Transmitter Location . . . . . Martinez  
 News Service . . . . . UP  
 Transcription Service . . . . . RCA  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . A. D. Willard, Jr.  
 Station Mgr. . . . . Donald MacDonald  
 Comm. Mgr. (Local) . . . . . Martin E. White  
 Program Dir. . . . . Warren Hiltes  
 Prod. Dir., Chief Anncr. . . . . John Francis  
 News Director . . . . . John Barnes  
 Chief Engineer . . . . . John Jopling  
 Farm Editor . . . . . J. W. Chambers

## WJBF

AUGUSTA—1945—NBC

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Georgia-Carolina Bcstg. Co.  
 Address . . . . . WJBF Bldg.  
 Phone Number . . . . . 4-2421  
 Transmitter Location . . . . . Sunset Ave.  
 Air Time . . . . . 6:00 a.m.—M.  
 News Service . . . . . UP  
 Representative . . . . . Hollingberry  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . J. B. Fuqua  
 Station Mgr. . . . . D. M. Kelly, Jr.  
 Commercial Manager . . . . . Steve Manderson  
 Production Director . . . . . John Vance  
 Chief Announcer . . . . . Hugh Allison  
 Chief Engineer . . . . . Ernest Swint



GEORGIA

WRDW

AUGUSTA—1930—CBS

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By: Radio Augusta, Inc.
Business-Studio Address: 8th & Broad Streets
Phone Number: 2-8805
Transmitter Location: Berckmans Rd.
News Service: UP
Transcription Service: World
Representative: Headley-Reed
President: Ernest D. Black
General Manager: W. R. Ringson
Commercial Manager: M. C. Gregory
Pgm., News Dir.: Frank F. Hubbs
Farm Director: Raymond Culpepper
Chief Engineer: Rabun F. Bobo

WGIG

BRUNSWICK—1949—ABC

Frequency: 1440 Kc. Power: 1,000 Watts
Owned-Operated By: Brunswick Bcstg. Corp.
Business-Studio Address: 1514 Union St.
Phone Number: 2714
Transmitter Location: Blythe Island
News Service: AP
General Manager: Hugh K. Tollison
Commercial Manager: John Lane
Pgm. Dir., Prom. Mgr.: W. Eddie Wade
Chief Engineer: Herman Lange
Farm Director: Marvin Massey

WMGR

BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Decatur Bcstg. Co.
Address: P. O. Box 348
Phone Number: 777
General Manager: Thomas R. Hanssen
Commercial Manager: Charles W. Dowdy
Pgm., News Dir.: Joe Hill
Promotion Manager: John A. Dowdy
Chief Engineer: Harry Hutto

WMOG

BRUNSWICK—1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Coastal Bcstg. Co., Inc.
Address: P. O. Box 572
Phone Number: 1500
News Service: UP
Transcription Service: Lang-Worth
President: Alma W. King
Gen.-Comm. Mgr.: Kenneth E. White
Chief Engineer: Cecil Tankersley

WGRA

CAIRO—1950—LBS

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Oper. By: Grady Mitchell Bcstg. Co.

WHAT COUNTS?

MARKET? Georgia's third market . . . and growing rapidly to be Georgia's second market!

EXPERIENCE? Augusta's pioneer station, over twenty-one years of broadcasting!

HOOPER? The highest Hooperated station in the Augusta area, both daytime and night!

POWER? Augusta's most powerful voice . . . five thousand watts both daytime and night!

MERCHANDISING? Complete merchandising facilities and fulltime staff!

THE STATION
MOST AUGUSTA PEOPLE LISTEN TO MOST



REPRESENTED NATIONALLY BY HEADLEY-REED

CBS RADIO—AUGUSTA, GA.

# G E O R G I A

Address .....Bainbridge Rd.  
 Phone Number .....439  
 Transcription Service .....Standard  
 News Service .....UP  
 President .....Geise Dozier Jr.  
 General Manager .....Jim Honey  
 Commercial Manager .....William C. Woodall Jr.  
 Program Director .....Kenneth E. Flynt  
 Promotion Manager .....Byron Hurst  
 Chief Engineer .....Gregg Strang

## W L B B

### CARROLLTON—1947—LBS-KBS

Frequency: 1100 Kc. ....Power: 250 Watts d.  
 Owned-Oper. By .....Carroll Bcstg. Co., Inc.  
 Business-Studio Address...Peoples Bank Bldg.  
 Phone Number .....980  
 Transmitter Location .....Cedar St.  
 Membership .....NAB  
 General Manager .....W. Ryan Frier

## W B H F

### CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned-Operated By .....W. R. Frier  
 Transmitter Location .....Cartersville  
 Phone Number .....1200  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 President, General Manager...W. Ryan Frier  
 Commercial Manager .....Minor C. Shadburn  
 Program Director .....Martha Sullins  
 Chf. Engr., Farm Editor .....J. T. Norton  
 News Director .....James Hale

## W G A A

### CEDARTOWN—1941—ABC

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Operated By .....Timm Inc.  
 Business-Studio Address .....West Ave.  
 Phone Number .....Cedartown 777  
 Transmitter Location .....Rome Highway  
 News Service .....AP  
 Transcription Service .....World  
 President .....B. F. J. Timm  
 Gen., Comm. Mgr. ....Dale Smith  
 Program Director .....Fred Webb  
 News Director .....Eddie Lynch  
 Farm Director .....Bob McGonagle  
 Chief Engineer .....Ray Relihan

## W D A K

### COLUMBUS—1943—NBC

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Operated By .....Radio Columbus, Inc.  
 Business-Studio Address .....Martin Bldg.  
 Phone Number .....5447  
 Transmitter Location .....Brickyard Road  
 Air Time .....5:30 a.m.-1:05 a.m.  
 News Service .....AP  
 Transcription Service .....World  
 Station Representative .....Headley Reed  
 Membership .....NARTB, BAB

President-General Manager..Allen M. Woodall  
 Sta., Sales Prom. Mgr.....Miles H. Ferguson  
 Commercial Manager .....William Massie  
 Pgm., Prod., Pub. Dir.....Joe Byars  
 Chief Anncr., News Dir.....William Henry  
 Musical Director.....Loretta Exum  
 Chief Engineer .....Max F. Harper

## W G B A

### COLUMBUS—1947—ABC-MBS

Frequency: 1460 Kc. ....Power: 1000 Watts  
 Owned-Operated By....Ga.-Ala. Bcstg. Corp.  
 Business-Studio Address...1213½ Broadway  
 Phone Number .....3-3603  
 Transmitter Location .....Morris Rd.  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....Lang-Worth, RCA  
 Representative .....Branham  
 Membership .....NARTB, BAB  
 President .....A. H. Chapman  
 General Manager .....Walter M. Windsor  
 Commercial Manager.....A. H. Haack, Jr.  
 Program Director.....W. L. Gramer  
 Chief Announcer.....Ralph Burgess  
 News Director .....Philip Kriegler  
 Musical Director.....Merle Garrett  
 Chief Engineer .....William R. Atkinson  
 Consulting Engineer .....A. D. Ring

## W R B L

### COLUMBUS—1928—CBS GEORGIA SPORTS

Frequency: 1420 Kc. ....Power: 5000 Watts  
 Owned-Operated By .....Columbus Bcstg. Co.  
 Business-Studio Address...1350 - 13th Ave.  
 Phone Number .....2-0601  
 Transmitter Location .....Phenix City, Ala.  
 News Service .....INS, UP  
 Transcription Service .....Associated  
 Representative .....George P. Hollingbery  
 Membership .....NARTB, BAB  
 Executive Manager .....J. W. Woodruff, Jr.  
 Station Manager .....G. A. Gingell  
 Commercial Manager .....B. Ed Johnson  
 Pgm., Prod. Dir.....George Gingell  
 News Director .....George Theeringer  
 Chief Announcer .....Bill Mitchell  
 Chief Engineer .....J. A. Gamble

(See next page)

## W M J M

### CORDELE—1940—MBS-KBS

Frequency: 1490 Kc. ....Power: 250 Watts  
 Owned-Oper. By .....Southeastern Bcstg. System  
 Business-Studio Address...20th Ave. & B St.  
 Phone Number .....666  
 News Service .....UP  
 President .....James S. Rivers  
 General Mgr. ....William E. Blizzard, Jr.  
 Sales Manager .....O. Grady Cooper  
 Program Dir. ....Bryant Lane  
 Chief Engineer .....George Jim Martin


# **WRBL** **1<sup>st</sup>** STATION

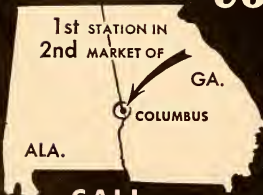
WEEKDAY MORNINGS .....	32.7
WEEKDAY AFTERNOONS .....	48.1
SUNDAY AFTERNOONS .....	37.4
EVENINGS .....	45.1
TOTAL RATED TIME PERIODS .....	43.0

## **COLUMBUS** **2<sup>nd</sup>** MARKET

### METROPOLITAN AREA

POPULATION .....	180,900
RETAIL SALES .....	\$132,332,000
EFFECTIVE BUYING.	
INCOME .....	\$187,314,000

**5 KW IN COLUMBUS, GA.** 



1<sup>st</sup> STATION IN  
2<sup>nd</sup> MARKET OF

ALA. GA.  
COLUMBUS

# WRBL

CALL HOLLINGBERY AND WRBL-FM 46.2 KW

. . . . .  
**GEORGIA**  
 . . . . .

**W M O C**

**COVINGTON—1946**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. The Covington News Inc.  
 Business Address . . . . . Covington  
 Phone Number . . . . . 2275  
 Studio-Transmitter Location . . . . . Monticello St  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Capitol, SESAC  
 President . . . . . Belmont Dennis  
 Commercial Manager . . . . . W. Thomas Hay  
 General Manager . . . . . Rich Richards  
 Sports Director . . . . . S. G. Turner  
 Program Director . . . . . W. I. Allgood  
 Chief Engineer . . . . . Jim Rodgers  
 Farm Editor . . . . . Leo Mallard

**W B L J**

**DALTON—1940—MBS-KEYSTONE**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Dalton Bdcstg. Corp.  
 Business-Studio Address . . . . . 111 South Fentz St.  
 Phone Number . . . . . 1180  
 Transmitter Location . . . . . River Bend Rd.  
 Air Time . . . . . 6 a.m.-11:15 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Membership . . . . . NARTB, BMB  
 President . . . . . H. C. Kenemer  
 Gen. Sta. Mgr. . . . . William B. Davies  
 Program Director . . . . . Bernice Ewton  
 News Director . . . . . James L. Clark  
 Chief Engineer . . . . . John S. Andrews  
 Consulting Engineer . . . . . Claude Gray

**W D W D**

**DAWSON—1948—LBS**

Frequency: 990 Kc. . . . . Power: 1000 Watts D.  
 Owned-Operated By. . . . . Dawson Bdcstg. Co.  
 Trans.-Bus.-Studio Address . . . . . Parrott Road  
 Phone Number . . . . . 416  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 President . . . . . Ed Stevens  
 General Manager . . . . . W. C. Woodall, Jr.  
 Pgm., Prod., News Dir. . . . . Bill McGuirt  
 Comm., Prom. Mgr. . . . . George Burton, Jr.  
 Chief Engineer . . . . . Joe Stephens

**W G L S**

**DECATUR—1949**

Frequency: 970 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . DeKalb Bcstg. Co.  
 Business-Studio Add. . . . . 546 N. McDonough St.  
 Phone Number . . . . . Crescent 6471  
 Transmitter Location . . . . . Northern Ave.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 President . . . . . Guy W. Rutland, Sr.  
 Gen., Sta. Mgr. . . . . Sam W. Kane  
 Comm. Sales Prom. Mgr. . . . . Al Ciraldo  
 News Dir., Chief Anncr. . . . . Tom Nolan

Chief Engineer. . . . . Sam Dillard  
 Musical Director. . . . . Frank Stiteler

**W D M G**

**DOUGLAS—1947**

Frequency: 860 Kc. . . . . Power 1000 Watts D.  
 Owned-Operated By. . . . . WDMG, Inc.  
 Business-Studio Address . . . . . 620 E. Ward St  
 Phone Number . . . . . 564  
 Transmitter Location . . . . . Alma Highway  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World, SESAC  
 Representative . . . . . Dora C. Dodson  
 Membership . . . . . NARTB, BAB  
 President . . . . . Downing Musgrove  
 General Manager . . . . . B. F. J. Timm  
 Musical Director . . . . . George Dunaway  
 Chief Engineer . . . . . Stanley H. Strickland  
 Consulting Engineer . . . . . Claude M. Gray

**W M L T**

**DUBLIN—1945—MBS-GALS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Dublin Bdcstg. Co.  
 Business Address . . . . . Dublin  
 Phone Number . . . . . 871  
 Studio-Transmitter Location . . . . . Franklin St.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Continental Radio Sales  
 President . . . . . George T. Morris  
 Vice-President . . . . . W. Newton Morris  
 Program Director . . . . . W. C. Courson  
 General Manager . . . . . Roy M. Hubbard  
 Chief Engineer . . . . . Lawrence L. Henry

**W T J H**

**EAST POINT—1949—KBS**

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . James S. Doris R. Rivers  
 Address . . . . . P. O. Box 72  
 Phone Number . . . . . Fairfax 4343  
 Transmitter Location . . . . . Dotson Drive  
 News Service . . . . . UP  
 President . . . . . James S. Rivers  
 Gen., Comm. Mgr. . . . . Willard Belote  
 Chief Engineer . . . . . Wm. J. Hill, 3rd

**W S G C**

**ELBERTON—1946—MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Elberton Bcstg. Co.  
 Address . . . . . Elberton  
 News Service . . . . . AP  
 Representative . . . . . Continental Radio Sales  
 Manager . . . . . Melvin C. Gorman

**W B H B**

**FITZGERALD—1946—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Ben Hill Bdcstg. Corp.



# G E O R G I A

Address .....600 Roanoke Dr.  
 Phone Number .....2077-8  
 Air Time .....6 a.m.-10:30 p.m.  
 News Service .....AP  
 Transcription Service .....Capitol  
 President .....Otto Criner  
 Gen., Sta., Comm. Mgr.....Al H. Evans  
 Prog., Prod., Pub. Dir.....Armine H. Wood  
 Chief Anncr., Engr.....Charles E. Player  
 News Director.....Jack Wilkerson  
 Musical Director.....Elva Snowden  
 Consulting Engineer.....Claude Gray

## W F P M

**FORT VALLEY—1951—LBS**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Peach Belt Bcstg. Co.  
 Address .....Roberta Rd.  
 Phone Number .....84  
 News Service .....UP  
 President .....Ed Stevens  
 General Manager.....W. C. Woodall Jr.  
 Comm. Mgr., Farm Dir.....Olyn L. Gee  
 Sales Manager.....Cecil Grider  
 Program Director.....Orson Swindle  
 Chief Engineer.....Charlie Parish

## W D U N

**GAINESVILLE—1949—LIBERTY**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By Northeast Ga. Bdcstg. Co.  
 Business-Studio Address.....217½ S. Main St.  
 Phone Number .....2341  
 Transmitter Location .....Tower Heights  
 Air Time .....6 a.m.-11:30 p.m.  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Metropolitan  
 Membership .....NARTB, BAB  
 President.....Paul C. Plaginos  
 General Manager.....John W. Jacobs, Jr.  
 Commercial Manager.....Joe Franklin  
 Station Manager.....Julius Still  
 Program Director.....Dean Stobbe  
 Chief Engineer.....Lesley P. Brooks  
 Consulting Engineer.....Chambers & Harrison

## W G G A

**GAINESVILLE—1941—MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Blue Ridge Bdcstg. Co.  
 Business Address .....P. O. Box 654  
 Phone Number.....1600  
 Studio-Transmitter Location.....2400 Athens Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Representative.....Dora Dodson Agency  
 Pres., Gen. Mgr.....Charles A. Smithgall  
 Commercial Manager.....E. F. MacLeod  
 Program Director.....Robert Schwab  
 Musical Dir.....James A. Hartley  
 Chief Engineer.....F. Kelth Brown

## W K E U

**GRIFFIN—1933—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WKEU, Inc.  
 Address .....P. O. Box 155  
 Phone Number .....5507  
 Transmitter Location .....Griffin  
 News Service .....AP  
 President, General Mgr.....A. W. Marshall, Jr.  
 Comm. Mgr., Pgm. Dir., Chief Engr.  
 G. H. Whitley, Jr.

## W K L Y

**HARTWELL—1947**

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Louie L. Morris  
 Business Address.....Box 189, Hartwell  
 Phone Number .....71  
 Studio-Trans. Location.....Bowerville Hiway  
 News Service.....UP  
 Transcription Service .....Capitol  
 President.....Louie L. Morris  
 Exec. Vice-Pres.....Max G. Pfaender  
 Asst. Mgr., Prom. Mgr., Pgm. Dir....Joe Wilder  
 Chief Engineer.....Broadus McLane

## W B G R

**JESSUP—1949—KBS**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Altamaha Bcstg. Co.  
 Address .....P. O. Box 147  
 Phone Number .....2444, 2232  
 Transmitter Location.....Waycross Highway  
 Air Time .....Sunrise-Sunset  
 News Service .....UP  
 Transcription Service .....Capitol  
 Representative.....Dora C. Dodson  
 General Manager.....W. G. Thomas  
 Sta., Comm. Mgr.....George Thompson  
 Chief Engineer.....Arthur L. Manning  
 Consulting Engineer.....Claude Gray

## W L A G

**LA GRANGE—1941—MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....LaGrange Bdcstg. Co.  
 Business-Studio Address.....305-307 Broome St.  
 Phone Number.....3505  
 Transmitter Location.....LaGrange  
 Air Time.....6 am.-M.  
 News Service.....UP  
 Transcription Service .....World  
 Membership .....NARTB, BAB  
 President.....Roy C. Swank  
 General-Station-Commercial  
 Manager.....Edwin Mullinax  
 Program Director.....John Boggess  
 Publicity Director.....Fayzelle Scarborough  
 Musical Director.....William Hyde, Jr.  
 Chief Engineer.....James McKay  
 Farm Editor.....Joe Hawkins  
 Consulting Engineer.....Walter Holey

# GEORGIA

## W B M L

### MACON—1940—NBC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Middle Georgia Bdcsty. Co.  
 Business-Studio Address..... 230 Second St.  
 Phone Number ..... 3-5454  
 Transmitter Location..... 8th & Cherry St.  
 Air Time..... 5:30 a.m.-12:30 a.m.  
 News Service..... AP  
 Transcription Service..... World  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, BAB  
 President..... E. D. Black  
 General Manager..... Charles W. Pitman  
 Station Manager..... John Bartlett  
 Commercial Manager..... Walter Graham  
 Prog., Pub., News Dir..... Richard Johnson  
 Chief Announcer..... Tommy Snellgrove  
 Musical Director..... Mary H. Richardson  
 Chief Engineer..... H. S. Goodrich  
 Consulting Engineer..... George Davis

## W I B B

### MACON—1948

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Peach State Bcstg. Co., Inc.  
 Business-Studio Address... Professional Bldg.  
 Phone Number ..... 2-2505  
 Transmitter Location..... Millirons Road  
 News Service ..... UP  
 Pres., Gen. Mgr..... Thomas H. Maxwell  
 Assistant Manager..... George W. Patton

## W M A Z

### MACON—1922—CBS

Frequency: 940 Kc. Power: 10,000 Watts  
 Owned-Oper. By... Southeastern Bcstg. Co.  
 Business-Studio Address... Bankers Insurance Bldg.  
 Phone Number ..... 2-7373  
 Transmitter Location..... Forsyth Rd.  
 Air Time..... 5:30 a.m.-12:30 a.m.  
 News Service ..... UP  
 Transcription Service..... Lang-Worth  
 Representative ..... Katz  
 Membership ..... BAB  
 Pres., Chief Engineer..... George P. Rankin  
 Gen., Sta. Mgr..... Wilton E. Cobb  
 Sales Prom., Comm. Mgr..... Frank Crowther  
 Publicity Director..... Ed Pendleton  
 News Director..... Ben Chatfield  
 Chief Announcer..... Lloyd Harris  
 Farm Editor..... D. F. Bruce  
 Consulting Engineer..... George C. Davis

## W N E X

### MACON—1945—MBS-ABC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By..... Macon Bcstg. Co.  
 Business-Studio Address..... Bibb Bldg.  
 Phone Number ..... 5-3301

Transmitter Location..... Rogers Ave.  
 Air Time..... 5:45 a.m.-12:35 a.m.  
 News Service ..... AP  
 Transcription Service..... Thesaurus  
 Representative ..... Branham  
 President ..... Ed Lowe  
 General-Station Manager..... Alfred Lowe  
 Comm., Sales Prom. Mgr..... Marion Weaver  
 Program Director..... Virginia Flint  
 Chief Announcer..... Ed Sharpe  
 Chief Engineer..... Charles A. Walker  
 Consulting Engineer..... George Davis

## W F O M

### MARIETTA—1946

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By..... Chattahoochee Bcstrs.  
 Business Address. So. Cobb Dr., P. O. Box 131  
 Phone Number ..... 1746  
 Studio-Transmitter Location..... So. Cobb Dr.  
 News Service ..... AP  
 President..... Fred B. Wilson  
 General Manager..... Albert L. Jones  
 Program Director..... John Bachtler  
 News Dir..... Bill Scott  
 Chief Engineer..... Chuck Strauss

## W M V G

### MILLEDGEVILLE—1946—MBS-KBS GALS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... Jere N. Moore  
 Business-Studio Address..... P. O. Box 307  
 Phone Number ..... 250  
 Transmitter Location..... Fishing Creek  
 Air Time..... 7:00 a.m.-11:15 p.m.  
 News Service ..... UP  
 Transcription Service..... Capitol  
 Representative ..... Irene Griffith  
 Membership ..... NARTB  
 President (Owner)..... Jere N. Moore  
 Gen., Sta., Comm. Mgr..... Michael T. Landy  
 Program Director..... Josephine Ragsdale  
 Chief Engineer..... Robbie O. Hattaway

## W M G A

### MOULTRIE—1939—LBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By..... John F. Pidcock  
 Business-Studio Address..... Moultrie  
 Phone Number ..... 999  
 Transmitter Location..... Tifton Hiway  
 News Service ..... UP  
 Representative ..... Thomas Clarke  
 Owner..... John F. Pidcock  
 Station, Comm. Mgr..... Roy F. Zess  
 Chief Engineer..... Lamar Beaty

## W C O H

### NEWMAN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By..... Newnan Bcstg. Co.

# G E O R G I A

Business-Studio Address.....11 Court Sq.  
 Phone Number.....1400  
 Transmitter Location.....Line St.  
 News Service.....AP  
 Transcription Service.....World  
 President.....D. T. Mamget  
 Gen., Comm. Mgr.....J. H. Beard  
 Chief Engineer.....Walter O. Welch

## W L A Q

### ROME—1947—KBS-ABC

Frequency: 1410 Kc.....Power: 7000 Watts  
 Owned-Operated By.....News Publishing Co.  
 Phone Number.....7767  
 Transmitter Location.....Hanks St.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB  
 V.P., Gen. Mgr.....James F. Mann  
 Station, Sls. Prom. Mgr.....Lee Mowry, Jr.  
 Commercial Manager.....Martha Daniel  
 Prog., News Dir.....Clarence Salmon  
 Chief Engineer.....Dan Scott  
 Consulting Engineer.....Weldon & Carr

## W R G A

### ROME—1930—MBS-GSN

Frequency: 1470 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Rome Bcstg. Corp.  
 Bus.-Studio Address.....501 Broad St.  
 Phone Number.....2-2411  
 Transmitter Location.....Off Summerville Rd.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Walker  
 Membership.....NARTB, BAB  
 President.....Mrs. John W. Quarles  
 General Manager.....Mather Payne  
 Commercial Manager.....Pinkie Talley  
 Prom. Mgr.....Cap Hicks  
 Prod., Pgm. Dir.....Jim Roberts  
 Publicity Director.....Bill Hart  
 Chief Announcer.....Ben Lucas  
 News Director.....Cap Hicks  
 Musical Director.....Kitty Alford  
 Chief Engineer.....Sox Starr  
 Consulting Engineer.....W. J. Holey

## W R O M

### ROME—1946—LIBERTY

Frequency: 710 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Coosa Valley Radio Co.  
 Business-Studio Address.....121 Broad St.  
 Phone Number.....2-0833  
 Transmitter Location.....Cooper Dr.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Representative.....Dora Clayton  
 President.....Dean Covington  
 Gen., Prom. Mgr.....Edward N. McKay  
 Program Director.....Charlie Doss  
 Chief Engineer.....Thomas Robertson

## W C C P

### SAVANNAH—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated by.....Dixie Bcstg. Co.  
 Business-Studio Address.....P. O. Box 943  
 Phone Number.....2-4182  
 Transmitter Location.....West Gwinnett St.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Walker  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Carter C. Peterson  
 Sta., Comm. Mgr.....Weldon Herrin  
 Sales Prom. Mgr.....Charles Lipton  
 Program Director.....Charles Beresford  
 Publicity Director.....Al Jennings  
 Production Director.....Larry Picus  
 Chief Engineer.....William Moats  
 Consulting Engineer.....Kear & Kennedy

## W D A R

### SAVANNAH—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WDAR, Inc.  
 Business-Studio Address.....34 E. Bryan St.  
 Phone Number.....3-8807  
 Transmitter Location.....E. Perry Lane  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Pearson  
 Membership.....NARTB-BAB  
 Pres., Gen. Mgr.....H. Blair Minick  
 Commercial Manager.....Robert Finch  
 Program Director.....Milton Bellah  
 Chief Engineer.....Joseph Testo

## W F R P

### SAVANNAH—1946—LBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Georgia Bcstg. Co.  
 Business-Studio Address.....219 E. Charlton St.  
 Phone Number.....3-9642  
 Transmitter Location.....E. Perry Lane  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Representative.....Thomas F. Clark  
 Pres., Gen. Sta. Mgr., Pgm. Dir.....John F. Pidcock  
 Comm., Sales Prom. Mgr.....John Williams  
 Chief Engineer, News Dir.....James M. Wilder  
 Consulting Engineer.....George C. Davis

## W J I V

### SAVANNAH—1950

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....WJIV, Inc.  
 Bus. Address.....128 W. Taylor St.  
 Phone.....4-7264  
 Transmitter Location.....Hutchinson Island  
 Air Time.....Daytime  
 News Service.....AP  
 Representative.....ForJoe



# GEORGIA

President..... E. D. Rivers, Jr.  
 Vice-President..... W. H. Keller, Jr.  
 Comm., Sales Prom. Mgr..... Abe Eisenman  
 Sta. Mgr., Prog. Dir., Chf. Ancr..... J. L. Woods  
 Production Director..... Lew Banks  
 Publicity Director..... Frank Freeman  
 News Director..... Dennis Brown  
 Musical Director..... Shirley Collins  
 Chief Engineer..... Robert Rivers  
 Farm Editor..... Channing Cope  
 Consulting Engineer..... Kear & Kennedy

Air Time..... 6 a.m.-11:15 p.m.  
 News Service..... UP  
 Transcription Service..... World  
 General Manager..... R. H. Thompson  
 Sta. Mgr., Chief Engr..... Jack LoPresti  
 Program Director..... J. H. Watson  
 Consulting Engineer..... Claude M. Gray

## WSAV

### SAVANNAH—1939—NBC-GSN

Frequency: 630 Kc..... Power: 5000 Watts  
 Owned-Operated By..... WSAV, Inc.  
 Bus.-Studio Address..... Liberty Natl. Bank Bldg.  
 Phone Number..... 3-0234  
 Transmitter Location..... Otland Island  
 Air Time..... 6 a.m.-12:05 a.m.  
 News Service..... AP  
 Transcription Service..... Thesaurus  
 Representative..... Blair  
 Pres., Gen.-Sta. Mgr..... Harben Daniel  
 Comm. Mgr..... Don Jones  
 Sales Mgr..... Robert W. Ward  
 Pgm., News Dir..... Robert Shipley  
 Pub. Director..... Mary Keating  
 Chief Announcer..... Norman Strand  
 Musical Director..... Jewell Casey  
 Chief Engineer..... M. E. Thompson  
 Farm Editor..... Bob Noble  
 Consulting Engineer..... A. Earl Cullum

## WTOC

### SAVANNAH—1929—CBS

Frequency: 1290 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Savannah Bcstg. Co.  
 Business-Studio Address..... 516 Abercorn St.  
 Phone Number..... 2-0127  
 Transmitter Location..... Anderson Rd.  
 Air Time..... 5 a.m.-12:10 a.m.  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... Katz  
 Membership..... NARTB, BAB  
 Pres., Gen., Sta. Mgr..... William T. Knight, Jr.  
 Commercial Manager..... Ben Williams  
 Sales Promotion Mgr..... Courtney Knight  
 Pgm., Pub. Dir..... Dwight J. Bruce  
 Production Director..... Ben H. Quick  
 Musical Director..... Harriett Tuttle  
 News Director..... Wm. D. Randall  
 Chief Announcer..... W. O. King  
 Chief Engineer..... Kyle E. Goodman  
 Consulting Engineer..... George C. Davis

## WWNS

### STATESBORO—1946—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Statesboro Bcstg. System  
 Phone Number..... 502  
 Studio-Transmitter Location..... E. Olliff St.

## WGTA

### SUMMERVILLE—1950

Frequency: 950 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Tri-State Bcstg. Co.  
 Address..... Box 213  
 Phone Number..... 295  
 News Service..... UP  
 President..... E. C. Pesterfield  
 General Manager..... William B. Farrar  
 Program Director..... Laurence Keown  
 Chief Announcer..... Curley Kinsey  
 Chief Engineer..... James S. Stowers, Jr.  
 Consulting Engineer..... Kear & Kennedy

## WJAT

### SWAINSBORO—1950

Frequency: 800 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Jack & Nancy M. Thompson  
 Address..... Covena Road  
 Phone Number..... 2011  
 Transcription Service..... Lang-Worth, Capitol  
 News Service..... UP  
 Partner, Gen. Mgr..... Jack A. Thompson  
 Program Director..... Sally Evans  
 Chief Announcer..... Joe Beaumont  
 Chief Engineer..... John H. Wisely  
 Farm Editor..... Bill Polk  
 Consulting Engineer..... Claude M. Gray

## WSFT

### THOMASTON—1947—MBS

Frequency: 1220 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Thomaston Bcstg. Co.  
 Business-Studio Address..... P. O. Box 689  
 Phone Number..... 1300  
 Transmitter Location..... Hightower Rd.  
 Air Time..... Daytime  
 Transcription Service..... World  
 News Service..... AP  
 President..... R. E. Hightower  
 Staff General Manager..... S. J. Carswell  
 Commercial Manager..... C. T. Thames  
 Program Director..... Bill Heule  
 Chief Engineer..... R. D. Wharton

## WKTG

### THOMASVILLE—1947

Frequency: 730 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Southern Bcstg. System, Inc.  
 Business-Studio Address..... Bank of Thomas  
 County Bldg.  
 Phone Number..... 1501  
 Transmitter Location..... Pavo Hwy.  
 Air Time..... Daytime  
 News Service..... UP



# G E O R G I A

Transcription Service.....World, Thesaurus  
 Representative.....Thomas F. Clark,  
 Dora Clayton  
 Pres., Gen. Mgr.....W. F. Scott, Jr.  
 Commercial Manager.....L. T. Porter  
 Chief Engineer.....Bruce E. Singleton  
 Chief Announcer.....A. R. Wass

## W P A X

**THOMASVILLE—1922**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....H. Wimpy  
 Business-Studio Address...117 Remington Ave.  
 Phone Number.....909  
 Transmitter Location.....117 Remington Ave.  
 News Service.....UP  
 Transcription Service.....Capitol  
 Owner, Gen. Mgr.....H. Wimpy  
 Commercial Manager.....Al Feinberg  
 Program Director.....Bill Kelly  
 Chief Engineer.....James Poole

## W T W A

**THOMSON—1947—MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Hickory Hill Bcstg. Co., Inc.  
 Business-Studio-Transmitter  
 Address.....215 Lumpkin St.  
 Phone Number.....777  
 Air Time.....6 a.m.-11:15 p.m.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB, BAB  
 President.....Edgar H. Kobak  
 Chief Engineer.....Edward Williams, Jr.

## W W G S

**TIFTON—1946—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tifton Bcstg. Corp.  
 Phone Number.....921  
 Bus.-Transmitter Location.....800 S. Main St.  
 Air Time.....6 a.m.-10:30 p.m.  
 News Service.....UP  
 President.....W. A. Graham  
 Gen., Comm. Mgr.....James E. Graham  
 Program Director.....Carl Wandell  
 Chief Announcer.....Oscar Newsom  
 Chief Engineer.....W. C. Roberts

## W L E T

**TOCCOA—1941—MBS-KBS-GALS-  
 GSN**

Frequency: 1420 Kc.....Power: 1000 Watts  
 Owned-Operated By.....R. G. Letourneau  
 Bus.-Studio-Transmitter Address....423 Prather  
 Bridge Rd.  
 Phone Number.....544  
 Air Time.....6 a.m.-Sunset  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Thomas F. Clark

President.....R. G. Letourneau  
 Gen., Sta. Mgr.....Virgle E. Craig  
 Commercial Manager.....Sam A. Gaines  
 Publicity Director.....Etheldra Davis  
 Prod., News, Music Pgm. Dir....Roy E. Gaines  
 Chief Announcer.....Bill Storr  
 Chief Engineer.....J. Carl Meeks  
 Consulting Engineer.....W. J. Holey

## W G A F

**VALDOSTA—1951—ABC**

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Valdosta Bcstg. Co.  
 Address.....116 W. Hill Ave.  
 Phone Number.....910  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....McKenny  
 Pres., Gen. Mgr.....George B. Cook  
 Farm Director.....Bob Rogers  
 Chief Engineer.....N. V. Pieler

## W G O V

**VALDOSTA—1941—MBS**

Frequency: 950 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....WGOV, Inc.  
 Address.....Daniel Ashby Hotel  
 Phone Number.....1420  
 Transmitter Location.....Kinderlou  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Representative.....John E. Pearson,  
 Dora Clayton  
 President.....E. D. Rivers, Jr.  
 General Mgr.....A. B. Smith  
 Program Director.....Jack Jackson  
 Prod., News.....Vince Randolph  
 Publicity Director.....Betty Frwis  
 Chief Announcer.....Wes Hendricks  
 Chief Engineer.....William Keller

## W V O P

**VIDALIA—1946—LBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Vidalia Bcstg. Co.  
 Address.....Box 391, Mt. Vernon Rd.  
 Phone Numbers.....327, 693, 698  
 Transmitter Location.....Vidalia  
 Air Time.....6:28 a.m.-10:15 p.m.  
 News Service.....UP  
 Transcription Service.....World, Cole  
 Membership.....NARTB  
 Business Manager.....Howard C. Gilreath  
 Gen., Sta., Comm. Mgr.....H. C. Gilreath, Jr.  
 Sales Promotion Mgr.....R. S. Bryant  
 Prog., Prod. Dir.....Nell Winaham  
 Publicity Director.....R. E. Ledford  
 News Director.....Charles Rollinson  
 Chief Announcer.....Loren Dorough  
 Musical Director.....Lulu Mae Leverette  
 Chief Engineer.....H. L. Dorough  
 Consulting Engineer.....George C. Davis

## GEORGIA — IDAHO

### WACL

#### WAYCROSS—1951

Frequency: 570 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Teletronics Inc.  
 Address: Carswell Ave.  
 Phone Number: 3068  
 News Service: AP  
 Transcription Service: Lang-Worth  
 President: James S. Rivers  
 Comm., Prom. Mgr.: E. K. Avriett Jr.  
 Program Director: Bob Lay  
 News Director: Paul T. Hayes  
 Chief Engineer: Loyd E. McKinney

### WAYX

#### WAYCROSS—1936—MBS-KBS-GALS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Jack Williams  
 Business-Studio Address: 1600 Carswell Ave.  
 Phone Number: 965  
 Transmitter: Waycross  
 Air Time: 6:30 a.m.-M.  
 News Service: UP  
 Transcription Service: World, Capitol  
 Representative: Hal Holman  
 Membership: NARTB, BAB  
 President: Jack Williams

Gen., Sta., Comm. Mgr.: John J. Tobola  
 Sales Prom., Mgr.: Tommy Edwards  
 Production Director: Curt Frazier  
 Publicity Dir.: Dorothy Smith  
 Chief Anncr., Pgm. Dir.: Ray Williamson  
 News Director: Charles R. Witt  
 Chief Engineer: Curtis Frazier  
 Farm Editor: Malcolm Thomas  
 Consulting Engineer: Nathan Williams

### WRLD

#### WEST POINT—1940—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Valley Bcstg. Co., Inc.  
 Business Address: P. O. Box 312  
 Phone Number: 2-2771  
 Studio-Transmitter Location: Lanett, Ala.  
 Air Time: 6 a.m.-11 p.m.  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Joseph H. McGillvra  
 President: J. C. Henderson  
 General Manager: Paul E. Reid  
 Publicity Director: Jay H. Lamb  
 Sales Promotion Mgr.: Jim Murphy  
 Program Director: Aileen Love  
 Chief Engineer: R. R. McGill  
 Consulting Engineer: Claude Gray

## IDAHO

*Pop. April 1, 1952 (Est.) 608,000 — Total Housing Units 189,601  
 Families April 1, 1952 (Est.) 173,000 — Stations in State 23*

### KBLI

#### BLACKFOOT—1951—LBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Blackfoot Bcstg. Co.  
 Address: Blackfoot  
 Phone Number: 780  
 Owner: William I. Palmer  
 General Manager: Arlond T. Christensen  
 Commercial Manager: Carl Winther  
 Chief Engineer: Gerald W. Peterson

### KDSH

#### BOISE—1947—CBS

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Operated By: Boise Valley Bcstrs., Inc.  
 Business-Studio Address: 311 N. 10th St.  
 Phone Number: 6820  
 Transmitter Location: Meridian, 8 Mi. S.W. of Boise  
 Air Time: 6 a.m.-M.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Free & Peters  
 Membership: NARTB, BAB  
 President: Saul Haas

General Manager: Westerman Willock  
 Sta., Comm. Mgr.: Earl Glade, Jr.  
 Local Sales Mgr.: George Ganz  
 Musical Director: Bob Salter  
 Chief Announcer: Ross Woodward  
 News Director: Charles Platt  
 Farm Editor: Darwin Dodds  
 Chief Engineer: James A. Johtz

### KGEM

#### BOISE—1946—ABC

Frequency: 1140 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Idaho Bcstg. & Telev. Co.  
 Business-Studio Address: 5601 Cassia  
 Phone Number: 533  
 Transmitter Location: 5601 Cassia  
 Air Time: 6 a.m.-1 a.m.  
 News Service: AP  
 Transcription Service: World  
 Representative: George P. Hollingbery  
 Membership: NARTB  
 President: Frank C. Carman  
 General Manager: Milo J. Petersen  
 Production Director: Don Bish  
 Chief Engineer: Manson McClure  
 Farm Editor: LeRoy O'Loughlin  
 Consulting Engineer: Grant Wrathall

# IDAHO

## K I D O

**BOISE—1928—NBC**

Frequency: 630 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KIDO, Inc.  
 Business-Studio Add. . . Chamber of Comm. Bldg.  
 Phone Number . . . . . 660  
 Transmitter Location . . . . 10½ Mi., S.W. Boise  
 Air Time . . . . . 6 a.m.—12M.  
 News Service . . . . . UP  
 Transcription Service . . . . Standard, Thesaurus  
 Representative . . . . . John Blair  
 Membership . . . . . NARTB, BAB  
 President . . . . . Georgia M. Davidson  
 General Mgr. . . . . Walter E. Wagstaff  
 Commercial Mgr. . . . . Hugh Shelley  
 Program Dir. . . . . Jack Link  
 Chief Announcer . . . . . Gene Perkins  
 Chief Engineer . . . . . Harold W. Toedemeier  
 News Director . . . . . Rulon Bradley  
 Consulting Engineer . . . . Commercial Radio

## K B I O

**BURLEY—1947  
 ABC-ROCKY MT. NET**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KBIO, Inc.  
 Business-Studio Address . . . . P. O. Box 461  
 Phone Number . . . . . 10  
 Transmitter Location . . . . 1½ Mi. W. of Burley  
 News Service . . . . . UP  
 Transcription Service . . . . World  
 Representative . . . . . Donald S. Cooke  
 President . . . . . Jessica L. Longston  
 Gen. Mgr., News Dir. . . . . K. Clark  
 Program Director . . . . . Barbara Anderson  
 Chief Engineer . . . . . Edwin C. Miller

## K C I D

**CALDWELL—1946**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . Caldwell Bcstg. Co.  
 Business-Studio Address . 520 So. Kimball Ave.  
 Phone Number . . . . . 9-7444  
 Transmitter . . . . . Franklin Lane  
 Air Time . . . . . 6:30 a.m.—10:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . World  
 Representative . . . . . Walter Biddick  
 President . . . . . J. T. La Fond  
 Sta., Gen., Comm. Mgr. . . . . H. R. McCosh  
 Pgm., Farm Editor . . . . Andrew Grant  
 Chief Anncr., News Dir. . . . Bab Callendar  
 Chief Engineer . . . . . Henry Paul  
 Consulting Engineer . . . . James A. Johtz, Jr.

## K V N I

**COEUR D'ALENE—1946—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . The Coeur d'Alene Bcstg.  
 Business-Studio Address . . . Blackwell Island  
 Phone Number . . . . . 900  
 Transmitter Location . . . . Blackwell Island  
 Air Time . . . . . 7 a.m.—11 p.m.

Transcription Service . . . . . Capitol  
 Representative . . . . . George P. Hollingsbery  
 Pres., Gen. Mgr. . . . . Burl C. Hagadone  
 Sta., Comm., Prom. Mgr. . . . Wayne E. Olsen  
 Pgm. Prod., Pub. Dir., Asst. Mgr. . . Bernard V. Merriman

## K I D

**IDAHO FALLS—1928**

**MBS-INTERMOUNTAIN NET**

Frequency: 590 Kc. . . . . Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By . . . . Idaho Radio Corp.  
 Business-Studio Address . . . . Park & C St.  
 Phone Number . . . . . 4  
 Transmitter Location . . . . Ririe Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . World  
 Membership . . . . . NARTB  
 President . . . . . A. W. Schweider  
 General-Station Manager . . . . C. N. Layne  
 Commercial Manager . . . . Leonard Wasden  
 Program Director . . . . . Roy Southwick  
 Chief Engineer . . . . . Carrol Secrist  
 Consulting Engineer . . . . Weldon & Carr

## K I F I

**IDAHO FALLS—1946—ABC-MBS  
 INTERMOUNTAIN**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . Eastern Idaho Bcstg. &  
 Television Co.  
 Business-Studio Address . . . . 339 Broadway  
 Phone Number . . . . . 1054  
 Transmitter Location . . . . N. Yellowstone Hwy.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . Standard  
 Representative . . . . . Avery-Knodel  
 Pres., Gen. Mgr. . . . . J. M. Brady  
 Prod., Prom. Mgr. . . . . Jim Butler  
 Program Director . . . . . Hal Simmons  
 Chief Engineer . . . . . George Stone  
 Farm Editor . . . . . David Lewis  
 Consulting Engineer . . . . Grant C. Wrathall

## K R L C

**LEWISTON—1935—MBS-DON LEE**

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . H. E. Studebaker  
 Business-Studio Address . . . Lewis-Clark Hotel  
 Phone Number . . . . . 1950  
 Transmitter Location . . . . Lewiston Orchards  
 Air Time . . . . . 6:30 a.m.—11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . RCA, Thesaurus  
 Representative . . . . . W. S. Grant  
 Membership . . . . . NARTB, BAB  
 General Manager . . . . . H. E. Studebaker  
 Station Manager . . . . . Donald Thomas  
 Commercial Manager . . . . Thomas Decker  
 Program Director . . . . . Bill Dodel



# IDAHO

Sales Prom. Mgr. .... Al Nelson  
 Chief Announcer ..... Hugh McIntosh  
 News Director ..... Jack Clifford  
 Chief Engineer ..... Gene Wilson  
 Farm Editor ..... Irv Felling  
 Consulting Engineer ..... Al Sparling

## KRPL

**MOSCOW—1947—KBS-LBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Interstate Radio, Inc.  
 Business Address ..... P. O. Box 396  
 Phone Number ..... Moscow 2283  
 Studio-Transmitter Location ..... Route 3  
 News Service ..... AP  
 Transcription Service ..... SESAC  
 Representative ..... Walter Biddick (Pacific Coast)  
 Membership ..... NARTB, BAB  
 President ..... Ted R. Farrier  
 Gen., Sta. Mgr., Pgm. Dir. .... Bert McAllister  
 Comm., Sales Prom. Mgr. .... W. L. Hopkins  
 Chief Engineer ..... Herbert D. Young

## KF XD

**NAMPA—1930—MBS**

Frequency: 580 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Frank E. Hurt & Son  
 Business Address ..... Box 891  
 Phone Number ..... 6-4611  
 Transmitter Location ..... Near Meridan  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Avery-Knodel  
 Membership ..... BAB  
 President ..... E. E. Coleman  
 General Manager ..... Edward P. Hurt  
 Sta., Comm. Mgr. .... D. A. Cain  
 Prog., Prod. Dir. .... Shirl Black  
 Chief Engineer ..... G. M. Rose

## KEY Y

**POCATELLO—1946  
 MBS-INTERMOUNTAIN**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio & Telev. Bcstg. Co. of Idaho  
 Address ..... 1140 Yellowstone Ave.  
 Phone Number ..... 1240  
 Transcription Service ..... World  
 Representative ..... Avery-Knodel  
 Membership ..... NAB  
 President ..... F. M. Bisline  
 Gen., Comm. Mgr. .... Louis F. Haller  
 Pgm. Dir., Prom. Mgr. .... Doris MacBride  
 Chief Engineer ..... Julian Dennis

## KSEI

**POCATELLO—1926—NBC**

Frequency: 930 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Radio Service Corp.

Business-Studio Address ..... Hotel Whitman  
 Phone Number ..... 4000  
 Transmitter Location ..... Pocatello  
 Air Time ..... 6 a.m.-12M.  
 News Service ..... UP  
 Transcription Standard, Lang-Worth, Thesaurus  
 Representative ..... Walker  
 Membership ..... NARTB, BAB  
 President ..... O. P. Soule  
 Gen., Comm. Mgr. .... Henry H. Fletcher  
 Publicity Dir. .... Olive M. Leeney  
 Program Director ..... Ruthe A. Fletcher  
 Chief Engineer ..... Ellis W. Call  
 Consulting Engineer, Comm. Radio Eqpt. Co.

## KWIK

**POCATELLO—1946—ABC-MBS  
 INTERMOUNTAIN**

Frequency: 1440 Kc. .... Power: 1000 Watts  
 Owned By ..... Eastern Idaho Bcstg. & TV Co.  
 Business-Studio Address ..... Hotel Bannock  
 Phone Number ..... 3400  
 Transmitter Location ..... Pole Line Rd.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB  
 President ..... James M. Brady  
 General Mgr. .... Charles Crabtree  
 Commercial Manager ..... Don W. Burden  
 Prom. Mgr., Pgm. Dir. .... Dick Wright  
 News Director ..... John Sucky  
 Chief Engineer ..... Delbert Williams  
 Consulting Engineer ..... Grant C. Wrathall

## KPST

**PRESTON—1948—KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Voice of The Rockies, Inc.  
 Business-Studio Address ..... 17 North St.  
 Phone Number ..... 600  
 Transcription Service ..... Lang-Worth, Associated  
 President ..... Leon Smith  
 Gen., Sta. Mgr. .... Rulon Dunn  
 Commercial Mgr. .... N. Pratt Smith  
 Program Dir. .... Bob Gregg  
 Chief Engineer ..... Kenneth F. Smith

## KRXK

**REXBURG—1951**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Snake River Radio & TV Co., Inc.  
 Address ..... Box 301  
 Phone Number ..... 700  
 News Service ..... AP  
 Transcription Service ..... Capitol, Thesaurus  
 President ..... Dr. M. F. Rigby  
 Gen. Mgr., Chf. Engr. .... Howard R. Chapman  
 Commercial Manager ..... Merrill L. Skinner  
 Program Director ..... Bruce Hymas



ID A H O

**K S P T**

**SANDPOINT—1949—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Bauer Bcstg. Co.  
 Business Address.....Dover Rd.  
 Phone Number .....555  
 News Service .....UP  
 Transcription Service.....Standard  
 Pres., News Dir., Gen. Mgr....Norman Bauer  
 Sta., Comm. Mgr.....Jack Hatch  
 Program Director.....Ione Bauer  
 Chief Engineer.....William Frey

**KLIX**

**TWIN FALLS—1946—MBS-ABC  
 INTERMOUNTAIN—DON LEE**

Frequency: 1310 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By...Southern Idaho Bcstg.  
 & Television Co.  
 Business-Studio Transmitter....Elizabeth Blvd.  
 Phone Number .....2820  
 Air Time.....5 a.m.-1:30 a.m.  
 News Service .....AP  
 Transcription Service....Capitol, MacGregor.  
 Thesaurus  
 Representative .....Avery-Knodel  
 Membership .....NARTB, BAB  
 V.P., Gen. Sta., Mgr., Pub. Dir.  
 Frank C. McIntyre  
 Commercial Mgr.....Juneau H. Shinn  
 Program Director.....Don Allen  
 Production Director.....Eddie Gish  
 Chief Announcer.....Don Flinders  
 News Director.....Bob Brashear  
 Musical Director.....J. Hill  
 Chief Engineer.....Lloyd James  
 Farm Editor.....Hoily Houfberg  
 Consulting Engineer.....Wrathall

**K T F I**

**TWIN FALLS—1928  
 NBC-UTAH-IDAHO**

Frequency: 1270 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By.....Radio Bcstg. Corp.  
 Business-Studio Address....241 Main Ave. W.  
 Phone Number .....2400  
 Transmitter Location.....Curry  
 Air Time.....6 a.m.-12M.  
 News Service .....UP  
 Transcription Service...Standard, Lang-Worth  
 Representative .....Weed  
 Membership .....NARTB, BAB  
 President.....O. P. Soule  
 Gen.-Station-Comm. Manager...F. M. Gardner  
 Pgm., Pub., Prod. Dir.....Richard Bingham  
 Musical Director.....Lenore Parker  
 Chief Announcer.....Jack Farrar  
 News Director.....Bonnie Baird  
 Chief Engineer.....Marvin Hartley  
 Consulting Engineer.....McIntosh & Inglis

**K V M V**

**TWIN FALLS—1946—CBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Radio Sales Corp.  
 Business Address.....P. O. Box 511  
 Phone Number .....2002  
 Studio-Transmitter.....Blue Lakes Blvd. N  
 Air Time.....6 a.m.-12M.  
 News Service .....UP  
 Transcription Service.....World  
 President.....D. Spencer Bros.  
 Exec. Vice-Pres.....Arch L. Madsen  
 Sta., Comm. Mgr.....Dewain Sylvester  
 News Director.....Jack Hughes  
 Pgm. Dir., Chief Engineer.....Al Lee  
 Publ., Music Director.....Clair Halverson

**K W A L**

**WALLACE—1939—MBS**

Frequency: 620 Kc. Power: 1000 Watts  
 Owned-Operated By.....Silver Bcstg. Co.  
 Business Address.....Osburn  
 Phone Number .....8-2111

ICKIN' KLIX IS KLICKIN' KLIX KLIC  
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# ILLINOIS

**News Service** ..... UP  
**Transcription Service** ..... Thesaurus  
**Representative** ..... John E. Pearson  
**Membership** ..... NARTB, BAB  
**President** ..... Loring C. Merwin  
**General Sta., Manager** ..... Warner C. Tidemann  
**Commercial Manager** ..... Harry Swift  
**Program Director** ..... Fred Muxfeld  
**News Director** ..... Keith Bright  
**Chief Engineer** ..... Fred L. Bailey

## WKRO

### CAIRO—1942—MBS

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Oscar C. Hirsch  
**Business Address** ..... Box 311  
**Phone Number** ..... 1490  
**Studio-Transmitter Location** ..... Patierdale  
**Air Time** ..... 8 a.m.-11 p.m.  
**News Service** ..... UP  
**Representative** ..... John E. Pearson  
**Membership** ..... NAB, BAB  
**Owner** ..... Oscar C. Hirsch  
**Gen.-Station-Comm. Mgr.** ..... Merrill C. Currier  
**Program Director** ..... Charles Housewright  
**Chief Engineer** ..... Oscar C. Hirsch

## WBYS

### CANTON—1947

**Frequency:** 1560 Kc. .... **Power:** 250 Watts, d.  
**Owned-Operated By** ..... Fulton Co. Bcstg. Co.  
**Business-Studio-Transmitter** ..... East Lynn Limits  
**Phone Number** ..... 1877  
**Air Time** ..... Sunrise-Sunset  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth, World  
**President** ..... H. R. Winsor  
**General Sta., Manager** ..... Bill Richardson  
**Commercial Manager** ..... Robert L. Burns  
**Sales Promotion Mgr.** ..... Eugene Mayall  
**Prog., Pub. Dir., Farm Editor** ..... Don Ruyle  
**Chief Announcer** ..... Randall C. Furnace  
**News Director** ..... Al Horriagan  
**Chief Engineer** ..... Clovis Sadler

## WCIL

### CARBONDALE—1946—LBS

**Frequency:** 1020 Kc. .... **Power:** 1000 Watts, d.  
**Owned-Operated By** ..... Southern Illinois Bcstg.  
**Business-Studio Address** ..... 219 W. Main St.  
**Phone Number** ..... 167  
**Transmitter Location** ..... 1 Mi. W. of Carbondale  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus  
**Pres., Gen. Mgr., Chf. Engr.** ..... Paul F. McRoy  
**Commercial Manager** ..... Walter Schafer  
**News Director** ..... Ralph Wain

## WROY

### CARMi—1948—KEYSTONE

**Frequency:** 1460 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Carmi Bdcstg Co.  
**Address** ..... 101 South Walnut Street  
**Phone Number** ..... 4161

**Trans. Loca.** ..... U. S. Hqy 460, 1 M. W. of Carmi  
**News Service** ..... UP  
**Transcription Service** ..... Lang-Worth, SESAC  
**Representative** ..... Sears & Ayer, Inc.  
**Membership** ..... NARTB, BAB  
**President** ..... Roy Clippinger  
**General Manager** ..... Thomas S. Land  
**Commercial Manager** ..... Fred Wilkerson  
**Program Director** ..... Garnet Williams  
**News Director** ..... John W. Berry  
**Chief Engineer** ..... Gene McLin  
**Consulting Engineer** ..... Lynn C. Smeby

## WCAZ

### CARTHAGE—1921

**Frequency:** 990 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Superior Bcstg. Service, Inc.  
**Business-Studio Address** ..... 502 Wabash Ave.  
**Phone Number** ..... 520  
**Air Time** ..... Daytime  
**Representative** ..... Holman  
**President** ..... Bob Compton  
**Manager** ..... John Palmer

## WCNT

### CENTRALIA—1946

**Frequency:** 1210 Kc. .... **Power:** 1000 Watts, d.  
**Owned-Operated By** ..... WCNT, Inc.  
**Business-Studio-Transmitter** ..... Hwy. 51 N.  
**Phone Number** ..... 5151  
**News Service** ..... UP  
**Transcription Service** ..... Standard  
**President, Gen. Mgr.** ..... George F. Isaac  
**Comm. Sta. Mgr.** ..... Merle G. Rogers  
**Program Director** ..... Bill Lytle  
**Publicity Director** ..... Pete Brown  
**Chief Engineer** ..... Dwight North

## WDWS

### CHAMPAIGN—1937—CBS

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owner** ..... The Champaign News Gazette, Inc.  
**Business Address** ..... 48 Main St.  
**Phone Number** ..... 6-1855  
**Studio-Transmitter** ..... 1.3 mile S. of city  
**Air Time** ..... 7 a.m.-10.45 p.m.  
**News Service** ..... UP  
**Transcription Service** ..... World  
**Representative** ..... Robert Meeker & Associates  
**Membership** ..... NARTB  
**General Manager** ..... J. A. McDermott  
**Station Manager** ..... Marc Howard  
**Chief Engineer** ..... Robert Schenke

## WAAF

### CHICAGO—1922

**Frequency:** 950 Kc. .... **Power:** 1000 Watts, d.  
**Owned-Operated By** ..... Corn Belt Pub., Inc.  
**Business Address** ..... 221 N. LaSalle St.  
**Phone Number** ..... Randolph 6-1932  
**Studio Address** ..... LaSalle-Wacker Bldg.  
**Transmitter Location** ..... Exchange Bldg., Union  
**Stock Yards**



## ILLINOIS

News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... John E. Pearson Co.  
 President ..... Ward A. Neff  
 General Manager ..... W. E. Hutchinson  
 Commercial Manager ..... John E. Halleman Jr.  
 Promotion Manager ..... Fred Bauman  
 Program Director ..... Bill Bayer  
 Chief Engineer ..... Carl W. Ulrich  
 News Director ..... Dick Winters

### W A I T CHICAGO—1941

Frequency: 820 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Radio Station WAIT  
 Bus.-Studio Address ..... 75 E. Wacker Dr.  
 Phone Number ..... Franklin 2-0660  
 Transmitter Location ..... Elmhurst  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Young  
 President ..... Gene T. Dyer  
 Gen., Comm. Mgr. .... Thomas L. Davis  
 Program Director ..... Del Hester  
 Chief Engineer ..... Edward W. Jacker

### W B B M

#### CHICAGO—1923—CBS RADIO

Frequency: 780 Kc. .... Power: 50,000 Watts  
 Owned By ..... CBS, Inc.  
 Operated By ..... CBS Radio Division  
 Address ..... 410 N. Michigan Ave.  
 Phone Number ..... Whitehall 4-6000  
 Transmitter Location ..... Itasca  
 Air Time ..... Sunrise-Unlimited  
 News Service ..... AP, INS, UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... CBS Radio Spot Sales  
 President ..... Frank Stanton  
 Vice-Pres., Gen. Mgr. .... H. Leslie Atlass  
 Asst. Gen. Mgr. .... E. H. Shomo  
 Sales Promotion Manager ..... Dave Kimble  
 Program Director ..... Al Bland  
 News Director ..... Julian Bentley  
 Chief Engineer ..... George Sherman  
 Farm Editor ..... Harry Campbell

### W C F L

#### CHICAGO—1926—ABC-LBS

Frequency: 1000 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... Chicago Federation of Labor  
 Business-Studio Address ..... 666 Lake Shore Dr.  
 Phone Number ..... MOhawk 4-2400  
 Transmitter Location ..... Downers Grove  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Bolling  
 President ..... William A. Lee  
 Gen., Sta., Comm. Mgr. .... Arthur F. Harre  
 Prog., Prod. Dir. .... Robert A. Platt  
 Publicity Director ..... Louise Sasso



# WCFL

FOR 1952



## LOWEST COST

of any 50,000 Watt  
 Chicago station per 1,000  
 tuned-in homes!

*Contact Radio Representatives, Inc.  
 480 Lexington Avenue, New York, N. Y.  
 or Station WCFL for full information.*

# WCFL

666 Lake Shore Drive, Chicago, Ill.

50,000 Watts      Day and Night      1000 on the Dial

Affiliated with LBS



# *In Chicago,* **5** *to* **1!** *it's WGN...*

*In October, 1951, an advertiser wrote:*

"From time to time, we have used all the basic network stations in Chicago. WGN has consistently outpulled these stations, at a ratio of better than five to one."

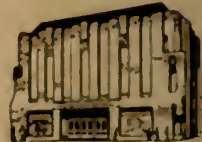


**WGN... Your Basic Buy . . .** *reaching more homes per week than any other Chicago station*

*A Clear Channel Station . . .  
Serving the Middle West*  
MBS

**WGN**

Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee  
Eastern Sales Office: 228 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston  
Geo. P. Hollingbery Co.  
Advertising Solicitors for All Other Cities  
Los Angeles—411 W. 5th Street • New York—508 5th Avenue • Atlanta—223 Peach Street  
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street

# ILLINOIS

Chief Announcer.....Norman Pierce  
News Director.....Vic Barnes  
Musical Director.....Lee Petrillo  
Chief Engineer.....Charles E. Willett  
Consulting Engineer.....Walter Kean

## W C B D

CHICAGO—1947

Frequency: 820 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Michael J. Mintern  
Business Address.....2714 Enoch Ave., Zion  
Phone Number.....521  
Studio Address.....c-o Station WAIT  
Transmitter Location.....Elmhurst  
Managing Director.....Michael J. Mintern  
Commercial Manager.....Carl Q. Lee

## W C R W

CHICAGO—1926

Frequency: 1240 Kc...Power: 100 Watts, d.  
Owned-Operated By.....Clinton R. White  
Address.....2756 Pine Grove Ave.  
Phone Number.....EAsgate 7-6860  
Pres.-Owner-Chief Engr....Clinton R. White  
General Manager.....J. A. White

## W E D C

CHICAGO—1926

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Emil Denemark, Inc.  
Address.....3860 W. Ogden Ave.  
Phone Number.....CRawford 7-4100  
Air Time.....Unlimited  
News Service.....UP  
President.....Emil Denemark  
Gen.-Station-Comm. Mgr....Frank J. Kotmour  
Prom., Pgm., Prod., Pub. Dir. Chief Anncr.,  
News Dir. ....Bill Mack  
Musical Director.....William P. Brady  
Chief Engineer.....Ansel Wayne Smith

## W E N R

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts  
Owned-Operated By....American Bcstg. Co.  
Business-Studio Address...20 N. Wacker Dr.  
Phone Number.....ANdover 3-0800  
Transmitter Location.....Tinley Park  
News Service.....AP, INS  
Transcription Service.....Standard  
Representative.....ABC Spot Sales  
President (ABC).....Mark Woods  
Vice Pres. Cen. Div. ABC..John H. Norton, Jr.  
Station-Comm. Mgr.....Edward Lynch  
Sales Promotion Manager...Dean D. Linger  
Program Director.....Richard Woollen  
Production Director.....Burr E. Lee  
Publicity Director.....Ell W. Henry  
News & Sports Events.....Con O'Dea  
Musical Director.....Rex Maupin  
Chief Engineer.....Ed Horstman  
Farm Editor.....Keith Beecher

## W G E S

CHICAGO—1924

Frequency: 1390 Kc.....Power: 5000 Watts  
Owned-Operated By...Radio Station WGES  
Business-Studio Address...2708 Wash. Blvd.  
Phone Number.....SACramento 2-1700  
Transmitter Location.....8601 South Kedzie  
News Service.....UP  
Transcription Service.....Associated  
General Manager.....John A. Dyer  
Commercial Mgr.....Elizabeth M. Hinzman  
Sales Promotion Maager.....K. P. Freda  
Program Director.....Herbert Rudolph  
Chief Engineer.....William Shunk

## W G N

CHICAGO—1924—MBS

Frequency: 720 Kc.....Power: 50,000 Watts  
Owned-Operated By.....WGN, Inc.  
Bus.-Studio Address...441 N. Michigan Ave.  
Phone Number.....SU 7-0100  
Transmitter Location.....Roselle  
Newspaper Affiliation...The Chicago Tribune  
Air Time.....24 hrs.  
News Service.....AP, INS, UP  
Transcription Service.....Standard  
Representative.....Hollingberry  
Membership.....NARTB, BAB  
President.....Col. Robert R. McCormick  
General Sta. Manager.....Frank P. Schreiber  
Commercial Manager..William A. McGuineas  
Sales Promotion Manager..Charles A. Wilson  
Program Director.....Bruce Dennis  
Production Director.....Glenn Ransom  
Publicity Director.....James Hanlon  
Supervisor of Anncrs.....Win Jolly  
News Director.....Robert F. Hurleigh  
Musical Director.....Henry Weber  
Dir. of Engineering.....Carl J. Meyers  
Farm Editor.....Norman Kraeft

## W H F C

CHICAGO—1926

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....WHFC, Inc.  
Address..3350 S. Kedzie Ave., Chicago 23, Ill.  
Phone Numbers.....Cliffside 4-7411,  
Townhall 3-6305  
Trans. Loca. ....3350 S. Kedzie Ave., Chicago  
Air Time.....7 a.m.-12 m.  
News Service.....UP  
Pres.-Gen. Mgr.....Richard W. Hoffman  
Station Manager.....Marie E. Clifford  
Program Director.....F. Matthews  
Musical Director.....Frank Linhart  
Chief Engineer.....Elmer P. Hayes  
Consulting Engineer.....G. Gillett

## W I N D

CHICAGO—1926

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Johnson Kennedy Radio  
Corp.



### IF IT'S DISTRIBUTION...

A manufacturer selling through grocery outlets established distribution of his product in various important Chicago chain groups through use of the Saturday night NATIONAL BARN DANCE. The outstanding results obtained by this account so impressed the local broker that he has recommended WLS to other of his food accounts!

### IF IT'S "IN-STORE" CO-OPERATION...

The successful WLS Summer Food Promotion Plan (OPERATION GROCER) through co-operation with eight leading Food Groups offers food advertisers extensive merchandising in 2,300 Chicago area grocery stores. The Plan brought concrete results to WLS food advertisers in 1951—and will be continued in 1952.

### IF IT'S DIRECT, TRACEABLE SALES...

An insecticide company with a product selling at \$2.98 got impressive sales at a cost-per-order of only 38¢ . . . 13% of the sales price! Another company sold \$19,974.45 worth of its product directly through use of a series of WLS early morning programs! Here is proof of a responsive audience . . . the power to produce tangible results!

What we did in the cases above cited—no different from what we did for countless others in 1951, and in the many years preceding—we can do for you in 1952. Ask us—or your John Blair man—for details.



**CLEAR CHANNEL** Home of the NATIONAL Barn Dance

**CHICAGO 7**



# ILLINOIS

Bus.-Studio Address... 400 N. Michigan Ave.  
 Phone Number..... WHitehall 4-2170  
 Transmitter Location..... Black Oak, Ind.  
 Air Time ..... Unlimited  
 News Service..... AP, UP  
 Representative..... AM Radio Sales  
 President..... John S. Knight  
 General-Station Mgr..... Ralph L. Atlas  
 Commercial Manager..... John T. Carey  
 Prom. Mgr., Pgm. Dir..... H. Leslie Atlas, Jr.  
 Production Director..... Walter Rubens, Jr.  
 Publicity Director..... Greta Morgan  
 News Director..... Jim Dale  
 Chief Engineer..... Kenneth C. Shirk  
 Consulting Engineer..... E. C. Page

## W J J D

### CHICAGO—1934

Frequency: 1160 Kc..... Power: 50,000 Watts  
 Owned-Operated By... Field Enterprises, Inc.  
 Bus.-Studio Address... 230 N. Michigan Ave.  
 Phone Number ..... State 2-5466  
 Transmitter Location..... Desplaines  
 Air Time ..... 4 a.m.-sundown  
 News Service ..... UP  
 Transcription Service..... Standard, Capitol.  
 RCA, World  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB, FMA  
 President..... Marshall Field  
 Gen.-Sta. Mgr., Pgm. Dir... Frederick G. Harm  
 Commercial Manager..... Robert W. Ward  
 Sales Prom. Mgr..... Tex Frenkel  
 Production Director..... Carl Warner  
 Publicity Director..... Dick McNeeley  
 Chief Announcer..... Carl Warner  
 News Director..... Al Parker  
 Musical Director..... Don Lavery  
 Chief Engineer..... Walter F. Myers  
 Farm Editor..... Chuck Bill  
 Consulting Engineer..... George Davis

## W L S

### CHICAGO—1924—ABC

Frequency: 890 Kc..... Power: 50,000 Watts  
 Owned-Operated By... Agricultural Bstg. Co.  
 Business Address... 1230 Washington Blvd.  
 Phone Number ..... MO 6-9700  
 Air Time... Mon. thru Fri: 10 hrs., Sat., 19 hrs.  
 Transmitter Location..... Tinley Park  
 News Service..... AP, UP, Overseas N.  
 Transcription Service..... Standard  
 Representative..... John Blair  
 Membership ..... NARTB  
 President..... James E. Edwards  
 Gen., Sta. Mgr..... Glenn Synder  
 Commercial Manager... Charles M. Freeman  
 Sales. Prom. Mgr. .... Warren W. Middleton  
 Program Director..... Harold Safford  
 Publicity Director..... John Drake  
 Musical Director..... Osgood Wesley  
 Chief Engineer..... Thomas Rowe  
 Farm Editor..... Arthur Page  
 Consulting Engineer..... Jansky & Bailey

## W M A Q

### CHICAGO—1922—NBC

Frequency: 670 Kc..... Power: 50,000 Watts  
 Owned-Operated By... National Bstg. Co., Inc.  
 Business-Studio Address... Merchandise Mart  
 Phone Number ..... SUperior 7-8300  
 Transmitter Location..... Elmhurst  
 Air Time ..... Unlimited  
 News Service..... AP, INS, UP  
 Transcription Service..... Thesaurus  
 Representative ..... NBC  
 Membership ..... NARTB  
 President..... Joseph McConnell  
 V.P.-General Manager..... Harry Kopf  
 Commercial Manager..... Howard Meyers  
 Sales Promotion Manager..... John Keys  
 Program Manager..... Homer Heck  
 Publicity Director..... Jack Ryan  
 News Director..... William Ray  
 Music Supervisor..... Don Marcotte  
 Chief Engineer..... Howard Luttgens  
 Farm Editor..... Paul Visser

## W S B C

### CHICAGO—1925

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By... Radio Station WSBC  
 Business-Studio Address... 2400 W. Madison St.  
 Phone Number ..... MOonroe 6-9080  
 Transmitter Location... 2400 W. Madison St.  
 News Service ..... UP  
 Transcription Service..... SESAC  
 Representative ..... Forjoe  
 Gen. Mgr., Pgm. Dir..... Robert O. Miller  
 Commercial Manager..... Julius Miller

## W H O W

### CLINTON—1947—LINCOLN NET

Frequency: 1520 Kc.... Power: 1000 Watts d.  
 Owned-Operated By... Cornbelt Bstg. Co.  
 Business Address..... 401½ S. Side Sq.  
 Phone Number ..... 305  
 Transmitter Location... Rt. 51, 4 Mi. S. City  
 News Service ..... UP  
 Representative ..... Holman  
 President..... J. R. Livesay  
 Gen., Sta. Mgr..... Rolland O. Looper  
 Comm. Mgr..... James Williams  
 Program Director..... Frank C. Jennings  
 News Director..... Bill Ward  
 Musical Director..... John Barton  
 Chief Engineer..... R. O. Looper

## W D A N

### DANVILLE—1938—CBS

Frequency: 1480 Kc..... Power: 250 Watts  
 Owned-Operated By... Northwestern Pub. Co.  
 Address..... 1500 N. Washington Ave.  
 Phone Number ..... 1700-1  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... Standard



# ILLINOIS

Representative .....Everett-McKinney, Inc.  
 Membership .....NARTB, BAB  
 Gen., Sta.-Comm. Mgr..... Robert J. Burow  
 Program Director .....Honore E. Ronan  
 Chief Announcer .....Max Shaffer  
 Chief Engineer.....T. G. Magin

## W D Z

**DECATUR—1921**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WDZ Bcstg. Co.  
 Business-Studio Address.....265 S. Park St  
 Transmitter .4 Mi. SW of Decatur, RR No. 4  
 Phone Number .....3-9744  
 News Service .....UP  
 Transcription Service.....World, Thesaurus  
 Representative.....Free & Peters  
 Membership .....NARTB, BAB  
 President.....Charles C. Caley  
 Gen., Sta. Mgr.....Frank C. Schroeder, Jr.  
 Commercial Manager.....Howard G. Bill  
 Program Director .....William F. Miller  
 Chief Anncr.....Hugh Gray  
 News Director.....Wick Evans  
 Chief Engineer.....A. James Ebel  
 Farm Editor.....Marty Roberts  
 Consulting Engineer..Craven, Lohnes & Culver

## W S O Y

**DECATUR—1925—CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Illinois Bcstg. Co.  
 Phone Number .....5371  
 Studio-Transmitter..Route 58 at N. Jasper St.  
 Air Time .....5:30 a.m.-12:05 a.m.  
 News Service .....AP  
 Transcription Service....Lang-Worth, Capitol  
 Representative .....Weed  
 Membership .....NARTB, BAB  
 President.....Frederick W. Schaub  
 General Manager.....Merill Lindsay  
 Prom., Comm. Mgr.....Charles F. Bruce  
 Program Director.....Jay Giles  
 Station Supervisor.....Milburn H. Stuckwisch  
 Chief Engineer.....Allan Doyle  
 Consulting Engineer.....Kear & Kennedy

## W L B K

**DE KALB—1947**

Frequency: 1360 Kc.....Power: 500 Watts d.  
 Owned-Oper. By..DeKalb Radio Studios, Inc.  
 Business-Studio Address.....153 N. Third St.  
 Phone Number .....2677  
 Transmitter Location.....N. First St. Rd.  
 News Service .....AP  
 Transcription Service.....Lang-Worth  
 President.....George Spitz  
 Gen., Farm Dir.....R. C. Brown  
 News Director.....Don Ulery  
 Chief Engineer.....Zenophon Beake

## W T M V

**EAST ST. LOUIS—1935**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By-Operated By.....On the Air, Inc.  
 Business-Studio Address.....5th & Broadway  
 Phone Number.....Bridge 4625  
 News Service .....UP  
 Transcription Service.....World  
 Representative.....Sears & Ayer  
 President.....Alvin O. Eades  
 General Manager.....Frank J. Prendergast  
 Asst. Manager.....Elmer Willrich  
 Program Director.....Betty Prescott  
 News Director.....Gene Clayton  
 Chief Engineer.....Erle E. White

## W C R A

**EFFINGHAM—1947**

Frequency: 1090 Kc.....Power: 250 Watts, d.  
 Owned-Operated By.....Effingham Bcstg. Co.  
 Business-Studio Address .110 N. Banker St.  
 Phone Number .....1090 1  
 Transmitter Location....1 m. S. of Effingham  
 Air Time .....Sunrise-sunset  
 News Service .....UP  
 Transcription Service.....Cole, Capitol  
 Membership .....NARTB  
 President.....Joseph E. McNaughton  
 Gen., Sta., Comm. Mgr.....Joseph M. Sutter  
 Program Dir., Farm Ed.....James W. Clear  
 Chief Announcer.....Curt Marshall  
 News Director.....Zona B. Davis  
 Chief Engineer.....G. S. Kregotis  
 Consulting Engineer.....S. J. Franklin

## W R M N

**ELGIN—1949**

Frequency: 1410 Kc. ....Power: 500 Watts  
 Owned-Oper. By .....The Elgin Bdcstg Co.  
 Address .....156 Division Street  
 Phone Number .....6930  
 Transmitter Location .....Route 58  
 News Service .....UP  
 Transcription Service.....Lang-Worth  
 Representative ....Joseph Hershey McMillvra  
 Co-Owner....F. F. McNaughton, Julia T. Mc-  
 Naughton, William D. McNaughton, Joseph  
 E. McNaughton.  
 Program Director.....Helen Blackman  
 News Director.....Mary Geertz

## W N M P

**EVANSTON—1946**

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Evanston Bcstg. Co.  
 Business-Studio-Transmitter...2201 Oakton St.  
 Phone Number.....Greenleaf 5-1590  
 Transmitter Location ...Rear 2201 Oakton St.  
 Air Time .....Sunrise-sunset  
 News Service .....INS  
 Transcription Service.....Capitol  
 Membership .....NARTB, BAB

# ILLINOIS

President.....Fred S. Newton  
 Gen., Comm. Mgr.....Angus D. Piaff  
 Production Director.....Lee P. Mehlig  
 Chief Announcer.....Mel Conner  
 Musical Director.....Julia Norris  
 Chief Engineer.....Ivan Bukovsky  
 Consulting Engineer.....A. J. Cruentz

## W F R L

### FREEPORT—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Freeport Bcstg. Co., Inc.  
 Business-Studio Address.....9 N. Chicago Ave.  
 Phone Number.....State 436  
 Transmitter Location 1/4 Mi. NE of Freeport  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Sears & Ayer  
 Pres., Gen. Mgr., Chief Engr.

Vincent S. Barker

Comm. Mgr., News Dir.....Dave Taylor  
 Program Director.....Ralph Reynolds

## W G I L

### GALESBURG—1938

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Galesburg Bcstg. Co., Inc.  
 Transmitter Address.....312 Hill Arcade  
 Phone Number.....4626  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Wm. G. Rambeau  
 President.....Mrs. O. N. Custer  
 Sta., Gen. Mgr.....Robert W. Frudeger  
 Commercial Mgr.....Roger L. Hoffman  
 Prog., Prod., Mus. Dir.....Cy Nelson  
 Publicity Director.....Howard Frederick  
 Chief Annrc., News Dir.....Ken Schleifer  
 Chief Engineer.....Douglas H. Horner  
 Farm Editor.....A. R. Kemp  
 Dir. of Advt.....George F. Thoma  
 Consulting Engineer.....James Ebel

## W E B Q

### HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Harrisburg Bcstg. Co.  
 Business-Studio-Transmitter.....100 E. Poplar St.  
 Phone Number.....28  
 Air Time.....6 a.m.-10 p.m.  
 News Service.....UP  
 Representative.....George O. Sulton  
 Membership.....NARTB, BAB  
 President.....J. M. Pruett  
 Gen.-Station-Comm. Mgr.....Inglis M. Taylor  
 Sales Prom. Mgr., Farm Editor, Ken Hamilton  
 Program Dir.....Norma Alexander  
 Production, Music Director.....Dorice Turner  
 Chief Announcer.....Ed Wise  
 News Director.....Bill Baker  
 Chief Engineer.....Elmer L. Gladson  
 Consulting Engineer.....John B. Caraway

## W J P F

### HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Orville W. Lyerla  
 Business-Studio Address.....P. O. Box 179  
 Phone Number.....382  
 Transmitter Location.....2.2 Mi. N. of Herrin  
 Air Time.....5:30 a.m.-10:45 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....John E. Pearson  
 Membership.....NARTB, BAB  
 President.....Orville W. Lyerla  
 Gen.-Station-Comm. Mgr.....Charles R. Cook  
 Local Sales Manager.....Fred Simmons  
 News Director.....Chet Townsend  
 Musical Director.....Frank E. Elders  
 Chief Engineer.....Ryburn Yandell

## W L D S

### JACKSONVILLE—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Jacksonville Radio &  
 TV B'csting Corp.  
 Business-Studio.....Illinois Theater Bldg.  
 Phone Number.....1180  
 Transmitter Location.....Old State Rd.  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Hal Holman  
 Membership.....NARTB  
 President.....Robert A. Fay  
 V.-P., Gen., Sta. Mgr.....R. Karl Baker  
 Prog., Prod. News Dir.....T. J. Fairburn  
 Chief Announcer.....Ken Lambert  
 Musical Director.....Virginia Colwell  
 Chief Engineer.....G. J. Cassens  
 Farm Editor.....E. H. Garlich  
 Consulting Engineer.....F. O. Grimwood Co.

## W J O L

### JOLIET—1926

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Joliet Bcstg. Co.  
 Business-Studio-Transmitter.....601 Walnut St.  
 Phone Number.....4761  
 Air Time.....7 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Holman  
 Membership.....BAB  
 President.....Calvin Wilson  
 Gen.-Sta.-Comm. Mgr.....Joseph J. Garvey  
 Publicity Dir.....Marion Warner  
 Prog., Prod. Dir.....Eileen Caron  
 Chief Announcer.....Scott Dilworth  
 News Director.....Glenn Logan  
 Musical Director.....Gladys Farrington  
 Chief Engineer.....Lester DeCosta  
 Consulting Engineer.....Andrew & Co.

ILLINOIS

**W K A N**

**KANKAKEE—1947**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Kankakee Daily Journal Co.  
 Business-Studio Address. 183 N. Schuyler Ave.  
 Phone Number . . . . . 3-6633  
 Transmitter Location . . . . . R. R. 1  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Standard  
 Representative . . . . . Hal Holman  
 Membership . . . . . NARTB  
 General Manager . . . . . Burrell Small  
 Station Manager . . . . . Bruce Brown  
 Commercial Manager . . . . . Robert Hawkins  
 Program Director . . . . . Orren Allain  
 News Director . . . . . Ted Parker  
 Chief Engineer . . . . . Richard Eckels

**W T A Q**

**LA GRANGE—1950**

Frequency: 1300 Kc. Power: 500 Watts d.  
 Owned-Oper. By. The La Grange Bcstg. Co.  
 Address . . . . . Route 1  
 Gen. Mgr., Chief Engr. . . . . Russ Salter  
 Partner . . . . . Charles Sebastain  
 Commercial Manager . . . . . Marvin Gray  
 Program Director . . . . . Edward Jaeger  
 Chief Anncr., News Dir. . . . . Stanley Noyes

**W L P O**

**LA SALLE—1947**

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Oper. By. La Salle County Bcstg. Co.  
 Bus. Ad. . . . . P. O. Box 215  
 Phone Number . . . . . 3100  
 Transmitter Location . . . . . Near Oglesby  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . RCA, Thesaurus  
 Membership . . . . . NARTB, BAB  
 President . . . . . Peter Miller  
 General-Commercial Mgr. . . . . William Holm  
 Prod., Pgm. Dir. . . . . William Kostellic  
 Pub., News Director . . . . . Laverne Waltman  
 Chief Engineer . . . . . Lawrence McCann  
 Consulting Engineer . . . . . Fred O. Grimwood

**W P R C**

**LINCOLN—1947**

Frequency: 1370 Kc. Power: 500 Watts d.  
 Owned-Oper. By. Prairie Radio Corp.  
 Address . . . . . P. O. Box 37  
 Phone Number . . . . . 209  
 Trans. Location . . . . . Stringer Ave. & Route 66  
 Air Time . . . . . Sunrise-Sunset only  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative Membership . . . . . Rambeau, BAB  
 Pres., Gen. Sta. Mgr. . . . . Ray F. Knochel  
 Commercial Manager . . . . . Saunders Devine  
 Sales Prom. Mgr. . . . . J. Evans Crowell

Prog., News Dir. . . . . William H. Brady  
 Publicity Director . . . . . John H. Deal  
 Chief Announcer . . . . . Earle Layman  
 News Director . . . . . Lawrence Schroyer  
 Chief Engineer . . . . . Donald Thompson  
 Farm Editor . . . . . Tom Campbell  
 Consulting Engineer . . . . . Harold Rothrock

**W S M I**

**LITCHFIELD—1950—KBS**

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Mid-Illinois Bcstg. Co.  
 Phone Number . . . . . 100  
 News Service . . . . . AP  
 President . . . . . Hayward L. Talley  
 Vice-President . . . . . Thomas F. Payton, Jr.

**W K A I**

**MACOMB—1947—KBS**

Frequency: 1510 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. The Macomb Bcstg. Co.  
 Business-Studio Address. 113 E. Carroll St.  
 Phone Number . . . . . 1350  
 Transmitter . . . . . McDonough Co. Fair Grounds  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Langworth, Capitol  
 Membership . . . . . NARTB  
 President . . . . . Wm. E. Schons  
 Gen., Sta., Comm. Mgr. . . . . Lyle B. Landis  
 Sales Prom. Mgr. . . . . Gene Landes  
 Prog., Pub. Dir., Farm Ed. . . . . Gene Spry  
 News Director . . . . . Caryl Carstens  
 Musical Director . . . . . Darlene Shields  
 Chief Engineer . . . . . Earl E. Tipton  
 Consulting Engineer . . . . . Fred O. Grimwood

**W G G H**

**MARION—1949**

Frequency: 1150 Kc. Power: 500 Watts d.  
 Owned-Operated By. Marion Bcstg. Co.  
 Business Address . . . . . P. O. Box 228  
 Phone Number . . . . . 824  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Sears & Ayer  
 Station Manager . . . . . George W. Dodds  
 Commercial Manager . . . . . Bill Dill  
 Sales Prom. Mgr. . . . . Warren J. Thompson  
 Chief Announcer . . . . . Merle Emery  
 News Dir., Farm Editor . . . . . Don Wesley  
 Chief Engineer . . . . . Orval J. Jackson  
 Consulting Engineer . . . . . Fred O. Grimwood

**W L B H**

**MATTOON—1946**

Frequency: 1170 Kc. Power: 250 Watts d.  
 Owned-Operated By. Mattoon Bcstg. Co.  
 Bus-Studio Address. 17th & Broadway Ave.  
 Phone Number . . . . . 6464  
 Transmitter Location . . . . . Hwy. 45  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP







# ILLINOIS

Gen., Sta. Mgr. . . . . Stephen P. Bellinger  
 Asst. Manager . . . . . Vernon Nunn  
 Program Director . . . . . Eugene Garrett  
 Chief Announcer . . . . . Harold Richardson  
 News Director . . . . . Elba Talley  
 Chief Engineer . . . . . Raymond G. Luth

Address . . . . . 2 Mi. W. Paris on State Rd. 133  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Pres., Gen. Mgr. . . . . Adlai C. Ferguson Jr.  
 Pgm., News Dir. . . . . Bud Sunkel  
 Chief Engineer . . . . . William Hunt

## WMIX

**MT. VERNON—1946—LBS**

Frequency: 940 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . Mt. Vernon Radio & Tel. Co.  
 Address . . . . . 121 N. 9th St.  
 Phone Number . . . . . 3500  
 Trans. Location . . . . . Salem Road  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John E. Pearson Co.  
 President . . . . . John Russell Mitchell  
 Gen., Sta., Comm. Mgr. . . . . James E. Muse  
 Pgm. Dir., Chief Anncr. . . . . Jim Purser  
 Production Director . . . . . Jim McKinney  
 News Director . . . . . Don Michael  
 Musical Director . . . . . Mildred McGill  
 Chief Engineer . . . . . Gerald L. Stout  
 Consulting Engineer . . . . . A. A. Ring

## WSIV

**PEKIN—1945—MBN**

Frequency: 1140 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . Pekin Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 15 S. Capitol St.  
 Phone Numbers . . . . . 3400-01  
 Transmitter . . . . . Midway bet. Pekin & Peoria  
 Air Time . . . . . 6:30 a.m.-local sunset  
 News Service . . . . . AP  
 Representative . . . . . Hal Holman  
 Membership . . . . . NARTB  
 Pres., Gen.-Sta. Mgr. . . . . W. Kenneth Patterson  
 Commercial Manager . . . . . Margaret M. Horner  
 Sales Prom. Mgr., Pub. Dir. . . . . George Udry  
 Program Director . . . . . Robert R. Snow  
 Production Director . . . . . Phillip Strand  
 News Director . . . . . Phillip Strand  
 Musical Director . . . . . Charles Timm  
 Chief Announcer . . . . . Stuart Armstrong  
 Chief Engineer . . . . . W. K. Patterson  
 Consulting Engineer . . . . . Fred O. Grimwood

## WOPA

**OAK PARK—1950—LBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Village Bcstg. Co.  
 Address . . . . . 408 S. Oak Park Ave.  
 Phone Number . . . . . VI 8-5760  
 Transcription Service . . . . . Associated  
 News Service . . . . . UP  
 President . . . . . William L. Klein  
 General Manager . . . . . Egmont Sonderling  
 Program Director . . . . . Martin Bouhan  
 Chief Engineer . . . . . Bryan Wright

## WEEK

**PEORIA—1947—NBC**

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . West Central Bcstg. Co.  
 Phone Number . . . . . 3-3688  
 Transmitter Location . . . . . Bartonville  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB, BAB  
 President . . . . . Sen. Robert S. Kerr  
 General Manager . . . . . Dean McGee  
 Sta., Comm. Mgr. . . . . Fred C. Mueller  
 Program Director . . . . . Robert Burton  
 Publicity Director . . . . . Dorothy Klaus  
 News Director . . . . . Larry Finley  
 Chief Engineer . . . . . Wayne Lovely  
 Consulting Engineer . . . . . McIntosh & Inglis

## WVLN

**OLNEY—1947**

Frequency: 740 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Olney Bcstg. Co.  
 Business-Studio Address . . . . . 302½ E. Main St.  
 Phone Number . . . . . 935  
 Transmitter Location . . . . . 1 Mi. S. of Olney  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Hal Holman  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . Marshall H. Poole  
 Prog., Prod., News Dir. . . . . Bert DeBarr  
 Chief Announcer . . . . . Sid Perry  
 Chief Engineer . . . . . Paul Hartsey  
 Musical Director . . . . . Joe Kosak

## WIRL

**PEORIA—1948—ABC—MBS**

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . Illinois Valley Bcstg. Co.  
 Business-Studio Address . . . . . 115 N. Jefferson Ave.  
 Phone Number . . . . . 4-9239  
 Transmitter Location . . . . . Groveland Township  
 Air Time . . . . . 5 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Avery-Knodel  
 President . . . . . Timothy W. Swain  
 General Manager . . . . . Tom Gavin  
 Commercial Manager . . . . . Joe Faulkner

## WPRS

**PARIS—1951**

Frequency: 1440 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Paris Bcstg. Corp.

# ILLINOIS

Pgm., Prod. Dir. . . . . Paul Boles  
 Publicity Director . . . . . Lloyd Harvey  
 Chief Announcer . . . . . Robyn Weaver  
 News Directors . . . . . Ralph Smith (day),  
 Tom Connor (night)  
 Chief Engineer . . . . . Rudolph Luukinen  
 Farm Editor . . . . . Dick Herm

Musical Director . . . . . Marjorie Grant  
 Chief Engineer . . . . . Robert Swadener  
 Farm Editor . . . . . Doyle Yaeger

## W M B D

PEORIA—CBS

Frequency: 1470 Kc. . . . . Power 5000 Watts  
 Owned-Operated By . . . . . Peoria Brcstg Co.  
 Address . . . . . 212 South Jefferson Street  
 Phone Number . . . . . 6-0711  
 Transmitter Location . . . 1 Mi. S. of Groveland  
 Air Time . . . . . 5:30 a.m.-1:00 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Thesaurus  
 Representatives . . . . . Free & Peters  
 Membership . . . . . NARTB, BAB  
 Vice Pres., Gen. Mgr. . . . . Charles C. Caley  
 Commercial Manager . . . . . Don D. Kynaston  
 Prom. Mgr., Pub. Div. . . . . Marvin H. Hult  
 Program Director . . . . . Charles Barnhart  
 Production Director . . . . . Charles Miller  
 News Director . . . . . Brooks Watson  
 Musical Director . . . . . Ozzie Osborne  
 Chief, Consulting Engr. . . . . A. James Ebel  
 Farm Editor . . . . . Emil Bill

## W P E O

PEORIA—1950

Frequency: 1020 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . WPEO, Inc.  
 Address . . . . . P. O. Box 1229  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Pearson  
 Membership . . . . . BAB  
 Pres., Gen. Mgr., Chief Engr. . . . . T. E. Brewer  
 Sta. Mgr., Prod. Dir. . . . . Glenn Elliott  
 Sales Prom. Mgr. . . . . Mike Podgoiski  
 Program Director . . . . . Bob Lee  
 Pub., Music Dir. . . . . Jack Lazebnik  
 Chief Anncr., News Dir. . . . . Dave Ushana

## W W X L

PEORIA—1947—LBS

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Central Illinois Radio Corp.  
 Business-Studio Address . . . . . Hotel Jefferson  
 Phone Number . . . . . 9106  
 Transmitter Location . . . . . Creve Coeur  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . INS, UP  
 Representative . . . . . Robert Meeker  
 President . . . . . Joseph Giddan  
 General Manager . . . . . Michael Henry  
 Sta. Mgr., Prod. Dir. . . . . Paul Enright  
 Comm., Sls. Prom. Mgr. . . . . Dodd Boyer  
 Program Director . . . . . Ed Klein  
 Publicity Director . . . . . Lorraine Unes  
 Chief Announcer . . . . . Lee Rothman  
 News Director . . . . . Justin Clark

## W G E M

QUINCY—1948—ABC

Frequency: 1440 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Quincy Bcstg. Co.  
 Business-Studio Address . . . . . Hotel Quincy  
 Phone Number . . . . . 6840  
 Transmitter Location . . . . . Ellington Township  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker  
 Membership . . . . . NARTB, BAB  
 President . . . . . T. C. Oakley  
 Sta., Gen. Mgr. . . . . Joseph S. Bonansinga  
 Program Dir. . . . . Paul McClelland  
 Musical Director . . . . . Mary Harvey  
 Chief Engineer . . . . . Edmund Derhake  
 News Director . . . . . Gene Terry

## W T A D

QUINCY—1926—CBS

Frequency: 930 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Lee Bcstg., Inc.  
 Business-Studio Address . . . . . W.C.U. Bldg.  
 Phone Number . . . . . 6200

# AP SELLS

For Stations and Sponsors —

For instance . . . WQUA

“AP newscasts are a sell-out on this station! They place us head and shoulders above our competition.”

G. LaVERNE FLAMBO,  
 Executive Vice President,  
 WQUA, Moline, Illinois

## ILLINOIS

Transmitter Location.....Melrose Township  
 Air Time.....5:30 a.m.-12:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....Weed & Co.  
 Membership.....NARTB, BAB  
 President.....Lee P. Loomis  
 General Manager.....Walter Rothschild  
 Nat. Sales Mgr. (Lee Stas.)..Walter Rothschild  
 Commercial Manager.....Lloyd Loers  
 Sales Prom. Mgr.....John Phillips  
 Program Dir.....Merritt Milligan  
 Chief Announcer.....Ralph Lewis  
 News Editor.....Robert Eickmeyer  
 Chief Engineer.....Urlin Whitman  
 Consulting Engineer.....E. C. Page

### W H B F

#### ROCK ISLAND—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Rock Island Bcstg. Co.  
 Business-Studio Address.....321 18th St.  
 Phone Number.....6-5441  
 Transmitter.....53rd St., 23rd Ave., Moline  
 Air Time.....6 a.m.-12 M  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Avery-Knodel  
 Membership.....NARTB, BAB  
 President.....Ben H. Potter

Gen. Sta. Mgr.....Leslie C. Johnson  
 Commercial Manager.....Maurice Corken  
 Program Director.....Forest W. Cooke  
 Publicity Director.....Fern R. Hawks  
 Chief Engineer.....Robert J. Sinnett  
 Prod., News Dir.....C. F. Harrison, Jr.  
 Consulting Engineer.....E. C. Page

### W R O K

#### ROCKFORD—1929—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By.....Rockford Bcstrs., Inc.  
 Bus.-Studio Address.....Rockford Newstower  
 Phone Number.....2-6621  
 Transmitter Location.....Guilford Road  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Headley-Reed  
 President.....Albert G. Simms  
 Gen. Sta. Mgr.....Walter M. Koessler  
 Commercial Manager.....John J. Dixon  
 Publicity Dir.....Betty L. Thro  
 Program Director.....Maurice P. Owens  
 Farm Editor.....Don Bowton  
 Chief Engineer.....Morey Nelson  
 News Director.....Bob Edell

### W C V S

#### SPRINGFIELD—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WCBS, Inc.  
 Business-Studio Address...523 E. Capitol Ave.  
 Phone Number.....9855  
 Transmitter Location.....3000 So. 4th St.  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Sears & Ayer  
 Membership.....BAB  
 President.....H. L. Dewing  
 Comm., Prom., Gen., Sta. Mgr. ...C. W. Neel  
 Program, Music Dir.....John Geil  
 Prod., Pub. Dir.....Mary Bruemmer  
 News Director.....James H. Mitchell  
 Chief Engineer.....R. Ashenfelter  
 Farm Editor.....Ken Spengler

### W M A Y

#### SPRINGFIELD—1950

Frequency: 970 Kc.....Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By.....Lincoln Bcstg. Co., Inc.  
 Address.....526 Reich Bldg.  
 Phone Number.....6963  
 Transmitter Location.....Riverton  
 Air Time.....5:30 a.m.-12:30 a.m.  
 News Service.....UP  
 Transcription Service.....RCA, Thesaurus  
 Representative.....John E. Pearson  
 Membership.....NARTB, BAB  
 Pres., Gen. Mgr.....Gordon Sherman  
 Program Director.....Syl Blinkin

IN ROCKFORD, ILLINOIS  
 A \$675 Million (NON-TV) Market

**More advertisers  
 reach more listeners  
 per advertising dollar  
 THAN EVER BEFORE**

**WROK**     A  
N  
D     **WROK-FM**  
 ABC . . . H-R, Nat'l. Reps.



## ILLINOIS

Chief Announcer.....Robert Irving  
 News Director.....Pat Fredericks  
 Chief Engineer.....Melvin Feldman  
 Consulting Engineer.....Weldon and Carr

### WTAX

**SPRINGFIELD—1930—CBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....WTAX, Inc.  
 Address.....Route 66 & E. Cook St.  
 Phone Number.....2-4441  
 Trans. Location ..U. S. Rt. 66 & E. Cook St.  
 Air Time.....5:30 a.m.-12:30 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Weed  
 Membership.....NARTE, BAB  
 President, General Manager... Oliver J. Keller  
 Sales Prom. Manager.....Shelby T. Harbison  
 Program Director.....John W. Midgely  
 Musical Director.....John Beque  
 Publicity Director.....Doris Skrljack  
 News Dir., Chief Anncr. ....Glen Farrington  
 Chief Engineer.....E. C. Swaringen  
 Farm Editor.....Spizz Singer

### WSDR

**STERLING—1949**

Frequency: 1240 Kc.....Power 100 Watts  
 Owned-Oper. By.....Blackhawk Bdcstg. Co.

Address.....Lawrence Bldg.  
 Phone Number.....Main 3400  
 News Service.....UP  
 Transcription Service ....Standard, Capital,  
 Lang-Worth  
 Membership.....NARTE  
 Pres., Gen., Sta. Mgr. ....Sam Bartlett  
 Comm., Sales Prom. Mgr. ....Lillian Bartlett  
 Pgm., Prod. Dir. ....John Rohwer  
 News Director.....Bob Ferguson  
 Chief Engineer.....Ed Fisher  
 Consulting Engineer.....Edward Jacker

### WKID

**URBANA—1948**

Frequency: 1580 Kc.....Power 250 Watts d  
 Owned-Operated By.....Sterling Bcstg. Co.  
 Address.....P. O. Box 192  
 Phone Number.....75431  
 Transmitter Location.....¼ Mi. S. E. Urbana  
 Air Time.....Sunrise-Sunset  
 News Service.....UP  
 Representative ..Joseph Hershey Malgilver  
 Partner, Comm. Mgr.....R. E. J. Snyder  
 Partner, Pgm., Prod. Dir.....G. W. Phillippe  
 Publicity Director.....Charles Fink  
 Chief Announcer.....Stewart Chohran  
 News Director.....Harold Nettleship  
 Chief Engineer.....John Wallfeldt  
 Consulting Engineer.....A. James Ebel



You'll Buy This **WHBF** Market  
*easier* — if you know these facts:

**FACT 1**—The Quad-Cities are tied together by proximity, by business and by social bonds into one large metropolitan unit.

**FACT 2**—The 234,000 people in this metropolitan area reside in the 4 cities similarly to residents in the boroughs of New York.

**FACT 3**—The Quad-Cities is 82nd in Population and 14th in Effective Buying Income per Capita among Sales Management's 162 metropolitan areas.

**FACT 4**—The Quad-Cities is 69th in Buying Power

and 76th in Retail Sales among the 162 metropolitan areas.

**FACT 5**—WHBF with over 25 years of service to the Quad-City Community has won the respect and good will of Quod-Citians. A potent outlet for your sales message to this major market.

Les Johnson — V.P. and Manager

*Quad-Cities' favorite*

# WHBF

AM  
FM  
TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.



**ILLINOIS-INDIANA**

**WKRS**

**WAUKEGAN—1949**

Frequency: 1220 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... News-Sun Bcstg. Co.  
 Business Address ..... P. O. Box 500  
 Phone Number ..... Ontario 9000  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, Standard  
 Representative ..... McGillvra  
 President ..... Frank W. Just  
 Gen., Comm. Mgr. .... Joseph B. Kirby  
 Program Dir. .... Fritz Sorenson  
 Chief Engineer ..... M. D. Hunnicutt, Jr.

**WFRX**

**WEST FRANKFORT—1951**

Frequency: 1300 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Pyramid Radio Bcstg. &  
 TV Co.  
 Address ..... S. Logan St.  
 Phone Number ..... 1300  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Co-Managers ..... Gerald L. Staten,  
 Felix Adams Jr.  
 Chief Engineer ..... Jim Young

**INDIANA**

*Pop. April 1, 1952 (Est.) 3,990,000—Total Housing Units 1,233,441  
 Families April 1, 1952 (Est.) 1,159,000—Stations in State 46*

**WCBC**

**ANDERSON—1947**

Frequency: 1470 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Civic Bdcstg Corp.  
 Address ..... Tower Building  
 Phone Number ..... 3-5321  
 Transmitter Location ..... State Roads 9 and 67  
 News Service ..... AP  
 Transcription Service ..... World, SESAC  
 Representative ..... Hal Holman  
 President ..... L. B. Gallimore  
 Gen., Comm. Mgr. .... William Travis  
 Sales Promotion Manager ..... Harry Neff  
 Program Director ..... Lorraine Travis  
 News Director ..... Bill Shannon  
 Farm Editor ..... Ted Stamm  
 Chief Engineer ..... Robert Crandall

Owned-Operated By ..... Radio Bedford, Inc.  
 Address ..... Radio Farm, P. O. Box 169  
 Phone Number ..... 4421-4422  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... W. S. Grant  
 Pres., Gen., Sta. Mgr. .... William C. Smith, Jr.  
 Commercial Manager ..... Louis E. Gaines  
 Sales Promotion Manager ..... Larry Incollingo  
 Pgm., Prod. Dir. .... Mary Crites  
 Chief Announcer ..... David Johnson  
 News Director ..... Noah Miller  
 Musical Director ..... Michael Sargent  
 Chief Engineer ..... Carl J. Finger  
 Consulting Engineer ..... Harold B. Rothrock

**WHBU**

**ANDERSON—1923—CBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By... Anderson Bcstg. Corp.  
 Business-Studio ..... 640 Citizens Bank Bldg.  
 Phone Number ..... 7791  
 Transmitter Location ..... 1110 Meridian St.  
 Air Time ..... 6:30 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus  
 Representative ..... Bolling Co.  
 Membership ..... NARTB  
 President ..... C. Bruce McConnell  
 General Manager ..... John R. Atkinson  
 Program Director ..... Sam Roberts  
 Chief Engineer ..... L. M. Shroyer  
 Consulting Engineer ..... A. D. Ring & Co.

**WTTS**

**BLOOMINGTON—1949—ABC**

Frequency: 1370 Kc .... Power 5000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By ..... Sarkes Tarzian  
 Business-Studio Address... 535 S. Walnut St.  
 Phone Number ..... 2-3366  
 Transmitter Location ..... 2½ Mi. SE of City  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service ..... Associated, World  
 Representative ..... Robert Meeker Assoc., Inc.  
 Membership ..... NARTB, BAB  
 President ..... Sarkes Tarzian  
 General Mgr. .... Glenn Van Horn  
 Commercial Manager ..... Robert Lemon  
 Sales Prom. Mgr. .... Ray Bartlett  
 Chief Announcer ..... Geo. Fleetwood  
 News Director ..... Joe Trimboli  
 Chief Engineer ..... Morton Weigel  
 Farm Editor ..... Maurice Latimer  
 Consulting Engineer ..... Kear & Kennedy

**WBIW**

**BEDFORD—1948—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts

**WBNL**

**BOONVILLE—1950—KBS**

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By. Boonville Bcstg. Co.  
 Address. Lynville Rd.  
 Phone Number. 980  
 News Service. UP  
 Transcription Service. Cole  
 Co.-O., Gen., Comm. Mgr., Chi. Engr.

H. C. Sanders  
 Co.-O., Asst. Mgr., Pgm., News Dir., Norman Hall  
 Promotion Manager. Bill Stevens

**WCSI**

**COLUMBUS—1950**

Frequency: 1010 Kc. Power: 250 Watts d.  
 Owned-Oper. By. Syndicate Theatres, Inc.  
 Address. WCSI Bldg.  
 Phone Number. 3397  
 Transcription Service. Associated, World  
 News Service. UP  
 President. Joseph P. Finneran  
 General Manager. Dick Jewell  
 Commercial Manager. Johnnie Dewart  
 Program Director. Ernie Kerns  
 Chief Announcer. Mike May  
 Musical Director. Bob Turek  
 Chief Engineer. Paul Kelley  
 News Dir., Farm Editor. Charles Powell  
 Consulting Engineer. Martin Williams

**WCNB**

**CONNERSVILLE—1948**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Operated By. News Examiner Co.  
 Business-Studio Address. 405 Central Ave.  
 Phone Number. 1950  
 Transmitter Location. Summtl Ave.  
 News Service. UP  
 Transcription Service. World, Capitol  
 Representative. Burn-Smith Co., Inc.  
 Secretary. G. S. Tatman  
 General Manager. E. M. Jackson  
 Program Director. Ralph T. Underwood  
 Chief Engineer. James C. Wulliman

**WTRC**

**ELKHART—1931—NBC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owner-Oper. By. The Truth Publishing Corp.  
 Business-Studio Address. 116 S. Second St.  
 Phone Number. 3-1960  
 Transmitter Location. Oakland Ave.  
 Air Time. 6 a.m.-M.  
 News Service. UP  
 Transcription Service. World  
 Representative. John E. Pearson Co.  
 Membership. NARTB  
 General Mgr. Richard W. Holloway  
 Commercial Mgr. Donald McFall  
 Chief Engineer. Lester Zellmer  
 News Director. Phillip Haines

**WEOA**

**EVANSVILLE—1936—CBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By. WFBM, Inc.  
 Business-Studio Address. 24 N.W. 3rd St.  
 Phone Number. 4-9215  
 Transmitter Location. 5th & Vine Sts.  
 Air Time. 6 a.m.-12:05 a.m.  
 News Service. AP  
 Transcription Service. Lang-Worth  
 Representative. Katz  
 President. Harry M. Bitner, Jr.  
 General-Station-Commercial Mgr. Don Menke  
 Program Director. Alex Monahan  
 Prod., Mus. Dir., Chief Annr. Michael Finn  
 Publicity Director. Ray Lasher  
 News Director. Courtney Smith  
 Chief Engineer. William Schultz  
 Farm Editor. Kenneth Snapp

**WGBF**

**EVANSVILLE—1923—NBC**

Frequency: 1280 Kc. Power: 5000 Watts d.;  
 1000 Watts n.

Owned-Operated By. On The Air, Inc.  
 Business-Studio Ad. 1001 Diamond Ave.  
 Phone Number. 21171  
 Transmitter Location. Burkhardt Rd.  
 News Service. UP  
 Transcription Service. World  
 Representative. Weed & Co.  
 Air Time. 6 a.m.-M.  
 News Service. UP  
 Transcription Service. World  
 Representative. Weed  
 Membership. NARTB, BAB  
 President. Alvin Q. Eades  
 Gen., Sta., Comm. Mgr. Martin L. Leich  
 Local Sales. Guy R. Creclius  
 Prom., Pub. Mgr. Del Greenwood  
 Pgm., Prod. Dir. Mrs. Pat Roper  
 Chief Engineer. Erwin P. Schoeny  
 Chief Annr., News Dir. Fred Rollison  
 Consulting Engineer. John B. Caraway, Jr.

**WIKY**

**EVANSVILLE—1947**

Frequency: 820 Kc. Power: 250 Watts d.  
 Owned-Oper. By. South Central Bcstg. Corp.  
 Address. Mt. Auburn Rd. P. O. Box 148  
 Phone Number. 4-8284  
 Trans. Loca. Mt. Auburn Rd. & Bismark St.  
 Air Time. Daytime  
 News Service. AP  
 Transcription Service. Thesaurus, Capitol  
 Representative. Indie Shows  
 Pres., Gen.-Sta. Mgr. John A. Engelbrecht  
 Commercial Mgr. John Barrett  
 News Director. John Munger  
 Musical Director. Ken McCutchan  
 Chief Engineer. George F. Stoltz  
 Consulting Engineer. Harold B. Rothrock

# INDIANA

## WJPS

**EVANSVILLE—1948—ABC**

Frequency: 1330 Kc. Power: 5000 Watts d.;  
1000 Watts n.

Owned-Operated By.....WJPS, Inc.  
Business-Studio Address.....206 Main St.  
Phone Number.....5-2221  
Transmitter Location.....Mohr Rd. Bet. 1st &  
St. Joseph Ave.

Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Standard, World  
Representative.....Walker Co.  
President.....Robert S. Davis  
Gen., Sta. Mgr.....Robert J. McIntosh  
Commercial Manager.....Jack D. Frew  
Publicity Director.....Betty Sparkman  
News, Pgm. Dir.....Jack McLean  
Chief Announcer.....Vern Paule  
Chief Engineer.....James Jared

## WANE

**FT. WAYNE—1948—CBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Radio Fort Wayne, Inc.  
Trans. Add.....1205 Ft. Wayne Bank Bldg.  
Phone Number.....Anthony 6212

Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Boiling  
President.....C. Bruce McConnell  
General Manager.....Robert McConnell  
Sta. Comm. Mgr.....Charles E. Kennedy  
Program Director.....Paul Price  
Chief Engineer.....William Wallace Warren  
Consulting Engineer.....Stokes Gresham

## WGL

**FT. WAYNE—1924—ABC**

Frequency: 1250 Kc. Power: 1000 Watts  
Owned-Oper. By.....News-Sentinel Bcstg. Co., Inc.  
Business-Studio Address.....201 W. Jefferson St.  
Phone Number.....E-3366

Transmitter Location.....Lower Huntington Rd.  
Air Time.....6 a.m.-M. (Sunday, 7 a.m.-M.)  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Headley-Reed  
President.....Helene R. Foellinger  
Gen., Sta. Mgr.....Pierre Boucheron  
Commercial Mgr.....Merrill C. Johnson  
Prom. Mgr., Pub. Dir.....Richard M. Katt  
Pgm., Prod. Dir.....Norman Widenhofer  
Chief Engineer.....Don Holzapfel  
Consulting Engineer.....A. D. Ring

## WKJG

**FT. WAYNE—1947—MBS**

Frequency: 1380 Kc. Power: 5000 Watts  
Owner.....Northeastern Indiana Bcstg. Co., Inc.  
Business-Studio Add.....220 E. Jefferson St.  
Phone Number.....Anthony 2295

Transmitter Location.....Decatur & Maple Rds.  
News Service.....UP  
Representative.....Raymer  
President.....Clarence L. Schus  
General Manager.....Edward G. Thoms  
Asst. to Mgr.....Hilliard Gates  
Commercial Manager.....Carl B. Evans  
Program Dir.....Calo O. Mahlock  
Chief Engineer.....Eugene A. Chase

## WOWO

**FT. WAYNE—1925—NBC**

Frequency: 1190 Kc. Power: 10,000 Watts  
Owner.....Westinghouse Radio Stations, Inc.  
Business-Studio Address.....925 S. Harrison St.  
Phone Number.....Anthony 2136  
Transmitter Location.....Routes 30 & 33  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....RCA Thesaurus  
Representative.....Free & Peters  
Station Manager.....Franklin A. Tooke  
Commercial Manager.....Paul E. Mills  
Sales Prom. Mgr.....Jess L. Haddsell  
Sales Service Director.....Hilda C. Woehrmeyer  
Program Director.....Carl Vandagriff  
Production Director.....Guy Harris  
Chief Engineer.....Bruce H. Ratts  
Farm Editor.....Jay Gould

## WGRY GARY—1950

Frequency: 1370 Kc. Power: 500 Watts d.  
Owned-Oper. By.....WGRY, Inc.  
Address.....Lake Hotel  
Pres., Gen., Comm. Mgr.....George Whitney  
Promotion Manager.....Erick Ericksen  
Program Director.....William Miller  
Chief Engineer.....H. F. Grounds

## WWCA

**GARY—1949—LBS**

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Operated By.....Lake Bdcstg Co., Inc.  
Address.....578 Broadway  
Phone Number.....9171  
Transmitter Location.....50th and Chase Streets  
Air Time.....Unlimited  
News Service.....AP  
Membership.....NARTB, BAB  
Pres., Gen., Sta. Mgr.....Dee O. Coe  
Comm., Sls., Prom. Mgr.....Boyd Lawlor  
Pgm., Prod. Dir.....Todd Branson  
Publicity Director.....Betty Turk  
Chief Announcer.....Pete Tanis  
News Director.....Morrison Schwartz  
Musical Director.....Minerva Tessine  
Chief Engineer.....Victor Voss  
Farm Editor.....Ev Huddleston  
Consulting Engineer.....Commercial Radio

## WJOB

**HAMMOND—1928**

Frequency: 1230 Kc. Power: 250 Watts



## INDIANA

Owned-Oper. By.....South Shore Bcstg. Corp.  
 Business-Studio Address.....449 State St.  
 Phone Number.....Sheffield 8400  
 Transmitter Location..6435 Indianapolis Blvd.  
**News Service**.....UP  
 Transcription Service.....World  
 Representative.....Joseph Hershey McGillvra  
 President.....O. G. Gibbs  
 Station Manager.....L. B. Weller  
 Chief Engineer.....Jess Peters

### W F B M

#### INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WFBM, Inc.  
 Business-Studio Address...1330 N. Meridian St.  
 Phone Number.....Lincoln 8506  
 Transmitter Location.....Millersville Rd.  
 News Service.....AP, INS  
 Transcription Service.....Associated  
 Representative.....Katz  
 Membership.....NARTB, BAB  
 Pres., Gen., Sta. Mgr. ....Harry M. Bitner, Jr.  
 Commercial Manager.....William F. Kiley  
 Prom. Mgr., Pub. Dir. ....David F. Milligan  
 Program Dir.....Frank O. Sharp  
 Chief Announcer.....Lyell Ludwig  
 News Director.....E. Gilbert Forbes  
 Chief Engineer.....Harold Holland  
 Farm Editor.....Harry Martin

### W I B C

#### INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc.....Power: 50,000 d.;  
 10,000 n.  
 Owned-Operated By.....WIBC, Inc.  
 Business-Studio Address.30 W. Washington St.  
 Phone Number.....Lincoln 2305  
 Transmitter Location.....E. 86th St., Zionsville  
 Air Time.....24 Hrs.  
 News Service.....AP, UP  
 Representative.....John Blair  
 Membership.....NARTB, BAB  
 President, Gen. Mgr.....Richard M. Fairbanks  
 Asst. Gen. Mgr.....R. J. Myers  
 Commercial Manager.....Gilbert I. Berry  
 Program Director.....William L. Dean  
 Chief Announcer.....James Shelton  
 News Director.....Gordon Graham  
 Chief Engineer.....Robert W. Minton  
 Farm Editor.....Dixon L. Harper  
 Consulting Engineer.....A. Earl Cullum, Jr.

### W I R E

#### INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Indianapolis Bcstg., Inc.  
 Business-Studio Add...307 N. Pennsylvania St.

## AP SELLS

### For Stations and Sponsors—

For instance . . . **WWCA**

“At the end of our first year, we received 100% renewals from all our sponsors of AP news!

“We keep a cost analysis of each station department. This analysis shows that our news is our best investment. It produced more revenue than any other program source.”

DEE O. COE,  
 General Manager,  
 WWCA, Gary, Indiana



# INDIANA

Phone Number.....Plaza 1541  
 Transmitter Location...44th St. & Knollton Rd.  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....John E. Pearson  
 President.....Eugene C. Pulliam  
 V.P., Gen.-Station Mgr..Willard C. Worcester  
 Commercial Manager.....Daniel C. Park  
 Prom. Mgr., Pub. Dir.....Ward C. Glenn  
 Pgm., Prod. Dir.....M. Wayland Fullington  
 Chief Announcer.....Robin Bright  
 News Director.....Allan Jeffries (n.),  
 Donald Bruce (d.)

Music Librarian.....Ray Potts  
 Chief Engineer.....Eugene E. Alden  
 Consulting Engineer, Craven, Lohnes & Culver

## WISH

### INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc....Power: 5000 Watts d;  
 1000 n.

Owned-Oper. By....Universal Bcstg. Co., Inc.  
 Business-Studio Address..1440 N. Meridian St.  
 Phone Number.....Plaza 4595  
 Transmitter Location..Post Rd. & Rawls Ave.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Bolling  
 Membership.....NARTB, BAB  
 President.....C. Bruce McConnell  
 General Manager.....Robert B. McConnell  
 Sales Prom. Mgr., Pub. Dir....Reid Chapman  
 Station Manager.....William H. Spencer  
 Prod., Pgm. Dir.....William E. Frosch  
 Chief Engineer.....Stokes Gresham, Jr.  
 Farm Editor.....Howdy Carlson

## WXLW

### INDIANAPOLIS—1948

Frequency: 1590 Kc....Power: 1000 Watts d.  
 Owned-Oper. By....Radio Indianapolis, Inc.  
 Transmitter Address.....3003 Kessler Blvd.  
 Phone Number.....Hickory 6494  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Indie Sales  
 P-ident.....Lyman S. Ayres  
 General Manager.....Robert D. Enoch  
 Program Director.....Greg Smith  
 Chief Engineer.....Edward C. Lockwood

## WITZ

### JASPER—1948

Frequency: 890 Kc....Power: 1000 Watts d.  
 Owned-Operated By..Jasper on the Air Inc.  
 Address.....P. O. Box 167  
 Phone Number.....Jasper 678  
 Transmitter Address.....Highway 45  
 Air Time.....Sunrise-Sunset  
 News Service.....UP  
 Transcription Service.....World

President.....Dr. Gilbert E. Metzger  
 General, Sta. Manager.....F. A. Higgins  
 Commercial Manager.....George Foulkes  
 Publicity Director.....Patricia Frezon  
 Prog., News Dir., Farm Ed...Charles O. Presky  
 Chief Announcer.....David Tobak  
 Musical Director.....Frank Martin  
 Chief Engineer.....Nick Yalowey  
 Consulting Engineer.....Harvey Kees

## WIOU

### KOKOMO—1948—CBS

Frequency: 1350 Kc....Power: 1000 Watts  
 Owner.....North Central Indiana Bcstg. Corp.  
 Business-Studio Address.....Radio Center  
 Phone Number.....6194  
 Transmitter.....Rd. 26, E. of State Rd. 31  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Weed  
 Membership.....NARTB  
 President.....Richard Blackledge  
 V.P., Gen., Sta. Mgr.....John Carl Jeffrey  
 Program Director.....William R. Cox  
 News Director.....Robert Bruner  
 Chief Engineer.....Chester Rector  
 Farm Editor.....Bob Nance  
 Consulting Engineer.....Gillette

## WASK

### LAFAYETTE—1941

#### MBS—MIDWEST

Frequency: 1450 Kc....Power: 250 watts  
 Owned-Operated By.....WFAM, Inc.  
 Business-Studio Address.....McCarty Lane  
 Phone Number.....4300  
 Transmitter Location.....McCarty Lane  
 Air Time.....6 a.m.-12:30 a.m.  
 News Service.....UP  
 Representative.....Ra-Tel  
 Transcription Service.....World  
 Membership.....NARTB, BAB  
 Pres., Gen., Comm. Mgr....O. E. Richardson  
 Station Manager.....E. R. Herkner  
 Pgm. Dir., Chief Announcer..Richard Fraser  
 Chief Engineer.....Harry Garba  
 Consulting Engineer.....Frank McIntosh

## WLOI

### LA PORTE—1948

Frequency: 1540 Kc....Power: 250 Watts d.  
 Owned-Operated By.....La Porte County  
 Bcstg. Co., Inc.  
 Business-Studio Address.....Rumely Hotel  
 Phone Number.....3734  
 Transmitter Location.....Hollon Rd.  
 News Service.....AP  
 Transcription Service.....Capitol  
 President, Sta. Mgr.....Hoyt H. Scott  
 Treasurer, Gen. Mgr.....Dr. Edward Young

# INDIANA

## WSAL

**LOGANSPORT—1949—MBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By .. Logansport Bdg. Corp.  
 Address ..... P. O. Box 399  
 Phone Number ..... 4261  
 Transmitter Location ..... Main at Hamilton  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Membership ..... NARTB, BAB  
 President ..... John C. Cotner  
 Gen., Sta., Comm. Mgr. .... Joseph W. Jordan  
 Prog., Prod., Pub. Dir. .... Howard Bright  
 Chief Anncr., Farm Editor. .... Ira McCormack  
 News Director ..... Ted Burkland  
 Chief Engineer ..... Earl Nelson  
 Consulting Engineer ..... Kear & Kennedy

## WBAT

**MARION—1947—CBS**

Frequency: 1400 Kc. .... Power: 250 Watts d.  
 Owned-Operated By .... Marlon Radio Corp.  
 Business-Studio Address... 303½ S. Adams St.  
 Phone Number ..... 5500  
 Air Time ..... 6 a.m.-12:05 p.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Meeker  
 Membership ..... NARTB, BAB  
 Pres., Gen-Sta. Mgr. .... J. H. Bone  
 Comm.-Sales Prom. Mgr. .... Kermit A. Botkin  
 Pgm., Prod. Dir. .... Lenora Fuller  
 Chief Engineer ..... Chas. E. Westfall  
 Chief Announcer, News Dir. .... William Fowler  
 Farm Editor ..... Guy Harris  
 Consulting Engineer ..... Commercial Radio

## WIMS

**MICHIGAN CITY—1947—LBS**

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
 (CP 500 n.)  
 Owned-Oper. By... Northern Indiana Bcsters.,  
 Inc.  
 Business-Studio Address ..... 415 Franklin St.  
 Phone Number ..... 5-5245  
 Transmitter Location ..... Keiffer Rd.  
 News Service ..... UP  
 Pres., Gen., Sta. Mgr. .... William N. Udell  
 Commercial Managers ... Al Halus, Robert Beel  
 Sales Prom. Mgr. .... Howard Murdock  
 Prog., Prod. Dir. .... Richard Olsen  
 Publicity Director ..... Jean LaGrange  
 Chief Announcer ..... Jim Harbart  
 News Director ..... John Gleason  
 Musical Director ..... Dean Shaw  
 Chief Engineer ..... Robert J. Schilling  
 Farm Editor ..... Stewart C. McDonnell  
 Consulting Engineer ..... Walter Kean

## WLBC

**MU, CIE—1926—CBS**

Frequency: 1340 Kc ..... Power: 250 Watts

Owned-Operated By .. Tri City Radio Corp.  
 Business Address ..... P. O. Box 271  
 Phone Number ..... 4403  
 Studio-Trans. Location... Hway. 35 SE City  
 Air Time ..... 6:45 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Walker, Hal Holman  
 Pres., Gen. Sta. Mgr. .... D. A. Burton  
 Comm., Prom. Mgr. .... W. F. Craig  
 Program Director ..... Lee Allerton  
 News Director ..... Fred M. Hinshaw  
 Musical Director ..... Bill Summers  
 Chief Engineer ..... Maury Crain  
 Consulting Engineer ..... Geo. Davis

## WLRP

**NEW ALBANY—1949**

Frequency: 1570 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .. Ohio Valley Bcstg., Inc.  
 Address ..... Box 285  
 Phone Number ..... 4-2235  
 Air Time ..... Sunrise-Sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Pres., Gen., Sta. Mgr. .... Roy L. Hickox  
 Commercial Manager ..... Oliver Pedigo  
 Pgm. Dir., Chief Anncr. .... Keith Reising  
 Publicity Director ..... Joe Gillman  
 News Director ..... Joe Piggott  
 Chief Engineer ..... Eugene A. Fischer  
 Musical Director ..... Rita Loesch

## WPGW

**PORTLAND—1951—LBS**

Frequency: 1440 Kc. .... Power: 500 Watts  
 Owned-Oper. By ..... Glenn West  
 Address ..... R.R. No. 2  
 Phone Number ..... 1094  
 Transcription Service ..... SESAC  
 Membership ..... NARTB, BAB  
 Owner, Gen. Mgr. .... Glenn West  
 Pgm. Dir., Chief Anncr. .... Robert E. Leach  
 Consulting Engineer ..... Geo. C. Davis

## WRAY

**PRINCETON—1950**

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... M. R. Lankford  
 Address ..... Outer West Broadway  
 Phone Number ..... 1250  
 News Service ..... AP  
 Transcription Service ..... Standard  
 President ..... M. R. Lankford  
 Gen., Comm. Mgr., Chf. Engr. .... Bryan Davidson  
 Program Director ..... Jerry Hirsch  
 News, Farm Director ..... Lloyd Ray Harry

## WKBV

**RICHMOND—1926—MBS**

Frequency: 1490 Kc ..... Power: 250 Watts  
 Owned-Operated By .... Central Bcstg. Corp.  
 Bus.-Studio-Transmitter Address... 25 S. Ninth St.

# INDIANA

Phone Number ..... 2-1156  
 Air Time ..... 5:45 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus, SESAC  
 Representative ..... Robert Meeker  
 Membership ..... NARTB, BAB  
 President ..... Allen McCrea  
 Gen., Sta. Mgr. .... Lester G. Spencer  
 Comm., Sls. Prom. Mgr. .... Roland L. Nusbaum  
 Program Director. .... Charles L. Mitchell  
 News Director. .... Spencer Danes  
 Musical Director. .... Geneta Kern  
 Chief Engineer. .... L. J. Duning  
 Farm Editors. .... Cedric Miller, Mary Liz Miller  
 Consulting Engineer. .... Craven, Lohnes & Culver

## WJCD

**SEYMOUR—1949**

Frequency: 1390 Kc. .... Power: 500 Watts d.  
 Owned-Operated By ..... Dr. Azra C. Baker  
 Phone Number ..... 1212  
 Transmitter ..... 1 Mi. No. of Seymour  
 News Service ..... AP  
 Air Time ..... Daytime  
 Transcription Service .... Lang-Worth, SESAC  
 General Manager ..... Dr. Azra C. Baker  
 Commercial Manager ..... Robert E. Shippee  
 Sales Prom. Mgr. .... Herb Arms  
 Pgm. Dir., Chief Anncr. .... Bill Clark  
 News Director. .... Harry Bradley  
 Chief Engineer ..... Arnold Haun

## WHOT

**SOUTH BEND—1944—ABC**

Frequency: 1490 Kc ..... Power: 250 Watts  
 Owned-Operated By South Bend Bcstg. Corp.  
 Bus.-Studio-Transmitter Address. .... St. Joseph &  
 Monroe Sts.  
 Phone Number ..... 7-1566  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Bolling  
 Membership ..... NARTB, BAB  
 President ..... C. Bruce McConnell  
 General Manager. .... Robert B. McConnell  
 Station Manager. .... Frank Crosiar  
 Commercial Manager. .... C. J. Pajakowski  
 Sales Prom. Mgr. .... Robert Nowicki  
 Prog., News Dir., Chief Anncr. .... Jack Melloy  
 Chief Engineer ..... Ira D. Kealy  
 Farm Editor. .... Bruce Chamberlin  
 Consulting Engineer ..... Stokes Gresham, Jr.

## WJVA

**SOUTH BEND—1947**

Frequency: 1580 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By St. Joseph Valley Bdstg. Corp.  
 Address .... 206 So. Main St., Misawaka, Ind.  
 Phone Number ..... 5-8620  
 Transmitter Location ..... N. Hickory Rd.  
 Air Time ..... Sunrise-Sunset  
 News Service ..... UP  
 Transcription Service ..... World

Representative ..... Burn-Smith  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr. .... F. R. Householder  
 Commercial Manager ..... Charlie Sharpless  
 Program Director ..... Vince Doyle  
 Chief Announcer. .... Johnny Jarvis  
 Chief Engineer. .... Francis J. Bock  
 Consulting Engineer. .... George C. Davis

## WSBT

**SOUTH BEND—1922—CBS**

Frequency: 960 Kc. .... Power: 5000 Watts  
 Owned-Operated By The South Bend Tribune  
 Business-Studio Address ..... 223 W. Colfax Ave.  
 Phone Number ..... 3-6161  
 Transmitter Location. .... 7 mi. S.E. of city  
 News Service ..... UP  
 Transcrip. Serv. .... RCA Thesaurus, Standard  
 Representative. .... Paul H. Raymer  
 Membership ..... NARTB, BAB  
 President ..... F. A. Miller  
 Station Manager ..... Robert H. Swintz  
 Commercial Manager ..... Neal B. Welch  
 Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer  
 Program Director ..... Robert J. Drain  
 Production Director ..... Oliver Parcher  
 Chief Anncr., News Dir. .... Morton Linder  
 Chief Engineer ..... Herbert G. Cole  
 Consulting Engineer ..... Millard Garrison

## WTCJ

**TELL CITY—1948—LBS**

Frequency: 1230 Kc ..... Power: 250 Watts  
 Owned-Operated By ..... James R. Brewer  
 Business-Studio Address. .... Tell City  
 Phone Number ..... 740  
 Transmitter Address. .... Highway 66-E  
 News Service ..... AP  
 Owner, Manager. .... James R. Brewer

## WBOW

**TERRE HAUTE—1927—NBC**

Frequency: 1230 Kc ..... Power: 250 Watts  
 Owned-Operated By Banks of the Wabash, Inc.  
 Business-Studio Address ..... 303 S. Sixth St.  
 Phone Number ..... Crawford 5034  
 Transmitter Location ..... First & Peyton Sts.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP, UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Weed  
 Membership ..... NARTB, BAB  
 President ..... Alvin Eades  
 Comm., Gen., Sta. Mgr. .... William F. Rippetoe  
 Sales Prom. Manager. .... Sigel A. Roush  
 Program Director. .... Harry Frey  
 Production Director. .... Ralph McHargue  
 Publicity Director ..... Madeline K. Barry  
 News Director ..... Howard Stevens  
 Chief Announcer. .... Jim Kohl  
 Musical Director. .... Leo Baxter  
 Chief Engineer. .... Howard Stewart  
 Consulting Engineer. .... John Caroway



**W T H I**

**TERRE HAUTE—1947—CBS**

Frequency: 1480 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By Wabash Valley Bdg. Corp.  
 Address . . . . . 120 South 7th Street  
 Phone Number . . . . . Crawford 9481  
 Trans. Loca. . . . . 13th St., & Hasselburger Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth Library  
 Representation . . . . . Bolling and Co., Inc.  
 Membership . . . . . NARTE, BAB  
 President . . . . . Anton Hulman, Jr.  
 Gen., Sta. Mgr. . . . . Joseph M. Higgins  
 Commercial Manager . . . . . Dick Forbes  
 Sales Promotion Mgr. . . . . Lou Froeb  
 Program Director . . . . . Ben Falber, Jr.  
 Prod. Dir., Chief Annr. . . . . Robert Kimbro  
 Chief Engineer . . . . . Don Petit

**W A O V**

**VINCENNES—1940—MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Vincennes Sun Co.  
 Business Address . . . . . Grand Hotel  
 Phone Number . . . . . 787  
 Studio Address . . . . . 320 Busseron St.  
 Transmitter Location . . . . . Hgwy., N. of Vincennes

Representative . . . . . John E. Pearson  
 President . . . . . Eugene C. Pulliam  
 General Manager . . . . . Tom Peden  
 Program Director . . . . . Dick Shaughnessy  
 Chief Technician . . . . . Ralph Baldwin

**W K A M**

**WARSAW—1949**

Frequency: 1220 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Kosciusko Bcstg. Corp.  
 Address . . . . . RFD No. 1  
 Phone Number . . . . . 65  
 News Service . . . . . AP  
 Transcription Service . . . . . Cole  
 Representative . . . . . Hal Holman Co.  
 Pres., Gen. Mgr. . . . . J. W. Autenrieth, Jr.

**W R S W**

**WARSAW—1951**

Frequency: 1480 Kc. . . . . Power: 500 Watts  
 Owned-Operated By . . . . . Warsaw Times Union  
 Address . . . . . Times Building  
 Phone Number . . . . . 155  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Lang-Worth  
 Representative . . . . . Hoosier  
 President . . . . . Raymond B. Williams  
 General Manager . . . . . C. Reuben Williams  
 Comm., Prom. Mgr. . . . . William Mollenhour

WHY IS **AP**  
 THE BEST?

BECAUSE—**AP** is faster,  
 more complete,  
 more accurate  
 than any other  
 news service.

**ISOLATED!**

. . . MUST BE REACHED FROM WITHIN.

Like an oasis in the desert . . . WTHI serves the vast rich Wabash Valley trading area.

- North, South, East or West . . . no sizeable market exists nearby.
- The major focal point in a diversified market of determined growth.
- A \$12,000,000 industrial building program is now in progress.

And, WTHI is its most powerful sales voice!

Terre Haute's  
 strongest  
 and only  
 Home-Owned  
 station

Represented  
 Nationally  
 by  
 The Bolling Co.

**W T H I**  
**"CBS Radio"**



# IOWA

Pop. April 1, 1952 (Est.) 2,692,000—Total Housing Units 814,622  
Families April 1, 1952 (Est.) 773,000—Stations in State 47

## KASI

AMES—1948

Frequency: 1430 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Ames Bcstg. Co.  
Business-Studio Address . . . . . 328½ Main St.  
Phone Number . . . . . 3460  
Transmitter Location . . . . . Ontario  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
President . . . . . W. S. Rupe  
Gen., Comm. Mgr. . . . . Arthur A. Skinner  
Program Director . . . . . Dwaine Moore  
Chief Engineer . . . . . Doyle D. Kelso

## KJAN

ATLANTIC—1950

Frequency: 1220 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . George Basil Anderson  
Phone Number . . . . . 1694  
Representative . . . . . Biddick  
News Service . . . . . AP  
Pres., Gen. Mgr. . . . . George Basil Anderson  
Commercial Manager . . . . . Leslie Wally  
Chief Engineer . . . . . Bob Falk  
News Director . . . . . Bill Sander

## KWBG

BOONE—1949—LBS

Frequency: 1590 Kc. . . . . Power: 1000 Watts d.,  
500 Watts n.  
Owned-Operated By . . . . . Boone Bcstg. Co.  
Address . . . . . 609 Boone Natl. Bldg.  
Phone Number . . . . . 1590  
Transcription Service . . . . . Standard  
News Service . . . . . UP, INS  
Membership . . . . . NARTB  
President . . . . . Harold L. Fisher  
Gen., Sta. Mgr. . . . . Stuart Sanders  
Asst. Mgr., Pgm. Prod. Dir. . . . . G. J. Merker  
Chief Engineer . . . . . Dan Garretson

## KBUR

BURLINGTON—1941—ABC

Frequency: 1490 . . . . . Power: 250 Watts  
Owned-Operated By . . . . . Burlington Bcstg. Co.  
Business-Studio Address . . . . . National Bank Bldg.  
Phone Number . . . . . 680  
Transmitter Location . . . . . West Burlington  
Air Time . . . . . 6:00 a.m.-M  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Representative . . . . . Taylor  
Membership . . . . . NARTB  
Pres., Gen. Mgr. . . . . Gerard B. McDermott  
Prom., Comm. Mgr. . . . . David H. Steinle  
Program Director . . . . . Richard Mosena  
Chief Engineer . . . . . John Gallino

## KCIM

CARROLL—1950—LBS

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Carroll Broadcasting Co.  
Address . . . . . 520 N. Adams St.  
Phone Number . . . . . 1380  
Transcription Service . . . . . Lang-Worth  
News Service . . . . . UP, INS  
Representative . . . . . Pearson  
Membership . . . . . NARTB, BAB  
President . . . . . C. Everett Bliss  
Program Director . . . . . Bill Parker  
Chief Announcer . . . . . Art Stanley  
News Director . . . . . Bill Mason  
Chief Engineer . . . . . Eugene Reiff

## KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. . . . . Power 5000 Watts  
Owned-Operated By . . . . . The Gazette Co.  
Business-Studio Address . . . . . 104 First St., SW  
Phone Number . . . . . 4-4194  
Transmitter Location . . . . . Cedar Rapids  
News Service . . . . . AP, INS  
Transcription Service . . . . . Standard  
Representative . . . . . Burn-Smith  
Membership . . . . . NARTB, BAB  
Secretary, Vice-President. Joseph F. Hladky  
General Manager . . . . . J. F. Hladky, Jr.  
Sta., Comm. Mgr. . . . . Fred W. Wagenvoord  
Sales Prom., Pub. Dir. . . . . Edna A. Herbst  
Program Director . . . . . Forest Broders  
News Director . . . . . Dick Yoakam  
Chief Engineer . . . . . Kenneth M. Caldwell  
Consulting Engineer . . . . . George C. Davis

## KWCR

CEDAR RAPIDS—1949—TALL CORN  
LBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Cedar Rapids Bcstg. Corp.  
Business Address . . . . . 211 First St., SW  
Transmitter . . . . . 2616 Robbins Road  
Phone Number . . . . . 3-8265  
News Service . . . . . UP  
Representative . . . . . Pearson  
President . . . . . William J. Barron  
General Manager . . . . . John F. Hanssen  
Program Director . . . . . Ralph Willey  
Chief Engineer . . . . . James A. Dickens  
News Director . . . . . Truman Walrod

## WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . American Bcstg.  
Stations, Inc.

Business-Studio Address..Para. Theatre Bldg.  
 Phone Number .....6127  
 Transmitter Location.....Marion  
 Air Time ..... 5 a.m.-1 a.m.  
 News Service.....AP, INS, UP  
 Transcription Service.....RCA, Lang-Worth  
 Representative .....Katz  
 Membership .....NARTB, BAB  
 Exec. Vice-Pres.....William B. Dolph  
 General Manager .....William B. Quarton  
 Commercial Manager....Lew Van Nostrand  
 Promotion Mgr.....Leo F. Cole  
 Production Director.....Douglas B. Grant  
 Publicity Dir.....Dorothy Cummins  
 Chief Announcer.....Bob Leefers  
 News Director.....Dick Cheverton  
 Musical Director .....Esther Rausch  
 Chief Engineer.....George Hixenbaugh  
 Farm Editor.....Charles A. Worcester

**KCOG**

**CENTERVILLE—1949**

Frequency: 1400 Kc.....Power: 100 Watts  
 Owned-Operated By ..Centerville Bdcstg Co.  
 Address .....1910 South Main St.  
 Phone Number .....131. 407  
 Transmitter Location .....1910 South Main St.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative .....McGillvra  
 Membership .....NARTB  
 President .....R. K. Beck  
 Gen., Sta., Comm. Mgr.....A. M. Farber  
 Chief Engin., Annrcr. ....Robert K. Reimers  
 Farm Editor .....Warren Langflitt

**KCHA**

**CHARLES CITY—1949—KBS**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Ownsi-Operated By.....Inland Bcstg. Corp.  
 Business Address.....Charles City  
 Phone Number .....787  
 Air Time .....Daytime  
 News Service .....UP  
 Transcription Service .....Capitol  
 Representative .....McGillvra  
 President .....Dean Hollingsworth  
 General Manager.....C. E. Wright  
 Chief Engineer.....Loring Koesling

**KROS**

**CLINTON—1941—MBS-TALL CORN**

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Operated By ..Clinton Bdcstg Corp.  
 Address .....246 Fifth Avenue South  
 Phone Number .....448  
 Trans. Location ..13th Ave., No. & Elvira Rd.  
 Air Time ..... 6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative .....Pearson  
 Membership .....NARTB, BAB  
 President .....W. S. Jacobsen

Gen., Sta. Mgr.....B. M. Jacobson  
 Commercial Manager.....Darline Gordon  
 Sales Promotion Mgr.....Emmett Hassett, Jr.  
 Program Dir., Farm Ed.....Jack Thomsen  
 Production Director.....Lucille Scoggins  
 News Director.....Lee White  
 Chief Engineer.....Gerald Parker

**KSWI**

**COUNCIL BLUFFS—1947**

Frequency: 1560 Kc.....Power: 500 Watts d.  
 Owned-Operated By ....Nonpareil Bdcstg. Co.  
 Address .....P. O. Box 509  
 Phone Number.....Co. Bluffs 4041  
 Transmitter Location .....South Omaha Rd.  
 Air Time .....Sunrise-Sunset  
 News Service .....AP  
 Transcription Service.....Lang-Worth,  
 Associated, RCA  
 Membership .....NARTB, BAB  
 President .....Robert R. O'Brien  
 Gen., Sta. Mgr.....Robert H. Davis  
 Program Director .....Harold Hughes

**KSIB**

**CRESTON—1946**

Frequency: 1520 Kc....Power: 1000 Watts d.  
 Owned-Oper. By ..Southwest Iowa Bcstg. Co.  
 Address .....Creston  
 Phone Number.....55  
 Transmitter .....Highway 34  
 News Service.....AP  
 Transcription Service .....Associated  
 Representative .....Pearson  
 President .....Arthur Horning  
 Gen., Comm. Mgr.....E. M. Horning  
 Program Director.....Dorothy Lindley  
 News Director.....Bob Parker  
 Chief Engineer.....Floyd George

**KSTT**

**DAVENPORT—1946**

**LBS-MBS-IOWA TALL CORN**

Frequency: 1170 Kc.....Power: 1000 Watts  
 Owned-Operated By ..Davenport Bcstg. Co. Inc.  
 Business-Studio Address.....324 Main St.  
 Phone Number .....6-2541  
 Transmitter Location.....Milan, Ill.  
 News Service.....UP  
 Transcription Service.....C. P. MacGregor  
 President, Gen. Manager....Hugh R. Norman  
 Commercial Mgr.....Neil Conklin  
 Production Director.....Warren Anderson

**WOC**

**DAVENPORT—1922—NBC**

Frequency: 1420 Kc. ....Power: 5000 Watts  
 Owned-Operated By ....Tri-City Bdcstg. Co.  
 Address .....805 Brady Street  
 Phone Number .....3-3661  
 Transmitter Location .....Bennendorf  
 Air Time ..... 6 a.m.-M.  
 News Service .....UP

Transcription Service .....Thesaurus  
 Representatives .....Free & Peters, Inc.  
 Membership .....NARTB, BAB  
 President .....Col. B. J. Palmer  
 V.P. & Treasurer.....D. D. Palmer  
 Exec. Vice-Pres.....Ralph Evans  
 Secretary.....Wm. D. Wagner  
 Manager.....Ernest C. Sanders  
 Sales Manager.....Mark Wodlinger  
 Program Director.....Charles Freburg  
 Sales Promotion Dir.....Fred A. Reed  
 News Editor.....Bob Frank  
 Publicity Director.....Paul Ives  
 Chief Engineer.....Paul Arvidson  
 Consulting Engineer.....A. D. Ring

**K D E C**

**DECORAH—1947—MBS-TALL CORN**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Scenic Bcstg. Co.  
 Business-Studio Address.....State Road  
 Phone Number.....1240  
 Transmitter Location.....600 Leiv Eiriksson Dr.  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Pearson  
 Membership.....NARTB, BAB  
 Pres., Gen. Co-Mgr.....Verne Koenig  
 Gen. Co-Mgr., Comm. Mgr.....Kenneth Bjerke  
 Sales Prom. Mgr.....John Hansen  
 News Director.....Ray Marshall  
 Chief Engineer.....Curtis Eitheim

**K C B C**

**DES MOINES—1946**

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Majestic Bcstg. Co.  
 Business-Studio Address.....2323 Grand Ave.  
 Phone Number.....4-3151  
 Transmitter Location.....E. 42nd & Dean Ave.  
 News Service.....AP  
 Representative.....Forjoe  
 President.....Karl Peters  
 General Manager.....Rollo H. Bergeson  
 News Director.....John Goslin  
 Chief Engineer.....Bob Brown

**K I O A**

**DES MOINES—1948—MBS**

Frequency: 940 Kc. ....Power: 10,000 Watts d.,  
 5,000 Watts n.  
 Owned-Oper. By.....Independent Bdcstg. Co.  
 Address.....10th & Mulberry  
 Phone Number.....2-9191  
 Transmitter Location.....Hartford  
 Air Time.....6 a.m.-12 M.  
 News Service.....INS, UP  
 Transcription Service.....World  
 Representative.....A. M. Radio Sales Co.  
 President.....Ralph L. Atlass  
 Gen., Sta. Mgr.....Marvin L. Rosene  
 Commercial Manager.....James L. Kelehan  
 Program Director.....Lee L. Harris  
 Publicity Director.....Janice R. Hull

News Director .....R. J. Nash  
 Chief Engineer.....Lloyd R. Amoo

**K R N T**

**DES MOINES—1935—ABC**

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Cowles Bcstg. Co.  
 Business-Studio Address.....715 Locust St.  
 Phone Number.....3-2111  
 Transmitter Location.....S.W. 22nd & Park Ave.  
 Air Time.....6 a.m.-M  
 News Service.....AP, INS, UP  
 Transcription Service.....Standard, Associated  
 Station Representative.....The Katz Agency  
 Membership.....NARTB, BAB  
 President.....Gardner Cowles  
 General-Station Manager.....Bob Dillon  
 Commercial Manager.....Paul Elliott  
 Sales Prom. Mgr., Pub. Dir.....Joe Hudgens  
 Program Director.....Dick Covey  
 Musical Director.....Wayne Ackley  
 Chief Engineer.....Charles Quantin

**K S O**

**DES MOINES—1945—ABS**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Murphy Bcstg. Co.  
 Business-Studio Address.....800 Farm Bldg.  
 Phone Number.....3-0571  
 Transmitter Location.....E. 38th & Broadway  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Petry & Co.  
 Membership.....NARTB, BAB  
 President.....Kingsley H. Murphy  
 Gen., Comm. Mgr.....S. H. McGovern  
 Pub., Pgm. Dir.....B. C. Baldwin  
 News Director.....Donald McGibney  
 Chief Engineer.....F. E. Bartlett  
 Consulting Engineer.....Jansky & Bailey

**K W D M**

**DES MOINES—1948—LBS**

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Des Moines Bcstg. Corp.  
 Business-Studio Address.....407 Fifth Ave.  
 Phone Number.....2-9363  
 Transmitter Location.....Levey  
 Air Time.....Unlimited  
 News Service.....INS, UP  
 Transcription Service.....Cole, SESAC, Associated  
 Pres., Comm. Mgr.....George W. Webber  
 General Manager.....Robert L. Webber  
 Program Director.....Edith D. Webber  
 Chief Announcer.....Ford Roberts  
 News Director.....F. N. Booten  
 Musical Director.....Bill Dutcher  
 Chief Engineer.....Werner Schwaz

**W H O**

**DES MOINES—1924—NBC**

Frequency: 1040 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....Central Bcstg. Co.



# IOWA

Business-Studio Address.....914 Walnut St.  
 Phone Number.....3-7147  
 Transmitter Location.....Mitchellville  
 Air Time.....5:30 a.m.-12:30 a.m.  
 News Service.....AP, INS, UP  
 Transcription Service.....Thesaurus, SESAC  
 Station Representative.....Free & Peters  
 Membership.....NARTB, BAB  
 President.....Col. B. J. Palmer  
 Vice-Pres. & Treas.....D. D. Palmer  
 V. Pres. & Resident Mgr.....Paul A. Loyet  
 Exec. V. Pres.....Ralph Evans  
 Assistant Manager.....W. W. Woods  
 Sales Manager.....Harold Fulton  
 Sales Promotion.....John Schweiker  
 Program Director.....Jack Kerrigan  
 Production Director.....Kenneth Gteller  
 News Bureau Manager.....Jack D. Shelley  
 Chief Engineer.....Reed E. Snyder  
 Farm Editor.....Herb Plambeck  
 Consulting Engineer.....A. D. Ring

## KDTH

**DUBUQUE—1941—NBC**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owner.....Dubuque Telegraph-Herald  
 Bus.-Studio Address...Eighth Ave. & Bluff Sts.  
 Phone Number.....3-7351  
 Transmitter Location.....East Dubuque  
 News Service.....AP  
 Transcription Service.....Associated, World  
 Station Representative.....Pearson  
 Membership.....NARTB, BAB  
 General-Station Manager.....K. S. Gordon  
 Commercial Manager.....A. C. Newburgh  
 Program Director.....Arnie Sterman  
 News Director.....George Freund  
 Chief Engineer.....Robert I. Hancock  
 Farm Editor.....Gerald McAleece

## WDBQ

**DUBUQUE—1933—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Dubuque Bcstg. Co.  
 Business-Studio Address.....505 Main St.  
 Phone Number.....3-8241  
 Transmitter Location.....R. R. No. 2  
 Air Time.....6:15 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Robert Meeker  
 Exec. V.P., Gen. Sta. Mgr.....James D. Carpenter  
 Commercial Mgr.....Harry Hatzenbuehler  
 Program-Production Dir.....Gleason Kistler  
 Publicity Director.....R. E. Carpenter  
 Chief Anncr., News Dir.....L. Vaughn Gayman  
 Musical Director.....Eihel M. Carpenter  
 Chief Engineer.....Barkey-Heim

## KVFD

**FT. DODGE—1939—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Northwest Bcstg. Co.  
 Business-Studio Address.....912 1st Ave. S.

Phone Number.....Walnut 3761  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP, INS  
 Transcription Service.....Lang-Worth  
 Representative.....Pearson  
 Membership.....NARTB, BAB  
 President, General Manager.....Edward Breen  
 Office Manager.....Lester Person  
 Commercial Mgr.....Max Landes  
 Sales Prom. Mgr.....Gordon DeKoster  
 Farm Edit., Pgm. Dir.....Drexel Peterson  
 News Director.....Kenneth Peterson  
 Chief Announcer.....Johnny Green  
 Chief Engineer.....David G. Sinclair  
 Consulting Engineer.....Dillard

## KXGI

**FT. MADISON—1947**

Frequency: 1360 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....KXGI  
 Business-Studio Address.....Marquette Bldg.  
 Phone Number.....1360  
 Transmitter Location.....Ft. Madison  
 Air Time.....Sunrise to sunset  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Holman  
 President.....W. E. Walker  
 Gen., Sta. Mgr.....Greg Rouleau  
 Commercial Manager.....W. R. Walker  
 Sls. Prom. Mgr., Pub. Dir.....Jack Stephen  
 Program Director.....Keith Pettack  
 News Director.....Chet Szymczak  
 Chief Engineer.....Bob Breeding

## KXIC

**IOWA CITY—1948**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Johnson County Bcstg. Corp.  
 Bus.-Studio Address...108½ E. Washington St.  
 Phone Number.....8-1181  
 Transmitter Location...1 Mi. N. of Iowa City  
 News Service.....UP  
 Representative.....Wm. G. Rambeau  
 Transcription Service.....Lang-Worth  
 Gen. Mgr., News Dir.....Gene Clavssen  
 Program Director.....Herbert D. Olson  
 Chief Engineer.....Elliott Full

## KOKX

**KEOKUK—1947**

Frequency: 1310 Kc. ...Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Operated By.....Keokuk Bdcstg. Co.  
 Address.....500½ Main Street  
 Phone Number.....235  
 Transmitter Location.....Hamilton, Ill.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, SESAC  
 Representative.....Meeker  
 Membership.....NARTB, BAB  
 President.....H. W. Stadler  
 V.P., Gen., Sta Mgr.....H. O. Totten



Prog., Mus. Dir. . . . . C. C. Andrews  
 Production Director . . . . . Gerri Rochow  
 Chief Announcer . . . . . Steve Alan  
 News Director . . . . . Bob Rathe  
 Chief Engineer . . . . . James L. Mott  
 Farm Editor . . . . . Don Frost  
 Consulting Engineer . . . . . John H. Mullaney

**K F J B**

**MARSHALLTOWN—1923—MBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Times Republican Ptg. Co.  
 Operated By . . . . . Marshall Electric Co.  
 Business-Studio Address . . . . . 133 E. Main St.  
 Phone Number . . . . . 3361  
 Air Time . . . . . 6:30 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Pearson  
 Membership . . . . . NARTB, BAB  
 President . . . . . John W. Norris  
 General Manager . . . . . Paul G. Norris  
 Station, Comm. Manager . . . . . William P. White  
 Pgm., Prod., Pub. Dir. . . . . Allan N. Schrock  
 Musical Dir. . . . . Maurice Roseborough  
 News Director . . . . . Robert W. Billman  
 Chief Engineer . . . . . Herbert G. Anderson

**K G L O**

**MASON CITY—1937—CBS**

Frequency: 1300 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Lee Radio, Inc.  
 Business-Studio Address . . . . . 12½ 2nd St., N.E.  
 Phone Number . . . . . 2800  
 Transmitter Location . . . . . Hwy, 18  
 Air Time . . . . . 5:30 a.m.-12 M.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Weed  
 Membership . . . . . NARTB, BAB  
 President . . . . . Lee P. Loomis  
 Exec. V.P. . . . . Herbert R. Ohrt  
 Sta., Comm Mgr. . . . . Henry B. Hook  
 Sales Promotion Manager . . . . . Donald Harrer  
 Program Director . . . . . William G. Suter  
 Prod. Dir., Chief Anncr. . . . . Robert Clausen  
 Publicity Director . . . . . Jane Hertig  
 Chief Engineer . . . . . Roger E. Sawyer  
 News Director . . . . . Charles Hilton  
 Farm Editor . . . . . Dick Arnold  
 Consulting Engineer . . . . . Esterly Page

**K R I B**

**MASON CITY—1948—MBS  
 TALL CORN**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Mason City Bcstg. Co.  
 Address . . . . . 5 Second St., S.W.  
 Phone Number . . . . . 5400  
 Representative . . . . . Pearson  
 Transcription Service . . . . . World  
 News Service . . . . . AP  
 Partners . . . . . Louis Abbott, George &  
 William Wolf

Gen., Comm. Manager . . . . . Paul E. Millen  
 News Director . . . . . Bob Cavanaugh  
 Chief Engineer . . . . . Richard J. Kelley

**K S M N**

**MASON CITY—1947**

Frequency: 1010 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Mohawk Bcstg. Co.  
 Business-Studio Address . . . . . Weir Bldg.  
 Phone Number . . . . . 5420  
 Transmitter Location . . . . . Hiway 18  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . UP  
 Membership . . . . . NARTB, BAB  
 Transcription Service . . . . . Associated  
 Pres., General-Station Mgr. . . . . Robert M. Carson  
 Commercial Manager . . . . . Norman W. Rice  
 Program Director . . . . . J. Boyd Harvey  
 News Director . . . . . Howard Campbell  
 Chief Engineer . . . . . Hubert J. Marshall  
 Consulting Engineer . . . . . Weldon & Carr

**K W P C**

**MUSCATINE—1947—TALL CORN**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Muscatine Bcstg. Co.  
 Transmitter Address . . . . . Mulberry at Houser  
 Phone Number . . . . . 860  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Associated  
 Representative . . . . . Pearson  
 Membership . . . . . NARTB, BAB  
 Comm., Gen., Sta. Mgr. . . . . George J. Volger  
 Program Director . . . . . Donald Wooten  
 Musical Director . . . . . Thelma Volger  
 News Director . . . . . James Ryan  
 Chief Engineer . . . . . Tom Winn  
 Consulting Engineer . . . . . Chambers & Garrison

**K O E L**

**OELWEIN—1950—TALL CORN**

Frequency: 950 Kc. . . . . Power: 500 Watts  
 Owned-Oper. By . . . . . Northeast Iowa Radio Corp.  
 Address . . . . . 4½ W. Charles St.  
 Phone Number . . . . . 120-1  
 Air Time . . . . . 6 a.m.-M.  
 Representative . . . . . Pearson  
 Transcription Service . . . . . Thesaurus  
 News Service . . . . . UP  
 Membership . . . . . BAB  
 President . . . . . A. E. Schneider  
 Gen., Sta., Comm. Mgr. . . . . W. J. Teich  
 Sales Prom. Mgr. . . . . Donald McKee  
 Prog., Prod., Mus. Dir. . . . . Robert Morrow  
 Pub., News Dir. . . . . Don Ballinger  
 Chief Announcer . . . . . Dave Melton  
 Chief Engineer . . . . . Ralph Giese

**K B O E**

**OSKALOOSA—1950**

Frequency: 740 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Oskaloosa Bcstg. Co.  
 Address . . . . . P. O. Box 273

# IOWA

Phone Number .....301  
 Transcription Service .....Standard  
 News Service .....AP  
 Representative .....McGillvra  
 Membership .....NARTB, BAB  
 President..... E. W. Wenrick  
 General, Sta. Manager..... Ken Kilmer  
 Chief Engineer.....Robert W. Moore  
 News Director.....Lew Hudson

## KBIZ

### OTTUMWA—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KBIZ, Inc.  
 Address .....Seven Acres  
 Phone Number .....5600  
 Transmitter Location.....Community Gardens  
 News Service .....AP  
 Transcription Service.....World  
 President, General Mgr.....James J. Conroy  
 Station Manager.....Eleanor M. Haling  
 Commercial Mgr.....Alice E. Fisher  
 Program Director.....Larry Shepard  
 Chief Engineer.....Lloyd Hanson  
 Consulting Engineer.....Commercial Radio

## KFNF

### SHENANDOAH—1924—MBS

Frequency: 920 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By.....Capital Bcstg. Co.  
 Address .....Shenandoah  
 Phone Number .....1302  
 News Service .....AP  
 Transcription Service.....World, SESAC  
 Representative .....Pearson  
 President.....C. J. Abbott  
 Gen., Comm. Manager.....C. Earl Williams  
 Chief Engineer.....Franz Cherny  
 Program Director.....Earl Clakesley  
 Prom. Mgr., News Dir.....Clair Gross

## KMA

### SHENANDOAH—1925—ABC

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Operated By.....May Bcstg. Co.  
 Phone Number.....192  
 Transmitter Location.....1 ml. NE of  
 Shenadoah on Hgwy. 48  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service .....Capitol  
 Representative.....Avery-Knodel, Inc.  
 Membership .....NARTB, BAB  
 President.....Edward W. May  
 General Manager.....Owen Saddler  
 Station Manager.....Anthony Koelker  
 Comm. Mgr.....H. O. Peterson  
 Sales Prom. Mgr., Pub. Dir.....H. B. Arkoff  
 Program Director .....Wayne Beavers  
 Chief Announcer.....Warren Nielson  
 News Director .....Ralph Childs  
 Musical Director .....Virginia White  
 Chief Engineer.....R. J. Schroeder

Farm Editor.....Merrill Langfitt  
 Consulting Engineer.....Wm. L. Foss

## KCOM

### SIOUX CITY—1949—LBS

Frequency: 620 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KCOM Bcstg. Co.  
 Address.....620 Insurance Exchange Bldg.  
 Phone Number .....8-0628  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative .....Pearson  
 President & Manager.....Dietrich Dirks  
 Commercial Manager.....Sheldon Singer  
 Sales Prom Mgr.....L. G. Roley  
 Pgm. Dir., Ch. Annr.....E. P. Bouchier  
 News Director.....Millord Miller  
 Chief Engineer.....Al Smith  
 Farm Editor.....M. D. Burgess  
 Consulting Engineer.....McIntosh & Inglls

## KSCJ

### SIOUX CITY—1927—ABC

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Perkins Bros. Co.  
 Business-Studio Address.....415 Douglas St.  
 Phone Number.....5-7993  
 News Service .....AP  
 Transcription Service.....Lang-Worth, World  
 SESAC  
 Representative.....George P. Hollingbery  
 Membership .....NARTB, BAB  
 President.....W. R. Perkins  
 Station-Commercial Mgr.....E. T. Flaherty  
 Program Director.....Elizabeth Sammons  
 Sls. Prom. Mgr., Pub. Dir.....Jean Harrady  
 Chief Engineer.....S. C. Dier

## KTRI

### SIOUX CITY—1938—MBS

Frequency: 1470 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Sioux City Bcstg. Co.  
 Business-Studio Address.....Commerce Bldg.  
 Phone Number .....8-0165  
 Transmitter Location .....Dakota City, Neb.  
 News Service .....UP  
 Transcription Service .....Theasurus  
 Representative .....O. L. Taylor Co.  
 Membership.....NARTB, BAB  
 President.....John C. Kelly  
 Gen., Sta., Comm. Mgr.....E. J. Huber  
 Sales Prom. Mgr., Pub. Dir.....Lennon Kelly  
 Pgm., Prod. Dir.....Bob Hansen  
 Chief Engineer.....Willard Easterly  
 Consulting Engineer.....Commercial Radio

## KICD

### SPENCER—1942—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Iowa Great Lakes Bcstg. Co.  
 Address .....Box 631  
 Phone Number .....1240  
 News Service.....AP

## IOWA — KANSAS

Transcription Service . . . Standard, Associated  
 Representative . . . Pearson  
 Membership . . . NARTB  
 Pres., General Mgr. . . Ben B. Sanders  
 Commercial Director . . . Lynn Bickett  
 Program Director . . . Mason Dixon  
 Production Director . . . Tom Shumate  
 News Director . . . Harvey Sanford  
 Chief Engineer . . . Elson Kanago

### KAYL

**STORM LAKE—1948**

Frequency: 990 Kc. . . . Power: 250 Watts d.  
 Owned-Operated By . . . Cornbelt Bcstg. Co.  
 Phone Number . . . . . 1490  
 Transmitter Location . . . . . Hqwy. 71  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Capitol  
 Membership . . . . . NARTB, BAB  
 President . . . . . O. J. Grau  
 Gen., Comm. Manager . . . . . James J. McCord  
 Program Director . . . . . P. R. Benson  
 News Director . . . . . Budd Duvall  
 Chief Engineer . . . . . Howard L. Carlson  
 Farm Editor . . . . . Bob Graham

### KBOK

**WATERLOO—1946**

Frequency: 1090 Kc. . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Waterloo Bcstg. Co.  
 Address . . . . . 620½ Lafayette St.  
 Phone Number . . . . . 6851  
 Representative . . . . . McGillvra  
 News Service . . . . . UP  
 Gen. Mgr. & Secty. . . . . John M. Printup

### KWWL

**WATERLOO—1947—MBS**

Frequency: 1330 Kc. . . . Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By . . . Black Hawk Bcstg. Co.  
 Address . . . . . Hotel Russell Lamson  
 Transmitter Location . . . . . Lafayette Rd.  
 News Service . . . . . AP

Transcription Service . . . . . Capitol  
 Representative . . . . . Headley-Reed  
 Pres., Gen., Sta. Mgr. . . . . Ralph J. McElroy  
 Commercial Manager . . . . . Donald E. Inman  
 Sales Prom. Mgr. . . . . Virgil D. Clark  
 Pgm., Prod. Mgr. . . . . Warren Mead  
 Pub., Mus. Dir., Chief Ann. . . . . Raymond Starr  
 News Dir., Farm Editor . . . . . Edwin L. Falk  
 Chief Engineer . . . . . Walton W. Wilson  
 Consulting Engineer . . . . . McIntosh & Inglis

### KXEL

**WATERLOO—1942—ABC**

Frequency: 1540 Kc. . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Josh Higgins Bcstg. Co.  
 Business-Studio Address . . . . . Insurance Bldg.  
 Transmitter Location . . . . . Dysart  
 News Service . . . . . INS  
 Transcription Service . . . . . SESAC  
 Representative . . . . . Avery-Knodel  
 President, Gen.-Station Manager . . . . . Joe DuMond  
 Sales Promotion Mgr. . . . . A. J. DuMond  
 Program Dir. . . . . Emlyn Owen  
 Publicity Director . . . . . Pearl Kimball  
 Production Director . . . . . W. E. Morse  
 News Director . . . . . Grant Price  
 Chief Engineer . . . . . Don Kassner  
 Consulting Engineer . . . . . A. James Ebel

### KJFJ

**WEBSTER CITY—1950—KBS**

Frequency: 1570 Kc. . . . Power: 250 Watts d.  
 Owned-Operated By . . . Land O'Corn Brcdtrs.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Capitol  
 Membership . . . . . NARTB, BAB  
 President . . . . . Charles V. Warren  
 Gen., Comm. Mgr. . . . . Wayne J. Hatchett  
 Pgm., News Dir., Farm Editor . . . . . G. D. Warland  
 Production Director . . . . . Russ Bauer  
 Publicity Director . . . . . Betty Trowbridge  
 Chief Announcer . . . . . Wayne Oleson  
 Chief Engineer . . . . . Ronald Alsin  
 Consulting Engineer . . . . . Commercial Radio

# KANSAS

*Pop. April 1, 1952 (Est.) 1,980,000—Total Housing Units 626,087  
 Families April 1, 1952 (Est.) 577,000—Stations in State 36*

### KSOK

**ARKANSAS CITY—1947**

Frequency: 1280 Kc. . . . Power: 1000 Watts d.  
 Owned-Operated By . . . The KSOK Bcstg. Co.  
 Phone Number . . . . . 2668  
 Trans. Loca. . . . . 1 Mi. No. of Arkansas City  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 President . . . . . Oscar S. Stauffer  
 General Manager . . . . . S. C. Thompson

Program Director . . . . . George Carroll  
 News Director . . . . . Arlan Young  
 Chief Engineer . . . . . Edward H. Hewe

### KARE

**ATCHISON-ST. JOSEPH—1939—KBS**

Frequency: 1470 Kc. . . . Power: 1000 Watts  
 Owned-Oper. By . . . Griffith-Buenning Bdstg. Co.  
 Address . . . . . Fifth & Kansas Ave., Atchison  
 Phone Number . . . . . 2447 Atchison  
 Transmitter Location . . . . . Halls, Missouri



# KANSAS

Air Time . . . . . 5:45 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard Radio  
 Partners . . . . . J. M. Griffith & P. H. Buening  
 Program, News Director . . . . . Jack Lloyd  
 Publicity Director . . . . . Edna Shelly  
 Chief Engineer . . . . . Claude Kramer  
 Farm Editor . . . . . J. M. Griffith  
 Consulting Engineer . . . . . John Heffelfinger

## K G G F

### COFFEYVILLE—1930—ABC

Frequency: 690 Kc. . . . . Power: 10,000 Watts d.,  
 5000 Watts n.  
 Owned-Oper. By . . . . . The Midwest Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 8th & Elm  
 Phone Number . . . . . 1843-4  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Weed  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . Richard M. Serton  
 Prom., Sta. Mgr. . . . . Robert L. Pratt  
 Commercial Manager . . . . . E. B. Spoonamore  
 Pgm., Prod. Dir. . . . . Richard S. Embody  
 Chief Announcer . . . . . Vic Lindsey  
 News Director . . . . . Kieth Upson  
 Chief Engineer . . . . . J. S. Jaminet  
 Mus. Dir., Farm Editor . . . . . Joe Cook  
 Consulting Engineer . . . . . A. Earl Cullum

## K X X X

### COLBY—1947

Frequency: 790 Kc. . . . . Power: 5000 Watts d.  
 Owned-Oper. By . . . . . Western Plains Bcstg. Co.  
 Phone Number . . . . . 790  
 Transmitter Location . . . . . Colby  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC, Thesaurus  
 Representative . . . . . Headley-Reed  
 President . . . . . Don Searle  
 Gen., Sta. Mgr. . . . . George A. Nickson  
 Program Dir. . . . . Ed Mason  
 Publicity Dir. . . . . Quint McCredie  
 News Director . . . . . Frank Frost  
 Chief Engineer . . . . . U. L. Lynch

## K G N O

### DODGE CITY—1930—KBS-LBS

Frequency: 1370 Kc. . . . . Power: 1000 Watts d.;  
 250 Watts n.  
 Owned-Oper. By . . . . . Dodge City Bcstg. Co.  
 Business Address . . . . . Globe Bldg.  
 Phone Number . . . . . 1370  
 Transmitter Location . . . . . W. Park St.  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Art Hagg  
 Membership . . . . . NARTB, BAB  
 President . . . . . J. C. Denious  
 Program Director . . . . . Herschel Holland

General Manager . . . . . W. Elliott  
 Chief Engineer . . . . . Duane Holsington  
 Farm Editor . . . . . Gail Hamilton

## K T S W

### EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Emporia Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Soden's Grove  
 Phone Number . . . . . 153-4  
 Transmitter Location . . . . . Soden Grove  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World, Thesaurus  
 Membership . . . . . NARTB, BAB  
 President . . . . . Robert Reed  
 V.P., Gen. Mgr. . . . . Max B. Bicknell  
 Secretary . . . . . Vic Hielt  
 Commercial Manager . . . . . Lyle Ticknor  
 Sales Prom. Mgr. . . . . Chuck Wilson  
 Pgm., News Dir. . . . . Bruce Wimer  
 Treasurer . . . . . G. F. Reed  
 Sports Director . . . . . Sid Rose  
 Chief Announcer . . . . . Kay Mella  
 Chief Engineer . . . . . Everett Thompkins

## K G A R

### GARDEN CITY—1949

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Ark Valley Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Box 878  
 Phone Number . . . . . 3041  
 Transmitter Location . . . . . 1½ Mi. N.W. City  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Hal Holman Co.  
 General Manager . . . . . Dale E. Kern  
 Program Director . . . . . Margaret S. Kern  
 Chief Engineer . . . . . E. D. Casey

## K I U L

### GARDEN CITY—1933—MBS-KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Telegram Publishing Co., Inc.  
 Business-Studio Address . . . . . 509½ N. Main St.  
 Phone Number . . . . . 4581  
 Transmitter Location . . . . . Warner Terrace  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President . . . . . Robert B. Reed  
 General Manager . . . . . Robert Wells  
 Commercial Manager . . . . . Doug Hough  
 Program Director . . . . . Tony Jewell  
 Chief Engineer . . . . . Gene Conjurske

## K W G B

### GOODLAND—1947

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Goodland Bcstg. Co.  
 Business-Studio Address . . . . . Hotel Howard  
 Phone Number . . . . . 331  
 News Service . . . . . UP  
 President, General Mgr. . . . . James E. Blair  
 Chief Engineer . . . . . Lyle Fick



# KANSAS

## K V G B

**GREAT BEND—1937—NBC**

Frequency: 1590 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KVGB, Inc.  
 Business-Studio Address . . . . . Cork Bldg.  
 Phone Number . . . . . 4317  
 Transmitter Location . . . . . 4 Mi. SW of Great Bend  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NARTB, BAB  
 President . . . . . Helen T. Coogan  
 V.P., Gen., Sta. Mgr. . . . . Grover C. Cobb  
 Asst. Mgr. . . . . Sherwood R. Parks  
 Commercial Manager . . . . . Bill J. Jarvis  
 Mus., Pgm. Dir. . . . . Ray H. Beals  
 Chief. Annr., News Dir. . . . . James F. Heaton  
 Chief Engineer . . . . . Chester A. Wallack  
 Consulting Engineer . . . . . John B. Heffelfinger

## K A Y S

**HAYS—1948—KBS-LBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KAYS, Inc.  
 Phone Number . . . . . 1700  
 Studio-Transmitter Address . . . . . 2450 Hall St.  
 Air Time . . . . . 6:30 a.m.-10:30 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Capitol  
 Membership . . . . . NARTB, BAB  
 President . . . . . Frank Motz  
 Gen., Sta. Mgr. . . . . Bob Schmidt  
 Program Director . . . . . Jim Ayers  
 Promotion Manager . . . . . Bud Ryan  
 Chief Engineer . . . . . Glen Barnett

## K W B W

**HUTCHINSON—1935—NBC**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Nation's Center Bcstg. Co.  
 Business-Studio Address . . . . . 427 N. Main  
 Phone Number . . . . . 5202  
 Transmitter Location . . . . . 17th & Harding Sts.  
 Air Time . . . . . 18 Hrs.  
 News Service . . . . . AP  
 Representative . . . . . Walker  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . Bess Marsh Wyse  
 Commercial Manager . . . . . Gerald Toland  
 Production Director . . . . . Mel Haines  
 Chief Engineer . . . . . James Riley

## K W H K

**HUTCHINSON—1946—KBS**

Frequency: 1190 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . KWHK Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 18 W. 5th St.  
 Phone Number . . . . . 3-100  
 Transmitter Location . . . . . Hutchinson  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . AP

Transcription Service . . . . . Standard  
 Representative. Irene Griffith, Everett-McKinney  
 President . . . . . James E. Murray  
 Sec.-Treas., Gen. Mgr. . . . . Vern Minor  
 Prom., Comm. Mgr. . . . . Gren Darling  
 Program Director . . . . . Malcolm West  
 Publicity Director . . . . . Don Salmon  
 Musical Director . . . . . J. Bruce Murray  
 Chief Engineer . . . . . Millary Clary  
 Consulting Engineer . . . . . Earl Cullum

## K I N D

**INDEPENDENCE—1947—KBS**

Frequency: 1010 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Central Bcstg., Inc.  
 Bus.-Studio-Transmitter . . . . . Professional Bldg.  
 Phone Number . . . . . 1010  
 Transmitter Location . . . . . 16th & Maple  
 News Service . . . . . AP  
 President . . . . . J. Nelson Rupard  
 Program Director . . . . . Les Brecht  
 Chief Engineer . . . . . James Teats

## K J C K

**JUNCTION CITY—1949**

Frequency: 1420 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Junction City Bcstg. Co.  
 Address . . . . . 724½ No. Washington St.  
 Phone Number . . . . . Junction City 1477  
 Trans. Loca. . . . . 3 Mi. S. of city, on U. S. 77  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Microgroove  
 Membership . . . . . NARTB, BAB  
 Sta., Gen. Mgr. . . . . R. L. Weir, Jr.  
 Comm., Sls. Prom. Mgr. . . . . James Platt  
 Program Director . . . . . Arthur E. Cowan  
 News Director . . . . . Bernard Hawley  
 Chief Engineer . . . . . John Stone

## K C K N

**KANSAS CITY—1925**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KCKN Bcstg. Co., Inc.  
 Business Address . . . . . 823 Walnut  
 Phone Number . . . . . Victor 3864  
 Transmitter Location . . . . . 901 N. 8th St.  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth, Standard  
 Representative . . . . . Capper Publications  
 President . . . . . W. A. Bailey  
 General Manager . . . . . Ben Ludy  
 Sta., Comm. Manager . . . . . Joe Story  
 Pgm., Prod. Dir. . . . . George Stump  
 Chief Engineer . . . . . Max Williams  
 Consulting Engineer . . . . . Chambers & Garrison

## K L W N

**LAWRENCE—1951**

Frequency: 1320 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Lawrence Bcstgs. Inc.  
 Address . . . . . Lawrence  
 News Service . . . . . UP

# KANSAS

Transcription Service .....Lang-Worth  
 Gen., Comm. Mgr.....Arden Booth  
 Program Director.....Ed Hundie  
 Chief Engineer.....Gerald Gray

## KCLO

**LEAVENWORTH—1948**

Frequency: 1410 Kc. ....Power: 500 Watts d.  
 Owned-Oper. By ..Leavenworth Bdcstg. Co.  
 Address .....418½ Cherokee  
 Phone Number .....3620—3621  
 Transmitter Location .....R.R. No. 2  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Hil F. Best  
 President .....Alf M. Landon  
 Gen., Sta., Comm. Mgr. ....M. L. Gleason  
 Sales Prom. Mgr.....Bob Buis  
 Program, Prod. Director.....Frank Smith  
 Chief Announcer.....Chet Kozak  
 Chief Engineer .....David L. Reed

## KSCB

**LIBERAL—1948**

Frequency: 1270 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By ...Seward County Bcstg. Co.  
 Business-Studio Address.....E. 8th St.,  
 P. O. Box 311  
 Phone Number .....3891  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Hil F. Best  
 Membership .....NARTB, BAB  
 President .....Alf M. Landon  
 General Manager.....Leon S. Salathiel  
 Commercial Manager.....Roy Pearce  
 Program Director.....Larry Filkins  
 Chief Engineer.....Wayne Pash

## KMAN

**MANHATTAN—1950**

Frequency: 1350 Kc. ....Power: 500 Watts d.  
 Owned-Oper. By.....Manhattan Bcstg. Co.  
 Address .....114 No. 4th St.  
 Phone Number .....4451  
 Transcription Library.....RCA, SESAC  
 News Service .....AP  
 President.....Fred A. Seaton  
 General Manager.....Ray L. Kozak  
 Commercial Manager.....Bill Friday  
 Program Director.....Marvin Houtz  
 Chief Annr., News Dir.....Brandon Chase  
 Chief Engineer.....Herbert P. Lavin

## KNEX

**McPHERSON—1949—LBS**

Frequency: 1540 Kc. ....Power: 250 Watts d.  
 Owned-Operated By...McPherson Bcstg. Co.  
 Address.....P. O. Box 186  
 Phone Number .....1540  
 Transmitter Location ...2 Mi. So. of McPherson  
 News Service .....AP  
 Transcription Service .....SESAC

President .....Evert Mills  
 General Manager .....Henry Dais  
 Commercial Mgr.....Vance Archer  
 Chief Engineer.....Claude Hughes  
 Consulting Engineer.....Ted Helthecker

## KPRS

**OLATHE—1949**

Frequency: 1590 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By Johnson Cty. Bdcstg. Co., Inc.  
 Address .....131 E. Park Street  
 Phone Number .....1200  
 Trans. Loca. ....1 Mi. So. of Olathe  
 Transcription Service .....Capitol  
 Representative .....Continental  
 Commercial Manager.....John M. Henry  
 General Manager.....Wm. T. Sutherland, Jr.  
 Program Director.....James M. Wear

## KOFO

**OTTAWA—1949**

Frequency: 1220 Kc. ....Power: 250 Watts d.  
 Owned-Operated By.....Ottawa Bcstg. Co.  
 Transmitter Address...2000 So. Main Street  
 Phone Number .....1045  
 Air Time .....Daytime  
 News Service .....UP  
 Transcription Service .....Capitol  
 Pres., Gen. Mgr. ....J. N. Jobs  
 Sta. Mgr., Farm Edit. ....Herbert M. Jobs  
 Prom., Comm. Mgr.....Thomas F. Ruble  
 Chief Engineer.....Daniel W. Coltrane

## KLKC

**PARSONS—1948**

Frequency: 1540 Kc. ....Power: 250 Watts d.  
 Owned-Oper. By.....Community Bcstg. Co.  
 Business-Studio Address.....1904 Broadway  
 Phone Number .....4050  
 Air Time .....Sunrise-Sunset  
 News Service .....AP  
 Transcription Service...Thesaurus, Associated  
 President .....Clyde M. Reed, Jr.  
 General Manager.....Raeburn D. Drenner  
 Chief Engineer.....Larry Freisner

## KOAM

**PITTSBURG—1937—NBC**

Frequency: 860 Kc. ....Power: 10,000 Watts d.,  
 5,000 n.  
 Owned-Oper. By..The Pittsburg Bcstg. Co., Inc.  
 Business Address.....P. O. Box 603  
 Phone Number .....2165  
 Transmitter Location ...3½ Mi. E. of Pittsburg  
 Air Time .....5:45 a.m.-M.  
 News Service .....AP  
 Transcription Service .....World  
 Representative.....John E. Pearson  
 Membership .....NARTB  
 President.....E. V. Baxter  
 Gen., Sta., Comm. Mgr. ....R. E. Wade  
 Chief Announcer.....Lou Martin  
 Chief Engineer.....Leo Stafford

# KANSAS

## KSEK

**PITTSBURG—1947—LBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . KSEK Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Box 610  
 Phone Number . . . . . 742  
 Trans. Loca. . . . . E. Quincy St. (extended)  
 Air Time . . . . . 6:29 a.m.-10.30 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Cooke  
 President . . . . . O. S. Stauffer  
 General Manager . . . . . Thad M. Sandstrom  
 News Director . . . . . John Hendry  
 Chief Engineer . . . . . Ray Brasch

## KSAL

**SALINA—1937—MBS**

Frequency: 1150 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KSAL, Inc.  
 Bus.-Studio Address . . . . . 201 W. Iron Ave.  
 Phone Number . . . . . 3701  
 Transmitter Location . . . . . Hiway 40  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Standard  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NARTB, BAB  
 President . . . . . R. J. Laubengayer  
 Station Mgr. . . . . R. V. Jensen  
 Sales Promotion Manager . . . . . C. R. Lamer  
 Program Director . . . . . Al Thompson  
 Publicity Director . . . . . L. E. Fullen  
 News Director . . . . . A. E. Horner  
 Chief Engineer . . . . . Donald Engelhardt  
 Farm Editor . . . . . U. D. Slater  
 Consulting Engineer . . . . . A. Earl Cullum

## KJAY

**TOPEKA—1947—LBS**

Frequency: 1440 Kc. . . . . Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By . . . . . S. H. Patterson  
 Address . . . . . 908 Kansas Ave.  
 Phone Number . . . . . 3-1336  
 Transmitter Location . . . . . Lake Linge  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . INS  
 Representative . . . . . Forjoe  
 General Manager . . . . . Norwood J. Patterson  
 Station Manager . . . . . David G. Roberts  
 Pgm. News Dir. . . . . Allen Franklin  
 Chief Engineer . . . . . Gale Totten

## KTOP

**TOPEKA—1947—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Charles B. Axton  
 Address . . . . . 214 W. 6th St.  
 Phone Number . . . . . 4-3444  
 Transmitter Location . . . . . North Buchanan

Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Owner, Gen., Sta. Mgr. . . . . C. B. Axton  
 Commercial Manager . . . . . Allan Curnutt  
 Asst. Manager . . . . . Marie M. McKinney  
 Pgm., Prod. Dir. . . . . Jack Warren Ostrode  
 Musical Director . . . . . Charles Christian  
 Chief Engineer . . . . . Willard H. Peterson

## WIBW

**TOPEKA—1924—CBS**

Frequency: 580 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Capper Publications, Inc.  
 Operated By . . . . . Topeka Bcstg. Assn., Inc.  
 Business-Studio Address . . . . . 1035 Topeka Blvd.  
 Phone Number . . . . . 3-2377  
 Transmitter Location . . . . . 7 Mi. W. of Topeka  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth, Standard  
 President . . . . . H. S. Blake  
 General-Station Manager . . . . . Ben Ludy  
 Commercial Manager . . . . . Hilton Hodges  
 Prog., Prod. Dir. . . . . Maude Carlson  
 Publicity Director . . . . . Allan Young  
 Chief Engineer . . . . . Lewis Dickensheets  
 Farm Editor . . . . . Wes Seyler

## WREN

**TOPEKA—1927—ABC**

Frequency: 1250 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WREN, Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 411 W. 10th St.  
 Phone Number . . . . . 2-0505  
 Transmitter Location . . . . . Grantville  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Weed  
 Membership . . . . . NARTB, BAB  
 President . . . . . R. C. Jackman  
 Business Manager . . . . . Fred L. Conger  
 Sales Promotion Manager . . . . . Gerald K. Barker  
 Program Director . . . . . Max Falkenstein  
 Chief Anncr., Music Dir. . . . . Robert Richmond  
 News Dir., Farm Editor . . . . . Frank Jones  
 Chief Engineer . . . . . Carl B. Bliesser

## KAKE

**WICHITA—1947—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KAKE Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 418 W. Douglas Ave.  
 Phone Number . . . . . 4-9369  
 Transmitter Location . . . . . 19th & Hydraulic Sts.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Radio Reps. Inc.  
 General Manager . . . . . Jack Todd  
 Commercial Manager . . . . . Martin Bass  
 Pgm., News Dir. . . . . Graeme Fletcher  
 Chief Engineer . . . . . Harold Newby



**KANSAS—KENTUCKY**

**KANS**

**WICHITA—1936—NBC**

Frequency: 1480 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By.....Taylor Radio & TV  
Business-Studio Address.....1015 N. Broadway  
Phone Number.....4-2387  
Transmitter Location.....5560 W. 13th St.  
Air Time.....5 a.m.-2 a.m.  
News Service.....AP, UP  
Transcription Service.....Associated  
Representative.....O. L. Taylor Co.  
President.....O. L. Ted Taylor  
General Manager.....Archie J. Taylor  
Commercial Manager.....Dudley Tichenor  
Sales Promotion Manager.....Russell L. Lowe  
Program Director.....Vernon E. Reed  
Production Director.....Justin Bradshaw  
Chief Announcer.....Stan Hagan  
News Director.....George Gow  
Chief Engineer.....Ted Heithecker  
Consulting Engineer.....Earl Cullum

**KFBI**

**WICHITA—1923—ABC**

Frequency: 1070 Kc...Power: 10,000 Watts d.;  
1000 Watts n.  
Owned-Operated By.....KFBI, Inc.  
Business-Studio Address.....200 E. First St.  
Phone Number.....2-1447  
Trans. Location.....42nd & B'way  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....World  
Representative.....Avery-Knodel  
Membership.....NARTB, BAB  
President.....Howard Lane  
Gen., Sta. Mgr.....Hale Bondurant  
Commercial Mgr.....D. W. McCoy, Sr.  
Sales Promotion Manager.....C. Sewell  
Program Dir.....George Wells  
Production Director.....B. J. Price  
Publicity Director.....Marie MacDonald  
News Director.....Bob Gadberry

Musical Dir.....James Carpenter  
Chief Engineer.....K. W. Pyle

**KFH**

**WICHITA—1922—CBS**

Frequency: 1330 Kc.....Power: 5000 Watts  
Owned-Operated By.....Radio Station KFH Co.  
Business-Studio Address.....KFH Bldg.  
Phone Number.....2-4491  
Transmitter Location.....RR 3  
Air Time.....5:30 a.m.-12:05 a.m.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Edward Petry  
Membership.....NARTB  
President.....John Rigby  
General Manager.....Frank V. Webb  
Comm. Mgr.....Robert Hix  
Sales Promotion Manager.....Bob Payne  
Program Director.....Thomas Bashaw  
Publicity Director.....Marjory Bassett  
Chief Announcer.....Don Anderson  
Chief Engineer.....Virgil Hinshaw  
Consulting Engineer.....Kear & Kennedy

**KWBB**

**WICHITA—1951—LBS**

Frequency: 1410 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Wichita Beacon Bcstg. Co.  
Address.....2829 Salina Ave.  
Phone Number.....7-1265  
Air Time.....6 a.m.-M.  
Transcription Service.....Capitol, Thesaurus  
News Service.....AP  
Representative.....Pearson  
Membership.....NARTB, BAB  
President.....Louis Levand  
Gen., Sta. Mgr.....J. Milton Hall  
Sales Manager.....Robert M. Kent  
Program Director.....Donald Wells  
Prod. Dir., Chief Anncr.....Chick Martin  
Publicity Director.....Gordon Hittenmark  
News Director.....Kerm Trimble  
Chief Engineer.....Ralph McClellan  
Consulting Engineer.....A. D. Ring

**KENTUCKY**

*Pop. April 1, 1952 (Est.) 3,071,000—Total Housing Units 821,271  
Families April 1, 1952 (Est.) 761,000—Stations in State 46*

**WCMI**

**ASHLAND—1935—CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Ashland Bdcstg. Co., Inc.  
Address.....120 20th Street  
Phone Number.....3010  
Trans. Location.....48th & Clay Streets  
Air Time.....6 a.m.-12:30 a.m.

News Service.....UP  
Trans. Service.....World, Thesaurus  
Representative.....John E. Pearson  
Membership.....NARTB, BAB  
President.....Gilmore N. Nunn  
Comm., Gen., Sta. Mgr.....Charles C. Warren  
Sales Prom. Mgr.....Whitney R. Martin  
Pgm., Prod., News Dir.....George Marshall  
Musical Director.....Frank Lawson  
Chief Engineer.....Clarence W. Weaver



# KENTUCKY

## WKCT

### BOWLING GREEN—1947—ABC

Frequency: 930 Kc. . . . Power: 1000 Watts d.,  
500 Watts n.  
Owned-Oper. By . . . Daily News Bdcstg. Co.  
Address . . . . . Park Row  
Phone Number . . . . . 4325  
Trans. Location . . . . . Richardsville Road  
Air Time . . . . . 6 a.m.-12 M.  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . J. H. McGillvra Inc.  
President . . . . . J. Ray Gaines  
Sta., Gen. Mgr. . . . . Al Temple  
Commercial Manager . . . . . Houston Griffin  
Prod., Pgm. Dir. . . . . Dee Huddleston  
Publicity Director . . . . . Audrey Jackson  
Chief Announcer . . . . . James Topmiller Jr.  
News Director . . . . . Al Temple  
Chief Engineer . . . . . Jack Hendricks

## WLBJ

### BOWLING GREEN—1940—MBS-KBS

Frequency: 1410 Kc. . . . Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By . . . Bowling Green Bcstg. Co.  
Address . . . . . 901 Fairview Ave.  
Phone Number . . . . . 3212  
News Service . . . . . AP  
Transcription Service . . . . . Capitol  
Representative . . . . . Burn-Smith  
Pres., Gen. Mgr. . . . . Ken D. Given  
Commercial Manager . . . . . Robert Proctor  
Promotion Manager . . . . . William Kuznitsof  
Program Director . . . . . Bill Stamps  
Chief Engineer . . . . . Rondal L. Miller

## WLCK

### CAMPBELLSVILLE—1951

Frequency: 1450 Kc. . . . Power: 250 Watts  
Owned-Operated By . . Taylor County Bcstg Co.  
Address . . . . . P. O. Box 248  
Phone Number . . . . . 380  
News Service . . . . . UP  
Transcription Service . . . . Capitol, Lang-Worth,  
Cole  
President . . . . . R. P. Thompson  
General Manager . . . . Russell F. Honeyman Jr.  
Commercial Manager . . . . Custer Ruley  
Program, News Director . . . . Tom Carlisle  
Promotion Manager . . . . Reynolds Large  
Chief Engineer . . . . . James B. Crawley

## WTCO

### CAMPBELLSVILLE—1948—KBS

Frequency: 1150 Kc. . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . South Central Kentucky  
Bcstg. Co., Inc.  
Business-Studio Address . . . . 203 E. Main St.  
Phone Number . . . . . 250

Transmitter Location . . . On State Hwy 55, 3¼  
Mi. N. of Campbellsville

Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . World, SESAC  
President . . . . . H. T. Parrott  
Gen.-Station Mgr. . . . . James Shacklette  
Sales Promotion Mgr. . . . . Frank Hayden  
Chief Announcer . . . . . Ken Knight  
News Director . . . . . Dan Holt  
Chief Engineer . . . . . Harvey Kingsbury  
F.a.m Editor . . . . . C. V. Bryan  
Consulting Engineer . . . . Arnold Henderson

## WAIN

### COLUMBIA—1951

Frequency: 1270 Kc. . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . Tri-County Bcstg. Corp.  
Address . . . . . Columbia  
Phone Number . . . . . 232  
News Service . . . . . UP  
Trans. Ser. . . . . MacGregor, Thesaurus  
President, General Manager . . . . S. C. Bybee  
Commercial Manager . . . . Lanier Burchett  
Prom. Mgr., Pgm. Dir. . . . . Rex Osborne  
Chief Engineer . . . . . Edwin P. Healy  
News Director . . . . . Oris Gowen

## WCTT

### CORBIN—1947—MBS-KBS

Frequency: 680 Kc. . . . Power: 1000 Watts  
Owned-Oper. By . . . Corbin Times-Tribune, Inc.  
Business Address . . . Kentucky Ave. & Monroe St.  
Phone Number . . . . . 123-4, 1071  
Trans. Location . . . . . Woodbine Rd.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . World, Keystone  
President . . . . . J. Springer Robinson  
General Manager . . . . . John L. Crawford  
Station Manager . . . . . Kenneth Turner  
Commercial Manager . . . . S. G. Hembree  
Chief Engineer . . . . . Russell Henson  
Consulting Engineer . . . . A. D. Ring

## WZIP

### COVINGTON—1947—KBS

Frequency: 1050 Kc. . . . Power: 250 Watts d.  
Owned-Operated By . . . WZIP, Inc.  
Bus.-Studio Address . . Sixth & Madison Aves.  
Phone Number . . . . . Juniper 5300  
Transmitter Location . . . Eighth & Horton Sts.  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Trans. Serv. . . . . World, Lang-Worth  
Membership . . . . . NARTB, BAB  
Pres., Gen.-Comm. Mgr. . . . Arthur L. Eileman  
Pgm., Prod., Dir. . . . . E. C. Toleman  
Chief Announcer . . . . . Stephen Crane  
Publicity Director . . . . Arthur L. Eileman  
News Director . . . . . Walter Rehbaum  
Musical Director . . . . . Earl Jenkins  
Chief Engineers . . . . H. DeArmond E. C. Toleman

# KENTUCKY

## WCPM

**CUMBERLAND—1951**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Blanford Radio Co.  
 Address. . . . . WHLN, Harlan, Ky.  
 President. . . . . R. B. Helms

## WHIR

**DANVILLE—1947—KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Commonwealth Bcstg. Corp.  
 Address. . . . . P. O. Box 234  
 Phone Number. . . . . Danville 1230  
 Transmitter Location. . . . . Burgin Road  
 Air Time. . . . . 5:55 a.m.-11 p.m.  
 News Service. . . . . UP  
 Transcription Service. . . . . World  
 Representative. . . . . Hal Holman Co.  
 Membership. . . . . NARTB, BAB  
 Pres., Comm. Mgr. . . . . W. T. Isaac  
 V.P., Pgm., News Dir. . . . . David B. Highbaugh  
 Chief Engineer. . . . . Henry C. Lovell  
 Consulting Engineer. . . . . J. C. McNary

## WIEL

**ELIZABETHTOWN—1950—LBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Elizabethtown Bcstg. Co.  
 Address. . . . . P. O. Box 347  
 Phone Number. . . . . 5151  
 Air Time. . . . . 5 a.m.-11 p.m.  
 Transcription Service. . . . . Associated, World  
 News Service. . . . . UP  
 Membership. . . . . NARTB, BAB  
 President. . . . . J. W. Hodges  
 Gen., Sta. Mgr. . . . . Walter T. Gaines  
 Chief Engineer. . . . . Thomas Moore Baldwin

## WFKY

**FRANKFORT—1946—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Frankfort Bcstg. Co., Inc.  
 Transmitter Address. . . . . Ky. Ave. Extended  
 Phone Number. . . . . 48281  
 News Service. . . . . AP  
 Transcription Service. . . . . Capitol  
 Representative. . . . . Burn-Smith  
 Pres., Gen. Mgr. . . . . James F. Cox  
 Program Director. . . . . Alma LaFontaine  
 Chief Engineer. . . . . Donald Peltz

## WFUL

**FULTON—1951**

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Ken-Tenn Bcstg. Corp.  
 Address. . . . . P. O. Box 482  
 Phone Number. . . . . 1270  
 News Service. . . . . UP  
 President of Board. . . . . Dr. R. W. Bushart  
 Sta. Mgr., Pgm. Dir. . . . . Jack A. Dill  
 Commercial Manager. . . . . Tommy Lovelace  
 Chief Engineer. . . . . John Garrett Jr.

## WKAY

**GLASGOW—1946—LBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Glasgow Bcstg. Co., Inc.  
 Transmitter Address. . . . . Happy Valley Rd.  
 Phone Number. . . . . 598, 632  
 News Service. . . . . UP  
 Transcription Service. . . . . World  
 President. . . . . Gordon E. Brown  
 General Manager. . . . . Jack Eversole  
 Commercial Manager. . . . . J. M. Barrick  
 Program Director. . . . . Freeman Cherry  
 Chief Announcer. . . . . Lou Ellis  
 Chief Engineer. . . . . C. H. Hulse

## WHLN

**HARLAN—1941—MBS-KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Blanford Radio Co., Inc.  
 Address. . . . . S. Main St.  
 Phone Number. . . . . 625-6  
 Air Time. . . . . 6 a.m.-11:15 p.m.  
 News Service. . . . . AP  
 Transcription Service. . . . . RCA, Thesaurus  
 Representative. . . . . Burn-Smith  
 Membership. . . . . NARTB  
 President, Gen. Mgr. . . . . R. B. Helms  
 Comm., Sta. Mgr., Pgm. Dir. . . . . J. T. Morgan  
 News Director. . . . . Cawood Ledford  
 Chief Engineer. . . . . J. Francke Fox, Jr.  
 Consulting Engineer. . . . . Lewis King

## WKIC

**HAZARD—1947—MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . BMG Bcstg. Corp.  
 Address. . . . . Peoples Bank Building  
 Phone Number. . . . . Main 720  
 Transmitter Location. . . . . Walkertown Sta.  
 Air Time. . . . . 6 a.m.-11 p.m.  
 News Service. . . . . AP  
 Transcription Service. . . . . World  
 Representative. . . . . Thomas F. Clark Co.  
 President. . . . . Fred B. Bullard  
 Gen., Sta. Manager. . . . . Richard H. Goodlette  
 Chief Engineer. . . . . James C. French  
 Program Director. . . . . Charles W. Metcalf  
 Commercial Manager. . . . . Leslie H. Lamb

## WSON

**HENDERSON—1941—MBS-KBS**

Frequency: 860 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By. . . . . Henderson Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address. . . . . Zion Rd.  
 Phone Number. . . . . 3923  
 News Service. . . . . UP  
 Transcription Service. . . . . World  
 Representative. . . . . Meeker  
 Membership. . . . . NARTB, BAB  
 Pres., Gen., Sta. Mgr. . . . . Hecht S. Lackey  
 Sales Prom. Mgr. . . . . Ewing Graham  
 Program Director. . . . . Martin E. Scheffer  
 Chief Engineer. . . . . Bob Cleveland

## KENTUCKY

### W H O P

**HOPKINSVILLE—1940—CBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Hopkinsville Bcstg. Co., Inc.  
 Phone Number . . . . . 1025  
 Studio-Transmitter Location . . . . . Cadiz Rd.  
 Air Time . . . . . 5 a.m.-11:05 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . RCA  
 Representative . . . . . Meeker  
 Membership . . . . . NARTB  
 Pres., Gen., Sta. Mgr. . . . . F. E. Lackey  
 Commercial Manager . . . . . Katherine Peden  
 Sales Prom. Mgr. . . . . Mary Henry Duncan  
 Production Director . . . . . Jack W. Jones  
 Chief Announcer . . . . . Walter Wilson  
 Musical Director . . . . . Otto Bash  
 News Dir., Farm Editor . . . . . Jim Pasteur  
 Chief Engineer . . . . . R. E. Wortham

### W K L X

**LEXINGTON—1946**

Frequency: 1300 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Fayette Bcstg. Co.  
 Address . . . . . Campbell House  
 Phone Number . . . . . 3-0433  
 Transmitter Location . . . . . Greendale Rd.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Standard  
 Representative . . . . . Walker  
 President . . . . . E. F. Richard, Sr.  
 Gen., Comm. Mgr. . . . . Ted Grizzard  
 Program Director . . . . . Claude Sullivan  
 Chief Engineer . . . . . Bill Yount

### W L A P

**LEXINGTON—1922—ABC**

Frequency: 630 Kc. . . . . Power: 5000 Watts d.  
 1000 n.  
 Owned-Operated By . . . . . American Bcstg. Corp.  
 (Not ABC)  
 Business-Studio Address . . . . . Radio Bldg.  
 Phone Number . . . . . 3-2727  
 Transmitter Location . . . . . Russell Cave Rd.  
 Air Time . . . . . 5:30 a.m.-12 M.  
 Representative . . . . . John E. Pearson  
 President . . . . . Gilmore N. Nunn  
 V.P.-General Manager . . . . . J. E. Willis  
 Assistant Manager . . . . . Miller Welch  
 Sales Prom. Mgr. . . . . Joe DeLong  
 Program Director . . . . . Henry Allin  
 Technical Supervisor . . . . . Henry C. Lockler  
 News Director . . . . . Sue Fenimore  
 Musical Director . . . . . Dave Parry

### W L E X

**LEXINGTON—1946—LBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Central Ky. Bcstg. Co.  
 Business Address . . . . . First National Bank Bldg.  
 Phone Number . . . . . 3-1975  
 Studio-Transmitter Location . . . . . Russell Cave Road  
 Air Time . . . . . Unlimited

News Service . . . . . AP  
 President . . . . . J. D. Gray, Jr.  
 General Manager . . . . . Guthrie Bell  
 Chief Engineer . . . . . Wallace Roach  
 Consulting Engineer . . . . . C. D. Summerford

### W A V E

**LOUISVILLE—1933—NBC**

Frequency: 970 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WAVE, Inc.  
 Business Address . . . . . 334 E. Broadway  
 Phone Number . . . . . Wabash 2201  
 Transmitter Location . . . . . Hamburg Pike  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . Thesaurus, Lang-Worth  
 Representative . . . . . Free & Peters  
 Membership . . . . . NARTB  
 President . . . . . George W. Norton, Jr.  
 General-Station Manager . . . . . Nathan Lord  
 Commercial Manager . . . . . La Velle Waltman  
 Sales Prom. Mgr., Pub. Dir. . . . . Robert Elderman  
 Program Director . . . . . James Caldwell  
 Production Director . . . . . Ben Ewing  
 Chief Engineer . . . . . Wilbur Hudson  
 News Director . . . . . Hugh Sutton

### W G R C

**LOUISVILLE—1937—MBS**

Frequency: 790 Kc. . . . . Power: 5000 d. 1000 n.  
 Owned-Operated By . . . . . Northside Bcstg. Corp.  
 Bus.-Studio Address . . . . . Ky. Home Life Bcstg.  
 Phone Number . . . . . Wabash 8871  
 Transmitter Location . . . . . Jeffersontown  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Standard  
 Representative . . . . . Walker  
 Membership . . . . . NARTB  
 Pres., Comm. Mgr. . . . . J. Porter Smith  
 Sta., Gen. Mgr. . . . . Charles L. Harris  
 Pgm., Prod. Dir. . . . . Ward Hatcher  
 Prom., Pub. Dir. . . . . L. Doc Cassidy  
 Chief Engineer . . . . . W. J. Morrison  
 Chief Announcers . . . . . Jack Donnell,  
 Gerald Fordyce  
 News Director . . . . . Gerald Brown  
 Consulting Engineer . . . . . John Cruetz

### W H A S

**LOUISVILLE—1922—CBS**

Frequency: 840 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . WHAS, Inc.  
 Address . . . . . 6th & Broadway  
 Phone Number . . . . . WAbash 2211  
 Trans. Location . . . . . Eastwood, Ky.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Edward Petry & Co.  
 President . . . . . Barry Bingham  
 Director . . . . . Victor A. Sholis  
 Sales Director . . . . . Neil D. Cline  
 Publicity Director . . . . . R. W. Hughes  
 News Director . . . . . Richard Oberlin  
 Chief Engineer . . . . . Orrin W. Towner  
 Farm Editor . . . . . Don Davis



# KENTUCKY

## W I N N

### LOUISVILLE—1940—LBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Kentucky Bcstg. Corp., Inc.  
 Bus.-Studio-Transmitter Address . . . Earle Hotel  
 Phone Number . . . . . WABash 5148  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . UP  
 Trans. Service . . . . . World, SESAC  
 Representative . . . . . The Taylor Co.  
 Membership . . . . . NARTB  
 Pres., Gen. Sta. Mgr. . . . . Harry McTigue  
 Commercial Manager . . . Chas. A. Schacht, Jr.  
 Program Director . . . . . M. Katherine McCarten  
 Production Director . . . . . George Partridge  
 Publicity Director . . . . . Helen E. Roberts  
 Chief Announcer . . . . . Jim McIntyre  
 Chief Engineer . . . . . Melvin Scarsdale

## W K L O

### LOUISVILLE—1948—ABC

Frequency: 1080 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . Mid-America Bcstg. Corp.  
 Business-Studio Address . . . Henry Clay Hotel  
 Phone Number . . . . . Clay 4441  
 Transmitter . . . Daisy Lane, New Albany, Ind.  
 Air Time . . . . . 5 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 President . . . . . James F. Brownlee  
 Sta., Gen. Mgr. . . . . Joe Eaton  
 Commercial Manager . . . . . Russell J. Pirkey  
 Production Director . . . . . Mary Louise Moore  
 Chief Announcer . . . . . Ed Farron  
 Prom., News Director . . . . . Jean Clos  
 Chief Engineer . . . . . D. C. Summerford

## W K Y W

### LOUISVILLE—1946

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Radio Kentucky, Inc.  
 Bus.-Studio Address . . . 431 W. Jefferson St.  
 Phone Number . . . . . CLay 4811  
 Transmitter Address . . . River Rd., nr. Louisville  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Burn-Smith  
 President . . . . . F. Eugene Sandford  
 V.P.-Station Manager . . . . . Edwin E. S. Weldon  
 Vice-President . . . . . S. A. Cisler  
 Commercial Manager . . . . . H. Parker Smith  
 Program Director . . . . . Harry Lockhart  
 News Director . . . . . George Stratton  
 Chief Engineer . . . . . Stanley Siegwald

## W L O U

### LOUISVILLE—1948

Frequency: 1350 Kc. . . . . Powe: 1000 Watts d.  
 Owned-Operated By . . . Robert W. Rounsaville  
 Trans. Bus.-Studio Add. . . . 2549 S. Third St.

Phone Number . . . . . Calhoun 3680  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Representative . . . . . Pearson  
 Owner, Gen. Mgr. . . . . R. W. Rounsaville  
 Sta., Comm. Mgr. . . . . Lee Smith  
 Prog., Prod. Dir. . . . . Johnny Martin  
 Chief Engineer . . . . . Steve Dawson

## W F M W

### MADISONVILLE—1948—LBS

Frequency: 730 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By Messenger Bdcstg. Co., Inc.  
 Address . . . . . Box 387  
 Phone Number . . . . . 1885  
 Trans. Location . . . . . Hgwy. 147  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . AP, UP  
 Trans. Service . . . . . Capitol, World, Standard  
 President . . . . . Edgar Arnold, Sr.  
 Sta., Gen. Mgr. . . . . H. W. Wells  
 Prom., Comm. Mgr. . . . . Elmer L. Kelley, Jr.  
 Program Director . . . . . Richard T. Harris  
 News Director . . . . . Edgar Arnold, Jr.  
 Chief Engineer . . . . . Evers Mick

## W K T M

### MAYFIELD—1946

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Mayfield Bcstg. Co.  
 Phone Number . . . . . 46  
 Studio Address . . . . . Mayfield Hotel  
 Transmitter Location . . . . . Fancy Farm Hwy.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Sears & Ayer  
 Membership . . . . . NARTB  
 President . . . . . Frank O. Evens  
 Gen., Sta., Comm. Mgr. . . . . Wayne Morgan  
 Sales Promotion Manager . . . . . Frances Finks  
 Program Director . . . . . Margaret Dowdy  
 Prod., News Dir. . . . . Charles Scholes  
 Publicity Director . . . . . Hallie Vandergriff  
 Chief Engineer . . . . . Joseph M. Hargrove  
 Chief Announcer . . . . . Robert Horton

## W N G O

### MAYFIELD—1947

Frequency: 1320 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . West Ky. Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Box 26  
 Phone Number . . . . . 1204  
 Transmitter Location . . . . . Hwy. No. 45,  
 Paducah Rd.  
 Air Time . . . . . 5:30 a.m.-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Membership . . . . . NARTB, BAB  
 President . . . . . Rev. H. M. Suthard  
 General Mgr. . . . . H. Y. Jones  
 Sales Prom. Mgr. . . . . Carl Leigh  
 Program Director . . . . . O. L. Davis  
 Chief Engineer . . . . . Eural Wadlington



# KENTUCKY

## WFTM

**MAYSVILLE—1948—MBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By... Standard Tobacco Co., Inc.  
 Bus. Address ..... Tobacco Sq.  
 Phone Number ..... 1400  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service..... World, Standard  
 Membership ..... NARTB, BAB  
 President..... Charles P. Clarke  
 Gen., Sta. Mgr..... J. W. Betts  
 Commercial Mgr..... Horace Simpson  
 Program Director ..... Gene Waters  
 Chief Announcer ..... Wayne Bell  
 Chief Engineer ..... Harvey Cross  
 Consulting Engineer..... Fred O. Grimwood

## WMIK

**MIDDLEBORO—1948—LBS-KBS**

Frequency: 560 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By.... Cumberland Gap Bcstg.  
 Co., Inc.  
 Phone Number ..... 980  
 Representative ..... Holman  
 Transcription Service ..... World  
 News Service ..... AP  
 President..... Dr. U. G. Brummet  
 General Manager..... H. Webster Taylor  
 Comm., Prom. Mgr..... Maurice K. Henry  
 Chief Engineer ..... Tal England

## WNBS

**MURRAY—1948**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Murray Bcstg. Co.  
 Address ..... P. O. Box 548  
 Phone Number ..... 1340  
 Transcription Service ..... World  
 Manager ..... Edward Griffin

## WNOP

**NEWPORT—1948—LBS**

Frequency: 740 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By..... Tri-City Bcstg. Co.  
 Business-Studio Address... 606 Monmouth St.  
 Phone Number ..... Juniper 7100-L  
 Transmitter Location ..... Cold Springs  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Representative ..... ForJoe  
 President..... James G. Lang  
 Station Manager..... Anna Mae Rolfe  
 News, Pgm. Dir., Chief Annr. .... Doug Nunn  
 Commercial Manager..... Robt. N. Weis  
 Chief Engineer ..... Joshua Burtz  
 Consulting Engineer..... E. C. Page

## WOMI

**OWENSBORO—1938—MBS-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By... Owensboro Bcstg. Co., Inc.

Business Address ..... Owensboro  
 Phone Number ..... 3-1558  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Burn-Smith  
 Membership ..... NARIB, BAB  
 President..... Lawrence W. Hager  
 Gen.-Sta. Mgr..... Hugh O. Potter  
 Program Director..... Mrs. Cliffordean Potter  
 Chief Engineer..... Harold I. Peters

## WVJS

**OWENSBORO—1947—LBS**

Frequency: 1420 Kc. .... Power: 1000 Watts  
 Owned-Oper. By... Owensboro On The Air, Inc.  
 Business-Studio Address... 324 Allen St.  
 Phone Number ..... 3-3521  
 Transmitter Location ..... Hwy. 60 W.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... William G. Rambeau  
 President..... V. J. Steele  
 General Manager..... Malcolm Greep  
 Commercial Manager..... John T. Rutledge  
 Sales Prom. Mgr..... Leola C. Hayden  
 Program Director..... Larry Adams  
 Chief Engineer..... Robert Earl Jaqoe

## WKYB

**PADUCAH—1946—NBC**

Frequency 570 Kc. .... Power: 1000 Watts d.,  
 500 n.  
 Owned-Oper. By..... WKYB, Inc.  
 Business-Studio Address... 504 Kentucky Ave.  
 Phone Number ..... 800  
 Trans. Loca. .... 4 Mi. SE of City  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Pearson  
 Membership ..... NARTB, BAB  
 Pres., Gen., Sta. Mgr..... E. J. Paxton, Jr.  
 Commercial Manager..... S. Livingston  
 Sales Prom. Mgr..... J. W. Polk, Jr.  
 Program Dir..... Joe P. Knight  
 Publicity Director..... Joe Mitchell  
 Chief Engineer..... E. J. Pell  
 Consulting Engineer..... C. G. Sims

## WPAD

**PADUCAH—1930—CBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By... Paducah Bcstg. Co., Inc.  
 Address ..... 4th & Bway—Taylor Bldg.  
 Phone Number ..... 4100  
 Transmitter Location ..... 1600 North 8th  
 Air Time ..... 5 a.m.-12 M.  
 News Service ..... UP  
 Trans. Serv. .... Lang-Worth  
 Representative ..... Meeker  
 Membership ..... NARTB, BAB  
 President ..... Pierce E. Lackey  
 General, Sta. Manager..... Prewitt Lackey

# KENTUCKY

Prog., Prod., News Dir. .... Ray Mofield  
 Comm., Sales Prom. Mgr. .... Linn Wolff  
 Publicity Director .... Evelyn Stahl  
 Musical Director .... Jim Youngblood  
 Chief Engineer .... U. C. Morris  
 Farm Editor .... Phil Bimson

## WSIP

PAINTSVILLE—1949—MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... W. Howes Meade  
 Address .... Meade Bldg.  
 Phone Number .... 1196  
 News Service .... UP  
 President. .... W. Howes Meade  
 General Manager. .... Ted Arnold Silvert  
 Program Director. .... John C. Paras  
 Chief Engineer. .... James A. Noonan

## WLSI

PIKEVILLE—1949

Frequency: 900 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... Cumberland Pub. Co.  
 Address .... Pikeville  
 Phone Number .... 161  
 News Service .... UP  
 Transcription Service .... Lang-Worth  
 President. .... W. J. Ward  
 Gen., Comm. Mgr., Pgm. Dir. Roy E. Alexander  
 Chief Engineer. .... Guy N. Ferrell

## WPKE

PIKESVILLE—1949—MBS-KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... E. Ky. Bdstg. Corp.  
 Address .... Peach Orchard Rd.  
 Phone Number .... 1280  
 News Service .... AP  
 Transcription Service. .... Standard, SESAC  
 President. .... Clyde Childers Jr.  
 Program Director. .... Mary Jane Petry  
 Comm., Gen. Mgr. .... Edward Damron  
 Chief Engineer. .... William J. Hart, Jr.

## WPKY

PRINCETON—1950

Frequency: 1580 Kc. .... Power: 250 Watts d.  
 Owned-Operated By. .... Princeton Bcstg. Co.  
 Address. .... U. S. Highway 62  
 News Service .... AP  
 Owner, Gen. Mgr. .... Leslie Goodaker  
 Program Dir. .... Mrs. Leslie Goodaker  
 Commercial Manager. .... James H. Johnson  
 Chief Engineer. .... Marvin Mahoney

## WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Southeastern Bcstg. Corp.  
 Address .... P. O. Box 526  
 Phone Number .... 1240-41  
 News Service .... UP  
 Transcription Service .... World  
 Representative .... Colton  
 Membership .... NARTB, BAB  
 President. .... W. Howes Meade  
 Gen., Sta. Mgr. .... Mike Layman  
 Commercial Manager .... Donald Orwin  
 Program Director. .... Joe McNeilly  
 Chief Engineer .... Ralph F. Denton

## WMTG

VANCELEVE—1948

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Kentucky Mt. Holiness Assn.  
 Bus.-Studio-Transmitter Address. .... Vanceleve  
 Phone Number .... 3  
 Air Time .... Daytime  
 News Service .... AP  
 Transcription Service .... World  
 Representative .... Continental  
 President. .... Dr. Lela G. McConnell  
 General-Station-Comm. Mgr. .... Wilfred Fisher  
 Program Director. .... Violet Person  
 Production Dir., Chief Announcer. Louis Bouck  
 Musical Director. .... Rachel Picazo  
 Chief Engineer. .... M. E. Picazo

## WVLK

VERSAILLES-LEXINGTON—1947  
 MBS

Frequency: 590 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Bluegrass Bcstg. Co.  
 Bus.-Studio Address. .... Phoenix Hotel  
 Phone No. .... Versailles 654; Lexington 2-7177  
 Transmitter Location. .... Leestown & Yarnallton-  
 Ironworks Rds., Fayette Co.  
 News Service .... AP  
 Transcription Service .... SESAC  
 Representative .... Burn-Smith, Inc.  
 President. .... Garvice Kincaid  
 Gen., Sta. Mgr. .... Donald J. Horton  
 Commercial Manager. .... Lynn E. Knox  
 Sls. Prom. Mgr., Prod. Dir. .... Charles Drew  
 Pgm., News Dir. .... O. C. Halyard Jr.  
 Publicity Director. .... Mrs. Kenneth Hart  
 Chief Announcer. .... John Parrish  
 Musical Director. .... Bud McClain  
 Chief Engineer. .... Paul Dunbar  
 Farm Editor. .... Mrs. Sarah Hensley  
 Consulting Engineer. .... Sanford Helt

# LOUISIANA

Pop. April 1, 1952 (Est.) 2,777,000—Total Housing Units 779,851  
Families April 1, 1952 (Est.) 711,000—Stations in State 44

## KROF

ABBEVILLE—1948—LBS

Frequency: 960 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Abbeville Bcstg. Serv. Inc.  
Business Address . . . . . P. O. Box 620  
Phone Number . . . . . 90  
Studio-Transmitter Location . . . . . U. S. H'way 161  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . AP  
Transcription Service . . . . . World  
Membership . . . . . NARTB  
Secy.-Treas. Gen. Mgr. . . . . George P. Martin  
Program-Publicity Dir. . . . . Ebba Lou Martin  
Chief Engineer . . . . . George P. Martin

## KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. . . . . Power: 5,000 Watts d.,  
1,000 Watts n.  
Owned-Oper. By . Alexandria Bdcstg. Co., Inc.  
Address . . . . . 6th and Johnston  
Phone Number . . . . . 3-2543  
Trans. Location . . . . . 9/10 Mi. SE Pineville  
News Service . . . . . AP, UP  
Trans. Serv. . . . . World, McGregor  
Representative . . . . . Weed & Co.  
Membership . . . . . NARTB, BAB  
President . . . . . Walter H. Allen  
Sec.-Treas. . . . . T. B. Lanford  
General, Sta. Manager . . . . . Willard L. Cobb  
Commercial Manager . . . . . Walter D. Melson  
Sales Promotion Manager . . . . . Vivian Close  
News Director . . . . . Tom Journeay  
Chief Announcer, Pgm. Dir. . . . . Alex Marchand  
Chief Engineer . . . . . Jesse R. Sexton

## KSYL

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc. . . . . Power: 250 Watts d.,  
250 Watts n.  
Owned-Oper. By . . . . . KSYL, Inc.  
Trans. Loca., Address . . . . . Bolton Ave., Nr. Hwy.  
71 (P. O. Box 1489)  
Phone Number . . . . . 6611-12  
Air Time . . . . . 6 a.m.-11:05 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Membership . . . . . NARTB, BAB  
Pres., Comm. Mgr. . . . . Milton Fox  
Gen., Sta. Mgr. . . . . Virgil G. Evans  
Pgm., Prod. Dir. . . . . Bruce Rainey  
Publicity, News Director . . . . . Jack McCall  
Chief Engineer . . . . . Thomas Marhefka  
Consulting Engineer . . . . . George Davis

## KVOB

ALEXANDRIA—1948—MBS

Frequency: 970 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Central La. Bcstg. Corp.  
Address . . . . . 1710 Jackson St.  
Phone Number . . . . . 20481  
Transmitter Location . . . . . Old Boyce Road  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . J. H. McGillyra Inc.  
General Manager . . . . . Ernest Watson

## KTRY

BASTROP—1948—KBS-LBS

Frequency: 730 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Morehouse Bcstg. Co., Inc.  
Bus. Studio Address . . . . . Box 193  
Phone Number . . . . . 1400  
Transmitter Location . . . . . Shelton Road  
News Service . . . . . UP  
Transcription Service . . . . . Standard, Associated  
President . . . . . Nathan Bolton  
General Manager . . . . . Bill Davis  
Commercial Manager . . . . . G. I. Johnson  
Program Director . . . . . Carl Livingston  
Chief Engineer . . . . . S. E. Eckhardt

## WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. . . . . Power: 5000 Watts d.,  
1000 Watts n.  
Owned-Oper. By . . . . . Modern Bcstg. Co. of Baton  
Rouge, Inc.  
Address . . . . . Guaranty Income Life Bldg.  
Phone Number . . . . . 4-8571  
Transmitter Location . . . . . College Drive  
Air Time . . . . . 6 a.m.-1 a.m.  
News Service . . . . . AP  
Transcription Service . . . . . NBC Thesaurus  
Representative . . . . . Adam Young  
Membership . . . . . NARTB, BAB  
President . . . . . Charles C. Barnard  
Gen., Sta. Mgr. . . . . T. E. Gibbens  
Commercial Manager . . . . . Richard Gregory  
Pgm., Pub., Prod. Dir. . . . . John Ferguson  
Chief Announcer . . . . . Bob Peters  
Musical, News Director . . . . . Roland Day  
Chief Engineer . . . . . Donald K. Allam  
Consulting Engineer . . . . . Guatney & Ray

## WIBR

BATON ROUGE—1948—LBS

Frequency: 1300 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Community Bcstg. Co.  
Address . . . . . P. O. Box 1226  
Phone Number . . . . . 49493  
Transmitter Location . . . . . 600 Neosha St.



# LOUISIANA

News Service .....UP  
 Trans. Serv. ....Lang-Worth & Standard  
 Representative .....Donald Cooke  
 Partners.....G. T. Owen, Owen W. Ware  
 Gen., Comm. Mgr.....Robert Earle  
 Promotion Manager.....Robert S. Davison  
 Program Director .....Scott Erwin  
 News Director.....Bernard Zuccaro  
 Chief Engineer .....E. E. Case

## W J B O BATON ROUGE—1934 NBC-LA. NET

Frequency: 1150 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Baton Rouge Bcstg. Co., Inc.  
 Business-Studio Address.....444 Florida St.  
 Phone Number .....2-5271  
 Transmitter Location.....Roosevelt Rd.  
 Air Time .....Unlimited  
 News Service.....AP, UP  
 Transcription Service .....World  
 Representative.....George P. Hollingsbery  
 Membership .....NARTB, BAB  
 President.....Douglas L. Manship  
 V.P., General Mgr.....J. Roy Dabadie  
 Sales Manager.....Charles C. Garvey  
 Pgm., Pub. Director.....Ralph H. Sims  
 Production Dir.....Robert H. Scearce  
 Chief Engineer.....Vernon E. Dudley

## W L C S

### BATON ROUGE—1946—ABC

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Air Waves, Inc.  
 Business Address.....204 North St.  
 Phone Number .....24411  
 Transmitter Location .....3399 Broussard St.  
 News Service.....AP, INS  
 Transcription Service .....Associated  
 Representative .....Wm. G. Rambeau  
 President .....R. F. Cangelosi  
 General Manager.....Earl Smith  
 Commercial Manager.....A. Lamar Simmons  
 Chief Engineer.....Edward Van Valkenburg

## W I K C

### BOGALUSA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Enterprise Publishing Co.  
 Business Address.....675 N. Rio Grande St.  
 Phone Number .....1490  
 Studio-Trans. Add. ....605 N. Rio Grande St.  
 News Service .....AP  
 Transcription Service .....World  
 General Manager.....Curt Siegelin  
 Commercial Manager.....John H. Knight

## K S I G

### CROWLEY—1947—LBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Acadia Bcstg. Co.  
 Bus-Studio Address.....101 N. Parkerson Ave.  
 Phone Number .....1450-1

Transmitter Location.....Odd Fellow Rd. &  
 U. S. 90

News Service .....AP  
 Representative.....Joseph Hershey McGillvra  
 Membership .....NARTB  
 General Manager ....B. Hillman Bailey, Jr.  
 Commercial Manager.....Edmond M. Klein  
 Program Directors.....Louis Basso Jr.,  
 Daniel E. Rogers  
 News Director .....Alden Sonnier  
 Chief Engineer.....G. L. Newman, Jr.

## K D L A

### DeRIDDER—1950

Frequency: 1010 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Sabine Bcstg. Co.  
 Address .....Box 46  
 Phone Number .....7600  
 News Service .....UP  
 Transcription Service .....MacGregor  
 Co-Owners.....Cyril W. Reddoch,  
 John B. McCrary  
 Commercial Manager.....Ralph L. Hooks  
 Program Director .....Ted Thompson  
 Chief Engineer.....Klien Evans  
 News Director.....Bill Lynch

## W I H L

### HAMMOND—1947

Frequency: 730 Kc.....Power: 250 Watts d.  
 Owned-Oper. By .....WIHL Bcstg. Co.  
 Bus-Studio Add. ....205 E. Thomas St.  
 Phone Number .....960  
 Transmitter Location .....Hammond  
 News Service .....AP  
 Partner, Gen. Engr.....F. E. Curnutt  
 Comm. Mgr.....J. K. Ferris  
 Program Director.....Mrs. F. E. Curnutt

## K C I L

### HOUMA—1946—LBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Charles W. Lamar, Jr.  
 Business Address.....P. O. Box 1031  
 Phone Number .....6828  
 Transmitter Location.....Bayou Black Dr.  
 Studio Address.....Box 1031  
 News Service .....AP  
 Transcription Service .....World  
 Owner.....Charles W. Lamar Jr.  
 General Manager.....Frank Conwell

## K J E F

### JENNINGS—1950

Frequency: 1290 Kc.....Power: 500 Watts d.  
 Owned-Oper. By....Jennings Bcstg. Co., Inc.  
 Address.....P. O. Box 935  
 Phone Number .....1155  
 News Service .....UP  
 General Manager.....Clovis Bailey  
 Station Manager.....(Miss) Jackie Todd  
 Comm., Sales Prom. Mgr...Mildred Rhodriguez  
 Chief Engineer.....Edgar E. Barton, Jr.



LOUISIANA

## KLFY

**LAFAYETTE—1950—MBS**

Frequency: 1390 Kc. . . . . Power: 1000 W. d.,  
500 W. n.  
Owned-Oper. By . . . . . Camellia Bcstg. Co.  
Address . . . . . P. O. Box 367  
Phone Number . . . . . 8-9494-5  
Transcription Service . . . . . Standard, Capitol  
News Service . . . . . UP  
Membership . . . . . NARTB, BAB  
President . . . . . Paul H. De Clonet  
General Manager . . . . . Stanley G. Young  
Commercial Manager . . . . . J. W. Corcoran  
Pgm., News Dir. . . . . John H. Selleck  
Publicity Director . . . . . Bill Patton  
Promotion Manager . . . . . Mildred R. Bland  
Musical Director . . . . . Roy Hebert  
Chief Engineer . . . . . William H. Bland, Jr.  
Consulting Engineer . . . . . Guy Hutchinson

## KVOL

**LAFAYETTE—1935—NBC**

Frequency: 1330 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Evangeline Bcstg. Co., Inc.  
Business-Studio Address . . . . . P. O. Box 1070  
Phone Number . . . . . 5-6426-7  
Transmitter Location . . . . . Scott Rd.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Meeker  
Membership . . . . . NARTB, BAB  
General Manager . . . . . George H. Thomas  
Sta., Prom. Mgr., Pub. Dir. . . . . Evan H. Hughes  
Commercial Manager . . . . . Thomas G. Pears  
Chief Announcer . . . . . Don Metz  
Musical Director . . . . . Josephine Rowan  
Chief Engineer . . . . . Louis Pilcher  
Consulting Engineer . . . . . Andrew Ring

## KLOU

**LAKE CHARLES—1947—CBS  
LOUISIANA**

Frequency: 1580 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . The Pelican Bcstg. Co., Inc.  
Business-Studio Address . . . . . 134 Clarence St.  
Phone Number . . . . . 6-7277  
Transmitter Location . . . . . North Lake Charles  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Representative . . . . . Pearson  
President . . . . . H. Vernon Anderson  
Station Manager . . . . . John L. Vath  
Sales Prom. Mgr. . . . . W. L. Swanson  
Publicity Dir. . . . . Lucille Storer  
Program Director . . . . . Sid Morse  
Production Director . . . . . Josephine Moss  
Publicity Director . . . . . Jeb Swanson  
Chief Engineer . . . . . Andrew Vargo

## KPLC

**LAKE CHARLES—1935—NBC**

Frequency: 1470 Kc. . . . . Power: 5000 d.; 1000 n.  
Owned-Operated By . . . . . Cakcasieu Bcstg. Co.  
Business Address . . . . . P. O. Box 1521  
Phone Number . . . . . 2713  
Transmitter Location . . . . . W. of Lake Charles  
Air Time . . . . . 5:30 a.m.-M.  
News Service . . . . . AP, UP  
Transcription Service . . . . . World  
Representative . . . . . Weed  
President . . . . . T. B. Lanford  
Gen., Sta. Mgr. . . . . David Wilson  
Commercial Manager . . . . . P. E. Mills, Jr.  
Sales Promotion Manager . . . . . R. M. White  
Program Director . . . . . A. B. Craft, Jr.  
Publicity Director . . . . . Margaret Petty  
Production Director . . . . . Ralph James  
Chief Anncr., News Dir. . . . . Bob Thompson  
Chief Engineer . . . . . A. B. Craft  
Consulting Engineer . . . . . Commercial Radio

## KWSL

**LAKE CHARLES—1947—MBS-LBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . KWSL, Inc.  
Address . . . . . 1 Mill St.  
Phone Number . . . . . 6-1401  
News Service . . . . . UP  
Representative . . . . . Forjoe  
President . . . . . Jules J. Paglin  
Gen., Comm. Mgr. . . . . Thomas A. Gresham  
Sta. Mgr., Pgm. Dir. . . . . Roy K. Rhodes  
Chief Engineer . . . . . LaVance Carson

## KLIC

**MONROE—1950—MBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Dr. Frank Cerniglia  
Address . . . . . 311 Bernhardt Bldg.  
Phone Number . . . . . 3-4616  
Transcription Service . . . . . Capitol  
News Service . . . . . UP  
Pres., Gen., Comm. Mgr. . . . . Dr. Frank Cerniglia  
Pgm., News Dir., Chf. Engr. . . . . Lonnie Licata  
Promotion Manager . . . . . John Lacy

## KMLB

**MONROE—1930**

Frequency: 1440 Kc. . . . . Power: 5000 d.; 1000 n.  
Owned-Oper. By . . . . . Liner's Bcstg. Station, Inc.  
Business Address . . . . . Hotel Frances  
Phone Number . . . . . 25  
Studio Address . . . . . Frances Hotel  
Transmitter Location . . . . . Millhaven Rd.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Owner . . . . . J. C. Liner, Sr.  
Gen., Comm. Mgr. . . . . Charles Price  
Sales Prom. Mgr. . . . . Lawrence Gibbs  
Program Director . . . . . Marjorie Watson  
Chief Engineer . . . . . O. L. Morgan

• • •  
**LOUISIANA**  
 • • •

## KNOE

**MONROE—1944—BCB**

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned-Operated By.....James A. Noe  
 Business-Studio Address.....Bernhardt Bldg.  
 Phone Number.....8155  
 Transmitter Location.....Good Hope Rd.  
 Air Time.....5 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Headley-Reed  
 Membership.....NARTB, BAB  
 President.....James A. Noe  
 V.P.- Gen., Sta. Mgr.....Paul H. Goldman  
 Commercial Manager.....Lloyd Leonard  
 Pgm., Prod., News Director.....Irving Zeidman  
 Chief Engineer.....Jack Ratliff  
 Consulting Engineer.....F. H. McIntosh

## KWCJ

**NATCHITOCHE—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Natchitoches Bcstg. Co.  
 Business-Studio Address.....Box 232  
 Phone Number.....2353  
 News Service.....AP  
 President.....Dr. William H. Pierson  
 Gen. Mgr.....Charles L. Planchard

## KANE

**NEW IBERIA—1946—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....New Iberia Bcstg. Co.  
 Address.....D. H. Castille Bldg.  
 Phone Number.....965  
 Transmitter Location.....1102 W. Main St.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Pres., General Manager...George H. Thomas  
 Station Manager.....Dierrell Hamm  
 Prom. Comm. Mgr.....A. Hall Allen  
 Pgm. Dir., Chief Anncr.....Donald Bonin  
 News Director.....Mark Douglas  
 Musical Director.....Mrs. John Trotter  
 Chief Engineer.....Merle Case

## KVIM

**NEW IBERIA—1950—LBS**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Queen City Bcstg. Co.  
 Address.....P. O. Box 50  
 Phone Number.....2121  
 Transcription Service.....Associated  
 President.....P. M. Cochran  
 General Manager.....Gene Cuny  
 Program Director.....Hank Bonin  
 Chief Engineer.....William H. Bland

# AP SELLS

## For Stations and Sponsors—

**For instance . . . KWKH**

“The terrifically high ratings of our newscasts explain the importance we place on AP. For example, the 8:00-8:15 A.M. Monday-Saturday AP news has a Share of Audience of 59.4%, greater than all four competing stations combined. Hooperatings range from 7.0 to 13.1 on the 40 sponsored AP news programs we carry weekly.”

HENRY B. CLAY,  
 General Manager,  
 KWKH, Shreveport, Louisiana



LOUISIANA

**W B O K**

**NEW ORLEANS—1951**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WBOK, Inc.  
 Address.....505 Baronne St.  
 Phone Number.....Tulame 5363  
 News Service.....UP  
 Representative.....Forjoe  
 President.....Jules J. Paglin  
 Gen., Comm. Mgr.....Stanley W. Ray Jr.  
 Program Director.....Edward J. Prendergast  
 Promotion Manager.....Jack Murray  
 Chief Engineer.....Bob Sanders

**W D S U**

**NEW ORLEANS—1923—NBC**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WDSU Bcstg. Corp.  
 Business-Studio Address.....520 Royal St.  
 Phone Number.....Tulane 4371  
 Transmitter Location.....Whitney Ave.  
 Air Time.....6 a.m.-12:30 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Capitol, World  
 Representative.....John Blair  
 Membership.....NARTB, BAB  
 President.....Edgar B. Stern, Jr.  
 V.P. & Gen. Mgr.....Robert Swezey  
 Secy.-Treas.....Lester E. Kabacoff  
 V.P. & Comm. Mgr.....Louis Reed  
 Program Dir.....William Elwell  
 Prom. Mgr., Pub. Dir....Marion Annenberg  
 Musical Director.....Pete Landemann  
 Chief Announcer.....Gay Batson  
 Chief Engineer.....Lindsey Riddle

**W J B W**

**NEW ORLEANS—1926**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Louis C. Carlson  
 Business-Studio Address.....Cigali Bldg.  
 Phone Number.....Ma. 3488  
 Transmitter Location.....2740 Abundance St.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....W. G. Rambeau  
 Membership.....NARTB  
 Gen. Mgr.....Louise C. Carlson  
 Station Manager.....Ed. Carlson  
 Program Dir.....Bob Smith  
 Chief Engineer.....Frank J. Recely

**W J M R**

**NEW ORLEANS—1946**

Frequency: 990 Kc.....Power: 250 Watts d.  
 Owned-Operated By...Supreme Bcstg Co., Inc.  
 Address.....Jung Hotel, 1500 Canal Street  
 Phone Number.....Canal 0356-0357  
 Transmitter Location.....1500 Canal St.  
 Air Time.....Sunrise-Sunset  
 Transcription Service.....Lang-Worth  
 Representative.....Indie Sales



# LOUISIANA

**Membership** .....NARTB, BAB  
**President** .....Chester Owens  
**Gen., Sta. Mgr.** .....Ricky Adams  
**Program Director** .....Henry J. Thiele  
**Chief Announcer** .....James Price  
**News Director** .....Thomas Kelly  
**Musical Director** .....Clarence Hamman  
**Chief Engineer** .....Max Mipro  
**Consulting Engineer** .....L. J. N. du Triel

## W M R Y

### NEW ORLEANS—1950

**Frequency:** 600 Kc. ....Power: 500 Watts d.  
**Owned-Oper. By** .....Southland Bcstg. Co.  
**Address** .....2107 Dryades St.  
**Phone Number** .....Tulane 4841  
**Representative** .....Pearson  
**News Service** .....UP  
**President** .....Lester Kamin  
**General Manager** .....Mort Silverman  
**Chief Engineer** .....Samuel Perkins  
**Asst. Mgr., Prom. Mgr.** .....Russel E. Ofthaus

## W N O E

### NEW ORLEANS—1925—MBS

**Frequency:** 1060 Kc. ....Power: 50,000 d.; 5000 n.  
**Owned-Operated By** .....James A. Noe  
**Business-Studio Address** .....St. Charles Hotel  
**Phone Number** .....Raymond 0423  
**Transmitter Location** .....Belle Chasse  
**Air Time** .....Unlimited  
**News Service** .....AP  
**Transcription Service** .....Standard  
**Representative** .....H-R  
**Membership** .....NARTB, BAB  
**Owner** .....James A. Noe  
**Vice-Pres., Gen. Mgr.** .....Patt McDonald  
**Sales Prom. Mgr.** .....Don Scott  
**Prog., Prod. Dir.** .....Beverly Brown  
**Chief Engineer** .....Ray Boyd

## W S M B

### NEW ORLEANS—1925—NBC

**Frequency:** 1350 Kc. ....Power: 5000 Watts  
**Owned-Operated By** .....WSMB, Inc.  
**Business-Studio Address** .....Maison Blanche Bldg.  
**Phone Number** .....Magnolia 5921  
**Representative** .....Edward Petry  
**President** .....N. L. Carter  
**General Manager** .....H. Wheelahan

## W T I X

### NEW ORLEANS—1951

**Frequency:** 1450 Kc. ....Power: 250 Watts  
**Owned-Operated By** .....Royal Bcstg. Corp.  
**Address** .....Nat'l Bank of Commerce Bldg.

## W T P S

### NEW ORLEANS—1948—LBS

**Frequency:** 940 Kc. ....Power: 1000 d.; 500 n.  
**Owned-Oper. By** .....The Times Picayune Pub. Co.

**Business Address** .....615 North St.  
**Phone Number** .....Tulane 2411  
**Transmitter Location** .....Hamilton Ave., Gretna  
**News Service** .....AP  
**Transcription Service** .....Associated  
**Representative** .....Branham  
**President** .....L. K. Nicholson  
**General Mgr.** .....H. F. Wehrmann  
**Commercial Mgr.** .....J. R. O'Meallie

## W W E Z

### NEW ORLEANS—1947

**Frequency:** 690 Kc. ....Power: 5000 Watts  
**Owned-Operated By** .....WWEZ Radio Inc.  
**Bus-Studio Address** .....Hotel New Orleans  
**Phone Number** .....Canal 3421  
**President** .....A. L. Chilton  
**General Manager** .....Joe A. Oswald  
**Program Dir.** .....Ken Elliott  
**Chief Engineer** .....Harrison Mondy

## W W L

### NEW ORLEANS—1922—CBS

**Frequency:** 870 Kc. ....Power: 50,000 Watts  
**Owned-Operated By** .....Loyola University  
**Address** .....Roosevelt Hotel  
**Phone Number** .....Raymond 2194  
**News Service** .....UP, AP  
**Transcription Service** .....Standard, Thesaurus  
**Representative** .....Katz  
**President** .....Rev. Thomas J. Shields  
**General Manager** .....W. H. Summerville  
**Comm. Manager** .....Larry Baird  
**Promotion Manager** .....Ray Liuzza  
**Program Director** .....E. M. Hoerner  
**Chief Engineer** .....J. D. Bloom, Jr.

## K S L O

### OPELOUSAS—1947—MBS

**Frequency:** 1230 Kc. ....Power: 250 Watts  
**Owned-Operated By** .....KSLO Bcstg. Co.  
**Studio Address** .....KSLO Bldg.  
**Phone Number** .....2633  
**Transmitter Location** .....1½ Mi. SW. of City  
**Air Time** .....Unlimited  
**News Service** .....UP  
**Transcription Service** .....World  
**Representative** .....Sears & Ayer  
**Membership** .....NARTB, BAB  
**Gen., Sta. Mgr.** .....W. Eugene Jones  
**Commercial Manager** .....A. B. Reed, Jr.  
**Sales Prom. Mgr.** .....M. F. Faircloth  
**Program Director** .....Glen Hunt  
**Chief Annr., News Dir.** .....Floyd Cormier  
**Chief Engineer** .....Freddie Hebert

## K R U S

### RUSTON—1947—MBS-KBS

**Frequency:** 1490 Kc. ....Power: 250 Watts  
**Owned-Oper. By** .....Ruston Bcstg. Co.

## LOUISIANA-MAINE

Bus. Studio Address...105 N. Railroad Ave.  
 Phone Number .....1490  
 Transmitter Location .....Hwy. 80, 2 Mi. W.  
 Air Time .....6 a.m.-11 p.m.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 President .....C. E. Faulk, Jr.  
 Station Manager .....Kenneth L. Whitaker  
 Chief Engineer.....Chester Gillespie

### KCIJ

#### SHREVEPORT—1950—LBS

Frequency: 980 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Southland Bcstg. Co.  
 Address .....710 Milam St.  
 Phone Number .....4-6681  
 News Service .....UP  
 Station Manager.....Martin Kirsch, Jr.  
 Station Director.....Ven Marshall

### KENT

#### SHREVEPORT—1947—MBS

Frequency: 1550 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By.....Frank H. Ford  
 Business-Studio Address.....311 Milam Bldg.  
 Phone Number .....3-3681  
 Transmitter Location.....Blanchard Rd.  
 Air Time .....6 a.m.-M.  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Walker  
 Membership .....NARTB, BAB  
 General Sta. Manager.....Frank H. Ford  
 Commercial Manager.....Frank H. Ford, Jr.  
 Prom. Mgr., Pub. Dir.....Bill Monroe  
 Program Director.....Joe Monroe  
 Chief Engineer.....L. J. Carlson  
 Consulting Engineer.....Commercial Radio

### K R M D

#### SHREVEPORT—1928—ABC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Station KRMD  
 Bus. Studio Address.....New Jefferson Hotel  
 Phone Number .....6171

Representative .....Weed  
 Manager.....G. V. Wilson  
 Station Director.....W. L. Switzer

### K T B S

#### SHREVEPORT—1929—NBC-TQ

Frequency: 710 Kc. ....Power: 10,000 Watts d.,  
 5,000 Watts n.  
 Owned-Oper. By ....Radio Station KTBS, Inc.  
 Address .....312 East Kings Hwy  
 Phone Number .....7-3644  
 Transmitter Location .....Dixie  
 Air Time .....5 a.m.-12 M.  
 News Service .....AP, UP  
 Representative .....Petty  
 Transcription Service .....Associated  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....E. Newton Wray  
 National Sales Manager .....Dean R. Upson  
 Local Sales Manager Chas. F. Whitesides, Jr.  
 Pub. Dir., Sales Prom. Mgr. ....Marie B. Gifford  
 Program Director.....Deane R. Flett  
 Production Director.....P. J. White  
 News Director.....N. L. Gearhart  
 Chief Engineer .....C. H. Maddox

### K W K H

#### SHREVEPORT—1925—CBS

Frequency: 1130 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....International Bcstg. Corp.  
 Business-Studio Address.....Commercial Bldg.  
 Phone Number .....2-8711  
 Transmitter Location .....Dixie  
 Air Time .....Unlimited  
 News Service.....AP, UP  
 Transcription Service .....Lang-Worth  
 Representative .....Branham  
 Membership .....NARTB, BAB  
 President.....John D. Ewing  
 General Manager .....Henry B. Clay  
 Commercial Manager .....B. G. Robertson  
 Prom. Mgr., Pub. Dir.....James T. Briggs  
 Program Director.....Horace Logan  
 Chief Announcer.....Frank Page  
 News Director.....James Van Sickle  
 Chief Engineer.....W. E. Antony  
 Consulting Engineer.....A. Earl Cullum

# MAINE

*Pop. April 1, 1952 (Est.) 949,000—Total Housing Units 311,692  
 Families April 1, 1952 (Est.) 284,000—Stations in State 14*

### WFAU

#### AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Twin City Bcstg. Co., Inc.  
 Transmitter Address .....160 Bangor St.  
 Phone Number .....2540-1  
 Air Time .....6 a.m.-12 M.

News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Forjoe  
 President .....Faust Couture  
 General Manager.....Norman G. Gallant  
 Sales Prom. Mgr.....Floyd Smiley  
 Program Director .....Willard H. Blaisdell  
 News Director.....Robert Golderman  
 Chief Engineer.....Robert H. Parker

# MAINE

## WRDO

AUGUSTA—1932—NBC-MAINE

NERN

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . WRDO, Inc.  
 Address . . . . . 175 Water Street  
 Phone Number . . . . . 2285  
 Transmitter Location . . . . . Chelsea, Me.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Weed, Bannan  
 Membership . . . . . NARTB, BAB  
 President . . . . . Adeline B. Rines  
 Sta., Gen. Mgr. . . . . Jack S. Atwood  
 Commercial Manager . . . . . Donald K. Powers  
 Prod., Pgm. Dir. . . . . Leslie R. Hubley  
 Publicity Director . . . . . Danny I. Kelly  
 Chief Announcer . . . . . Will Whitten  
 News Director . . . . . Floyd Nute  
 Chief Engineer . . . . . Harold I. Dinsmore

## WABI

BANGOR—1922—ABC

Frequency: 910 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Community Bcstg. Service  
 Business-Studio Address . . . . . 57 State St.  
 Phone Number . . . . . 6446  
 Transmitter Location . . . . . Wilson St., Brewer  
 Air Time . . . . . 6 a.m.-12:05 a.m.  
 News Service . . . . . AP  
 Representative . . . . . Young  
 President . . . . . Horace E. Hildreth  
 Gen., Sta. Mgr. . . . . Murray Carpenter  
 Comm., Sales Prom. Mgr. . . . . Leon P. Gorman, Jr.  
 Pub. Pgm., Prod. Dir. . . . . Richard Bronson  
 News Director . . . . . Robert Patten  
 Chief Engineer . . . . . Walter Dickson  
 Consulting Engineer . . . . . George Davis

## WGUY

BANGOR—1947—CBS

Frequency: 1230 Kc . . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Guy Gannett Bcstg. System  
 Phone Number . . . . . 7354  
 Studio-Transmitter Location . . . . . Mt. Hope Ave.  
 Air Time . . . . . 6:30 a.m.-12 M.  
 News Service . . . . . UP  
 Representative . . . . . Avery-Knodel  
 President . . . . . Guy P. Gannett  
 General Manager . . . . . Lawrence W. Stubbs  
 Station Manager . . . . . Samuel G. Henderson, Jr.  
 Program Director . . . . . Clifton E. Reynolds  
 Chief Engineer . . . . . Lauris P. MacGown  
 Consulting Engineer . . . . . Lohnes & Culver

## WLBZ

BANGOR—1926—NBC-NERN

Frequency: 620 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Maine Bcstg. Co.

Business-Studio Address . . . . . 100 Main St.  
 Phone Number . . . . . Bangor 6023  
 Transmitter Location . . . . . Broadway  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Weed, Bertha Bannan  
 Membership . . . . . NARTB, BAB  
 Station Manager . . . . . Edward E. Guernsey  
 Program Director . . . . . Irving S. Hunter  
 News Director . . . . . William Mincher  
 Publicity Director . . . . . George Chapman  
 Musical Director . . . . . Norman Lambert  
 Chief Engineer . . . . . John Wibby

## WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Biddeford Bdcstg. Corp.  
 Address . . . . . 234 Main St.  
 Transmitter Location . . . . . Garfield St., Saco  
 Phone Number . . . . . 4-4566  
 Air Time . . . . . 7 a.m.-11:10 p.m.  
 News Service . . . . . UP  
 Representative . . . . . Devney & Co.  
 Membership . . . . . NARTB, BAB  
 Pres., Gen., Sta. Mgr. . . . . Arthur Deters  
 Comm., Sales Prom. Mgr. . . . . Carl Swanson  
 Pgm., Prod. Dir. . . . . Don Dyer  
 News Director . . . . . Hal Swaney  
 Chief Engineer . . . . . Arthur Deters

## WABM

HOULTON—1950—MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Aroostook Bdcstg. Corp.  
 Phone Number . . . . . 2257  
 Trans. Loc. Address . . . . . 1340 North Rd.  
 Air Time . . . . . 5:55 a.m.-M.  
 News Service . . . . . AP  
 President . . . . . Harry E. Umphrey  
 General Manager . . . . . Harold D. Glidden  
 Station Manager . . . . . Ted Coffin  
 Commercial Manager . . . . . Dewey Dewitt  
 Chief Engineer . . . . . Robert W. MacIntosh

## WCOU

LEWISTON—1938—MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Twin City Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 223 Lisbon St.  
 Phone Number . . . . . 4-6921  
 Transmitter Location . . . . . Webber Ave.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, SESAC  
 Representative . . . . . Forjoe  
 President . . . . . Faust Couture  
 General-Station Mgr. . . . . John C. Libby  
 Pgm., Prod., Pub. Dir. . . . . Herb Fontaine  
 News Editor . . . . . Jack Karmen



MAINE

Chief Engineer.....Donald Mason  
Farm Editor.....Harold Alberghini

**W L A M**

**LEWISTON—1947—ABC**

Frequency: 1470 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Lewiston-Auburn Bcstg. Corp.

Business-Studio Address.....129 Lisbon St.  
Phone Number.....4-5401  
Transmitter Location.....Auburn  
Air Time.....6 a.m.-12 M.  
News Service.....AP  
Transcription Service.....Capitol  
Representative.....Everett-McKinney,  
Kettell-Carter

President, Station Mgr.....Elden H. Shute, Jr.  
General Mgr..Treas.....Frank S. Hoy  
Comm., Sales Prom. Mgr. ....Gerald T. Higgins  
Production Director.....Norman McKinstry  
Chief Engineer.....Leslie R. Hall

**W G A N**

**PORTLAND—1938—CBS-NERN**

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Oper. By..Guy Gannett Bcstg. Services

Business-Studio Address.....390 Congress St.,  
Phone Number.....2-7423  
Transmitter Location.....Riverton  
Air Time.....6 a.m.-12:05 a.m.  
News Service.....UP  
Representative.....Avery-Knodel  
President.....Guy P. Gannett  
General Manager....Creighton E. Gatchell  
Commercial Manager.....Richard E. Bates  
Pgm., Pub. Dir. ....Francis H. Farnum, Jr.  
Chief Engineer.....Roger W. Hodgkins  
Consulting Engineer.Craven, Lohnes & Culver

**W P O R**

**PORTLAND—1946—ABC-YANKEE**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Oliver Bcstg. Corp.  
Business-Studio Address.....477 Congress St.  
Phone Number.....3-8111  
Transmitter Location.....57 Baxter Blvd.  
Air Time.....6 a.m.-12 M.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Everett-McKinney  
Louis J. Borgatti

Pres., Sta., Gen. Mgr. ....Harold H. Meyer  
Commercial Manager.....William J. Mullen  
Sales Prom. Mgr.....Marguerite E. Phillips



AMERICAN BROADCASTING COMPANY  
MUTUAL BROADCASTING SYSTEM  
YANKEE NETWORK

*Portland's  
favorite  
station—*

**ASK ANYONE!**

REP. EVERETT-McKINNEY, INC.

HAL MEYER, PRESIDENT

## MAINE-MARYLAND

Pgm., Prod. Dir. . . . . Raymond Mercier  
 Chief Anncr., News Dir. . . . . S. Blake Ellis  
 Chief Engineer . . . . . Roger L. Perry  
 Consulting Engineer . . . . . E. C. Page

### W C S H

**PORTLAND—1925**  
**NBC-NERN-ME.**

Frequency: 970 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Congress Square Hotel Co.  
 Business-Studio Address . . . . . 157 High St.  
 Phone Number . . . . . 2-0181  
 Transmitter Location . . . . . Scarboro  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Weed, Bertha Bannan  
 Membership . . . . . NARTB, BAB  
 President . . . . . Adeline B. Rines  
 General Manager . . . . . William H. Rines  
 Asst. Station Manager . . . . . Linwood T. Pitman  
 Commercial Manager . . . . . Albert W. Smith  
 Program Director . . . . . Arthur Owens  
 Production Director . . . . . P. N. Johnson  
 Chief Engineer . . . . . Daniel B. Smith  
 News Director . . . . . C. Thomas Wade

### W A G M

**PRESQUE ISLE—1931—MBS**  
**YANKEE—ME.B.S.**

Frequency: 1450 Kc. . . . . Power: 250 Watts

Owned-Operated By . . . . . Arrostook Bcstg. Corp.  
 Business-Studio Address . . . . . 180 W. State St.  
 Phone Number . . . . . 8821  
 Transmitter Location . . . . . U. S. Route 1  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 President . . . . . Harry E. Umphrey  
 General Manager . . . . . Harold D. Glidden  
 Commercial Manager . . . . . Forrest Craig  
 Prod. Pgm. Dir. . . . . Richard B. Marshall  
 Chief Engineer . . . . . Lester E. Hughes

### W T V L

**WATERVILLE—1946—ABC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Kennebec Bcstg. Co.  
 Business-Studio Address . . . . . 36 Silver St.  
 Phone Number . . . . . 2700-1  
 Transmitter Location . . . . . Winslow  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative Everett-McKinney, Kettell-Carter  
 Membership . . . . . NARTB, BAB  
 Pres., Gen.-Station Mgr. . . . . Carleton D. Brown  
 Commercial Manager . . . . . Harold I. Vigue  
 Sales Prom. Mgr., Pub., New Dir. . . . . Al Martin  
 Pgm., Music Dir. . . . . Paul Huber  
 Chief Engineer . . . . . Don Sutherland  
 Consulting Engineer . . . . . Gordon Keyworth

# MARYLAND

*Pop. April 1, 1952 (Est.) 2,430,000—Total Housing Units 691,322*  
*Families April 1, 1952 (Est.) 636,000—Stations in State 23*

### W A N N

**ANNAPOLIS—1946**

Frequency: 1190 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Annapolis Bcstg. Corp.  
 Business-Studio Address . . . . . 25 School St.,  
 P. O. Box 749  
 Phone Number . . . . . Annapolis 2500  
 Transmitter Location . . . . . Bay Ridge Rd.  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . UP  
 President, General Mgr. . . . . Morris H. Blum  
 Chief Engineer . . . . . Arthur P. Dietz

### W A S L

**ANNAPOLIS—1946**

Frequency: 810 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Chesapeake Radio Corp.  
 Business Address . . . . . P. O. Box 508  
 Phone Number . . . . . 9211

Transmitter-Studio Location . . . . . Truxton Hgts.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Pres., Gen. Mgr. . . . . Robert L. Blalock  
 Commercial Manager . . . . . Patrick W. Larkin  
 Program Director . . . . . M. E. Blalock  
 Chief Engineer . . . . . Stanley C. Leck

### W N A V

**ANNAPOLIS—1949—LIBERTY**

Frequency: 1430 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . The Capital Bdcstg. Co.  
 Trans. Loca. Add. P. O. Box 829, Admiral Hgts.  
 Phone Number . . . . . 2639  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . McGillvra, Inc.  
 President . . . . . Albert H. MacCarthy  
 Sta., Gen. Mgr. . . . . H. Philip Nesbitt  
 Commercial Manager . . . . . Robert C. Bicker

**38,000 Square Miles! 496,810 Radio Families!**

**You Get MORE**

**COVERAGE**

**When You Buy**

**Radio  
Baltimore**

**WBAL**

**50,000 Watts  
NBC in Maryland**

*Nationally Represented by EDWARD PETRY & CO., Inc.*



## MARYLAND

Sales Promotion Manager....Herb Robinson  
 Pgm., Prod. Director.....Mary Lane  
 Chief Engineer.....H. P. Nesbitt  
 Consulting Engineer.....Glenn Gilett

### W B A L

**BALTIMORE—1925—NBC**

Frequency: 1090 Kc.....Power: 50,000 Watts  
 Owned-Operated By .....Hearst Radio, Inc.  
 Address .....2610 North Charles St.  
 Phone Number .....Hopkins 3000  
 Trans. Loca. ....Winans Rd., Randallstown  
 Air Time .....Unlimited  
 News Service .....AP, INS, UP  
 Transcription Service .....Associated  
 Representative ....Edward Petry & Co., Inc.  
 President .....Charles B. McCabe  
 V.P., & Gen. Mgr.....D. L. Provost  
 V.P., (Engineering) .....John Wilner  
 Station Manager.....Leslie H. Peard, Jr.  
 Dir. Pub. Affairs & Educ.....Arnold Wilkes  
 Program Director.....Victor F. Campbell  
 Program Manager.....William N. Rock  
 Local Sales Manager.....J. M. Kennedy  
 News, Pub. Mgr.....Thomas J. White, Jr.  
 Chief Announcer.....Walter Linthicum  
 Dir. Women's Pgms.....Mollie Martin  
 Chief Engineer.....William C. Bareham  
 Consulting Engineer.....A. Earl Cullum

### W B M D

**BALTIMORE—1947—LBS**

Frequency: 750 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Key Bcstg. Corp.  
 Business-Studio Address.....879 Park Ave.  
 Phone Number.....Mulberry 7095  
 Transmitter Location.....2901 Moravia Rd.  
 News Service .....AP  
 Representative.....Joseph Hershey McGilvra  
 President.....George E. Hull  
 Gen., Comm. Mgr.....H. Shelton Earp, Jr.  
 Program Director.....Tom O'Connor  
 Chief Engineer.....Russell H. Morgan

### W C A O

**BALTIMORE—1922—CBS**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Monumental Radio Co.  
 Business-Studio Address..1102 N. Charles St.  
 Phone Number .....Mulberry 0600-1-2-3-4  
 Transmitter Location.....Park Hgts. Ave.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Paul H. Raymer  
 Membership .....NARTB  
 Pres., Sta., Gen. Mgr.....L. W. Milbourne  
 Chge. Nat'l. Sales.....Robert M. Richmond  
 Program Dir.....George L. Filling  
 Chief Engineer.....Martin L. Jones  
 Consulting Engineer.....George C. Dimes

### W C B M

**BALTIMORE—1924—MBS**

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.  
 Owned-Oper. By.....Baltimore Bcstg. Corp.  
 Bus.-Studio Address....Harford & North Aves.  
 Phone Number.....Belmont 8400  
 Transmitter Location ....Painters Mill Rd.,  
 Owings Mills  
 News Service .....AP, INS  
 Representative .....Taylor  
 President, Comm. Manager.....John Elmer  
 Gen. Mgr., Pgm., News Dir.....G. H. Roeder  
 Chief Engineer.....G. Porter Houston

### W F B R

**BALTIMORE—1922—ABC**

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Oper. By...The Baltimore Radio Show  
 Address .....10 E. No. Ave.  
 Phone Number .....Mulberry 1300  
 Transmitter Location ....701 Waterview Ave.  
 Air Time .....6 a.m.-12 M.  
 News Service .....AP, UP  
 Transcription Service .....World  
 Representative .....John Blair & Co.  
 President .....Robert S. Maslin  
 V.P., Gen. Mgr.....John E. Surrick  
 V.P., & Treasurer .....J. H. L. Trautfeiler  
 V.P. Charge of Adv.....Robert S. Maslin, Jr.  
 Dir. of Sales, Comm. Mgr. ....Wm. S. Pirie, Jr.  
 Sales Promotion Manager...William B. Roche  
 Special Events Dir.....Bert Hanauer  
 Chief Engineer .....William Q. Ranft

### W S I D

**BALTIMORE—1948**

Frequency 1010, Kc.....Power: 1000 Watts.  
 Owned-Operated By.....United Bcstg. Co.  
 Business-Studio Address...109 W. Baltimore St.  
 Phone Number.....Saratoga 8250  
 Transmitter Location .....Essex  
 Air Time .....Sunrise-sunset  
 President .....Richard Eaton  
 General Manager .....Albert R. Lanphear  
 Promotion Mgr.....Helen Wherley  
 Chief Engineer .....Leroy Reckling

### W W I N

**BALTIMORE—1951**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Belvedere Bcstg. Co.  
 Address.....5740 Reisterstown Rd.  
 Phone Number.....Mohawk 4400  
 Transmitter Location .....300 President St.  
 Air Time .....24 Hrs.  
 News Service .....AP  
 Transcription Service .....Associated  
 Representative .....Indie Sales  
 Pres., Gen. Mgr.....Thomas F. McNulty  
 Sales Prom. Mgr.....Bentley Stecher

... no if-and-or-but about it, the big

# Bargain

in Baltimore is

# WITH



ask your Forjoe man to prove it!

# MARYLAND

Program Director.....Lenore Feldman  
 Chief Announcer.....Chester Kiser  
 Chief Engineer.....Harold A. Kemp  
 Consulting Engineer..Craven, Lohnes & Culver

## WITH BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By....Maryland Bcstg. Corp.  
 Business-Studio Address....7 E. Lexington St.  
 Phone Number.....Lexington 7808  
 Transmitter Location.....1230 Curtain Ave.  
 Air Time.....24 Hrs.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Headley-Reed  
 Membership.....BAB  
 Pres., Gen.-Sta. Mgr.....Thomas G. Tinsley, Jr.  
 Comm., Sales Prom. Mgr.....Robert C. Embry  
 Program Dir.....Nedra Jeanne Berryman  
 Publicity Director.....Mae Hughes  
 Musical Director.....Anna Ray Suter  
 Chief Engineer.....James S. Duff  
 Consulting Engineer.....Jansky & Bailey

## WUST BETHESDA—1951—MET. NET

Frequency: 1120 Kc.....Power: 250 Watts d.  
 Owned-Oper. By..Broadcast Management, Inc.  
 Business-Studio Address.....1348 You St.,  
 Wash., D. C.  
 Phone Number.....Hobart 1233  
 Transmitter Location.....Bethesda  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Hil F. Best  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Harold F. Sheffers  
 Sta. Mgr., Pgm. Dir.....Carl Robinson  
 Chief Engineer.....Richard Reagan

## WCEM CAMBRIDGE—1947—MBS

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Oper. By.....The Shore Bcstg Co.  
 Bus.-Studio Address.....P. O. Box 333  
 Transmitter Location.....N. E. Corner Bay  
 St. & Queen Ann Ave.  
 News Service.....AP  
 Transcription Service.....World  
 President.....John W. Downing  
 Gen., Comm., Prom. Mgr..Norman V. Bergholm  
 Chief Ann., Pgm. Dir.....Edward H. Brigham  
 Chief Engineer.....Jerrold P. Merritt

## WCUM CUMBERLAND—1948—CBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Tower Realty Co.  
 Address.....P. O. Box 360  
 Phone Number.....5400-1

Transmitter Loc.....Williams Rd., E. City Line  
 Air Time.....6:30 a.m.-11:30 p.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Meeker  
 President.....Karl F. Stelmann  
 Station Manager.....M. Campbell, Jr.  
 Commercial Manager.....Roy S. Knotts  
 Sales Prom. Mgr.....Eldred Stelmann  
 News Director.....William Criswell  
 Chief Engineer....William Paul Clendenning

## WTBO CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By....Maryland Radio Corp.  
 Business-Studio Address....Commercial Bank  
 Bldg.  
 Phone Number.....299  
 Transmitter Location.....Cumberland  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Branham  
 Pres., Gen., Sta. Mgr.....Charles E. Smith  
 Comm., Sales, Prom. Mgr.....Henry J. Guzik  
 Pgm., Prod. Dir.....Michael Hurst  
 Pub., News Dir.....Robert Rosamond  
 Chief Anncr., Music Dir.....Jack Gale  
 Chief Engineer.....John Ridgway

## WDYK CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By....Western Md. Bcstg.  
 Trans. Loca. Add.....450 Byrd Avenue  
 Phone Number.....5001  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP  
 Representative...Radio Representatives, Inc.  
 President.....Richard A. Raese  
 V.P.-Gen., Sta. Mgr.....Dan Hydrick, Jr.  
 Commercial Manager.....Floyd V. Cozad  
 Sales Prom. Mgr.....Curry M. Bartlett  
 Program, News Dir.....Robert Calvert  
 Publicity Director.....Ed Meyer  
 Production Mgr.....James M. Martinson  
 Chief Engineer.....George Sokol, Jr.

## WFMD FREDERICK—1936—CBS

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Operated By....Monocacy Bcstg. Co.  
 Business-Studio Address....Winchester Hall  
 Phone Number.....1626  
 Air Time.....5 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World  
 President.....Laurence Leonard  
 General Manager.....Alan W. Long  
 Program Director.....Evelyn Leonard



**MARYLAND**

**W A R K**

**HAGERSTOWN—1947—ABC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . United Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 128 S. Prospect St.  
 Phone Number . . . . . 4500  
 Transmitter Location . . . . . Commonwealth Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 President . . . . . Richard Eaton  
 Managing Director . . . . . Albert R. Lanphear  
 General Manager . . . . . Samuel E. Phillips, Jr.  
 Prog. Dir., Farm Editor . . . . . Hunter Reams  
 Publicity Director . . . . . Lynn Keller  
 Chief Engineer . . . . . G. Harold Brewer

**W J E J**

**HAGERSTOWN—1932—MBS-ABC**

Frequency: 1249 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Hagerstown Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Franklin Court  
 Phone Number . . . . . 2323  
 Transmitter Location . . . . . Carroll Heights  
 Air Time . . . . . 6 a.m.-12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 Membership . . . . . NARTB, BAB

Pres., Gen. Mgr. . . . . Grover C. Crilley  
 Sta., Prom., Mgr. . . . . William H. Paulsgrove  
 Commercial Mgr. . . . . Clarence Myers  
 Pgm., Prod. Dir. . . . . Robert Leshar  
 Publicity Director . . . . . Marie Whitecraft  
 Musical Director . . . . . Patsy Miller  
 Chief Anncr., News Dir. . . . . D. Glenn Thomas  
 Chief Engineer . . . . . George McIntire  
 Consulting Engineer . . . . . Kear & Kennedy

**W A S A**

**HAVRE DE GRACE—1948—KBS**

Frequency: 1330 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Chesapeake Bcstg. Corp.  
 Address . . . . . P. O. Box 97  
 Transmitter Address . . . . . Bel Air Rd.  
 Phone Number . . . . . 800  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Schepp-Reiner  
 President, General-Station Mgr. . . . . Jason T. Pate  
 Comm.-Sales Prom. Mgr. . . . . Charles W. Irwin  
 Mus., Pgm., Prod., Pub. Dir. . . . . W. E. Baeky, Jr.  
 Chief Engineer . . . . . Charles E. Veazie

**W I N X**

**ROCKVILLE—1947**

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . United Bcstg. Co.

**AP SELLS**

For Stations and Sponsors—

**For instance . . . WITH**

“We have 160 AP newscasts sponsored weekly. Since WITH was established 10 years ago, we have used Associated Press news continuously, most of the time exclusively. Our AP membership has been a great satisfaction to us. Our AP service has produced two important results . . . satisfied sponsors . . . and a great deal of station revenue.”

THOMAS TINSLEY,  
 President,  
 WITH, Baltimore, Maryland

## MARYLAND-MASS.

Address.....Route 240, Rockville  
 Phone Number.....Rockville 4359  
 Transmitter Location.....Rockville  
 Air Time.....Sunrise-Sunset  
 News Service.....UP  
 President.....Richard Eaton  
 General Manager.....Richard C. Scheele  
 Promotion Manager.....Phyllis Johnson  
 Chief Engineer.....Arthur A. Snowberger

### W B O C

**SALISBURY—1940—MBS**

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Oper. By...The Peninsula Bcstg. Co.  
 Bus.-Studio-Transmitter Address...Radio Park  
 Phone Number.....6131  
 Air Time.....6 a.m.-12:30 a.m.  
 News Service.....AP  
 Transcription Service...World, Lang-Worth  
 Representative.....Burn-Smith  
 President.....John W. Downing  
 Gen., Sta., Comm. Mgr....Charles J. Truitt

Program Director.....John W. Downing, Jr.  
 Chief Engineer.....Jack W. Ward  
 Consulting Engineer.....A. D. Ring

### W G A Y

**SILVER SPRING—1946—MET. NET**

Frequency: 1050 Kc....Power: 1000 Watts d.  
 Owned-Oper. By...Tri-Suburban Bcstg. Corp.  
 Business Address.....11306 Kemp Mill Rd.  
 Phone Number.....Shep. 1050  
 Studio-Transmitter Location....Kemp Mill Rd.  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....McGillvra  
 Membership.....NARTB, BAB  
 President.....John W. Kluge  
 Gen.-Sta. Mgr.....Joseph L. Brachuer  
 Comm., Sls., Prom. Mgr....James E. Crismond  
 Prod., Pub., Pgm. Dir.....Ernest Tannen  
 Musical Director.....J. Robert Herr  
 Chief Engineer.....Arthur McDougall

## MASSACHUSETTS

*Pop. April 1, 1952 (Est.) 4,850,000—Total Housing Units 1,408,797  
 Families April 1, 1952 (Est.) 1,308,000—Stations in State 50*

### W A R A

**ATTLEBORO—1950**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Attleboro Radio Assn.  
 Address.....Bronson Bldg.  
 Phone Number.....1320  
 Representative.....Bannan  
 Transcription Service.....Thesaurus  
 News Service.....UP  
 Membership.....NARTB, BAB  
 General Manager.....J. Ottmar  
 President.....Howard H. Sweet  
 Station Manager.....Keith S. Field  
 Commercial Mgr.....William A. Dawson, Jr.  
 Program Director.....David P. Mohr  
 Chief Engineer.....Kenneth J. Dolan  
 News Director.....William J. Torpey  
 Consulting Engineer.....Gillett

Phone Number.....ALgonquin 4-5670  
 Transmitter Location.....WBZ, Hull, Mass.:  
 WBZA, East Springfield, Mass.  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus  
 Representative.....Free & Peters  
 President.....Walter Evans  
 Station Manager.....W. C. Swartley  
 Sales Manager.....C. M. Meehan  
 Promotion Manager.....John Stilli  
 Program Manager.....Avner Rakov  
 Chief Engineer.....WBZ, W. H. Hauser;  
 WBZA, Harold Randol

### W C O P

**BOSTON—1935**

Frequency: 1150 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....T. B. Balsler, Jr., A. G.  
 Beeman, Roy V. Whisnand (partners)  
 Business-Studio Address.....485 Boylston St.  
 Phone Number.....COpley 7-0123  
 Transmitter Location.....Lexington  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP, INS  
 General Manager.....Roy V. Whisnand  
 Commercial Manager.....A. N. Armstrong  
 Program Director.....Irvin E. Dierdorf, Jr.  
 News Director.....Jack Chase  
 Chief Engineer.....Roland C. Hale

### W B Z - W B Z A

**(Synchronous Operation)**

**BOSTON-SPRINGFIELD—1921  
 NBC-NERN**

Frequency: 1030 Kc.....Power: WBZ, 50,000  
 Watts; WBZA, 1000 Watts  
 Owned-Oper. By...Westinghouse Radio Sta-  
 tions, Inc. (Synchronous Operation)  
 Business-Studio Add...1170 Soldiers Field Rd.

# ★ **GO YANKEE!**

# ★ **GO HOME-TOWN!**

**IN NEW ENGLAND**

## **YANKEE HOME TOWN FOOD SHOW**

with

**Ruth Mugglebee**

*Woman's Editor Boston Record American and Sunday Advertiser*

**Bill Hahn**

*Yankee Radio and TV Personality*

**Monday thru Friday 1:15-1:45 P.M.**

The fastest comer in New England food shows. In a year's time it equalled any similar program in participations of national advertisers. Renewals prove how effective it is. With this program beamed through the home-town station you can reach all of the home-town audience all over New England.

## **YANKEE NETWORK NEWS SERVICE**

**8 A.M. — 9 A.M. — 1 P.M. — 6 P.M. — 11 P.M.**

Participations in the news is another way to get your broadcast *inside* each local area — gain extra local impact by going directly from home-town station to home-town audience. National advertisers have used the Yankee Network News Service for many years to go home-town in New England.

*Ask the Man from*  
**H-R Representatives, Inc.**

# THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.



MASSACHUSETTS

**W E E I**

**BOSTON—1924—CBS-RADIO**

Frequency: 590 Kc.....Power: 5000 Watts  
Owned By.....CBS, Inc.  
Operated By.....CBS Radio Division  
Business-Studio Address.....182 Tremont St.  
Phone Number.....Hubbard 2-2323  
Transmitter Location....Mystic Valley Pkway.  
News Service .....AP, UP  
Transcription Service .....Lang-Worth  
Representative.....CBS Radio Spot Sales  
General Manager.....Harvey J. Struthers  
Sales Promotion Mgr.....Charles B. H. Vaill  
Program Director.....Raymond G. Girardin  
Production Director.....Arthur C. King  
Publicity Director.....Marie H. Houlahan  
News Director.....Charles J. Ashley  
Chief Engineer.....Harold A. Dorschug

**W H E E**

**BOSTON—1946**

Frequency: 1090 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....WBMS, Inc.  
Business-Studio Add.....35 Court St.  
Transmitter Location .....Medford  
Air Time .....Sunrise-sunset  
News Service .....UP  
President .....Jack M. Berkman

Gen., Sta. Mgr.....Lambert B. Beeuwkes  
Program Director.....William Stewart  
Production Director.....Al Burns  
Publicity Director.....Polly Haddad  
News Director.....Steve James  
Chief Engineer.....Donald Snider  
Consulting Engineer.....George C. Davis

**W M E X**

**BOSTON—1934—LBS**

Frequency: 1510 Kc.....Power: 5000 Watts  
Owned-Oper. By.....The Northern Corp.  
Business-Studio Address...70 Brookline Ave.  
Phone Number.....Commonwealth 6-3900  
Transmitter Location....71 W. Squantum St.,  
Quincy  
Air Time.....7:15 a.m.-M.  
News Service .....INS  
Transcription Service .....Lang-Worth  
President, Prod., News Dir.....John E. Reilly  
General Station Manager....William S. Pote  
Consulting Engineer.....Alfred J. Pote  
Commercial Manager.....Lawrence Flynn  
Sales Promotion Manager.....Marie Mason  
Publicity Director.....Mary Saunders  
Program Director.....George Kaplan  
Chief Announcer.....Joseph Grant  
Musical Director.....John Kiley  
Chief Engineer.....John Memishian  
Farm Editors.....Stephen Follet, John Neville

The most popular show in Boston

**COUNTRY STYLE WESTERN TUNES**

(8:15 to 11:00 a.m. Monday thru Friday)

**W M E X**

Boston, Mass.

5,000 WATTS

**MEMBER: LIBERTY BROADCASTING SYSTEM**

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**MASSACHUSETTS**  
 . . . . .

**W N A C**

**BOSTON—1922—MBS-YANKEE**

Frequency: 1260 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Thomas S. Lee Enterprises  
 Bus-Studio Address . . . . . 21 Brookline Ave.  
 Phone Number . . . . . Commonwealth 6-0800  
 Transmitter Location . . . . . N. Quincy  
 News Service . . . . . Reuters  
 Transcription Service . . . . . Associated  
 Representative . . . . . H.R. Reps.  
 Exec. V.P., Chg. Sales . . . . . Linus Travers

**W H D H**

**BOSTON—1926**

Frequency: 850 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Matheson Radio Co.  
 Bus-Studio Address . . . . . 6 St. James Ave.  
 Phone Number . . . . . Hancock 6-5500  
 Transmitter Location . . . . . Needham  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . John Blair  
 Membership . . . . . NARTB, BAB  
 President . . . . . Robert B. Choate  
 Managing Director . . . . . William B. McGrath  
 Commercial Manager . . . . . Arthur T. Brush  
 Program Director . . . . . George M. Perkins  
 Production Director . . . . . George M. Watson, Jr.  
 Publicity Director . . . . . William E. Shea  
 Chief Engineer . . . . . Philip K. Baldwin  
 News Director . . . . . John Day  
 Consulting Engineer . . . . . A. Earl Cullum

**W O R L**

**BOSTON—1950**

Frequency: 950 Kc. . . . . Power: 5000 Watts d.  
 Owned-Oper. By . . . . . Pilgrim Bcstg. Co.  
 Address . . . . . 92 State St.  
 Phone Number . . . . . Lafayette 3-4000  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . AP  
 Representative . . . . . Bolling Co.  
 President . . . . . Joseph A. Dunn  
 Gen., Sta., Comm. Mgr. . . . . Arthur E. Haley  
 Program Director . . . . . Norm Prescott  
 Promotion Manager . . . . . Robert Cabitt  
 Chief Engineer . . . . . John Parker  
 News Director . . . . . Richard D. Jordan

**W V O M**

**BOSTON-BROOKLINE—1948**

Frequency: 1600 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . The Boston Bcstg. Corp.  
 Address . . . . . 1 Harvard Street  
 Phone Number . . . . . Beacon 2-5650  
 Representative . . . . . McGillvra  
 News Service . . . . . UP  
 General Manager . . . . . Benjamin Bartzoff  
 Commercial Manager . . . . . Ken Strong

Chief Announcer . . . . . William Harrington  
 Chief Engineer . . . . . Jerome Bartzoff

**W B E T**

**BROCKTON—1946**

Frequency: 990 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Enterprise Publishing Co.  
 Business-Studio Address . . . . . 60 Main St.  
 Phone Number . . . . . Brockton 7062  
 Transmitter Location . . . . . Cor. West & Belmont Sts.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, SESAC,  
 Representative . . . . . Bannan, Colton  
 Membership . . . . . NARTB, BAB  
 Station Mgr. . . . . Charles A. Fuller  
 Commercial Mgr. . . . . Earle G. Clement  
 Program Director . . . . . Kenneth A. Wheeler

**W T A O**

**CAMBRIDGE—1947**

Frequency: 740 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Middlesex Bcstg. Corp.  
 Address . . . . . 439 Concord Ave.  
 Phone Number . . . . . Eliot 4-0500  
 News Service . . . . . AP  
 Representative . . . . . Indie Sales  
 President . . . . . Frank J. Lyman, Jr.  
 General Manager . . . . . F. C. Bailey  
 Program Dir. . . . . Edward Penney  
 Chief Engineer . . . . . Arthur W. Richardson

**W A C E**

**CHICOPEE-SPRINGFIELD—1946**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Regional Bcstg. Co.  
 Business Address . . . . . Bridgeway Hotel  
 Phone Number . . . . . Springfield 6-1323  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Representative . . . . . Indie Sales  
 Membership . . . . . NARTB, BAB  
 President . . . . . David Hayes  
 Sta., Comm., Gen. Mgr. . . . . Ralph J. Robinson  
 Program Dir. . . . . Charles J. O'Malley  
 Chief Engineer . . . . . Richard Glinka

**W A L E**

**FALL RIVER—1948—MBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Narragansett Bcstg. Co.  
 Address . . . . . 374 Central St.  
 Phone Number . . . . . 4-1400  
 News Service . . . . . UP  
 Representative . . . . . Walker  
 Managing Director . . . . . George L. Sisson, Jr.

**W S A R**

**FALL RIVER—1921—ABC**

Frequency: 1480 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Fall River Bcstg. Co., Inc.

## MASSACHUSETTS

Business-Studio Address.....102 So. Main St.  
 Phone Number .....7-9477-8  
 Transmitter Location .....So. Somerset  
 Air Time.....6:30 a.m.-M.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative ..Headley-Reed, Bertha Bannan  
 Membership .....NARTB, BAB  
 Treas., Gen. Mgr. ....Melvin Lahr  
 Commercial Manager .....Neil Sullivan  
 Publicity Director .....John Crowley  
 Program Dir.....Angus Bailey  
 Chief Engineer.....John Pavao

### WEIM

FITCHBURG—1941—MBS

Frequency: 1340 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....WEIM, Fitchburg, Inc.  
 Business-Studio Address.....717 Main St.  
 Phone Number .....3-3766  
 Transmitter Location.....Alpine Hill Rd.  
 Air Time .....Unimited  
 News Service .....AP  
 Representative .....Kettell-Carter, Walker  
 Membership .....NARTB, BAB  
 President.....Henry G. Molina, Jr.  
 General Manager.....Lew Sargent  
 Commercial Mgr.....James W. Chalmers

Program Dir.....David Rodman  
 News Director.....Leslie Levinson  
 Chief Engineer.....Ted Kalin

### WFGM

FITCHBURG—1950

Frequency: 1580 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Wachusett Bcstg. Co.  
 Address.....455 Main St.  
 Phone Number .....3-4897  
 Representative .....Devney  
 News Service .....INS  
 Membership .....NARTB, BAB  
 Pres., Gen., Comm. Mgr.....Ansel E. Gridley  
 Program Director.....John Wisley  
 Chief Engineer.....Donald L. Coleman

### WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.  
 Owned-Operated By....Suburban Bcstg. Co.  
 Business-Studio Address....Smith Bldg., Irving  
 Square  
 Phone Number.....Framingham 7409  
 Transmitter Location.....Mt. Wayte Ave.  
 News Service .....UP  
 Representative .....Kettell-Carter

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For Stations and Sponsors—

For instance . . . WEIM

“AP is without question our Number One revenue getter! WEIM has 85 AP newscasts sponsored weekly . . . 16 different sponsors . . . all signed for at least 26 weeks. AP news was the only tool which succeeded in getting three of Fitchburg’s five banks for us—a threefold blessing. We echo Sponsor J. D. Bailey of Bachelder-Bailey Co., Goodrich tire dealers, when he says, ‘As a merchandising vehicle, AP news is second to none.’”

HENRY G. MOLINA, JR.,  
 President,  
 WEIM, Fitchburg, Massachusetts



## MASSACHUSETTS

Gen., Prom. Manager.....Richard E. Adams  
 Commercial Manager . James H. Shoemaker  
 News Director .....James H. Robbins  
 Chief Engineer .....Francis Bartol

### W H O B

**GARDNER—1946—GRANITE STATE**  
 Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Granite State  
 Business Number.....Green St., Gardner  
 Phone Number .....1490  
 Representative .....Bolling Co.  
 President.....W. J. Barkley  
 Commercial Manager.....Robert A. Brennan  
 Program Director.....Arthur E. Vaughn  
 Chief Engineer.....John LaBonte

### W H A I

**GREENFIELD—1938—MBS-YANKEE**  
 Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....John W. Haigis  
 Business-Studio Address.....356 Main St.  
 Phone Number .....4301-2  
 Transmitter Location.....Woodard Rd.  
 Air Time.....6 a.m.-11:30 p.m.  
 News Service.....AP  
 Transcription Service...Thesaurus, Associated,  
 World

Representative.....Bertha Bannan, Walker  
 Membership.....NARTB  
 President.....John W. Haigis, Sr.  
 Gen., Sta. Mgr.....John W. Haigis, Jr.  
 Commercial Manager.....H. W. Nichols  
 Sales Promotion Manager....Thomas J. Kelly  
 Pgm. Dir., Chief Anncr.....Ira I. Hewey  
 Pub., Music Dir.....C. D. Prentice, Jr.  
 News Director.....Graydon H. Spragg  
 Chief Engineer.....Leland F. Wheeler

### W H A V

#### HAVERHILL—1947

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Haverhill Gazette Co.  
 Business-Studio Address.....30 How St.  
 Phone Number .....4-4733  
 Transmitter Location...110 Observatory Ave.  
 News Service.....AP  
 Representative .....Kettell-Carter  
 President.....John T. Russ  
 Gen., Comm. Mgr.....Robert I. Kimel  
 Program Director.....Kenneth Ash  
 Chief Engineer.....Paul A. Hurd

### W H Y N

#### HOLYOKE—1941—MBS-YANKEE

Frequency: 560 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Hampden—Hamshire Corp.  
 Address .....180 High St.  
 Phone Number.....Holyoke 8238  
 Transmitter Location .....West Holyoke  
 News Service .....UP  
 Transcription Service .....Lang-Worth

Representative ..Walker Co. & Bertha Bannan  
 Membership.....NARTB, BAB  
 Sta., Gen. Mgr.....Charles N. DeRose  
 Commercial Manager ....Patrick J. Montague  
 Program Director .....John Vondell  
 Chief Operator.....Alexander Paley  
 Consulting Engineer.....Kear & Kennedy

### W R E B

#### HOLYOKE—1950

Frequency: 930 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Valley Bcstg. Corp.  
 Address.....323 High St.  
 Phone Number .....2-3296  
 Transcription Service .....Associated  
 News Service .....AP  
 Representative .....Lionel Colton  
 President.....Sigward Holmes  
 Gen., Sta., Comm. Mgr.....W. W. Robinson  
 Pgm. Dir., Chief Anncr.....F. J. Hamel  
 News Director.....Francis Shea  
 Chief Engineer.....Ralph Benedict  
 Consulting Engineer.....A. D. Ring

### W C C M

#### LAWRENCE—1947

Frequency: 800 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By .....Lawrence Bdcstg. Co.  
 Address .....54 Essex Street  
 Phone Number ..Lawrence 37171, Lowell 6359  
 Transmitter Location .....Andover  
 Air Time .....Sunrise-Sunset  
 News Service .....AP  
 Representative.....Bannan, Indie Sales  
 Membership.....NARTB, BAB  
 Pres., Gen. Mgr.....Geo. H. Jaspert  
 Production Director.....Nicholas P. Caruso  
 Chief Announcer .....Ernest H. Labranche  
 Prom. Mgr., Pub., News Dir.....W. F. Mitten  
 Chief Engineer .....Geo. H. Jaspert

### W L A W

#### LAWRENCE—1937—ABC

Frequency: 680 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Hildreth & Rogers Co.  
 Business-Studio Address.....278 Essex St.  
 Phone Number.....Lawrence 2107  
 Transmitter Location .....Burlington  
 Air Time .....6 a.m.-12:05 a.m.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Weed  
 Membership.....NARTB, BAB  
 President.....Irving E. Rogers  
 Gen., Sta. Mgr.....William A. Riple  
 Commercial Manager.....Nona Kirby  
 Program Dir.....Richard T. Hickox  
 Production Director.....Hugh H. Sharpe III  
 Publicity Director.....Fred A. Sullivan  
 Chief Engineer.....George A. Hinckley  
 Consulting Engineer.....George C. Davis

**MASSACHUSETTS**

**W C A P**

**LOWELL—1951**

Frequency: 980 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Northeast Radio Inc.  
 Address . . . . . 24 Central St.  
 Phone Number . . . . . 4-0404  
 News Service . . . . . UP  
 Pres., Gen. Mgr. . . . . Israel Cohen  
 Commercial Manager . . . . . Gerald F. Cronin  
 Program Director . . . . . Milton B. Kaye  
 News Director . . . . . Joseph S. Davis  
 Chief Engineer . . . . . Theodore Cohen

**W L L H**

**LOWELL-LAWRENCE—1934**

**MBS-YANKEE**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Merrimac Bdstg. Co.  
 Trans. Address . . . . . 39 Kearney Square (Lowell)  
 Cregg Bldg. (Lawrence)  
 Phone Number . . . . . 8715, Lawrence 2-2148  
 Air Time . . . . . 6:30 a.m.-11:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Haskell Bloomberg  
 President . . . . . Gerald Harrison  
 V. P. . . . . Carl S. Wheeler  
 Sta. Mgr. . . . . Dana W. Fitzgerald  
 Commercial Manager . . . . . Haskell Bloomberg  
 Chief Engineer . . . . . Anthony G. Michaels

**W L Y N**

**LYNN—1947**

Frequency: 1360 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Puritan Bcst. Service, Inc.  
 Business-Studio Address . . . . . 7 Willow St.  
 Phone Number . . . . . LY. 5-6200  
 Transmitter Location . . . . . Heath's Court  
 Air Time . . . . . 6:45 a.m.-Sunset  
 News Service . . . . . UP  
 Pres., Gen. Mgr. . . . . Theodore Feinstein  
 Station Manager . . . . . Winslow Bettinson  
 Commercial Mgr. . . . . Leonard Meyers  
 Program Director . . . . . Winslow Bettinson  
 Publicity Director . . . . . Milt Jaffee  
 Chief Engineer . . . . . John W. Parker

**W B S M**

**NEW BEDFORD—1949**

Frequency: 1230 Kc. . . . . Power: 100 Watts  
 Owned-Oper. By . . . . . Bay State Bcstg. Co.  
 Address . . . . . Pope's Island  
 Phone Number . . . . . 3-1767  
 News Service . . . . . UP  
 President . . . . . Joseph P. Duchaine  
 General Manager . . . . . Otto A. Arnold  
 Commercial Manager . . . . . O. S. Perry  
 Pgm., Farm Dir. . . . . Emmett Hearn  
 Chief Engineer . . . . . Harold H. Hoover, Jr.

**W N B H**

**NEW BEDFORD—1921—MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . E. Anthony & Sons, Inc.  
 Business-Studio Address . . . . . 432 County Sts.  
 Phone Number . . . . . 8-5228  
 Transmitter Location . . . . . Fairhaven  
 Air Time . . . . . 6:30 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker Co., Bertha Bannan  
 Vice-President . . . . . Basil Brewer  
 Station Manager . . . . . Paul Perreault  
 Comm., Sales Prom. Mgr. . . . . David Shurtleff  
 Program Director . . . . . Edward Boghosian  
 Chief Engineer . . . . . Z. V. Grobowski

**W M N B**

**NORTH ADAMS—1947**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Northern Berkshire Bcstg. Co.  
 Bus.-Studio-Transmitter Address . . . . . 466 Curran  
 Phone Number . . . . . 1230  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB, BAB  
 Pres., Gen., Sta. Mgr. . . . . J. Gordon Keyworth  
 Program Manager . . . . . Benjamin A. Hubley  
 Chief Technician . . . . . William B. Dailey

**W N A W**

**NORTH ADAMS—1949**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Courtlandt Nicoll  
 Address . . . . . 20 State Street  
 Phone Number . . . . . 860  
 Transmitter Location . . . . . Curran Highway  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Pres., Gen. Mgr. . . . . Courtlandt Nicoll  
 Commercial Manager . . . . . Richard Woodies  
 Program Director . . . . . Tom Varnum  
 Chief Engineer . . . . . Gerald O'Grady

**W H M P**

**NORTHAMPTON—1950**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Pioneer Valley Bcstg. Co.  
 Address . . . . . 78 Main St.  
 Transcription Service . . . . . Standard  
 President . . . . . John H. Williams  
 Gen., Comm. Mgr. . . . . Alexander W. Milne

**W B E C**

**PITTSFIELD—1947—ABC-UBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Western Mass. Bcstg. Co.  
 Business-Studio Address . . . . . 30 Eagle St.  
 Phone Number . . . . . 8292-3





. . . . .  
**MASSACHUSETTS**  
 . . . . .

**WTXL**

**SPRINGFIELD—1949**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Telecolor Corp.  
 Phone Number . . . . . 9-4768  
 Air Time . . . . . 6:40 a.m.-12 M.  
 News Service . . . . . INS  
 Transcription Service . . . . . World  
 Representative . . . . . Walker  
 Membership . . . . . NARTB, BAB  
 Pres., Gen., Sta. Mgr. . . . . L. A. Reilly  
 Commercial Manager . . . . . Holland D. Cameron  
 Oper., Mgr., Chief Engr. . . . . J. L. Spates

**WPEP**

**TAUNTON—1949**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Silver City Bcstg. Co.  
 Address . . . . . 174 Broadway  
 Phone Number . . . . . 4-7528  
 Transcription Service . . . . . Lang-Worth  
 News Service . . . . . UP  
 President . . . . . J. Marshall McGregor  
 General Manager . . . . . James Milton Hammond  
 Station Manager . . . . . Joseph G. Quill  
 Commercial Manager . . . . . Edwin Stawniak  
 Chief Engineer . . . . . Owen Kelleher

**WCRB**

**WALTHAM—1948**

Frequency: 1330 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Charles River Bcstg. Co.  
 Business-Studio Address . . . . . 4 Gordon St.  
 Phone Number . . . . . WA 5-7080  
 Transmitter Location . . . . . South St.  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Representative . . . . . Bannan  
 President . . . . . Richard C. O'Hare  
 General Manager . . . . . Deuel Richardson  
 Commercial Manager . . . . . Theodore Jones  
 Chief Engineer . . . . . J. H. Bonney

**WARE**

**WARE—1948**

Frequency: 1250 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Donald W. Howe  
 Business-Studio Address . . . . . East St.  
 Phone Number . . . . . 1250  
 Transmitter Location . . . . . Coy's Hill, Warren  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Borgatti, Radio Reps.  
 Membership . . . . . NARTB, BAB  
 Gen., Sta., Comm. Mgr. . . . . Donald W. Howe  
 Program Director . . . . . Tom Colton  
 News Director . . . . . Loren C. Smith  
 Chief Engineer . . . . . Fred Joslin

**WOCB**

**WEST YARMOUTH—1940**

**MBS-YANKEE**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . E. Anthony & Sons  
 Transmitter Address . . . . . South Sea Ave.  
 Phone Number . . . . . Hyannis 502  
 Air Time . . . . . 7 a.m.-11:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker, Bertha Bannan  
 President . . . . . Basil Brewer  
 Gen., Sta. Mgr. . . . . Gerald L. Staten  
 Sta., Prom. Mgr. . . . . Paul Stiles  
 Program Director . . . . . Joyce Johnson  
 Chief Engineer . . . . . Zigmum Grobowski

**WAAB**

**WORCESTER—1931—ABC**

Frequency: 1440 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . The Olin Corp.  
 Business-Studio Address . . . . . 34 Mechanic St.  
 Phone Number . . . . . 2-5611  
 Transmitter Location . . . . . Holden  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Everett-McKinney  
 Membership . . . . . NARTB, BAB  
 Pres., Gen., Sta. Mgr. . . . . B. W. Olin, Jr.  
 Comm., Sls. Prom. Mgr. . . . . George J. Kapel  
 Pgm., Prod., Pub. Dir. . . . . Don Stevens  
 Chief Engineer . . . . . Felix Bonvouloir

**WNEB**

**WORCESTER—1946**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . New England Bcstg. Co.  
 Trans. Address . . . . . Park Bldg., 507 Main St.  
 Phone Number . . . . . 6-4672  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Representative . . . . . Bolling  
 President . . . . . Paul C. Lytle  
 Sta., Gen. Mgr. . . . . John J. Hurley  
 Commercial Mgr. . . . . Edward T. McCann, Jr.  
 News Director . . . . . Andrew F. Hickey  
 Chief Engineer . . . . . Vernon P. Wilson

**WORC**

**WORCESTER—1927—MBS-YANKEE**

Frequency: 1310 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Radio Worcester  
 Business-Studio Address . . . . . 65 Elm St.  
 Phone Number . . . . . 5-3101  
 Transmitter Location . . . . . Auburn  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . AP  
 Representative . . . . . Headley-Reed





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That's the bonus audience delivered by WWJ, Detroit's most-listened-to station. Add that to the 1,262,500 radio homes in the WWJ primary coverage area—728,000 of which are radio *ONLY* homes—and you'll realize why WWJ sells so effectively. And so economically, also . . . because WWJ's average cost-per-thousand listeners in the Detroit market is 14.5% less than the average cost-per-thousand for radio time in Detroit.

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National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV



Basic NBC Affiliate

AM - 550 KILOCYCLES - 5000 WATTS  
FM - CHANNEL 240 - 97.1 MEGACYCLES

## MASS. - MICH.

President.....C. George Taylor  
 Gen. Sta. Mgr.....Kenneth B. Murray  
 Pgm. Dir., Chief Anncr.....W. W. Pierce, III  
 Chief Engineer.....Carroll Philbrook

### W T A G

**WORCESTER—1924—CBS**

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WTAG, Inc.  
 Business-Studio Address.....18 Franklin St.  
 Phone Number.....5-4321  
 Transmitter Location..Shrewsbury St., Holden

Air Time .....6 a.m.-12:05 a.m.  
 News Service .....AP  
 Transcription Service.....World, Associated  
 Representative.....Paul H. Raymer  
 Membership.....NARTB, BAB  
 Vice-Pres., Gen. Mgr.....Robert W. Booth  
 Station Manager.....Herbert L. Krueger  
 Commercial Manager.....Robert J. Brown  
 Sales Promotion Manager..Edwin W. Quinn  
 Prod., Pgm. Dir.....A. J. Brissette  
 Publicity Director.....A. C. Fuller  
 Chief Engineer.....E. A. Browning

# MICHIGAN

*Pop. April 1, 1952 (Est.) 6,590,000—Total Housing Units 1,979,994  
 Families April 1, 1952 (Est.) 1,825,000—Stations in State 67*

### W A B J

**ADRIAN—1946**

Frequency: 1500 Kc. ....Power: 250 Watts d.  
 Owned-Oper. By.....James Gerity, Jr.  
 Address.....Treat Rd.  
 Phone Number.....9000  
 Transmitter Location.....Treat Rd.  
 Air Time.....Sunrise-Sunset  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Hal Holman Co.  
 Membership.....NARTB, BAB  
 Owner.....James Gerity, Jr.  
 General Manager.....O. Wm. Myers  
 Commercial Manager.....Harley West, Jr.  
 News, Pgm. Dir.....Larry Payne  
 Chief Announcer.....Phil Sanford  
 Chief Engineer.....Elwood Brown  
 Consulting Engineer.....Earl Cullum

Business Address.....Alpena  
 Phone Number.....1049  
 Studio-Transmitter Location.....M-32 West  
 Air Time.....7 a.m.-11 p.m.  
 News Service.....AP  
 Representative.....Hal Holman  
 President.....Les Biederman  
 General Manager.....Drew McClay  
 Chief Engineer.....William Kiker

### W H R V

**ANN ARBOR—1947—ABC**

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Huron Valley Bcstrs., Inc.  
 Business Address.....Box 608  
 Phone Number.....2-4573  
 Studio-Trans. Location.....4230 Packard Rd.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Walker  
 President.....J. F. Hopkins  
 General Manager.....Steve Filipiak  
 Program Dir.....Cecelia Ward  
 Chief Engineer.....James Allen

### W F Y C

**ALMA—1948**

Frequency: 1280 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By.....WFYC, Inc.  
 Address.....408½ Gratiot Ave.  
 Phone Number.....95  
 Trans. Loca.....1 Mi. E. of City on U.S. 27  
 News Service.....UP  
 Trans. Service.....Lang-Worth, World  
 President.....L. R. Kamperman  
 General Manager.....Robert W. Cessna  
 Program Director.....Bob Clayton  
 News Director.....David Sommerville  
 Chief Engineer.....Harold Frisbee

### W P A G

**ANN ARBOR—1945**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Washtenaw Bcstg. Co.  
 Bus.-Studio Address...3rd Floor, Hutzel Bldg.  
 Phone Number.....2-5517  
 Transmitter Location.....1795 So. Maple Rd.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....McGillvra  
 President.....Arthur E. Greene  
 General Manager.....Edward F. Baughn  
 Commercial Manager.....Kenneth McDonald  
 Program Director.....Pat Quinn  
 Chief Engineer.....George D. Stearns

### W A T Z

**ALPENA—1946**

**MBS-KBS-PAUL BUNYAN**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Midwestern Bcstg. Co.

• • • **MICHIGAN** • • •

**W L E W**

**BAD AXE—1950**

Frequency: 1540 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Saginaw Bcstg. Co.  
 Phone Number ..... 1010  
 Representative ..... Headley-Reed  
 Transcription Service ..... Standard  
 News Service ..... AP  
 President ..... Milton L. Greenebaum  
 Vice-President ..... Jack Parker  
 Commercial Manager ..... Cliff Thomas  
 Chief Engineer ..... Meredith Koerner

**W B C K**

**BATTLE CREEK—1948—MBS**

Frequency: 930 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Michigan Bcstg. Co.  
 Business-Studio Address ..... 402 Security Natl.  
 Bank Bldg.  
 Phone Number ..... 3-5555  
 Transmitter Location ..... Golden Ave.  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus, World  
 Representative ..... Burn-Smith  
 Pres., General Manager ..... Robert H. Holmes  
 Commercial Manager ..... F. K. Doyle  
 Program Director ..... E. F. Cahill  
 News Director ..... Robt. Merklein  
 Chief Engineer ..... Raymond Roof

**W E L L**

**BATTLE CREEK—1925—ABC**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Federated Publications, Inc.  
 Bus.-Studio-Transmitter Address ..... Michigan  
 National Bank Bldg.  
 Phone Number ..... 5655  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... Standard, Lang-Worth  
 Representative ..... Bolling  
 Membership ..... NARTB, BAB  
 General Manager ..... Dan E. Jayne  
 Commercial Manager ..... E. P. Mills, Jr.  
 Program Director ..... Forrest F. Owen  
 Chief Engineer ..... Earl J. Stone

**W B C M**

**BAY CITY—1928—ABC**

Frequency: 1440 Kc. .... Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By ..... Bay Bcstg. Co., Inc.  
 Business-Studio Address ..... Wenonah Hotel  
 Phone Number ..... 7551-2  
 Transmitter Address ..... Tuscola Rd., Hampton  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... George P. Hollingbery  
 President ..... Harley D. Peet  
 Gen.-Station-Comm. Mgr. .... Hugh A. Giesel

Program Director ..... Charles E. Anthony  
 News Director ..... Frank J. Walsh  
 Musical Director ..... Lionel H. DeRemer  
 Chief Engineer ..... Ralph H. Carpenter  
 Consulting Engineer ..... Jansty & Bailey

**W G R O**

**BAY CITY—1949—LBS—KBS**

Frequency: 1260 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Griner-Dillon Bcstg. Co.  
 Trans. Address ..... 4451 Wheeler Rd.  
 Phone Number ..... 3-1260  
 Air Time ..... Daytime  
 News Service ..... AP  
 Representative ..... Sears & Ayer  
 Pres., Gen. Mgr. .... Gail D. Griner  
 Comm., Sales Prom. Mgr. .... Edward T. Dillon  
 Chief Engineer ..... Floyd Woody

**W H F B**

**BENTON HARBOR—1947**

Frequency: 1060 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Palladium Publ. Co.  
 Address ..... Fairplain Ave.  
 Phone Number ..... 5-2113  
 Transmitter Location ..... Fairplain Ave.  
 Air Time ..... Sunrise-Sunset

**W E L L**

**BATTLE CREEK**

*Battle Creek's top-rated  
 station*

and the best buy  
 because . . .

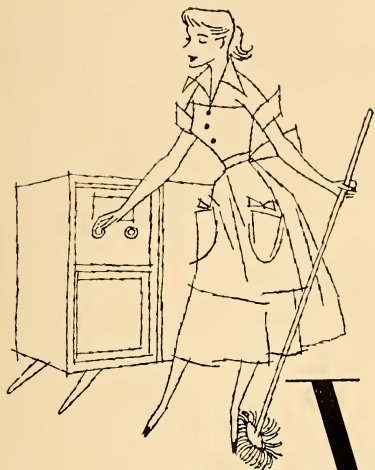
- 26 years of making friends—  
and sales
- Covers retail trading area of  
198,299
- Affiliated with American Bcstg.  
Company

Represented nationally by  
**THE BOLLING CO.**

**250W • 1400**

**WELL  
 WELL-FM**





W

J

R

*the*  
**GREAT VOICE**  
*of the*  
**GREAT**  
**LAKES**



# MICHIGAN

News Service ..... AP  
 Transcription Service Lang-Worth, RCA, World  
 Representative ..... Hal Holman  
 Membership ..... NARTB, BAB  
 President ..... Stanley R. Banyon  
 Gen., Sta. Mgr. .... J. P. Scherer  
 Commercial Manager ..... Ted Vernasco  
 Sales Prom. Mgr. .... Dwight Edmunds  
 Program Director ..... John Pershing Chase  
 Publicity Director ..... Charles Hart  
 Production Director ..... Cal Bollwinkel  
 Chief Engineer ..... Munson Robinson  
 Consulting Engineer: Craven, Lohnes & Culver

## WATT

### CADILLAC—1945—MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ... Midwestern Bcstg. Co.  
 Business-Studio Address. P.O. Box 219, Cadillac  
 Phone Number ..... 1270  
 News Service ..... AP  
 Transcription Service ..... SESAC, KBS  
 Representative ..... Hal Holman  
 Pres., Gen. Mgr. .... Les Biederman  
 Station Manager ..... Art Nyhus  
 Commercial Manager ..... M. L. Chandler  
 Chief Engineer ..... Bill Kikel

## WTVB

### COLDWATER—1949—LBS

Frequency: 1590 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ... Twin Valley Bcstrs., Inc.  
 Address ..... Box 32  
 Phone Number ..... 1230  
 Trans. Loca. .... 1½ Mi. So. on U.S. 27  
 Air Time ..... 6 a.m.-9 p.m.  
 News Service ..... AP  
 Trans. Service ..... Associated, Cole  
 Representative ..... McGillvra  
 President ..... George Hosek  
 Gen., Station Manager ..... E. Harold Munn, Jr.  
 Program Director ..... Jack Douglas  
 Chief Engineer ..... E. Harold Munn, Jr.

## WKMH

### DEARBORN—1946—LBS

Frequency: 1310 Kc. .... Power 5000 Watts d.  
 1000 n.  
 Owned-Operated By ..... WKMH, Inc.  
 Business-Studio Address ..... WKMH Bldg.  
 Phone Number ..... Logan 2-4000  
 Transmitter ..... Willow Run Express Hwy.  
 Air Time ..... 24 Hrs.  
 News Service ..... INS, UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, BAB  
 Pres., Sta., Gen. Mgr. .... Fred A. Knorr  
 Comm., Prom. Mgr. .... George M. Miller  
 Program Director ..... Verna Borsadi  
 Production Director ..... Clare Linn  
 Chief Engineer ..... Jerrold Martin

News Director ..... Dale Marr  
 Musical Director ..... Albert Gross  
 Farm Editor ..... Terry Washburn  
 Consulting Engineer ..... Kear & Kennedy

## CKLW

### DETROIT-WINDSOR—1932 MBS-CBC

Frequency: 800 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ... Western Ontario Bcstg. Co.,  
 Ltd., Essex Bcstrs., Inc.  
 Business Address. 3300 Guardian Bldg., Det.  
 Phone Number ..... Woodward 1-7200  
 Studio Address. Canada Trust Bldg., Windsor  
 Transmitter Location ..... Harrow, Ont.  
 Air Time ..... 24 Hrs.  
 News Service ..... INS, UP  
 Transcription Service ..... Standard, World,  
 Thesaurus  
 Representative ..... All Canada Facilities,  
 Adam J. Young, Jr.  
 Membership ..... NARTB  
 President, General Mgr. .... J. E. Campeau  
 Sta. Mgr., Chief Engr. .... W. J. Carter  
 Commercial Manager ..... E. Wilson Wardell  
 Sales Prom. Mgr. .... Art Gloster  
 Pgm., Prod. Dir. .... S. Campbell Ritchie  
 News Director ..... Val Clare  
 Publicity Director ..... Gene Saunders  
 Chief Announcer ..... John Gordon  
 Musical Director ..... Wally Townsend  
 Farm Editor ..... Austin Grant

## WJBK

### DETROIT—1928

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Fort Industry Co.  
 Business-Studio Address. .... 500 Temple Ave.  
 Phone Number ..... Temple 3-7900  
 Transmitter Location ..... 15555 Woodrow Wilson  
 Air Time ..... 24 Hours  
 News Service ..... INS, UP  
 Representative ..... Katz Agency  
 Membership ..... NARTB  
 President ..... George B. Storer  
 Exec. Vice-Pres. .... Richard E. Jones  
 Sales Manager ..... Tom Harker  
 Program Director ..... Richard Fischer  
 Publicity Director ..... Patricia MacInnis  
 Chief Engineer ..... Paul O. Frincke  
 Consulting Engineer ..... Earl Cullum

## WJLB

### DETROIT—1926

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ... Booth Radio & TV Stas.  
 Business Address ..... David Broderick Tower  
 Phone Number ..... Woodward 5-2000  
 Transmitter Location ..... 375 Midland Ave.  
 News Service ..... AP  
 Membership ..... BAB  
 Representative ..... Forjoe  
 Pres., Gen. Mgr. .... John L. Booth

- Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money



- Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

***"It's The DETROIT Area's Greater Buy"***

Guardian Bldg. • Detroit 26

Adam J. Young, Jr., Inc., Nat'l Rep.

J. E. Campeau, President

• MUTUAL •



## MICHIGAN

Commercial Manager.....Eric V. Hay  
 Sales Prom. Mgr.....Edwin E. Nyy  
 Program Director.....George Kendall  
 Chief Announcer.....Richard Pavey  
 Chief Engineer.....Edward H. Clark

### W J R

#### DETROIT—1926—CBS

Frequency: 760 Kc.....Power: 50,000 Watts  
 Owned-Oper. By. WJR, The Goodwill Sta., Inc.  
 Address .....Fisher Bldg.  
 Phone Number .....Trinity 5-4440  
 Transmitter Location .....Trenton  
 Air Time .....24 Hours  
 News Service .....AP, INS, UP  
 Trans. Service .....Thesaurus, World  
 Representative .....Petry & Co.  
 Membership .....NARTB, BAB  
 President .....John F. Patt  
 V.P. & Gen. Mgr. ....Worth Kramer  
 Sales Service Manager ....F. A. McPhillips  
 Advt. & Pub. Rel. Dir. ....James Quello  
 Sales Manager .....Elmer O. Wayne  
 Program Director .....Franklin Mitchell  
 Production Director .....Norman White  
 V.P. in charge of News.....George Cushing  
 Chief Announcer.....Charles Park  
 News Editor .....Jack White  
 Musical Director .....Paul LaVoie  
 V.P. in chge of Engr. ....George Leydorf  
 Farm Editor .....Marshall Wells

(See Pages 276, 477)

### W W J

#### DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Oper. By ....The Evening News Assn.  
 Address .....615 W. Lafayette  
 Phone Number .....Woodward 2-2000  
 Trans. Loca. ....8 Mi. & Myers Rd.  
 Air Time .....24 Hours  
 News Service .....AP, UP  
 Trans. Serv. ....Lang-Worth & Thesaurus  
 Representative ..George P. Hollingberry Co.  
 Membership .....NARTB  
 Director of Radio .....W. J. Scripps  
 General Manager .....Edward Wheeler  
 Station Manager .....Don DeGroot  
 General Program Mgr. ....M. C. Wissman  
 General Engr. Mgr. ....E. J. Love  
 Public Affairs Manager ....James Eberle  
 Pgm. & Prod. Mgr. ....Charles Penman  
 Publicity Manager.....Fran Harris  
 Chief Engineer.....Carl Wesser  
 Promotion Manager.....Jack Albert  
 Program Manager .....John Hill  
 News Editor .....Tom MacMahon  
 Musical Director .....Mischa Kottler  
 Farm Editor .....John Merrifield  
 Sales Manager .....Wendell Parmelee  
 Consulting Engineer.....William L. Foss

(See Page 474)

### W X Y Z

#### DETROIT—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WVYZ, Inc.  
 Business Address.....1700 Mutual Bldg.  
 Phone Number .....Woodward 3-8321  
 Transmitter Location...Joy Rd. & Greenfield  
 Air Time .....6:30 a.m.-1 a.m.  
 News Service .....AP  
 Representative .....ABC Spot Sales  
 President.....James G. Riddell  
 Commercial Manager.....Harold Christian  
 Pub. Dir., Sales Prom. Mgr....William Morgan  
 Program Director.....Jack McCarthy  
 Chief Engineer .....Charles Kocher

### W D B C

#### ESCANABA—1941—MBS

Frequency: 680 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Delta Bcstg. Co.  
 Business-Studio Address.....P. O. Box 419  
 Phone Number .....3190-1  
 Transmitter Location.....Ski Hill Rd.  
 Air Time.....6:30 a.m.-11:30 p.m.  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative .....Walker  
 Gen., Comm. Mgr.....George D. Lindenthal  
 Sta., Mgr., Pgm. Dir.....Robert Wagner  
 Production Director.....John Hagerman  
 Chief Engineer.....Jack W. Foster  
 Consulting Engineer.....McNary, Wrathall

### W B B C

#### FLINT—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts  
 Owned-Oper. By ..Booth Radio & TV Stations.  
 Business-Studio Address...112 W. Water St.  
 Phone Number.....Detroit, Woodward 2-0220;  
 Flint, 9-8686  
 Transmitter Location.....3076 Bristol Rd.  
 Air Time .....6 a.m.-12 M.  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Weed  
 Membership .....BAB  
 President.....John Lord Booth  
 General Manager .....W. Eldon Garner  
 Program Dir.....Jerry Schroeder  
 Chief Engineer.....G. Elwood Ryan

### W C L C

#### FLINT—1952—LBS

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Adelaide L. Carrell  
 Address .....1623 Utica Ave.  
 Phone Number .....43381  
 News Service .....AP  
 Transcription Service .....SESAC

# MICHIGAN

Man. Dir., Comm. Mgr. . . . . Adelaide L. Carrell  
 Prom., Publ. Dir. . . . . Charles R. Carrell  
 Program Director . . . . . Richard Hallwood  
 Chief Engineer . . . . . James Robertson  
 Consulting Engineer . . . . . Russell P. May

Program Dir. . . . . Laurence Arnold  
 Chief Engineer . . . . . Frank Folsom

## W F D F

**FLINT—1922—ABC**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . The Trebit Corp.  
 Bus.-Studio Address . . . . . Mott Foundation Bldg.  
 Phone Number . . . . . 2-7158  
 Transmitter Location . . . . . Briston Road  
 Air Time . . . . . 5:45 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Thesaurus,  
 Standard, Lang-Worth

Representative . . . . . Katz  
 Membership . . . . . NARTB, BAB  
 President . . . . . Harry M. Bitner, Sr.  
 General Mgr. . . . . Lester W. Lindow  
 Sales Prom. Mgr. . . . . Marvin Levey  
 Farm Edit., Pgm. Dir. . . . . Elmer A. Knopf  
 Chief Announcer . . . . . Irving Haggart  
 News Director . . . . . Jack Lewin  
 Musical Director . . . . . Billy Geyer  
 Chief Engineer . . . . . Frank D. Fallain  
 Consulting Engineer . . . . . Gillett & Assoc.

## W M R P

**FLINT—1946—KBS**

Frequency: 1510 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Methodist Radio Parish, Inc.  
 Business-Studio Address . . . . . 573 Mary St.  
 Phone Number . . . . . 3-5112  
 Transmitter Location . . . . . 3417 Lapeer Rd.  
 Air Time . . . . . Daytime  
 Transcription Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Best  
 President . . . . . Victor Longfield  
 General Manager . . . . . William H. Merford  
 Chief Engineer . . . . . Homer Blumerich  
 Commercial Manager . . . . . Richard Carter

## W T A C

**FLINT—1946—NBC**

Frequency: 600 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By . . . . . Trendle-Campbell Bcstg.  
 Corp.  
 Business-Studio Address . . . . . 740 S. Saginaw St.  
 Phone Number . . . . . Flint 2-1136  
 Transmitter Location . . . . . 6171 Center Rd.,  
 Grand Blanc  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Paul H. Raymer  
 President . . . . . George W. Trendle  
 General Mgr. . . . . H. Allen Campbell  
 Sta., Comm. Mgr. . . . . J. R. McKinley

## W A T C

**GAYLORD—1950—BUNYAN**

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Midwestern Bcstg. Co.  
 Address . . . . . Paul Bunyan Bldg., Traverse City  
 Phone Number . . . . . Traverse City 2700  
 Representative . . . . . Holman  
 Transcription Service . . . . . Standard  
 News Service . . . . . AP  
 President . . . . . Les Biederman  
 General Manager . . . . . Mitch Gordon  
 Commercial Manager . . . . . Gerald Crittenden  
 Program Director . . . . . Ken Haven  
 Chief Engineer . . . . . William Kiker

## W G H N

**GRAND HAVEN—1951**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Grand Haven Bcstg. Co.  
 Address . . . . . Grand Haven

## W F U R

**GRAND RAPIDS—1947**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Furniture City Bcstg. Corp.  
 Business-Studio Address . . . . . 430 Federal Square  
 Bldg.  
 Phone Number . . . . . Gl. 6-9541  
 Trans. Loca. . . . . 501 Garfield Ave., N.W.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Trans. Serv. . . . . Associated, RCA, Thesaurus  
 Representative . . . . . Hil F. Best  
 Pres., Gen., Sta. Mgr. . . . . William Kuiper  
 Commercial Manager . . . . . H. J. Swierenga  
 Program Director . . . . . Henry Bosch  
 Chief Engineer . . . . . Jack Timmer  
 Sales Prom., Prod. Dir. . . . . Roy W. Marsh  
 News Director . . . . . Gordon Kibby  
 Musical Director . . . . . Bob Beukema

## W G R D

**GRAND RAPIDS—1947**

Frequency: 1410 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Music Bcstg. Co.  
 Business-Studio Add. . . . . 35 Lafayette Ave., N.E.  
 Phone Number . . . . . 9-4111  
 Transmitter Location . . . . . 1300 Plymouth Rd., N.E.  
 Air Time . . . . . 6 a.m.-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Joseph Hershey McGillvra  
 Pres., Gen., Sta. Mgr. . . . . Paul F. Eichhorn  
 Program Director . . . . . F. T. Mabie  
 Chief Engineer . . . . . Richard Groenevelt  
 Consulting Engineer . . . . . Commercial Radio

## MICHIGAN

### WJEF

**GRAND RAPIDS—1945—CBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Fetzer Bdcstg. Co.  
 Address . . . . . 124 W. Mich. Ave., Kalamazoo  
 Phone Number . . . . . Glendale 6-8512  
 Transmitter Location . . . . . Pantlind Hotel  
 Air Time . . . . . 6:30 a.m.-12:05 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Avery-Knodel, Inc.  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . John E. Fetzer  
 Pub. Dir., Sta. Mgr. . . . . Martin Giaimo  
 Commercial Manager . . . . . John W. O'Harrow  
 Sales Promotion Manager . . . . . Martin Giaimo  
 Production Supervisor . . . . . Donald Richardson  
 Dir. of Public Affairs . . . . . Dr. Willis F. Dunbar  
 Chief Engineer . . . . . Carl E. Lee  
 Consulting Engineer . . . . . Paul F. Godley

### WLAV

**GRAND RAPIDS—1940—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Versluis Radio &  
 Television, Inc.  
 Trans. Loca. Add. . . . . 6 Fountain St., N.E.  
 Phone Number . . . . . Glendale 6-5461  
 Air Time . . . . . 6:30 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . John E. Pearson  
 Membership . . . . . BAB  
 President . . . . . Leonard A. Versluis  
 Vice-Pres. & Gen. Mgr. . . . . Hy M. Steed  
 Sales Promotion Manager . . . . . L. A. Versluis, Jr.  
 Program Director . . . . . Bob Kirby  
 Production Director . . . . . Don Mullen  
 Chief Engineer . . . . . Lee Stevens  
 Consulting Engineer . . . . . George Davis

### WOOD

**GRAND RAPIDS—1924—NBC**

Frequency: 1300 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Grandwood Bdcstg. Co.  
 Address . . . . . 1408 Grand Rapids Natl. Bank Bldg.  
 Phone Number . . . . . 9-4211  
 Transmitter Location . . . . . 60th St.  
 Air Time . . . . . 5:30 a.m.-1 a.m.  
 News Service . . . . . UP  
 Trans. Serv. . . . . Lang-Worth, World  
 Representative . . . . . Katz Agency  
 President . . . . . H. M. Bitner, Sr.  
 Gen., Sta., Comm. Mgr. . . . . William Schroeder  
 Program Director . . . . . Frank Sisson  
 Publicity Director . . . . . Howard Silbar  
 News Director . . . . . Bob Runyon  
 Chief Engineer . . . . . Robert Wilson

### WHTC

**HOLLAND—1948**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Holland Bcstg. Co.  
 Business-Studio Address . . . . . 5 E. Eighth St.  
 Phone Number . . . . . 9482  
 Transmitter Location . . . . . 4th & Central Avenue  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Lang-Worth  
 Representative . . . . . Grant  
 President . . . . . W. A. Butler  
 Chief Engineer . . . . . John Klunge  
 Comm., Gen., Sta. Mgr. . . . . Sandy Meek  
 Pgm., Prod. Director . . . . . Robert Nelson  
 Publicity Director . . . . . George Jackson  
 Consulting Engineer . . . . . Andrews Co.

### WHDF

**HOUGHTON—1929—MBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Upper Michigan Bcstg. Co.  
 Address . . . . . Douglas House  
 Phone Number . . . . . Houghton 1  
 Air Time . . . . . 7 a.m.-11:15 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker  
 Membership . . . . . NARTB, BAB  
 Chief Owner . . . . . G. L. Burgan  
 General Manager . . . . . Albert W. Payne  
 Prog. Dir., Chief Announcer . . . . . Earl Norden  
 Technical Supervisor . . . . . George L. Burgan

### WMIQ

**IRON MOUNTAIN—1947  
ABC-NORTHERN**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Iron Mountain-Kingsford  
 Bcstg. Co.  
 Business-Studio Address . . . . . 211 E. Ludington St.  
 Phone Number . . . . . 2031  
 Transmitter Location . . . . . Pewabic Hill  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 President . . . . . Frank J. Russell  
 General Manager . . . . . Russell J. Staffeld  
 Commercial Manager . . . . . William C. Johnson  
 Chief Engineer . . . . . Paul F. Anick

### WIKB

**IRON RIVER—1949—MBS—KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . WIKB, Inc.  
 Operated By . . . . . Upper Mich.-Wisc. Bcstg. Co.  
 Phone Number . . . . . 102-3  
 Transmitter Location . . . . . Caspian  
 Air Time . . . . . 6:55 a.m.-1:55 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker  
 President . . . . . H. H. Frailing



# MICHIGAN

General Manager.....Donald R. Hoover  
 Sta., Prom. Mgr.....James F. Kauper  
 Commercial Manager.....K. P. Firnstahl  
 Prod., Pgm. Dir.....Bob Serenson  
 Publicity Director.....Ann Cascioli  
 Chief Engineer.....Eugene Kaari  
 Consulting Engineer.....Andrew Engless

## W J M S

**IRONWOOD—1931—MBS**

Frequency: 630 Kc.....Power: 1000 Watts  
 Owned-Oper. By..Upper Michigan-Wisconsin  
 Bcstg. Co., Inc.  
 Business-Studio Address..124 E. McLeod Ave.  
 Phone Number.....20  
 Transmitter Location.....Cary, Wis.  
 Air Time.....7 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Walker  
 President.....William L. Johnson  
 Station Manager.....Donald R. Hoover  
 Music, Pgm. Dir.....Laura Johnson  
 Sports, News Director.....Bob Olson  
 Prod. Dir., Chief Anncr.....Tom Kelly  
 Chief Engineer.....Arne Dahlbacka  
 Consulting Engineer.....Andrew F. Inglis

## W J P D

**ISHPEMING—1947—PBN-GOEBEL  
 KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ishpeming Bcstg. Co.  
 Business-Studio Address.....Jenks Block  
 Phone Number.....1892  
 Transmitter Location.....Hwy. 41  
 Air Time.....7 a.m.-11:00 p.m.  
 News Service.....AP  
 Transcription Service.....Standard  
 Pres., Gen., Sta. Mgr.....J. P. Deegan  
 Prod., Pub. Dir.....Carl B. Tupala  
 Program Director.....Paul C. Crowley  
 Chief Engineer.....Bernard R. Maloney  
 Consulting Engineer.....C. H. Meyer

## W I B M

**JACKSON—1927—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....WIBM, Inc.  
 Transmitter Address.....2511 Kibby Rd.  
 Phone Number.....6121  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Representative.....Hal Holman, For Joe  
 President.....Roy Radner  
 Vice-President.....Herman Radner  
 Station-Commercial Manager...William Cizek  
 Prog. Dir., Chief Announcer..Jack Underwood  
 Chief Engineer.....Charles Wirtanen  
 Consulting Engineer.....Geo. C. Davis

## W K H M

**JACKSON—1951—MBS-KBS**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned-Operated By...Jackson Bcstg. & Tele.  
 Corp.  
 Address.....441 Wildwood  
 Phone.....4-7181  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....INS  
 Transcription Service.....World  
 Representative.....Headley-Read  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Fred A. Knorr  
 Managing Director.....Walter Patterson  
 Program Director.....Milton Maltz  
 Chief Engineer.....Roland Grambau  
 Consulting Engineer.....Kear & Kennedy

## W G F G

**KALAMAZOO—1947—ABC-NBC**

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Southwestern Michigan  
 Bcstg. Co.  
 Business-Studio Address...State Theatre Bldg.  
 Phone Number.....4-0111  
 Transmitter Location.....4154 Jennings Dr.  
 News Service.....UP  
 Representative.....H-R Reprs., Inc.  
 President.....Harold F. Gross  
 General Manager.....L. Joe Bolles  
 News Director.....Warren Anderson

## W K Z O

**KALAMAZOO—1923—CBS**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Fetzer Bcstg. Co.  
 Business Address.....124 W. Michigan Ave.  
 Phone Number.....3-1223  
 Transmitter Location...Route 2, Richards Dr.  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Avery-Knodel  
 Membership.....NARTB, BAB  
 President, Gen. Mgr.....John E. Fetzer  
 Comm.-Sales Prom. Mgr...John W. O'Harrow  
 Pgm., Prod., Dir.....Harry E. Travis  
 Director Public Affairs...Dr. Willis F. Dunbar  
 Chief Engineer.....Carl E. Lee  
 Consulting Engineer.....Paul F. Godley

## W I L S

**LANSING—1946**

Frequency: 1320 Kc...Power: 5000 Watts d-  
 1000 Watts n.  
 Owned-Operated By.....Lansing Bcstg. Co.  
 Bus.-Studio Address.....407 N. Washington  
 Phone Number.....2-1855



## MICHIGAN

Transmitter Location.....Lowcroft Rd.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Capitol  
 Representative.....Rambacu  
 Membership.....BAB  
 Pres., Gen. Mgr.....W. A. Pomeroy  
 Sta., Comm. Mgr., Chief Eng., John C. Pomeroy  
 Sales Prom. Mgr., Publ. Dir.....Adrian Swets  
 Pgm., Prod. Dir.....Alex Dillingham

### W J I M

**LANSING—1934—ABC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WJIM, Inc.  
 Bus.-Studio Address .. Bank of Lansing Bldg.  
 Phone Number.....2-1333  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....World, Standard  
 Representative.....H-R Reprs., Inc.  
 Membership.....NARTB  
 President.....Harold F. Gross  
 General Manager.....Howard K. Finch  
 Commercial Manager.....Roger S. Underhill  
 Program, Pub. Dir.....Richard E. Nason  
 Prod., Mus. Dir.....Derwood Carn  
 Chief Engineer.....Donald T. Silbert  
 Consulting Engineer.....Kear & Kennedy

### W K L A

**LUDINGTON—1944—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Raymond A. Plank  
 Address.....204 East Ludington Ave.  
 Phone Number.....842  
 Trans. Loca.....E. Ludington Ave.  
 Air Time.....Unlimited  
 Transcription Service.....UP  
 Representative.....Burn-Smith  
 Membership.....NARTB, BAB  
 Pres., Gen., Sta. Mgr.....Raymond A. Plank  
 Sales Promotion Manager.....Jerry Breen  
 Chief Anncr., News Dir.....Tom Mathews  
 Chief Engineer.....Chas. Hagerman

### W M T E

**MANISTEE—1951**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Manistee Radio Corp.  
 Address.....Radio Road  
 Phone Number.....1340  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Best  
 President.....Dr. Tom A. Maxwell  
 General Manager.....E. J. Powell  
 Commercial Manager.....Edward Owens

Sta. Mgr., Pgm. Dir.....Al LaGuire  
 News Director.....John Sullivan  
 Chief Engineer.....John Porterfield

### W S D C

**MARINE CITY—1950**

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio St. Clair, Inc.  
 Address.....5300 Marine City Hwy.  
 Phone Number.....3471  
 News Service.....INS  
 Transcription Service.....SESAC  
 Representative.....Best  
 Pres., Gen. Mgr.....Jerry Coughlin  
 Commercial Manager.....Robert J. Campbell  
 Program, News Director.....John S. Bell  
 Promotion Manager.....Harry Coughlin  
 Chief Engineer.....George Carroll

### W D M J

**MARQUETTE—1931—MBS  
 NORTHERN**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Lake Superior Bcstg. Co., Inc.  
 Business-Studio Address .. 4th & Wash. St.  
 Phone Number.....616  
 Transmitter Location.....Garfield & Bluff Sts.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 President.....Frank J. Russell, Jr.  
 General Manager.....Leo G. Brott  
 Station Manager.....R. G. Ulbrich  
 Commercial Manager.....Robert Luke  
 Program Director.....Eldon Wallace  
 Promotion Manager.....John Dahl  
 Chief Engineer.....Gordon Brozek

### W M D N

**MIDLAND—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Rich Publ. House, Inc.  
 Transmitter Address.....298 S. Swede Rd.  
 Phone Number.....4000  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Thesaurus  
 President.....Phillip T. Rich  
 Gen., Sta., Comm. Mgr.....J. A. Sturgeon  
 Pgm., Prod. Dir.....Spencer Dennison  
 Chief Engr., Farm Editor.....Peter A. Wolfe  
 Consulting Engineer.....Nathan Williams

### W C E N

**MT. PLEASANT—1949—KBS**

Frequency: 1150 Kc.....Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By.....Paul A. Brandt  
 Address.....112½ E. Bway  
 Phone Number.....33-171, 21-501  
 Air Time.....6 a.m.-M.

# MICHIGAN

News Service ..... AP  
 Trans. Serv. .... World, Standard  
 Owner ..... Paul A. Brandt  
 Gen., Sta. Mgr. .... Robert Meskill  
 Sales Promotion Manager ..... Jim Brownell  
 Program Director ..... Jim Bailey  
 Publicity Director ..... Chet Rogoza  
 Chief Engineer ..... Steve Cole

## W K B Z

**MUSKEGON—1926—ABC**

Frequency: 850 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Ashbacker: Radio Corp.  
 Business-Studio Address ..... 432 Apple Ave.  
 Phone Number ..... 2-6051  
 Transmitter Location ..... Norton Township  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP, UP  
 Trans. Serv. .... Lang-Worth, Thesaurus  
 Representative ..... Forjoe  
 Membership ..... NARTE, BAB  
 Pres., Gen., Sta. Mgr. .... Grant F. Ashbacker  
 Comm., Prom. Mgr. .... Arch Shawd  
 Prod., Pgm. Dir. .... Robert Johnson  
 Publicity Director ..... B. L. Bennett  
 Chief Engineer ..... George Krivitsky  
 Consulting Engineer ..... E. C. Page

## W K N K

**MUSKEGON—1949—MBS**

Frequency: 1600 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... NK Bcstg.  
 Address ..... Federal Square  
 Phone Number ..... 32126  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Best  
 Owner, Gen. Mgr. .... Nickolas W. Kuris  
 Sales Prom., Pgm. Dir. .... Don Seaman  
 Chief Engineer ..... P. L. Reynolds

## W M U S

**MUSKEGON—1947**

Frequency: 1090 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. Greater Muskegon Bcstrs., Inc.  
 Business-Studio Address ..... 1769 Peck St.  
 Phone Number ..... 2-7608  
 Transmitter ..... 517 Giles Rd.  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Representative ..... Hal Holman  
 President ..... Dr. S. E. Duplissis  
 Gen., Sta. Mgr. .... John L. Roach  
 Comm., Sales Prom. Mgr. .... Dalton Hille  
 Pgm., Prod., Pub. Dir. .... Miles M. Olsen  
 Chief Engineer ..... Sam Lombardi  
 Consulting Engineer ..... Nathan Williams

## W O A P

**OWOSSO—1948**

Frequency: 1080 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Cwosso Bcstg. Co.  
 Transmitter Address ..... 2301 N. Shiawassee  
 Phone Number ..... 980  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Joseph Hershey McGillvra  
 President ..... J. E. Campbell  
 Gen., Comm. Mgr. .... M. H. Wirth  
 News, Pgm. Dir. .... Merrill Walker  
 Chief Engineer ..... M. Carson

## W M B N

**PETOSKEY—1946  
 MBS-KBS-BUNYAN**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Midwestern Bcstg. Co.  
 Business-Studio Address ..... Petoskey  
 President ..... Les Biederman  
 General Manager ..... Ralph Pierson

## W C A R

**PONTIAC—1939**

Frequency: 1130 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... WCAR, Inc.  
 Address ..... 2146 S. Telegraph Rd.  
 Phone Number ..... Federal 3-7141  
 Air Time ..... Local sunrise-local sunset  
 News Service ..... AP, INS  
 Representative ..... John E. Pearson  
 General Manager ..... H. Y. Levinson

## W H L S

**PORT HURON—1938  
 MBS-KBS-LBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Port Huron Bcstg. Co.  
 Address ..... 932 Military St.  
 Phone Number ..... 28536  
 Transmitter Location ..... 540 - 32nd St.  
 Air Time ..... 6 a.m.-1 a.m.  
 Transcription Service ..... UP  
 Trans. Serv. .... World, Lang-Worth  
 Membership ..... NARTE, BAB  
 Gen., Sta., Comm. Mgr. .... John F. Wismer  
 Prod., Pgm. Dir. .... R. A. Whitford  
 Chief Announcer ..... Ernest O. Ferriby  
 News Director ..... Stanley G. Smith  
 Chief Engineer ..... Russel S. Thrun

## W T T H

**PORT HURON—1947—ABC**

Frequency: 1380 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... The Times Herald Co.  
 Address ..... 903 Sixth St.  
 Phone Number ..... 5171  
 Transmitter Location ..... 3800 Dove Rd.

# MICHIGAN

Air Time.....6 a.m.-M.  
 News Service.....AP  
 Trans. Serv.....World, Standard, Thesaurus  
 Representative.....Weed & Company  
 Membership.....NARTB, BAB  
 President.....Louis A. Weil  
 General Manager.....Harold E. King  
 Commercial Manager.....William Weil  
 Program Director.....Alice Anderson  
 Chief Announcer.....Dick Sommerville  
 News Director.....Bob Thaw  
 Chief Engineer.....Marion Stoner  
 Consulting Engineer.....E. C. Page

## W H A K

### ROGERS CITY—1949

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Rogers City Bcstg. Co.  
 Address.....Moltke Dr.  
 Phone Number.....175  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Pres., Gen., Mgr., Chief Engr. Harvey A. Klann  
 Prom., Comm. Mgr.....Albert Klann  
 Program Director.....H. E. Brege  
 News Director.....Ward Mayrand

## W E X L

### ROYAL OAK—1925

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Royal Oak Bcstg. Co.  
 Business Address.....212 W. Sixth St.  
 Phone Number.....Lincoln 4-2200  
 Transmitter Location...2201 Woodward Hts.  
 Blvd., Ferndale  
 Air Time.....6 a.m.-2 a.m.  
 News Service.....AP, INS  
 Transcription Service.....Standard  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Jacob B. Sparks  
 Sta., Comm. Mgr.....Gordon A. Sparks  
 Sales Prom. Mgr.....Ernest Holder  
 Chief Engineer.....Garnet G. Sparks

## W K N X

### SAGINAW—1947

Frequency: 1210 Kc. .Power: 1000 Watts d.  
 Owned-Oper. By...Lake Huron Bdcstg. Corp.  
 Address.....221 So. Wash. Ave.  
 Phone Number.....3-4471  
 Transmitter Location.....Bridgeport  
 Air Time.....Sunrise-Sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Hal Holman Co.  
 Membership.....NARTB, BAB  
 Pres., Gen. Mgr.....William J. Edwards  
 Vice-President.....Donald Williams  
 Secy.-Treas., Sta. Mgr.....Howard H. Wolfe  
 Program Director.....Henry Scott  
 News Director.....Britt Temby

Publicity Director.....Henry Scott  
 Chief Announcer.....Bob Dyer  
 Chief Engineer.....Max W. Thomas  
 Consulting Engineer.....John Creutz

## W S A M

### SAGINAW—1940—NBC—GLN

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Saginaw Bdcstg. Co.  
 Address.....Radio Building  
 Phone Number.....2-8161  
 Transmitter Location.....2000 Whittier  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....Headley-Reed Co.  
 Membership.....NARTB, BAB  
 President.....Milton L. Greenebaum  
 V.P., Gen., Sta. Mgr.....Jack D. Parker  
 Pgm., Prod. Dir.....Howard Finger  
 Publicity Director.....Jean Wright  
 News Director.....Oscar Huff  
 Chief Engineer.....Harold McCullen  
 Consulting Engineer.....Kear & Kennedy

## W S G W

### SAGINAW—1950—MBS

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Booth Radio & TV Stations  
 Address.....Mason Bldg.  
 Phone Number.....3-4456  
 Representative.....Pearson  
 Transcription Service...World, NBC Thesaurus  
 News Service.....AP  
 Pres., Mng. Dir.....John L. Booth  
 Vice-Pres. & Gen. Mgr.....Robert W. Phillips  
 Program Director.....Robert Elliot  
 Publicity Director.....Mary Kay  
 Chief Engineer.....John T. Travers  
 News Director.....Frank Wells

## W S O O

### SAULT STE. MARIE—1940 ABC-NORTHERN

Frequency: 1230 Kc.....Power: 250 Watts d.;  
 100 Watts n.  
 Owned-Operated By..Hiawathaland Bcstg. Co.  
 Business-Studio Address..107 W. Portage Ave.  
 Phone Number.....3000  
 Trans. Loca. .Hwy. No. 2, 2 Mi. S. of City  
 President, General Manager..Stanley R. Pratt  
 Sta., Comm. Mgr.....Richard Y. Burnett  
 Pgm. Dir., Farm Editor.....Ed Krieger  
 Promotion Manager.....Charles Pratt  
 News Director.....Homer Foster  
 Chief Engineer.....William F. Morris

## W S T R

### STURGIS—1951—KBS-LBS

Frequency: 1460 Kc.....Power: 500 Watts d.  
 Owned-Operated By..Southern Michigan Bcstrs.



## MICHIGAN - MINNESOTA

Address ..... P. O. Box 67  
 Phone Number ..... 1199  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... McGillvra  
 General Manager ..... E. Harold Munn Jr.  
 Station Manager ..... Charles R. Palmquist Jr.  
 Program, News Director ..... James Harden

### W T C M

#### TRAVERSE CITY—1941 MBS—BUNYAN—KBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Midwestern Bdcstg. Co.  
 Address ..... Paul Bunyan Bldg.  
 Phone Number ..... 2700-1  
 Transmitter Location ..... Elmwood Township  
 Representative ..... Hal Holman Co.  
 General Manager ..... Les Biederman

# MINNESOTA

*Pop. April 1, 1952 (Est.) 3,101,000—Total Housing Units 921,270  
 Families April 1, 1952 (Est.) 832,000—Stations in State 47*

### K A S M

#### ALBANY—1950

Frequency: 1150 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Stearns Co. Bcstg. Co.  
 Phone Number ..... 1150  
 Transcription Service ..... Lang-Worth  
 News Service ..... UP  
 President ..... William Blattner  
 General, Sta. Manager ..... Urban J. Keppers  
 Comm., Prom. Mgr. .... Ray Schnelly  
 Pub., News Dir. .... John J. Nugent  
 Program Director ..... Sally Hanauska  
 Chief Engineer ..... Clyde A. Weivoda

### K A T E

#### ALBERT LEA—1937—ABC

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owner ..... Albert Lea-Austin Bdcstg. Co., Inc.  
 Address ..... 332 South Broadway  
 Phone Number ..... 2338  
 News Service ..... UP  
 Transcription Service ..... Associated, World,  
 SESAC  
 Representatives ..... Rambeau, Bulmer & Johnson  
 Membership ..... NARTB  
 President ..... Bennett O. Knudson  
 General Manager ..... Anson Van Alstyne  
 Commercial Manager ..... Kenneth Peterson  
 Program Director ..... Jack Hoetger  
 News Director ..... Dave Pickard  
 Chief Engineer ..... Robert Holt

### K X R A

#### ALEXANDER—1949—LBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Alexandria Bcstg. Co.  
 Address ..... Alexandria  
 Phone Number ..... 1000  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth

Representative ..... Lawson  
 General Manager ..... R. C. Brown  
 Commercial Manager ..... Everette Q. Walters  
 Program Director ..... Kenneth Bechtel  
 News Director ..... Wayne Moody  
 Chief Engineer ..... Gerald Lentz

### K A U S

#### AUSTIN—1948—MBS

Frequency: 1480 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Cedar Valley Bcstg. Co., Inc.  
 Business-Studio Address ..... 405A N. Main St.  
 Phone Number ..... 8836  
 Transmitter Location ..... 2½ Mi. S. of Austin  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Pearson  
 Membership ..... NARTB  
 President ..... Harry Smith  
 Gen., Sta. Mgr. .... L. L. McCurnin  
 Pgm., Pub., News Dir. .... Tom Steensland  
 Sales Prom. Mgr. .... Ken Soderberg  
 Production Dir. .... Ken Bryant  
 Chief Engineer ..... Glen Klein

### K B U N

#### BEMIDJI—1946—MBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Butler Bcstg. Co., Inc.  
 Business-Studio Address ..... 419½ Beltrami Ave.  
 Phone Number ..... 1900  
 Transmitter Location ..... Midway Dr.  
 Air Time ..... 7 a.m.-11:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Representative ..... Lawson  
 Pres., Gen., Sta. Mgr. .... Edward W. Butler  
 Pgm., Prod. Dir. .... Gwenyth Butler  
 Chief Engineer ..... Art Vandersluis  
 Consulting Engineer ..... Nat Williams



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**MINNESOTA**

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**KLIZ**

**BRAINERD—1946—MBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Brainerd Bcstg. Co.  
 Business Address . . . . . 2700 E. Oak St.  
 Phone Number . . . . . 2853  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Walker  
 Membership . . . . . NARTE, BAB  
 President, General Manager . . . . . E. T. O'Brien  
 Program Director . . . . . Lucille Grosse  
 Sta., Comm., Prom. Mgr. . . . . Earl R. Johnsen  
 Chief Engineer . . . . . James Peterson

**WKLK**

**CLOQUET—1950**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Cloquet Bcstg. Co.  
 Address . . . . . 124½ Ave. C.  
 Phone Number . . . . . 1450  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Continental  
 General Manager . . . . . James A. McDougall  
 Commercial Manager . . . . . Dale R. Peterson  
 Program Director . . . . . Ralph Hanssen  
 Chief Engineer . . . . . Darrel Gander

**KROX**

**CROOKSTON—1948—LBS**

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Operated By . . . . . Crookston Bcstg. Co.  
 Business-Studio Address . . . . . Eagles Bldg.  
 Phone Number . . . . . 1050  
 Transmitter Location . . . . . 1.5 Mi. N. of Crookston  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representatives . . . . . Donald Cook, Gene Grant,  
 Lawson & Assoc.  
 President . . . . . D. A. McKenzie  
 Gen. Mgr., News, Farm Dir.

Garfield A. Dahlberg  
 Program Director . . . . .  
 Jerome A. Dahlberg  
 Chief Engineer . . . . .  
 William J. Kiewel

**KDLM**

**DETROIT LAKES—1951**

Frequency: 1360 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Detroit Lakes Bcstg. Corp.  
 Address . . . . . 1360 Richmond Rd.  
 Phone Number . . . . . 1100  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Lawson  
 President . . . . . R. C. Brown  
 General Manager . . . . . Gordon Hutton  
 Commercial Manager . . . . . Phil Solberg  
 Program Director . . . . . Roger Awsumb  
 Chief Engineer . . . . . Sumner Rasmussen

**KDAL**

**DULUTH—1936—CBS**

Frequency: 610 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Red River Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 218 Bradley Bldg.  
 Phone Number . . . . . Melrose 2-2628  
 Trans. Loca. . . . . 901 So. 63rd Ave. W.  
 Air Time . . . . . 24 Hours  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Avery-Knodel  
 Membe ship . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . Dalton Le Masurier  
 Commercial Manager . . . . . Odin S. Ramsland  
 Sales Prom. Mgr. . . . . Dale Cowle  
 Program Director . . . . . Jack Gordon  
 Chief Engineer . . . . . Robert A. Dettman

**W E B C**

**DULUTH—1924**

**NBC-ARROWHEAD**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Head of the Lakes Bcstg. Co.  
 Business-Studio Address . . . . . WEBC Bldg.  
 Phone Number . . . . . Melrose 2-2873  
 Transmitter Location . . . . . 3925 Tower Ave.,  
 Superior, Wis.

News Service . . . . . UP  
 Transcription Service . . . . . SESAC, World  
 Representative . . . . . Hollingbery  
 President . . . . . Morgan Murphy  
 General Manager . . . . . W. C. Bridges  
 Commercial Manager . . . . . Clifford J. Lue  
 Program Director . . . . . Earl Henton  
 Chief Engineer . . . . . Norman Gill  
 Consulting Engineer . . . . . C. B. Persons

**W R E X**

**DULUTH—1948—MBS**

Frequency: 1080 Kc. . . . . Power: 10,000 Watts d.;  
 5000 Watts n.  
 Owned-Oper. By . . . . . Lake Superior Bcstg. Co.  
 Business-Studio Address . . . . . 213 E. Superior St.  
 Phone Number . . . . . 7-2911  
 Transmitter Location . . . . . McCuen St.  
 News Service . . . . . UP  
 Representative . . . . . Weed  
 President . . . . . Thomas McCabe  
 Commercial Manager . . . . . Robert J. Rich  
 Gen. Mgr., Chief Engr. . . . . William Lounsbury  
 News Director . . . . . Loren Paynter

**W E V E**

**EVELETH—1947—MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Carl Bloomquist  
 Address . . . . . Park Hotel  
 Phone Number . . . . . 991  
 Transmitter Location . . . . . Eveleth  
 Air Time . . . . . Unlimited

# MINNESOTA

Transcription Service ..... Standard  
 Representative ..... Orville Lawson  
 Membership ..... BAB  
 President ..... Carl Bloomquist  
 General Manager ..... Arthur F. Nelson  
 Program Director ..... Robert Daniels  
 Chief Engineer ..... Joe Cerar

## KDHL

**FARIBAULT—1948—LBS**

Frequency: 920 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... KDHL Bdcstg. Co.  
 Business-Studio Address ..... 213 Central Ave.  
 Phone Number ..... 2312  
 Transmitter Location ..... Hway. 65  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard, Capitol  
 Representative ..... Pearson, Lawson  
 General Mgr. .... Herbert H. Lee  
 Commercial Mgr. .... Palmer Dragsten  
 Musical Director ..... Mera Ballis Frydenlund  
 Sta. Mgr., Chief Engineer ..... John E. Hyde, Jr.

## KSUM

**FAIRMONT—1949—MBS**

Frequency: 1370 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Fairmont Bdcstg. Co.  
 Address ..... 306 North Park St.  
 Phone Number ..... 1370  
 Transmitter Location ..... W. Lair Road  
 Air Time ..... 5:30 a.m.-12 M.  
 News Service ..... AP  
 Representative ..... Walker Co., Lawson  
 Trans. Serv. .... Thesaurus  
 Membership ..... NARTB, BAB  
 President ..... Leo J. Seifert  
 General Manager ..... Frank Endersbe  
 Program Director ..... Everett Ohrt  
 News Director ..... Ray Stougaard  
 Chief Engineer ..... Lawrence Lawson  
 Consulting Engineer ..... Chambers & Garrison

## KGDE

**FERGUS FALLS—1926  
 MBS-GREAT NORTHERN**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Fergus Radio Corp.  
 Business-Studio Address ..... Fergus Falls  
 Phone Number ..... 3986  
 Transmitter Location ..... Hway. 3  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Representative ..... Walker  
 Membership ..... NARTB  
 Secy-Treas., Exec. Dir. .... Harold L. Dell  
 Station Manager ..... Don L. Albertson  
 Asst. Mgr. .... Frederic T. Dell  
 Chief Engineer ..... Harold E. Allen

## KBZY

**GRAND RAPIDS—1948—MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Itasca Bcstg. Co.  
 Phone Number ..... 198  
 Transmitter Location ..... Grand Rapids  
 Air Time ..... 6:30 a.m.-11 p.m.  
 News Service ..... UP  
 Pres., General Manager ..... Robert D. Kennedy  
 Program Director ..... Bul Germ  
 Chief Engineer ..... Ross A. Fessenmeyer

## WMFG

**HIBBING—1935—NBC-ARROWHEAD**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Head of the Lakes Bcstg. Co.  
 Business-Studio Address ..... 5th & Howard  
 Phone Number ..... 3-7531  
 Air Time ..... 6 a.m.-11:05 p.m.  
 News Service ..... UP  
 Transcription Service ..... World, SESAC  
 Representative ..... George P. Hollingsbery  
 Membership ..... NARTB, BAB  
 President ..... Morgan Murphy  
 General Manager ..... W. C. Bridges  
 Sta., Commercial Mgr. .... Oscar H. Peterson  
 Pgm., Prod., Pub. Dir. .... Ruth E. Coe  
 Chief Engineer ..... Norman Gill

## KLTF

**LITTLE FALLS—1950**

Frequency: 960 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Capital City Bcstg. Co., Inc.  
 Address ..... 105½ Broadway E.  
 Phone Number ..... 367  
 President ..... Thornton G. Simpson  
 General Manager ..... Wayne L. King  
 Comm. Mgr., News Dir. .... Albert L. Beck, Jr.  
 Program Director ..... Robert J. Hasselman  
 Promotion Manager ..... Gordon O. Lommen  
 Chief Engineer ..... Donald J. Powers

## KTOE

**MANKATO—1950—ABC**

Frequency: 1420 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Minnesota Valley Bcstg. Co.  
 Phone Number ..... 4537  
 News Service ..... UP  
 President ..... H. W. Linder  
 Station Manager ..... D. O. Linder  
 Commercial Manager ..... Willard Smith  
 Program Director ..... Wayne Grant  
 Chief Engineer ..... Don Ranniger

## KYSM

**MANKATO—1938  
 NBC-NORTHWEST**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... F. B. Clements & Co.  
 Business-Studio Address ..... 101 N. Second St.

## MINNESOTA

Phone Number .....4673  
 Transmitter.....Belgrade Hill, N. Mankato  
 Air Time .....6 a.m.-1 a.m.  
 News Service .....AP  
 Transcription Service...Standard, Thesaurus  
 Representative .....Meeker  
 Membership .....NARTB, BAB  
 Gen.-Station-Comm. Mgr.....John F. Meagher  
 Sales Promotion Manager.....George Brooks  
 Prom. Pgm. Dir.....Bob Gardner  
 Musical Director.....Chuck Pasek  
 Publicity Director.....Marilyn Mason  
 News Director.....Bob Amick  
 Chief Engineer.....James Houts  
 Consulting Engineer .....George C. Davis

Transcription Service .....Lang-Worth  
 Representative.....CBS Radio Spot Sales  
 Sta., Gen. Mgr.....Eugene Wilkey  
 Commercial Manager.....Roy W. Hall  
 Sales Prom., Mgr.....C. H. Smith  
 Program Director .....Robert P. Sutton  
 Publicity Director.....Fred Heywood  
 News Director.....Jim Bormann  
 Chief Engineer.....J. J. Beloungy

### KMHL

**MARSHALL—1946—MBS-ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Harry W. Linder  
 Business-Studio Address.....KMHL Bldg.  
 Phone Number .....2282  
 Transmitter Location.....½ Mi. E. of City  
 Air Time.....6 a.m.-M.  
 News Service .....UP  
 Representative.....John E. Pearson  
 Owner.....Harry W. Linder  
 General Manager.....Gilmore F. Frayseth  
 News Director.....Bill Farrell  
 Chief Engineer.....Russ Nelson

### WDGY MINNEAPOLIS—1923—LBS

Frequency: 1130 Kc..Power: 50,000 Watts d.;  
 25,000 Watts n.  
 Owned-Oper. By.....Twin Cities Bcstg. Corp.  
 Business-Studio Address.....Hotel Nicollet  
 Phone Number.....Bridgeport 2271  
 Transmitter Location..103rd & Lyndale Ave. S.  
 Air Time.....5:30 a.m.-1 a.m.  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Avery-Knodel  
 Membership .....NARTB, BAB  
 President .....James Stuart  
 Station Mgr.....S. Hegeman  
 Commercial Manager.....Sydney Rich  
 Sales Promotion Manager.....Gerry Cohen  
 Pgm., Prod. Dir., Asst. Mgr.....John Leslie  
 News Director.....James McGovern  
 Chief Engineer.....Charles Winkler  
 Consulting Engineer.....John Creutz

### KEYD

**MINNEAPOLIS—1948**

Frequency: 1440 Kc....Power: 5000 Watts d.  
 Owned-Operated By....Family Bcstg. Corp.  
 Business-Studio Address.....15 N. Ninth St.  
 Phone Number.....Lincoln 8451  
 Transmitter Location.....Golden Valley  
 Air Time.....6 a.m.-Sundown  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Rambeau  
 Membership .....NARTB, BAB  
 President .....Henry Klages  
 Sta., Gen. Mgr.....Lee L. Whiting  
 Commercial Manager.....Ray Tenpenny  
 Prod., Pgm. Dir.....Harry Zimmerman  
 Chief Engineer.....Harvey V. Headen  
 Consulting Engineer.....Frank H. McIntosh

### WLOL

**MINNEAPOLIS—1940—MBS**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Independent Bcstg. Co.  
 Business-Studio Address..1730 Hennepin Ave.  
 Phone Number...Atlantic 0406, Midway 4043  
 Transmitter Location.....1370 Davern, St. Paul  
 Air Time .....Unlimited  
 News Service .....UP  
 Representative.....A. M. Radio Sales  
 President.....Ralph L. Atlas  
 Gen., Sta. Mgr.....C. T. Hagman  
 Commercial Manager.....Samuel N. Nemer  
 Prom., Pgm., Prod., Pub. Dir....Jack Swenson  
 Studio Engineer.....Gene Bratigam  
 Transmitter Engineer.....Merle Bjork  
 Consulting Engineer.....E. C. Page

### WCCO

**MINNEAPOLIS—1924**

CBS Radio

Frequency: 830 Kc.....Power: 50,000 Watts  
 Owned By.....Columbia Bcstg. System, Inc.  
 Operated By.....CBS Radio Division  
 Business-Studio Address...625 Second Ave. S.  
 Phone Number.....Main 1202  
 Transmitter Location.....Anoka  
 Air Time .....5 a.m.-1 a.m.  
 News Service.....AP, UP, INS

### WPBC

**MINNEAPOLIS—1949**

Frequency: 980 Kc. ...Power: 500 Watts d.  
 Owned-Oper. By .....People's Bcstg. Co.  
 Address .....1133 Stinson Blvd  
 Phone Number ...Granville 4356, Prior 3181  
 Trans. Loca.....1133 Stinson Blvd.  
 Air Time .....Daytime



# MINNESOTA

News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Sears & Ayer, Inc.  
 Pres., Gen. Sta. Mgr. .... W. V. Stewart  
 Sales Prom. Mgr. .... L. Sherman, II  
 Commercial Manager ..... Merle Forland  
 Pgm., Prod., Pub. Dir. .... Becky Ann Stewart  
 Chief Engineer ..... Leroy Myri  
 Consulting Engineer ..Gautney, Ray & Price

## W T C N

### MINNEAPOLIS-ST. PAUL—1925 ABC-DAIRYLAND

Frequency: 1280 Kc. .... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By ..... Mid Continent Radio-  
 Television, Inc.  
 Business-Studio Address ..... 50 S. Ninth St.  
 Phone Number ..... Lincoln 0552  
 Transmitter Location ..... 2235 N. Snelling  
 News Service ..... AP, UP  
 Transcription Service ..... Associated  
 Representative ..... Free & Peters  
 President ..... William J. McNally  
 Vice-Pres., Gen. Mgr. .... F. Van Konynenberg  
 Commercial Manager ..... Robert N. Ekstrum  
 Program Director ..... Judy Bryson  
 Director of Radio ..... C. D. Miller  
 Promotion Manager ..... Bob Wold  
 Chief Engineer ..... John Sherman

## K D M A

### MONTEVIDEO—1951—ABC

Frequency: 1450 Kc. .... Power: 100 Watts  
 Owned-Operated By ..... Midwest Bcstg. Corp.  
 Address ..... West Hway. 212  
 Phone ..... 125  
 Air Time ..... Unlimited  
 Representative ..... Pearson  
 Pres., Gen. Mgr. .... H. Willard Linder

## K V O X

### MOORHEAD—1937 MBS-GREAT NORTHERN

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KVOX Bcstg. Co.  
 Business-Studio Address ..Fred. Martin Hotel  
 Phone Number ..... 3-1522  
 Transmitter Location ..14th St. & 12th Ave. So.  
 Air Time ..... 6:30 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Walker, Lawson  
 Membership ..... NARTB, BAB  
 President ..... E. J. McKellar  
 General-Station Manager ..... M. M. Marget  
 Comm., Sls. Prom. Mgr. .... Robert L. Owens  
 Program Director ..... Al Bergquist  
 Chief Engineer ..... Don Gelken

## K N U J

### NEW ULM—1949

Frequency: 860 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... KNUJ, Inc.  
 Address ..... 308½ N. Minn. St.  
 Phone Number ..... 905  
 Air Time ..... Daytime  
 Transmitter Location ..... So. Bridge St.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth, World,  
 Associated  
 Membership ..... NARTB, BAB  
 President ..... W. K. Mickelson  
 Gen. Mgr., Chief Engr. .... Jack H. Duncan  
 Program Manager ..... Wip Robinson, III  
 News Director ..... Robert Arnott

## K O B K

### OWATONNA—1950

Frequency: 1390 Kc. .... Power: 500 Watts d.  
 Owned-Operated By ..... Owatonna Bcstg. Co.  
 Address ..... 307 Vesterby  
 Phone Number ..... 2359  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Pres., Gen., Comm. Mgr. .... William F. Johns, Jr.  
 Program, News Director ..... Harry Rand  
 Chief Engineer ..... Carl Wilford

## K A A A

### RED WING—1949

Frequency: 1250 Kc. ..Power: 1000 Watts d.  
 Owned-Oper. By ..... Red Wing Bcstg. Co.  
 Address ..... Red Wing  
 Phone Number ..... 3512  
 Trans. Loca. .... Hway. 58 So. Red Wing  
 Air Time ..... 6 a.m.-Local Sunset  
 News Service ..... AP  
 Transcription Service ..... World, Capitol  
 Membership ..... BAB  
 President ..... Fred C. Clarke  
 Comm., Sta., Gen. Mgr. .... Maxine Jacobs  
 Prod., Pgm. Dir. .... Peter Lyman  
 Publicity Director ..... D. Nelson  
 News Director ..... Marvin Schultz

## K L E R

### ROCHESTER—1948—ABC

Frequency: 970 Kc. .... Power: 500 Watts d.;  
 1000 Watts n.  
 Owned-Operated By ..... Rochester Bcstg. Co.  
 Business Address ..... 229 First Ave. S.W.  
 Phone Number ..... 2-2757  
 Transmitter Location ..... Orchard Acres  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... UP  
 Representative ..... Pearson  
 Membership ..... NARTB  
 President ..... Alyce P. Mayo  
 General Manager ..... Walter T. Bruzek



Durham, N. C. Education... first place this year, with K... a first both in AM and TV... e list of "repeaters" follows:

ely, and dignified at the same... time—a neat trick if you can do it... Not ashamed of ere," sky writing, car cards, di-

or VARIETY... consistency and quality... leaf from one sponsor's comked-up... "this looks like a P.S. that... job," VARIETY posts a P.S. that... Joe and KSTP are cooking with... gas.

# Citation

## Outstanding Sales Promotion

### KSTP, Minneapolis

TV sales promotion in the year was unabashed, brisk... and dignified at the same... a neat trick if you can do it... this one did. Not ashamed of... a bit of corn in the pres... station grew some tall stan... profits as the same line in so... nces (including pop-up fir... ders), but was smart eno... conservative on the other si... ledger. Program sche... eiled bi-weekly, were fr... ed with restrained institut... advertising. Dignified appr... ecked up by factual info, was... ent in the station's present... olders to agencies and cl... KSTP termed its method of... handising and promoting a c... program "planalyzed prom... and VARIETY deems it well...

Selling the client first is o... selling the listeners may... obvious. Only KSTP kept... the idea with more effort... signation than most.

For countless sponsors... ard Oil, Camel cigarets... cup cakes, Arrid, Durkee... Foods (shortening) Kelce... KSTP got behind its pro... sponsors and pushed... audiences, more profits... will for all concerned... traffic points in the dow... tie-in window display... rved for both local and... rangers. Fan magazines we... not neglected either. Trade... ad plugging the station's pers... allies; film trailers, shopping... bags for studios visitors (an ide... this observer thinks too long ov... looked by both ad mediums... advertisers alike); talks like... Makes a Radio Network T... added up to 53 presentations... fore civic, club and social g... courtesy spot announcements... nearly 3,000. Reaction fro... lited and generally surp... sponsors was hefty.

KSTP television promotion... ed the same all-out plan... cabs, button... Televis... car... par... at... T... e... o... P... K...

# KSTP Top o' Heap With Two Firsts

NEW YORK, March 24.—For the second successive year KSTP, Minneapolis, garnered top laurels for audience-sales promotion in the 50,000-watt stations.

# KSTP Is Tops In Aud. Sales Of Net Clears

NEW YORK, Feb. 18.—KSTP, Minneapolis, won the top laurels in the 50,000-watt stations.

**"PLANALYZED PROMOTION" is the GREATEST**

KSTP's own, thorough-going method of merchandising and promoting your KSTP radio and TV campaign. First comes the analysis of your particular sales problems in the great KSTP Market—one of America's "Big Ten." Then—and only then—comes the promotion plan. Thus—KSTP's exclusive Planalyzed Promotion!

Sup... a big promo... TV, S... to... natio... well... person... an ide... too long ov... w... Network T... social g... surp... plan... button... Televis... car... par... at... T... e... o... P... K...

# WEST CO AUDIENCE

## KSTP-TV First

NEW YORK, March 24.—Winning the lie to the much-touted supremacy of Eastern TV orations, the three video toppe... the audience sales promotion... vision of The Billboard's 13... Annual Radio and Television... Promotion Competition all hall... points west of Radio City.

First place went to KSTP, Minneapolis-St. Paul; second to WFLA-TV, Tampa; and third to WABC-TV, New York. KSTP-TV, Philadelphia; WFLA-TV, Salt Lake City, and WNEP-TV, Cincinnati came in third.

All three entries were recognized by outstanding design, both artwork and execution. KSTP-TV led the trio in utilizing the "Planalyzed Promotion" system, which has been used by KSTP-TV since its inception. Twin Cities outlet KSTP-TV was the only station to analyze each of its particular sales problems in the actual promotion plan. This info was put to work in every gimmick planned to match the client's sales needs.

The station used its design department to design a variety of exciting promotion material for its users, including a display posters a tie-up gimmick, this, the promotion suggested and a giant tie-up v... arniance De...

## Promotion Competition

# AUDIENCE SALES PROMOTION

**50,000-Watt Stations**  
**1st KSTP, Minneapolis**  
 Stanley Hubbard, Gen. Mgr.  
 Joseph C. Cook, Prom. Mgr.

**Television Stations**  
**1st KSTP-TV, Minneapolis**  
 Stanley Hubbard, Gen. Mgr.  
 Joseph C. Cook, Prom. Mgr.

NEW YORK, Feb. 18.—KSTP, Minneapolis, walked off with the laurels in the audience-sales category for clear channel network affiliates, in *The Billboard's* 12th Annual Radio and Television Promotion Competition. Second place...

**14 REPEATERS COP AWARDS FOR SECOND YEAR IN ROW**  
 NEW YORK, March 24.—Fourteen stations in this year's promotion...



# Outstanding Sales Promotion

50,000 WATTS—CLEAR CHANNEL KEY STATION FOR THE NORTHWEST NETWORK EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

**KSTP**  
 MINNEAPOLIS ... ST. PAUL

# MINNESOTA

Commercial Manager..... Robert A. Fick  
 Program Director..... Vera Keeffe  
 Prod., News Dir., Chief Anncr..... Bill Erin  
 Chief Engineer..... Ruben Rieck

## K R O C

**ROCHESTER—1935**  
**NBC-NORTHWEST**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Southern Minnesota  
 Bcstg. Co.  
 Business-Studio Address.... 100 1st Ave. Bldg.  
 Phone Number ..... 3924  
 Transmitter Location..... Cascade Township  
 Air Time..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representatives..... Bulmer & Johnson  
 Membership ..... NARTB, BAB  
 President..... Mrs. G. P. Gentling  
 General Manager ..... G. David Gentling  
 Sta. Mgr., Pgm. Dir..... Cal Smith  
 Commercial Manager ..... Jerry Brataas  
 Sales Prom. Mgr., Pub. Dir..... Warren Miller  
 Chief Announcer..... Gene Thompson  
 News Director..... Ray Thompson  
 Chief Engineer..... Bob Cross

## K F A M

**ST. CLOUD—1937—NBC**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Times Publ. Co.  
 Address ..... Weber Bldg.  
 Phone Number ..... 3330, 3331  
 Trans. Loca. ... Hway. 152, 2 Mi. So. of city  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Pearson  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr. .... Frederick C. Schilplin  
 Commercial Manager ..... John F. Green  
 Program Director..... Laurel H. Westrom  
 Chief Engineer..... Robert Witschen

## W J O N

**ST. CLOUD—1950—ABC**  
**INDEPENDENT**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Granite City Bcstg. Co.  
 Address..... St. Cloud Hotel  
 Phone Number ..... 1240  
 Representative ..... Rambeau  
 Transcription Service ..... World  
 News Service ..... UP  
 President..... Max H. Lavine  
 General Manager..... W. C. Porson  
 Commercial Manager..... Paul T. Zaborik  
 Program Director..... Wallace MacBriar  
 Publicity Director..... Herm Schneider  
 Chief Engineer..... Robert Muchow  
 Consulting Engineer..... Charles Persons

## W M I N

**ST. PAUL—1936**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... WMIN Bcstg. Co.  
 Business-Studio Address..... 538 Hamm Bldg.  
 Phone Number..... Garfield 1361  
 Transmitter Location St. Anthony at Frontenac  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Forjee  
 V.P., Gen., Sta. Mgr..... Frank M. Devaney  
 Commercial Manager..... N. L. Bentson  
 Program Director..... Norman Page  
 Publicity Director..... Stuart Lindman  
 Chief Engineer..... Warren B. Fritze

## K S T P

**ST. PAUL-MINNEAPOLIS—1928-NBC**  
**NORTHWEST**

Frequency: 1500 Kc..... Power: 50,000 Watts  
 Owned By..... KSTP, Inc.  
 Bus.-Studio Address..... 3415 University Ave.  
 Phone Number ..... Prior 2717  
 Trans. ... County Rd. C. & Hway. 61, St. Paul  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... AP, UP  
 Transcription Service..... Thesaurus, World,  
 Lang-Worth, Cole  
 Representative ..... Edward Petry  
 Membership ..... NARTB  
 President, Gen. Mgr..... Stanley E. Hubbard  
 V.P. chg. Sales..... Miller C. Robertson  
 Exec. V.P., Treas..... K. M. Hance  
 Program Director..... C. Brooks Henderson  
 News Director..... Walter C. Miller  
 Promotion-Publicity Director..... Joe Cook  
 Chief Engineer..... John McMahan

## W C O W

**SOUTH ST. PAUL—1951**

Frequency: 1590 Kc..... Power: 5000 Watts d.  
 Owned-Oper. By..... South St. Paul Bcstg. Co.  
 Address..... 208 3rd Ave. N.  
 Phone Number..... LaSalle 1371  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Exec. Director..... Albert Tedesco  
 General Manager..... Reinhard Steinley  
 Commercial Manager..... Victor Tedesco  
 Program Director..... Donald S. Doty  
 Promotion Manager..... Paul DeNault  
 Chief Engineer..... Robert Muchlo

## W S H B

**STILLWATER—1949—KBS**

Frequency: 1220 Kc..... Power: 250 Watts  
 Owned-Operated By..... St. Croix Bcstg. Co.  
 Address..... 1st Natl. Bank Bldg.  
 Phone Number..... Cedar 6819

# AP SELLS

For Stations and Sponsors—

---

## For instance . . . KWNO

“KWNO advertisers are pleased with AP sponsorship. Check this record: Kalmes Tire Service, 13 years without interruption. Breitlow Funeral Home, 13 years. Marigold Dairy, 12 years. Merchant’s National Bank, 4 years. Winona Motors, 10 years.

“Associated Press newscasts have the highest ratings of all KWNO programs. At 7:30 A.M., before our AP news, KWNO listenership jumps 20%. The same at noon.

“Exactly 96.66% of all AP newscasts are sponsored. The remaining 3.33% is early morning time.

“When it comes to AP newscasts, KWNO salesmen put their feet on the desk. Selling AP news requires little effort. We have a waiting list.”

H. ROD HURD  
Sales Manager,  
KWNO, Winona, Minnesota



## MINNESOTA

Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Donald Cook, Inc.  
 Pres., Gen. Sta. Mgr. .... Richard Power  
 Sales Prom. Mgr. .... James McLaughlin  
 Pgm., Prod., Music Dir. .... Roger Erickson  
 Publicity Director ..... Don Hastings  
 Chief Engineer ..... Elmer Christianson  
 Consulting Engineer ..... Fred O. Grimwood

Transcription ..... Thesaurus  
 Representatives ..... Bulmer & Johnson  
 President ..... C. V. Phillips  
 General Manager ..... Carl E. Holt  
 Chief Engineer ..... Milton La Due

### K W L M

**WILLMAR—1940—ABC**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Lakeland Bcstg. Co.  
 Business-Studio Address ..... 307 W. 6th St.  
 Phone Number ..... 1340  
 Transmitter Location ..... Foot Lake  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Cole  
 Representative ..... John E. Pearson  
 Membership ..... NARTB, BAB  
 President, Gen. Mgr. .... H. W. Linder  
 Commercial Manager ..... Jack Lynch  
 Program Director ..... Joe Martinson  
 Chief Engineer ..... Wendell Tallakson

### K T R F

**THIEF RIVER FALLS—1947**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Henry K. Arneson  
 Address ..... 1313 North Main Ave.  
 Phone Number ..... 13, 14  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Bulmer & Johnson, Inc.  
 Membership ..... NARTB, BAB  
 General Manager ..... Henry K. Arneson  
 Program Director ..... Alverda Noel  
 Pub., News Dir. .... Katherine Barzen  
 Chief Engineer ..... Henry J. Bothman  
 Consulting Engineer ..... May & Bond

### K W N O

**WINONA—1938—ABC**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Winona Radio Service  
 Business-Studio Address ..... 216 Center St.  
 Phone Number ..... 3314  
 Transmitter Location ..... Garvin Hts.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... John E. Pearson  
 Membership ..... NARTB, BAB  
 President ..... M. H. White  
 General Manager ..... Ken Marsh  
 Commercial Manager ..... H. Rod Hurd  
 Sales Prom. Mgr. .... Dave Moffitt  
 Chief Engineer ..... Stanley Johnson

### W H L B

**VIRGINIA—1936—NBC  
 ARROWHEAD, NORTHWEST**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Head of the Lakes Bcstg.  
 Address ..... 17th St., N.  
 Phone Number ..... Virginia 2000  
 Air Time ..... 6 a.m.-11:05 p.m.  
 News Service ..... UP  
 Transcription Service ..... World, SESAC  
 Representative ..... Hollingbery, Bulmer & Johnson  
 President ..... J. Morgan Murphy  
 General Manager ..... Walter B-ides  
 Sta., Comm., Sls. Prom. Mgr. .... H. J. Parise  
 Pgm., Prod. Dir. .... Harry Willis  
 Publicity Director ..... Alys Mae McBride  
 Chief Engineer ..... Norman Gill  
 Consulting Engineer ..... C. Persons

### K W O A

**WORTHINGTON—1947**

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Worthington Bcstg. Co., Inc.  
 Address ..... Hotel Thompson  
 Phone Number ..... 2-7301  
 Transmitter Location ..... 4 Mi. W. of City  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Bulmer & Johnson  
 Membership ..... NARTB  
 President ..... R. W. Olson  
 General Manager ..... R. E. Shepard  
 Commercial Mgr. .... Arne Karhu  
 Program Director ..... Ty Mack  
 Chief Engineer ..... Clinton W. Knapp

### K W A D

**WADENA—1948—MBS**

Frequency: 920 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Associated Bcstrs., Inc.  
 Bus.-Studio Address ..... First Natl. Bank Bldg.  
 Phone Number ..... 920-1  
 Transmitter Location ..... 4 Mi. S. City  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... UP



# MISSISSIPPI

Pop. April 1, 1952 (Est.) 2,177,000—Total Housing Units 610,249  
Families April 1, 1952 (Est.) 576,000—Stations in State 43

## WLOX

**BILOXI—GULFPORT—1947—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: WLOX Bcstg. Co.  
Bus. Studio-Transmitter Address: Opp. Buena Vista Hotel  
Phone Number: 5581-2  
Air Time: 24 hrs.  
News Service: UP  
Representative: William G. Rambeau  
Membership: NARTB  
President: James S. Love, Jr.  
Gen.-Station Mgr.: Ray Butterfield  
Commercial Manager: Thomas B. Majure  
Program Director: Toni McCorkle  
Chief Engineer: T. B. Majure  
Consulting Engineer: L. J. du Triel

## WVMI

**BILOXI—1950**

Frequency: 570 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Radio Associates  
Address: P. O. Box 152  
Phone Number: 6961  
Representatives: Natl. Time Sales, Dora Clayton  
Transcription Service: Thesaurus, Lang-Worth  
Air Service: UP  
Pres., Gen. Mgr.: Odes E. Robinson  
Station Manager: Gene Tibbett  
Comm. Sales Prom. Mgr.: Jerry Thompson  
Pgm., Prod. Dir., Chief Anncr.: Robert Campbell  
Chief Engineer: Geo. Tillotson

## WBIP

**BOONEVILLE—1950—LBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Booneville Bcstg. Co.  
Address: Highway No. 45-S  
Phone Number: 678  
News Service: UP  
President, Gen. Mgr.: E. O. Roden  
Commercial Manager: D. E. Vowell  
Chief Engineer: L. A. Bryan  
Consulting Engineer: Claude Gray

## WJMB

**BROOKHAVEN—1948**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Brookhaven Bcstg. Co.  
Address: W. Chicksaw St.  
Phone Number: 1298  
Transmitter Location: Highway 51  
News Service: AP  
Air Time: 6 a.m.-11 p.m.  
Transcription Service: Lang-Worth  
Membership: NARTB, BAB

Pres., Sta., Gen. Mgr.: Tullius Brady  
Chief Engineer: Robert Bedford

## WROX

**CLARKSDALE—1943—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Birney Imes, Jr.  
Address: Delta Ave.  
Phone Number: 1566-2467  
Transmitter Location: City Limits  
Air Time: 5:30 a.m.-10:30 p.m.  
News Service: AP  
Commercial Manager: Helen Sugg  
Pgm. Dir., Chief Anncr.: Jack Cristil  
Station Manager: P. B. Hinman  
Chief Engineer: C. D. Graves

## WCLD

**CLEVELAND—1949—LBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Cleveland Bcstg. Co., Inc.  
Address Trans.: Highway 61, S.  
Phone Number: 990  
News Service: AP  
Transcription Service: World  
Station Representative: McGillvra  
President: Lowry Tims  
General Manager: Claude D. Raney  
Office Manager: Gay Rowse

## WCJU

**COLUMBIA—1946—KBS-MBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Lester Williams, WCJU, Inc.  
Address: So. Main St.  
Phone Number: 735  
Transmitter Location: Hiway 24 South  
Air Time: 6 a.m.-10:15 p.m.  
News Service: AP  
Transcription Service: World, Keystone  
Pres., Gen., Comm. Mgr.: Lester Williams  
Asst. Sta. Mgr.: Charles E. Newman, Jr.  
Prod. Dir., Chief Anncr.: Bill Barrett  
News, Musical Dir.: Paul Dantin  
Chief Engineer: Ray Tolar

## WACR

**COLUMBUS—1950—MISS.**

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned-Oper. By: Miss. Bcstg. Co.  
Address: WACR Bldg.  
Phone Number: 768  
Transmitter Location: 1800 14th Ave. N.  
Air Time: Sunrise-Sunset  
Transcription Service: Standard  
News Service: UP  
Pres., Gen. Mgr.: Withers Gavin

# MISSISSIPPI

## W C B I

**COLUMBUS—1940**  
**MBS—KBS-MID SOUTH**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Birney Imes, Jr.  
Business-Studio Address Columbus  
Phone Number 1430  
Transmitter Location River Bridge  
News Service AP  
Representative McGillvra  
President Birney Imes, Jr.  
Gen., Sales Prom. Mgr. Bob McRaney  
Commercial Manager James Eatherton  
Program Director Florence Thrower  
Chief Engineer Thomas McFerrin

## W C M A

**CORINTH—1945—MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Corinth Bcstg. Co., Inc.  
Business-Studio Address Ray Bldg.  
Phone Number 5575  
Transmitter Location Hwy. No. 72 E.  
Air Time 5:30 a.m.-M.  
News Service UP  
Transcription Service World  
Representative Burn-Smith  
Membership NARTB  
President Dr. Frank M. Davis  
General Manager Aaron B. Robinson  
Sta., Sales Prom. Mgr. John E. Bell  
Program Director Tom Weaver  
Commercial Manager Joe P. Van Dyke  
Chief Engineer James D. Anderson  
Consulting Engineer Kear & Kennedy

## W G V M

**GREENVILLE—1948**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Operated By Cotton Belt Bcsting Co.  
Bus.-Studio Address 1000 So. B'way  
Phone Number 4559  
Transmitter Location Pickett St.  
Air Time 6 a.m.-Sunset  
News Service UP  
Transcription Service Standard  
Representative Devney, Melville  
Pres., General Manager David M. Segal  
Comm. Sta. Mgr. Edward M. Guss  
Pgm., Prom., News Director Wallace D. Hoy  
Prod., Pub. Dir., Chief Anncr. Jack Baruth  
Chief Engineer Welton H. Jetton  
Consulting Engr. Lee E. Baker

## W J P R

**GREENVILLE—1939—MBS-KBS**

Frequency: 1330 Kc. Power: 1000 Watts d.  
500 Watts n.  
Owned-Oper. By Radio Services Co.  
Business-Studio Address 107 So. Poplar St.  
Phone Number 9040-9049  
Transmitter Location Beauchamp Rd.

News Service AP  
Transcription Service World  
Representative Sears & Ayer  
Gen. Sta. Mgr. Emmett H. McMurry  
Commercial Manager Frank W. Baldwin  
Program Director Barbee Ashley  
Sales Prom. Mgr. Jack R. Stull  
Publicity Director Margo Stephens  
Chief Announcer Bill McHan  
News Director Tommy Tiller  
Chief Engineer Percy L. Kuhn  
Consulting Engr. Harold B. Rothrock

## W A B G

**GREENWOOD—1950—LBS**

Frequency: 960 Kc. Power: 1000 Watts  
Owned-Oper. By Greenwood Bcstg. Co.  
Address 222 Howard St.  
Phone 3010  
Transmitter Location Money Rd.  
Air Time 5 a.m.-M.  
News Service AP  
Transcription Service World  
Owner, Gen. Mgr. Cy Bahakel  
Program Director Tom Reardon  
Chief Engineer Henry Frye  
Consulting Engineer John Creutz

## W G R M

**GREENWOOD—1937**

**NBC-KBS-MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Operated By P. K. Ewing  
Phone Number 1900-1  
Studio-Transmitter Location Walnut St.  
Air Time 6 a.m.-12 M.  
News Service UP  
Transcription Service Capitol  
President P. K. Ewing  
General Manager F. C. Ewing  
Commercial Manager Van Power

## W N A G

**GRENADA—1949—MBS-KBS**  
**MID-SOUTH**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Birney Imes, Jr.  
Trans. Address Barwin Hotel  
Phone Number 1400  
Air Time 6 a.m.-11 p.m.  
Representative Mid-South Network  
Owner Birney Imes, Jr.  
General Manager Bob McRaney  
Sta., Comm. Mgr. Monroe Looney  
Chief Announcer, Eng. Barney Loebe  
Consulting Engr. Dixie Engineering

## W G C M

**GULFPORT—1929—ABC**  
**LBS AND KEYSTONE**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By WGCM Bcstg. Co.

# MISSISSIPPI

Address .....Hewes-Martin Bldg.  
 Phone Number .....1110  
 Transmitter Location .....Arlington Heights  
 Air Time .....6 a.m.-M.  
 News Service .....AP  
 Transcription Service .....World  
 Station Representative.....Sears & Ayer, Inc.  
 Owner & Gen. Mgr.....Hugh O. Jones  
 Station Manager.....C. Edwin Vann  
 Commercial Manager.....Mrs. O. I. Owens  
 Publicity Director.....Thomas Davis Berry  
 Chief Engineer.....Charles T. Hook  
 Consulting Engineer.....A. D. Ring

Membership .....NARTB  
 General Manager.....Wiley P. Harris  
 Commercial Manager.....Frank Gentry  
 Program Director.....Howard Langfitt  
 Chief Engineer.....Percy G. Root

## WJQS

**JACKSON—1946—CBS-MISS.**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mississippi Bcstg. Co., Inc.  
 Business-Studio Address.....Edwards Hotel  
 Phone Number .....3-9681  
 Transmitter Location.....Pleasant Ave.  
 Air Time .....6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....Standard  
 President, General Manager...Withers Gavin

## WFOR

**HATTIESBURG—1925**  
**NBC-KBS-REBEL**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Forrest Bcstg. Co.  
 Address.....302 Hemphill St.  
 Phone Number .....1866  
 Transmitter Location..West 7th St. & 25th Ave.  
 Air Time.....5:30 a.m.-11:05 p.m.  
 News Service .....UP  
 Transcription Service .....World  
 Station Rep.....George P. Hollingsbery Co.  
 Pres., Gen., Sta. Mgr.....C. J. Wright, Jr.  
 Program Director.....Carl Anderson  
 Publicity Director.....Bud Norval  
 Chief Engineer.....B. B. McLemore  
 Consulting Eng..Broadcast Engineering Service

## WJXN

**JACKSON—1945**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Jackson Bcstg. Co.  
 Address.....Deposit Guaranty Bank Bldg.  
 Phone Number .....2-6673  
 News Service .....AP  
 Transmitter Location.....Fair Grounds  
 Air Time.....6 a.m.-12 M.  
 Representative .....Indie Sales  
 Pres., Gen. Mgr.....James T. Ownby  
 Sales Prom. Mgr.....Hy Davis  
 Chief Engineer.....Thomas Patterson

## WHSY

**HATTIESBURG—1948—ABC-LBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Hub City Bcstg. Co. Inc.  
 Address.....Highway 11 North  
 Phone Number .....3180  
 Transmitter Location.....Highway 11 North  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Station Rep.....Joseph Hershey McGillvra Inc.  
 Membership .....NARTB, BAB  
 President, Gen., Comm. Mgr...Charles W. Holt  
 Sales Promotion Manager.....Bob Robinson  
 Station Manager.....Connie Holt  
 Program Director.....Bill Tracey  
 Chief Engineer.....Charles Sharpling  
 Consulting Engineer.....C. Shelkofsky

## WRBC

**JACKSON—1947—MBS**

Frequency: 620 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....Rebel Bcstg. Co., Inc.  
 Business-Studio Address.....125 So. Lamar  
 Phone Number .....5-1562  
 Transmitter Location.....3 Mi. NE City  
 Air Time .....5:30 a.m.-M.  
 News Service .....AP  
 Transcription Service .....Associated  
 Representative .....Branham  
 Membership .....NARTB  
 Gen., Comm. Mgr.....J. W. Carlier  
 Prog. Dir., Farm Editor.....Forrest Cox  
 Production Director.....W. V. Dubard  
 Chief Engineer.....G. G. Benson  
 Consulting Engineer.....McIntosh & Inglis

## WJDX

**JACKSON—1929—NBC**

Frequency: 1300 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By.....Lamar Life Ins. Co.  
 Business Address.....P. O. Box 2171  
 Phone Number .....2-1183  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service..Thesaurus, MacGregor,  
 Lang-Worth, Cole, Capitol, World  
 Representative.....George P. Hollingsbery

## WSLI

**JACKSON—1938—ABC**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Oper. By..Standard Life Bcstg. Co., Inc.  
 Business Address.....P. O. Box 1847  
 Phone Number .....3-2788  
 Transmitter Location.....Hwy. 80 N.  
 Air Time.....5:30 a.m.-12 M.  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Weed



# MISSISSIPPI

**Membership** ..... NARTB, BAB  
**President** ..... W. R. Newman  
**General-Station Manager** ..... L. M. Sepaugh  
**Commercial Manager** ..... F. E. Wilkerson, Jr.  
**Program Director** ..... B. K. Smith  
**Production Director** ..... M. B. Wray  
**Chief Engineer** ..... C. A. Perkins  
**Consulting Engr.** ..... A. D. Ring

**Phone Number** ..... 310  
**Transmitter Location** ..... Old Starkville Rd.  
**Air Time** ..... 6 a.m.-M.  
**News Service** ..... UP  
**President, General Manager** ..... Withers Gavin

## W A P F

**McCOMB—1948—KBS-LBS**

**Frequency:** 1010 Kc. .... **Power:** 250 Watts d.  
**Owned-Operated By** ..... S. W. Bcstg. Co. of Miss.  
**Address** ..... Pike Hotel, Box 604  
**Phone Number** ..... 1884  
**Transmitter Location** ..... Hiway 24 West  
**News Service** ..... UP  
**Transcription Service** ..... Lang-Worth  
**Pres., Gen. Mgr.** ..... Louis Alford  
**Commercial Manager** ..... Bill Tyler  
**Sales Promotion Manager** ..... Mack Smith  
**Program Director** ..... Carl Austin  
**Publicity Director** ..... Bonnie Sanders  
**Chief Engineer, Sta. Mgr.** ..... Phillip Brady

## W K O Z

**KOSCIUSKO—1947—LBS-KBS**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Kosciusko Bcstg. Co.  
**Business Address** ..... P. O. Box 392  
**Phone Number** ..... 782  
**Transmitter Location** ..... Golf Course Rd.  
**Air Time** ..... 5 a.m.-10 p.m.  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Owner, General Manager** ..... Cy N. Bahakel  
**Program Director** ..... Erlene Leach  
**Chief Engineer** ..... Wayne A. Oliver

## W S K B

**McCOMB—1939**

**Frequency:** 1250 Kc. .... **Power:** 5000 Watts d.;  
 500 Watts n.  
**Owned-Operated By** ..... McComb Bcstg. Corp.  
**Address** ..... P. O. Box 111  
**Phone Number** ..... 37

## W A M L

**LAUREL—1932—NBC-KBS-LBS**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... New Laurel Radio Station  
**Business-Studio Address** ..... 442 Sixth Ave.  
**Phone Number** ..... 5601  
**Transmitter Location** ..... Washington Rd.  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Representative** ..... George P. Hollingbery  
**President** ..... Harold Matison  
**Gen., Prom. Manager** ..... Granville Walters  
**Commercial Manager** ..... M. M. Caver  
**Program Director** ..... Stanley Walters  
**Chief Engineer** ..... Clyne Graves

## W C O C

**MERIDIAN—1926—CBS-MISS.**

**Frequency:** 910 Kc. .... **Power:** 5000 Watts d.;  
 1000 Watts n.  
**Owned-Oper. By** ..... Mississippi Bcstg. Co., Inc.  
**Business-Studio Address** ..... Threefoot Bldg.  
**Phone Number** ..... 7714  
**Transmitter Location** ..... Hwy. 45 North  
**Air Time** ..... 6 a.m.-12:10 a.m.  
**News Service** ..... UP  
**Transcription Service** ..... Standard  
**President, General Manager** ..... Withers Gavin

## W L A U

**LAUREL—1946—ABC-MBS**

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Southland Bcstg. Co.  
**Bus.-Studio Address** ..... 437 N. Magnolia St.  
**Phone Number** ..... 7227-8  
**Transmitter Location** ..... Meridian Ave.  
**Air Time** ..... 5:30 a.m.-11 p.m.  
**News Service** ..... UP  
**Representative** ..... McGillvra  
**Membership** ..... BAB  
**President** ..... C. T. McCallum  
**Gen., Sta. Mgr.** ..... Norma H. Leggett  
**Commercial Manager** ..... Teck Jones  
**Sales Prom. Mgr.** ..... J. L. Collins  
**Pgm. Dir., Chief Anncr.** ..... David Kane  
**Chief Engineer** ..... Jimmie Hilbun

## W M O X

**MERIDIAN—1946**

**MBS-KBS-MDSOUTH**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Birney Imes, Jr.  
**Address** ..... 9th St. & 23rd Ave.  
**News Service** ..... AP  
**Representative** ..... Mid-South Network  
**President** ..... Birney Imes, Jr.  
**General Manager** ..... Bob McRaney  
**Station Manager** ..... Joseph W. Carson  
**Commercial Mgr.** ..... Eddie Holladay  
**Chief Engineer** ..... Al Betmarik

## W M B C

**MACON—1947—MISS.**

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Mississippi Bcstg. Co., Inc.  
**Address** ..... WMBC Bldg.

## W T O K

**MERIDIAN—1946—ABC**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Meridian Bcstg. Co.

# MISSISSIPPI

Bus-Studio Add...Citizens Natl. Bank Bldg.  
 Phone Number .....3-1441  
 Transmitter Location.....3rd Ave. & 20th St.  
 Air Time.....6:30 a.m.-11:05 p.m.  
 News Service .....INS  
 Representative .....Headley-Reed  
 Pres., General-Station Mgr., Robert F. Wright  
 Comm.-Sales Prom. Mgr., William B. Crooks  
 Pub., Pgm. Dir., Cecil Germany  
 Chief Engineer.....Joe H. Saxon  
 Consulting Engineer.....Gautney & Ray

## W M I S

**NATCHEZ—1941—NBC-KBS-LA.**

**MISS.**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Natchez Bcstg. Co.  
 Business-Studio Address.....Box 330  
 Phone Number .....8211  
 Transmitter Location.....Hwy. 61 N.  
 News Service .....UP  
 President.....P. K. Ewing  
 Gen., Comm. Mgr., P. K. Ewing, Jr.  
 Program Director.....Ervin Parks  
 Chief Engineer.....George W. Wilson

## W N A T

**NATCHEZ—1949—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Old South Bcstg. Co.  
 Business Address.....Box 54  
 News Service .....UP  
 Transcription Service .....Standard  
 President.....Mrs. Laurie G. Ratcliffe  
 Gen., Comm. Manager.....Paul Schilling  
 Chief Engineer.....S. J. Parks, Jr.

## W P M P

**PASCAGOULA—1951—LBS**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Crest Bcstg. Co., Inc.  
 Address.....P. O. Box 348  
 Phone Number .....83  
 News Service .....INS  
 Transcription Service .....Capitol  
 Pres., Comm. Mgr., William R. Guest, Jr.  
 Sta. Mgr., News Dir., Donovan Murphy  
 Program Director.....Lee Smith  
 Chief Engineer.....Fred Strothers

## W H O C

**PHILADELPHIA—1948—KBS-LBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....William Howard Cole  
 Address.....P. O. Box 26  
 Phone Number .....740  
 News Service .....UP  
 Transcription Service .....Capitol  
 Owner, Gen., Comm. Mgr.  
     William Howard Cole  
 News. Prom., Prog. Dir., Jim Sparks  
 Chief Engineer.....Edgar C. Goforth

## W R J W

**PICAYUNE—1949—LBS-KBS**

Frequency: 1320 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Moseley Bros.  
 Business Address.....Picayune  
 Phone Number .....474  
 Transmitter Location, State Rd. 2 Mi. E. of City  
 News Service .....UP  
 Transcription Service.....SESAC, Lang-Worth  
 General Manager.....W. L. Moseley  
 Program Director.....Archie Rushing, Jr.  
 Chief Engineer.....Floyd Colee

## W S S O

**STARKVILLE—1948—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Starkville Bcstg. Co.  
 Business-Studio Address.....WSSO Bldg.  
 Phone Number .....1230  
 News Service .....AP  
 Transcription Service .....Capitol  
 President.....Grady Imes  
 Gen., Comm. Mgr., Joe Phillips  
 Program Director.....Mrs. Belle McPherson  
 Chief Engineer.....Travis Palmer

## W E L O

**TUPELO—1944**

**MBS-KBS-MID SOUTH**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Tupelo Bcstg. Co.  
 Business-Studio Address.....Welo Bldg.  
 Phone Number .....1400  
 Transmitter Location.....Hwy. 45 So.  
 News Service .....AP  
 Station Representative.....Mid-South Net  
 Owner.....Birney Imes, Jr.  
 General Manager.....Bob Evans  
 Commercial Manager.....Reeves Whirley  
 Program Director.....Chuck Givens  
 Chief Engineer.....LeRoy Green

## W Q B C

**VICKSBURG—1931—MBS**

Frequency: 1420 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By.....Delta Bcstg. Co., Inc.  
 Business-Studio Address.....Post-Herald Bldg.  
 Phone Number .....312  
 Transmitter Location.....2½ Mi. E. of City  
 News Service .....AP  
 Transcription Service .....Capitol  
 Representative.....Sears & Ayer  
 Membership .....NARTB, BAB  
 President.....L. P. Cashman  
 General-Station Mgr., Mary-Van Cashman  
 Commercial Manager.....L. L. Miller  
 Program Director.....Charlotte Kahn  
 Chief Engineer.....Waverley Conway

MISSISSIPPI-MISSOURI

**WVIM**

**VICKSBURG—1948—LIBERTY**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Radio Miss., Inc.  
 Business-Studio Address Box 76  
 Phone Number 1920  
 Transmitter Location Thompson & Floyd Sts.  
 President James T. Ownby  
 Sta., Comm. Mgr. Frank Holifield

**WROB**

**WEST POINT—1947  
 MBS-MID SOUTH-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Bob McRaney, Sr.  
 Studio Address WROB Bldg.  
 Transmitter Address Forrest St.  
 Phone Number 807

Air Time 6 a.m.-11 p.m.  
 Representative Mid South Network  
 President, General Mgr. Bob McRaney, Sr.  
 Sta., Comm. Mgr. Hugh Shankle  
 Chf. Ann., Eng. George Corken

**WAZF**

**YAZOO CITY—1946—KBS-LBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By WAZF, Inc.  
 Phone Number 1300-1  
 Transmitter Location 1 Mi. No. of City  
 Air Time 5:55 a.m.-10:15 p.m.  
 News Service AP  
 Transcription Service World  
 Pres., Gen. Sta. Mgr. Guy Corley  
 Prom., Comm. Mgr. Phil Streit  
 Prod. Program Director Fred Rand  
 Chief Engineer D. A. Flinspach

**MISSOURI**

*Pop. April 1, 1952 (Est.) 4,122,000—Total Housing Units 1,269,772  
 Families April 1, 1952 (Est.) 1,103,000—Stations in State 51*

**KFVS**

**CAPE GIRARDEAU—1925—MBS**

Frequency: 960 Kc. Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By Hirsch Bcstg. Co.  
 Business-Studio Address 324 Broadway  
 Phone Number 2104  
 News Service UP  
 Representative John E. Pearson  
 President Oscar C. Hirsch  
 Gen., Comm. Manager Ralph L. Hirsch

Phone Number 965  
 Transcription Service Thesaurus, World  
 News Service UP  
 President J. E. Taylor  
 Gen., Sta. Mgr. Robert L. Harrison  
 Commercial Manager Raymond Miller  
 Pgm., Prod. Dir. Denis McGovern  
 Pub. Dir., Farm Editor Harry A. Moreland  
 News Director Norman Shainberg

**KDMO**

**CARTHAGE—1947—KBS-LBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Carthage Bcstg. Co.  
 Trans. Address 1201 E. Chestnut  
 Phone Number 2648, 2623  
 Air Time 6 a.m.-11 p.m.  
 News Service AP  
 Transcription Service Capitol, Keystone  
 Representative Continental  
 Membership NARTB, BAB  
 Station Manager L. C. McKenney  
 Commercial Manager J. I. Dalv  
 Sales Promotion Manager Phil Hannum  
 Program Director Lee Crocker  
 News, Publicity Director Les Kennon  
 Chief Engineer George Province

**KCHI**  
**CHILLICOTHE—1950—KBS-LBS**

Frequency: 1010 Kc. Power: 250 Watts d.  
 Owned-Oper. By Cecil W. Roberts  
 Address Box 719  
 Phone Number 1920  
 News Service UP  
 Representative Conwell  
 General, Station Manager Howard G. Rion  
 Commercial Mgr., Pgm. Dir. R. Wayne Cox  
 Chief Engineer James L. Preston

**KDKD**

**CLINTON—1951**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Operated By Clinton Bcstg. Co., Inc.  
 Address P. O. Box 113  
 Phone Number 233  
 News Service UP  
 Transcription Service World  
 Representative Devney  
 Pres., Gen. Mgr. David M. Segal  
 Commercial Manager Bill E. Brown  
 Program Director Virgil Eugene Stone  
 Chief Engineer Marvin Landon

**KCRV**

**CARTHAGESVILLE—1950**

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Pemiscot Bcstg. Co.  
 Address 106 W. 3rd St.



# MISSOURI

## KFRU

**COLUMBIA—1925—ABC-MSN**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....KFRU, Inc.  
 Trans. Business Address...U. S. 40 at U. S. 63  
 Phone Number.....4141  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, World  
 Membership.....NARTB, BAB  
 President.....H. J. Waters, Jr.  
 Gen., Sta. Mgr.....Mahlon R. Aldridge, Jr.  
 Comm., Sales Prom. Mgr.....F. J. LeGrand  
 Program Director.....Harold Douglas  
 News Director.....Edward Lambert  
 Musical Director.....Paul Robinson  
 Chief Engineer.....Robert Haigh  
 Consulting Engr.....John B. Heffelfinger

## KREI

**FARMINGTON—1947—LBS**

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Cecil W. Roberts  
 Phone Number.....710  
 Studio-Transmitter...Burks Rd. & Webster St.  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Pres., Gen. Mgr.....Cecil W. Roberts  
 Station Manager.....F. P. (Ted) Graves  
 Chief Engineer.....Bill Westbrook

## KFCE

**FESTUS—1951**

Frequency: 1010 Kc. Power: 250 Watts d.  
 Owned-Operated By...Jefferson County Radio  
 & TV Co.  
 News Service.....UP  
 General Manager.....C. M. Poinexter  
 Commercial Manager.....Donald M. Donze

## KFMO

**FLAT RIVER—1947—MBS**

**GRIESEDEICK**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By...Lead Belt Bcstg. Corp.  
 Business-Studio Address.....Flat River  
 Phone Number.....1000  
 Transmitter Location.....U. S. Hway. 61  
 Air Time.....Unlimited  
 News Service.....UP  
 Representative.....John E. Pearson  
 President, General Manager...Oscar C. Hirsch  
 Station-Comm. Mgr.....James F. Collins  
 Program, Publicity Director...Virginia Collins  
 Production Director.....Earl Whitener  
 Chief Engineer.....Gilbert Collins

## KFAL

**FULTON—1950—LBS**

Frequency: 900 Watts. Power: 250 Watts d.  
 Owned-Oper. By.....Mo. Central Bcstns.  
 Address.....5th and Market

Phone Number.....1400  
 Transcription Service.....Capitol  
 News Service.....UP  
 Membership.....NARTB, BAB  
 Gen. Mgr., Chief Engr.....Robert W. Nickles  
 Sta. Mgr., Pgm. Dir.....Roger P. Fox

## KHMO

**HANNIBAL—1941—MBS**

Frequency: 1070 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By..Courier-Post Publishing Co.  
 Business-Studio Address...102½ S. Main St.  
 Phone Number.....3450  
 Transmitter Address...6 Mi. S. of Hannibal  
 Air Time.....5:30 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....RCA Thesaurus  
 Representative.....John E. Pearson  
 Membership.....NARTB, BAB  
 Gen.-Sta.-Sales Prom. Mgr...Wayne W. Cribb  
 Commercial Manager.....P. H. Cunningham  
 Pgm., Prod., Pub. Dir.....Gene Hoenes  
 News Director.....George Allen, Jr.  
 Chief Engineer.....Ben Parrish  
 Consulting Engr.....Commercial Radio

## KIMO

**INDEPENDENCE—1947—LBS**

Frequency: 1510 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....The Blue Valley Co.  
 Business-Studio Address.....310 N. Osage  
 Phone Number.....CL. 9815  
 Transmitter Location...28th & Northern Blvd.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Membership.....NARTB  
 General, Comm. Manager...Craig Siegfried  
 Pgm., Prod., Pub. Dir.....Harry L. Becker  
 Chief Announcer.....Mark Foster  
 News Director.....Robert Hoyt  
 Chief Engineer.....Eldon Ryan

## KWOS

**JEFFERSON CITY—1937**

**MBS-GRIESEDEICK**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Capital Bcstg. Co.  
 Business-Studio Address...210-212 Monroe St.  
 Phone Number.....6-3137  
 Transmitter Location...St. Mary's Blvd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth RCA  
 Thesaurus  
 Representative.....Sears & Ayer  
 President.....R. C. Goshorn  
 Gen., Sta. Comm. Mgr.....Catherine Roer  
 Chief Engineer.....Leroy S. Hackmann

## KFSB

**JOPLIN—1948**

Frequency: 1310 Kc. Power: 5000 Watts d.;  
 1000 Watts n.

# MISSOURI

Owned-Oper. By.....Four States Bcsters, Inc.  
 Business-Studio Address.....1027 Main  
 Phone Number.....1310  
 Transmitter Location.....N.W. of Joplin  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Meeker  
 Membership.....NARTB, BAB  
 President.....Harry Easley  
 Exec. V.-P., Comm., Gen. Mgr.....W. H. Clark  
 Program Director.....Ed Johnson  
 Chief Engineer.....Ralph Meador  
 Consulting Engr.....Robert Silliman

## K S W M

**JOPLIN—1946—CBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Air Time, Inc.  
 Trans. Address.....1928 W. 13 St.  
 Phone Number.....7260  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....William G. Rambeau  
 Pres., Gen. Mgr., Chf. Engr.....Austin A. Harrison

Commercial Manager.....John D. Whitt  
 Pgm., Prom. Dir.....Ronald W. Robson

## W M B H

**JOPLIN—1926—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Joplin Bcstg. Co.  
 Business-Studio Address.....Frisco Bldg.  
 Phone Number.....330  
 Transmitter Location.....13th & Munroe  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Sears & Ayer  
 Membership.....NARTB  
 Pres., Gen.-Station-Comm. Mgr.....D. J. Poynor  
 Sales Prom. Mgr.....David Gregg  
 Program Director.....Golda Shaunce  
 Chief Engineer.....Jack Langford

## K C K N

**KANSAS CITY—1925**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....KCKN Bcstg., Inc.  
 Business-Studio Address.....300 Walthow Bldg.  
 Phone Number.....Victor 3864  
 Transmitter Location.....901 N. 8th St., Kansas  
 City, Kan.  
 News Service.....AP, UP  
 Transcription Service.....Langworth, Standard  
 Representative.....Copper Publications, Inc.  
 General Manager.....Ben Ludy  
 Sales Prom. Mgr.....Joe Story  
 Program Director.....George Stump

## K C M O

**KANSAS CITY—1936—ABC**

Frequency: 810 Kc.....Power: 50,000 Watts d.;  
 10,000 Watts n.

Owned-Operated By.....KCMO Bcstg. Co.  
 Address.....125 E. 31st St.  
 Phone Number.....Jefferson 6789  
 Transmitter Location.....Nashua  
 Air Time.....Unlimited  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus, Associated  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Tom L. Evans  
 General Manager.....E. K. Hartenbower  
 Asst. Manager.....C. E. Breazeal  
 Commercial Manager.....R. W. Evans  
 Sales Prom. Mgr., Pub. Dir.....F. C. Strawn  
 Program Director.....S. B. Tremble  
 Production Director.....Kenneth Heady  
 News Director.....Jim Monroe  
 Chief Engineer.....Karl Troeglen  
 Consulting Engr.....Andrew R. Ring

## K F R M

**KANSAS CITY—1947**

Frequency: 550 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Midland Bcstg. Co.  
 Business-Studio Address.....222 W. 11th St.  
 Phone Number.....HA. 2650  
 Transmitter Location.....10 Mi. S. of Concordia  
 Air Time.....Sunrise-sunset  
 News Service.....AP, UP  
 Transcription Service.....World, Lang-Worth  
 Representative.....Free & Peters  
 Membership.....NARTB, BAB  
 President.....Arthur B. Church  
 V.P., Managing Dir.....George J. Higgins  
 Sales Promotion Manager.....Harold W. Storm  
 Program Director.....Rod B. Cupp  
 Production Director.....Fran Heysner  
 News Director.....John Farmer  
 Chief Announcer.....Lee Stewart  
 Musical Director.....P. Hans Flath  
 Chief Engineer.....Ray Moler  
 Consulting Engr.....Jansky & Bailey

## K M B C

**KANSAS CITY—1921—CBS**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Midland Bcstg. Co.  
 Address.....222 W. 11th St.  
 Phone Number.....Harrison 2650  
 Transmitter Location.....50th & Belinder  
 Air Time.....5:55 a.m.-12:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Free & Peters  
 Membership.....NARTB, BAB

# MISSOURI

President.....Arthur B. Church  
 V.P., Managing Director....George J. Higgins  
 Sales Promotion Mgr.....Harold W. Storm  
 Program Director.....Rod Cupp  
 Production Director.....Fran Heyser  
 Chief Announcer.....Lee Stewart  
 News Director.....John Farmer  
 Musical Director.....P. Hans Flath  
 Chief Engineer.....Ray Moler  
 Consulting Engr.....Jansky & Bailey

## W D A F

### KANSAS CITY—1922—NBC

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Oper. By....The Kansas City Star Co.  
 Business-Studio Address....1729 Grand Ave.  
 Phone Number.....Harrison 1200  
 Transmitter Location...Johnson County, Kans.  
 Air Time .....6 a.m.-M.  
 News Service .....AP  
 Transcription Service....Standard, Thesaurus  
 Representative.....H. I. Christial  
 President.....Roy A. Roberts  
 General Manager.....Dean Fitzer  
 Station Manager.....V. S. Batton  
 Commercial Mgr.....E. Manne Russo  
 Program Director.....Harry J. Kaufmann  
 Publicity Director.....Harold Glazer  
 News Director.....Walt Bodine  
 Chief Engineer.....J. A. Flaherty  
 Consulting Engineer.....G. E. Gauntney

## W H B

### KANSAS CITY—1922—MBS

Frequency: 710 Kc....Power: 10,000 Watts d.;  
 5,000 Watts n.  
 Owned-Operated By.....WHB Bcstg. Co.  
 Business-Studio Address.....Scarritt Bldg.  
 Phone Number.....Harrison 1161  
 Transmitter Location.....Route 1, Liberty  
 News Service .....AP  
 Transcription Service.....Associated  
 Representative.....John Blair & Co.  
 Pres., Comm. Mgr.....Donald Dwight Davis  
 Gen., Sta. Mgr.....John T. Schilling  
 Sales Prom. Mgr.....Charles Rosenfeldt  
 News, Program Director.....Richard Smith  
 Chief Engineer.....Henry Goldenberg

## K B O A

### KENNETT—1947

Frequency: 830 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Kennett Bcstg. Corp.  
 Bus.-Studio-Transmitter Address.....Kennett  
 Phone Number.....8-4616  
 Air Time .....Daytime  
 News Service .....AP  
 Transcription Service....Standard, Capitol  
 Membership.....BAB  
 President, General Manager....Paul C. Jones  
 Station Manager.....C. H. Harrison  
 Commercial Manager.....Joe Bankhead  
 Chief Engineer.....Robert H. Conner

## K I R X

### KIRKSVILLE—1947—LBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By....North Mo. Bcstg. Co.  
 Bus.-Studio-Transmitter Address....KIRX Bldg.  
 Phone Number.....5-3781  
 Air Time .....6 a.m.-11 p.m.  
 News Service .....AP  
 Transcription Service.....Standard  
 General, Station Manager....Samuel A. Burk  
 Commercial Manager.....R. M. Harpster  
 Program Director.....Lee Jones  
 News Director.....Robert S. Herrin  
 Chief Engineer.....Charles Porter

## K L W T

### LEBANON—1948—MBS

Frequency 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Lebanon Bcstg. Co.  
 Bus.-Studio Address.....221 E. Commercial St.  
 Phone Number.....1015  
 Transmitter Location.....Buffalo Rd.  
 Air Time .....6 a.m.-M.  
 News Service .....UP  
 Transcription Service.....Lang-Worth  
 President.....Robert C. Fields  
 General Manager.....O. R. Wright  
 Commercial Manager.....Jack A. Sellers  
 Program Director.....Thomas H. Miller  
 Chief Engineer.....E. L. Hendry

## K M M O

### MARSHALL—1949—KBS-LBS

Frequency: 1300 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....KMMO, Inc.  
 Address.....P. O. Box 513  
 Phone Number.....40  
 Transmitter Location.....1 Mi. N.W. of City  
 Air Time .....Daytime  
 News Service .....UP  
 Transcription Service.....Lang-Worth  
 Station Manager.....Harold Gordon  
 Commercial Manager.....Roger Gordon  
 Program Director.....Bettie S. Baldwin  
 Chief Engineer.....Bill Williams

## K X E O

### MEXICO—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By....Audrain Bcstg. Corp.  
 Phone Number.....2340-1  
 Studio, Trans. Loc.....1725 E. Liberty  
 Air Time .....6:00 a.m.-12 M.  
 News Service .....AP  
 Representative.....John E. Pearson  
 Membership.....NARTB, BAB  
 President.....John Badaracco  
 Gen., Sta. Mgr.....W. Earl Dougherty  
 Sales Promotion Manager....Monty Moncrieff  
 News Director.....Jim Buffington  
 Chief Engineer.....Bob Bruner



MISSOURI

## KNCM

**MOBERLY—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Moberly Bcstg. Co.  
 Phone Number ..... 1600  
 Representative ..... Conwell  
 Transcription Service .. Lang-Worth, Thesaurus  
 News Service ..... UP  
 Owner, Gen. Mgr. .... Jerrell A. Shepherd  
 Commercial Manager ..... John Conwell  
 Program Director ..... James Lipsey  
 Chief Engineer ..... W. D. Sneed  
 News Director ..... Tom Hackward

## KRMO

**MONETT—1950—LBS**

Frequency: 990 Kc. Power: 250 Watts d.  
 Owned-Oper. By ..... Carthage Bcstg. Co.  
 Phone Number ..... 858  
 Transcription Service ..... Capitol  
 News Service ..... AP  
 Gen. Mgr., (Partner) ..... L. C. McKenney  
 Sales Manager (Partner) ..... J. J. Daly  
 Commercial Manager ..... Marion Pilant  
 Station Manager ..... Jim Allwood  
 Publicity, News Dir. .... Victor Cox  
 Chief Engineer ..... George Province

## KNEM

**NEVADA—1941—KBS-LBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By ..... Missouri Bcstg. Co.  
 Address ..... P. O. Box 15  
 Phone Number ..... 13  
 Transmitter Location ..... 3rd & Smecter  
 Air Time ..... 6:30 a.m.-10 p.m.  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Representative ..... Conwell Co.  
 President ..... Cecil W. Roberts  
 General Manager ..... Jerrell Henry  
 Commercial Manager ..... Al Meschi  
 Program Director ..... Dorothy Henry  
 Chief Engineer ..... Paul Gregg

## KWOC

**POPLAR BLUFF—1938—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Poplar Bluff Bcstg. Co., Inc.  
 Transmitter Address ..... KWOC Bldg.  
 Phone Number ..... 3922  
 Air Time ..... 6:00 a.m.-10 p.m.  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Representative ..... John E. Pearson  
 President, General Manager ..... A. L. McCarthy  
 Station Manager ..... Byron Kearbey, Jr.  
 Prog., Prod. Dir. .... Jerry J. Higley  
 News Director ..... John A. Thies  
 Chief Engineer ..... Donald M. Lidenton  
 Consulting Engineer ..... F. O. Grimwood

## KTTR

**ROLLA—1947—KBS-LBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper By ..... "Show-Me" Bcstg. Co.  
 Address ..... P. O. Box 567  
 Phone Number ..... 380  
 Transmitter Location ..... Soest Rd., Rolla, Mo.  
 Air Time ..... 5:30 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Pres., Gen. Sta.-Comm. Mgr. .... Luther W. Martin  
 Pgm., Prdo., Pub. Dir. .... Wilson C. Burkhead  
 Musical Director ..... Mel Lee  
 Chief, Consulting Engr. .... Martin W. Mitchum

## KFEQ

**ST. JOSEPH—1923—MBS**

Frequency: 680 Kc. Power: 5000 Watts  
 Owned-Operated By ..... KFEQ, Inc.  
 Business-Studio ..... KFEQ Bldg.  
 Phone Number ..... 4-0813  
 Transmitter Location ..... Hwy. No. 71  
 Air Time ..... 5:30 a.m.-12 M.  
 News Service ..... UP, AP  
 Transcription Service ..... World, SESAC  
 Representative ..... Headley-Reed  
 President, General Manager ..... Barton Plitts  
 Commercial Manager ..... Glenn G. Griswold  
 Prom. Mgr., Pub. Dir. .... J. Ted Branson  
 Program Director ..... E. C. Schirmer  
 Production Director ..... Walter Johnson  
 Chief Engineer ..... J. Wesley Koch  
 Consulting Engr. .... George C. Davis

## KRES

**ST. JOSEPH—1946—LBS**

Frequency: 1550 Kc. Power: 5000 Watts  
 Owned-Oper. By ..... Missouri Valley Bcstg. Corp.  
 Business-Studio Address ..... 113 S. 7th St.  
 Phone Number ..... 4-6346  
 Transmitter Location ..... Hwy. 169  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service .. Lang-Worth, Thesaurus  
 Representative ..... Forjoe  
 Membership ..... NARTB, BAB  
 President ..... Basil L. Kaufmann  
 Exec. V.-P., Gen. Mgr. .... William C. Whitlock  
 Gen. Sta. Mgr. .... John L. Bilyeu  
 Commercial Manager ..... C. Warren Stout  
 Program Director ..... Allen Menefee  
 Local Sales Manager ..... Warren Stout  
 Publicity Director ..... Gene Miller  
 Chief Engineer ..... Harry L. Teegarden  
 Consulting Engr. .... Commercial Radio

*You get **MORE** for your money  
when you buy the*



*Buy* **KSD**

*... with the **LARGEST** daytime  
half-millivolt coverage area of  
any radio station in **ST. LOUIS***

*... 5000 watts on 550 kc  
day and night!*

**KSD** •

**THE ST. LOUIS POST-DISPATCH RADIO STATION**

National Advertising Representative: **FREE & PETERS, Inc.**

**NBC NETWORK • AP NEWS • TELEVISION AFFILIATE: KSD-TV**

MISSOURI

## K M O X

ST. LOUIS—1925—CBS-RADIO

Frequency: 1120 Kc. . . . . Power: 50,000 Watts  
 Owned By . . . . . Columbia Bcstg. System, Inc.  
 Operated By . . . . . CBS Radio Division  
 Business-Studio Address . . . . . 401 So. 12th St.  
 Phone Number . . . . . Central 8240  
 Transmitter Location . . . . . Stallings  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . CBS Radio Spot Sales  
 Membership . . . . . BAB  
 General Manager . . . . . John Ackerman  
 Commercial Manager . . . . . P. S. Anderson  
 Sales Prom. Mgr. . . . . C. W. Doebler  
 Program Director . . . . . Mark Russell  
 Production Director . . . . . George M. Clare  
 Chief Engineer . . . . . Harry Harvey

## K S D

ST. LOUIS—1922—NBC

Frequency: 550 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . The Pulitzer Publishing Co.  
 Business-Studio Address . . . . . 1111 Olive St.  
 Phone Number . . . . . Main 1111  
 Transmitter . . . . . Hwy. 66, E. St. Louis, Ill.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Thesaurus  
 Representative . . . . . Free & Peters  
 Membership . . . . . NARTB  
 President . . . . . Joseph Pulitzer  
 General Manager . . . . . George M. Burbach  
 Sales Manager . . . . . Arthur J. Casey  
 Program Director . . . . . Harold Grams  
 Commercial Manager . . . . . Edward W. Hamlin  
 Promotion Manager . . . . . David Pasternak  
 Chief Engineer . . . . . J. E. Risk

## K S T L

ST. LOUIS—1948

Frequency: 690 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Radio St. Louis, Inc.  
 Address . . . . . St. Louis 1  
 Phone Number . . . . . MAin 0600  
 Transmitter Location . . . . . East St. Louis, Ill.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Captiol  
 Representative . . . . . Forje  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . William A. Ware  
 Asst. Manager . . . . . Dick J. Kasten  
 Commercial Manager . . . . . William A. Knight  
 Program Director . . . . . Bob Terry  
 Traffic Manager . . . . . Rose DiCarlo  
 Publicity Director . . . . . Dolores J. Ryan  
 News Director . . . . . Bob Sheehan  
 Chief Engineer . . . . . Edward B. Bench, Jr.

## K W K

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KWK, Inc.  
 Bus. Studio Address . . . . . 1215 Cole St.  
 Phone Number . . . . . Main 9100  
 Transmitter Location . . . . . 500 Logan St., Baden  
 Air Time . . . . . 5:30 a.m.-M.  
 News Service . . . . . AP  
 Representative . . . . . Katz  
 President, General Mgr. . . . . Robert T. Convey  
 Station Director . . . . . Ray E. Dady  
 Commercial Director . . . . . V. E. Carmichael  
 Program Director . . . . . John W. Tinnea  
 Production Mgr. . . . . John Traxler  
 Publicity Director . . . . . Fred J. Mueller  
 Chief Engineer . . . . . N. J. Zehr  
 Consulting Engineer . . . . . McIntosh & Inglis

## K X L W

ST. LOUIS—1947

Frequency: 1320 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . St. Louis County Bcstg. Co.  
 Bus. Studio Address . . . . . 8135 Forsythe Blvd.  
 Phone Number . . . . . Delmar 1320  
 Transmitter Location . . . . . Brentwood  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Bolling  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . S. E. Sloan  
 Station Manager . . . . . Les Ware  
 Chief Engineer . . . . . Wallace E. St. Vrain

## K X O K

ST. LOUIS—1938—ABC

Frequency: 630 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . KXOX, Inc.  
 Business-Studio Address . . . . . 12th & Delmar  
 Phone Number . . . . . CHestnut 6000  
 Transmitter Location . . . . . Madison, Ill.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated, Standard  
 Representative . . . . . John Blair  
 Membership . . . . . NARTB, BAB  
 President . . . . . Elzey Roberts  
 General Manager . . . . . C. L. Thomas  
 Asst. to Gen. Mgr. . . . . Bruce Barrington  
 Commercial Manager . . . . . V. N. Springgate  
 Sales Promotion Manager . . . . . Foster H. Brown  
 Production Director . . . . . Elmer Muschany  
 Publicity Director . . . . . Mary Williamson  
 Chief Engineer . . . . . Arthur F. Rekart  
 Consulting Engineer . . . . . Jansky & Bailey

## W E W

ST. LOUIS—1921

Frequency: 770 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . The St. Louis University



# MISSOURI

Address..... 3642 Lindell Blvd.  
 Phone Number..... FRanklin 5665  
 News Service..... INS, UP  
 Transcription Service... Lang-Worth, Associated  
 President (St. Louis U.)

Very Rev. Paul C. Reinert, S.J.  
 Sta. Gen. Manager..... Geo. A. Valz  
 Promotion Manager..... John G. Walsh  
 Chief Engineer..... Joseph A. Volk

## W I L

### ST. LOUIS—1922—LBS

Frequency: 1430 Kc..... Power: 500 Watts  
 Owned-Operated By..... Missouri Bcstg. Corp.  
 Business-Studio Address..... Hotel Chase  
 Phone Number..... Rosedale 6200  
 Transmitter Location..... North Dupo, ll.  
 Air Time..... 5:30 a.m.-1:30 a.m.  
 News Service..... AP  
 Transcription Service..... Lang-Worth  
 Representative..... John E. Pearson  
 Pres., Gen. Mgr..... L. A. Benson  
 Commercial Manager..... R. M. Hetherington  
 Promotion Manager..... Nick Pagliara  
 Program Director..... Edward M. Galloway  
 Publicity Director..... Marilyn Rohan  
 Chief Announcer..... Bob Grossman  
 News Director..... John Carr  
 Chief Engineer..... Wells Chapin

## K S G M

### STE. GENEVIEVE—1947—KBS

Frequency: 980 Kc..... Power: 500 Watts  
 Owned-Oper. By..... Donze Enterprises, nc.  
 Bus.-Studio Address..... 245 Merchant St.  
 Phone Number..... 580  
 Transmitter Location..... Maxwell Hill  
 Air Time..... 6 a.m.-10 p.m.  
 News Service..... UP  
 President, General Manager... Elmer L. Donze  
 Chief Announcer..... Harry Stonum  
 Chief Engineer..... Murel L. Rose  
 Consulting Engineer..... Grimwood

## K D R O

### SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Milton J. Hinlein  
 Bus.-Studio Address..... 2100 W. Broadway  
 Phone Number..... 4004  
 News Service..... UP  
 Representative..... Forjoe  
 President..... Milton J. Hinlein  
 General Manager..... Herbert W. Brandes  
 Commercial Manager..... James F. Glenn  
 Chief Engineer..... Leman E. Jones

## K S I M

### SIKESTON—1948

Frequency: 1400 Kc..... Power: 250 Watts  
 Owner-Oper.... Sikeston Community Bcstg. Co.  
 Bus.-Studio-Transmitter Address.. Hway. 60 W.

Phone Number..... 1  
 News Service..... AP  
 Transcription Service..... Standard  
 President..... Lyman R. Bowman, Jr.  
 Sta., Comm., Prom. Mgr.. Richard L. Watkins, Jr.  
 Pgm. Dir., Chief Anncr..... James Palmer  
 Chief Engineer..... Ralph L. Hirsch

## K G B X

### SPRINGFIELD—1926—NBC

Frequency: 1260 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Springfield Bcstg. Co.  
 Bus.-Studio Address..... 605 Boonville Ave.  
 Phone Number..... 4-2822  
 Transmitter Location..... Bolivar Rd., Hiway 13  
 Air Time..... 6 a.m.-M.  
 News Service..... AP  
 Transcription Service..... Thesaurus  
 Representative..... George P. Hollingsbery  
 Membership..... NARTB, BAB  
 President..... Tams Bixby, Jr.  
 General Manager..... J. Gordon Wardell  
 Program Director..... Carl Fox  
 Pub. Dir., Chf. Ann..... Dudley Morris  
 News Director..... Paul Adams  
 Chief Engineer..... E. Dennis White

## K I C K

### SPRINGFIELD—1949—MBS

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Kickapoo Prairie Bcstg. Co.  
 Address..... 610 College St.  
 Phone Number..... 4-1561  
 Air Time..... 6 a.m.-M.  
 News Service..... AP  
 Transcription Service..... Standard  
 Representative..... McGillvra  
 Membership..... NARTB, BAB  
 President..... Floyd W. Jones  
 General Manager..... Miles N. Walker  
 Commercial Manager..... Richard Bradley  
 Program Director..... Welcome Stanton  
 Publicity Director..... Richard Hainline  
 Chief Engineer..... Charley Grayston

## K T T S

### SPRINGFIELD—1941—CBS

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By... Independent Bcstg. Co.  
 Address..... Chamber of Commerce Bldg.  
 Phone Number..... 2-7474  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... World  
 Representative..... Sears & Ayer  
 Membership..... NARTB, BAB  
 President..... J. H. G. Cooper  
 Gen., Sta., Prom. Mgr..... G. Pearson Ward  
 Commercial Manager..... Bob Burke  
 Program Director..... Wendel Smith  
 News Director..... Bill Bowers  
 Chief Engineer..... William F. Curry  
 Consulting Engineer..... James C. McNary

# MISSOURI-MONTANA

## K W T O

SPRINGFIELD—1933—ABC

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Operated By..... Ozarks Bcstg. Co.  
 Business-Studio Address..... 606 E. St. Louis St.  
 Phone Number..... 2-4422  
 Transmitter Location..... So. Fremont Rd.  
 Air Time..... 5 a.m.-M.  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... John E. Pearson  
 Membership..... NARTB, BAB  
 Pres., Gen. Mgr..... Ralph D. Foster  
 Asst. Gen. Mgr..... Leslie L. Kennon  
 Program, Prod. Director..... Lou Black  
 Chief Announcer..... Joe Slattery  
 Promotion Director..... Bill Bailey  
 News Director..... Floyd M. Sullivan  
 Chief Engineer..... Fritz Bauer  
 Consulting Engineer..... A. D. Ring

## K W R E

WARRENTON—1949

Frequency: 730 Kc. Power: 500 Watts d.  
 Owned-Operated By..... W. T. Zimmerman

Address..... Warrenton  
 Phone Number..... 398  
 Transmitter Location..... Hwy 47  
 News Service..... UP  
 Transcription Service..... RCA  
 Representative..... Continental Radio  
 Pres., Gen. Mgr..... W. T. Zimmerman  
 Station Manager..... Don Clem  
 Commercial Manager..... Leo Waters  
 Sales Prom. Mgr..... Geo. Eddons  
 Chief Engineer..... Cal Morris

## K W P M

WEST PLAINS—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... Robert F. Neathery  
 Trans. Address..... E. Abe Taylor Blvd.  
 Phone Number..... 700  
 News Service..... AP  
 Transcription Service..... Standard  
 General Manager..... Robert F. Neathery  
 Commercial Manager..... Fritze Williams Dixon  
 Program Director..... John Billingsley  
 Consulting Engineer..... Fred Grimwood

# MONTANA

Pop. April 1, 1952 (Est.) 621,000—Total Housing Units 195,184  
 Families April 1, 1952 (Est.) 179,000—Stations in State 25

## K A N A

ANACONDA—1946

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... Mosby's, Inc.  
 Business Address..... Box 1470, Missoula  
 Phone Number..... Missoula 7668  
 Studio-Transmitter Location..... 1 Mi. E. of City  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 President..... A. J. Mosby  
 Station Manager..... Helen M. Ryan  
 Commercial Manager..... F. Gilbert Lieser  
 Sales Promotion Mgr..... John B. Hogan  
 Chief Engineer..... W. J. Zerzay

## K B M Y

BILLINGS—1946—KBS  
 MBS-INTERMOUNTAIN

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By..... Billings Bcstg. Co.  
 Business Address..... Box 2124  
 Phone Number..... 3838  
 Transmitter Location..... W. of City  
 Air Time..... 6 a.m.-12 M.  
 News Service..... AP  
 Transcription Service..... Capitol, Associated  
 Representative..... Avery-Knodel

Membership..... NARTB, BAB  
 President..... Don C. Foote  
 General Manager..... Ken Nybo  
 Program Director..... Charles Du Bois  
 Chief Engineer..... Theodore Hildebrand

## K G H L

BILLINGS—1928—NBC

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By..... Northwestern Auto Supply  
 Co.  
 Business-Studio Address..... 5th & N. B'way  
 Phone Number..... 2-2222  
 News Service..... UP  
 Representative..... Katz  
 President..... C. O. Campbell  
 Gen., Comm. Mgr..... Edward Yocum  
 Program Director..... V. Braunberger  
 Chief Engineer..... Jeff A. Kiichli

## K O O K

BILLINGS—1950—CBS

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Oper. By..... The Montana Network  
 Address..... P. O. Box 1712  
 Phone Number..... 9-5970  
 News Service..... AP  
 Transcription Service..... Thesaurus

# MONTANA

Representative .....Hollingbery  
 President.....C. L. Crist  
 Station Manager.....V. V. "Bud" Clark  
 Comm., Sales Prom. Mgr.....Jerry Moen  
 Pgm., Prod. Dir.....Ed Peiss  
 Chief Engineer.....Grant French  
 Consulting Engineer.....Wrathall & McNary

## K B M N

**BOZEMAN—1950**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Penn Engrg. Co.  
 Address.....Box 691  
 Phone Number.....2104  
 Transcription Service.....Associated  
 News Service.....UP  
 Membership.....NARTB  
 Pres., Gen. Sta. Mgr.....G. Norman Penwell  
 Comm., Sls., Prom. Mgr.....C. J. Chucovick  
 Pgm., Prod. Dir.....Dan Snyder  
 Pub., News Dir.....Ralph Evans  
 Chief Engineer.....Ed Kolman  
 Consulting Engineer.....Archer Taylor

## K X L Q

**BOZEMAN—1939—NBC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....KRBM Bcsters, Inc.  
 Business Address.....Bozeman  
 Phone Number.....1420  
 Transmitter Location.....2½ Mi. E. of City  
 Representative.....Walker  
 Pres., General Mgr.....Ernest A. Neath  
 Commercial Manager.....J. Ray Bridges  
 Program Director.....Wally Reid  
 Publicity Director.....Chuck Dawson  
 Chief Engineer.....Larry Friesner

## K B O W

**BUTTE—1947—CBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Copper City Radio Co.  
 Address.....720 Yale Ave.  
 Phone Number.....7429  
 News Service.....UP  
 Representative.....Donald Cooke  
 President.....Frank Reardon

## K O P R

**BUTTE—1948—ABC-MBS  
INTERMOUNTAIN**

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Copper Bcstg. Co.  
 Business-Studio Address.....Hotel Finlen  
 Phone Number.....6546  
 Transmitter Location.....Little Basin Creek  
 Air Time.....6 a.m.-11:30 p.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Avery-Knodell  
 President.....Frank C. Carman  
 General Manager.....Ed Cooney  
 Commercial Manager.....G. W. Chance

Program Director.....Jim Harrold  
 Publicity Director.....H. F. Burgman  
 Chief Engineer.....Jim Foster

## K X L F

**BUTTE—1929—NBC**

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KGIR, Inc.  
 Phone Number.....2-2344  
 Transmitter Location.....W. of Butte  
 News Service.....UP  
 Transcription Service.....MacGregor  
 Representative.....Walker; Pacific No. West  
 Pres., Gen. Mgr.....E. B. Craney  
 Station, Comm. Mgr.....Arne E. Anzjon  
 Promotion Manager.....Frank Field  
 Publicity Director.....Vern Totten  
 Chief Engineer.....W. J. Provis

## K X G N

**GLENDDIVE—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Lewis Wiles Moore  
 Address.....314 McDougal  
 Phone Number.....5375  
 Transmitter Location.....S. Pearson Ave.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Owner.....Lewis Wiles Moore  
 General Manager.....Daniel C. Palen  
 Commercial Manager.....M. M. Schlasner  
 Chief Engineer.....Don Powers

## K F B B

**GREAT FALLS—1922—CBS**

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Butrey Bcst., Inc.  
 Bus.-Studio Address.....607 First Natl. Bank Bldg.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Weed  
 Membership.....NARTB, BAB  
 President.....Fred Birch  
 General Manager.....J. P. Wilkins  
 Chief Engineer.....Wilbur L. Myhre

## K M O N

**GREAT FALLS—1948—MBS  
ABC-INTERMOUNTAIN**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Montana Farmer Bcstg. Co.  
 Business Address.....Tribune Bldg.  
 Phone Number.....4382  
 Transmitter Location.....5 Mi. S. of City  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Avery-Knodell  
 President.....Lester Cole  
 General Manager.....Robert H. Warner  
 Commercial Manager.....Frank W. Kaull



MONTANA

## KXLK

**GREAT FALLS—1947—NBC-Z NET**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Great Falls Bcstg. Co.  
 Bus.-Studio-Transmitter Address . . . . . Park Hotel  
 Phone Number . . . . . 2-2453  
 Transmitter Location . . . . . Park Hotel  
 Representative . . . . . Walker  
 Manager . . . . . Paul Hatton  
 Eastern Sales Manager . . . . . Wythe Walker  
 Western Sales Manager . . . . . Tracy Moore

## KOJM

**HAVRE—1947—MBS**

Frequency: 610 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . No. Montana Bcstg. Co.  
 Business-Studio Address . . . . . Box 70, Liberty Hotel  
 Bldg.  
 Phone Number . . . . . 1096-7  
 Transmitter Location . . . . . 3.5 Mi. N.E. of Havre  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Donald Cooke, Inc.  
 President . . . . . O. R. Rubie  
 General Sta. Mgr. . . . . Charlotte H. Brader  
 Prog. Dir., Chf. Ann. . . . . James R. Saenger  
 Production Director . . . . . Stanley G. Stephens  
 Chief Engineer . . . . . George H. Bauer

## KCAP

**HELENA—1949—MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Lewis & Clark Bcstg. Corp.  
 Address . . . . . 1705 Jerome Pl.  
 Phone Number . . . . . 4030  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 President . . . . . James Flinn  
 Gen., Comm. Mgr. . . . . Robert Fleming  
 Program Director . . . . . D. M. Lewing  
 Promotion Manager . . . . . H. J. Rueggs  
 Co-Chief Engr., Farm Dir. . . . . Dean Mack  
 Co-Chief Engineer . . . . . Lee Dobler  
 News Director . . . . . Allen Nowatny

## KXLJ

**HELENA—1937—NBC-Z BAR**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Peoples Forum of the Air  
 Address . . . . . P. O. Box 797  
 Phone Number . . . . . 1240  
 Transmitter Location . . . . . Helena  
 News Service . . . . . UP  
 President . . . . . A. T. Hibbard  
 General Manager . . . . . Barclay Craighead  
 Commercial Manager . . . . . Carl Argabrite  
 Program Director . . . . . Gene Hogan  
 Chief Engineer . . . . . Ralph Gassler

## KGEZ

**KALISPELL—1927**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Donald C. Treloar  
 Business-Studio Address . . . . . 7 Main St.  
 Phone Number . . . . . 331-2  
 Transmitter . . . . . 2½ Mi. S. on Hway. 93  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World, SESAC, Standard  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Sta. Mgr. . . . . Donald C. Treloar  
 Sales Prom. Mgr. . . . . Robert Bennett  
 Prog., Prod. Dir. . . . . Norm Fisher  
 Chief Engineer . . . . . Paul Johnston  
 Consulting Engineer . . . . . Al Sparling

## KXLO

**LEWISTON—1947—MBS  
INTERMTN. NET**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . W. G. Kelley  
 Bus.-Studio-Transmitter Address . . . . . E. Main St.  
 Phone Number . . . . . 1210  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President . . . . . William G. Kelly  
 Comm., Gen. Mgr. . . . . Marlin T. Obie  
 Chief Engineer . . . . . David Sather

## KLCB

**LIBBY—1950**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Lincoln County Bcstrs. Inc.  
 Address . . . . . P. O. Box 565  
 General Manager . . . . . O. G. Coburn

## KPRK

**LIVINGSTON—1947—MBS  
INTERMTN.**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Yellowstone Amuse. Co.  
 Business Address . . . . . Box 691  
 Phone Number . . . . . 1000  
 Transmitter-Studio Address . . . . . E. Park St.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Pres., Gen. Mgr. . . . . Paul B. McAdam  
 Commercial Manager . . . . . Jack Hinman  
 News, Prog. Dir. . . . . Gerald Tyo  
 Chief Engineer . . . . . Edwin Wood

## KRJF

**MILES CITY—1941—KBS  
MBS-INTERMOUNTAIN**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Star Printing Co.  
 Transmitter-Studio Location . . . . . 13 N. 6th  
 Business Address . . . . . Box 1015, Niles City

## MONTANA - NEBRASKA

Phone Number .....1340  
 News Service .....UP  
 Transcription Service.....Lang-Worth, KBS  
 Representatives.....Avery-Knodel, Blair  
 Membership.....NARTB, BAB  
 General Manager.....Ian A. Elliot  
 Commercial Manager.....Fred B. Hunnes  
 Program Director.....Donald E. Holen  
 Production Director.....Herbert J. Hanson  
 Chief Engineer.....William Sebastian

News Service .....UP  
 Representative.....Walker  
 Pres., Gen., Sta. Mgr.....Pat M. Goodover  
 Commercial Mgr.....Bob Gillis  
 Program Director.....Bill Strothman  
 Chief Engineer.....Dave Green

### K G V O

**MISSOULA—1931—CBS**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Mosby's, Inc.  
 Business-Studio Address.....127 E. Main  
 Phone Number.....2155  
 Transmitter Location.....5 Mi. S. of City  
 Air Time.....6 a.m.-11:30 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Gil-Petra-Keith  
 Membership.....NARTB, BAB  
 Pres., Gen.-Sta. Mgr.....A. J. Mosby  
 Commercial Manager.....F. G. Lieser  
 Prog., Prod., Pub. Dir.....Marion E. Dixon  
 Chief Engineer.....Clifford Baker

### K X L L

**MISSOULA—1948—NBC-Z NET-PNB**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Montana Assoc.  
 Business Address.....Box 1503  
 Phone Number.....4114  
 Studio-Transmitter Location...Orchard Homes  
 Air Time.....6 a.m.-M.

### KIYI

**SHELBY—1946—KBS-MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Tri County Radio Corp.  
 Address.....P. O. Box 185  
 Phone Number.....560  
 News Service.....UP  
 Representative.....Cooke  
 President.....John J. Hurley  
 General Manager.....Bill Murphy  
 Commercial Manager.....John Lyon

### K G C X

**SIDNEY—1926—MBS-GNBS-KBS**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....E. E. Krebsbach  
 Phone Number.....408  
 Transmitter Location.....4 Mi. N. of City  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Lawson  
 General Manager.....E. E. Krebsbach  
 Station Mgrs.....(Sidney) Keith Krebsbach  
 (Williston, N. D.) Clair Krebsbach  
 Production Director.....Bob Roderick  
 Publicity Director.....Bob Rockne  
 Chief Engineer.....O. H. Halvorson  
 Consulting Engineer.....G. B. Bairey

## NEBRASKA

*Pop. April 1, 1952 (Est.) 1,391,000—Total Housing Units 417,305*

*Families April 1, 1952 (Est.) 379,000—Stations in State 22*

### K C O W

**ALLIANCE—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Sandhills Bcstg. Corp.  
 Trans. Address.....1030 W. 3rd St.  
 Phone Number.....1300  
 Air Time.....6:30 a.m.-10:30 p.m.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB, BAB  
 President.....Hansford Jagers  
 Gen., Sta. Mgr.....Gene Ackerley  
 Commercial Manager.....James L. Thomas  
 Chief Engineer.....Edward Davenport

### K W B E

**BEATRICE—1949—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Blue Valley Bcstg. Co.  
 Address.....112½ North 6th St.  
 Phone Number.....1245  
 Transmitter Location...Mary & Sherman Sts.  
 News Service.....AP  
 Transcription Service.....World, Cole,  
 Thesaurus  
 Comm., Sales Prom. Mgr.....Bud Pentz  
 Gen. Mgr., Pgm. Dir.....C. Brugha  
 Chief Engineer.....Wilbur R. Emerson

# NEBRASKA

## K C N I

### BROKEN BOW—1949—LBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By.... Custer County Bstg. Co.  
 Address ..... Broken Bow  
 Air Time ..... Unlimited  
 Mgr., Chief Engr. .... Bud Crawford  
 Commercial Manager.... Georgia A. Crawford

## K J S K

### COLUMBUS—1948—KBS

Frequency: 900 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By.... George Basil Anderson  
 Business Address ..... Box 460  
 Phone Number ..... 5154  
 Studio-Transmitter Location ..... Columbus  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Representative ..... Biddick, Continental  
 Transcription Service..... World, SESAC,  
 Thesaurus  
 Pres., Gen. Sta. Mgr. ... George Basil Anderson  
 Commercial Manager ..... Milo Kincaid  
 Program Director..... Florence L. Anderson  
 Chief Anncr., Farm Editor..... Gene Jones  
 News, Musical Dir. .... Carl Rafferty  
 Chief Engineer..... Harold Hardy

## K F G T

### FREMONT—1939—MBS

Frequency: 1340 Kc. .... Power: 100 Watts  
 Owned-Oper. By.... Walker Newspapers, Inc.  
 Business-Studio Address..... 118 E. 5 St.  
 Phone Number ..... 1060  
 Transmitter Location ..... E. 16th St.  
 Air Time..... 7 a.m.-10:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr. .... Lester A. Walker

## K M M J

### GRAND ISLAND—1925—ABC

Frequency: 750 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By..... KMMJ, Inc.  
 Business-Studio Address.... Division at Cedar  
 Phone Number ..... 703-4  
 Transmitter Location ..... Phillips  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service..... World, SESAC  
 Representative ..... Headley-Reed  
 President ..... Don Searle  
 V.P. & General Manager..... Bill Martin  
 Sales Promotion Manager... Quintin McCredie  
 Chief Engineer..... V. L. Lynch

## K H A S

### HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By.... Nebraska Bstg. Co.

Trans. Address ..... Tribune Bldg.  
 Phone Number ..... 2-5101  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... INS  
 Transcription Service ..... Standard  
 President ..... Fred A. Seaton  
 Gen., Comm. Mgr. .... Duane L. Watts  
 Pub., Prod., Prog. Dir. .... Lloyd O. Thomas  
 Chief Engineer..... Duane B. Allison

## K G F W

### KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By.... Central Neb. Bstg. Corp.  
 Business-Studio Address... Federal Annex Bldg.  
 Phone Number ..... Business, 2-3541  
 Transmitter Location ..... Lakeside  
 News Service ..... UP  
 Transcription Service ..... World  
 President, General Manager. Lloyd C. Thomas  
 Commercial Manager.... John W. Yeager, Jr.  
 Program Director..... Elen Selah  
 Chief Engineer..... Jack Lewis  
 News Director..... Don Sherrill

## K R V N

### LEXINGTON—1950—LBS

Frequency: 1010 Kc. .... Power: 25,000 Watts d.  
 Owned-Oper. By.... Nebraska Rural Radio  
 Address..... 104 W. 8th St.  
 Phone Number ..... 716  
 Representative ..... Taylor  
 Transcription Service ..... Standard  
 News Service ..... AP  
 Membership ..... NARTB, BAB  
 President ..... Jay A. Person  
 General Manager..... Max Brown  
 Commercial Manager..... Dan Bellus  
 Program Director..... Gary Schroeder  
 Traffic Manager..... Patricia Doyle  
 Chief Engineer..... Tom Copeland

## K F O R

### LINCOLN—1924—ABC

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By.... Cornbelt Bstg. Corp.  
 Business-Studio Address... Sixth Fl. Stuart Bldg.  
 Phone Number ..... 2-6965  
 Transmitter Location..... 48th & Vine Sts.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service..... Capitol, Standard  
 Representative ..... Edward Petry  
 Membership ..... NARTB, BAB  
 President ..... James Stuart  
 Gen., Sta. Mgr. .... George X. Smith  
 Pub., Sales Promotion..... Lydia Nekuda  
 Prod., Program Director... Ken Greenwood  
 Chief Announcer ..... Avrum Bondarin  
 Chief Engineer..... Charles W. Winkler



## NEBRASKA

### KLMS

LINCOLN—1949

Frequency: 1480 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Lincoln Bcstg. Corp.  
 Address . . . . . 130 N. 16th St.  
 Phone Number . . . . . 2-7579  
 Transcription Service . . . . . Associated  
 Representative . . . . . Ind. Met. Sales  
 President . . . . . Howard A. Shuman  
 General Manager . . . . . J. Russell Joynt

### KOLN

LINCOLN—1947—MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Inland Bcstg. Co.  
 Business-Studio Address . . . . . 212 Federal  
 Securities Bldg.  
 Phone Number . . . . . 2-7218  
 Transmitter Location . . . . . 40th & W Sls.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Pearson  
 President . . . . . Paul R. Foy  
 General Sta. Manager . . . . . Harold E. Anderson  
 Commercial Manager . . . . . W. B. Waugh  
 Prod., Prog. Director . . . . . William L. Lucas  
 Publicity Director . . . . . Twila Walker  
 Chief Engineer . . . . . M. J. Korinek

### KBRL

McCOOK—1947—MBS-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . The McCook Bcstg. Co.  
 Bus.-Transmitter Address . . . . . Hwy. 83 & "J" St.  
 Phone Number . . . . . 1450  
 Air Time . . . . . 6:30 a.m.-10:30 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . McGillvra  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . LeRoy W. Lenwell  
 Prog. Dir., Chf. Ann. . . . . Gilbert Mitchell  
 Consulting Engineer . . . . . Fred O. Grimwood

### WJAG

NORFOLK—1922

Frequency: 780 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Huse Publ. Co.  
 Bus.-Studio Address . . . . . 527 Norfolk Ave.  
 Phone Number . . . . . 432  
 Transmitter Location . . . . . 3½ Mi. W. of Norfolk  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Walker  
 Membership . . . . . NARTB, BAB

President . . . . . E. F. Huse  
 General Manager . . . . . Art Thomas  
 Station Manager . . . . . Bob Thomas  
 Commercial Manager . . . . . Vernon Stedry  
 Prom. Mgr., Pub. Dir. . . . . Evans Meier  
 Chief Engineer . . . . . Frank Wiedenbach

### KODY

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio Station KODY  
 Bus.-Studio-Transmitter Address . . . . . 1521 W. 12th  
 Phone Number . . . . . 382  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, World  
 Representative . . . . . John Blair  
 Membership . . . . . NARTB, BAB  
 President, Gen. Mgr. . . . . John Alexander  
 Office Manager . . . . . Jerry Wing  
 Commercial Manager . . . . . Joe di Natale  
 Chief Engineer . . . . . Jay Blakesley

### KBON

OMAHA—1942—MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Inland Bcstg. Co.  
 Business-Studio Add. . . . . 676 World Ins. Bldg.  
 Phone Number . . . . . JAcKson 8282  
 Transmitter Location . . . . . 2807 So. 38th St.  
 Air Time . . . . . 6:30 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Pearson  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . Paul R. Fry  
 Station Manager . . . . . Richard E. Welna  
 Commercial Manager . . . . . Ernest S. Priesman  
 Sales Prom. Mgr., Pub. Dir. . . . . Beverly Bush  
 Program Director . . . . . Richard F. Low  
 Chief Engineer . . . . . Richard E. Welna  
 Consulting Engineer . . . . . E. L. Dillard

### KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . KFAB Bcstg. Co.  
 Business-Studio Address . . . . . 620 Farnam Bldg.  
 Phone Number . . . . . Ja. 3420  
 Transmitter Location . . . . . 10 Mi. S. of Omaha  
 Air Time . . . . . 24 Hrs.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Representative . . . . . Free & Peters  
 Membership . . . . . NARTB, BMB  
 President . . . . . Fred S. Sidles  
 Gen., Sta. Mgr. . . . . Harry Burke  
 Commercial Mgr. . . . . Harold Soderlund  
 Sales Promotion Mgr. . . . . Don Shoemaker

# NEBRASKA

News Director ..... Carl Uhlarik  
 Musical Director ..... Alene McKinney  
 Transmitter Engineer ..... Art Stewart  
 Farm Editor ..... W. E. Macdonald  
 Consulting Engineer ..... George Davis

## KOIL

**OMAHA—1925—ABC**

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Central States Bcstg. Co.  
 Business-Studio Address. .... 211 So. 17th St.  
 Phone Number. .... Jackson 7626  
 Transmitter Location. .... Council Bluffs, Ia.  
 Air Time ..... Unlimited  
 News Service ..... AP, INS  
 Transcription Service ..... Capitol, Standard  
 Representative ..... Edward Petry  
 Membership ..... NARTB, BAB  
 President ..... James Stuart  
 Sta., Gen. Mgr. .... William J. Newens  
 Sales Promotion Manager. .... Charles Frandsen  
 Commercial Manager ..... Arden Swisher  
 Program Director ..... Virgil Sharpe  
 News Director ..... Harry Hatcher  
 Musical Director ..... Betty Baker  
 Chief Engineer ..... Charles W. Winkler

## KOWH

**OMAHA—1922**

Frequency: 660 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By. .... Mid-Continent Bcstg. Co.  
 Business-Studio Address. .... 15th & Farnam  
 Phone Number. .... Atlantic 2228  
 Transmitter Location. .... 60th & Redmon  
 News Service ..... AP, UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Bolling  
 President ..... Robert H. Storz  
 Sta., Gen. Manager. .... Todd Storz  
 Sales Promotion ..... Jack Sandler  
 Program Director ..... Gaylord Avery  
 Production Director ..... Don Loughane  
 Publicity Director ..... G. W. Armstrong  
 Chief Announcer. .... Jim O'Neill  
 News Director ..... Walt Kavanagh  
 Musical Director ..... Peg E. McGrath  
 Studio Supervisor ..... Dale Moudy  
 Consulting Engr. .... Cravens, Lohnes & Culver

## WOW

**OMAHA—1923—NBC**

Frequency: 590 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... Radio Station WOW, Inc.  
 Business-Studio Address. .... 280 Insurance Bldg.  
 Phone Number. .... Webster 3400  
 Transmitter Location. .... 5500 Kansas Ave.  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service. .... Standard, World, SESAC

Representative ..... John Blair  
 Membership ..... NARTB, BAB  
 President ..... E. T. Meredith, Jr.  
 General Manager ..... Frank P. Fogarty  
 Natl. Sales Mgr. .... Bob Dooley  
 Sales Promotion Manager. .... Bill Wiseman  
 Program Director ..... Ray Olson  
 Chief Announcer ..... Merrill Workhoven  
 Musical Director ..... Morton Wells  
 Chief Engineer ..... William J. Kotera  
 Farm Editor ..... Mal Hansen

## KNEB

**SCOTTSBLUFF—1948—MBS**

Frequency: 970 Kc. .... Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By. .... Platte Valley Bcstg. Corp.  
 Business-Studio Address. .... Golden Rule Bldg.  
 Phone Number ..... 1620  
 Transmitter Location. .... 1½ Mi. S.E. of City  
 Air Time ..... 5:30 a.m.-12:30 a.m.  
 News Service ..... AP  
 Transcription Service. .... Capitol, Lang-Worth  
 Representative ..... Hal Holman  
 Membership ..... NARTB, BAB  
 President ..... John R. Jirdon  
 General-Station Mgr. .... Russ M. Stewart  
 Commercial Manager. .... Byron Joachim  
 Program Director ..... Keith Roper  
 Chief Announcer ..... Arthur Taylor  
 News Director ..... Richard Rayman  
 Sales Prom. Mgr. .... Bob Wilber  
 Prod., Pub. Dir. .... Perry Gerstein  
 Chief Engineer ..... Leslie A. Proctor  
 Consulting Engineer. .... Gautney & Roy

## KOLT

**SCOTTSBLUFF—1930—CBS**

Frequency: 1320 Kc. .... Power: 5000 d., 1000 n.  
 Owned-Operated By. .... The Hilliard Co.  
 Address ..... 1517½ Bway  
 Phone Number ..... 856  
 Transmitter Location. .... 2 Mi. W. of City  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... McGillyvra  
 Membership ..... NARTB, BAB  
 Pres., Gen.-Sta. Mgr. .... L. L. Hilliard  
 Commercial Manager. .... Louis Hunter  
 Sales Promotion Manager. .... Red Davis  
 Program Director ..... W. G. Walter  
 Production Director ..... Bob Horstman  
 Chief Announcer ..... Hap Ellis  
 News Director ..... W. J. Brennan  
 Musical Director ..... Gretchen Wimmer  
 Chief Engineer ..... Harland A. Morrison  
 Farm Editor ..... R. C. Ingwerson  
 Consult. Eng. .... Commercial Radio

# NEVADA

Pop. April 1, 1952 (Est.) 170,000—Total Housing Units 57,457  
Families April 1, 1952 (Est.) 51,000—Stations in State 11

## KELK

ELKO—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Elko Bcstg. Co.  
Address P. O. Box 790  
Phone Number 260  
Air Time 6:30 a.m.-10 p.m.  
News Service UP  
Transcription Service Standard  
President Chris Sheerin  
General Manager John J. Gammick  
Chief Engineer Lee Peer

## KELY

ELY—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By White Pine Bcstg. Co.  
Address Hotel Nevada  
Phone Number 2077  
Transcription Service Capitol  
News Service INS  
Co-Mgr., Chief Engr. D. I. Hansen  
Co-Manager D. V. Bradley  
Comm. Mgr., Pgm., News Dir. J. D. Steward

## KENO

LAS VEGAS—1940—ABC

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Operated By Nevada Bcstg. Co.  
Business Address Box 1310  
Phone Number 1400  
Studio-Transmitter Location "The Strip"  
Air Time 5 a.m.-1:30 a.m.  
News Service INS  
Representative W. S. Grant  
Pres., Gen.-Sta. Manager Maxwell Kelch  
Commercial Mgr. Thompson Magowan  
Prog., Prod., Pub. Dir. Ken O'Connell  
News Director Ed Oncken  
Chief Engineer R. O. Dow  
Consulting Engineer J. Tap

## KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Las Vegas Bcstrs., Inc.  
Address Desert Inn. P. O. Box 1510  
Phone Number 4646  
Transmitter Location East Charleston Blvd.  
Air Time 6 a.m.-12 M.  
Representative Hollingbery  
Pres., Gen. Mgr. Fred Stoye  
Sales Promotion Manager Maxine Lunt  
Program, News Director John Ryken  
Chief Engineer Gregg Gelhart

## KORK

LAS VEGAS—1951—NBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Vegas Valley Bcstg. Co.  
Address Hotel Thunderbird  
Phone Number 6500  
News Service UP  
President David McKay  
Station Manager Jack Kehoe  
Program Director George Cornel  
Chief Engineer Bill Binford

## KRAM

LAS VEGAS—1946—MBS-LBS-KBS  
INTERMOUNTAIN

Frequency: 920 Kc. Power: 1000 Watts  
Owned-Oper. By Boulder City Bcstg. Co.  
Address P. O. Box 1712  
Phone Number 920  
Air Time 6 a.m.-2 a.m.  
News Service UP  
Station Representative Avery Knodel  
President Edward J. Jansen  
Gen., Comm. Mgr. Truman B. Hinkle  
Program Director Drew Rogne  
Publicity Director Paula Clark  
Chief Engineer Fred Young

## KATO

RENO—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Sierra Bcstg. Co.  
Business-Studio Address Box 2231.  
Mapes Hotel  
Phone Number 2-4501  
Transmitter Location 6th & Cassinelli Rds.  
Air Time 7 a.m.-1 a.m.  
Representative John E. Pearson, Western  
Transcription Service MacGregor  
Membership NARTB, BAB  
Pres., Chief Engr. R. K. Wittenberg  
Sta.-Gen., Comm. Manager Robert L. Stoddard

## KOH

RENO—1928—NBC

Frequency: 630 Kc. Power: 5000 Watts  
Owner McClatchy Bcstg. Co.  
Business-Studio Address 143 Stevenson St.  
Phone Number 3-5106  
Transmitter Location Sparks  
Air Time 6 a.m.-12 M.  
News Service UP  
Transcription Service Capitol  
Representative Paul H. Raymer  
Membership NARTB, BAB  
President Eleanor McClatchy  
Station Manager Hewitt Kees



## NEVADA—NEW HAMPSHIRE

Commercial Manager.....Merle Snider  
 Sales Promotion Mgr.....Tom Cattery  
 Pgm. Dir., Chief Annr.....Bruce Branson  
 News Director.....George Umbenhaur  
 Chief Engineer.....Wesley Craig  
 Consulting Engineer.....George C. Davis

### K O L O

RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Reno Bcstg. Co.  
 Business-Studio Address.....33 Sierra St.  
 Phone Number.....2-4516  
 Transmitter Location.....Sparks  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Representative.....George P. Hollingbery  
 Membership.....NARTB, BAB  
 President.....Dave McKay  
 General-Station Manager.....H. G. Wells  
 Sales Prom. Mgr.....Bob Tower  
 Prod., Program Director.....William Ruff  
 Publicity Director.....Martha Breaker  
 Musical Director.....Jere Laird  
 Chief Engineer.....Merle Peterson

### K W I K

RENO—1946—ABC-MBS

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Eastern Ida. Bcstg. &  
 TV Co.

Address.....Bannock Hotel  
 Phone Number.....3400  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 President.....James M. Brady  
 General Manager.....Charles Crabtree  
 Commercial Manager.....Don W. Burden  
 Pgm. Dir., Prom. Mgr.....Dick Wright  
 News Director.....John Suchy  
 Chief Engineer.....Delbert Williams

### K W R N

RENO—1947—ABC-LBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Nevada Radio-TV Inc.  
 Business-Studio Address.....Riverside Hotel  
 Phone Number.....38156  
 Transmitter Location.....Kietzke Lane  
 Air Time.....7 a.m.-11 p.m.  
 News Service.....UP  
 Representative.....Grant  
 President.....Kenyon Brown  
 General Manager.....Frank McLaurin  
 Commercial Manager.....Jack Stodelle  
 Sales Prom. Mgr.....Jim Luce  
 Pgm., Prod., Pub. Dir.....Mark Curtis  
 Chief Announcer.....Aubin Thomas  
 News Director.....Gene Elyot  
 Musical Director.....Walt Rees  
 Chief Engineer.....W. C. Comer  
 Consulting Engineer.....Earl Cullum

# NEW HAMPSHIRE

*Pop. April 1, 1952 (Est.) 559,000—Total Housing Units 192,031  
 Families April 1, 1952 (Est.) 157,000—Stations in State 12*

### W M O U

BERLIN—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper.....White Mtns., Bcstg. Co.  
 Address.....40 Main Street  
 Phone Number.....1797-8  
 Transmitter Location.....Hutchins St.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Kettell-Carter, Radio Reps.  
 Membership.....NARTB, BAB  
 President.....John W. Guider  
 General Manager.....Wendell C. MacKenzie  
 Sales Manager.....A. F. Hickey  
 Chief Engineer.....Herschel M. Howe

### W T S V

CLAREMONT—1948—GRANITE

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....Granite State Bcstg. Co.  
 Trans. Address.....155 Front St., Manchester  
 Phone Number.....4-4075  
 News Service.....UP  
 Representative.....Bolling  
 President.....William J. Barkley  
 General Manager.....W. J. Rust, Jr.  
 Comm. Sta. Mgr.....Fred Sterns  
 Program Director.....Dick Hill  
 Chief Engineer.....A. Davis

### W K X L

CONCORD—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Capitol Bcstg. Co.  
 Business-Studio Address.....Eagle Hotel  
 Phone Number.....4180  
 Transmitter Location.....Redington Rd.  
 Air Time.....6:30 a.m.-11:15 p.m.  
 News Service.....AP

## NEW HAMPSHIRE

Transcription Service ..... World  
 Representative ..... Adam Young  
 Pres., Gen. Mgr. .... Hon. Charles M. Dale  
 Asst. Comm., Prom. Mgr. .... Thomas S. Pingree  
 Station Manager ..... Tom Frank  
 Chief Announcer ..... Win Blake  
 News Director ..... Donn Tibbetts  
 Chief Engineer ..... Robert Wright

### W T S L HANOVER-LEBANON—1950 GRANITE

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. Granite State Bcstg. Co., Inc.  
 Address ..... 155 Front St.  
 Phone Number ..... 4-4075  
 Representative ..... Bolling  
 News Service ..... UP  
 President ..... William J. Barkley  
 General Manager. . . . William J. Rust, Jr.  
 Commercial Manager ..... Henry Lewis  
 Chief Engineer ..... William Heiser

### W K N E KEENE—1926—CBS

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... WKNE Corp.  
 Address ..... 17 Dunbar St.  
 Phone Number ..... 2080  
 Transmitter Location ..... Stanhope Ave.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Meeker, Kettell-Carter  
 Membership ..... NARTB, BAB  
 Pres., Gen.-Sta. Mgr. .... Joseph K. Close  
 Commercial Manager ..... Frank B. Estes  
 Sales Prom. Mgr., Pub. Dir. .... Ted B. Sawyer  
 Prod. News Director ..... Howard E. Wheelock  
 Chief Engineer ..... Ernest F. Batchelder, Jr.  
 Consulting Engr. .... Craven, Lohnes & Culver

### W L N H LACONIA—1922—MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Northern Bcstg. Corp.  
 Business-Studio Address ..... 635 Main St.  
 Phone Number ..... 2-300  
 Transmitter Location ..... Sanornton  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Representative ..... Kettell-Carter, Grant  
 President ..... Genevieve Wingate  
 Gen., Sta. Mgr. .... Arthur Rothafel  
 Commercial Manager ..... Sydney Clark  
 Chief Engineer ..... Walter Avery

### W F E A MANCHESTER—1932—CBS

Frequency: 1370 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... N. H. Bcstg., Inc.

Business-Studio Address ..... 286 Franklin St.  
 Phone Number ..... 5-5491  
 Transmitter Location ..... Merrimack  
 Air Time ..... 6 a.m.-11:15 p.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Adam J. Young, Jr.,  
 Kettell-Carter  
 President ..... Morris Silver  
 Gen., Sta. Mgr., Prog. Dir. . . Warren H. Journey  
 Commercial Manager ..... Saul Gross  
 Chief Announcer ..... Gerald Kearney  
 Chief Engineer ..... Reginald Schow

### W K B R MANCHESTER—1946 GRANITE STATE

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Granite State Bcstg., Inc.  
 Trans. Address ..... 155 Front St.  
 Phone Number ..... 44075  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... UP  
 Representative ..... Borgatti, Bolling  
 President ..... W. J. Barkley  
 General Manager ..... W. F. Rust, Jr.  
 Commercial Manager ..... Ralph Gottlieb  
 Program Director ..... William Carlisle  
 Chief Engineer ..... Royston Phillips

## AP SELLS

For Stations and Sponsors —

For instance . . . WMOU

“Our AP news programs are  
 among the greatest audience-pull-  
 ers, as sales of newscasts show!  
 AP more than pays for itself!”

JOCK MacKENZIE,  
 General Manager,  
 WMOU, Berlin, New Hampshire

NEW HAMPSHIRE—NEW JERSEY

## WMUR

MANCHESTER—1941—ABC

Frequency: 610 Kc. . . . . Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By . . . . . The Radio Voice of  
New Hampshire, Inc.  
Business-Studio Address . . . . . 1819 Elm St.  
Phone Number . . . . . 5-5788  
Transmitter Location . . . . . Front St.  
News Service . . . . . UP  
Air Time . . . . . 6 a.m.-11:15 p.m.  
Transcription Service . . . . . World  
Representative . . . . . Weed  
Membership . . . . . NARTB, BAB  
President . . . . . Hon. Francis P. Murphy  
Sta., Comm. Gen. Mgr. . . . . Hervey Carier  
Production Dir. . . . . Bernie Mack  
News Director . . . . . Tom Power  
Chief Engineer . . . . . Vincent Chandler  
Consulting Engr. . . . . Tansky & Bailey

## WOTW

NASHUA—1947

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Nashua Bcstg. Corp.  
Bus.-Studio-Transmitter Location . . . . . Lund Rd.  
Phone Number . . . . . 5000  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Bertha Bannan, Walker  
Pres., Gen. Mgr. . . . . Arthur A. Newcomb  
Comm., Sls. Prom. Mgr. . . . . Norman R. Delude  
Program Dir. . . . . Paul Keefe  
Chief Engineer . . . . . Harry Hanfield  
Consulting Engineer . . . . . Russell P. May

## WHEB

PORTSMOUTH—1932—MBS

Frequency: 750 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . WHEB, Inc.  
Bus.-Studio-Transmitter Address . . . . . Lafayette Rd.  
Phone Number . . . . . 4080  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Kettel-Carter, Walker  
Pres., Gen. Mgr. . . . . Charles M. Dale  
Commercial Manager . . . . . Jack Kane  
Sales Promotion . . . . . Walt Emery  
Program Dir. . . . . Lucien Dumont  
Chief Engineer . . . . . Anthony Vaccaro

## WWNH

ROCHESTER—1948

GRANITE STATE

Frequency: 930 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Stratford Bcstg. Corp.  
Address . . . . . Rochester Hill Rd.  
Phone Number . . . . . 1400-1  
Air Time . . . . . Sunrise-Sunset  
News Service . . . . . UP  
Representative . . . . . Bolling, Bannan  
Membership . . . . . NAB  
Pres., Gen. Mgr. . . . . A. J. K. Malin  
Commercial Mgr. . . . . M. C. Ball  
Program Dir. . . . . George Michael  
Sta. Mgr., Production Dir. . . . . H. Martin  
Publicity Dir. . . . . Mary Verrette  
Chief Engineer . . . . . Thomas E. McLaughlin, Jr.

# NEW JERSEY

*Pop. April 1, 1952 (Est.) 5,037,000—Total Housing Units 1,509,402  
Families April 1, 1952 (Est.) 1,385,000—Stations in State 19*

## WJLK

ASBURY PARK—1926

Frequency: 1310 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Asbury Park Press, Inc.  
Address . . . . . Press Plaza  
Phone Number . . . . . Asbury Park 2-3000  
Transmitter Location . . . . . Neptune, N. J.  
Air Time . . . . . 6:30 a.m.-11:30 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . Jos. McGillvra, Inc.  
Membership . . . . . NARTB, BAB  
President . . . . . Wayne D. McMurray  
General Manager . . . . . Ernest W. Lass  
Station Manager . . . . . Thomas B. Tighe

Commercial Manager . . . . . Margaret Curtis  
Program Director . . . . . Everett Rudloff  
Chief Engineer . . . . . Frank Huber

## WMID

ATLANTIC CITY—1947—ABC-MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Mid-Atlantic Bcstg. Co., Inc.  
Business-Studio Address . . . . . Senator Hotel  
Phone Number . . . . . 4-1340  
Transmitter Location . . . . . Absecon Blvd.  
Air Time . . . . . 7 a.m.-2 a.m.  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . Forjoe  
President . . . . . Richard Endicott



## NEW JERSEY

Gen., Sta. Mgr. . . . . David H. Freedman  
 Program Director . . . . . Jack Shefrin  
 Chf. Ann., Prod. Dir. . . . . Alan Owen  
 Chief Engineer . . . . . Earl Godfrey

### W F P G

ATLANTIC CITY—1940—CBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Neptune Bcstg. Corp.  
 Business Address . . . . . Steel Pier  
 Phone Number . . . . . 5-2188  
 Transmitter Location . . . . . Absecon Blvd.  
 News Service . . . . . UP  
 Transcription Service . . . . . MGM  
 Representative . . . . . John E. Pearson  
 Membership . . . . . BAB  
 President . . . . . Fred Weber  
 Commercial Mgr. . . . . R. E. Truex  
 Sales Prom. Mgr. . . . . George Lewis  
 Program Dir. . . . . Ed Davis  
 Production Dir. . . . . Fred Haggerty  
 Chief Engineer . . . . . Blair K. Thron

### W S N J

BRIDGETON—1937

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Eastern States Bcstg. Co.  
 Address . . . . . Carl's Corner  
 Phone Number . . . . . 2930  
 Transmitter Location . . . . . Old Burlington Rd.

News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Thomas Clark  
 President . . . . . Russell S. Henderson  
 Vice-Pres., Gen. Mgr. . . . . Paul Alger  
 Commercial Manager . . . . . Jerry Alden  
 News Director . . . . . Don Hart  
 Chief Engineer . . . . . Francis Fekel

### W C A M

CAMDEN—1926

Frequency: 1310 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . City of Camden, Inc.  
 Business-Studio Address . . . . . City Hall  
 Phone Number . . . . . Emerson 5-5600  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NARTB, BAB  
 Director . . . . . Willard C. Schriver  
 Gen. Comm. Mgr. . . . . John Cleary  
 News Director . . . . . Frank Sheridan  
 Chief Engineer . . . . . John Zander  
 Consulting Engineer . . . . . H. L. Wilson

### W K D N

CAMDEN—1948

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . So. Jersey Bcstg. Co.  
 Business Address . . . . . Radio Park  
 Phone Number . . . . . EM 5-7200  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, SESAC  
 Pres., Gen. Mgr. . . . . Major Ramulf Compton  
 Station Manager . . . . . Gordon Giffen  
 Commercial Manager . . . . . William Sherry  
 Sales Prom. Manager . . . . . Susan Rollins  
 Program Director . . . . . Jerry Williams  
 News Director . . . . . Bob Ross  
 Chief Engineer . . . . . Frederick Chassey

### W M T R

MORRISTOWN—1948

Frequency: 1250 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Morristown Bcstg. Co.  
 Address . . . . . P. O. Box 345  
 Phone Number . . . . . MO 4-5700  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Membership . . . . . NARTB  
 President . . . . . George S. Croy  
 Station Mgr. . . . . Kenneth A. Croy  
 Commercial Mgr. . . . . Henry Behre  
 Program Director . . . . . Bob Vesel  
 Chief Engineer . . . . . Rudolph C. Prow  
 Consulting Engineer . . . . . McIntosh & Inglis

### W A A T

NEWARK—1921

Frequency: 970 Kc. . . . . Power: 5000 d., 1000 n.  
 Owned-Operated By . . . . . Bremer Bcstg. Corp.

# W F P G

CBS RADIO NETWORK FOR NEW JERSEY

Atlantic City, N. J.

*Serving the 107th Market  
of the Nation*

with

More Network Programs

More Public Service

More Baseball

More News

from its

**408 FOOT TOWER**

(Tallest structure in New Jersey,  
south of Newark)

**WSTV**  
 Steubenville

**WPIT**  
 Pittsburgh



**WHEE**  
 Boston

**WFPG**  
 Atlantic City

**NEW JERSEY**

Business-Studio Address...Television Center  
 Phone...Mitchell 2-6400; BArlay 7-8216 (N. Y.)  
 Air Time.....7 a.m.-1 a.m.  
 News Service .....AP  
 Transcription Service .....Associated  
 Representative .....Weed  
 Membership .....NARTB  
 President, Gen. Mgr.....Irving R. Rosenhaus  
 V.P., National Sales.....E. S. Lennon  
 Program Director.....George Green  
 Public Relations Director...Roland Trenchard  
 V.P., Engineering.....Frank V. Bremer

**W V N J**

**NEWARK—1948**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By....Newark Bcstg. Corp.  
 Business-Studio Address.....45 Central Ave.  
 Phone Number.....Mitchell 3-7600  
 Transmitter Location .....Livingston  
 News Service .....UP  
 Transcription Service .....World  
 V.P., Gen.-Comm Mgr.....Ivon B. Newman  
 Station Manager.....Helen Sutton  
 Chief Engineer.....Bernard Kellom

**W H B I**  
**NEWARK—1922**

Frequency: 1280 Kc.....Power: 2500 Watts d.:  
 1000 Watts n.  
 Owned-Operated By....May Radio Bcst. Corp.  
 Business-Studio Address.....100 Shipman St.  
 Phone Number.....Mitchell 2-7354  
 Transmitter Location.....155 Washington St.  
 Air Time .....Unlimited  
 Pres., Gen. Mgr.....James L. Shearer  
 Vice-Pres. & Prog. Dir.....William Masi  
 Chief Engineer.....Herman Foster

**W N J R**

**NEWARK—1947**

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Operated By....North Jersey Radio, Inc.  
 Business-Studio Address.....91 Halsey St.  
 Phone Number.....MArket 3-2700  
 Transmitter Location .....Union  
 Air Time.....7 a.m.-M.  
 News Service .....UP  
 Transcription Service .....Standard  
 President.....Edward W. Scudder, Jr.  
 Gen., Sta., Comm. Mgr....Harry D. Goodwin  
 Pub. Dir., Sales Prom. Mgr.....Arnold Snyder

**W**

**V**

**N**

**J**

**620 on your dial**

**The most for your  
 dollar in the  
 metropolitan area**

**NEWARK, N. J.**

**custom-tailored**

*for the 3,833,000 Consumers  
 in the rich*

**Northern New Jersey Market**

*the exclusive North Jersey*

**radio dollars**

*station*

**WNJR**  
 RADIO STATION OF NEWARK NEWS

5,000 WATTS FULL TIME      MArket 3-2700  
 91 Halsey St., Newark 2, N. J.      COrtlandt 7-8070



## NEW JERSEY

Program Director.....Steven Van Gluck  
 News Director.....Tom Costigan  
 Chief Engineer.....Peter Testan  
 Farm Editor.....Will Peigelbeck  
 Consulting Engr.....Paul Godley

### WCTC

#### NEW BRUNSWICK—1946

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Chanticleer Bcstg. Co.  
 Business-Studio Address.....385 George St.  
 Phone Number.....Charter 7-1450  
 Transmitter Location.....Highland Park  
 Air Time.....7 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB, BAB  
 President.....James L. Howe  
 General Manager.....Robert Williams  
 Commercial Manager.....Kenneth Leslie

### WPAT

#### PATERSON—1941

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Oper. By...North Jersey Bcstg. Co., Inc.  
 Business-Studio Address.....66 Hamilton St.  
 Phones.....Armory 4-3400, PE. 6-2945 (N. Y.)  
 Transmitter.....Broad at Hepburn Rd. Clifton  
 Air Time.....24 Hrs.

News Service.....AP, UP  
 Transcription Service.....Associated, Sesac,  
 Lang-Worth

President.....Richard Drukker  
 Exec. V.P. & Gen. Mgr.....D. J. Wright  
 Commercial Manager.....John F. Sloan  
 Sales Prom. Mgr.....Frank X. Tuoti  
 Program Director.....Don Kerr  
 Chief Announcer.....Bill Bohack  
 News Director.....Edward Pollack  
 Musical Director.....Harvey Humphrey  
 Chief Engineer.....Earl F. Lucas

### WOND

#### PLEASANTVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Pioneer Bcstrs., Inc.  
 Address.....Old Turnpike  
 Phone Number.....3971  
 Transcription Service.....Standard  
 News Service.....AP  
 Representative.....Martin Scheuer  
 President.....Charles Rupp  
 General Manager.....John Struckell

### WBUD

#### TRENTON—1947

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Morrisville Bcstg. Co.

# RESULTS

for advertisers

# PROVE

conclusively that

# WPAT

is the outstanding buy  
 in the important  
 New York—New Jersey market

**5000** watts Paterson, N. J.

**930** KC



## NEW JERSEY

Address.....108 N. Broad St.  
 Phone Number.....4-7191  
 News Service.....AP  
 Transcription Service.....World  
 President.....Verna S. Hardin  
 General Manager.....Richard M. Hardin  
 Chief Engineer.....William A. Brewer

### W T N J

**TRENTON—1928**

Frequency: 1300 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....WOAX, Inc.  
 Address.....416 Bellevue Ave.  
 Phone Number.....8149  
 Transmitter Location.....Morrisville, Pa.  
 Transcription Service.....Sesac  
 Program Director.....Frank Brooks

### W T T M

**TRENTON—1942—NBC**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Trent Bcst. Corp.  
 Business-Studio Address.....541 E. State St.  
 Phone Number.....5-8515-6-7-8  
 Transmitter Location.....Yardley, Pa.  
 Air Time.....7 a.m.-12:05 a.m.  
 News Service.....AP  
 Representative.....Forjoe

Membership.....NARTE, BAB  
 President.....Elmer H. Wene  
 General Manager.....S. Carl Mark  
 Chief Engineer.....Theodore P. Kilmer

### W W B Z

**VINELAND—1946**

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Community Bcstg. Serv.  
 Address.....633 Wood St.  
 Phone Number.....Vineland 7-1360  
 Transmitter Location.....Brotmanville, N. J.  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Kennedy  
 President.....Joseph M. Bullock  
 Gen., Sta., Prom. Mgr.....Fred M. Wood  
 Commercial Manager.....John Serra  
 Program Director.....Dorothy H. Carlson  
 Chief Engineer.....Rudolph Macak  
 Consulting Engineer.....John Creutz

### W C M C

**WILDWOOD—1951**

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned-Operated By.....Francis J. Matrangola  
 Address.....3300 Pacific Ave.  
 Owner.....Francis J. Matrangola

### U. P. 2/7/52 . . . .

(VINELAND) — THE BOROUGH OF VINELAND WILL BECOME A CITY OF 30-THOUSAND RESIDENTS JULY FIRST — AND LANDIS TOWNSHIP WILL CEASE TO EXIST. RESIDENTS OF THE TWO CUMBERLAND COUNTY COMMUNITIES VOTED TO MERGE YESTERDAY. THE COMMUNITY WILL BE LARGEST CITY IN SIZE IN NEW JERSEY.

Sell ALL of southern New Jersey with

### W W B Z

For details on this wealthy industrial and agricultural market call:

Gill-Keefe & Perna                      New York  
 Templeton 8-4740

Mal Kennedy                              Philadelphia  
 Rittenhouse 6-8546

### W W B Z

1000 Watts - Vineland, N. J.

## AP SELLS

For Stations and Sponsors —

For instance . . . WCTC

“Associated Press news is the foundation of our operation. Sponsors are waiting in line for our key 15-minute AP newscasts. The New Brunswick Savings Institution announced the opening of Christmas Club accounts with one line following AP newscasts. THAT VERY DAY 100 accounts were opened.”

ROBERT L. WILLIAMS,  
 Station Manager,  
 WCTC, New Brunswick, N. J.

# NEW MEXICO

Pop. April 1, 1952 (Est.) 715,000—Total Housing Units 199,964  
Families April 1, 1952 (Est.) 181,000—Stations in State 25

## KALG

ALAMOGARDO—1950

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....William Wayne Phelps  
Address.....Cuba at Canyon Rd.  
Phone Number.....311  
Air Time.....6 a.m.-10:15 p.m.  
News Service.....UP  
Representative.....Avery Knodel  
Membership.....NARTB, BAB  
Pres., Gen. Sta. Mgr.....William W. Phelps  
Chief Engineer.....Pete Paulos  
Consulting Engineer.....Louis Goemetz

## KGGM

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Oper. By.....New Mexico Bcstg. Co.  
Business Address.....P. O. Box 1294  
Phone Number.....3-4543  
Transmitter Location.....So. 2nd St.  
Air Time.....5:30 a.m.-12 M.  
News Service.....UP, AP  
Transcription Service.....World  
Representative.....Weed & Co.  
Pres., Gen. Mgr.....A. R. Hebenstreit  
Music Pgm., Prod., Pub. Dir. ....Robt. Van Driel  
Chief Engineer.....Leonard F. Dodds  
Consulting Engr.....A. Earl Cullum, Jr.

## KOAT

ALBUQUERQUE—1946—ABC

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Alvarado Bcstg. Co., Inc.  
Business-Studio Address.....122 S. Tulame  
Phone Number.....5-7501  
Transmitter.....2000 W. Indian School Rd.  
Air Time.....19½ hrs.  
News Service.....UP  
Transcription Service.....Capitol Lang-worth  
Representative.....Adam J. Young  
President.....Herbert W. Wimberly  
General Manager.....A. M. Caldwell  
Chief Engineer.....William Carman

## KOB

ALBUQUERQUE—1921—NBC

Frequency: 770 Kc.....Power: 50,000 Watts d.;  
25,000 Watts n.  
Owned-Oper. By.....Time, Inc.  
Bus.-Studio Address.....Fifth & Silver  
Phone Number.....3-4411  
Transmitter Location.....Alameda  
News Service.....AP, INS  
Transcription Service.....Standard  
Representative.....Branham  
President.....Wayne Coy

General Manager.....J. I. Myerson  
Program Director.....Rolf Nielson  
Promotion Manager.....Mary Moses  
Chief Engineer.....George S. Johnson

## KVER

ALBUQUERQUE—1947—MBS  
INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....KVER Bcstg. Co.  
Address.....317 N. Broadway, Box 1388  
Phone Number.....3-1744  
Transmitter Location.....Old Albuquerque  
News Service.....AP  
Representative.....Avery Knodel  
Membership.....NARTB, BAB  
Vice-President.....Bert Arnold  
Station Manager.....Keith Type  
Program Director.....Jack Lynn  
Publicity Director.....Violet Shine  
Chief Engineer.....Wilfred Smith  
Consulting Engineer.....Commercial Radio

## KSVP

ARTESIA—1946—KBS-MBS  
INTERMOUNTAIN

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Artesia Bcstg. Corp.  
Business-Studio Address.....Box 38  
Phone Number.....650  
Transmitter Location.....South Roselawn  
Air Time.....5:30 a.m.-10 p.m.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Avery Knodel  
Membership.....NARTB, BAB  
President.....Martin Yates III  
Gen., Sta., Sales Prom. Mgr....David M. Button  
Commercial Manager.....David Adams  
Chief Engineer.....Pat Kettleton

## KAVE

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Carlsbad Bcstg. Corp.  
Business-Studio Address.....601 No. Canal St.  
Phone Number.....244  
Transmitter Location.....3 mi. SW City  
Air Time.....6 a.m.-M.  
News Service.....AP  
Representative.....Taylor Co.  
President.....Val Lawrence  
General-Station Mgr.....Norman R. Loose  
Commercial Manager.....Vernon Spidahl  
Program Director.....Alexander Pitcaithley  
Chief Engineer.....Harland Nilong

NEW MEXICO

## K P B M

CARLSBAD—1950—LBS

Frequency: 740 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Coronada Bcstg. Co.  
Address.....313 W. Mermod  
Phone Number.....5-5373  
Transcription Service.....Lang-Worth  
News Service.....AP  
Pres., Gen. Mgr.....Maurice F. McEvoy  
Commercial Manager.....Darrell A. Swayze  
Program Director.....Wayne F. Scott  
Chief Engineer.....Luther S. Pully, Jr.

## K L M X

CLAYTON—1949

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper By.....Ari-Ne-Mix Bcstg.  
Address.....Box 7, Fair Grounds  
Phone Number.....616  
Transcription Service.....Capitol  
News Service.....UP  
President.....Arthur Jernigan  
Gen., Sta. Mgr., Pgm. Dir.....Frank Vale  
Commercial Manager.....James Morris  
Chief Engineer.....Robert Waters

## K I C A

CLOVIS—1931—MBS  
INTERMOUNTAIN

Frequency: 980 Kc.....Power: 1000 Watts  
Owned-Operated By: Hugh DeWitt Landis &  
R. B. McAlister  
Address.....520 Pile St.  
Phone Number.....5511  
Transmitter Location.....1 mile East of Clovis  
Air Time.....5 a.m.-11 p.m.  
News Service.....UP  
Transcription Service..Associated, Lang-Worth  
Station Representative.....Avery-Knodel  
Membership.....NARTB, BAB  
Gen., Sta., Comm. Mgr.....DeWitt Landis  
Prod., Prof. Director.....Harold Cook  
Chief Engineer.....Vernon Hughes  
Consulting Engineer.....Fred O. Grimwood

## K V B C

FARMINGTON—1951

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Valley Bcstg. Co.  
Address.....Box 1117  
Phone Number.....307W  
News Service.....UP  
Transcription Service.....Lang-Worth  
Pres., Gen. Mgr., Chf. Engr. Marvin E. Bowles  
Commercial Manager.....Maxcyne Parker  
Program Director.....Marilu Marshall

## K G A K

GALLUP—1946—LBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Thunderbird Bcstg. Co.  
Address-Transmitter.....P. O. Box 1150  
Phone Number.....1177  
News Service.....UP  
Transcription Service.....Capital, Lang-Worth  
Station Representative.....McGillvra  
Pres., Gen. Mgr., Pgm. Dir.....Merle H. Tucker  
Chief Engineer.....Robert Adamson

## K W E W

HOBBS—1938

MBS-KBS-SOUTHWEST

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....KWEW, Inc.  
Business-Studio Address.....116 E. Dunnan  
Phone Number.....Hobbs 3-3137  
News Service.....UP  
Transcription Service..MacGregor, Lang-Worth  
Representative.....Taylor  
President.....Mrs. Theresa Whitmore  
General Manager.....Harry McAdams  
Commercial Manager.....Phil McGee  
Chief Engineer.....Roy Evans

## K O B E

LAS CRUCES—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mesilla Valley Bcstg. Co.  
Bus.-Studio Address.....902 N. Main St.  
Phone Number.....1121  
Transmitter Location.....W. Amador Ave.  
News Service.....UP  
President.....C. L. Knight  
General Manager.....L. S. Sleppy  
Chief Engineer.....Howard L. Maudlin

## K F U N

LAS VEGAS—1941—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Southwest Bcsters, Inc.  
Business Address.....Box 710  
Phone Number.....12  
Transmitter Location.....1/2 mi. E. City  
Air Time.....6 a.m.-11 p.m.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Hil F. Best  
Pres., Gen.-Station Mgr.....Ernest N. Thwaites  
Chief Engineer.....A. F. Schultz



**NEW MEXICO**

**KRSN**

**LOS ALAMOS—1949—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Alvarado Bcstg. Co.  
 Address.....Community Center  
 Phone Number.....2-4422  
 Representative.....Adam J. Young  
 Transcription Service.....Capitol  
 News Service.....UP  
 President.....H. W. Wimberly  
 General Manager.....A. M. Cadwell  
 Station Manager.....Bob Porton  
 Pgm., Prod., News Dir.....William Spack, Jr.  
 Publicity Director.....John F. McCormick  
 Chief Engineer.....John L. Lockhart  
 Consulting Engineer.....William Carman

**KENM**

**PORTALES—1950—LBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Plains Bcstg. Co.  
 Address.....Box 1019, Roswell  
 Phone Number.....600  
 News Service.....UP  
 Transcription Service.....Lang-Worth, MacGregor  
 Representative.....Taylor  
 President.....Theresa Whitmore  
 General Manager.....G. F. Roberts  
 Commercial Manager.....Clarence Garner  
 Chief Engineer.....William McCreary

**KRTN**

**RATON—1948—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Southwest Bcsters, Inc.  
 Business Address.....Box 710, Las Vegas  
 Phone Number.....875  
 Studio-Transmitter Address.....1128 State St.  
 Air Time.....7 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Hil F. Best  
 Pres., Gen. Manager.....Ernest N. Thwaites  
 Station Manager.....Stanley K. Brown  
 Chief Engineer.....A. F. Schultz

**KGFL**

**ROSWELL—1927—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KGFL, Inc.  
 Business-Studio Address.....Box 1019  
 Phone Number.....2000  
 Transmitter Location.....511 W. 16th St.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth, World,  
 MacGregor  
 Representative.....Taylor Co.  
 Membership.....NARTB  
 President.....Mrs. Theresa Whitmore  
 General Manager.....W. E. Whitmore

Station Manager.....G. F. Roberts  
 Sales Prom. Mgr.....Paul Larson  
 Chief Engineer.....Leo J. McNemee

**KSW S**

**ROSWELL—1947—ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....McEvoy Bcstg. Co.  
 Bus.-Studio Address.....401 N. Richardson  
 Phone Number.....2400  
 Transmitter Location.....19th & Railroad Sts.  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....McGillvra  
 President.....Paul B. McEvoy  
 General Manager.....John A. McBoyle  
 Commercial Manager.....Jack Schafer  
 Chief Engineer.....Ray R. Summersgill

**KTRC**

**SANTA FE—1946—ABC-LBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Alvarado Broad. Co., Inc.  
 Address.....208 E. Marcy St.  
 Phone Number.....3-6335  
 Transmitter Location.....208 East Marcey St.  
 News Service.....UP  
 Transcription Service.....Capitol  
 President.....Herbert W. Wimberly  
 General Manager.....A. M. Cadwell  
 Sales Promotion Manager.....Al Paul Theil  
 Comm., Sta. Mgr., Pgm. Dir.....Hugh M. Gray  
 Chief Engineer.....Acton Tillery

**KVSF**

**SANTA FE—1935—CBS**

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Sante Fe Bcstg. Co.  
 Business-Studio Address.....759 Cerrillos Rd.  
 Phone Number.....3-7319  
 Transmitter Location.....Lower Alameda St.  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Weed  
 President.....A. R. Hebenstreit  
 Gen., Comm. Mgr.....Ivan R. Head  
 Program Director.....Arleen Davy  
 Chief Engineer.....E. J. Vanderwood

**KSIL**

**SILVER CITY—1946—CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....S. W. N. Mex Bcstg.  
 Bus.-Studio-Transmitter Address.....17th & Cactus  
 Air Time.....6 a.m.-11:15 p.m.  
 News Service.....AP  
 Representative.....Taylor  
 Pres., Gen., Comm. Mgr.....A. Carl Dunbar  
 Sta., Prom. Mgr., Dir.....James H. Duncan  
 Chief Announcer.....Jim Doyle  
 Chief Engineer.....Edward C. Orris

# KCHS

TRUTH OR CONSEQUENCES—1946

KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Sierra Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 401 Broadway  
 Phone Number . . . . . 161  
 Transmitter Location . . . . . Yucca Heights  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Continental Radio Sales  
 President . . . . . Leonard R. Trainer  
 General Manager . . . . . Russell A. Walz

Commercial Manager . . . . . H. B. Gardey  
 Chief Engineer . . . . . Sam Bradley

# KTNM

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Quay County Bcstg. Co.  
 Business Address . . . . . Box 668  
 Phone Number . . . . . 100  
 Transmitter Location . . . . . Outside east city limits  
 Air Time . . . . . 6 a.m.-10:30 p.m.  
 News Service . . . . . UP  
 Gen., Sta. Mgr. . . . . Lloyd Hawkins  
 Comm., Prom. Mgr. . . . . Richard S. Fox  
 Program Director . . . . . Richard Dale Wood

# NEW YORK

Pop. April 1, 1952 (Est.) 15,571,000—Total Housing Units 4,651,857  
 Families April 1, 1952 (Est.) 4,332,000—Stations in State 97

# WABY

ALBANY—1933—LBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Eastern N. Y. Bcstng.  
 Business-Studio . . . . . 80 Braintree St.  
 Phone Number . . . . . 2-3353  
 Transmitter Location . . . . . Braintree St., Colonie  
 Air Time . . . . . 7 a.m.-11:30 p.m.  
 News Service . . . . . UP  
 Representative . . . . . Rambeau  
 President . . . . . David Kyle  
 General Manager . . . . . Edward L. Trudeau  
 Commercial Manager . . . . . Paul Dennis  
 Program Director . . . . . Toni Brady  
 Chief Engineer . . . . . Tom Stapleton

Transmitter Location . . . . . Middle Rd., Colonie, N. Y.  
 News Service . . . . . AP, INS  
 Transcr. Service . . . . . Associated, SESAC  
 Station Representative . . . . . Weed and Co.  
 President . . . . . J. Myer Schine  
 General Manager . . . . . Morgan Ryan  
 Station Manager . . . . . W. Russell David, Sr.  
 Commercial Manager . . . . . Bill Schnaudt  
 Program Director . . . . . Glen Walrath  
 Prom., News Dir. . . . . Howard W. Maschmeier  
 Chief Engineer . . . . . Dwelle S. Hoag

# WROW

ALBANY—1947—MBS

Frequency: 590 Kc. . . . . Power: 5,000 Watts d.;  
 1,000 Watts n.  
 Owned-Oper. By . . . Hudson Valley Br. Co., Inc.  
 Address . . . . . 112 State Street  
 Phone Number . . . . . 3-2225  
 Transmitter Location . . . . . Route 9W—Glenmont  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . Thesaurus  
 Station Representative . . . . . The Bolling Co.  
 Membership . . . . . NARTB, BAB  
 President . . . . . Dr. John J. Quinlan  
 General Manager . . . . . Harry L. Goldman  
 Station Mgr. . . . . Johnny Lee  
 Commercial Mgr. . . . . Harry Littler  
 Pgm., News Director . . . . . Keyes Perrin  
 Publicity Director . . . . . Mary Eleanor Wells  
 Chief Engineer . . . . . Charles Heisler

# WOKO

ALBANY—1925—UBS

Frequency: 1460 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . Gov. Dongan Bcstg. Corp.  
 Business-Studio Address . . . . . 136 State St.  
 Phone Number . . . . . 3-6638  
 Transmitter Location . . . . . Kenwood Ave., Elsmere  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . McGillora  
 President, General Mgr. . . . . James T. Healey  
 Station Manager . . . . . A. Kellert  
 Program Director . . . . . Frank Panny  
 Chief Engineer . . . . . Al Sardi

# WPTR

ALBANY—1948

Frequency: 1540 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . Patroon Brcdstg. Co., Inc.  
 Address . . . . . Hotel Ten Eyck  
 Phone Number . . . . . 5-3345

# WXKW

ALBANY—1948—ABC

Frequency: 850 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . Champlain Valley Bcstg.  
 Business-Studio Address . . . . . 444 Broadway  
 Phone Number . . . . . 6-7676  
 Transmitter Location . . . . . Selkirk

## NEW YORK

Air Time.....6:00 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Katz  
 President, Gen. Mgr.....Stephen R. Rintoul  
 Station Manager.....George Wetmore  
 Commercial Manager.....Eugene Fitzpatrick  
 Chief Engineer.....Paul Krutz  
 Consulting Engr.....Robert M. Silliman

### W C S S

#### AMSTERDAM—1948—LBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Community Service Bcst.  
 Bus.-Studio-Transmitter Address.....Upper Locust  
 Phone Number.....4000  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Pres., Gen., Sta. Mgr.....Cecil Woodland  
 Program-Production Dir.....Ray Cheney  
 Publicity Director.....Joan MacGregor  
 Chief Engineer.....Guy Rauer

### W M B O

#### AUBURN—1926—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WMBO, Inc.  
 Business-Studio Address.....141 Genesee St.  
 Phone Number.....2-3511  
 Transmitter Location.....York & Division Sts.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World, SESAC, KBS  
 Representative.....Thomas F. Clark  
 Membership.....NARTB, BAB  
 President.....William O. Dapping  
 General Manager.....Frederick L. Keesee  
 Commercial Manager.....Robert B. Morgan  
 Chief Engineer.....Herbert House

### W B T A

#### BATAVIA—1941—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Batavia Bcstg. Corp.  
 Business-Studio Address.....90 Main St.  
 Phone Number.....715  
 Transmitter Location.....Creek Rd.  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Pres., Gen.-Station Mgr.....Edmund R. Gamble  
 Commercial Manager.....Robert E. Newstead  
 Program-Production Dir.....J. Gordon Bridge  
 Pub. Dir., Farm Editor.....James Gerrety  
 Chief Engineer.....Fred Callendar

### W I N R

#### BINGHAMTON—1946—NBC

Frequency: 1490 Kc.....Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By.....Southern Tier Radio Service

Business-Studio Address.....Court House Square  
 Phone Number.....4-4318  
 Transmitter Location.....Windy Hill  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....George P. Hollingbery  
 Membership.....NARTB  
 President.....Donald Kramer  
 General Manager.....George J. O'Connor  
 Station Executive.....E. R. Vadeboncoeur  
 Commercial Manager.....H. R. Nicholson  
 Program Director.....Charles Bishara  
 Publicity, News Director.....George O'Connor  
 Chief Engineer.....A. A. Kelley  
 Consulting Engr.....Craven, Lohnes & Culver

### W K O P

#### BINGHAMTON—1947—MBS

Frequency: 1360 Kc.....Power: 100 Watts d.,  
 500 n.  
 Owned-Oper. By.....The Binghamton Bcstrs., Inc.  
 Business-Studio Address.....34 Chenango St.  
 Phone Number.....2-3437  
 Transmitter Location.....Morgan Rd.  
 Air Time.....5:30 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 Membership.....NARTB, BAB  
 Pres., Gen.-Sta. Mgr.....Andrew Jarema  
 Prom.-Comm. Manager.....Samuel Handshaw  
 Prod.-Prog. Dir., Farm Ed.....Wally Buman  
 Chief Engineer.....Charles Hallinan  
 Consulting Engineer.....E. Dillard

### W N B F

#### BINGHAMTON—1927—CBS

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Clark Associates, Inc.  
 Business Address.....P. O. Box 48  
 Phone Number.....Binghamton 2-3461  
 Transmitter Location.....Ingraham Hill  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Bolling  
 Membership.....NARTB, BAB  
 President.....John C. Clark  
 General Manager.....Cecil D. Mastin  
 Treasurer.....L. L. Rogers  
 Commercial Manager.....S. N. Heslop  
 Sales Prom. Mgr., Pub. Dir.....E. R. McCloskey  
 Prog.-Prod. Dir., Chief Announcer.....E. M. Scala  
 Chief Engineer.....L. H. Stantz  
 Consulting Engineers.....Jansky & Bailey

### W E N E

#### BINGHAMTON—ENDICOTT—1947 ABC

Frequency: 1430 Kc.....Power 5000 Watts  
 Owned-Oper. By.....Empire Newspapers-Radio  
 Business-Studio Address.....909 E. Main  
 Phone Number.....5-3351



# NEW YORK

Transmitter Location.....Pierce Hill, Vestal  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service.....AP  
 Transcription Service.....Associated  
 Transcription Service.....Associated, Capitol  
 Representative.....Radio Reps. Inc.  
 Membership.....NARTB, BAB  
 President.....James H. Ottaway  
 Managing Director.....F. H. Brinkley  
 Sta., Comm., Sales Prom. Mgr.....S. W. Ryder  
 Pgm., Prod. Dir.....Harold E. Graves  
 Publicity Dir.....James A. McKechnie  
 Chief Engineer.....Sheldon W. Weyland  
 Consulting Engr.....Chambers & Garrison

## WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WBEN, Inc.  
 Address.....Hotel Statler  
 Phone Number.....MOhawk 0930  
 Transmitter Location.....Grand Island  
 Air Time.....5:30 a.m.-1 a.m.  
 News Service.....AP, INS, UP  
 Transcription Service.....Thesaurus, Lang-Worth  
 Representative.....Edward Petry  
 Membership.....NARTB, BAB  
 President.....Edward H. Butler  
 Vice-President.....A. H. Kirchofer  
 General Manager.....C. Robert Thompson  
 Station Manager.....Frank W. Kelly  
 Local Sales Mgr.....C. E. Daly  
 Asst. Radio Sales Mgr.....Robert J. Conway  
 Program Director.....William R. Rich  
 Promotion Manager.....Joseph A. Hoeffner  
 Chief Engineer.....Ralph J. Kingsley  
 Commercial Engineer.....A. Earl Cullum

## WBNY

BUFFALO—1935

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Roy L. Albertson  
 Business-Studio Address.....485 Main St.  
 Phone Number.....Mohawk 1400  
 Transmitter Location.....154 E. Eagle St.  
 News Service.....AP, UP  
 Representative.....Adam J. Young, Jr.  
 Membership.....FMA  
 President.....Roy L. Albertson  
 General Manager.....James M. DeMunn  
 Sales Director.....Howard Schellenberg  
 Chief Engineer.....Thomas L. Vines

## WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WEBR, Inc.  
 Business-Studio Address.....23 North St.  
 Phone Number.....Lincoln 7133

Transmitter Location.....Hamburg  
 Air Time.....5:30 a.m.-2 a.m.  
 News Service.....AP, INS  
 Transcription Service.....Associated  
 Representative.....Katz  
 Membership.....NARTB, BAB  
 President.....William J. Connors, III  
 General Manager.....Cy King  
 Commercial Manager.....William Doerr, Jr.  
 Sales Prom., Pub. Div.....Wm. Schweitzer  
 Program Director.....Lloyd Gibson  
 Chief Announcer.....Ed Tuchoika  
 News Director.....Gene Barry  
 Musical Director.....Victor D'Ana  
 Chief Engineer.....Frank B. Ridgeway  
 Consulting Engineer.....McIntosh & Inglis

## WGR

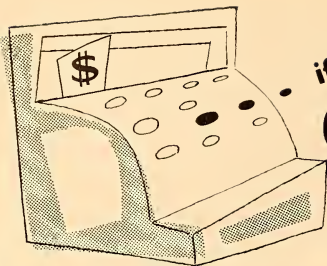
BUFFALO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WGR Bcstg. Corp.  
 Business-Studio Address.....Rand Bldg.  
 Phone Number.....Washington 3100  
 Transmitter Location.....Hamburg  
 Air Time.....5:50 a.m.-1:05 a.m.  
 News Service.....UP  
 Representative.....Free & Peters  
 Membership.....NARTB  
 Chairman of Board.....Leo J. Fitzpatrick  
 Pres., Gen. Mgr.....I. R. Lounsberry  
 Comm. Mgr. (National spot).....F. R. Greene  
 Commercial Manager (Local).....Nat Cohen  
 Sales Promotion Manager.....R. McPherson  
 Program Director.....Robert Strigl  
 Production Director.....Ray F. Wander, Jr.  
 Chief Announcer.....Allan Lewis  
 News Director.....David Getman  
 Musical Director.....David Cheskin  
 Chief Engineer.....K. B. Hoffman  
 Consulting Engineer.....George C. Davis

## WWOL

BUFFALO—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Greater Erie Broad. Co.  
 Address.....315 Main St.  
 Phone Number.....MO 1200  
 Trans. Location.....Dorance St., W. Seneca, N. Y.  
 News Service.....INS, UP  
 Representative.....ForJoe  
 Owner.....Leon Wyszatycki  
 Sta. Gen. Mgr.....Ted Wyszatycki  
 Commercial Manager.....James C. McKinney  
 Sales Promotion Manager.....Cass Casey  
 Program Director.....Joe A. Rico  
 Production Director.....Fred Klestine  
 News Director.....Frank Frederick  
 Musical Director.....Trudy Peoples  
 Chief Engineer.....Frank Sai



if you want

## Cash Register Results

then you need

# WKBW

**BEST BUY in the BUFFALO MARKET**

- IF you want to sell merchandise in the rich Buffalo and 7-county Western New York market, WKBW should be your first choice . . .

*first in . . .*

**POWER** WKBW is 10 times more powerful than any other Buffalo station.

**COVERAGE** WKBW serves the rich seven-county Western New York market in which live 1,316,834 people, who work for and spend hundreds of millions of dollars a year, practically under the WKBW transmitter towers.

**PROGRAMS** WKBW's strong line-up of local and basic ABC programs is tailored for the listener and the sponsor.

**MERCHANDISING** WKBW maintains an alert merchandising department that — day in and day out — promotes the station, its programs, its advertisers and its advertisers' products.

50,000 WATTS  
AVERY-KNOEL, INC.  
National Representatives

**WKBW**  
**BUFFALO'S MOST POWERFUL STATION**  
**WKBW**

BASIC ABC  
CLINTON H. CHURCHILL  
Founder, President  
and Manager

NEW YORK

## W K B W

**BUFFALO—1925—ABC**

Frequency: 1520 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . WKBW, Inc.  
 Business Address .Radio Center, 1430 Main St.  
 Phone Number . . . . . Grant 5101  
 Transmitter Location . Big Three Rd., Hamburg  
 Air Time . . . . . 5:30 a.m.-2 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Avery-Knodel  
 President, General Mgr. . . . . Clinton H. Churchill  
 Asst. to Pres. . . . . Roger M. Baker  
 Sales Promotion . . . . . Alfred E. Anscombe  
 Program Director . . . . . Irving Haag  
 Musical Director . . . . . Jerry Davidson  
 News Director . . . . . Hugh Shannon  
 Chief Engineer . . . . . Leroy Fiedler  
 Farm Editor . . . . . Wally Waggoner

## W X R A

**BUFFALO—KENMORE—1948**

Frequency: 1080 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . W. New York Broad. Co.  
 Trans. Loc. 1515 Niagara Falls Blvd., Amherst  
 Phone Number . . . . . AMherst 1160  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Station Representative . . . . . Wm. G. Rambeau  
 General Manager . . . . . Thaddeus Podbielniak  
 Commercial Manager . . . . . Robert Bartemus  
 Sales Prom. Mgr. . . . . Burton W. Flanders  
 Program Director . . . . . James J. Frieling  
 Chief Engineer . . . . . Roger W. Fleming  
 Consulting Engr. . . . . Edwin R. Sanders

## W C B A

**CORNING—1949**

Frequency: 1350 Kc. . . . . Power: 1000Watts d.  
 Owned-Operated By  
 Corning Wellsboro Broad. Adv. Inc.  
 Address . . . . . English-Keenan Bldg.  
 Phone Number . . . . . 2608  
 Transmitter Location . . . . . Caton Rd.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Capital  
 Representative . . . . . McGillvra, Inc.  
 Pres., Gen. Mgr. . . . . Paul E. Carpenter  
 Station Manager . . . . . Paul E. Carpenter  
 Program Director . . . . . Harry Lee

## W C L I

**CORNING—1950—ABC**

Frequency: 1450 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Elmira-Corning Bcstg.  
 Address . . . . . 114 Walnut St.  
 Phone Number . . . . . 6-4651  
 Representative . . . . . Meeker  
 Transcription Service . . . . . Associated

News Service . . . . . AP  
 President . . . . . W. A. Underhill  
 General Manager . . . . . Walter Valerius  
 Commercial Manager . . . . . Gordon Jenkins  
 Program Director . . . . . C. Ronald Graham  
 Chief Engineer . . . . . Allen N. Bell

## W K R T

**CORTLAND—1947**

Frequency: 920 Kc. . . . . Power: 1000 Watts d.,  
 500 n.  
 Owned-Operated By . . . . . Radio Cortland, Inc.  
 Business Studio Address . . . . . 27 N. Main St.  
 Phone Number . . . . . 2990  
 Transmitter Location . . . . . Cortlandville-Virgil  
 Air Time . . . . . 6 a.m.-1:15 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Standard  
 President . . . . . Leighton A. Hope  
 Commercial Manager . . . . . Keith W. Horton  
 Program Dir. . . . . William J. Griffiths  
 Chief Engineer . . . . . William Barron

## W F C B

**DUNKIRK—1949**

Frequency: 1410 Kc. . . . . Power: 500 Watts  
 Owned-Operated By . . . . . Dunkirk Broad. Corp.  
 Address . . . . . 316 Main St.  
 Phone Number . . . . . 7756-7-8  
 Transmitter Location . . . . . Willow Rd.  
 Air Time . . . . . 6:00 a.m.-1:00 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Lang-Worth,  
 World  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr., Sta. Mgr. . . . . Alois A. Schmidt  
 Commercial Manager . . . . . Paul Rinehardt  
 Program Director . . . . . Robert Gifford  
 Chief Engineer . . . . . George Smith  
 Consulting Engr. . . . . Russell-May

## W E L M

**ELMIRA—1947—CBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Corning Leader, Inc.  
 Business-Studio Address . . . . . 222 E. Market St.  
 Phone Number . . . . . Elmira 2-1400  
 Transmitter Location . . . . . Grand Central Ave.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Walker  
 Membership . . . . . NARTB, BAB  
 President . . . . . W. Allen Underhill  
 Sta. Gen. Manager . . . . . Walter Valerius  
 Comm.-Sales Prom. Mgr. . . . . Claude R. Snyder, Jr.  
 Prog.-Prod. Dir. . . . . Kenneth C. Powell  
 Chief Engineer . . . . . Allen Bell  
 Consulting Engineer . . . . . Commercial Radio





## BEST BUY

### *for Long Island's Major Market!*

#### **BIGGEST AUDIENCE**

WHLI is the Number 1 station daytime in Long Island's Nassau County — where 672,765 people spend \$722,640,000 a year in retail sales — \$214,136,000 in food store sales.

#### **LOWEST COST**

No other station — network or even combination of independents — delivers as many listeners during the day in this fabulous market, and at such low cost per thousand actually listening, as does WHLI.

#### **STRONG LOCAL PROGRAM- MING**

No other station caters to Long Island the way WHLI does through an out-and-out local programming job. Our programs earn cherished national awards for "responsibility to the community".

Data Sources:—

Market: U. S. Census, 1950

Sales Management, 1951

Ratings: Conlan — 1951

**REPRESENTED BY RAMBEAU**

**A M 1100  
F M 98.3**

**H E M P S T E A D  
L O N G I S L A N D , N . Y .**

**PAUL GODOFKY  
President and General Mgr.**

**W E N Y**

**ELMIRA—1939—NBC-MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Elmira Star-Gazette, Inc.  
 Bus.-Studio Address Mark Twain Hotel  
 Phone Number 5181  
 Transmitter Location Milton St.  
 Air Time 6:30 a.m.-1 a.m.  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative Everett & McKinney  
 Membership NARTB, BAB  
 General Manager Dale L. Taylor  
 Scales Manager Phil Cameron  
 Production Director Ted Hodge  
 Chief Engineer Thurlow A. Greene

**W G B B**

**FREEPORT—1924**

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Operated By Harry H. Carman  
 Business-Studio Address 44 So. Grove St.  
 Phone Number Freeport 9-1400  
 Transmitter Location 215 Bedell St.  
 Air Time 7 a.m.-12 m.  
 News Service AP  
 Transcription Service Lang-Worth  
 Gen. Sta. Mgr. Harry H. Carman  
 Commercial Manager Muray Evans  
 Production Director Theodore J. Austin  
 Program Director A. Cheesman  
 Publicity Director Marjorie Greto  
 Chief Engineer Robert Milos

**W O S C**

**FULTON—1949—LBS**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Operated By Cassil Radio Corp.  
 Address 118 Oneida St.  
 Phone Number 2-2255  
 Transmitter Location Town of Granby  
 Air Time Sunrise to Sunset only  
 News Service UP  
 Transcription Service Lang-Worth  
 Station Representative Devney  
 President Harold W. Cassill  
 General Manager H. Harrison Flint  
 Program Director Robert Fitzgerald  
 Production Director Edward Kuppe  
 Chief Engineer Richard Horan

**W G V A**

**GENEVA—1947—ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Star Bcstg. Co., Inc.  
 Address Geneva Federal Savings Bldg.  
 Phone Number 6691  
 Transmitter Location Lennox Park  
 Air Time 6:30 a.m.-12:05 a.m.  
 News Service AP

Representative Cooke  
 Transcription Service Standard  
 President M. R. Forman  
 V.P., Comm., Gen. Mgr. Thomas L. Brown  
 Program Director Alex Lamutis  
 Chief Engineer R. Carleton Greene  
 Consulting Engr. Lohnes & Culver

**W W S C**

**GLENS FALLS—1946—ABC**

Frequency: 1450 Kc. Power: 1000 Watts  
 Owned-Operated By Gt. Northern Radio Co.  
 Address 13 Warren St.  
 Phone Number 2-6518  
 Transmitter Location Dix Ave.  
 Air Time 6 a.m.-M.  
 News Service AP  
 Transcription Service World  
 Station Representative Everet-McKinney Inc.  
 Membership NARTB, BAB  
 Pres., Gen. Sta. Mgr. Martin R. Karig  
 Program Director Carl W. Mattinson  
 Commercial Manager Alfred A. Brown  
 Chief Announcer Shel Bullock  
 Chief Engineer Joseph Thomas  
 Consulting Engineer Gautney & Ray

**W H L I**

**HEMPSTEAD—1947**

Frequency: 1100 Kc. Power: 250 Watts d.  
 Owned-Oper. By FM Bcstg. Corp.  
 Business-Studio Address 245 Baldwin Rd.  
 Phone Number Hempstead 2-8000  
 Transmitter Location 470 Milburn Ave.  
 News Service UP  
 Transcription Service Associated. World  
 Thesaurus  
 President, Gen. Mgr. Elias I. Godofsky  
 Exec. V.P., Station Mgr. Paul Godofsky  
 V.P., Sales Joseph A. Lenn  
 News Director Jerome J. Karpi, Jr.  
 Production-Musical Dir. Roger Wayne  
 Publicity Director Arthur E. Paterson, Jr.  
 V.P., Chief Engineer Frank E. Knaack  
 Farm Editor Jerry Carr

**W L E A**

**HORNELL—1951**

Frequency: 1480 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Hornell Bcstng. Corp.  
 Business-Studio Address P. O. Box 60  
 Phone Number 1420  
 Transmitter Location Ashbaugh Hill  
 News Service UP  
 Transcription Service Capitol  
 Representative Everett-McKinney  
 President Maxwell V. McCarthy  
 Gen. Sta. Manager Donald L. Sellers  
 Commercial Manager Harold McEvoy  
 Program Director Mike Ryan  
 Chief Engineer Richard Cook

**NEW YORK**

**W H G**  
HORNELL—1946

Frequency: 1320 Kc.....Power: 1000 Watts  
Owned-Operated By.....W. H. Greenhow Co.  
Address .....85 Canisteo St.  
Transmitter Location .....Hornellsville  
News Service .....AP  
Transcription Service .....World, Associated  
Representative .....McGillvra  
General Manager .....Louis G. Buisch  
Station Manager .....Donald J. Curran  
Commercial Manager.....Sheffield Davis  
Production Director .....Eddie Spoo  
News Director .....Edward Murphy  
Chief Engineer .....James Gram

**W H U C**

**HUDSON—1947—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Colgren Bcstg. Co.  
Trans. Address .....Union Turnpike  
News Service .....UP  
Transcription Service .....World  
Representative .....G. J. Kramer  
Membership .....BAB  
Gen. Station Manager.....John Kearney  
Comm., Prom. Manager.....Robert Strakos  
Prog., Prod. Director.....James F. McDonough

Chief Announcer.....Wink Hart  
News Director.....Robert France  
Chief Engineer.....James F. McDonough

**W G S M**

**HUNTINGTON—1951**

Frequency: 740 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...Huntington-Montauk Bcstg.  
Co., Inc.  
Address.....237 Main St.  
Phone Number .....46740  
News Service .....UP  
Transcription Service .....Thesaurus  
President.....Byron T. Sammis  
Gen., Comm. Mgr.....Edward J. Fitzgerald  
Pgm., Farm Director.....James L. McGrath  
Promotion Manager.....Don MacLachlan  
Chief Engineer.....Perley Tribou

**W H C U**

**ITHACA—1921—CBS**

Frequency: 870 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Cornell University  
Business-Studio Address...Savings Bank Bldg.  
Phone Number.....Ithaca 4-6301  
Transmitter Location.....R. D. No. 2, Freeville  
Air Time .....Sunrise-sunset

**3,000,000**  
**SUFFOLK BUYERS**  
**NOT COVERED OR CLAIMED**  
**BY ANY OTHER ADVERTISING MEDIUM**



- PLUS + NASSAU POPULATION 701,600
- PLUS + WESTCHESTER POPULATION 624,200
- PLUS + FAIRFIELD, CONN. POPULATION 505,300
- PLUS + NEW HAVEN CONN. POPULATION 543,600

**WGSM** reaches the 3 billion dollar World's Greatest Suburban Market

AND ONLY **WGSM** REACHES THEM  
**1000 WATTS**  
at the best spot on the dial  
HUNTINGTON, NEW YORK





## NEW YORK

News Service .....UP  
 Transcription Service....Standard, Associated  
 Membership .....NARTB  
 General Manager.....Michael R. Hanna  
 Commercial Manager.....Earl S. Cobey  
 Ass't Mgr. Chg. Prod.....Joseph A. Short  
 Chief Engineer.....Norman R. Hoffman  
 Consulting Engr.....McLean, Smith, Credle

### WJOC

**JAMESTOWN—1947—MBS**

Frequency: 1340 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Air Waves, Inc.  
 Trans.-Bus.-Studio Address...415 W. Fourth St.  
 Phone Number .....5-108  
 Air Time .....5:55 a.m.-12 M.  
 News Service .....AP  
 Representative .....McGillvra  
 Pres.-Gen., Chf. Engr.....Harry E. Layman  
 Commercial Manager.....Harold P. Kane  
 Program Director.....Jerry Lawson

### WJTN

**JAMESTOWN—1924—ABC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By....James Bcstg. Co., Inc.  
 Bus.-Studio Address.....Hotel Jamestown  
 Phone Number .....7-151  
 Transmitter Location...Jones & Gifford Aves.  
 Air Time .....6 a.m.-M.  
 News Service .....UP  
 Transcription Service...Associated, McGregor  
 Representative.....William G. Rambeau  
 Membership .....NARTB, BAB  
 President.....Jay E. Mason  
 Gen.-Sta.-Comm.....Simon Goldman  
 Publicity Dir.....Jess Price  
 Music, Pgm. Dir.....George Pflieger  
 Production Director.....Jim Gardner  
 Chief Engineer.....Harold J. Kratzert  
 Chief Engineer .....Jaucky & Bailey

### WENT

**JOHNSTOWN—GLOVERSVILLE  
 1944—CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By....Sacandaga Bcstg. Corp.  
 Business-Studio Address.....8 W. Fulton St.  
 Phone Number .....4-7175  
 Transmitter Location.....Harrison St.  
 Air Time .....6:30 a.m.-12:05 a.m.  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 President .....George Bissell  
 Sta., Gen. Mgr.....Kolin Hager  
 Commercial Manager.....Jack Charles  
 Pgm. Dir., Chief Anncr.....Clem Cooper  
 Chief Engineer.....Richard Stewart

### WKNY

**KINGSTON—1939—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Kingston Bcstg. Corp.  
 Business-Studio Address.....601 Broadway  
 Phone Number.....Kingston 4500  
 Transmitter.....Plainfield St., Ulster Township  
 Air Time .....6:45 a.m.-11:30 p.m.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Meeker  
 President.....Joseph K. Close  
 General-Station Mgr.....Robert M. Peebes  
 Program Director.....Edward R. Eckert  
 Chief Engineer.....Joseph McNelis

### WVOS

**LIBERTY—1947—LBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By...Sullivan County Bcstg. Co.  
 Business Address.....P. O. Box 156  
 Phone Number .....1680-1, Monticello 869  
 Air Time .....6:58 a.m.-12 M.  
 News Service .....UP  
 Pres., Gen. Sta. Mgr.....S. D. Lubin  
 Commercial Manager.....H. G. Borwick  
 Program Director.....Al Turk  
 Chief Announcer.....B. Orr  
 News Director.....P. Bergin  
 Chief Engineer.....Vincent Gabriele

### WUSJ

**LOCKPORT—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Union-Sun & Journal, Inc.  
 Trans.-Address.....320 Michigan St.  
 Phone Number .....3-5944  
 Air Time .....7 a.m.-11 p.m.  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Joseph H. McGillvra, Inc.  
 Membership .....NARTB, BAB  
 President.....Egbert D. Corson  
 Station Manager.....Jack Gelzer  
 Publicity Director.....Carolyn Corson  
 Chief Engineer.....Solomon A. Azar

### WICY

**MALONE—1946—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper By.....North Country Bcstg. Co.  
 Trans.-Address.....65 Woodward St.  
 Phone Number .....187  
 Air Time .....7 a.m.-11:15 p.m.  
 News Service .....UP  
 Pres., Gen. Sta. Mgr.....Mitchell C. Tackley  
 Commercial Manager.....Alice M. Tackley  
 Program Director.....Donald J. Paye  
 Chief Announcer.....John Flynn  
 News Director.....John Flynn  
 Chief Engineer.....Adolf F. Stromer



only 9 cents a thousand WHOM  
reaches Italian homes in the greater  
New York area . . . the lowest cost  
of any station broadcasting to the  
Italian audience . . . according to  
Advertest Research which reached  
this conclusion after making an  
elaborate survey of listening habits  
in Italian homes . . .  
Result-getting economical buys in  
Polish, Spanish, Jewish, German.  
For pennies per thousand WHOM  
captures the vast New York Negro  
population.

**MILLIONS**

**of impressions at a few cents a thousand**

For only 9 cents a thousand WHOM  
reaches Italian homes in the greater  
New York area . . . the lowest  
cost of any station broadcasting  
to the Italian radio audience.  
. . . according to ADVERTEST RESEARCH  
which reached this conclusion after making  
an elaborate survey of listening habits  
in Italian homes. . . .

**WHOM**

1480 on your dial • 5000 watts

AM • FM *The St. Progresso Station*

136 W. 52 ST. N. Y. 19 • Circle 6-3900

## W M S A

**MASSENA—1945—ABC-RRN**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By .. The Brockway Co.  
 Business Address .. Central Bldg.  
 Phone Number .. 990  
 Studio-Transmitter Location .. So. Main St.  
 Air Time .. 6:30 a.m.-12:05 a.m.  
 News Service .. UP  
 Transcription Service .. Associated  
 Representative .. Weed  
 Membership .. NARTB, BAB  
 President .. John B. Johnson  
 General Manager .. Louis Saiff, Jr.  
 Station-Comm. Mgr. .. Thomas R. McHugh  
 Program Director .. James H. Nash  
 Chief Engineer .. Michael Tarkulich  
 Consulting Engineer .. George Davis

## W A L L

**MIDDLETOWN—1942**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By .. The Community Bcstg. Corp.  
 Business-Studio Address .. 62 North St.  
 Phone Number .. 3119  
 Air Time .. 6:45 a.m.-10 p.m.  
 News Service .. AP  
 Pres., General Manager .. James M. Patt  
 Commercial Manager .. E. C. Winkler  
 Program Director .. George Shepard  
 News Director .. Charley Zaines  
 Chief Engineer .. Charles B. Lissner

## W G N Y

**NEWBURGH—1933**

Frequency: 1220 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .. WGNV Bcstg. Co., Inc.  
 Business-Studio Address .. 161 Broadway  
 Phone Number .. 4600  
 Transmitter Location .. Cohecton Turnpike  
 News Service .. UP  
 Transcription Service .. Standard  
 President .. M. C. Speidel  
 General Manager .. George W. Bingham  
 Commercial Manager .. Joseph Rake  
 Program Director .. Richard Crans  
 Chief Engineer .. Marvin S. Seimes

## W G N R

**NEW ROCHELLE—1950**

Frequency: 1460 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By .. New Rochelle Bcstg. Service  
 Address .. 524 North Ave.  
 Phone Number .. 6-1460  
 Transcription Service .. Lang-Werth  
 News Service .. UP  
 Pres., Gen. Mgr. .... Julian H. Gins  
 Commercial Manager .. Carl Calman

Sales Prom Mgr. .... Fred Gardner  
 Chief Engineer .. Peter Fetridge  
 Consulting Engr. .... McIntosh & Inglis

## W B N X

**NEW YORK—1927**

Frequency: 1380 Kc. .... Power: 5000 Watts  
 Owned-Operated By .. WBNX Bcstg. Co., Inc.  
 Bus.-Studio Address .. 260 E. 161st St., Bronx  
 Phone Number .. MELrose 5-0333  
 Transmitter Location .. Carlstadt, N. J.  
 News Service .. AP  
 Transcription Service .. SESAC, Standard  
 Representative .. King  
 Membership .. NARTB  
 President .. A. L. Haskell  
 V.P., Sta.-Gen. Manager .. William I. Moore  
 Program Director .. Edward Ervin  
 Production Director .. Frank Johnson  
 Musical Director .. Ed Michaelson  
 Consulting Engineer .. McNary & Wrathall

## W C B S

**NEW YORK—1924—CBS  
 RADIO**

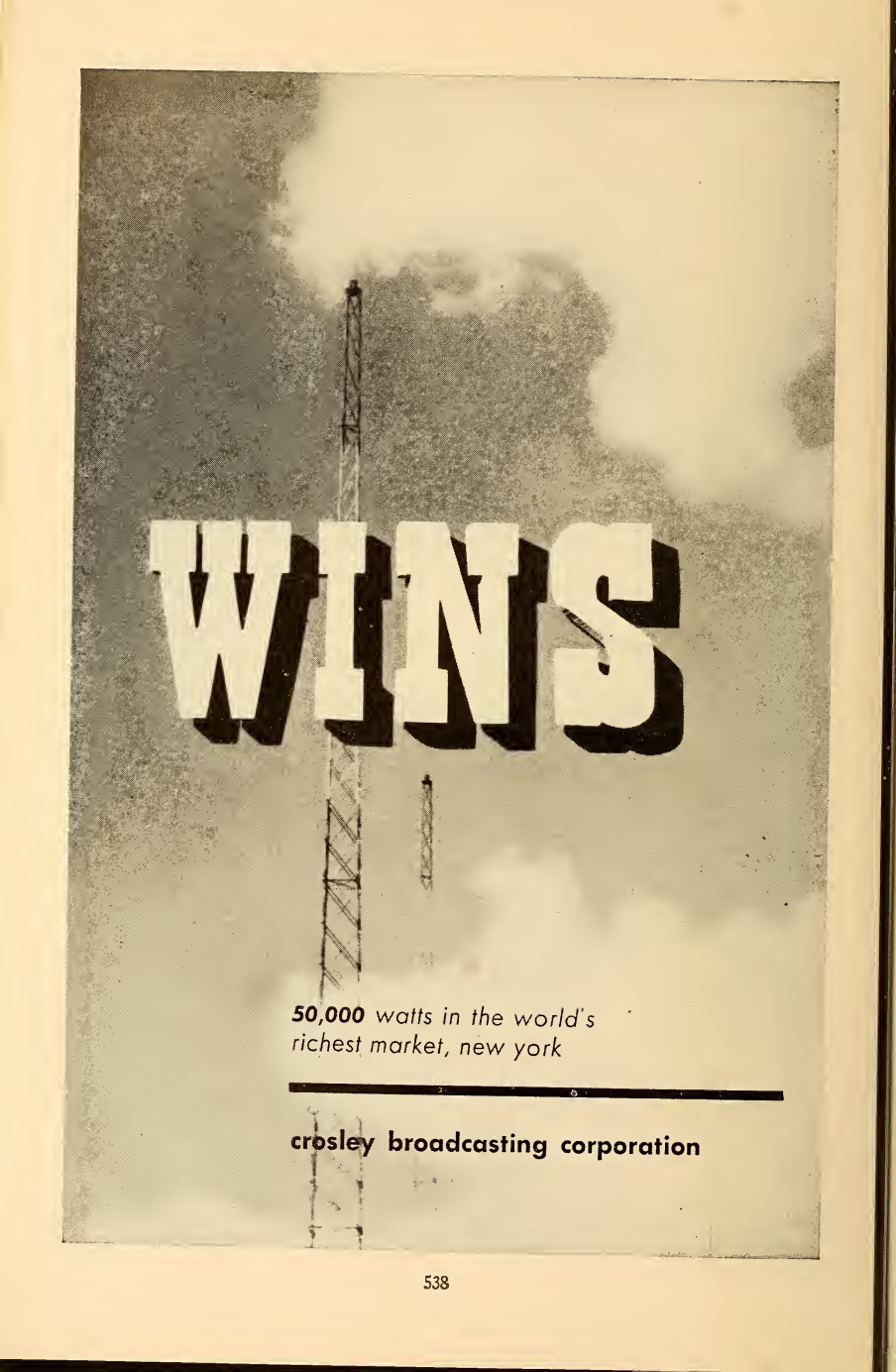
Frequency: 880 Kc. .... Power: 50,000 Watts  
 Owned By .. Columbia Bcstg. System, Inc.  
 Operated By .. CBS Radio Division  
 General Studio Address .. 485 Madison Ave.  
 Phone Number .. PLaza 5-2000  
 Transmitter .. Columbia Island, New Rochelle  
 Air Time .. Unlimited  
 News Service .. AP, INS, UP  
 Representative .. CBS Radio Spot Sales  
 Membership .. BAB  
 President of CBS .. Frank Stanton  
 Gen.-Sta. Mgr. .... Carl Ward  
 Sales Manager .. Don Miller  
 Asst. Sales Mgr. .... William P. Dix, Jr.  
 Sales Prom. Mgr. .... Don Foley  
 Program Director .. Sam Slate  
 Production Director .. D. Gordon Graham  
 Publicity Director .. Margaret Kennedy

## W H O M

**NEW YORK—1930**

Frequency: 1480 Kc. .... Power: 5000 Watts  
 Owned-Operated By .. Il Progresso Italo-  
 Americano Publishing Co.  
 Business Address .. 136 W. 52nd St.  
 Phone Number .. Circle 6-3900  
 Studio Addresses .. 136 W. 52nd St., New York  
 Transmitter Location .. Ridgfield Park, N. J.  
 Air Time .. 6 a.m.-2 a.m.  
 President, Gen. Mgr. .... Fortune Pope  
 V.P., Chge. Sales, Prom. .... Charles Baltin  
 Program Director .. Ralph Constantino  
 Publicity Director .. Dan Alfieri  
 Musical Director .. Michael Rosco  
 Chief Engineer .. George Steiger





# WINS

*50,000 watts in the world's  
richest market, new york*

---

**crosley broadcasting corporation**

# WEVD

NEW YORK—1927

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By Debs Memorial Radio Fund  
 Business-Studio Address 117 W. 46th St.  
 Phone Number Plaza 7-0880  
 Transmitter Location Maspeth, L. I.  
 News Service AP  
 President Adolph Held  
 Gen. Sta.-Comm. Mgr. Henry Greenfield  
 Program-Publicity Dir. George Field  
 Chief Announcer David Niles  
 Musical Director Nicholas Saslowsky  
 Chief Engineer Charles Brown  
 Consulting Engineer Raymond N. Wilmotte

# WINS

NEW YORK—1931

Frequency: 1010 Kc. Power: 50,000 Watts d.:  
 10,000 Watts n.  
 Owned-Operated By Crosley Bcstg. Corp.  
 Bus.-Studio Address Crosley Sq., Cincinnati  
 Transmitter Location Lyndhurst, N. J.  
 Air Time 6 a.m.-3 a.m.  
 News Service WINS, UP  
 Representative WLW Sales Tracy Moore  
 Transcription Service Associated  
 Membership NARTB  
 President Robert E. Dunville  
 Asst. Gen. Mgr., Pgm. Dir. Joe Besch  
 Business Manager Harry G. Kirwan  
 Sales Manager Roy Holmes  
 General-Station Manager Harry Folts  
 Publicity Director Dick Winters  
 News Director Charles Hall  
 Chief Engineer Paul von Kunitz  
 Consulting Engineer Weldon & Carr

# WJZ

NEW YORK—1921—ABC

Frequency: 770 Kc. Power: 50,000 Watts  
 Owned-Oper. By American Bcstg. Co., Inc.  
 Business Address 30 Rockefeller Plaza  
 Phone Number SU 7-5000  
 Transmitter Location Lodi, N. J.  
 Air Time 24 hours  
 Representative ABC Spot Sales  
 President Robert E. Kintner  
 General Manager William M. Materne  
 Commercial Manager Earl Salmon  
 Sales Promotion Manager Phillip Bernstein  
 Program Mgr. Ray Diaz  
 Publicity Director Arthur Donegan  
 News Director Thomas Velotta  
 Chief Engineer William Trevarthen  
 Farm Editor Philip Alampi

# WMCA

NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By WMCA, Inc.  
 Business-Studio Address 1657 Broadway  
 Phone Number Circle 6-2200  
 Transmitter Location Kearny, N. J.  
 Air Time 6 a.m.-3 a.m.  
 News Service AP  
 Transcription Service World  
 Representative AM Radio Sales  
 President Nathan Straus  
 V.P. & Gen. Mgr. M. M. Fleischl  
 V.P. & Program Director Leon Goldstein  
 Sales Mgr. John J. McSweeney  
 Chief Announcer Alun Williams  
 Musical Director Lou Wacks  
 Chief Engineer James McCafferty  
 Consulting Engineer E. C. Page

# WMGM

NEW YORK—1922—LBS

Frequency: 1050 Kc. Power: 50,000 Watts  
 Owned-Oper. By Marcus Loew Booking Agcy.  
 Business-Studio Address 711 Fifth Ave.  
 Phone Number Murray Hill 8-1000  
 Transmitter Location E. Rutherford, N. J.  
 Air Time 6 a.m.-4 a.m.

5000 WATTS  
 1330 K.C.

# WEVD

ENGLISH  
 JEWISH

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area.

Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of  
**"WHO'S WHO ON WEVD"**

**WEVD** Henry Greenfield  
 Managing Director

117-119 West 46th Street, New York 19

**The Only Station Serving New York's One Million Negroes  
and 2,500,000 English-Speaking Jewish-Americans**

**W**ith studios in Harlem's famed Hotel Theresa

**L**istened to by greatest number of Negro families

**L**aunching Anglo-Jewish programs (in English)

**B**roadcasting to biggest specialty audience in U. S.

1190 kc.

**WRITE:** Copy 1952 Survey of Metropolitan New York Negro Market

WLIB

207 East 30th Street

New York 16, N. Y.

HARRY NOVIK, *General Manager*

Tel.: ORegon 9-2720



NEW YORK

News Service.....AP, UP  
 Representative .....Radio Reps.  
 Director.....Bertram Lebhar, Jr.  
 General Manager.....Frank Roehrenbeck  
 Sales Manager.....Arthur M. Tolchin  
 Program Director.....Raymond Katz  
 Publicity Director.....Jo Ranson  
 Supvr. of Ann.....Ted Schneider  
 Musical Director.....Joel Herron  
 Chief Engineer.....Paul Fuelling

Program Director.....Jack Kunej  
 Publicity Director.....Mike Jablons  
 Chief Engineer.....John J. Bubbers

**W N B C**

NEW YORK—1922—NBC

Frequency: 660 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....National Bcstg. Co., Inc.  
 Bus.-Studio Address.....30 Rockefeller Plaza  
 Phone Number.....Circle 7-8300  
 Transmitter Location.....Port Washington  
 News Service.....AP, INS, UP  
 Transcription Service.....Thesaurus  
 Representative.....NBC Spot Sales  
 President.....Joseph H. McConnell  
 General Manager.....Ted Cott  
 Sales Mgr.....William Rich  
 Promotion Manager.....Jay Smolin  
 Adv. & Prom. Mgr.....Wini Schaefer  
 Program Director.....John Grogan  
 Publicity Director.....Phil Dean  
 Chief Engineer.....O. B. Hanson

**W L I B**

NEW YORK—1942

Frequency: 1190 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....New Bcstg. Co., Inc.  
 Business-Studio Address.....207 E. 30th St.  
 Phone Number.....ORegon 9-2720  
 Transmitter Location..180 Morgan Ave., Bklyn.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Associated  
 President.....Morris S. Novik  
 General Manager.....Harry Novik

The Red Cross Needs



Your Unstinting Assistance

**G I V E !**

GREATER NEW YORK'S  
FAVORITE STATION FOR  
MUSIC AND NEWS

**WNEW**

*1130 on your dial*

ON THE AIR 24 HOURS A DAY

Early in '52 — 50,000 watts!

**W N E W**

NEW YORK—1934

Frequency: 1130 Kc. . . . . Power: 10,000 Watts  
 Owned-Operated By . . . . . WNEW, Inc.  
 Business-Studio Address . . . . . 565 Fifth Ave.  
 Phone Number . . . . . PLaza 3-3300  
 Transmitter Location . . . . . Kearny, N. J.  
 Air Time . . . . . 24 Hours  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John Blair  
 President . . . . . William S. Cherry, Jr.  
 Exec. V.P., Gen. Mgr. . . . . Bernice Judis  
 V.P., Sales Director . . . . . Ira Herbert  
 Promotion Manager . . . . . Kenneth Klein  
 Production Manager . . . . . Milton Slater  
 Program Dir. . . . . William Kaland  
 Publicity Director . . . . . Alan E. Brandt  
 Chief Anncr., News Dir. . . . . John Jaeger  
 Musical Director . . . . . Roy Ross  
 Chief Engineer . . . . . Max Weiner

**W O R**

NEW YORK—1922—MBS

Frequency: 710 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . General Teleradio, Inc.  
 Business-Studio Address . . . . . 1440 Broadway  
 Phone Number . . . . . Longacre 4-8000  
 Transmitter Location . . . . . Carteret, N. J.  
 Air Time . . . . . 23 Hours  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Keenan & Eickelberg,  
 Kettell & Carter  
 Membership . . . . . NARTB, BAB  
 President . . . . . Theodore C. Streibert  
 V.P. in Chg. of Sales . . . . . R. C. Maddux  
 V.P. in Chg. Pgms. . . . . Julius F. Seeback, Jr.  
 V.P. Chge of Engr. . . . . J. R. Poppele  
 Sales Prom. Mgr. . . . . Joseph Creamer  
 Publicity Director . . . . . Robert Blake  
 Dir. of News . . . . . Dave Driscoll  
 Musical Director . . . . . Sylvan Levin  
 (See Page 304)

**AP SELLS**

For Stations and Sponsors—

For instance . . . **WSNY**

“We used to be a music, news and sports station. When everybody got into that act, we got a new one. Concentrated on Associated Press news with music. Result . . . a 64% increase in share of audience and an 82% increase in listening homes in the past 2½ years . . . all in the face of strong competition.”

WINSLOW LEIGHTON,  
 President,  
 WSNY, Schenectady, New York





## THESE SIGNS\* ARE *NORMAL* IN NEW YORK

Italian traffic signs\* are a realistic recognition of the fact that the Italian language is more commonplace on the streets of New York than any other except English. More than 2,000,000 Americans of Italian origin live in the New York area.

By showmanship, service, facilities and tradition, WOV long ago became the unrivalled first choice of the New York area Italian audience. So much so, that 90% of all expenditure for Italian-language radio advertising in New York is on WOV. Put it on *all* your New York schedules!



\* The sign says "Pedestrian Crossing"

National Representative:  
John E. Pearson Co.

730 Fifth Ave., New York 19

Rome Studios: Via di Porta Pinciana 4  
544

**W O V**

**NEW YORK—1926**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Wedaam Corp.  
 Business-Studio Address.....730 Fifth Ave.  
 Phone Number.....Circle 5-7979  
 Transmitter Location.....Carlstadt, N. J.  
 Air Time .....21 hrs.  
 News Service .....AP

Transcription Service Standard....MacGregor  
 Representative .....Pearson  
 General Manager.....Ralph N. Weil  
 Sales Manager.....Herbert Schorr  
 Sales Promotion Mgr.....C. Carroll Forbes  
 Program Director.....Arnold Hartley  
 Publicity Director.....Ruth Thompson  
 Production Director.....Giorgio Padovani  
 Musical Director.....Dick Dia  
 Chief Engineer.....Emile Hill

See pages 100-101 for

**LISTING OF NEW YORK  
 PHONE NUMBERS**



NETWORKS



PUBLICATIONS



ORGANIZATIONS



TALENT AGENCIES



FM RADIO STATIONS



AM RADIO STATIONS



NEWS ASSOCIATIONS



TELEVISION STATIONS



PROGRAM PRODUCERS



RECORDING COMPANIES



ADVERTISING AGENCIES



TRANSCRIPTION COMPANIES



STATION REPRESENTATIVES

# THERE IS



# NO SUBSTITUTE



# FOR THE GOOD MUSIC



# OF WQXR



The Radio Station of The New York Times, Times Square, New York 18, N. Y.  
Represented nationally by Paul H. Raymer Co.



NEW YORK

**W Q X R**

**NEW YORK—1936**

Frequency: 1560 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....Interstate Bcstg. Co.  
 Business-Studio Address.....229 W. 43rd St.  
 Phone Number.....LA. 4-1100  
 Transmitter Location.....Maspeth, L. I.  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service.....N. Y. Times  
 Transcription Service.....Associated  
 Representative.....Paul H. Raymer  
 President.....Arthur Hays Sulzberger  
 Exec. V.P., Gen. Mgr.....Elliott M. Sanger  
 V.P. Sales Mgr.....Norman S. McGee  
 Station Mgr.....James Kovach  
 Sales Prom. Dir.....Mary Rice Anderson  
 Program Director.....Eleanor N. Sanger  
 Chief Announcer.....Albert A. Grobe  
 Publicity Director.....Eleanore "Pat" Hurley  
 Musical Director.....Abram Chasins  
 Chief Engineer.....L. J. Kleinklaus  
 Consulting Engineer.....John V. L. Hogan

**W H L D**

**NIAGARA FALLS—1940—RRN**

Frequency: 1270 Kc....Power: 46000 Watts d.  
 Owned-Oper. By.....The Niagara Falls Gazette  
 Publishing Co.  
 Business-Studio Address.....Hotel Niagara  
 Phone Number.....8421  
 Transmitter Location.....Grand Island  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....World, Standard,  
 Associated  
 Representative.....Headley-Reed  
 V.P. Gen. Station Mgr.....Earl C. Hull  
 Commercial Manager.....Richard G. Robbins  
 Program Director.....Tony Allen  
 Chief Engineer.....Robert Wilson  
 Consulting Engr.....Russell May

**W J J L**

**NIAGARA FALLS—1947**

Frequency: 1440 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....John J. Laux  
 Phone Number.....5266  
 Transmitter Location.....New Rd.  
 Air Time.....6 a.m.-local sunset  
 News Service.....UP  
 Transcription Service.....SFSAC  
 Representative.....Grant  
 Owner.....John J. Laux  
 Prom., Sta. Mgr.....Tom W. Talbot  
 Commercial Manager.....Terry Milan  
 Program Director.....Louise Hamrick  
 Chief Engineer.....Gustav Czaplak  
 Consulting Engineer.....George Davis

**W S L B**

**OGDENSBURG—1940—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...St. Lawrence Bcstg. Corp.  
 Address.....Ogdensburg  
 Phone Number.....500  
 Studio-Transmitter Location....2315 Knox St.  
 News Service.....UP  
 President.....Joseph R. Brandy  
 General Manager.....Harold J. Frank  
 Program Director.....Hal Gilman  
 Chief Engineer.....Ellsworth Hall

**W H D L**

**OLEAN—1928—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WHDL, Inc.  
 Address.....3219 State St.  
 Phone Number.....4149  
 Air Time.....6:45 a.m.-11:15 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Everett & McKinney  
 Membership.....NARTB, BAB  
 President.....E. B. Fitzpatrick  
 General-Station Mgr.....John R. Henzel  
 Commercial Manager.....Donald Merriman  
 Sales Promotion Manager.....Joseph K. Eade  
 Publicity Director.....Anne L. Anstaett  
 News Director.....Carroll Anstaett  
 Chief Engineer.....Otis Atherton  
 Consulting Engr.....Bernard O'Brien

**W D O S**

**ONEONTA—1947—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Oneonta Star, Inc.  
 Bus-Studio Address.....104 Chestnut St.  
 Phone Number.....2470  
 Transmitter Location.....So. Side  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Radio Reps.  
 President.....James H. Ottaway  
 General Manager.....Eugene J. Brown  
 Managing Director.....Francis H. Brinkley  
 Station Manager.....Ernest F. Oliver  
 Prom. Mgr., Pub. Dir.....Dennis J. Sullivan  
 Program Director.....Charles Hobart  
 Chief Engineer.....Wiley Bates  
 Consulting Engineer.....Jansky & Bailey

**W K B S**

**OYSTER BAY—1948**

Frequency: 1520 Kc. ....Power: 250 Watts d.  
 Owned-Oper. By.....Key Bcstg. System Inc.  
 Phone Number.....Oyster Bay 6-2500;  
 Transmitter Location.....Battery Park  
 News Service.....UP

HOW MUCH CLOSER TO 100% CAN YOU GET?



NEW YORK

PENNSYLVANIA

# LISTENER PREFERENCE

## ON ONE STATION

PULSE has just completed its first audience measurement of 17 Western New York counties ... Among 24 radio stations reported, (including six Rochester stations) here's what PULSE found:

Out of 432 quarter-hours per week:

WHAM is **FIRST** in 429

WHAM is **TIED** for **FIRST** in 2

WHAM is **SECOND** in 1

Is this dominance? Yes, indeed! WHAM's power and prestige permit you to buy one station in this rich area and get **FIRST** preference with listeners 99.3% of the time!

Ask your **HOLLINGBERY** man for complete details

# WHAM

The Stromberg-Carlson  
Station



Basic NBC — 50,000 watts — clear channel — 1180 kc

Transcription Service .....MacGregor  
Pres., Gen. Mgr., Chief Engr.

R. Lee Hollingsworth  
Commercial Manager.....Harry Minkoff  
Program Director.....Joan Bennett

## WALK

PATCHOQUE—1952

Frequency: 1370 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Suffolk Bcstg. Corp.  
Address.....24 E. Main St.  
Phone Number.....408  
General Manager.....Nils E. Segerdahl  
Commercial Manager.....Walter S. Bates  
Program Director.....Jack Ellsworth  
Chief Engineer.....Walter Luce

## WPAC

PATCHOQUE—1951

Frequency: 1580 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Patchogue Bcstg. Co.

## WLNA

PEEKSKILL—1948

Frequency: 1420 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Highland Bcstg. Corp.  
Trans. Address.....Radio Terrace  
Phone Number.....7-2454  
Air Time.....6:45 a.m.-6:45 p.m.  
News Service.....UP  
Transcription Service.....World  
Membership.....NARTB  
Pres., Chief Engineer....Peter C. Housekeeper  
Gen., Sta. Mgr.....I.ving E. Cottrell  
Sales Promotion Mgr.....Francis Lough  
Consulting Engineer.....Paul Godley

## WEAV

PLATTSBURG—1934—ABC-LBS

Frequency: 960 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Plattsburg Bcstg. Corp.  
Studio Address.....153 Margaret St.  
Phone Number.....1600  
Transmitter Location.....Lake Shore Rd.  
Air Time.....6:30 a.m.-11:30 p.m.  
News Service.....UP  
Transcription Service.....Langworth  
Representative.....Gill-Keefe & Perna  
Membership.....NARTB, BAB  
President, Sta. Mgr.....George F. Bissell  
Ass't. Sta. Comm. Mgr.....Jan King  
Program Director.....Frank Allen  
Production Director.....Glenda Huffman  
Publicity Director.....Claire Norris  
Chief Engineer.....Larry Lapanne

## WIRY

PLATTSBURG—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By...Clinton Cty. Bdcstg. Corp.  
Trans. Loca. Address...301-03 Cornelia St.  
Phone Number.....2800  
Air Time.....6:30 a.m.-12:05 a.m.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....W. S. Grant Co., Inc.  
Membership.....NARTB, BAB  
Pres., Gen., Comm. Mgr....Joel H. Scheier  
Sales Prom. Mgr., News Dir..Martin D. Mannix  
Chief Engineer.....John M. Nazak

## WEOK

POUGHKEEPSIE—1948

Frequency: 1390 Kc.....Power: 1000 Watts, d.  
Owned-Operated By...Mid-Hudson Bcsts. Inc.  
Business-Studio Address.....385 Main St.  
Phone Number.....8300  
Transmitter Location.....Pendell Road  
News Service.....UP  
Transcription Service.....World  
Representative.....Devney & Co.  
Comm., Gen. Mgr.....Arthur J. Barry, Jr.  
Program Director.....Harold Hennig  
Chief Engineer.....John P. Burke

## WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Dutchess County  
Broadcasting Corp.  
Business-Studio Address.....Nelson House  
Phone Number.....6800  
Transmitter Location.....Nelson House  
Air Time.....6:30 a.m.-11:30 p.m.  
News Service.....AP  
Transcription Service.....Associated  
Membership.....NARTB, BAB  
President.....George W. Bingham  
Sec.-Treas.....Mabel Shroyer Meurer  
V.P. of Sales.....Richard A. Dweller  
V.P. of Pgm.....John Kuhn  
V.P. of Engr.....Marvin S. Seimes

## WHAM

ROCHESTER—1922—NBC

Frequency: 1180 Kc.....Power: 50,000 Watts  
Owned-Operated By...Stromberg-Carlson Co.  
Business Address.....201 Humboldt St.  
Phone Number.....Culver 7240  
Transmitter Location.....Chili  
Air Time.....5:15 a.m.-12:30 a.m.  
News Service.....UP  
Transcription Service.....World  
Representative.....George P. Hollingsbery  
Membership.....NARTB, BAB  
V.P., Gen. Mgr.....William Fay  
Commercial Manager...John W. Kennedy, Jr.

# 30 Years of Leadership

1922



WGY's  
Pearl Anniversary



1952

- Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)
- Over 1/3 greater than the combined audience of the area's next ten top-rated stations.
- WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.
- **THE CAPITAL OF THE 17TH STATE:** Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.

REPRESENTED

# WGY

50,000 Watts

NATIONALLY BY NBC SPOT SALES  
A GENERAL ELECTRIC STATION  
SCHENECTADY, N. Y.



## NEW YORK

Program Director.....Charles W. Siverson  
 Production Director.....Sylvester Novelli  
 Publicity Director.....Armin N. Bender  
 Chief Announcer.....Robert Turner  
 News Director.....David E. Kessler  
 Chief Engineer.....Kenneth Gardner  
 Farm Editor.....George Haeftner

### W A R C

**ROCHESTER—1947—ABC**

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WARC, Inc.  
 Bus. Studio Address.....Sheraton Hotel  
 Phone Number.....Hamilton 8920  
 Transmitter Location.....2670 So. Clinton Ave.  
 Air Time.....24 Hours  
 News Service.....AP  
 Transcription Service.....RCA. Thesaurus  
 Representative.....Raymer  
 President, Gen. Mgr.....S. W. Townsend  
 Station Manager.....Fred R. Ripley  
 Commercial Manager.....George Schautz  
 Program Director.....Edward Merritt, Jr.  
 Publicity Director.....Bebe Grau  
 Chief Engineer.....Robert Emch  
 Consulting Engineer...Chambers & Garrison

### W H E C

**ROCHESTER—1925—CBS**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WHEC, Inc.  
 Business-Studio Address.....40 Franklin St.  
 Phone Number.....Baker 6740  
 Transmitter Location.....1850 N. Winton Rd.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Everett McKinney  
 President.....Frank E. Gannett  
 Executive V.P.....Clarence Wheeler  
 General Manager.....Gunnar O. Wiig  
 Commercial Manager...Le Moine C. Wheeler  
 Pgm., Prom. Dir.....William J. Adams  
 Production Director.....L. H. MacMillan  
 Chief Engineer.....Bern C. O'Brien

### W R N Y

**ROCHESTER—1947—LBS**

Frequency: 680 Kc.....Power: 250 Watts d.  
 Owned-Operated By...Monroe Bcstg. Co., Inc.  
 Business-Studio Address.....191 East Ave.  
 Phone Number.....Hamilton 9775  
 Transmitter Location.....Mt. Read Blvd.  
 News Service.....AP  
 Representative.....ForJoe  
 President.....George B. Kelly  
 Gen., Sta. Mgr.....W. Eccles Huff  
 Production Director.....Russell A. Browne  
 News Director.....Robert Barager  
 Chief Engineer.....Kenneth Henderson  
 Farm Editor.....Harry Russell

### W S A Y

**ROCHESTER—1936**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Federal Bcstg. System, Inc.  
 Business-Studio Address.....328 Main St. E.  
 Phone Number.....Baker 4870  
 Transmitter Location.....French Rd., Brighton  
 Air Time.....Unlimited  
 News Service.....INS  
 Representative.....Walker  
 Pres., Gen. Mgr.....Gordon P. Brown  
 Station Director.....John Hill  
 Commercial Manager.....Russell K. Schmidt

### W V E T

**ROCHESTER—1947—MBS**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Veterans Bcstg. Inc.  
 Address.....17 Clinton Ave So.  
 Phone Number.....Hamilton 4820  
 Transmitter Location.....Westfall Rd.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....The Bolling Co., Inc.  
 Pres., Gen. Mgr., Chf. Engr.....Ervin F. Lyke  
 Commercial Manager.....Elmer J. Walz  
 Sales Prom. Manager...Arthur Murrellwright  
 Program Director.....Paul C. Louthier  
 Production Director.....F. Chase Taylor  
 Chief Announcer.....Bob Trebor  
 News Director.....David Roberts  
 Musical Director.....Patricia Perkins  
 Consulting Engineer.....John Creutz

### W K A L

**ROME—1946—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Copper City Bcstg. Corp.  
 Business-Studio Address...Capitol Theatre Bldg.  
 Phone Number.....3616-7  
 Transmitter Location.....Muck Rd. & Jay St.  
 Air Time.....6:30 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Donald Cooke, Inc.  
 President.....Myron J. Kallet  
 General Manager.....Charles King  
 Commercial Manager.....Joseph Trela  
 Program Director.....Louis Barile  
 Sales Prom. Mgr.....George Bolton  
 Production Director.....Rick Morgan  
 Chief Engineer.....James Delaney  
 Consulting Engineer.....George Adair

### W N B Z

**SARANAC LAKE—1927—ABC-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Upstate Bcstg. Corp.  
 Business-Studio Address.....88 Main St.

## NEW YORK

Phone Number ..... 1320  
 Transmitter Location..... Merrill St.  
 Air Time ..... 7:30 a.m.-11:15 p.m.  
 News Service ..... AP  
 Transcription Service ..... Langworth  
 Representative..... Thomas F. Clark  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Jacques DeMatos  
 Program Dir. Chief Ann..... Ray Turner  
 Chief Engineer..... H. Berwind Williams

### W G Y

#### SCHENECTADY—1922—NBC

Frequency: 810 Kc..... Power: 50,000 Watts  
 Owned-Oper. By..... General Electric Co.  
 Business-Studio Address..... 1 River Rd.  
 Phone Number ..... 7-2261  
 Transmitter Location..... R. D. No. 5  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service..... Thesaurus, World  
 Representative..... NBC Spot Sales  
 Membership ..... NARTB, BAB  
 V.P., Pub. Rel..... Chester H. Lang  
 Asst. Mgr. of Bcstg..... B. J. Rowan  
 Station Manager ..... R. B. Hanna  
 Asst. Station Mgr..... R. W. Welpott  
 Supervisor of Sales ..... Robert F. Reid  
 Supervisor of Prod..... Earle Pudney  
 Spvr. Prom., Pub..... George L. Peck  
 Spvr. of News..... W. T. Meenam  
 Spvr. of Music..... A. O. Coggeshall  
 Spvr. of Programs..... Caleb Paine  
 Chief Engineer..... W. J. Purcell  
 Supervisor of Farm Bcstg. .... Merl L. Galusha

(See Page 550)

### W S N Y

#### SCHENECTADY—1942

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By... Western Gateway Bcstg.  
 Business-Studio Address..... 619 State St.  
 Phone Number ..... 3-3622  
 Transmitter Location..... Campbell Rd.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Young  
 Membership ..... BAB  
 President, Gen. Mgr..... Winslow Leighton  
 Comm., Sls. Prom. Mgr..... Thomas Seeley  
 Chief Anncr., News Dir..... Robert Wallace  
 Chief Engineer..... Irving P. Beck

### W A G E

#### SYRACUSE—1941—ABC

Frequency: 620 Kc..... Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By..... WAGE, Inc.  
 Business-Studio Address..... Loew Bldg.  
 Phone Number ..... 2-0277  
 Transmitter Location..... 626 Liverpool Rd.  
 Air Time ..... Unlimited

News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... O. L. Taylor  
 Membership ..... NARTB, BAB  
 President..... Frank G. Revoir  
 General-Station Manager..... Doug Johnson  
 Commercial Manager..... F. I. Geiger  
 Sales Prom. Mgr..... Ed. O'Connor  
 Program Director..... George Drisko  
 News Director..... Joe Cumiskey  
 Chief Engineer..... Donald F. Langham  
 Consulting Engineer..... A. Earl Cullum

### W F B L

#### SYRACUSE—1922—CBS

Frequency: 1390 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Onondaga Radio Bcstg.  
 Bus-Studio Address..... 433 S. Warren St.  
 Phone Number ..... 2-1147  
 Transmitter Location ..... Collamer  
 Air Time ..... 5 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Cole  
 Representative..... Free & Peters  
 Membership ..... NARTB, BAB  
 President..... Oscar F. Soule  
 General Manager..... Samuel Woodworth  
 Commercial Mgr..... Charles Phillips  
 Sls. Prom. Mgr., Pub. Dir..... Hendrick Soule  
 Pgm., Prod. Mgr..... Raymond Gantter  
 News Director..... Raymond Krise  
 Chief Engineer..... James Kelly  
 Consulting Engineer..... Jansky & Bailey

### W N D R

#### SYRACUSE—1947—MBS-LBS

Frequency: 1260 Kc..... Power: 5000 Watts  
 Owned-Oper. By ..... Syracuse Bcstg. Corp.  
 Address ..... 306 So. Salina St.  
 Phone Number ..... 2-6101  
 Transmitter Location ..... Dewitt  
 News Service ..... AP  
 Transcription Service..... World, SESAC  
 Representative ..... Rambeau  
 General Manager ..... Arthur C. Kyle, Jr.  
 Assistant Treasurer..... Neldon L. Kidd  
 V.P., Comm. Mgr..... Franklin H. Small  
 Program Director..... Eric Fields  
 Chief Engineer ..... Robert Dye

### W O L F

#### SYRACUSE—1940

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Civic Bcstg. Corp.  
 Business-Studio Address..... Onondaga Hotel  
 Phone Number ..... 2-7211  
 Transmitter Location..... Kirkpatrick & Van  
 Renselear Sts.  
 Air Time ..... 6 a.m.-2 a.m.  
 News Service ..... AP

## NEW YORK

Transcription Service ..... Standard  
 Representative ..... Walker  
 President, General Mgr. T. Sherman Marshall  
 Sta. Mgr., Prog. Dir. .... Hamilton M. Woodle  
 Musical Director ..... Norman Meservey  
 Chief Engineer ..... Don Muir

### WSYR

**SYRACUSE—1922—NBC**

Frequency: 570 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Central N. Y. Bcstg.  
 Business-Studio Address ..... Kemper Bldg.  
 Phone Number ..... 3-7111  
 Transmitter Location ..... Valley Dr.  
 Air Time ..... 5 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, BAB  
 President ..... Harry C. Wilder  
 V.P. & Gen. Mgr. .... E. R. Vadeboncoeur  
 Commercial Manager ..... W. R. Alford, Jr.  
 Sales Prom. Mgr. .... Caley Augustine  
 Program Director ..... Bill Rothrum  
 Chief Announcer ..... Elliott Gove  
 News Director ..... Fred Hillegas  
 Chief Engineer ..... A. G. Belle Isle  
 Consulting Engineer. Craven, Lohnes & Culver

### WTRY

**TROY—1940—CBS**

Frequency: 980 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Troy Bcstg. Co., Inc.  
 Business-Studio Address ..... 92 Fourth St.  
 Phone No. .... Albany 4-2500, Ashley 4-1100  
 Transmitter Location ..... Niskayuna  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, BAB  
 President ..... H. C. Wilder  
 General Manager ..... W. W. Carter  
 Commercial Manager ..... J. W. Sutphen  
 Sales Prom. Mgr., Pub. Dir. .... James F. Baker, Jr.  
 Program-Musical Dir. .... Randolph English  
 News Director ..... John J. Givney  
 Chief Engineer ..... A. H. Chismark  
 Consulting Engr. .. Craven, Lohnes & Culver

### WGAT

**UTICA—1947—LBS**

Frequency: 1310 Kc. .... Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By ..... Central Bcstg. Co.  
 Phone Number ..... 2-9231  
 Bus.-Studio Add., Trans. Loc. .... Kellogg Rd.,  
 New Hartford  
 Air Time ..... 7 a.m.-11:30 p.m.  
 News Service ..... AP  
 Representative ..... Meeker

Pres., Gen. Mgr. .... J. Eric Williams  
 Comm., Prom. Mgr. .... Roland L. Fowler  
 Chief Engineer ..... Hans W. Winkler  
 Consulting Engineer ..... Selliman & Barclay

### WIBX

**UTICA—1925—CBS**

Frequency: 950 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... WIBX, Inc.  
 Address ..... First Bank Bldg.  
 Phone Number ..... 2-2101  
 Transmitter Location ..... Whitestone  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World  
 Reps. .... Colton, Bannan, Biddick  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr. ... Mrs. Margaret B. Stevens  
 V.P., Sta. Mgr., Pgm. Dir. .... Elliott Stewart  
 Production Director ... Betty Cushing Griffin  
 Publicity Director ..... Nathan W. Cook  
 V.P., Secretary ..... Gladys P. Moore  
 Chief Engineer ..... John T. Dowdell

### WRUN

**UTICA—1947—ABC**

Frequency: 1150 Kc. .... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By ..... The Rome Sentinel Co.  
 Business-Studio Address ..... 258 Genesee St.  
 Phone Number ..... 2-5111  
 Transmitter Location ..... Oriskany  
 Air Time ..... 6:30 a.m.-12:05 a.m.  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Avery-Knodel  
 President ..... Bradley C. Barnard  
 General Manager ..... Fritz S. Updike  
 Station Manager ..... Richard A. Clark  
 Sales Prom. Mgr. .... Margaret Barnard  
 Transmitter Supervisor ..... George S. Woods

### WDLA

**WALTON—1951—KBS**

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Delaware County Bcstg.  
 Corp.  
 Address ..... Route 206  
 Phone Number ..... 1270  
 News Service ..... UP  
 President ..... E. Ogden Bush  
 Gen., Comm. Mgr. .... Arthur L. Cooper  
 Sta. Mgr., Pgm., Prom. Dir. .... H. C. Fisher  
 Chief Engineer ..... Gene Robinson

### WATN

**WATERTOWN—1941—MBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Watertown Bcstg. Corp.



NEW YORK

Bus.-Studio Location.....118 Washington St.  
 Phone Number .....2424  
 Air Time.....7 a.m.-12:15 a.m.  
 News Service .....AP  
 Transcription Service .....Standard  
 Membership .....NARTB  
 Pres., Gen. Mgr.....G. Harry Righter

**W W N Y**

**WATERTOWN—1941—CBS**

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....The Brockway Co.  
 Business-Studio Address.....Public Square  
 Phone Number .....4120  
 Transmitter Location.....Ives St. Rd.  
 News Service .....UP  
 Transcription Service.....World, Associated  
 Representative .....Weed  
 Membership .....NARTB, BAB  
 President.....John B. Johnson  
 General-Comm. Mgr.....Louis Saiff, Jr.

**W F A S**

**WHITE PLAINS—1932**

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....Westchester Bcstg. Corp.  
 Bus.-Studio Address.....8 Church St.  
 Phone Number.....White Plains 9-6400  
 Transmitter Location....Secor Rd., Greenburgh  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....World, Associated  
 Representative .....Headley-Reed  
 Membership .....NARTB, BAB  
 President.....Valentine E. Macy, Jr.  
 Gen.-Sta. Mgr., Chief Engineer..Frank A. Seitz

**W W R L**

**WOODSIDE—1926**

Frequency: 1600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Long Island Bcstg. Corp.  
 Bus.-Studio-Transmitter Address..41-30 58th St.  
 Phone Number.....Newtown 9-3300  
 Transmitter Location.....Secaucus, N. J.  
 News Service .....AP  
 Transcription Service .....Associated  
 President.....W. H. Reuman  
 Station Manager.....Edith Dick  
 Sales Prom. Mgr.....Selvin Donneson  
 Prom., News Dir.....Fred Barr  
 Chief Engineer.....Benton R. Bartlett

**OUR 21st YEAR . . .**

Serving Westchester . . . a retail market of nearly \$¾ billion!

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Ask for current surveys.  
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Tops in New York  
 for  
 Spanish — German  
 Czechoslovakian  
 and the  
 Negro Market

1600 Kc    NEWTOWN 9-3300



# NORTH CAROLINA

Pop. April 1, 1952 (Est.) 4,214,000—Total Housing Units 1,059,335  
Families April 1, 1952 (Est.) 1,020,000—Stations in State 97

## WRCS

**AHOSKIE—1948**

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Oper. By. . . . .Roanoke-Chowan Bcstg.  
Co., Inc.

Business Address . . . . .Ahoskie  
Phone Number . . . . .333  
Studio-Transmitter Location. .Ahoskie-Aulander  
Hwy. (N. C. 350)

News Service . . . . .UP  
Transcription Service . . . . .World  
President. . . . .Charles H. Jenkins  
Gen., Comm. Mgr. . . . .P. G. Sewell  
Program Director . . . . .Johnny Palmer  
News Director . . . . .Burt Derman  
Chief Engineer. . . . .John M. Sherwood

## WABZ

**ALBEMARLE—1947—KBS-LBS**

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By. . . . .Radio Station WABZ, Inc.  
Business-Studio Address. . . . .Hotel Albemarle  
Phone Number . . . . .1100

Transmitter Address. 3 Mi. N. City, Hiway 52  
News Service . . . . .UP  
Representative . . . . .Devney, Dodson  
President. . . . .M. M. Palmer  
General Manager . . . . .W. J. Page  
Commercial Mgr. . . . .C. H. Shankl  
Program Dir. . . . .J. T. Newman  
Chief Engineer . . . . .J. D. Brooks

## WGWR

**ASHEBORO—1947**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By. . . . .Asheboro Bcstg. Co., Inc.  
Business-Studio Address. 303 E. Salisbury St.  
Phone Number . . . . .2187

Transmitter Location. . . . .Oakie Mt.  
Air Time. . . . .5 a.m.-sunset  
News Service . . . . .UP  
Transcription Service . . . . .Associated  
President . . . . .Roy Cox  
Gen., Sta. Mgr. . . . .J. R. Marlowe  
Comm., Sls. Prom. Mgr. . . . .Ryan R. Neely  
Pgm., Pub. Dir., Farm Editor. . . . .A. B. Brown  
Production Director. . . . .C. V. Smith  
Musical Dir. . . . .Nelson J. Harrill  
Chief Engineer. . . . .Clyde C. Penny

## WISE

**ASHEVILLE—1939—NBC**

Frequency: 1310 Kc. Power: 5000 W. d.  
1000 n.  
Owned-Operated By. .Radio Station WISE, Inc.  
Address. . . . .100 College St.  
Phone Number . . . . .3-5381-3

Air Time . . . . .Unlimited  
News Service . . . . .AP  
Representative . . . . .Devney  
Membership . . . . .NARTB  
Pres., Gen. Sta. Mgr. . . . .Harold H. Thoms  
Commercial Mgr. . . . .Lloyd B. Leonard  
Sales Prom. Manager. . . . .Floye Bowers  
Program Director. . . . .Harold Moore  
Publicity Dir. . . . .Skeeter Moore  
Chief Engineer . . . . .John Randolph  
Consulting Engineer. . . . .Wm. E. Bennis, Jr.

## WLOS

**ASHEVILLE—1947—ABC**

Frequency: 1380 Kc. Power: 5000 Watts d.  
1000 Watts n.

Owned-Operated By. . . . .Skyway Bcstg. Corp.  
Business-Studio Address. . . . .Battery Park Hotel  
Phone Number . . . . .2-2431  
Transmitter Location . . . . .Emma

Air Time . . . . .6:00 a.m.-12 M.  
News Service . . . . .UP  
Transcription Service . . . . .World  
Representative . . . . .Taylor Co.  
V.P., General Manager. . . . .Charles B. Britt  
Station Manager. . . . .Kenneth Beachboard  
Comm., Prom. Mgr. . . . .George Roesler  
Program Director. . . . .William L. Robertson  
Musical Director. . . . .Fred Osborne  
News Director . . . . .R. F. Brown, Jr.  
Farm Editor. . . . ."Bing" Bennett  
Chief Engineer. . . . .William M. Chambers  
Consulting Engineer. . . . .John Creutz

## WSKY

**ASHEVILLE—1946—LBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By. . . . .Radio Asheville, Inc.  
Business-Studio Address. . . . .12 Church St.  
Phone Number . . . . .3-4451

Transmitter Location. . . . .Campbell Woods  
Air Time . . . . .6:30 a.m.-M.  
News Service . . . . .AP  
Transcription Service . . . . .Lang-Worth  
Representative . . . . .Rambaud  
President. . . . .Carl R. Bamford  
Gen.-Sta. Mgr. . . . .Zeb Lee  
Commercial Manager. . . . .Cliff Bowers  
Program Director. . . . .Frank Messer  
Chief Engineer. . . . .Bill Clemments  
Consulting Engineer. . . . .A. D. Ring

## WWNC

**ASHEVILLE—1927—CBS-MBS**

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Oper. By. .Asheville Citizen-Times Co.  
Business-Studio Address. . . . .14 O'Henry Ave.  
Phone Number . . . . .5611  
Transmitter Location . . . . .Emma

## NORTH CAROLINA

Air Time.....5:30 a.m.-12:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Associated  
 Representative.....Headley-Reed  
 Membership.....NARTB, BAB  
 President.....Don S. Elias  
 Gen., Sta. Manager.....Cecil B. Hoskins  
 Commercial Manager.....James A. Hagan  
 Program, News Director.....William F. Melia  
 Chief Engineer.....William H. Hamrick  
 Consulting Engineer.....A. D. Ring Co.

### WATA

BOONE—1950—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Wilkes Bcstg. Co.  
 Address.....Depot St., Box 72  
 Phone Number.....467  
 News Service.....AP  
 President.....Doris B. Brown  
 Commercial Manager.....Roland B. Potter  
 Prom. Mgr., Pgm., News Dir.....Charles Willfong  
 Chief Engineer.....Bill K. Phillips  
 Consulting Engineer.....John Creutz

### WPNF

BREVARD—1950—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Pisgah Bcstg. Co., Inc.  
 Phone Number.....745  
 News Service.....AP  
 President.....Ed M. Anderson  
 Exec. Director.....John Anderson  
 Gen., Comm. Mgr.....M. L. Hammette  
 Chief Engineer.....William Pascal  
 Program Director.....Dorothy Wallace  
 Prom., Farm, News Dir.....Dave Sherrill

### WBBB

BURLINGTON—1941—MBS-KBS

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Operated By. Alamance Bcstg. Co., Inc.  
 Business-Studio Address.....318½ S. Main St.  
 Phone Number.....6-6376  
 Transmitter Location.....W. Front St. Ext.  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....Associated, Capitol  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NARTB  
 Gen., Sta. Mgr.....E. Z. Jones  
 Commercial Manager.....Phil Eakin  
 News, Pgm. Dir.....Ed Brooks  
 Sales Prom. Mgr.....Ted Hanker  
 Production Director.....Robert Thompson  
 Chief Engineer.....Berry Tysor  
 Consulting Engineer.....John Creutz

### WFNS

BURLINGTON—1946—LBS  
 TOBACCO NET

Frequency: 1150.....Power: 1000 Watts d.,  
 Owned-Oper. By Burlington-Graham Bcstg Co.  
 Phone Number.....4261  
 Transmitter Location.....Burch Bridge Rd.  
 Air Time.....6 a.m.-Sunset  
 News Service.....UP  
 Transcription Service.....World  
 Representatives.....Sears & Ayer  
 Membership.....NARTB, BAB  
 General Manager.....John C. Hanner  
 Commercial Manager.....Alan Friedrich  
 Chief Engineer.....Charles D. Chandler  
 Consulting Engineer.....George Davis

### WAYS

CHARLOTTE—1942—ABC-N.C.

Frequency: 610 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By.....Inter-City Advertising Co.  
 Business-Studio Address.....120 E. Third St.  
 Phone Number.....3-7173  
 Transmitter Location.....Oakdale Section  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative.....Avery-Knodel  
 Membership.....NARTB  
 President.....George W. Dowdy  
 Gen., Comm. Mgr.....Walter H. Goan  
 Program Director.....Harry Barfield  
 Chief Engineer.....B. C. Stewart

### WBT

CHARLOTTE—1921—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Jefferson Standard Bcstg.  
 Address.....Wilder Building  
 Phone Number.....3-8833  
 Transmitter Location.....Nation's Ford Rd.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Associated, World  
 Representative.....CBS Radio Spot Sales  
 Membership.....NARTB, BAB  
 President.....J. M. Bryan  
 Gen., Sta. Mgr.....Charles H. Crutchfield  
 Commercial Manager.....Keith S. Byerly  
 Sales Promotion Manager.....J. R. Covington  
 Program Director.....Kenneth I. Tredwell  
 Production Director.....Robert L. Rierson  
 Publicity Director.....Doratheia Janssen  
 News Director.....Jack Knell  
 Chief Engineer.....M. J. Minor  
 Consulting Engineer.....A. D. Ring

• • • **NORTH CAROLINA** • • •

## WGIV

**CHARLOTTE—1947**

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Charlotte Radio & TV Corp.  
 Business Address . . . . . 702 Builders Bldg.  
 Phone Number . . . . . 2-6669, 5-4829  
 Studio-Transmitter Location. . . 2520 Toomey Ave.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Forjoe  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . Francis M. Fitzgerald  
 Promotion Manager. . . . . Eric C. Dehlin  
 Chief Announcer. . . . . John G. Surratt  
 Program Director. . . . . Fred W. Vinroot  
 Commercial Manager. . . . . Henry G. Grad  
 Chief Engineer. . . . . Thomas C. Brandon  
 Consulting Engineer. . . . . Gautney & Ray

## WIST

**CHARLOTTE—1951—MBS**

Frequency: 930 Kc. . . . . Power: 5000 d; 1000 n.  
 Owned-Oper. By. . . . . Bcstg. Co. of South  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Free & Peters  
 Managing Director. . . . . Ray A. Furr  
 Commercial Manager. . . . . Tom Mitchell  
 Program Director. . . . . James A. Frazer  
 Chief Engineer. . . . . John N. Parker

## WSOC

**CHARLOTTE—1933—NBC**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Radio Station WSOC, Inc.  
 Trans. Address . . . . . 1925 N. Tryon St.  
 Phone Number . . . . . 7138  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Sta. Mgr. . . . . E. J. Gluck  
 Commercial Mgr. . . . . Bomar A. Lowrance  
 Sales Prom. Mgr., Pub. Dir. . . Nelson Benton  
 Program Director. . . . . Armand F. Bodie  
 Chief Engineer. . . . . L. L. Caudle, Jr.  
 Consulting Engineer. . . . . George C. Davis

## WRRZ

**CLINTON—1947—ABC**

Frequency: 880 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Radio Station WRRZ, Inc.  
 Bus.-Studio Address . . . . . Butler Bldg., Main St.  
 Phone Number . . . . . 2354  
 Transmitter Location. . . . . 1.6 Mi. S. of Clinton,  
 on Hwy. 701  
 Air Time . . . . . Local sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World

Representative . . . . . Walker  
 President. . . . . W. R. Roberson, Sr.  
 Exec. V.P. . . . . W. R. Roberson, Jr.  
 General Manager. . . . . George S. Walston  
 Program Director. . . . . Richard Welsh  
 Chief Engineer. . . . . Robert H. Bowden

## WEGO

**CONCORD—1943**

Frequency: 1410 Kc. . . . . Power: 1000 Watts d.  
 Own-Oper. By . . . . . Cabarrus Edcstg. Co.  
 Business-Studio Address . . . . . P. O. 527  
 Phone Number . . . . . 26000  
 Transmitter Location . . . . . Hiway 29  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 President. . . . . A. W. Huckle  
 Secretary-Treasurer . . . . . Elizabeth Huckle  
 Pgm., Comm., Prom. Dir. . . . . Howard McCurry  
 Chief Engineer. . . . . James M. Wise

## WCKB

**DUNN—1946—LBS-KBS**

Frequency: 780 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . No. Car. Cent. Bcstrs.  
 Business Address . . . . . Box 431  
 Phone Number . . . . . 3133-4  
 Studio-Transmitter Address. . . . . Hwy. 421  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 President. . . . . Lefton A. Tart, Sr.  
 Sta., Gen. Mgr., Pub. Dir. . . . . A. Lincoln Faulk  
 Commercial Manager. . . . . Carl Lamm  
 Sales Prom. Mgr. . . . . Walt De Puy  
 Pgm. Prod., Music. Dir. . . . . E. L. Burwell  
 Chief Engineer . . . . . Joseph Kollas  
 Consulting Engineer. . . . . Fred O. Grimwood

## WDNC

**DURHAM—1934—CBS-LBS**

Frequency: 620 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By. . . . . The Durham Radio Corp.  
 Bus.-Studio Address. . . 138½ E. Chapel Hill St.  
 Phone Number . . . . . 6155  
 Transmitter Location. . . . . Hillsboro Rd.  
 Air Time. . . . . 5:30 a.m.-12:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NARTB  
 President. . . . . C. C. Council  
 V.P., Gen. Sta. Mgr. . . . . J. Frank Jarman  
 Office Manager. . . . . Sue Taylor  
 Commercial Manager. . . . . C. James Woodhouse  
 Program Director. . . . . E. R. Higgins, Jr.  
 Chief Engineer . . . . . G. W. Bartlett  
 Consulting Engineer . . . . . George Davis



# NORTH CAROLINA

## WSSB

**DURHAM—1948—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Public Information Corp.  
 Address . . . . . P. O. Box 1168  
 Phone Number . . . . . 6919-6910  
 Transmitter Location . . . . . Cole Rd.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . INS  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Don Cooke  
 President . . . . . Tom Sawyer  
 Gen., Sta. Mgr. . . . . Thomas O. McCaffrey  
 Comm. Mgr. . . . . William R. Kirby, Jr.  
 Program Director . . . . . Ed Coles  
 Production Director . . . . . Mrs. Leslie Carroll  
 Publicity Director . . . . . Doris Ortell  
 Chief Engineer . . . . . Edward Norman  
 Consulting Engineer . . . . . Walter Stout

Phone Number . . . . . 4371-2  
 Transmitter Location . . . . . Newland Road  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President, News Dir. . . . . Herbert Peele  
 Gen., Sta. Mgr. . . . . C. Alden Baker  
 Comm. Mgr., Pgm. Dir. . . . . Bob Thomas  
 Consulting Engineer . . . . . E. C. Page

## WIFM

**ELKIN—1951—LBS**

Frequency: 1540 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Yadkin Valley Bcstg. Co.  
 Phone Number . . . . . 739  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Continental  
 Owner, Mgr., Chief Engr. . . . . John A. Hinshaw  
 Commercial Manager . . . . . Johnny Miller

## WTIK

**DURHAM—1946—ABC-TOBACCO**

Frequency: 1310 Kc. . . . . Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By . . . . . Durham Bcstg. Enter., Inc.  
 Address . . . . . 205½ W. Main St.  
 Phone Number . . . . . 6-101  
 Transmitter Location . . . . . Leon St. off Glendale  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Capitol  
 Representative . . . . . Pearson  
 General Manager . . . . . Floyd Fletcher  
 Commercial Manager . . . . . Harmon L. Duncan  
 Pgm., Prom. Dir. . . . . Ken Corbitt  
 Chief Engineers . . . . . Roy E. Fullen, Arlis White

## WFAI

**FAYETTEVILLE—1951**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Rollins Bcstg. Inc.  
 Bus-Studio Add. . . . . Huske Bldg.  
 Phone Number . . . . . 8131  
 Air Time . . . . . 6 a.m.-1:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . RCA Thesaurus  
 President . . . . . John W. Rollins  
 General Manager . . . . . James H. Mayes, Jr.  
 Commercial Manager . . . . . Tom Harrell  
 Program Director . . . . . Ray Woodard  
 Publicity Director . . . . . Les Coleman  
 Chief Engineer . . . . . Frank Delle

## WCNC

**ELIZABETH CITY—1939**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Albemarle Bcstg. Co., Inc.  
 Address . . . . . E. Colonial Ave.  
 Phone Number . . . . . 4370  
 Representative . . . . . Burn-Smith  
 Transcription Service . . . . . SESAC  
 News Service . . . . . UP  
 President . . . . . Joseph A. Gill  
 Gen., Comm., Mgr., News Dir  
     George W. Haskett  
 Program Director . . . . . Maud McClelland  
 Chief Engineer . . . . . Benjamin Shannon

## WFLB

**FAYETTEVILLE—1948—ABC-LBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Fayetteville Bcstrs., Inc.  
 Phone Number . . . . . 7136  
 Studio-Transmitter Location . . . . . Bragg Blvd.  
 Air Time . . . . . 5:30 a.m.-M.  
 News Service . . . . . AP  
 Representative . . . . . Burn-Smith  
 President . . . . . Harry B. Stein  
 Gen., Sta. Mgr. . . . . L. W. Allen  
 Commercial Manager . . . . . C. M. Gaylord  
 Chief Announcer . . . . . Gail Thompson  
 News, Pgm. Dir. . . . . W. H. Farrior, Jr.  
 Chief Engineer . . . . . W. D. Bailey

## WGAI

**ELIZABETH CITY—1947—LBS—TN**

Frequency: 560 Kc. . . . . Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Operated By . . . . . WGAI Radio Co., Inc.  
 Business-Studio Address . . . . . Kramer Bldg.

## WFNC

**FAYETTEVILLE—1940**  
**MBS—TOBACCO NET**

Frequency: 1390 Kc. . . . . Power: 5000 W. d.-  
 1000 W. n.  
 Owned-Oper. By . . . . . Cape Fear Bcstg. Co.  
 Business-Studio Address . . . . . 114 Anderson St.  
 Phone Number . . . . . 4848  
 Transmitter Location . . . . . Bragg Blvd.



## NORTH CAROLINA

**Air Time** ..... 5 a.m.-M.  
**News Service** ..... UP  
**Representative** ..... Walker  
**President** ..... T. K. Weyher  
**Gen., Sta. Manager** ..... Victor W. Dawson  
**Program Director** ..... Nat. R. Martin  
**News Dir., Farm Editor** ..... Vestal Taylor  
**Chief Engineer** ..... John Ikner  
**Consulting Engr.** ..... Craven, Lohnes & Culver

### W B B O

**FOREST CITY—1947—LBS**

**Frequency:** 780 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Rutherford County Radio Co., Inc.  
**Bus.-Studio-Transmitter Address** ..... Forest City  
**Phone Number** ..... 3205  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth  
**Pres., Gen. Mgr.** ..... Ed M. Anderson  
**Sta., Comm. Mgr.** ..... Fred Blanton  
**Sales Prom. Mgr., Prog. Dir.** ..... Jane Smith  
**News Dir., Farm Editor** ..... Charles Melton  
**Chief Engineer** ..... Merton Iwerks

### W F V G

**FUQUAY SPRINGS—1949**

**Frequency:** 1460 Kc. .... **Power:** 1000 Watts a.  
**Owned-Oper. By** ..... WFVG Bdcstg. Co.  
**Phone Number** ..... 333  
**Trans. Loca.** ..... 1.5 miles No. of Fuquay Varina  
**News Service** ..... AP  
**President** ..... J. M. Stephenson  
**General Manager** ..... Marshall T. Pack  
**Commercial Manager** ..... Auburn C. Hayes  
**Promotion Director** ..... William P. Weathers  
**Program Director** ..... Walter Pearson  
**News Director** ..... Mark Thomas  
**Chief Engineer** ..... Walter Johnson

### W G N C

**GASTONIA—1939—ABC**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Catherine T. McSwain  
**Bus.-Studio Address** ..... P. O. Box 737  
**Phone Number** ..... 5-0821  
**Transmitter Location** ..... Dallas Rd.  
**Air Time** ..... 6 a.m.-11:30 p.m.  
**News Service** ..... UP  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Continental Radio Sales  
**Owner** ..... Catherine T. McSwain  
**General Manager** ..... Pat McSwain  
**Commercial Manager** ..... F. C. Abernathy  
**Program Director** ..... Fred Gray  
**Chief Engineer** ..... W. C. Groves, Jr.

### W L T C

**GASTONIA—1948—LBS**

**Frequency:** 1370 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Gastonia Bcstg. Serv., Inc.

**Address** ..... P. O. Box 1010  
**Phone Number** ..... 5-1079  
**Trans. Loca.** ..... Chapel Rd., nr. Ash. Ave.  
**News Service** ..... UP  
**Transcription Service** ..... World  
**Representative** ..... Thomas F. Clark  
**Pres., Gen. Mgr.** ..... James B. Petty  
**Commercial Manager** ..... Boyce C. Morrow  
**Prom., News Pgm. Dir.** ..... R. St. Lawrence  
**Chief Engr., Farm Editor** ..... Don C. Voigt

### W F M C

**GOLDSBORO—1951**

**Frequency:** 730 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Southern Radio & TV Corp.  
**Address** ..... Goldsboro  
**Phone Number** ..... 963  
**News Service** ..... UP  
**Transcription Service** ..... World, SESAC  
**President** ..... Hayden Stuart  
**Gen., Comm. Mgr.** ..... William R. Murray  
**Program., Prom. Dir.** ..... Charles S. Carter  
**Chief Engineer** ..... William W. Bridges

### W G B R

**GOLDSBORO—1939—ABC**

**Frequency:** 1150 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... E. Carolina Bdcstg. Co., Inc.  
**Address** ..... P. O. Box 1024  
**Phone Number** ..... Main Studio-1550  
**Trans. Loca.** ..... 1 Mi. W. of Goldsboro Hwy No. 70  
**News Service** ..... AP  
**Transcription Service** ..... Associated  
**President** ..... A. T. Hawkins  
**General Manager** ..... V. Gerald Balkcum  
**Chief Engineer** ..... Daniel B. Trueblood  
**Comm., Sales Prom. Mgr.** ..... Nat. Royster  
**Program Director** ..... Vassie Balkcum

### W C O G

**GREENSBORO—1948—ABC**

**Frequency:** 1320 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Inter-City Adv. Co., Inc.  
**Business-Studio Address** ..... 314 S. Greene St.  
**Phone Number** ..... 3-6925  
**Transmitter Location** ..... Muirs Chapel Rd.  
**Air Time** ..... 6 a.m.-M.  
**News Service** ..... UP  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Avery-Knodel  
**Membership** ..... NARTB, BAB  
**President** ..... George W. Dowdy  
**General Manager** ..... Henry E. Sullivan  
**Commercial Mgr.** ..... George Barber  
**Program Director** ..... W. E. Jackson, Jr.  
**Publicity Director** ..... Sandra Sisk  
**Chief Engineer** ..... Ernest Pate, Jr.  
**Consulting Engineer** ..... W. H. Malone

. . . . .  
**NORTH CAROLINA**  
 . . . . .

**W B I G**

**GREENSBORO—1926—CBS**

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . North Carolina Bcstg. Co.  
 Phone Number . . . . . 6125  
 Studio Address . . . . . O. Henry Hotel Bldg.  
 Transmitter Location . . . . . Battleground Blvd.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, World  
 Representative . . . . . George P. Hollingbery  
 Pres., Gen. Mgr. . . . . Gilbert M. Hutchison  
 Commercial Mgr. . . . . William P. Mitchell  
 Sales Prom. Mgr. . . . . Aileen Gilmore  
 Program Director . . . . . Alfred J. Rice  
 News Director . . . . . Charles Mitchell  
 Chief Engineer . . . . . Earl F. Allison

**W G B G**

**GREENSBORO—1942—MBS**

Frequency: 1400 Kc. . . . . Power: 250 Wans  
 Owned-Oper. By. . . . . Greensboro Bcstg. Co., Inc.  
 Business-Studio Address . . . . . P. O. Box 2280  
 Phone Number . . . . . 3-3631  
 Transmitter Location . . . . . off Retreat St.  
 Air Time . . . . . 6 a.m.-12:30 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth

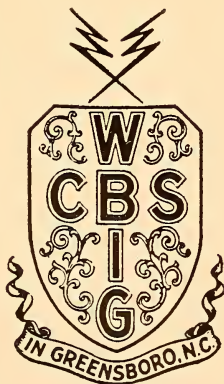
Representative . . . . . Burn-Smith  
 Membership . . . . . NARTB, BAB  
 Pres., Gen.-Sta. Mgr. . . . . Ralph M. Lambeth  
 Commercial Mgr. . . . . L. O. Hutchins  
 Sales Prom. Manager . . . . . Earl O. Sullivan  
 Publicity Director . . . . . H. Marie Craven  
 Chief Engineer . . . . . Fred S. Smith

**W G T C**

**GREENVILLE—1940  
 TOBACCO—MBS**

Frequency: 1590 Kc. . . . . Power. 5000 Watts d.  
 1000 Watts n.  
 Owned-Oper. By . . . . . Carolina Bcstg. Sys., Inc.  
 Address . . . . . P. O. Box 898  
 Phone Number . . . . . 3182  
 Transmitter Location . . . . . Faulkland Hwy.  
 Air Time . . . . . 6 a.m.-11:15 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World,  
 Capitol Associated  
 Representative . . . . . John E. Pearson Co.  
 Membership . . . . . NARTB, BAB  
 President . . . . . Earl McD. Westbrook  
 Gen., Sta., Prom. Mgr. . . . . A. Hartwell Campbell  
 Commercial Manager . . . . . Carl McKinney  
 Program Director . . . . . George Webb  
 Production Director . . . . . Margaret Laughinghouse  
 Publicity Director . . . . . Ruth Webb

**ONE OF AMERICA'S FIRST STATIONS!**



**W B I G  
 MARKET DATA  
 16 Counties**

1950 Radio Homes\* . . . . . 198,187  
 1950 Retail Sales† . . . . . \$651,567,000  
 1950 Total Farm Income\* . . . \$90,234,756

\* SOURCE: 1951 *Broadcasting Marketbook*

† SOURCE: 1951 *Sales Management*

**"The Prestige Station of the Carolinas"**  
 represented by hollingbery

# NORTH CAROLINA

Chief Announcer ..... Charles Whedbee  
 Chief Engineer ..... Hank Tribley  
 Consulting Engineer ..... Dixie B. McKee

## WHNC

**HENDERSON—1945—MBS**

Frequency: 890 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Henderson Radio Corp.  
 Bus.-Studio Address ..... Norlina Road  
 Phone Number ..... 736  
 Transmitter Location ..... Norlina Rd., U. S. 1  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, Cole,  
 Lang-Worth, Keystone

President ..... S. S. Stevenson  
 V.P. & Gen. Mgr. .... Nathan Frank  
 Station Manager ..... Harry Trotman  
 Program Director ..... Bob Leach  
 Production Director ..... Bob Harrison  
 Chief Engineer ..... Lewis Hiland  
 Consulting Engineer ..... George C. Davis

## WHKP

**HENDERSONVILLE—1946—MBS-KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio Hendersonville, Inc.  
 Phone Number ..... 9062  
 Transmitter Location ..... Chimney Rock Rd.  
 Air Time ..... 5:45 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... McGregor  
 Representative ..... Donald Cooke  
 President ..... Beverly Middleton  
 Station Manager ..... Kermit Edney  
 Commercial Manager ..... Robert Smith  
 Chief Engineer ..... Charles Renfrow  
 Consulting Engineer ..... El'ot Lovett

## WHKY

**HICKORY—1939—ABC**

Frequency: 1290 Kc. .... Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By ..... Catawba Valley Bcstg. Co.  
 Address ..... Radio Bldg.  
 Phone Number ..... 2294  
 Representative ..... Walker  
 Transcription Service ..... World, SESAC  
 News Service ..... UP  
 President ..... Carl V. Cline  
 Gen., Sta. Mgr. .... Edmund S. Long  
 Commercial Manager ..... James K. Willis  
 Program Director ..... Jack Starnes  
 Chief Engineer ..... Thomas E. Long

## WIRC

**HICKORY—1948**

Frequency: 630 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Foothills Bdcstg., Inc.  
 Address ..... 329 1st Ave.  
 Phone Number ..... 2124  
 Trans. Loca. .... 2 Mi. SE of Hickory

Air Time ..... 6 a.m.-Local Sunset  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... McGillvra  
 Membership ..... NARTB, BAB  
 Pres., Pub., News Dir. .... Margaret A. Smith  
 Secty.-Treas., Gen. Mgr. .... E. H. Smith, Jr.  
 Commercial Manager ..... Lee Douglas  
 Program Director ..... Mattie I. Padgett  
 Chief Announcer ..... Richard H. Benson  
 Chief Engineer ..... Elmer H. Troutman  
 Consulting Engineer ..... John Creutz

## WHPE

**HIGH POINT—1947—KBS-LBS**

Frequency: 1070 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... High Point Enterprise, Inc.  
 Business-Studio Address ..... 307 N. Main St.  
 Phone Number ..... 3466  
 Transmitter Location ..... Old Thomasville Rd.  
 Air Time ..... Local sunrise-sunset  
 News Service ..... AP  
 Transcription Service ..... Associated, Standard  
 Membership ..... NARTB, BAB  
 Co-Owner ..... R. B. Terry  
 Co-Owner ..... D. A. Rawley  
 Sta., Comm. Mgr. .... Walter Hester  
 Program Director ..... Nick Lawrence  
 Chief Engineer ..... Yancy Cecil  
 Consulting Engineer ..... Dillard

## WMFR

**HIGH POINT—1935—ABC**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio Station WMFR, Inc.  
 Bus.-Studio-Transmitter Address ..... 164 S. Main  
 Phone Number ..... 4593  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Capitol  
 Representative ..... Burn-Smith  
 Membership ..... NARTB, BAB  
 Pres., Gen.-Station Mgr. .... Frank S. Lambeth  
 Commercial Manager ..... Frank Smith  
 Sales Prom. Mgr. .... Gerald D. Sullivan  
 Program, News Dir. .... Gary Davis  
 Mus. Dir., Farm Editor ..... Wayne Morgan  
 Chief Engineer ..... Robert Moore  
 Consulting Engineer ..... George Davis

## WJNC

**JACKSONVILLE—1945  
 MBS-TOBACCO**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Lester L. Gould  
 Address ..... Box "E"  
 Phone Number ..... 707-708  
 Trans. Location ..... New Bridge St.  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... UP



## NORTH CAROLINA

Transcription Service ..... Lang-Worth  
 Representative ..... Pearson  
 Membership ..... NARTB  
 Pres., Gen., Comm. Mgr. .... Lester L. Gould  
 Sta. Mgr., Chief Annr. .... Rodric L. Jones  
 Sales Prom. Mgr., Pgm. Dir. Frances A. Bovick  
 Chief Engineer, Pub. Dir. .... Howard P. Cohen

### WGTL

KANNAPOLIS—1946

Frequency: 870 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Fred H. Whitley, Inc.  
 Address ... Box 997, Cannon Blvd., Hwy 29  
 Phone ..... Kannapolis 870, Concord 27076  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, World  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Fred H. Whitley  
 Chief Engineer ..... Foy Hinson

### WELS

KINSTON—1950—MBS

Frequency: 1010 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Farmers Bstg. Service, Inc.  
 Address ..... 1400 W. Vernon St.  
 Phone Number ..... 5151  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Devney  
 President ..... E. L. Scott  
 Gen. Comm. Mgr. .... Jack P. Hankins  
 Program Director ..... Ed Sheppard  
 Chief Engineer ..... Kenneth Read

### WFTC

KINSTON—1937—ABC-CBS-NBC  
 TOBACCO NET

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Kinston Bcstg. Co.  
 Address ..... 204 East King St.  
 Phone Number ..... 4111  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Burn-Smith  
 Pres., Gen., Sta. Mgr. .... William S. Page  
 Commercial Mgr. .... J. Harold Vester  
 Program Dir. .... S. Bruce Petteway  
 News Director ..... Herman B. Civils  
 Prom. Mgr., Farm Editor. Carl B. Caudill, Jr.  
 Chief Engineer ..... David E. Hardison

### WEWO

LAURINBURG—1947—LBS-KBS

Frequency: 1080 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Scotland Bcstg. Co.

Bus-Studio Address ..... State Bank Bldg.  
 Phone Number ..... 770  
 Transmitter Location ..... Laurinburg-Maxton Hy.  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Devney & Co.  
 Membership ..... NARTB, BAB  
 President ..... Edwin Pate  
 General Mgr., Farm Edit. J. R. Dalrymple, Jr.  
 Commercial Manager ..... Bill Hogan  
 Program Director ..... Paul Wynn  
 Prom., News Dir. .... Dick Brown  
 Chief Engineer ..... Truman N. Brock  
 Consulting Engr. .... George C. Davis

### WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Douglas L. Craddock  
 Address-Trans. Loc. .... Blvd. & Pine  
 Phone Number ..... 701-2  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World, Keystone  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr. .... Douglas L. Craddock  
 Pgm., News Dir., Chf. Ann. .... J. K. Thomas  
 Chief Engineer ..... Eldred Winn  
 Consulting Engr. .... McNary & Wrathall

### WJRI

LENOIR—1946—MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... John P. Rabb  
 Address ..... 107 West Ave.  
 Phone Number ..... 761 & 899  
 Transmitter Location ..... Morganton Rd.  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ... Lang-Worth, Keystone  
 Pres., Gen. Mgr. .... John P. Rabb  
 Commercial Manager ..... F. Kent Atwater  
 Program Director ..... K. Rabb  
 Chief Announcer ..... John A. Dellinger  
 Musical Director ..... George Kirstin  
 Chief Engineer ..... Harvey C. Atchisson  
 Consulting Engineer. .... Janskey & Bailey

### WBUY

LEXINGTON—1946—LBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Davidson County Bcstg. Co.  
 Business Address ..... P. O. Box 359  
 Phone Number ..... 2716  
 Studio-Transmitter Location ..... Route 29  
 Air Time ..... 6 a.m.-10 p.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Continental Radio Sales  
 Membership ..... NARTB, BAB  
 Partners ..... Greely N. & Omar G. Hilton



## NORTH CAROLINA

Station Manager.....C. Robert Ray  
 Commercial Mgr. ....Robert Raker  
 Chief Engineer.....E. P. Mallard  
 Consulting Engr. ....William Bennis

### W T S B

#### LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Robeson Bcstg. Corp.  
 Business-Studio Address.....112 W. Fifth St.  
 Phone Number .....1080  
 Transmitter Location.....Charlotte Rd.  
 News Service .....AP  
 Transcription Service.....Standard  
 Representative.....Continental Radio Sales  
 General Manager.....James MacNeil

### W B R M

#### MARION—1949—LBS

Frequency: 1250 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..Lake City Bcstg. Corp.  
 Address.....13½ W. Court St.  
 Phone Number .....7221  
 News Service .....UP  
 Pres., Gen. Mgr.....W. P. Erwin  
 Commercial Mgr.....J. C. Pleasant  
 Vice-Pres., Pgm. Dir.....J. L. Reynolds, Jr.  
 Chief Engineer.....Hubert C. Martin

### W M A P

#### MONROE—1947—KBS-LBS

Frequency: 1060 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Union Bcstg. Corp.  
 Business Address.....P. O. Box 382  
 Phone Number .....1060  
 Studio-Transmitter Location.....Camp Sulton  
 News Service .....UP  
 Transcription Service .....World  
 President .....Dick Marable  
 Commercial Mgr.....Z. Bright Tucker  
 Gen., Prom. Mgr., Farm Dir...J. Archie Laney  
 Chief Engineer.....Robert I. Smith

### W H I P

#### MOORESVILLE—1950—KBS

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Wayne M. Nelson  
 Trans.-Address.....Mooreville, N. C.  
 Phone Number .....500  
 Air Time .....Daytime  
 News Service .....UP  
 Transcription Service.....KBS, Capitol  
 Pres., Gen. Manager.....Wayne M. Nelson  
 Chief Engineer.....E. M. Stanton, Jr.  
 Consulting Engineer.....George C. Davis

### W M B L

#### MOREHEAD CITY—1947—LBS

Frequency: 740 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Carteret Bcstg. Co., Inc.

Address .....Box 740  
 Phone Number .....6-3188  
 Transmitter Location.....Radio City Island  
 Air Time .....Sunrise-sunset  
 News Service .....UP  
 Transcription Service.....World and Standard  
 Representative .....McGillvra  
 Membership .....NARTB, BAB  
 Pres., Gen. Mgr.....Grover C. Munden  
 Sales Prom. Mgr.....Charles Markey  
 Commercial Manager.....Jimmy Wallace  
 Prog. Dir., Chf. Engr.....Ray Cummins

### W M N C

#### MORGANTON—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Nathan J. Cooper  
 Transmitter—Address.Hway 181, P. O. Box 698  
 Phone Number .....1100  
 Air Time .....6 a.m.-M.  
 News Service .....AP  
 Transcription Service.....Capitol  
 Pres., Gen.-Sta. Mgr.....Nathan J. Cooper  
 Publicity Dir.....Madelyn Patton  
 Production Director.....Mozelle Buff  
 Chief Engineer.....Frank Ballew

### W P A Q

#### MT. AIRY—1948—CAROLINA SPTS.

Frequency: 740 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Ralph D. Epperson  
 Bus.-Studio-Transmitter.....Springs Rd., R 5  
 Phone Number .....882  
 Air Time .....Daytime  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Thomas Clark  
 Pres., Gen.-Sta. Mgr.....Ralph D. Epperson  
 Commercial Prom. Mgr.....W. E. Craddock, Jr.  
 News Dir., Chf. Ann.....Johnny Joyce  
 Chief Engineer.....Arnold Bruce Flemming  
 Consulting Engr. ....John J. Keel

### W S Y D

#### MOUNT AIRY—1951—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mount Airy Bcstrs., Inc.  
 Address.....P. O. Box 53  
 Phone Number .....581  
 Pres., Gen. Mgr.....Robert H. Epperson  
 Assistant Manager.....Tom Stewart  
 Commercial Manager.....Erastus F. Poore  
 Pgm., Prom. Dir.....Jim Harrelson

### W H I T

#### NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Station WHIT

## NORTH CAROLINA

Address . . . . . US Hwy 17 So.  
 Phone Number . . . . . 4450-4024  
 Air Time . . . . . 6 a.m.-11:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John E. Pearson  
 President . . . . . Harmon L. Duncan  
 Gen.-Sta.-Comm. Mgr. . . . . Ray D. Williams  
 Pgm., Prod., News Dir. . . . . Stuart Hall  
 Chief Engineer . . . . . Billy Haire

### W N N C

#### NEWTON—1948—MBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Newton Conover Bcstg. Co.  
 Business Address . . . . . West A St.  
 Phone Number . . . . . 930  
 Studio-Transmitter Location . . . West A. St., Ext.  
 News Service . . . . . UP  
 President . . . . . Charles Turner  
 Gen. Mgr., News Dir. . . . . Earl Holder  
 Commercial Manager . . . . . Eugene Henry  
 Chief Engineer . . . . . Dennis Long

### W K B C

#### NORTH WILKESBORO—1947

Frequency: 810 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . Wilkes Bcstg. Co.  
 Business-Studio Address . . . . . Radio Bldg.  
 Phone Number . . . . . 633  
 Transmitter Location . . . . . Wilkes County  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Pres., Gen. Mgr. . . . . Doris B. Brown  
 Comm.-Sales Prom. Mgr. . . . . Roland B. Potter  
 Program Director . . . . . C. E. Litchfield  
 Prod., News Dir. . . . . Ben Talbot  
 Chief Engineer . . . . . Walter Harrold  
 Consulting Engineer . . . . . John Creutz

### W O X F

#### OXFORD—1949

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Address . . . . . Oxford Bcstg. Corp.  
 Phone Number . . . . . 4167  
 Transcription Service . . . . . Capitol  
 News Service . . . . . AP  
 President . . . . . Frank W. Hancock  
 General Manager . . . . . James F. Flanagan  
 Commercial Manager . . . . . Bill Blalock  
 Promotion Manager . . . . . Bob Smith  
 Chief Engineer . . . . . Archie Hawkins

### W N A O

#### RALEIGH—1948—ABC

Frequency: 850 Kc. . . . . Power: 10,000 Watts d.,  
 5000 Watts n.  
 Owned-Oper. By . . . News & Observer Pub. Co.  
 Address . . . . . 219 So. McDowell St.  
 Phone Number . . . . . 2-0321  
 Transmitter Location . . . . . Cary

Air Time . . . . . 24 Hrs.  
 News Service . . . . . UP  
 Transcription Service . . . Standard & Associated  
 Representative . . . . . Weed & Co.  
 President . . . . . Josephus Daniels, Jr.  
 General Manager . . . . . Frank Daniels  
 Station Manager . . . . . G. F. Albright  
 Comm. Mgr., Pgm. Dir. . . . . David A. Brown  
 Chief Announcer . . . . . Wally Ausley  
 Pub., News Director . . . . . Scott Summers  
 Chief Engineer . . . . . E. J. Reopelles  
 Consulting Engr. . . . . A. D. Ring & Co.

### W P T F

#### RALEIGH—1924—NBC

Frequency: 680 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . WPTF Radio Co.  
 Business-Studio Address . . . . . Insurance Bldg.  
 Phone Number . . . . . 8311  
 Transmitter Location . . . . . Cary  
 Air Time . . . . . 5:30 a.m.-12:05 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Free & Peters  
 Membership . . . . . NARTB, BAB  
 V.P., Gen. Sta. Mgr. . . . . Richard H. Mason  
 Sales Manager . . . . . R. W. Youngsteadt  
 Program Manager . . . . . Graham B. Poyner  
 Dir. of Adv. & Prom. . . . . Henry T. Vaden  
 News Director . . . . . J. Edgar Kirk  
 Production Dir. . . . . Warren Barfield  
 Chief Engineer . . . . . Henry Hulick, Jr.  
 Consulting Engineer . . . . . James C. McNary

### W R A L

#### RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Capitol Bcstg. Co., Inc.  
 Bus.-Studio Address . . . . . 130 S. Salisbury St.  
 Phone Number . . . . . 6411  
 Transmitter Location . . . . . Bart St.  
 Air Time . . . . . 6 a.m.-11:15 p.m.  
 News Service . . . . . AP  
 Representative . . . . . Pearson  
 Membership . . . . . NARTB, BAB  
 President . . . . . A. J. Fletcher  
 Gen., Sta. Mr. . . . . Fred Fletcher  
 Pgm., News Director . . . . . Jesse Helms  
 Chief Engineer . . . . . Virgil D. Duncan

### W F R C

#### REIDSVILLE—1947—KBS

Frequency: 1600 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . Piedmont Carolina Bcstg.  
 Business-Studio Address . . . . . Box 990, Gilmer St.  
 Phone Number . . . . . 4361-2  
 Transmitter Location . . . . . Wentworth Rd.  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Membership . . . . . NARTB  
 President . . . . . H. T. Williams  
 Gen., Sta. Mgr. . . . . Stephen F. Woodson

# NORTH CAROLINA

Commercial Manager.....Forrest Bedell  
 Sales Prom. Mgr.....Costin Lindsey  
 Production Director.....James B. Mead  
 Publicity Director.....Tiny Turner  
 Chief Engineer.....Sam E. Sexton  
 Consulting Engineer.....Phil Hedrick

## WRE V

**REIDSVILLE—1948—LBS**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Reidsville Bcstg. Co.  
 Address.....114½ N. Scales St.  
 Phone Number.....7051  
 Transcription Library.....Standard  
 News Service.....UP  
 Representative.....Devney  
 Pres., Gen. Mgr.....William M. Oliver, Sr.  
 Station Manager.....Mrs. Katye Price  
 Program Director.....Frank Elliott  
 Chief Engineer.....W. T. Martin

## WCB T

**ROANOKE RAPIDS—1948—MBS-  
KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WCBT, Inc.  
 Address.....251 Roanoke Ave.  
 Phone Number.....7-8551  
 Transmitter Location.....E. 10th St.  
 News Service.....UP  
 Transcription Service.....Lang-Worth, SESAC  
 Pres., Mgr.....J. Winfield  
 Gen., Comm., Prom. Mgr.....Bernard M. Dabney  
 Program Director.....Donald O. Collins  
 Assistant Manager.....Jerry Elliott  
 Chief Engineer.....C. Meares

## WAY N

**ROCKINGHAM—1946**

Frequency: 900 Kc.....Power: 1000 Watts a.  
 Owned-Operated By.....WAYN, Inc.  
 Bus.-Studio-Trans. Address.....Rockingham  
 Phone Number.....4041  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Capitol  
 Pres., Gen. Mgr.....Wayne M. Nelson  
 Res., Sta. Mgr.....Matt F. Gettings  
 Chief Engineer.....William Henley  
 Consulting Engineer.....Geo. C. Davis

## WCE C

**ROCKY MOUNT—1947—LBS**

Frequency: 810 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....E. Caro. Elec.  
 Bus.-Studio Address.....115 N. Church St.  
 Phone Number.....23109  
 Transmitter Location.....Hwy. 95  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....Associated

Membership.....NARTB  
 President.....Josh L. Horne  
 General Manager.....Mel Warner  
 Commercial Manager.....Ray Thompson  
 Program Director.....Ray Wilkinson  
 Chief Engineer.....Grover Taylor

## WEED

**ROCKY MOUNT—1933—ABC**

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Operated By.....W. A. Wynne  
 Business Address.....Box 752  
 Phone Number.....8149  
 Studio-Transmitter Location.....Nashville Hwy  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....RCA Thesaurus  
 Representative.....Burn-Smith  
 Gen.-Sta. Manager.....W. A. Wayne  
 Commercial Mgr.....R. E. Horner  
 Program Dir.....Eunice Snipes  
 Chief Engineer.....Joe R. Morris  
 Consulting Engineer.....Commercial Radio

## WRX O

**ROXBORO—1949—LBS**

Frequency: 1430.....Power: 1000 Watts d.  
 Owned-Operated By.....Roxboro Bcstg. Co.  
 Address.....Box 130  
 Phone Number.....6013  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....World  
 President.....H. W. Winstead, Jr.  
 Gen., Sta., Comm. Mgr.....H. S. Taylor  
 Chief Engineer.....Lloyd Perkins  
 Consulting Engineers.....Brown, Duncan & Porter

## WSA T

**SALISBURY—1947—ABC**

Frequency: 1280 Kc.....Power 1000 Watts d.  
 Owned-Oper. By.....Mid-Carolina Bcstg. Co.  
 Business-Address.....Drawer 99  
 Phone Number.....276  
 Studio-Transmitter Location.....Milford Hills Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB, BAB  
 President.....Charles H. Wentz  
 General Manager.....John E. Smith  
 Commercial Manager.....R. M. Hunt  
 Program Director.....W. F. Fleming  
 Chief Engineer.....Elbert Sherman

## WST P

**SALISBURY—1939—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Piedmont Bcstg. Corp.  
 Bus.-Studio Address.....State Theatre Bldg.



## NORTH CAROLINA

Phone Number ..... 2121  
 Transmitter Location..... Statesville Rd.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Burn-Smith  
 Membership ..... NARTE, BAB  
 President..... Bryce P. Beard, Sr.  
 Gen., Sta., Prom. Mgr..... Alex P. Beard  
 Pgm., Publicity Dir..... Russ McIntire  
 Comm. Mgr..... Katherine F. Murphy  
 Chief Engineer..... Carl B. Watson  
 Consulting Engr. .... Phil Hedrick

### W W G P

**SANFORD—1946**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... Sandhills Bcstg. Corp.  
 Address ..... 137 So. Steele, Box 651  
 Phone Number ..... 860  
 Transmitter Location..... Tramway  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Continental  
 President..... J. C. McIver  
 Gen., Sta. Mgr..... Earl L. Boyles  
 Commercial Manager..... James Ward  
 Pgm., Prod. Dir., Chf. Ann..... Del Carty  
 Publicity Director..... W. E. Horner  
 Chief Engr. .... Edward O. Kopriver

### W O H S

**SHELBY—1946—MBS**

Frequency: 730 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Western Carolina Radio  
 Business Address..... Box 1401, Shelby  
 Phone Number ..... 6313  
 Studio-Transmitter Location.. Hway. No. 74, W.  
 Air Time ..... Daytime  
 News Service ..... UP  
 Membership ..... NARTE, BAB  
 President..... Lee B. Weathers  
 Gen.-Sta. Mgr., Chf. Engr.... Robert M. Wallace  
 Commercial Mgr..... Max P. Butler  
 Program Director..... Hugh Dover

### W M P M

**SMITHFIELD—1950**

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By... Selma-Smithfield Bcstg. Co.  
 Address ..... Box 177  
 Phone Number ..... 2434  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Co-op., Gen. Mgr., Chf. Eng. John S. Townsends  
 Co-Owner ..... J. Fred Horton  
 Comm. Mgr., Pgm. Dir..... Joe Foster  
 News Director..... Robert L. Dupree

### W E E B

**SOUTHERN PINES—1947—MBS**

Frequency: 990 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By... The Sandhill Community  
 Bcstrs., Inc.  
 Business Address..... So. Pines  
 Phone Number ..... 6191  
 Studio-Transmitter Location..... U. S. Hway. 2  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Membership ..... NARTE, BAB  
 Pres., Gen. Mgr..... Jack S. Younts  
 Comm. Mgr., Chf. Anncr..... Joe A. Warren  
 Secy.-Treas., Mus. Dir..... Elizabeth M. Younts  
 News Dir., Farm Editor..... Tom Perry  
 Chief Engineer..... Melvin Kushner

### W S I C

**STATESVILLE—1947—CSN-MBS**

Frequency: 1400 Kc.....Power: 250 Watts d.  
 Owned-Oper. By..... Statesville Bcstg. Co.  
 Address ..... Box 1189  
 Phone Number ..... 9078  
 Transmitter Location ..... Radio Rd.  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service..... World, Capitol  
 Representative ..... Continental Radio Sales  
 Membership ..... NARTE, BAB  
 President..... Dr. James W. Davis  
 Gen., Sta., Comm. Mgr.... Charles D. Melton  
 Pgm., Prod., Pub. Dir..... J. N. Tomkins  
 News Director..... Bill Brown  
 Chief Engineer ..... T. K. Abernethy  
 Consulting Engr. .... Kear and Kennedy

### W C P S

**TARBORO—1946—TOB. SPORTS**

Frequency: 760 Kc..... Power: 1000 Watts d.  
 Owned-Oper.... Coastal Plains Bcstg. Co., Inc.  
 Bus.-Studio Address... Edgecombe Bank Bldg.  
 Phone Number ..... 2191-2  
 Transmitter..... Rocky Mt. & Tarboro Hway.  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Dora-Clayton  
 President..... V. E. Fountain  
 Gen., Sta. Mgr..... J. T. Snowden, Jr.  
 Sales Prom. Mgr..... J. Porter MacNair  
 Production Director..... Alfred Vickers  
 Publicity Director..... Grace Satterthwaite  
 Chief Engineer..... G. Lee Hodges

### W T N C

**THOMASVILLE—1947**

Frequency: 790 Kc.....Power: 1000 Watts d.  
 Owned By..... The Thomasville Bcstg. Co.



## NORTH CAROLINA

Phone Number .....902  
 Studio-Transmitter Location...Salem St., Ext.  
 News Service .....AP  
 Transcription Service .....World  
 President .....George W. Lyles, Sr.  
 Gen., Comm. Mgr.....Harold Harrison  
 Chief Engineer.....James McAden

### WADE

#### WADESORO—1947—KBS

Frequency: 1210 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Anson Bcstg. Co.  
 Bus.-Studio Address.....Radio Bldg.  
 Phone Number .....620  
 Transmitter Location.....Highway 52  
 Air Time .....Daytime  
 News Service .....UP  
 Transcription Service .....Capitol  
 Representative .....Continental  
 President.....R. P. Lyon  
 Gen., Sta. Manager.....Walter V. Mitchell  
 Comm., Sls. Prom. Mgr.....J. A. Ballard  
 Program Director.....Williard Billingsley  
 Chief Engineer.....Cecil Sills  
 Consulting Engineer.....Wm. E. Bennis, Jr.

### WHED

#### WASHINGTON—1948—LBS-KBS

Frequency: 1340 Kc....Power: 250 Watts  
 Owned-Oper. By.....Beaufort Bcstg. Co.  
 Bus.-Studio Address....Guaranty Bank Bldg.  
 Phone Number .....278  
 Transmitter Location.....Rt. 17, S.  
 Air Time .....17¼ Hrs.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Continental  
 Membership .....NARTB  
 President .....Lee B. Wynne  
 Gen., Sta. Manager.....F. K. Ward  
 Comm., Prom. Mgr.....G. Earl Broome  
 Pgm., Prod. Director.....Harry Shriver  
 Chief Engineer.....John Wilroy  
 Consulting Engineer.....Wm. H. Malone

### WRRF<sup>1</sup>

#### WASHINGTON—1942—ABC

Frequency: 930 Kc....Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By...Tar Heel Bcstg. System, Inc.  
 Bus.-Studio Add....Bank of Washington Bldg.  
 Phone Number .....403  
 Transmitter Location.....1 Mi. S., Hwy. 17  
 Air Time.....6 a.m.-1:15 p.m.  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Walker  
 Membership .....NARTB, BAE  
 President .....W. R. Roberson, Jr.  
 Gen. Sta. Manager.....T. H. Patterson  
 Comm., Sales Prom. Mgr.....Merrill Daniels  
 Program Director.....Don Pierce

Chief Engineer.....I. G. Murphrey  
 Consulting Engineer.....Geo. C. Davis

### WHCC

#### WAYNESVILLE—1947—MBS

Frequency: 1400 Kc....Power: 250 Watts  
 Owned-Operated By.....WHCC, Inc.  
 Business-Studio Address.....Main St.  
 Phone Number .....680  
 Transmitter Location.....Howell Mill Rd.  
 Gen., Prom. Mgr.....James B. Childress  
 Commercial Manager.....Vestal Jones  
 Chief Engineer.....Frank Wilbur

### WENC

#### WHITEVILLE—1946—MBS

Frequency: 1240 Kc....Power: 250 Watts  
 Owned-Oper. By...Whiteville Bcstg. Co., Inc.  
 Business-Studio Address.....Whiteville  
 Phone Number .....120  
 Transmitter Location...1 Mi. from Bus. District  
 Representative .....Clark  
 President.....Josiah Maulsby  
 General Manager.....Ward A. Coleman  
 Commercial Manager.....Jerry Honeycutt  
 Chief Engineer.....Auburn Dutton

### WIAM

#### WILLIAMSTON—1951

Frequency: 900 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Martin Co. Bcstg.  
 Address.....110 S. Smithwick St.  
 Phone Number .....2478  
 News Service .....UP  
 Co-owner.....James Gray, Sr.  
 Co-owner.....Charles Gray  
 Gen., Sta., Comm. Mgr.....R. B. Armstrong  
 Sales Prom. Mgr.....Dolores Baeird  
 Prod., Pub. Dir.....Carl B. Armstrong  
 Chief Engineer.....James E. Kitchings, Jr.

### WGNI

#### WILMINGTON—1946—MBS TOBACCO

Frequency: 1340 Kc....Power: 250 Watts  
 Owned-Oper. By...New Hanover Bcstg. Corp.  
 Business Address.....P. O. Box 869  
 Phone Number .....2.2493  
 Studio-Transmitter Location.....Eagle Island  
 Air Time .....6:30 a.m.-12 M.  
 News Service .....UP  
 Representative .....Pearson  
 President.....J. S. Brody  
 Station Manager.....Allen B. Jones  
 Commercial Mgr.....Tommy Thompson  
 Program Director.....Paul Parker  
 Chief Engineer.....Arthur L. Madeley

• • •  
**NORTH CAROLINA**  
 • • •

**W M F D**

**WILMINGTON—1935—ABC**

Frequency: 630 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . R. A. Dunlea  
 Phone Number . . . . . 4840  
 Transmitter Location . . . . . Brunswick County  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NARTB  
 Pres., Gen.-Sta. Mgr. . . . . R. A. Dunlea  
 Comm.-Sales Prom. Mgr. . . . . C. O'Shields  
 Program Director . . . . . Bruce Buchanan  
 Prod.-Pub. Director . . . . . R. A. Dunlea, Jr.  
 Chief Engineer . . . . . E. I. Herring, Jr.  
 Consulting Engineer . . . . . A. D. Ring

**W G T M**

**WILSON—1937—CBS**

Frequency: 590 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Watson Industries, Inc.  
 Bus.-Studio Address . . . . . Herring Ave. Ext.  
 Phone Number . . . . . 2188-9  
 Transmitter Location . . . . . Rock Ridge  
 Air Time . . . . . 5:30 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Walker  
 Membership . . . . . NARTB  
 President . . . . . Penn Thomas Watson  
 Gen.-Sta.-Prom. Mgr. . . . . Allen Wannamaker  
 Commercial Mgr. . . . . R. R. Brunson  
 Pgm. Dir., Chief Annctr. . . . . Bill Gordon  
 Production Director . . . . . Clint Faris  
 Chief Engineer . . . . . W. H. Malone

**W V O T**

**WILSON—1948—MBS**

Frequency: 1420 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Wilson Radio Co.  
 Address . . . . . Wilson  
 Phone Number . . . . . 5157  
 News Service . . . . . AP  
 Representative . . . . . Pearson  
 President . . . . . H. W. Anderson  
 General Manager . . . . . Harry Severance  
 Commercial Mgr. . . . . P. O. Barnes  
 Sales Prom. Mgr. . . . . Lynda Thomas  
 Program Director . . . . . Joel Lawhon  
 News Director . . . . . Callbie Wood  
 Chief Engineer . . . . . Dan Williams

**W A A A**

**WINSTON-SALEM—1950**

Frequency: 980 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Community Bcstg.  
 Service, Inc.  
 Address . . . . . Atlantic Bldg.  
 Phone Number . . . . . 2-4121  
 President . . . . . Roger Page, Jr.

**W A I R**

**WINSTON-SALEM—1937—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WAIR Bcstg. Co.  
 Business-Studio Address . . . . . Pepper Bldg.  
 Phone Number . . . . . 2-1133  
 Transmitter Location . . . . . S. Stratford Rd.  
 Air Time . . . . . 6 a.m.-12:15 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Capitol  
 Representative . . . . . Walker  
 Membership . . . . . NARTB, BAB  
 Pres., Gen., Sta. Mgr. . . . . George D. Walker  
 Comm., Prom. Mgr. . . . . Pat Taylor  
 Pub. Dir., Chief Annctr. . . . . Lawrence Patrick  
 Program Director . . . . . Bernice Morris  
 Chief Engineer . . . . . Lee King  
 Consulting Engr. . . . . George Davis

**W S J S**

**WINSTON-SALEM—1930—NBC**

Frequency: 600 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Piedmont Publishing Co.  
 Bus.-Studio Address . . . . . 419-21 N. Spruce St.  
 Phone Number . . . . . 5-2311  
 Transmitter Location . . . . . R.F.D. No. 1, Old Town  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Standard  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB, BAB  
 President . . . . . Gordon Gray  
 V.P., Managing Dir. . . . . Harold Essex  
 Sales Manager . . . . . Harry B. Shaw  
 Program Manager . . . . . Robert Estes  
 Production Director . . . . . John Comas  
 Publicity Director . . . . . Jack Burney  
 Chief Engineer . . . . . Phil Hedrick  
 Consulting Engineer . . . . . Craven, Lohnes & Culver

**W T O B**

**WINSTON-SALEM—1947-MBS-CBS**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned-Op. By . . . . . Winston-Salem Bcstg. Co., Inc.  
 Address . . . . . P. O. Box 2798  
 Phone Number . . . . . 34353  
 Transmitter Location . . . . . Polo View Rd.  
 Air Time . . . . . 5:30 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . The Taylor Co.  
 President . . . . . James W. Coan  
 Gen.-Comm. Manager . . . . . John G. Johnson  
 Sales Prom. Manager . . . . . Charles Brunt  
 Program Director . . . . . Owen Spann  
 Publicity Director . . . . . Jack Wiggins  
 Chief Engineer . . . . . Ben Vogler

# NORTH DAKOTA

Pop. April 1, 1952 (Est.) 618,000—Total Housing Units 176,602  
Families April 1, 1952 (Est.) 160,000—Stations in State 14

## KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Meyer Bcstg. Co.  
Bus.-Studio Address . . . . . 402½ Fourth St.  
Phone Number . . . . . 468  
Transmitter Location . . . . . Menoken  
News Service . . . . . AP, UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . John Blair  
Membership . . . . . NARTB, BAB  
President, General Manager . . . . . P. J. Meyer  
Station Manager . . . . . F. E. Fitzsimonds  
Comm.-Sales Prom. Mgr. . . . . R. W. MacLeod  
Pgm., Prod. Dir. . . . . Cal Culver  
Chief Engineer . . . . . Ivar Nelson

## KDLR

DEVILS LAKE—1925

MBS-GREAT NORTHERN—KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KDLR, Inc.  
Business-Studio Address . . . . . 1025 3rd St.  
Phone Number . . . . . 1090  
Transmitter Location . . . . . E. end Fourth St.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . World, SESAC  
Representative . . . . . Lawson  
President, General Manager . . . . . Bert Wick  
Program Director . . . . . Wilbur Clemenson  
Chief Engineer . . . . . Richard Moritz

## KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Dickinson Radio Assn.  
Bus.-Studio Address . . . . . 119 2d Ave. W.  
Phone Number . . . . . 4113  
Transmitter Location . . . . . 1 Mi. N. of Dickinson  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . Standard, SESAC  
Representative . . . . . Orville F. Lawson  
Membership . . . . . NARTB, BAB  
President . . . . . Dr. P. J. Weir  
Gen.-Sta. Mgr., Pub. Dir. . . . . Orville F. Burda  
Commercial Manager . . . . . E. A. Spear  
Sales Prom. Manager . . . . . William C. Mason  
Chief Engineer . . . . . Clark Franklin

## KFGO

FARGO—1948—ABC

Frequency: 790 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Northern States Bcstg. Co.  
Business-Studio Address . . . . . KFGO Bldg.  
Phone Number . . . . . Fargo 2-3291  
Transmitter Location . . . . . Wild Rice  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Bolling  
President . . . . . W. R. Haggart  
Gen., Sta., Comm. Mgr. . . . . Charles G. Burke  
Pgm., Prod. Dir. . . . . David B. Henley  
Chief Engineer . . . . . Olaf Gabrielson

## WDAY

FARGO—1922—NBC

Frequency: 970 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . WDAY, Inc.  
Business-Studio Address . . . . . Black Bldg.  
Phone Number . . . . . 5357  
Air Time . . . . . 6 a.m.-12  
News Service . . . . . AP, UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Free & Peters  
Membership . . . . . NARTB, BAB  
President, Gen. Mgr. . . . . E. C. Reineke  
Station Manager . . . . . Jack Dunn  
Sales Manager . . . . . Tom Barnes  
Sales Promotion Manager . . . . . Roy Pedersen  
Program Director . . . . . Ken Kennedy  
Chief Engineer . . . . . Juline Savold  
Technical Director . . . . . Julius Heiland  
Consulting Engineer . . . . . Glen D. Gillett

## KILO

GRAND FORKS—1941—CBS

Frequency 1440 Kc. . . . . Power: 1000 d.; 500n.  
Owned-Oper. By . . . . . Grand Forks Herald, Inc.  
Bus.-Studio Address . . . . . First Natl. Bank Bldg.  
Phone Number . . . . . 4-5321  
Transmitter Location . . . . . Univ. of N. Dak. Campus  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Representative . . . . . Avery-Knodel  
Membership . . . . . NARTB  
President . . . . . M. M. Oppegard  
General Manager . . . . . J. Warren McClure  
Comm. Manager . . . . . Herman Livingston  
Program Director . . . . . M. C. Gorham  
News Director . . . . . Rikk Riley  
Chief Engineer . . . . . A. F. Petrich  
Program Dir. . . . . Jeff Gorham  
Consulting Engineer . . . . . Walter F. Kean



• • •

**NORTH DAKOTA**

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# KNOX

**GRAND FORKS—1947—MBS**  
**KBS—GREAT NORTHERN**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Community Radio Corp.  
Address .....Grand Forks  
Phone Number .....4-4611  
Transmitter Location .....State Mill Rd.  
News Service .....UP  
Transcription Service .....World  
Representative .....Natl. Time Sales  
President.....Carroll E. Day  
General Manager.....Elmer Hanson  
Sales Prom. Mgr.....Robert Whyte  
Program Director.....Jack French  
Chief Engineer.....Clifford Thomfords

# KSJB

**JAMESTOWN—1937—CBS**

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Oper. By.....N. Dak. Bcstg. Co., Inc.  
Address...429 S.W. 2d St., Jamestown, N. D.,  
271½ Bway., Fargo, N. D.  
Phone Number .....1600  
Transmitter Location....Hwy 218, 6 Mil. So.  
of City

News Service .....UP  
Representative.....Weed & Co.  
Pres., Gen. Manager.....John W. Boler  
Station Manager.....Don Kingsley  
Comm., Sales Prom. Mgr.....Jud Milton  
Publicity Director.....Howard Graber  
Chief Engineer .....Robert E. Ridgway  
Farm Editor.....Chester Reitan  
Consulting Engineer.....Kear Kennedy

# K G C U

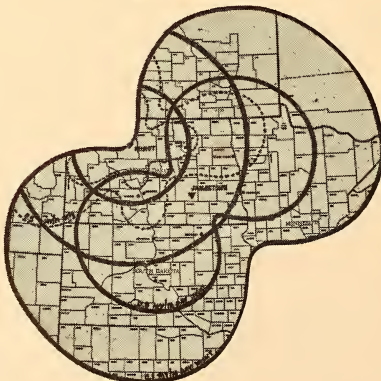
**MANDAN—1925—MBS**

Frequency: 1270 Kc....Power: 1000 d.; 250n.  
Owned-Oper. By...Mandan Radio Assn., Inc.  
Bus.-Studio Address .....Mandan  
Phone Number .....561, 562  
Transmitter Location.....2 Mil. SE of Mandan  
on Hwy. 10  
Air Time.....6 a.m.-12 p.m.  
News Service .....AP  
Transcription Service .....Lang-Worth  
Representative .....Walker  
Membership .....NARTB, BAB  
Pres., Gen. Mgr.....W. S. Russell  
Sta., Comm. Mgr.....Paul C. Gussner  
Program Director.....Merritt Bushee  
Chief Engineer.....Ray Barnett

# KSJB 600 KC 5000 W

JAMESTOWN,  
NORTH DAKOTA

COVERING  
THE GREAT  
NORTHWEST



•

“CBS —  
The Stars’  
Address”

•

REPRESENTED NATIONALLY BY WEED & CO.



• • • **NORTH DAKOTA** • • •

**K C J B**

**MINOT—1950—CBS-DRN**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....No. Dakota Bcstg. Co.  
 Address.....104 A. So. Main  
 Phone Number .....51-161  
 Representative .....Weed  
 News Service .....UP  
 Pres., Gen. Mgr.....John W. Boler  
 Commercial Manager.....G. H. McKinnon  
 Sales Prom. Mgr.....Charles L. Henshaw  
 Pgm., Prod. Dir.....Arv. Johnson  
 News Director.....Bill Johnson  
 Chief Engineer.....Don Harris

News Service .....AP, UP  
 Transcription Service .....World  
 Representative .....Walker  
 President, Gen. Mgr.....John B. Cooley  
 Sta. Mgr., Chief Engineer.....C. W. Baker  
 Comm. Mgr., Farm Editor.....E. H. Cooley  
 Publicity Director .....Lyle Swigert  
 Prog.-Prod. Dir.....James J. Hautman  
 Consulting Engr.....Commercial

**K O V C**

**VALEY CITY—1936—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....KOV, Inc.  
 Business-Studio Address...156 Central Ave. S.  
 Phone Number .....408-W  
 Transmitter Location.....S.W. of town  
 Air Time .....6:30 a.m.11 p.m.  
 News Service .....UP  
 Pres., Gen., Comm. Mgr...Robert E. Ingstad  
 Program Director.....Russ Kaber  
 Chief Engineer.....Charles Sjostrom

**K L P M**

**MINOT—1929  
 MBS-GREAT NORTHERN**

Frequency: 1390 Kc...Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Minot Bcstg. Co.  
 (Partnership)  
 Business-Studio Address.....Fair Block  
 Phone Number .....41-146  
 Transmitter.....E. of Minot  
 Air Time .....6 a.m.-12 M.

**K B M W**

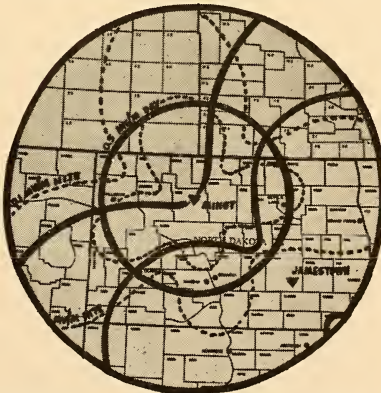
**WAHPETON—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Interstate Bcstg. Corp.

**K C J B 910 KC  
 1000 W**

MINOT,  
 NORTH DAKOTA

SERVING  
 THE GREAT  
 NORTHWEST



“CBS —  
 The Stars’  
 Address”

REPRESENTED NATIONALLY BY WEED & CO.

## NORTH DAKOTA—OHIO

Address . . . . . Willmar, Minn.  
 Phone Number . . . . . (Wahpeton, N. D.) 567  
 Transmitter Location . . 2 Mi. N. of Breckenridge  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NARTE, BAB  
 President . . . . . Kline E. Bower  
 Gen., Sta., Comm., Prom. Mgr. Herbert E. Nels  
 News, Pgm. Dir., Chief Anncr. . . Geo. Kaufman  
 Chief Engineer . . . . . Grant Unkenholz  
 Farm Editor . . . . . Virgil Fortner

### K W B M WILLISTON—1948

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . KWBM Bcstg. Co.  
 Address . . . . . Box 198, Williston  
 Phone Number . . . . . 1450  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 General Manager . . . . . Charles L. Scofield  
 Commercial Manager . . . . . James C. Carson  
 Sales Promotion Manager . . . . . Fay Faltys  
 Program Director . . . . . L. P. Holloran  
 Chief Announcer . . . . . Rodney Romine  
 Chief Engineer . . . . . Charles L. Scofield

# AP SELLS

For Stations and Sponsors —

For instance . . . KDIX

“Sponsors of AP newscasts get the kind of results that mean automatic renewals year after year! One sponsor says it’s the equivalent of ten salesmen in the field.”

ORVILLE F. BURDA,  
 General Manager,  
 KDIX, Dickinson, North Dakota

# OHIO

*Pop. April 1, 1952 (Est.) 8,276,000—Total Housing Units 2,416,356  
 Families April 1, 1952 (Est.) 2,340,000—Stations in State 70*

### W A D C

AKRON—1925—CBS

Frequency: 1350 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Allen T. Simmons  
 Bus.-Studio Address . . . . WADC Bldg., corner  
 Main & Mill Sts.  
 Phone Number . . . . . JEFerson 6165  
 Transmitter Location . . . . Route 8, Akron-  
 Cleveland Rd.  
 Air Time . . . . . 5:30 a.m.-1:00 a.m.  
 News Service . . . . . Transradio, UP  
 Transcription Service . . Lang-Worth, Standard,  
 World  
 Representative . . . . . George P. Hollingbery  
 Owner-Operator . . . . . Allen T. Simmons  
 Asst. Mgr., Comm. Dir. . . . . Robert B. Wilson  
 Sales Prom. Mgr. . . . . Secret Williams  
 News, Program Dir. . . . . Harold H. Hageman  
 Publicity Director . . . . . Doc Williams  
 Chief Engineer . . . . . Lawrence Hennigan  
 Consulting Engr. . . . . Glen Gillett

### W A K R

AKRON—1940—ABC

Frequency: 1590 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Summit Radio Corp.  
 Operated By . . . . . WAKR  
 Bus.-Studio Address . . . . First Natl. Tower  
 Phone Number . . . . . HEMlock 6151  
 Transmitter Location . . . . 739 Swartz Rd.  
 Air Time . . . . . 5:30 a.m.-1:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Weed  
 President, Gen. Mgr. . . . . S. Bernard Berk  
 Asst. Prom. Mgr. . . . . Viola G. Berk  
 Station Manager . . . . . Roger G. Berk  
 Comm.-Sales Prom. Mgr. . Kenneth M. Keegan  
 Pgm., Prod., Pub. Dir. . . . . A. R. Cooper  
 Chief Announcer . . . . . Bob Wylie  
 Chief Engineer . . . . . Irwin L. Knopp

## WCUE

AKRON—1950

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Akron Bcstg. Corp.  
 Address. Palace Theatre Arcade  
 Phone Number. Fr. 7114  
 Representative. Forjoe  
 News Service. UP  
 President. Tim Elliot  
 General Manager. George K. Stroupe  
 Commercial Manager. Jack Maurer  
 Consulting Engineer. A. D. Ring

## WHKK

AKRON—1944—MBS

Frequency: 640 Kc. Power: 1000 Watts  
 Owned-Operated By. United Bcstg. Co.  
 Business-Studio Address. 51 W. State St.  
 Phone Number. Bl. 7101  
 Transmitter Location. Akron Peninsula Rd.  
 Air Time. 6 a.m.-sunset  
 News Service. AP  
 Transcription Service. Thesaurus  
 Representative. Meeker Assoc.  
 President. S. E. Graham  
 General-Station Mgr. R. W. Richmond  
 Comm.-Sales Manager. Cecil Green  
 Program-Production Dir. B. R. Blake  
 Publicity Director. Don O'Neil  
 Chief Engineer. B. V. Berg  
 Consulting Engr. Carl E. Smith

## WATG

ASHLAND—1947

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Beer & Koehl  
 Phone Number. 1575-1  
 Transcription Service. Lang-Worth, Thesaurus  
 News Service. AP  
 Co-Owners. Robert Beer, Edgar Koehl  
 General Manager. Robert Beer  
 Comm., Sales Prom. Mgr. Richard Topper  
 Sta. Mgr., Pgm. Dir. Richard Leidy  
 Production Director. Wayne Byers  
 Chief Engineer. Richard Matthes  
 Consulting Engineer. Glenn Gillett

## WICA

ASHTABULA—1937—LBS

Frequency: 970 Kc. Power: 5000 Watts d.,  
 1000 n.  
 Owned-Operated By. WICA, Inc.  
 Business-Studio Address. 221 Center St.  
 Phone Number. 26-221, 27-181  
 Transmitter Location. Ashtabula-Jefferson Rd.  
 Air Time. 7 a.m.-11:15 p.m.  
 News Service. UP  
 Transcription Service. World  
 Representative. McGillvra  
 President. R. B. Rowley

General Manager. D. C. Rowley  
 Station Manager. W. W. Walrath  
 Commercial Manager. D. W. Fassett  
 Program Director. John C. Strasen  
 News Director. H. James Sharp  
 Musical Director. Joan Hart  
 Chief Engineer. F. N. Bernato  
 Consulting Engr. Gautney & Ray

## WATH

ATHENS—1950

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Andrew Kovlan & James  
 Sinyard  
 Address. P. O. Box 502  
 News Service. UP  
 Partners. Andrew H. Kovlan,  
 James D. Sinyard  
 Gen. Mgr., Chief Engr. Andrew Kovlan  
 Commercial Manager. J. D. Sinyard  
 Program Director. Joe Klarke  
 Publicity Director. Joe Salley  
 Consulting Engineer. Lynne C. Smeby

## WTRF

BELLAIRE—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Operated By. The Tri-City Bcstg. Co.  
 Bus.-Studio-Transmitter Address. The Skyline  
 Phone Number. 1515  
 News Service. AP  
 Transcription Service. Associated, World  
 Representative. Walker  
 Membership. NARTB, BAB  
 V.P., Gen. Manager. Robert W. Ferguson  
 Sales Prom. Mgr. Albert T. Fisher  
 Program Director. Frank Curtis  
 Publicity Director. Helen Gaynor  
 Chief Engineer. George Cowen  
 Consulting Engineer. William Foss

## WILE

CAMBRIDGE—1948—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Land O'Lakes Bcstg. Corp.  
 Business-Studio Address. 917 Beatty Ave.  
 Phone Number. 4-5605  
 Transmitter Location. R. D. No. 1, College  
 Hill  
 Air Time. 6:30 a.m.-local sunset  
 News Service. AP  
 Transcription Service. World  
 President. H. D. McClelland  
 V.P., Gen. Mgr. Howard A. Donahoe  
 Comm. Mgr., Pub. Dir. Richard F. Rose  
 Program Director. David C. Lorimer  
 Chief Engineer. A. G. Engel  
 Consulting Engineer. Frank McIntosh

## W A N D

**CANTON—1947**

Frequency: 900 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . P. C. Wilson  
 Address . . . . . 106 High Ave. N.W.  
 Phone Number . . . . . 68396  
 Transmitter Location . . . . . 20th St. & Whipple  
 Rd., N.W.

## W C M W

**CANTON—1946**

Frequency: 1060 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Stark Bcstg. Corp.  
 Bus.-Studio Address . . . . . Hills & Dales Rd.  
 Phone Number . . . . . 5-9475  
 Transmitter Location . . . . . Hills & Dales Rd.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Capitol,  
 World  
 Representative . . . . . Sears & Ayer  
 Membership . . . . . BAB  
 Pres., Gen. Mgr. . . . . S. L. Huffman  
 Station Manager . . . . . Clark L. Dozer  
 Commercial Manager . . . . . Ronald Stranathan  
 Pgm., Prod. Director . . . . . Robert Valliquette  
 Chief Engineer . . . . . Robert Leedham  
 Consulting Engineer . . . . . Herbert Wilson

## W H B C

**CANTON—1925—ABC**

Frequency: 1480 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Ohio Bcstg. Co.  
 Business-Studio Address . . . . . 550 S. Market St.  
 Phone Number . . . . . 6-7166  
 Transmitter Location . . . . . Richville  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Taylor Co.  
 Membership . . . . . NARTB, BAB  
 President . . . . . Roy D. Moore  
 General Manager . . . . . Joseph K. Vodrey  
 Station Manager . . . . . Robert C. Fehlman  
 Commercial Manager . . . . . Paul E. Gilmer  
 Sales Prom. Mgr., Pub. Dir. . . . . Marian Zwallen  
 Program Director . . . . . James Roberts  
 News Director . . . . . Al Frances  
 Musical Director . . . . . Charles Pickens  
 Chief Engineer . . . . . Kenneth L. Sliker  
 Farm Editor . . . . . John Baker  
 Consulting Engr. . . . . Ring & Clark

## W B E X

**CHILICOTHE—1947—ABC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Shawnee Bcstg. Co.  
 Business-Studio Address . . . . . 27 E. Second St.  
 Phone Number . . . . . 2244  
 Transmitter Location . . . . . Carlisle Hill  
 Air Time . . . . . 6 a.m.-11 p.m.

News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . W. S. Grant  
 Membership . . . . . NARTB, BAB  
 General Manager . . . . . Truman Morris  
 Sta., Sales Prom. Mgr. . . . . William R. Mnich  
 Program Director . . . . . Donald Dick  
 Pub. Dir., Chief Anncr. . . . . Dave Achor  
 News Director . . . . . Ron Johnson  
 Chief Engineer . . . . . Harold Counts

## W C K Y

**CINCINNATI—1929**

Frequency: 1530 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . L. B. Wilson, Inc.  
 Bus.-Studio Address . . . . . Hotel Gibson, 5th &  
 Walnut Sts.  
 Phone Number . . . . . Cherry 6565  
 Transmitter Location . . . . . near Crescent Springs,  
 Ky.  
 Air Time . . . . . 24 Hrs.  
 News Service . . . . . INS  
 Transcription Service . . . . . Standard, Associated  
 Representative . . . . . Thomas Welstead  
 Membership . . . . . NARTB, BAB  
 President, General Manager . . . . . L. B. Wilson  
 Sta.-Comm. Manager, Chief  
 Engineer . . . . . C. H. Topmiller  
 News Director . . . . . John Murphy  
 Record Librarian . . . . . Essie Rupp  
 Farm Editor . . . . . Frank Sommerkamp  
 Consulting Engr. . . . . Andrew Ring

## W C P O

**CINCINNATI—1937—MBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Scripps-Howard Radio, Inc.  
 Phone Number . . . . . Capitol 0777  
 Studio Address . . . . . 2345 Symmes St.  
 Transmitter Location . . . . . 659 E. 6th St.  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Branham  
 President . . . . . Jack R. Howard  
 General Manager . . . . . M. C. Watters  
 Station Dir. . . . . Glenn Clark Miller  
 Pgm., Prod. Dir. . . . . Earl Corbett  
 Publicity Director . . . . . Jack Sebastian  
 News Director . . . . . Robert Otto  
 Chief Engineer . . . . . Paul Adams

## W K R C

**CINCINNATI—1922—CBS**

Frequency: 550 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . . Radio Cincinnati, Inc.  
 Address-Trans. . . . . Hotel Alms  
 Phone Number . . . . . Woodburn 0550  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth



# O H I O

Representative .....Katz  
 Membership .....NARTB  
 Exec. Vice-Pres.....Hulbert Taft, Jr.  
 General Manager.....H. E. Fast  
 Promotion Manager.....W. B. Hines  
 Local Sales Mgr.....Joel W. Stovell  
 National Sales Mgr.....Kenneth W. Church  
 Program Director.....Paul Shumate  
 Production Director.....Byron Taggart  
 Chief Engineer.....George Wilson

## W L W

**CINCINNATI—1922—NBC-MBS**

Frequency: 700 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Crosley Bcstg. Corp.  
 Address.....Crosley Sq., 140 W. Ninth St.  
 Phone Number.....Cherry 1822  
 Transmitter Location.....Mason  
 Air Time.....24 Hrs.  
 News Service.....INS, UP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, BAB  
 Chairman of Board.....James D. Shouse  
 Pres., General Mgr.....R. E. Dunville  
 Commercial Manager.....Harry Mason Smith  
 Dir. of Sales Prom.....Edward G. Feintheil  
 Program Director.....William P. Robinson  
 Prod. Dir., Chief Anncr.....Chester A. Herman  
 Publicity Director.....Gilbert Kingsbury  
 News Director.....Dallas DeWeese  
 Gen. Mgr. of Music.....Milton Weiner  
 V.P. in Chrg. of Engineering.....R. J. Rockwell  
 Dir. of Farm Prog. Dept.....Roy Battles

(See Page 258)

## W S A I

**CINCINNATI—1923—ABC**

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Buckeye Bcstg. Co.  
 Bus. Studio Address.....115 E. Fourth St.  
 Phone Number.....Main 1068  
 Transmitter Location.....Mt. Healthy  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Capitol, Lang-Worth  
 Representative.....Avery-Knodel  
 President.....George B. Storer  
 General Manager.....J. Robert Kerns  
 Commercial Mgr.....Robert H. Boulware  
 Program Director.....Charles Black  
 Chief Engineer.....William Symons

## W D O K

**CLEVELAND—1950—LBS**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Civic Bcstrs., Inc.  
 Address.....1515 Euclid Ave.  
 Phone Number.....Main 1-3370  
 Trans. Location.....Rockside Rd., 7 Hills Village  
 Air Time.....24 hrs.  
 News Service.....UP, INS

Transcription Service.....SESAC  
 Pres., Gen. Mgr.....R. Morris Pierce  
 Asst. to Pres.....Frederick C. Wolf  
 Program Director.....Charles Hoover  
 Chief Engineer.....William Pettepiece

## W E R E

**CLEVELAND—1948**

Frequency: 1300 Kc.....Power: 5000 Watts d.  
 5000 Watts n.  
 Owned-Operated By.....Cleveland Bcstg. Inc.  
 Address.....1501 Euclid Ave.  
 Phone Number.....Superior 1-9600  
 Transmitter Location.....Ridge Rd., N. Royalton  
 Air Time.....5:30 a.m.-1:00 a.m.  
 News Service.....AP, INS  
 Transcription Service.....Lang-Worth, World  
 Membership.....NARTB  
 President.....Ray T. Miller  
 Gen., Sta. Mgr.....Bob Neal  
 Commercial Manager.....O. Keith Baldwin  
 Publicity Director.....Ed Stevens  
 Sales Promotion Manager.....Ed Paul  
 Program Director.....John Kurtz  
 Production Director.....John Wellman  
 Chief Engineer.....M. L. Snedeker  
 Consulting Engineer.....George Adair

## W G A R

**CLEVELAND—1930—CBS**

Frequency: 1220 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....WGAR Bcstg. Co.  
 Address.....Hotel Statler  
 Phone Number.....Prospect 1-0200  
 Transmitter Location.....Broadview & Akins Rd.,  
 Broadview Hts.  
 Air Time.....5:30 a.m.-1:05 a.m.  
 News Service.....INS, UP  
 Transcription Service.....World  
 Station Representative.....Petry  
 Membership.....NARTB  
 President.....John F. Patt  
 General Manager.....Carl E. George  
 Commercial Manager.....John Garfield  
 Sales Promotion Manager.....Julius Glass  
 Program Director.....Reg Merridew  
 Production Director.....Stanley Gee  
 Publicity Director.....Robert Smith  
 Chief Announcer.....Charles Roberts  
 News Director.....Charles Day  
 Musical Director.....Henry Pildner  
 Chief Engineer.....Bob Fox

## W H K

**CLEVELAND—1921—MBS**

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....United Bcstg. Co.

Business-Studio Address... 500 Euclid Avenue  
 Phone Number..... Express 1-5000  
 Transmitter Location..... Pleasant Valley Rd.  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... ASCAP, BMI  
 Representative..... Headley-Reed  
 Membership..... NARTB, BAB  
 President..... Sterling Graham  
 General Manager..... K. K. Hackathorn  
 Commercial Manager..... J. B. Maurer  
 Sales Prom. Manager..... Louis Oswald  
 Program Director..... C. M. Hunter  
 Production Director..... James Aubele  
 Chief Engineer..... R. H. DeLany  
 Consulting Engr..... Carl E. Smith

**W J M O**

**CLEVELAND—1947**

Frequency: 1540 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... WJMO Bcsg. Co.  
 Address..... 2157 Euclid Ave.  
 Phone Number..... SUperior 1-4424  
 Air Time..... Local sunrise-local sunset  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... Adam J. Young, Jr.  
 President..... W. J. Marshall  
 Sta.-Gen. Mgr..... Dave Baylor

Commercial Manager..... Robert Detchon  
 Pgm., Prod. Director..... Paul Nakel  
 Chief Announcer..... Paul Nakel  
 News Director..... David Stashower  
 Chief Engineer..... Thomas Ghidiu  
 Consulting Engr..... George Davis

**W J W**

**CLEVELAND—1932—ABC**

Frequency: 850 Kc..... Power: 5000 Watts  
 Owned-Operated By..... WJW, Inc.  
 Business-Studio Address..... 1375 Euclid Ave.  
 Phone Number..... SUperior 1-0101  
 Transmitter Location..... North Royalton  
 Air Time..... 6 a.m.-1 a.m.  
 News Service..... UP  
 Transcription Service..... Associated  
 Representative..... H-R Representatives, Inc.  
 President..... William M. O'Neil  
 Vice-President..... Lawrence Webb  
 General Manager..... William Lemmon  
 Program Director..... Bruce MacDonald  
 Chief Engineer..... Gerold G. Roberts

**W S R S**

**CLEVELAND—1947**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... WSRS, Inc.

**WE COUNTED THE CUSTOMERS!**



Ratio of Results

	WJMO	Newspapers
Prospects Produced	14.0	9.0
Awareness of Medium	19.1	6.8
Impact of Advertising	14.0	3.9
Sales	5.0	3.3

We took the guesswork out of WJMO's sales effectiveness! We compared the results of WJMO produced customers with those produced by Cleveland's three daily newspapers.

Last in the maze of research mumbo-jumbo with which radio has been burdened during the past few years, we reverted to the old-fashioned idea that a client is mainly interested in how many sales his advertising creates per dollar spent. Therefore, we went to the advertiser's place of business (automobile agency) and interviewed every customer who entered his establishment for two weeks. No share of audience, no comparative ratings, no colored marbles, no "if come" phrases and no research double talk. We just counted the customers and . . .

DOLLAR FOR DOLLAR WJMO OUTPRODUCED THE THREE CLEVELAND DAILY NEWSPAPERS!

**W J M O**

Adam J. Young, Jr., Inc.  
 National  
 Representatives

**1000 WATTS**  
 in  
**CLEVELAND**

O H I O

Bus. Studio-Transmitter Address...2156 Lee Rd.  
 Phone Number.....ERieview 1-2005  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Forjoe & Co.  
 Membership ..... NARTB, BAB  
 Pres., Gen. Sta. Mgr., Pgm. Dir.... S. R. Sague  
 Commercial Mgr..... Jack D. Kelly  
 Sales Promotion Manager..... Will Dougherty  
 Production Director..... Stan Dale  
 Musical Dir. .... Lenabelle Guerin  
 News Director ..... Bob Engel  
 Chief Engineer..... Ben Whittaker

**W T A M**

**CLEVELAND—1923—NBC**

Frequency: 1100 Kc..... Power: 50,000 Watts  
 Owned-Oper. By..... National Bcstg. Co., Inc.  
 Bus. Studio Address..... 30 Rockefeller Plaza,  
 N. Y.  
 Phone Number ..... CHerry 1-0942  
 Transmitter Location ..... Brecksville  
 Air Time ..... 5:30 a.m.-1 p.m.  
 News Service ..... AP, UP  
 Transcription Service... Thesaurus, Associated  
 Representative..... NBC Spot Sales

Membership ..... NARTB  
 President (NBC)..... Joseph H. McConnell  
 General Manager ..... John McCormick  
 Pgm., Prod. Dir..... Joseph Bova  
 Sales Manager..... Eugene Myers  
 Pub. & Prom. Director... Clement G. Scerback  
 Dir. Pub. Affairs..... J. E. Hines  
 News Director ..... Edward Wallace  
 Engineer-in-Charge..... S. E. Leonard  
 Consulting Engr. .... NBC Engineers

**W B N S**

**COLUMBUS—1924—CBS**

Frequency: 1460 Kc.... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By..... Radioho, Inc.  
 Business-Studio Address..... 33 N. High St.  
 Phone Number..... Ad. 9265  
 Transmitter Location..... 1037 Barnett Rd.  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service ..... Associate  
 Representative ..... John Blair  
 Membership ..... NARTB, BAB  
 General Manager..... Richard A. Borel  
 Commercial Manager..... W. I. Orr

**"BEST BY TEST!!"**

IN THE CLEVELAND MARKET

**WSRS**

*The Family Station!!*

**CLEVELAND'S ONLY NEWS STATION**

**ON THE AIR... 24 HOURS DAILY**

**'ROUND THE CLOCK**

LOCAL NEWS EVERY SIXTY  
 MINUTES ON THE HALF  
 HOUR 'ROUND THE CLOCK

**WSRS**  
**CLEVELAND**

**ASK FOR JOE FOR THE COMPLETE SUCCESS STORY!!**



# OHIO

Sales Prom. Director..... Jim Yerian  
 Program Director..... Geer Parkinson  
 Chief Announcer..... Russell Canter  
 Musical Director..... Paul Neal  
 News Director..... Chet Long  
 Chief Engineer..... Lester H. Naizger  
 Consulting Engineer..... Jansky & Bailey

## WCOL

**COLUMBUS—1922—ABC**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Pixley's, Inc.  
 Business-Studio Address... E. Broad & Young St.  
 Phone Number..... MAin 4581  
 Transmitter Location..... 555 W. Goodale St.  
 News Service..... AP, UP  
 Transcription Service..... Lang-Worth, World  
 Representative..... H-R Reps., Inc.  
 Membership..... NARTB, BAB  
 Pres., Gen. Mgr..... L. A. Pixley  
 Program Director..... Phil S. Bradford  
 Chf. Ann., Pgm. Dir..... William L. Belaney  
 Publicity Director..... Margie J. Ruddock  
 Chief Engineer..... Harold E. Beard  
 Consulting Engr..... Robert M. Higgy

## WHKC

**COLUMBUS—1921—MBS**

Frequency: 610 Kc..... Power: 5000 Watts  
 Owned-Operated By..... United Bcstg. Co.  
 Business-Studio Address... 22 E. Gay St.  
 Phone Number..... Adams 1101  
 Transmitter Location..... 901 Obetz Rd.  
 Air Time..... 6 a.m.-1 a.m.  
 News Service..... INS, UP  
 Transcription Service..... Lang-Worth  
 Representative..... Paul H. Raymer  
 President..... Sterling Graham  
 V.P., Gen.-Sta. Mgr..... Carl M. Everson  
 Comm.-Sales Prom. Mgr..... H. H. Hoessly  
 Program-Production Dir..... John B. Moses  
 Publicity Director..... Rita Thomas  
 Chief Ann., News Dir..... Budd Sweeney  
 Musical Director..... John Kenward Agnew  
 Chief Engineer..... William C. Minor  
 Consulting Engr..... United Bcstg. Co.

## WVCO

**COLUMBUS—1951—BUCKEYE**

Frequency: 1580 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Skyway Bcstg. Corp.  
 Address..... 274 S. 3rd St.  
 Phone Number..... Main 5247  
 News Service..... UP, INS  
 Transcription Service..... Associated, Capitol  
 Representative..... Forjoe  
 President..... Gustav Hirsch  
 General Manager..... Bert Charles  
 Commercial Manager..... Robert Hill  
 Promotion Manager..... Mary Ladyne Weaver  
 News, Farm Director..... John Terry  
 Chief Engineer..... Gene Liggett

## WTNS

**COSHOCTON—1947**

Frequency: 1560 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Coshocton Bcstg. Co.  
 Business-Studio Address... 114 N. 6th St.  
 Phone Number..... 1560, 2140  
 Transmitter Location..... Roscoe  
 Air Time..... Sunrise-sunset  
 News Service..... UP  
 Transcription Service..... Thesaurus  
 Membership..... NARTB, BAB  
 Pres., Gen. Mgr..... Bruce Wallace  
 Commercial Manager..... James Sigman  
 Pgm., News Director..... Michael Joseph  
 Production Director..... Mark Lucas  
 Publicity Director..... Lynn Burkholder  
 Promotion Dir..... William Kirk  
 Chief Engineer..... Eugene Wiggins  
 Consulting Engr..... Jansky & Bailey

## WHIO

**DAYTON—1935—CBS**

Frequency: 1290 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Miami Valley Bcstg. Corp.  
 Business-Studio Address... 45 S. Ludlow St.  
 Phone Number..... Adams 2261  
 Transmitter Location..... Hempstead Rd., R.R. 2  
 News Service..... AP, INS, UP  
 Transcription Service... Standard, Associated  
 Representative..... Bolling  
 President..... James M. Cox, Jr.  
 General Manager..... Robert H. Moody  
 Commercial Manager... Harvey R. Young, Jr.  
 Program Director..... Wade H. Alley  
 Chief Engineer..... Ernest L. Adams

## WING

**DAYTON—1924—ABC**

Frequency: 1410 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Great Trails Bcstg. Co.  
 Business-Studio Address... 121 N. Main St.  
 Phone Number..... Adams 3288  
 Transmitter Location..... E. David Rd.  
 Air Time..... 6 a.m.-1:30 a.m.  
 News Service..... AP  
 Transcription Service..... World  
 Representative..... H. R. Representative, Inc.  
 President..... Charles Sawyer  
 Exec. V.P..... John Pattison Williams  
 General Manager..... Adna Karns  
 Program Director..... Arthur L. Martin  
 Prod.-Musical Dir..... Charles G. Reeder  
 Publicity Director..... Jean Broome  
 Chief Engineer..... H. Lloyd House  
 Consulting Engr..... George C. Davis

## WONE

**DAYTON—1949—MBS**

Frequency: 980 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Skyland Bcstg. Corp.



Address.....5 S. Jefferson St.  
 Phone Number.....Michigan 6501  
 Air Time.....19 Hrs.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Headley-Reed  
 Pres., Gen. Mgr.....Ronald B. Woodyard  
 National Sales Mgr.....Jack Thornquest  
 Commercial Manager.....William J. Warren  
 Sls. Prom. Mgr., Pgm. Dir. Ronald B. Woodyard

## W O N W

DEFIANCE—1949

Frequency: 1280 Kc.....Power: 500 Watts d.  
 Owned-Oper. By...Defiance, Bryan, Poulding  
 Bcstg. Co.

Address.....U. S. Route 24  
 Phone Number.....32226  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Associated  
 President.....Richard W. Crowell  
 Gen., Sta., Comm. Mgr.....Glenn R. Thayer  
 Program Director.....Walter Weaver  
 Consulting Engineer.....Harold B. Rothrack

## W J E R

DOVER—1950

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Dover Bcstg. Co., Inc.  
 Address.....210 Blvd.  
 Phone Number.....42-126  
 Transcription Service.....World  
 News Service.....UP  
 Representative.....Robert S. Keller  
 Owner.....Agnes J. Reeves Greer  
 General Manager.....Ford Billings  
 Commercial Manager.....John C. Needs  
 Pgm., Prod. Director.....Donald W. Wolford  
 Chief Engineer.....William McClellan  
 Farm Editor.....Wesley Greenfield

## W L I O

EAST LIVERPOOL—1948

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Business-Studio Address...Pottery Bcstg. Co.  
 Phone Number.....Main 5190  
 Transmitter Location.....Irish Ridge Rd.  
 Air Time.....7 a.m.-sunset  
 News Service.....UP  
 Membership.....NARTE, BAB  
 President.....Earl D. Eisenhower  
 Gen., Sta., Comm. Mgr.....Paul B. Saliner  
 Pgm., Prod. Dir., Chief Ann. Douglas Bateman  
 News Director.....Joseph Puglia  
 Musical Director.....June Bateman  
 Chief Engineer.....William Siebenthal  
 Consulting Engineer.....Weldon & Carr

## W O H I

EAST LIVERPOOL—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...East Liverpool Bcstg. Co.  
 Address.....516 Market St.  
 Phone Number.....Main 1490  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....W. S. Grant Co., Inc.  
 President, Manager.....Richard V. Beatty  
 Gen., Comm. Mgr.....Richard E. Kaiser  
 Program Director.....Bob Metcalf  
 Chief Engineer.....Mike Battle

## W E O L

ELYRIA-LORAIN—1948

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Elyria-Lorain Bcstg. Co.  
 Address.....Elyria Savings and Trust Bldg.  
 Phone Number.....2255  
 Transmitter Location.....Grafton  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....World, Capitol  
 Membership.....BAB  
 President.....Roy W. Ammel  
 Gen.-Sta.-Comm. Mgr.....Maurice J. Condon  
 Sales Prom. Manager.....Douglas Lillico  
 Pgm. Dir., Chief Ann.....Viets Collister  
 Production Director.....Bill Reid  
 Publicity Director.....Jack O'Brien  
 News Director.....Don Kirk  
 Chief Engineer.....Gerald McCasland  
 Consulting Engr.....Weldon & Carr

## W F I N

FINDLAY—1941

Frequency: 1330 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...The Findlay Publ. Co.  
 Bus.-Studio Address...101½ W. Sandusky St.  
 Phone Number.....Main 1330  
 Transmitter Location.....2½ Mi. SE Findlay  
 Air Time.....Local Sunrise-Local Sunset  
 News Service.....INS, UP  
 Transcription Service.....Thesaurus  
 Membership.....BAB  
 President.....R. L. Heminger  
 Gen., Sta., Comm. Mgr.....Harold H. Heminger  
 Program Director.....Allen P. Dudley  
 Chief Engineer.....Edgar C. Smith

## W F R O

FREMONT—1949

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned-Oper. By...Wolf Bcstg. Corp.  
 Address.....905 W. State St.  
 Phone Number.....Main 3401  
 Transcription Service.....Thesaurus, World  
 News Service.....INS  
 President.....Robert F. Wolfe

# OHIO

General Manager.....R. C. Force  
 Comm. Prom. Mgr.....J. Waddell Kerr  
 Pgm., Farm Director.....Frank Swartz  
 Chief Engineer.....Allen Kauble

## WJEH

**GALLIPOLIS—1950**

Frequency: 991 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Ohio Valley on the Air, Inc.  
 Address.....Box 244  
 Phone Number.....1160  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Grant  
 President.....John E. Halliday  
 General Manager.....Truman A. Morris  
 Promotion Manager....Mrs. Phyllis W. Sheets  
 News Director.....Mrs. Leanna S. Haskins  
 Chief Engineer.....Paul Franzel

## WMOH

**HAMILTON—1944—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By....Fort Hamilton Bcstg. Co.  
 Bus-Studio Address..Second Natl. Bank Bldg.  
 Phone Number.....Hamilton 4-6543  
 Transmitter Location.....Middletown Pike  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 President.....Robert J. Briede  
 Gen., Comm. Mgr.....Robert L. Odson  
 Program Director.....Robert F. Spina  
 News Dir., Chief Ann.....Joseph Weckerle  
 Chief Engineer.....Joseph Briggs

## WIRO

**IRONTON—1951—NEC-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owner.....Iron City Bcstg. Co.  
 Address.....Radio Plaza  
 Phone Number.....360  
 Air Time.....6:30-M.  
 Representative.....McGillvra  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Glacus G. Merrill  
 Station Manager.....Robert Edge  
 Commercial Manager.....Dempsey McFann  
 Program Director.....Edward Paulin  
 Production Director.....Donna Mae Seicrist  
 Chief Engineer.....Chester Christensen  
 Consulting Engineer.....Beryl Snyder

## WHOK

**LANCASTER—1948**

Frequency: 1320 Kc.....Power: 500 Watts d.  
 Owned Oper. By...Hocking Valley Bcstg. Corp.

Address-Trans. Loc.....Memorial Dr.  
 Phone Number.....4500  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus  
 Representative.....McGillvra  
 President.....Walson Emery  
 Gen., Comm. Manager.....J. E. Brown  
 Program Director.....Benny Bee  
 News Director.....Donald W. White  
 Chief Engineer.....Charles R. Houston

## WIMA

**LIMA—1948—ABC**

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Oper. By....N.W. Ohio Bcstg. Corp.  
 Business-Studio Address.....223 N. Main St.  
 Phone Number.....6-3841  
 Transmitter Location.....2500 McClain Rd.  
 News Service.....AP  
 Representative.....Weed  
 Membership.....NARTB, BAB  
 President.....G. E. Hamilton  
 General Sta. Mgr.....R. W. Mack  
 Commercial Mgr.....C. B. Heller  
 News Director.....Don Sherwood  
 Program Dir.....Ester Straker  
 Chief Engineer.....A. J. F. Smith  
 Consulting Engr.....George Davis

## WLOK

**LIMA—1936—NBC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WLOK, Inc.  
 Business Address.....Nat'l Bank Bldg.  
 Phone Number.....6-3411  
 Transmitter Location.....Rice Ave.  
 News Service.....UP  
 Representative.....H-R Reprs., Inc.  
 President.....L. A. Pixley  
 Gen., Sta. Mgr.....Robert O. Runnerstrom  
 Sales Prom. Mgr., Pub. Dir.....Pete Stanley  
 Program Dir.....Dave Lee  
 News Director.....Lyle Lee  
 Chief Engineer.....Darrel Hunter

## WMAN

**MANSFIELD—1939—ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Richland, Inc.  
 Business-Studio Address.....144½ Park Ave. W.  
 Phone Number.....4235-6  
 Transmitter Location.....Longview Ave.  
 Air Time.....6:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....The Taylor Co.  
 Membership.....NARTB, BAB  
 Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara  
 Sales Prom. Manager.....Carl Kindt  
 Prod.-Mus.-Prog.-Pub. Dir.....Robert James  
 Chief Engineer.....William Morrison

## W M O A

**MARIETTA—1946—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Marietta Bcstg. Co.  
 Business Address.....P. O. Box 201  
 Phone Number.....1690  
 Studio-Transmitter Location.....409 Oakwood  
 Ave., Williamstown, W. Va.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....W. S. Grant  
 President.....William G. Wells  
 General Manager.....R. Sanford Guyer  
 Chief Engineer.....Charles E. Clark

## W M R N

**MARION—1940—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Marion Bcstg. Co.  
 Business Address.....P. O. 518  
 Phone Number.....2-6666-7  
 Transmitter Location.....¼ Mi. N. of city limits  
 Air Time.....7 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Horace Stovin, Canada  
 Membership.....NARTB, BAB  
 Pres., Gen.-Sta. Mgr.....Robert T. Mason  
 Commercial Manager.....Robert M. Sprouse  
 Prom. Mgr., Pub. Dir.....R. T. Mason, Jr.  
 News Director.....Joe Ionne  
 Musical Director.....Richard Stadler  
 Chief Engineer.....Francis Joseph Peters

## W P F B

**MIDDLETOWN—1947**

Frequency: 910 Kc.....Power 1000 Watts d.  
 100 Watts n.  
 Owned-Operated By.....Paul F. Braden  
 Address-Trans. Loc.....Lebanon-Coles Rd.  
 Phone Number.....2-3625  
 Air Time.....5:30 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Sesac  
 Pres., Gen., Sta. Mgr.....Paul F. Braden  
 Commercial Manager.....Ranny Daly  
 Prog., Prod. Dir.....Jack Kistler  
 News Director.....Harold Calvin  
 Traffic & Pub. Dir.....Jean Murphy  
 Musical Director.....Jack Sheehan  
 Chief Engineer.....Larry Beckwith  
 Farm Editor.....Homer Tingle  
 Continuity Director.....Jean Anne Young  
 Consulting Engineer.....George Davis

## W C L T

**NEWARK—1946**

Frequency: 1430 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Advocate Printing Co.  
 Address.....Newark, Ohio

Phone Number.....4007  
 Transmitter Location...Jackson Rd., Route 13  
 Air Time.....6:45 a.m.-Sunset  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Meeker Associates  
 Membership.....NARTB  
 President.....Frank W. Spencer  
 General Manager.....Thomas A. Rogers  
 Commercial Mgr.....Robert Pricer  
 Program Director.....Lewis Greenough  
 Chief Engineer.....Benjamin Windle

## W P T W

**Piqua—1947—OSN**

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper...Miami County Bcstg. Co., Inc.  
 Address-Trans.....1625 W. Covington Ave.  
 Phone Number.....1420-1  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....World  
 Pres., Gen., Comm. Sta. Mgr...Richard E. Hunt  
 Pub.-Pgm.-Production Dir.....Robert Bupp  
 Musical Director.....Anne Steenrod  
 Chief Announcer.....Kenny Rench  
 News Director.....Bill Fox  
 Chief Engineer.....Bob Blaney  
 Consulting Engr.....Odes E. Robinson

## W P F B

Middletown-Dayton-Hamilton

Serving 2 million people  
 1 million of which are in  
 rural areas & small communities

Daily news broadcasts  
 from newspaper offices in

- Miami-burg
- Oxford
- Lebanon
- Eaton
- Leesburg
- Germantown

910 Kc

1000 Watts

Middletown, Ohio



## W N X T

### PORTSMOUTH—1951—ABC

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Operated By... Portsmouth Bcstg. Co.  
 Address... Masonic Temple Bldg.  
 Phone Number... 2-1961  
 Transmitter Location... 6½ Mi. N. of Portsmouth  
 Air Time... Unlimited  
 News Service... UP  
 Transcription Service... Standard  
 Representative... Everett-McKinney  
 Pres., Gen., Sta., Comm. Mgr., Marshall Rosene  
 Program Director... Dean Sturm  
 Prod., Musical Director... Phil Phillips  
 Publicity Director... Lillian Sagraves  
 Chief Announcer... Bill Dawson  
 News Director... Frank Balmert  
 Chief Engineer... Russell Newnman  
 Consulting Engineer... Wm. L. Foss

## W P A Y

### PORTSMOUTH—1935—CBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... The Scioto Bcstg. Co.  
 Bus.-Studio-Trans. Address... 1009 Gallia St.  
 Phone Number... 3-2111  
 Air Time... 6 a.m.-12 M.  
 News Service... AP  
 Transcription Service... Associated  
 Representative... The Taylor Co.  
 Membership... NARTB, BAB  
 President... Roy D. Moore  
 Director of Radio... Eugene Carr  
 Station Comm. Mgr... Gerald F. Boyd  
 Production Director... Mary Bercini  
 Program Director... E. G. Sheridan  
 News Editor... E. L. Kaufman  
 Chief Engineer... Maurice L. Myers

## W L E C

### SANDUSKY—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Lake Erie Bcstg. Co.  
 Address... 1640 Cleveland Rd.  
 Phone Number... 5170  
 Air Time... 6 a.m.-M.  
 News Service... AP  
 Transcription Service... World, Lang-Worth,  
 Associated  
 Membership... NARTB, BAB  
 Pres., General-Station Mgr... Albert E. Heiser  
 Commercial Manager... Ralph S. Silver, Jr.  
 Program Director... Ray Sherman  
 News Director... Irwin Hunt  
 Chief Engineer... Jay Leibach  
 Consulting Engr... George Davies

## W I Z E

### SPRINGFIELD—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Radio Voice of Springfield

Trans.-Address... 117 W. High St.  
 Phone Number... 3-4955  
 News Service... AP  
 Transcription Service... World  
 Representative... H. R. Representative, Inc.  
 President... Charles Sawyer  
 Exec. V.P... J. P. Williams  
 Station Manager... Arthur L. Martin  
 Program Director... Robert Christol  
 Promotion Manager... John McEnaney  
 Chief Engineer... Victor L. Bushong

## W J E L

### SPRINGFIELD—1947

Frequency: 1600 Kc. Power: 500 Watts d.  
 Owned-Oper. By... Champion City Bcstg. Co.  
 Business Address... Guardian Bank Bldg.  
 Phone Number... 3-4676  
 Transmitter Location... 801 Bechtle Ave.  
 News Service... UP  
 Representative... McGilvra  
 President, Gen. Mgr... Chester R. Hinkle  
 Commercial Manager... R. D. Chew  
 Program Director... Paul Miller  
 News Director... Bill Morgan  
 Chief Engineer... Fred Eckardt

## W W S O

### SPRINGFIELD—1947—LBS-KBS

Frequency: 1210 Kc. Power: 250 Watts d.  
 Owned-Oper. By... Radio Springfield, Inc.  
 Address... Spring & High  
 Phone Number... 3-6488  
 Transmitter Location... Arthur Rd.  
 Air Time... Sunrise-Sunset  
 Transcription Service... M. M. Cole  
 President... Bradley Kincaid  
 Commercial Mgr... E. Paumelle  
 Program Director... Ford Rush, Jr.  
 Chief Engineer... Ed Stuepak

## W S T V

### STEBENVILLE—1940—MBS— OHIO NET

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... WSTV, Inc.  
 Bus.-Studio Address... Exchange Realty Bldg.  
 Phone Number... 2-6265-6-7  
 Transmitter Location... Altamont Hgts.  
 Air Time... 6 a.m.-1 a.m.  
 News Service... UP  
 Transcription Service... World  
 Representative... Pearson  
 President... Jack N. Berkman  
 Gen.-Comm.-Sta. Mgr... John J. Laux  
 Pgm., Prod., Pub. Dir... Joseph M. Troesch  
 News Director... Scott McMurray  
 Chief Engineer... Charles S. Shepherd  
 Consulting Engr... George C. Davis



OHIO

## WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . The Fort Industry Co.  
Bus.-Studio Address 199 Pierce St., Birmingham  
Phone Number . . . . . Midwest 4-7700  
Transmitter Location . . . . . R.F.D. Oregon Rd.  
News Service . . . . . INS, UP  
Transcription Service . . . . . World, Lang-Worth  
Representative . . . . . Katz  
President . . . . . George B. Storer  
Managing Director . . . . . Allen L. Haid  
Local Comm. Mgr. . . . . Westford F. Shannon  
Program Director . . . . . Robert Evans  
Promotion Manager . . . . . Richard Gourley  
News Director . . . . . James Uebelhart  
Chief Engineer . . . . . William M. Stringfellow

## WTOD

TOLEDO—1946—LBS

Frequency: 1560 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Unity Corp.  
Business-Studio Address . . . . . 515 Madison Ave.  
Phone Number . . . . . Garfield 5551  
Transmitter Location . . . . . Byrne & Arlington Rds.  
Air Time . . . . . 6 a.m.-sunset  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth, Associated  
Representative . . . . . Headley-Reed  
President . . . . . Edward Lamb  
Gen., Sta., Comm. Mgr. . . . . Sunne Miller  
News, Program Director . . . . . Doug Tabner  
Sales Promotion Mgr. . . . . John Koerber  
Production Director . . . . . Richard Rice  
Musical Director . . . . . Larry Owens  
Chief Engineer . . . . . Robert Sowers  
Consulting Engr. . . . . George Adair

## WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Community Bcstg. Co.  
Trans.-Address . . . . . Bell Bldg.  
Phone Number . . . . . Adams 3291  
Air Time . . . . . 19 hrs.  
News Service . . . . . AP, UP  
Transcription Service . . . . . Standard  
Representative . . . . . Paul H. Raymer  
Membership . . . . . NARTB  
President . . . . . Frazier Reams  
Gen.-Station Mgr. . . . . Thomas S. Bretherton  
Commercial Manager . . . . . Morton Neipp  
Sales Prom. Mgr., Pgm.-Pub.  
Prod. Dir. . . . . Bob Krieghoff  
Chief Ann., News Dir. . . . . Charles Baxter  
Musical Director . . . . . Lee Leali  
Chief Engineer . . . . . Harold Holmes  
Consulting Engr. . . . . Andy Ring

# WRFD COVERS OHIO

- Primary coverage area includes 4,866,698 people with nearly \$5 billion of buying power.
- Reaches 199,359 farm families who have more than a billion dollars in spendable income.
- Listened to by 57% of the farm people in Ohio.

Write today for complete Market Data on WRFD prepared by A. C. Neilson Jr.

## 5000 WATTS

## 880 KC



Worthington  
Ohio

Represented nationally by  
**O. L. Taylor Company**

**W H H H**

**WARREN—1941—MBS**

Frequency: 1440 Kc. Power: 5000 Watts  
 Owned-Oper. By. Warren Tribune Radio Station, Inc.  
 Business-Studio Address. 108 Main St.  
 Phone Number. 2212-9  
 Transmitter Location. Lordstown Center  
 Air Time. 6:45 a.m.-M.  
 News Service. AP  
 Transcription Service. Associated, SESAC  
 Representative. Joseph Hershey McGillvra  
 President. Helen Hart Hurlbert  
 General Manager. H. R. Farrall  
 Sta., Comm. Mgr., Pgm., Prod. Dir.  
 Carl J. Raymond  
 News Director. Bill Loftus  
 Chief Engineer. Robert E. Hardy

**W W S T**

**WOOSTER—1947**

Frequency: 960 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Wooster Republican Ptg. Co.  
 Phone Number. 760  
 Transmitter Location. 1.8 Mi. E. of City, Rte. 30  
 News Service. AP  
 Transcription Service. Capitol, World  
 General Manager. E. B. Evans  
 Commercial Manager. K. S. Gordon  
 Program Director. R. E. Heeter  
 Chief Engineer. Willis Sherman

**W R F D**

**WORTHINGTON—1947—LBS**

Frequency: 880 Kc. Power: 5000 Watts d.  
 Owned-Oper. By. Peoples Bcstg. Corp.  
 Phone Number. FR 2-5342  
 Transmitter Location. Powell Rd. & Rte. 23  
 News Service. AP, INS  
 Transcription Service. Thesaurus  
 Representative. O. L. Taylor Co.  
 President. M. D. Lincoln  
 Vice-Pres., Gen. Mgr. Herbert E. Evans  
 Comm. Station Manager. J. D. Bradshaw  
 Program Director. Robert C. Miller  
 News Director. Winfred C. Arthurs  
 Production Manager. Bob Geis  
 Chief Engineer. Harold Schaaf  
 Farm Editor. Robert C. Miller, Clyde Keathly  
 (See Page 583)

**W B B W**

**YOUNGSTOWN—1949**

Frequency: 1240. Power 250 Watts d.  
 Owner. Mahoning Valley Bcstg. Corp.  
 Address. Warner Theatre Bldg.  
 Phone Number. 44421  
 Transmitter Location. 418 Knox St.  
 Air Time. 5:30 a.m.-1:05 a.m.  
 News Service. AP, INS

Trans. Serv. Associated, Lang-Worth  
 Station Representative. Forjoe & Co.  
 Membership. NARTB, BAB  
 President. John Cherpack, Jr.  
 Vice-Pres., Gen.-Comm. Mgr. Gene Trace  
 Program Director. Tony Ross  
 Publicity Director. Dorothy Park  
 Chief Engineer. John Cherpack, Jr.

**W F M J**

**YOUNGSTOWN—1939—ABC-NBC**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By. WFMJ Bcstg. Co.  
 Business-Studio Address. 101 W. Boardman  
 Phone Number. 3-4121  
 Transmitter Location. Boardman-Poland Rd.  
 Air Time. 6 a.m.-1:05 a.m.  
 News Service. AP, UP  
 Transcription Service. Thesaurus, Standard  
 Representative. Headley-Reed  
 Membership. NARTB, BAB  
 Pres., Gen., Sta. Mgr. William F. Maag, Jr.  
 Comm. Mgr. Leonard E. Nasman  
 Program Director. Ronald W. Richards  
 Chief Engineer. Frank A. Dieringer

**W K B N**

**YOUNGSTOWN—1926—CBS**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By. WKBN Bcstg. Corp.  
 Bus.-Studio Address. 2930 Sunset Blvd.  
 Phone Number. 2-1145  
 Transmitter Location. 3930 Sunset Blvd.  
 News Service. UP, AP  
 Transcription Service. World, Lang-Worth,  
 McGregor  
 Representative. Paul H. Raymer  
 Membership. NARTB, BAB  
 Pres., Gen. Mgr. Warren P. Williamson, Jr.  
 Station Dir. J. Lothair Bowden  
 Promotion Mgr. Howard Rempes  
 Prog., Prod. Dir. Don Brice  
 Chief Engineer. B. T. Wilkins

**W H I Z**

**ZANESVILLE—1924—NBC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owner. Southeastern Ohio Bcstg. System, Inc.  
 Business-Studio Address. Lind Arcade Bldg.  
 Phone Number. 2-5431  
 Transmitter Location. Newark Rd.  
 News Service. AP, UP  
 Transcription Service. World  
 Representative. John E. Pearson  
 Membership. NARTB, BAB  
 President. Clay Littick  
 Gen., Station Manager. Vernon A. Nolte  
 Commercial Manager. Nate Milder  
 Chief Engineer. William A. Hunt

# OKLAHOMA

Pop. April 1, 1952 (Est.) 2,231,000—Total Housing Units 715,418  
Families April 1, 1952 (Est.) 623,000—Stations in State 43

## K A D A

ADA—1934—ABC-KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KADA Bcstg., Inc.  
Business Address . . . . . Box 642  
Phone Number . . . . . 12-3  
Studio-Transmitter Address . . . . . No. Broadway  
Air Time . . . . . 6 a.m.-12 M.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . The Taylor Co.  
Membership . . . . . NARTB, BAB  
President . . . . . Dr. C. C. Morris  
General Manager . . . . . Billy T. Hoover  
Station Manager . . . . . Brown Morria  
Prod., Music Dir. . . . . Zelma Dean Woods  
Publicity Director . . . . . Nadine Mullinax  
Pgm. Dir., Chf. Anncr. . . . . Monte C. Bell  
News Director . . . . . Charles Seybert  
Chief Engineer . . . . . George Miller  
Consulting Engineer . . . . . Weldon & Carr

## K W H W

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Altus Bcstg. Co., Inc.  
Business Address . . . . . Radio Bldg.  
Phone Number . . . . . 1405  
Studio-Add. Trans. Loca. . . . . E. Bradford  
Air Time . . . . . 7 a.m.-10 p.m.  
News Service . . . . . AP  
Representative . . . . . Hil F. Best  
Membership . . . . . NARTB, BAB  
Pres., Gen. Mgr. . . . . Frank E. Wimberly  
Chief Engineer . . . . . Ernest Baucum

## K V S O

ARDMORE—1935—ABC  
OKLA. NET

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . John F. Easley  
Bus.-Studio Address . . . . . 112 N. Washington  
Phone Number . . . . . 3030  
News Service . . . . . AP  
Transcription Service . . . . . World, SESAC  
Representative . . . . . The Taylor Co.  
Membership . . . . . NARTB  
General Manager . . . . . Albert Bloom  
Sta., Comm. Mgr. . . . . J. E. Bloom  
Program Director . . . . . Dolly Dutton  
Publicity Director . . . . . Gayley Varnell  
Chief Announcer . . . . . Heywood Vaughn  
Chief Engineer . . . . . William E. Kolb

## K W O N

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Bartlesville Bcstg. Co.  
Bus.-Studio Address . . . . . Union Natl. Bank Bldg.  
Phone Number . . . . . 1400  
Transmitter Location . . . . . 9 Mi. NE on U. S. 75  
President, Manager . . . . . J. Fred Case

## K W C O

CHICKASHA—1946—MBS-KBS

Frequency: 1560 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Washita Valley Bcstg. Corp.  
Address . . . . . KWCO Bldg.  
Phone Number . . . . . 2899  
Transmitter Location . . . . . 4th & Grand  
Air Time . . . . . 6 a.m. local sunset  
News Service . . . . . AP  
President . . . . . P. D. Jackson  
Program Director . . . . . Lorine Null  
Chief Engineer . . . . . Neal M. Allen

## K W O E

CLINTON—1949—LBS

Frequency: 1320 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Western Okla. Bcstg. Co.  
Address . . . . . Box 706  
Phone Number . . . . . 617  
Transmitter Location . . . . . Neptune Park  
News Service . . . . . UP  
Transcription Service . . . . . SESAC  
Station Representative . . . . . Hil F. Best  
General Manager . . . . . V. M. Preston  
Chief Engineer . . . . . Hugh Gaston  
Consulting Engr. . . . . Colton & Foss

## K R H D

DUNCAN—1947—MBS

Frequency: 1350 Kc. . . . . Power: 250 Watts d.  
100 n.  
Owned-Operated By . . . . . Duncan Bcstg. Co.  
Address . . . . . Hwy. 81 at Pine St.  
Phone Number . . . . . 1350  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . World  
Membership . . . . . NARTB  
President . . . . . R. H. Drury  
Sta., Comm. Mgr. . . . . Leo Morris  
Sales Prom. Mgr. . . . . Joe Fisher  
Pgm., Prod., Pub. Dir. . . . . Henry Mattison  
Chief Engineer . . . . . William D. Buford



. . . . .  
**OKLAHOMA**  
 . . . . .

**K S E O**

**DURANT—1947—KBS**

Frequency: 750 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . Democrat Printing Co.  
 Address . . . . . Box 511  
 Phone Number . . . . . 2200  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Partners . . . . . R. F. Story, Bennett Story  
 General Manager . . . . . Leroy Moses  
 Chief Engineer . . . . . Curtis Parish

**K A S A**

**ELK CITY—1932—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Southwest Bcstg. Co.  
 Business-Studio Address . . . 150 North Randall  
 Phone Number . . . . . 731  
 Transmitter Location . . . . . No. Randall  
 Manager . . . . . Lonnie J. Preston

**K C R C**

**ENID—1931—ABC-OKLA. NET**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Enid Radiophone Co.  
 Bus.-Studio Address . . . . . Broadway Tower  
 Phone Number . . . . . 447  
 Transmitter Location . . . . . 318 E. Willow  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . O. L. Taylor Co.  
 Membership . . . . . NARTB, BAB  
 President . . . . . Milton B. Garber  
 General Manager . . . . . Guy B. Farnsworth  
 Commercial Mgr. . . . . H. P. Hale  
 Publicity, News Dir. . . . . Cecil E. Hill  
 Chief Engineer . . . . . Murray D. Coleman

**K G W A**

**ENID—1949—MBS**

Frequency: 960 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . Public Bcstg. Service, Inc.  
 Address . . . . . 115½ E. Broadway  
 Phone Number . . . . . 4230  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Standard  
 Representative . . . . . Rambeau  
 President . . . . . George Hutchison  
 General Manager . . . . . H. J. Godschalk  
 Commercial Manager . . . . . Hi Roberts  
 Program Director . . . . . Tom Belcher  
 Chief Engineer . . . . . William Teitzel Jr.

**K T A T**

**FREDERICK—1948—KBS-LBS**

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Frederick Bcstg. Co.

Address . . . . . Main & Grand  
 Phone Number . . . . . 1010  
 Transmitter Loc. . . . . 1 Mi. W. of City Hwy. 5  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Capitol  
 Representative . . . . . Hil F. Best  
 General Manager (Ptnr.) . . . . J. D. Jones, Jr.  
 Program Director (Ptnr.) . . . . Mary Wheeler  
 Comm. Mgr., Pub. Dir. . . . . Evelyn Jones  
 News Dir., Chf. Engr. . . . . Dan Jones  
 Consulting Engr. . . . . Guy C. Hutcheson

**K G Y N**

**GUYMON—1948**

Frequency: 1220 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Plains Bcstg. Co.  
 Business-Studio Address . . . . Box 77  
 Phone Number . . . . . 888  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Hil F. Best  
 President, Gen. Mgr. . . . . T. M. Raburn, Jr.  
 Commercial Manager . . . . . Ed Slater  
 Chief Engineer . . . . . Herbert L. Noyes

**K T J S**

**HOBART—1947—KBS**

Frequency: 1420 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . T. J. Shriner  
 Transmitter Location . . . . . 315 E. 11th St.  
 Phone Number . . . . . 1070  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 President, Gen.-Sta. Mgr. . . . . T. J. Shriner  
 Commercial Manager . . . . . M. J. Shriner  
 Prom. Manager . . . . . A. C. Ferguson, Jr.  
 Pgm.-Prod.-Pub. Dir. . . . . Jack Wickizer  
 Chief Announcer . . . . . Herb Carnahan  
 Musical Director . . . . . Barbara Evans  
 Chief Engineer . . . . . Ted Shriner

**K I H N**

**HUGO—1948**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Little Dixie Bcstg. Co.  
 Phone Number . . . . . 1140  
 News Service . . . . . AP  
 Transcription Service . . . . . SESAC  
 President . . . . . George Malone  
 Gen.-Comm. Manager . . . . . Jim Hendrix  
 Program Director . . . . . Dan Bridges  
 Promotion Manager . . . . . Mrs. Billie Van Hoose  
 Chief Engineer . . . . . Dalton E. Jones

**K S W O**

**LAWTON—1941**

**ABC-OKLA. NET**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Okla. Quality Bcstg. Co.  
 Bus.-Studio Address . . . . . 406½ D Ave.  
 Phone Number . . . . . 1380



# OKLAHOMA

Transmitter Location... 1½ Mi. E. of Lawton  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... The Taylor Co.  
 Membership ..... NARTB, BAB  
 President ..... R. H. Drewry  
 General Manager ..... Allan Page  
 Commercial Mgr. .... Neil Ashlock  
 Sales Prom. Mgr. .... Peggy Snell  
 Chf. Ann., Prog. Dir. .... Morgan Roberts  
 Production Director. .... Bill Wheatley  
 Chief Engineer ..... Bill Buford

## KNED

**McALESTER—1950**

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Pittsburg Bcstg. Co., Inc.  
 Address ..... McAlester  
 Phone Number ..... 1460  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Pres., Gen. Mgr. .... Ray Van Hooser  
 Commercial Manager ..... Phil Reed  
 Program Director ..... Mildred Martin  
 Chief Engineer ..... Ben Strotman

## KTMC

**McALESTER—1946—ABC-KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... McAlester Bcstg. Co.  
 Business-Studio Address ..... Municipal Bldg.  
 Phone Number ..... 2411  
 Transmitter Location ..... A & Grisler Sts.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... The Taylor Co.  
 President ..... William Young  
 Commercial Manager ..... Lee Hopper  
 Gen. Mgr., News Dir. .... James O. Wilson Jr.  
 Chief Engineer ..... Robert Schilb  
 Farm Editor ..... Bill Gibbons

## KGLC

**MIAMI—1948—KBS-LBS  
 WESTERN**

Frequency: 910 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Miami Bcstg. Co.  
 Address ..... Box 511  
 Phone Number ..... 3303  
 Transmitter Location ..... 5 Mi. E. Miami  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Sam Bennet  
 Membership ..... NARTB, BAB  
 President ..... M. K. Hutts  
 General Manager ..... Charles L. Unger, Jr.  
 Exec. Vice-Pres. .... Kenyon Brown  
 Program Director ..... Bill York

Chief Engineer ..... Louls Stone  
 Consulting Engr. .... A. Earl Cullum

## KBIX

**MUSKOGEE—1936—ABC-OKLA.**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Okla. Press Pub. Co.  
 Address ..... 214-216 Wall St.  
 Phone Number ..... 303  
 Air Time ..... 6 a.m.-12 M.  
 Transmitter Location ..... 9th floor, Barnes Bldg.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... The Taylor Co.  
 President, Gen. Mgr. .... Tams Bixby, Jr.  
 Comm., Sta. Mgr. .... Walter W. Weber  
 Program Director ..... Martin Thomas  
 Chf. Ann., News Dir. .... Bob Carmack  
 Chief Engineer ..... Eugene Edwards

## KMUS

**MUSKOGEE—1948—MBS**

Frequency: 1380 Kc. .... Power: 1000 d., 500 n.  
 Owned-Oper. By ..... Eastern Okla. Bcstg. Corp.  
 Business-Studio Address ..... 412½ Court St.  
 Phone Number ..... 656-7  
 News Service ..... UP  
 Representative ..... Pearson  
 President ..... R. M. Mountcastle  
 Gen., Station Mgr. .... Jimmie Barry  
 Program Dir. .... George Overton  
 Chief Engineer ..... James Keitel

## KNOR

**NORMAN—1949**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Cleveland County  
 Bcstg. Co.  
 Address ..... P. O. Box 542  
 Phone Number ..... 474  
 Transmitter ..... ½ mile E. of city Hgy. 9  
 News Service ..... UP  
 Transcription Service ..... Standard, World  
 Partner ..... William S. Morgan  
 President, Comm. Mgr. .... Tol Dickenson  
 Program Director ..... Gene Stansberry  
 Chief Engineer ..... Don Daniel

## KBYE

**OKLAHOMA CITY—1946—LBS**

Frequency: 890 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... State Bcstg. Co.  
 Bus.-Studio Address ..... 9th & Broadway  
 Phone Number ..... 3-2323-4-5  
 Transmitter Location ..... 55th & N. Eastern  
 Representative ..... Radio Repts  
 General Mgr. .... Frank J. Lynch

## KLPR

**OKLAHOMA CITY—1947**

Frequency: 1140 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Byrne Ross

# OKLAHOMA

Business Address.....128½ W. Commerce St.  
 Phone Number .....3-6358  
 Studio-Transmitter Address.....300 Block, SE  
 73rd St. & Shields Blvd.  
 Air Time .....Sunrise-sunset  
 News Service .....AP  
 Membership .....NARTB, BAB  
 Owner, Pres., Gen. Mgr.....Byrne Ross  
 Prom. Comm. Mgr.....Fred Farha  
 Music Program Dir.....Mrs. Kathleen Burkett  
 Production Dir.....Monty Wells  
 Publicity Director.....Byrne Ross  
 Chief Anncr.....Grant Ladd  
 News Director.....Jack Reynolds  
 Chief Engineer.....Jay Davis  
 Consulting Engineer.....Commercial Radio

## KOCY

### OKLAHOMA CITY—1922

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Plaza Court Bcstg. Co.  
 Business-Studio Address...Plaza Court Bldg.  
 Phone Number .....3-4333  
 Air Time .....6 a.m.-M.  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Walker  
 Membership .....NARTB  
 Pres., Gen. Mgr.....M. H. Bcnebrake  
 Sta., Comm Manager.....George Collison  
 Program Director.....David E. Loye  
 Chief Engineer.....Howard Hollars  
 Consulting Engineer .....Dillard

## KOMA

### OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....KOMA, Inc.  
 Business-Studio Address.....Billmore Hotel  
 Phone Number .....2-3291  
 Transmitter Location .....Moore  
 Air Time .....5 a.m.-12 M.  
 News Service .....UP  
 Transcription Service...Standard, Lang-Worth  
 Representative .....Avery-Knodel  
 Membership .....NARTB  
 President.....John Toole Griffin  
 General-Station Mgr.....J. J. Bernard  
 Sales Prom. Mgr., News Dir...Ben H. Holmes  
 Commercial Manager.....Carroll Loos  
 Program Director.....Robert M. Eastman  
 Production Director.....Martin Fuller  
 Musical Director.....Clarence Reynolds  
 Chief Engineer.....M. W. Thomas  
 Consulting Engineer.....Paul Godley

## KTOK

### OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc.....Power: 5000 Watts d.,  
 1000 n.  
 Owned-Operated By.....KTOK, Inc.

Business-Studio Address.....1800 W. Main  
 Phone Number .....3-8352  
 Transmitter Location.....S.E. of City  
 Air Time .....6 a.m.-M.  
 News Service.....AP, UP  
 Transcription Service .....Capitol  
 Representative.....O. L. Taylor Co.  
 President.....O. L. Taylor  
 Station Manager.....Edgar T. Bell  
 Commercial Manager.....E. L. Colbourn  
 Chief Engineer.....Clifford Easum

## KTOW

### OKLAHOMA CITY—1948

Frequency: 800 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Sooner Bcstg. Co.  
 Business-Studio Address...Liberty Bank Bldg.  
 Phone Number .....2-6367  
 Transmitter Location.....Reno & Eastern  
 Air Time .....Sunrise-sunset  
 News Service .....UP  
 Representative .....Forjoe  
 Membership .....NARTB  
 President .....Ralph Ball  
 Gen., Sta. Mgr.....Rex M. Lester, Jr.  
 Commercial Mgr.....Ross Baker  
 Pgm., Prod., News, Pub. Dir.....Bill Bryan  
 Chief Engineer.....John Witt

## WKY

### OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WKY Radiophone Co.  
 Bus.-Studio Address.....500 E. Britton Rd.  
 Phone Number .....Britton 2161  
 Air Time .....Unlimited  
 News Service .....AP, UP  
 Transcription Service...Associated, Standard  
 Representative .....Katz  
 Membership .....NARTB  
 Pres., Gen. Mgr.....E. K. Gaylord  
 V.P. & Station Manager.....P. A. Sugg  
 Asst. Station Mgr.....Hoyt Andres  
 Commercial Manager.....Robert E. Chapman  
 Administrative Asst.....Eugene B. Dodson  
 Program Manager.....Paul Brawner  
 News Supvr.....Ewing Canaday  
 Public Rel. Mgr.....Ray Scales  
 Chief Announcer.....Wakefield Holley  
 Chief Engineer.....H. J. Lovell  
 Consulting Engineer.....A. D. Ring

## KHBG

### OKMULGEE—1937—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Okmulgee Bcstg. Corp.  
 Business Address.....Box 1350  
 Phone Number .....3646  
 Transcription Location.....20th St.  
 News Service .....AP  
 Representative .....Pearson

# OKLAHOMA

President ..... Don Reynolds  
 Gen. Mgr., News Dir. .... Dan Kenan  
 Program Director ..... Bill Davis  
 Chief Engineer ..... John Brenerman

## KVLH

**PAULS VALLEY—1947—KBS—LBS**

Frequency: 1470 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... KVLH Bcstg. Co.  
 Business Trans. Address ..... P. O. Box 610  
 Phone Number ..... 1470  
 Air Time ..... Local sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... World, Capitol  
 President ..... James T. Jackson  
 General Manager ..... Phil Crenshaw  
 Program Director ..... Mort Halpern  
 Chief Engineer ..... George Rountree

## WBBZ

**PONCA CITY—1928—MBS-KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... The Ponca City Publ. Co.  
 Address ..... 3rd & Cleveland  
 Phone Number ..... 3311  
 Air Time ..... 6 a.m.-11 p.m.  
 Transmitter Location ..... 615 W. Grand St.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Membership ..... NARTB, BAB  
 President ..... Clyde E. Muchmore  
 Sta., Gen. Mgr. .... Cy Casper  
 Commercial Mgr. .... M. E. Sheid  
 Pgm., Prod. Dir. .... William C. Maugans  
 News Director ..... Gareth Muchmore  
 Chief Engineer ..... Carrol Blewster

## KOLS

**PRYOR—1950**

Frequency: 1570 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Lakes Area Bcstg. Co.  
 Address ..... Fifth & S. Mill Sts.  
 Phone Number ..... 1263  
 Transcription Service ..... Standard  
 News Service ..... AP  
 Owner-General Manager ..... L. L. Gaffney  
 Commercial Manager ..... Mrs. L. L. Gaffney  
 Chief Engineers ..... Jack Merrill,  
 Nathan Parsons, Jr.

## KGFF

**SHAWNEE—1930—LBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KGFF Bcstg. Co., Inc.  
 Address ..... Federal Natl. Bldg.  
 Phone Number ..... 4390  
 Transmitter Location ..... Shawnee County Club  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Taylor Co.  
 President ..... Oscar S. Stauffer

General Manager ..... Wilford C. Dickson  
 Commercial Manager ..... Bill Weaver  
 Program Director ..... GERAL Ziegler  
 Chief Engineer ..... Robert Martin

## KSPI

**STILLWATER—1947—MBS**

Frequency: 780 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Stillwater Publishing Co.  
 Business Address ..... P. O. Box 231  
 Phone Number ..... 1831  
 Studio-Transmitter Loc. 1½ Mi. S. on Hwy. 40  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Membership ..... NARTB, BAB  
 President ..... C. R. Bellatti  
 General Manager ..... L. F. Bellatti  
 Program Director ..... J. R. Bellatti  
 Chief Engineer ..... Paul McCollum

## KAKC

**TULSA—1946**

Frequency: 970 Kc. .... Power: 1000 Watts d.,  
 500 n.  
 Owned-Oper. By ..... Public Radio Corp.  
 Bus.-Studio Address ..... 412 E. Fifth St.  
 Phone Number ..... 4-2401  
 Transmitter Location ..... 21st & Yale Sts.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Walker  
 President-Treas. .... S. E. Avey  
 V.P., General Manager ..... James L. Neal  
 Sales Promotion Manager ..... Rusty Kirk  
 Program Director ..... John B. Wheeler  
 Chief Engineer ..... M. M. Donley

## KFMJ

**TULSA—1946**

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Fred Jones Bcstg. Co.  
 Business-Studio Address ..... 13th & Boston  
 Phone Number ..... 5-5555  
 Transmitter Location ..... 21st & Yale  
 Air Time ..... Daytime  
 News Service ..... UP  
 Representative ..... Indie Sales  
 Membership ..... NARTB, BAB  
 President ..... Fred Jones  
 General Manager ..... Lawson Taylor

## KOME

**TULSA—1938—MBS**

Frequency: 1300 Kc. .... Power: 5000 d., 1000 n.  
 Owned-Oper. By ..... Oil Capital Sales Corp.  
 Business-Studio Address ..... Kome Bldg.  
 Phone Number ..... 3-4121  
 Transmitter Location ..... 86th & S. Harvard  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Pearson



## OKLAHOMA

President.....John E. Brown Jr.  
 Exec. Vice-Pres.....Storm Whaley  
 General Manager.....Riley R. Gibson  
 Program Director.....Jean Arwood  
 News Director.....Don Bell  
 Chief Engineer.....Roy Brown

### KRMG

TULSA—1949—ABC

Frequency: 740 Kc.....Power: 50,000 Watts d.  
 25,000 n.

Owned-Operated By...All Oklahoma Bcstg. Co.  
 Business-Studio Address...311 So. Denver Ave.  
 Phone Number.....5-3291  
 Transmitter Location.....Keystone  
 Transcription Service.....Capitol  
 Air Time.....5:30 a.m.-M.  
 Representative.....John Blair  
 News Service.....AP  
 Membership.....NARTB, BAB  
 President.....Robert S. Kerr  
 Sta., Gen. Mgr.....Robert B. Jones, Jr.  
 Commercial Manager.....Frank S. Lane  
 Program Director.....David E. Wilson  
 News Director.....Glenn Condon  
 Publicity Director.....Dale L. Bethke  
 Chief Engineer.....Alden F. Wooster  
 Consulting Engr.....McIntosh & Inglis

### KTUL

TULSA—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tulsa Bcstg. Co.  
 Business Address.....Boulder-on-the-Park  
 Phone Number.....2-3191  
 Transmitter Location.....Turley  
 Air Time.....5:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Avery-Knodel  
 Membership.....NARTB, BAB  
 President.....John T. Griffin  
 V.P. & Gen. Mgr.....John Esau  
 Commercial Mgr.....L. A. Blust, Jr.  
 Sales Prom. Mgr.....George Ketcham  
 Chief Announcer.....Ed Neibling  
 Program Director.....Karl Janssen  
 Production Director.....Harry Abbott  
 News Director.....Jack Morris  
 Musical Director.....Glenn Hardman  
 Chief Engineer.....Robert Snider  
 Farm Editor.....Al Clauser  
 Consulting Engr.....Paul F. Godley

### KVOO

TULSA—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts  
 Owned-Oper. By....Southwestern Sales Corp.

Bus-Studio Address.....2104 Philltower Bldg.  
 Phone Number.....3281-2  
 Transmitter Location.....11 Mi. E. of Tulsa  
 Hwy. 66

Air Time.....Unlimited  
 News Service.....UP, INS  
 Transcription Service.....Standard, World  
 Representative.....Edward Petry  
 President.....P. Q. Proctor  
 Sta., General Mgr.....William B. Way  
 Commercial Manager...Gustav K. Brandborg  
 Sales Prom. Mgr.....N. T. McClarin  
 Program Director.....Tom DeVore  
 Production Director.....John Henry  
 News Director.....Ken Miller  
 Musical Director.....Joe O'Neill  
 Chief Engineer.....Watt Stinson  
 Farm Editor.....Sam Schneider

### KWSH

WEWAKA—1951—MBS

Frequency: 1260 Kc.....Power: 500 Watts  
 Owned-Operated By.....KADA Bcstg. Inc.  
 Address.....Box 1260  
 Phone Number.....1260-261  
 Transmitter.....2 Mi. W. Wewoka, Hy. 270  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Taylor  
 Membership.....NARTB, BAB  
 President.....Dr. C. C. Morris  
 General Manager.....Bill Hoover  
 Station Manager.....Pat Murphy  
 Commercial Manager.....John Landreth  
 Chief Anncr., Pgm. News Dir.....Don Owen  
 Publicity Director.....Romane Rowland  
 Musical Director.....Betty Hughes  
 Chief Engineer.....Warren W. Abbott  
 Consulting Engineer.....Weldon & Carr

### KSIW

WOODWARD—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Woodward Bcstg. Co.  
 Address Trans. Loc.....22 & Cedar Sts.  
 Phone Number.....1450  
 Air Time.....6 a.m.-10:15 p.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Continental  
 Pres., Gen. Mgr.....Edward A. Ryan  
 Program Director.....Lenora W. Ryan  
 Chief Engineer.....George Archer  
 Chief Announcer.....Mark Gaston



# OREGON

Pop. April 1, 1952 (Est.) 1,577,000—Total Housing Units 526,482  
Families April 1, 1952 (Est.) 504,000—Stations in State 45

## KWIL

ALBANY—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Central Willamette Bcstg.  
Bus.-Studio-Trans. Loc.... Queen Ave. & Elm  
Phone Number ..... 1234  
Air Time ..... 6 a.m.-M.  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... John Keating  
Membership ..... NARTB, BAB  
President ..... R. R. Cronise  
General Manager ..... Chet Wheeler  
Pgm., News, Pub. Dir. .... Ken McCoy  
Commercial Manager ..... Johnny Birrel  
Station Manager ..... Warren Stoffer  
Sales Prom. Mgr. .... Mal Waltman  
Publicity Director ..... C. Copenhaver  
Chief Engineer, Farm Editor. Herbert Davidson

## KWIN

ASHLAND—1946—LBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.... Rogue Valley Bcstg. Co.  
Address ..... 1160 Helman Rd.  
Phone Number ..... 2-1351  
Air Time ..... 6:30 a.m.-11 p.m.  
News Service ..... AP  
Transcription Service ..... Capitol  
Membership ..... NARTB  
President ..... Leslie V. Bahr  
Gen. Mgr., Pub. Dir. .... James A. Strickland  
Comm., Prom. Mgr. .... Hal K. Shade  
Pgm., News Dir. .... Doyle Seely  
Chief Anncr., Engr. .... L. Curtis Raynes  
Consulting Engineer ..... Grant Feikert

## KAST

ASTORIA—1936—MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts  
Owned-Operated By ..... Astoria Bcstg. Co.  
Bus.-Studio Address ..... 1006 Taylor Ave.  
Phone Number ..... 95  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... McHugh  
President ..... Robert B. Chessman  
Gen., Sta., Comm. Mgr. .... R. D. Holmes  
Program Director ..... Mrs. Mary Ristola  
Production Director ..... Irving Steinbock  
Chief Anncr., Engr. .... Bruce Whitwell  
Consulting Engineer ..... James Hatfield

## KVAS

ASTORIA—1950—LBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By..... Clatsop Video Bcstrs.  
Address ..... 612 Commercial St.  
Phone Number ..... 41  
Representative ..... Coxcomb Hill  
Transcription Service ..... World  
News Service ..... UP  
Membership ..... NARTB  
Gen. Mgr., Chief Engr. .... L. E. Parsons  
Comm., Prom. Manager ..... I. W. Spencer  
Pgm., Prod. Dir. .... E. W. Littlehales

## KBKR

BAKER—1939—LBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By ..... Inland Radio, Inc.  
Bus.-Studio Address ..... 2030 Auburn Sts.  
Phone Number ..... 140  
Transmitter Location ..... H. Street  
News Service ..... UP  
Transcription Service ..... World  
Membership ..... NARTB  
President ..... Lee W. Jacobs  
Gen., Station Mgr. .... Kenneth B. Lockwood  
Commercial Mgr. .... Milton L. Levy  
Program Dir. .... Kenneth Holden  
Chief Engineer ..... Walt Bobisud  
Consulting Engineer ..... Harold Singleton

## KBND

BEND—1938—MBS

Frequency: 1110 Kc. Power: 1000 Watts  
Owned-Oper. By.... Central Oregon Bcstg. Co.  
Bus.-Studio Address ..... Coble Bldg.  
Phone Number ..... 848  
Air Time ..... 6 a.m.-11 p.m.  
Transmitter Address ..... Butler Market Rd.  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... W. S. Grant  
Membership ..... NARTB  
Gen., Sta. Mgr. .... Frank H. Loggan  
Comm. Mgr. .... W. H. Barton  
Pgm. Dir., Chf. Ann. .... Kessler Cannon  
Publicity Director ..... Jack Thornton  
Chief Engineer ..... Robert Dickinson

## KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By ..... KOOS, Inc.  
Bus.-Studio-Trans. Address ..... 505 Hall Bldg.  
Phone Number ..... 4321-4331

# OREGON

Air Time ..... Unlimited  
News Service ..... UP  
Reps. .... Keating, Forjoe, O'Connell  
President. .... Sheldon F. Sackett  
Vice-President. .... Fred F. Chitty  
Station Manager. .... Phil Waters  
Asst., Comm. Manager. .... Jack Irvine  
Program Director. .... Brad Cole  
Chief Engineer. .... Nate Olson  
Consulting Engineer. .... Paul Leake

## KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By. .... KWRO Bcstrs.  
Address ..... P. O. Box 396  
Phone Numbers. .... 3961-3971  
News Service ..... AP  
Transcription Service. Associated. Cole, Capitol  
Representative ..... Gene Grant  
Pres., Gen. Mgr. .... Walter L. Read  
Station Manager. .... William Cook  
News Director. .... Jim Hodges  
Chief Engineer. .... Phillip Linn  
Program Director. .... Patsy Barkwell  
Consulting Engineer. .... Grant Feikert

## KRUL

CORVALLIS—1947  
LBS-VIKING-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Pacific States Radio Co.  
Address Trans. Lot. .... 1221 So. 15th St.  
Phone Number ..... 3-3322  
Air Time. .... 6:30 a.m.-12:05 p.m.  
News Service ..... AP  
Transcription Service ..... Capitol  
Representative ..... Keating  
President. .... J. C. Haley  
Gen., Sta. Mgr. .... C. W. Peck  
Commercial Manager. .... Doris Peck  
Chief Announcer. .... Wayne Loerke  
News Director. .... Ted Carlson  
Program Director. .... Pat McHugh  
Chief Engineer. .... Steve Evans  
Consulting Engr. .... Grant Feikert

## KODL

THE DALLES—1900—KBS-LBS

Frequency: 1230 Kc. .... Power: 250 d., 100 n.  
Owned-Oper. By. .... Western Radio Corp.  
Trans. Address ..... Scenic Dr. nr. Sosis Pk.  
Phone Number ..... 2300  
Air Time. .... 6:40 a.m.-10:30 p.m.  
News Service ..... UP  
Transcription Service ..... MacGregor  
Pres., General Manager. .... V. B. Kenworthy  
Station Manager. .... Paul E. Walden

## KASH

EUGENE—1947—KBS

Frequency: 1600 Kc. .... Power: 1000 Watts

Owned-Oper. By. .... Radio Air Ways, Inc.  
Business Address Trans. .... Day Island Rd.  
Phone Number ..... 5-3357  
Air Time. .... 6 a.m.-M.  
News Service ..... UP  
Transcription Service ..... Capitol, SESAC  
Representative ..... Donald Cooke  
Pres., Gen. Mgr. .... E. L. Kincaid  
Commercial Manager. .... Paul N. Plank  
Program Director. .... Laura Nidever  
Asst. Mgr., Pub. Dir. .... Clare Mattingly  
Chief Engineer. .... Norville M. Packard

## KERG

EUGENE—1949—LBS-CBS

Frequency: 1280 Kc. .... Power: 1000 Watts  
Owned-Operated By. .... Guard Pub. Co.  
Address ..... P. O. Box 506  
Phone Number ..... 5-4304  
Transmitter Location. .... Route 2  
Air Time. .... 6 a.m.-M.  
News Service ..... AP  
Transcription Service ..... Standard  
Representative. .... W. S. Grant  
Membership ..... NARTB, BAB  
President. .... Alton F. Baker  
Gen., Sta. Mgr. .... L. W. Trommlitz  
Commercial Manager. .... Herb Michael  
Pgm., Prod. Dir. .... Reg Rose  
Chief Engineer. .... Calvert Applegate

## KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Lane Bcstrg. Co.  
Business Address ..... P. O. Box 1032  
Phone Number ..... 4-4214  
Studio-Trans. Location. .... S. Willamette St.  
Air Time. .... 6 a.m.-M.  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... Everett-McKinney  
Membership ..... NARTB  
Director ..... Glenn McCormick  
General Mgr. .... Lee Bishop  
Commercial Mgr. .... Bob Hillyer  
Program-Production Dir. .... Robert Eubanks  
Publicity Dir. .... Virgil Parker  
Chief Engineer. .... Floyd Vikea

## KUGN

EUGENE—1946—ABC

Frequency: 590 Kc. .... Power: 1000 Watts  
Owned-Operated By. .... KUGN, Inc.  
Business Address ..... P. O. Box 590  
Phone Number ..... 4-6216  
Studio-Transmitter Location. .... Coburg Rd.  
Air Time. .... 6 a.m.-M.  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... McHugh, Meeker

# OREGON

Membership .....NARTB, BAB  
 President.....C. H. Fisher  
 Sta., Gen. Manager.....S. W. McCready  
 Commercial Manager.....L. N. Young  
 Program Director.....LeRoy Jolley  
 Chief Announcer.....Ken Lomax  
 News Director.....Robert Short  
 Chief Engineer.....George Hathaway  
 Consulting Engr.....Grant S. Feikert

## K F G R

### FOREST GROVE—1950

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Irving G. Schmidtke  
 Address.....Rt. 2, Box 245  
 Phone Number.....6091  
 Transcription Service.....Standard, SESAC  
 News Service.....AP  
 Pres., Gen., Sta. Mgr.....Irving V. Schmidtke  
 Sales Prom. Mgr., Pgm., Prod., Publ. Dir.

Robert Peel

Chief Ann., Mus. Dir.....Gene D. Jacobson  
 News Director.....Allen Hoffard  
 Chief Engineer.....Irving V. Schmidtke  
 Consulting Engineer.....Stanton D. Bennett

## K U I N

### GRANTS PASS—1939—MBS DON LEE

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southern Oregon Bcstg. Co.  
 Business Address.....P. O. Box 148  
 Phone Number.....4477  
 Studio-Transmitter Location.....Redwood Hwy.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World, McGregor  
 Representative.....W. S. Grant  
 Membership.....NARTB, BAB  
 President.....A. E. Voorhies  
 General Manager.....E. A. Malone  
 Commercial Mgr.....M. K. Ball  
 Program Director.....Dave Allen  
 Chief Engineer.....N. L. Williams

## K I H R

### HOOD RIVER—1950

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Ore.-Wash. Bcstrs.  
 Phone Number.....8561  
 General Mgr., Ptnr.....C. H. Fisher  
 Partner.....C. O. Fisher  
 Station Manager.....Don McCutcheon  
 Chief Engineer.....Robert Houghlum  
 Consulting Engineer.....Grant S. Feikert

## K F J I

### KLAMATH FALLS—1922—MBS

Frequency: 1150 Kc.....Power: 5000 d., 1000 n.  
 Owned-Oper. By.....KFJI Bcstrs., Inc.  
 Address.....P. O. Box 692

Phone Number.....22551  
 Transmitter Loc.....Radio Hill  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....W. S. Grant, Keating  
 Membership.....NARTB  
 President.....W. D. Miller  
 General Manager.....Dick Maguire  
 Sales Promotion Manager.....Arlen Sanders  
 Chief Announcer.....Chas. A. "Sandy" Poteet  
 News Director.....John Barton  
 Chief Engineer.....William P. Grimes  
 Consulting Engineer.....Harold Singleton

## K F L W

### KLAMATH FALLS—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Herald Publ. Co.  
 Address.....P. O. Box 941  
 Phone Number.....8115  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Everett-McKinney  
 Membership.....NARTB  
 President.....Frank Jenkins  
 General Manager.....Bud Chandler  
 Commercial Manager.....Aaron Boe  
 Program Director.....Marjorie Eagle  
 Chief Engineer.....Gilbert Walters  
 News Director.....Charles McFarlan  
 Farm Editor.....Paul Alexander

## K L B M

### LA GRANDE—1938—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Inland Radio, Inc.  
 Address.....Old Oregon Trail  
 Phone Number.....2201  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB, BAB  
 President.....Lee Jacobs  
 General Station Manager.....John G. Jones  
 Commercial Manager.....Ken Lillard  
 Pgm. Dir.....Evelyn Bridges  
 Chief Engineer.....Murray Durham

## K G A L

### LEBANON—1950—KBS

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Linn County Bcstrs., Inc.  
 Phone Number.....8631  
 Transcription Library.....Lang-Worth  
 News Service.....AP  
 President.....W. Gordon Allen  
 Gen. & Comm. Mgr.....Marcus F. DuLaunay  
 Program Director.....Madeline Allen  
 Chief Engineer.....Ed McElroy



OREGON

## K M C M

**McMINNVILLE—1949—KBS**

Frequency: 1260 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Yamhill Bcstrs.  
 Address . . . . . P. O. Box 207  
 Phone Number . . . . . 3811  
 Transcription Service . . . . . Lang-Worth  
 News Service . . . . . AP  
 President . . . . . Jack B. Bladine  
 General Manager . . . . . Louis F. Gillett  
 Commercial Manager . . . . . Glasco Branson  
 Chief Engineer . . . . . Milt Muir

## K M E D

**MEDFORD—1922—NBC**

Frequency: 1440 Kc. . . . . Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By . . . . . Radio Medford, Inc.  
 Address . . . . . P. O. Box 1306  
 Phone Number . . . . . 2-4000  
 Transmitter Location . . . . . Ross Lane  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, MacGregor  
 Station Representative . . . . . Meeker Assoc.  
 President . . . . . Vern Robinson  
 General Manager . . . . . Jennings Pierce  
 Commercial Manager . . . . . Bill Hansen  
 Chief Engineer . . . . . Ray Johnson

## K Y J C

**MEDFORD—1947—ABC**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Medford Printing Co.  
 Trans. Address . . . . . Barnett Rd.  
 Phone Number . . . . . 2-5277  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Grant, McHugh  
 President . . . . . Robert W. Ruhl  
 Gen., Sta. Mgr. . . . . Jimmy Dunlevy  
 Comm. Mgr. . . . . Douglas Gaines  
 Pgm., Prod. Dir. . . . . John Ahern  
 Chief Engineer . . . . . Dick Woods  
 Consulting Engineer . . . . . Grant S. Feikert

## K N P T

**NEWPORT—1948—LBS**

Frequency: 1310 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Yaquina Radio, Inc.  
 Business Address . . . . . Box 276  
 Phone Number . . . . . 560  
 Studio-Transmitter Address . . . . . Newport  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President, General Manager . . . . . Tom R. Becker  
 Commercial Manager . . . . . Dan Kirch  
 Program Director . . . . . Ed Warmoth  
 Chief Engineer . . . . . Tom Bracanovich

## K F I R

**NORTH BEND—1951—LBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Bay Bcstg. Co.  
 Address . . . . . 1937 Union Ave.  
 Phone Number . . . . . 5-7351  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 President . . . . . Mrs. Josephine Bjarnson  
 Gen., Comm. Mgr., Chf. Engr. . . . . Roger Spaugh  
 Prom., Pgm. Dir. . . . . Sara Spaugh

## K S R V

**ONTARIO—1946—LBS**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Inland Radio, Inc.  
 Address . . . . . Box 540  
 Phone Number . . . . . 212  
 Transmitter Location . . . . . Hiway 30  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Representative . . . . . Oregon Trail  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB, BAB  
 President . . . . . Lee W. Jacobs  
 V.P., Gen. Mgr. . . . . Gordon L. Capps  
 Commercial Manager . . . . . John W. Powell  
 Program Director . . . . . Ned Leibman  
 Chief Engineer . . . . . Charles E. Harland  
 Consulting Engr. . . . . Harold Singleton

## K G O N

**OREGON CITY—1947—LBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Clackamas Bcstrs.  
 Business Address . . . . . Box 391  
 Phone Number . . . . . 1-5475  
 Studio-Transmitter . . . . . Super Hiway, N.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . McGillvra  
 President . . . . . Dr. John H. Fitzgibbon  
 Comm., Prom., Gen. Mgr. . . . . Irwin S. Adams  
 Assistant Manager . . . . . H. I. Jackson  
 Program Director . . . . . Sonora Hoffman  
 Chief Engineer . . . . . Edward G. Saxe

## K W R C

**PENDLETON—1941—LBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Western Radio Corp.  
 Business Address . . . . . P. O. Box 178  
 Phone Number . . . . . 1425  
 Studio-Transmitter Location . . . . . End of S.W. Sixth  
 News Service . . . . . UP  
 Pres., Gen. Mgr. . . . . V. B. Kenworthy  
 Station Manager . . . . . Ted A. Smith  
 Program Director . . . . . Denman Dayton  
 Chief Engineer . . . . . Robert E. Fay

OREGON

**KBKO**

PORTLAND—1948

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By Mercury Bcstg. Co.  
Bus.-Studio Address 3908 N.E. Sandy Blvd.  
Phone Number MURdock 1290  
Transmitter Location Oaks Park  
Representative Forjoe  
News Service UP  
Pres., Gen. Mgr., Pgm. Dir. Gordon Bambrick  
V.P., Chief Engr. Harold Krieger

**KEX**

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts  
Owned-Operated By Westinghouse Radio  
Address 1230 SW Main St.  
Phone Number CAPital 1881  
Transmitter Location Clackamas  
Air Time 5:30 a.m.-1 a.m.  
News Service UP, INS  
Transcription Service Associated  
Station Representative Free & Peters Inc.  
Station Manager J. B. Conley  
Commercial Manager Robert H. Prigmore  
Sales Promotion Manager Charles L. Burrow  
Program Director Mel Bailey  
Production Director Jesse Leonard  
News Director Robert L. Thomas

**KOIN**

PORTLAND—1925—CBS

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By KOIN, Inc.  
Business Address P. O. Box 1031  
Phone Number ATwater 3333  
Transmitter Location Rt. 5, Box 1025  
Air Time 6 a.m.-M.  
News Service AP, INS, UP  
Transcription Service Associated, World,  
Thesaurus  
Representative Avery-Knodel  
Membership NARTB, BAB  
President Marshall Field  
Gen.-Sta. Mgr. Harry H. Buckendahl  
Promotion Director George Wann  
Program Manager Ted W. Cooke  
Production Director Willard Mears  
Chief Announcer Duncan Macleod  
News Director Lester Halpin  
Musical Director Owen Dunning  
Dir. of Engineering Louis S. Bookwalter  
Farm Editor Luke L. Roberts

**KPAM**

PORTLAND—1951

Frequency: 1410 Kc. Power: 1000 Watts d.  
Owned-Operated By Bcstrs. Oregon Ltd.  
Address P. O. Box 1230

**AP SELLS**

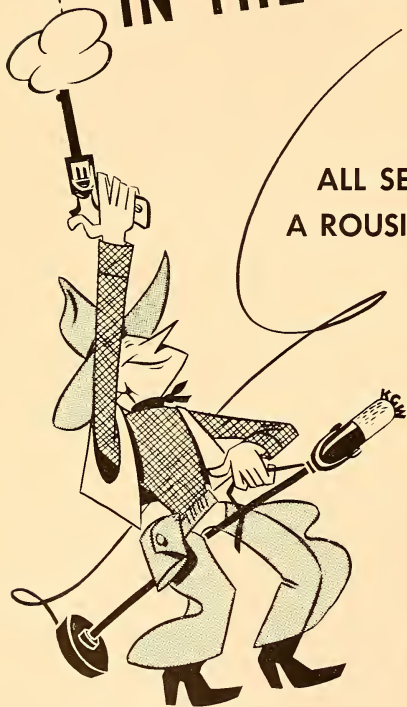
For Stations and Sponsors

For instance . . . **KGAL**

“All our 66 AP news programs are sponsored. KGAL derives 20% of its income from newscasts sold to year-round sponsors. Of our audience, 75% prefers news over all other programs. When I saw the percentage of gross gained from news, I took one salesman off . . . made him News and Public Relations Director. We have no trouble at all selling AP news.”

GORDON ALLEN,  
President,  
KGAL, Lebanon, Oregon

# THE SKY'S THE LIMIT IN THE KGW MARKET!



**MORE PEOPLE  
WITH MORE TO SPEND  
ALL SET TO GIVE ADVERTISERS  
A ROUSING WESTERN WELCOME**

Yes, sir! The fastest growing, biggest-spending market in the Oregon country can be covered most effectively on KGW.

Oregon's population has shown a net increase of 39.6% in the past 10 years. Every index of market prosperity has hit a new all-time high. Total per capita spendable income is up over 3½ million above last year.

ADVERTISERS who want big-market results will do well to consider KGW's prosperous Western families as prime prospects in 1952!

# KGW PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.



# OREGON

Phone Number.....Broadway 7471  
 News Service.....AP  
 Transcription Service.....Associated, World  
 Pres., Comm. Gen. Mgr.....Stanley M. Gourd  
 Program Director.....Alvin C. Yantiss  
 Chief Engineer.....Charles K. Dickson

## K G W

**PORTLAND—1922—NBC  
 N.W. TRIANGLE**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Oper.....Pioneer Bcstrs. Inc.  
 Bus.-Studio Address.....1320 S.W. Broadway  
 Phone Number.....BEacon 6364  
 Transmitter Location.....No. Portland  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP, INS  
 Transcription Service.....Lang-Worth, World  
 Representative.....Edward Pety  
 Membership.....NARTB, BAB  
 President.....Mrs. S. I. Newhouse  
 Station Manager.....H. Quenton Cox  
 Commercial Manager.....J. N. Wassan  
 Program Manager.....Donald Whitman  
 Chief Announcer.....Bob Franklin  
 News Directors.....Don Kneass, Chuck Foster  
 Musical Director.....Abe Bercovitz  
 Chief Engineer.....Harold C. Singleton  
 Farm Editor.....Don Kneass

## K P D Q

**PORTLAND—1947**

Frequency: 800 Kc.....Power: 1000 Watts  
 Owned-Operated By.....John W. Davis  
 Bus.-Studio-Trans. Address.1008 S.W. 6th Ave.  
 Phone Number.....CA 9209  
 Transmitter Location.....Oaks Park  
 News Service.....AP  
 Transcription Service.....Associated  
 Pres., Gen. Mgr.....John W. Davis  
 Commercial Manager.....Dave Jack  
 Pgm., News Dir.....Fred Haskins  
 Chief Engineer.....Chuck Moore

## K P O J

**PORTLAND—1932—MBS**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By...KPOJ, Inc., Portland Oregon  
 Journal  
 Phone Number.....Broadway 3484  
 Studio Address.....1019 S.W. 10th  
 Transmitter Location....P. O. Address R. 1,  
 Box 2433  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....John Blair  
 Membership.....NARTB, BAB  
 President.....P. L. Jackson  
 General-Station Manager.....R. M. Brown  
 Commercial Manager.....Harry C. McLain  
 Sales Prom. Mgr., Publ. Dir.....Isabell Hoyt  
 Program Director.....Joseph T. Hallock

Chief Ann., Prod. Dir.....Jack Moys  
 News Director.....Vern Mueller  
 Chief Engineer.....Carol Saling  
 Farm Editor.....Alvin D. Bauer  
 Consulting Engrs.....McIntosh & Inglis

## K W J J

**PORTLAND—1927**

Frequency: 1080 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....KWJJ Bcst. Co., Inc.  
 Bus.-Studio Address.....1011 S.W. 6th Ave.  
 Phone Number.....Atwater 4393  
 Transmitter Location.....4350 N. Suttle Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Burn-Smith  
 Pres., Gen. Sta. Mgr.....Wilbur J. Jerman  
 Prog., Dir., Comm. Mgr.....Jerry Speerstra  
 Prom. Mgr., Pub. Dir.....Ben Crosby  
 Chief Anncr.....Art Morey  
 Musical Director.....John Emmel  
 Chief Engineer.....Dwight Loomis

## K X L

**PORTLAND—1926**

Frequency: 750 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....KXL Bcstrs.  
 Business-Studio Address.....Orpheum Bldg.  
 Phone Number.....BR. 6451  
 Transmitter Location.....Harmony Twp.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Walker  
 Pres., Gen., Comm. Mgr.....H. S. Jacobson  
 Program, Prom. Manager.....Jackson Fleming  
 News Director.....Ralph Wiegand  
 Chief Engineer.....Ralph Mifflln

## K R C O

**PRINEVILLE—1950**

Frequency: 690 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Radio Central Oregon  
 Phone Number.....6-239  
 Representative.....Gene Grant  
 Transcription Service.....Thesaurus  
 News Service.....UP  
 Pres., Gen., Sta. Mgr.....Norbert A. Miksche  
 Sales Promotion Manager.....Richard Burger  
 Program Director.....Les McKay  
 Chief Engineer.....Curtis Burnside  
 Consulting Engineer.....Grant Feikert

## K R N R

**ROSEBURG—1935—DON LEE**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....News Review Co.  
 Address.....211 N. Main St., 134 N.  
 Jackson St.  
 Phone Number.....3-5551

## OREGON—PENNSYLVANIA

Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representatives ..... John Keating  
 Membership ..... NARTB, BAB  
 President ..... Frank Jenkins  
 Station Manager ..... Leroy Hiatt  
 Commercial Mgr. .... Warren Ward  
 Program Director ..... Lyle Fenner  
 Chief Engineer ..... Max Dick

Address Trans. Loca. .... 1426 Edgewater St.  
 Phone Number ..... 3-3108  
 Air Time ..... 8 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Capitol, Associated.  
 Representative ..... William G. Rambeau  
 General Manager ..... Loring Schmidt  
 Program Director ..... Carl Ritchie  
 Chief Ann. News Dir. .... Gene Good, Jr.  
 Chief Engineer ..... Robert Suing

### KRXL

ROSEBURG—1950—LBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Umpqua Bcstrs. Inc.  
 Address ..... P. O. Box 847  
 Phone Number ..... 3-4464  
 Transcription Service ..... Lang-Worth.  
 Capitol, World  
 News Service ..... UP  
 President ..... Donn Radabaugh  
 Gen., Sta. Manager ..... Iris Rice Helliwell  
 Commercial Manager ..... Lon D. Hunt  
 Chief Engineer ..... Ralph E. Smith

### KGAE

SALEM—1951

Frequency: 1430 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Allen, Truhan & Clark  
 Address ..... Marion Hotel  
 News Service ..... AP  
 Pres., Gen. Mgr. .... W. Gordon Allen  
 Program Director ..... Del Olney  
 Chief Engineer ..... Gordon Allen

### KOCO

SALEM—1947—LBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Loring Schmidl

### KSLM

SALEM—1934—MBS

Frequency: 1390 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Oregon Radio, Inc.  
 Business Address ..... P. O. Box 631  
 Phone Number ..... 3-4831  
 Transmitter Location ..... Kingwood Hgts.  
 Representative ..... McKinney, Everett  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... World, Lang-Worth  
 Membership ..... NARTB, BAB  
 President ..... Glenn McCormick  
 Gen., Comm. Mgr. .... Earl Headrick  
 Sales Prom. Mgr., Pgm. Dir. .... Dave Hoss  
 News Director ..... Jim Danielson  
 Chief Engineer ..... Clyde Carlton  
 Consulting Engr. .... Grant Fiekert

### KTIL

TILLAMOOK—1947

Frequency: 1590 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Tillamook Bcstg. Co., Inc.  
 Business Address ..... Star Route W.  
 Phone Number ..... 1122  
 Representative ..... John Keating  
 Manager ..... Tom Hoover  
 Sales Manager ..... Jim Kelly Jr.

# PENNSYLVANIA

*Pop. April 1, 1952 (Est.) 10,928,000—Total Housing Units 3,044,785  
 Families April 1, 1952 (Est.) 2,853,000—Stations in State 113*

### WAEB

ALLENTOWN—1949—ABC

QUAKER

Frequency: 790 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... WAEB, Inc.  
 Address ..... Center Square  
 Phone Number ..... 4-9364  
 Transmitter Location ..... Mickley  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... UP

Representative ..... George P. Hollingbery Co.  
 President ..... Howard Wasserman  
 General Manager ..... Milton Laughlin  
 Program Director ..... Thomas A. Earley  
 Chief Engineer ..... William Gottshall  
 Consulting Engineer ..... MacIntosh & Inglis

### WHOL

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Allentown Bcstg. Corp.

# P E N N S Y L V A N I A

Add. Trans. Loca. .... 1125 Colorado St.  
 Phone Number ..... Allentown 4-4801  
 Air Time ..... 7 a.m.-M.  
 News Service ..... UP  
 Transcription ..... Thesaurus  
 Representative ..... Robert Meeker  
 President ..... Henry K. Bauman  
 Sta. Mgr., Pgm., Pub. Dir. .... J. F. Chambers  
 Musical Dir. .... Sydney Paul  
 Chief Engineer ..... Gerald B. Werst  
 Consulting Engineer ..... Lynne Smeby

## W K A P

### ALLENTOWN—1947

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Operated By ..... WKAP, Inc.  
 Bus.-Studio Address ... P. O. Box 689, No. 7th  
 St. Pike  
 Phone Number ..... 3-3166  
 Transmitter Location. .... No. 7th St., Pike  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Weed  
 President ..... N. Joe Rahall  
 Sta., Gen. Mgr. .... O. R. Davies  
 Program Director ..... Marshall Cleaver  
 Chief Engineer ..... C. Frank Cordaro  
 Consulting Engineer ..... E. C. Page

## W S A N

### ALLENTOWN—1923—NBC

Frequency: 1470 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Lehigh Valley Bcstg. Co.  
 Bus.-Studio Address ..... 39-41 N. Tenth St.  
 Phone Number ..... 4-9511  
 Transmitter Location ..... Route 1  
 Air Time ..... 6:30 a.m.-12:05 a.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Headley Reed  
 General Manager ..... B. Bryan Musselman  
 Comm. Mgr. .... Olivia P. Musselman  
 Dir. of Programs ..... George Y. Snyder  
 Chief Engineer ..... Reuel H. Musselman  
 Consulting Engineer ..... Gautney & Ray

## W F B G

### ALTOONA—1924—NBC-QUAKER

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Gable Bcstg. Co.  
 Phone Number ..... 6467  
 Transmitter Location. .... Atop Gable Store  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... H-R Reps., Inc.  
 Membership ..... NARTB, BAB  
 President ..... George P. Gable  
 General Manager ..... John M. Snyder  
 Chief Ann., Pgm. Dir. .... James Gates

Musical Director ..... Allo Weiladt  
 Chief Engineer ..... George Burgoon  
 Farm Editor ..... Eugene Hammill  
 Consulting Engineer ..... Craven, Lohnes &  
 Culver

## W J S W

### ALTOONA—1947—MBS

Frequency: 1290 Kc. .... Power: 1000 d., 500 n.  
 Owned-Operated By ..... Altoona Bcstg. Co.  
 Bus.-Studio Address ..... 1413 11th Ave.  
 Phone Number ..... 9301  
 Transmitter Location. .... Goods Lane, Logan  
 Township  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Burn-Smith  
 Membership ..... BAB  
 President ..... Herbert T. Wolf  
 General Mgr. .... Thomas W. Metzger  
 Station-Comm. Mgr. .... James E. Moren  
 Sales Prom. Mgr. .... D. Guy Chappie  
 Publicity Director ..... Charles Flynn  
 Chief Engineer ..... C. Irvin Metzger  
 Consulting Engineer ..... George C. Davis

## W R T A

### ALTOONA—1947—ABC

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Thompson Bcstg. Co.  
 Address ..... 1421 12th Ave.  
 Phone Number ..... 6646  
 Air Time ..... 6:30 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... Robert Meeker  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Roy F. Thompson  
 Sales Prom. Mgr. .... William Clear  
 Program Director ..... Dorothy M. Thompson  
 Musical Director ..... Robert Michaels  
 Publicity Dir. .... S. Carlton Ayers  
 Chief Engineer ..... George R. Burgoon

## W V A M

### ALTOONA—1948—CBS

Frequency: 1430 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... General Bcstg. Corp.  
 Address Trans. Loca. ... 2801 Edgewood Dr.  
 Phone Number ..... 8127  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Weed & Co.  
 President ..... Emanuel S. Leopold  
 General Manager ..... Robert G. Walter  
 Comm. Prom. Mgr. .... Will Union  
 Program Director ..... Robert G. Walter  
 News Director ..... John Riley  
 Chief Engineer ..... William R. Butterbaugh



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**P E N N S Y L V A N I A**

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**W A V L**

**APOLLO—1947**

Frequency: 910 Kc. . . . . Power: 1000 Watts, d.  
 Owned-Oper. By. . . . . Tri-Borough Bcstg. Co.  
 Bus.-Studio Address Trans. Loca. . . . . No. 4th  
 Phone Number . . . . . 72-3921  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC, Cole,  
 Thesaurus  
 General Manager . . . . . Cecil F. Clifton  
 Sales Prom. Manager . . . . . A. J. West  
 Comm. Mgr., Prod. Dir. . . . . David T. Taylor  
 Chief Engineer . . . . . H. E. Smith

**W N C C**

**BARNSBORO—1950—KBS**

Frequency 950 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By. . . . . No. Cambria Bcstrs.  
 Phone Number . . . . . 1010  
 Transcription Service . . . . . Thesaurus, Standard  
 News Service . . . . . UP  
 Pres., Prom. Mgr. . . . . Harris G. Breth  
 General Manager . . . . . W. J. Thomas  
 Chief Engineer . . . . . Dyle Miller

**W B V P**

**BEAVER FALLS—1948**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . WBVP, Inc.  
 Business-Studio Address. . . . . 1216 Seventh Ave.  
 Phone Number . . . . . 4100  
 Transmitter Location. . . . . New Brighton  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP, AP  
 Transcription Service . . . . . Standard, World  
 Membership . . . . . NARTB, BAB  
 Pres., Sta., Gen. Mgr. . . . . Frank R. Smith, Jr.  
 Prom., Comm. Mgr. . . . . Thomas B. Price  
 Program Director. . . . . Charles H. Wilson  
 Production Director. . . . . Jean E. Biggard  
 Chief Announcer. . . . . George Allen  
 Chief Engineer. . . . . Gerald Cushing

**W G P A**

**BETHLEHEM—1946**

Frequency: 1100 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By. . . . . The Bethlehems' Globe  
 Bus.-Studio Address . . . . . 426 Broadhead Ave.  
 Phone Number . . . . . 6-8074-5  
 Transmitter Location. . . . . Eighth Ave. & Dell St.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Thesaurus  
 Membership . . . . . NARTB, BAB  
 General Manager . . . . . Ellis Service  
 Station Manager . . . . . Arthur C. McCracken  
 Comm., Sales Prom. Mgr. . . . . Frank Collie  
 Prod., Pgm. Dir. . . . . Stefan George  
 Chief Engineer . . . . . Edwin L. Rybak

**W C N R**

**BLOOMSBURG—1946**

Frequency: 930 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . The Columbia-Montour  
 Bcstg. Corp.  
 Bus.-Studio Address . . . . . 38 W. Main St.  
 Phone Number . . . . . 1700  
 Transmitter Location . . . . . Bloomsburg RFD  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Membership . . . . . NARTB  
 President . . . . . Robert R. Eyerly  
 Gen. Mgr. . . . . Ed Darlington  
 Chief Engineer. . . . . Robert Fulton

**W H L M**

**BLOOMSBURG—1951—LBS**

Frequency: 690 kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Bloom Radio  
 Address . . . . . Hotel Magee  
 Phone Number . . . . . 1800-1  
 Transmitter Location. . . . . Scott Twp.  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NARTB, BAB  
 President . . . . . Harry Magee  
 Manager . . . . . Robert R. Williams  
 Chief Engineer . . . . . Anthony Hogg

**W L O A**

**BRADDOCK—1947**

Frequency: 1550 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Matta Bcstg. Co.  
 Business-Studio Address. . . . . 1233 Braddock Ave.  
 Phone Number . . . . . Electric 1-1100  
 Transmitter Location . . . . . N. Braddock Hilltop  
 News Service . . . . . UP  
 President, Gen. Mgr. . . . . William G. Matta  
 Commercial Manager . . . . . George Matta  
 Program Director. . . . . George Zozic  
 Chief Engineer. . . . . Richard G. Noullet

**W E S B**

**BRADFORD—1947—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . WESB  
 Business Address . . . . . 43 Main St.  
 Phone Number . . . . . 3173  
 Studio-Transmitter Location. . . . . High St. Ext.  
 Air Time . . . . . 7 a.m.-12 M. (8 a.m.-12 M.-Sun.)  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB, BAB  
 News, Pub., Dir., Prom., Gen. Mgr., J. M. Cleary  
 Commercial Manager . . . . . James Ponder  
 Chief Engineer . . . . . Joseph Sudock



. . .

**PENNSYLVANIA**

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**WBUT**

**BUTLER—1948—LBS**

Frequency: 1580 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Eagle Printing Co.  
 Phone Number . . . . . 75-778  
 Transcription Service . . . . . Thesaurus  
 News Service . . . . . AP  
 President . . . . . John L. Wise  
 Sta., Comm. Mgr. . . . . Philip B. Hirsch  
 Sales Prom. Mgr. . . . . Vernon L. Wise, Jr.  
 Program Director . . . . . Joseph Laconi  
 Chief Engineer . . . . . Gerald L. Coleman

**WISR**

**BUTLER—1941—TRI-STATE-KBS**

Frequency: 680 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . The Butler Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 357 N. Main St.  
 Phone Number . . . . . 4701-2  
 Transmitter Location . . . . . McKinley Ave. Ext.  
 Air Time . . . . . 6:30 a.m.-Sunset  
 News Service . . . . . UP  
 Membership . . . . . NARTB, BAB  
 President . . . . . Mrs. Georgia Rosenblum  
 News Dir., Sta. Mgr. . . . . Robert Kaufman  
 Pgm., Musical Dir. . . . . Warren Ihlenfeld  
 Chief Announcer . . . . . Edward Menke  
 Chief Engineer . . . . . Paul Rex  
 Consulting Engineer . . . . . George C. Davis

**WC DL**

**CARBONDALE—1950—KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By Carbondale Bdcstg., Co., Inc.  
 Address . . . . . 127 Salem Rd., Carbondale; 849  
 Main St., Honesdale, Pa.  
 Phone Number . . Carbon. 1230, Hones. 1230  
 Trans. Loca. . . 116 Salem Rd., Carbondale Twp.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC, World  
 Representative . . . . . Donald Cooke, Inc.  
 President . . . . . William H. Ware  
 Gen., Sta. Mgr. . . . . W. Richard Carlson, Jr.  
 (Honesdale Studio Manager . . . . . Tut Perry)  
 Comm., Prom. Mgr. . . . . William Fletcher  
 Program Director . . . . . Norah B. Carlson  
 Production Director . . . . . John Krieger  
 Publicity Director . . . . . Jean Lynady  
 Chief Engineer . . . . . Robert G. Adams  
 Farm Editor . . (Honesdale Studios) J. McKeon  
 Consulting Engineer . . . . . J. Gordon Keyworth

**WLXW**

**CARLISLE—1948—KBS**

Frequency: 1380 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Philip Mathews

Business Address . . . . . Holly Pike  
 Phone Number . . . . . Carlisle 1785  
 Studio-Transmitter Location . . . . . Mt. Holly Pike  
 News Service . . . . . UP  
 President . . . . . Philip Mathews  
 Chief Exec. . . . . Florence Good  
 Chief Engineer . . . . . Henry Palmer

**WCHA**

**CHAMBERSBURG**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . Chambersburg Bcstg. Co.  
 Bus.-Studio Address . . . . . Craft Press Bldg.  
 Phone Number . . . . . 1110  
 Transmitter Location . . . . . Route No. 6, Warm  
 Spring Rd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Associated  
 Representative . . . . . Forjoe  
 Membership . . . . . NARTB  
 Pres., Gen. Manager . . . . . John S. Booth  
 Commercial Manager . . . . . Earl P. Strine  
 Program Director . . . . . Allen Saunders  
 Chief Engineer . . . . . James McCurdy  
 Consulting Engineer . . . . . Kear & Kennedy

**WESA**

**CHARLEROI—1947—KBS**

Frequency: 940 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . Monongahela Valley Bcstg.  
 Business-Studio Address . . . . . Fifth St.  
 Phone Number . . . . . 3-6551  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 President . . . . . Dr. A. S. Sickman  
 Gen., Comm. Mgr. . . . . C. R. Duvall  
 Chief Engineer . . . . . Mel Wigand  
 News Director . . . . . Bill Richards

**WPWA**

**CHESTER—1947**

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Lou Poller  
 Business Address . . . . . Box 30, Chester  
 Phone Number . . . . . 3-1641  
 Trans. Loca. . . . . Brookhaven, Middletown Rd.  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Forjoe  
 Pres., Gen. Mgr. . . . . Lou Poller  
 Station Manager . . . . . Harry Simmington  
 Comm., Sales Prom. Mgr. . . . . Burton Levin  
 Pgm., Prod. Dir. . . . . Melvin Levine  
 Chief Announcer . . . . . Paul Warren  
 Publ. News Director . . . . . Mort Rosenman  
 Chief Engineer . . . . . Harry Simmington  
 Consulting Engineer . . . . . Russell P. May

# P E N N S Y L V A N I A

## W V C H CHESTER—1948

Frequency: 740 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . James M. Tisdale  
Bus.-Studio Address . . . . . Wolf Bldg., Market Sq.  
Phone Number . . . . . Chester 2-8861  
Transmitter Location . . . . . Bridgewater Rd., RD 1  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . UP  
Prom., Gen., Comm. Mgr. . . . . James M. Tisdale  
Program Director . . . . . Robert A. Hibbert, Jr.  
Chief Engineer . . . . . James M. Tisdale  
Consulting Engineer . . . . . John Creutz

## W C P A CLEARFIELD—1947

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Clearfield Bdcsters, Inc.  
Address . . . . . 215 Church St.  
Phone Number . . . . . 5-5541  
Transmitter Location . . . . . R. D. Clearfield  
Air Time . . . . . Sunrise-Sunset  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus, Associated  
Membership . . . . . NARTB, BAB  
President . . . . . W. K. Ulerich  
Commercial Manager . . . . . W. C. Plummer  
Sta., Gen. Mgr., Pgm., Pub., News Dir.

W. J. Thomas

Production Director . . . . . Miss Margaret Nemeth  
Musical Director . . . . . Joseph Milsop  
Chief Engineer . . . . . Llewellyn Duck  
Consulting Engr. . . . . John Mullaney

## W C O J COATESVILLE—1949—QUAKER

Frequency: 1420 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Chester Co. Bcstg. Co.  
Address . . . . . 703 E. Chestnut St.  
Phone Number . . . . . 2100  
Transcription Service . . . . . SESAC  
News Service . . . . . UP  
Pres., Gen. Mgr. . . . . William S. Halpern  
Vice-President . . . . . Richard Scully, Jr.  
Pgm., News Dir. . . . . Ellis Shook  
Promotion Manager . . . . . Donald Kimes  
Secy., Chief Engr. . . . . Louis N. Seltzer

## W C V I CONNELLSVILLE—1947

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Connelville Bcstrs., Inc.  
Bus.-Studio Address . . . . . 124 W. Crawford Ave.  
Phone Number . . . . . Connelville 2700  
Transmitter Location . . . . . Limestone Hill  
Air Time . . . . . 7 a.m.-12 M.  
News Service . . . . . UP  
Transcription Service . . . . . SESAC, World  
Membership . . . . . NARTB, BAB  
President . . . . . Raymond Galiardi  
Gen., Sta. Mgr. . . . . Jack Craddock

Commercial Manager . . . . . Howard McMeekin  
Program Director . . . . . Fran Roberts  
Chief Announcer . . . . . Dick Jessen  
Chief Engineer . . . . . Paul Queer

## W B U X DOYLESTOWN—1948

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Charles M. Meredith  
Business-Studio Address . . . . . The Hart Bldg.  
Phone Number . . . . . 220  
Transmitter Location . . . . . Doylestown Township  
News Service . . . . . AP  
General Manager . . . . . William A. Lynch

## W C E D DUBOIS—1941—CBS-LBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Tri-County Bcstg. Co.  
Bus.-Studio-Transmitter Address . . . . . 80 N. Park Pl.  
Phone Number . . . . . 1700  
News Service . . . . . UP  
Transcription Service . . . . . SESAC  
Representative . . . . . McGillvra  
President . . . . . Harold Gray  
General Mgr. . . . . Jason S. Gray  
Commercial Manager . . . . . George Williams  
Pgm., News Dir. . . . . Ed Paul Finger  
Promotion Manager . . . . . Ken Johnston  
Chief Engineer . . . . . Bernard Gurewich

## W E S T EASTON—1936—NBC-MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Associated Bcstrs., Inc.  
Bus.-Studio Address . . . . . 516 Northampton St.  
Phone Number . . . . . 6131  
Transmitter Location . . . . . Williams Township  
Air Time . . . . . 6:30 a.m.-1 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Robert Meeker  
Membership . . . . . NARTB  
Station Executive . . . . . Clair R. McCollough  
Station Manager . . . . . Elwood C. Anderson  
Nat'l. Sales Manager . . . . . J. Robert Gulick  
Program Director . . . . . Eugene Bethman  
Technical Director . . . . . J. E. Mathiot

## W E R C ERIE—1941—NBC

Frequency: 1260 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Presque Isle Bcstg. Co.  
Bus.-Studio Address . . . . . 121 W. 10 St.  
Phone Number . . . . . 46367  
Transmitter Location . . . . . Robinson Rd.  
Air Time . . . . . 6 a.m.-2 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . Capitol, Lang-Worth  
Representative . . . . . Avery-Knodel  
President . . . . . Jacob A. Young

• • •

**PENNSYLVANIA**

• • •

General Manager.....Charles E. Denny  
 Commercial Manager.....Art Ingram  
 Program Director.....Virginia Donachy  
 Chief Engineer.....Ken Hestor  
 Consulting Engineer.....Kear & Kennedy

**WIKK**

**ERIE—1948—ABC**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Community Service Bcstg.  
 Co.  
 Bus.-Studio Address.....1021 State St.  
 Phone Number.....2-3248,23-240  
 Transmitter Location.....Waterford  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....H.R. Reps.  
 President.....Keith Kiggins  
 Gen., Sta. Mgr.....Ted Nelson  
 Program Director.....C. E. McElroy  
 Chief Engineer.....Clarence Baker  
 Consulting Engineer.....George Adair

**WJET**

**ERIE—1951**

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Jet Bcstg. Co.  
 Address.....1635 Ash St.  
 Phone Number.....4-6013  
 News Service.....AP  
 Transcription Service.....SESAC  
 Pres., Gen. Mgr.....Myron Jones  
 Commercial Manager.....Paul C. Rinehardt  
 Chief Engineer.....William Fleckenstein

**WLEU**

**ERIE—1933**

**MBS-QUAKER-PENN-ATL. NET**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WLEU Bcstg. Corp.  
 Bus.-Studio-Transmitter Address.....2nd Fl.  
 Commerce Bldg., 12th & State Sts.  
 Phone Number.....23-327, 22-129  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 President.....Leo J. Omelian  
 V.P., Comm., Gen. Mgr. ....V. Hamilton Weir  
 Secretary.....Catherine Donatelli  
 Musical Director.....Anthony Conti  
 Consulting Engineer....McNary & Wrathall

**WGET**

**GETTYSBURG—1950—KBS-LBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Times & News Pub. Co.  
 Address.....Harrisburg Rd.

Phone Number.....850  
 Air Time.....6 a.m. 12:05 a.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, BAB  
 Gen., Sta., Comm. Mgr.

Murray L. Goldsborough

Sales Promotion Manager.....Sebastian Hafer  
 Program Director.....Maurine Nelson  
 Publicity Director.....Edwin Shoop, Jr.  
 Chief Announcer.....Owen Voigt  
 Chief Engineer.....Lester Blair  
 Consulting Engineer.....Howard S. Frazier

**WHJB**

**GREENSBURG—1934**

Frequency: 620 Kc.....Power: 1000 Watts d.,  
 500 n.  
 Owned-Oper. By...Pittsburgh Radio Supply  
 House  
 Business-Studio Address...128 N. Penn Ave.  
 Phone Number.....Greensburg 3740  
 Transmitter Location.....3 Mi. E. Rt. 30  
 Air Time.....7 a.m.-12:30 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Donald Cooke  
 Membership.....NARTB  
 President.....H. Kenneth Brennen  
 General-Comm. Mgr.....G. J. Podeyn  
 Program Director.....Glen Grayson  
 Chief Engineer.....L. L. Allen

**WHVR**

**HANOVER—1948—MBS**

Frequency: 1280 Kc.....Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Operated By....Radio Hanover, Inc.  
 Address.....Hanover Trust Bldg.  
 Phone Number.....3831  
 Transmitter Location.....½ Mi. No. of City  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....World  
 Pres., Sta. Gen. Mgr.....John D. Bare  
 Comm. Mgr.....H. Vernon Ferster  
 Pgm. Dir.....Mack Edwards  
 Chief Engineer.....Philip Rohrbaugh  
 Consulting Engineer.....A. D. Ring Co.

**WHGB**

**HARRISBURG—1945—ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Harrisburg Bcstg. Co.  
 Bus.-Studio-Trans. Address.....112 Market St.  
 Phone Number.....2-3456  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP  
 Representative.....Weed  
 Pres., Gen., Comm. Mgr.....Herbert Kendrick  
 Station Manager.....Jack Hooper  
 Music, Publ. Dir.....Red McCarthy  
 News Director.....Lewis Doolittle





## WINS FRIENDS AND INFLUENCES PEOPLE BY THE THOUSANDS

**PULLS  
HIGHEST HOOPERS  
WITH CBS  
AND STELLAR  
LOCAL  
PROGRAMMING**

These are the most valuable kinds of friends . . . the long-time friends gathered during a quarter century. W H P gives these folks the local programming that gets to the heart of the community. And that sterling CBS stuff.

Result? When Mr. 580 talks, people listen—by more thousands now than ever before since W H P has 5000 busy watts on 580. Hooper says so . . . more listeners who listen more.



**COVERS  
PENNSYLVANIA'S  
TOP-QUALITY  
MARKET**

These citizens are solid and solvent. Harrisburg leads all major Pennsylvania markets in income per family (\$6,135), income per capita (\$1,916) and Quality of Market Index (148).

The home towners tote up 7 out of a possible 9 "Superior Points" in Sales Management's recent city rankings study. They're second in the nation in drug sales, sixth in general merchandise and fourth in retail sales.

Want the thriftiest buy in South Central Pennsylvania? Want York and Lancaster and Lebanon, too? Bolling knows Mr. 580 intimately. So can you.



**HARRISBURG, PA.**

**KEY STATION OF  
THE KEYSTONE  
STATE**

**5000W 580KC**

REPRESENTED BY **BOLLING**

## P E N N S Y L V A N I A

Chief Announcer.....Tony Bekas  
 Chief Engineer.....William Kuntz

### W H P

#### HARRISBURG—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WHP, Inc.  
 Business-Studio Address.....216 Locust St.  
 Phone Number.....4-3211  
 Transmitter Location..1½Mi. W. Summerdale  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service... Standard. Associated  
 Representative.....The Bolling Co.  
 Membership.....NARTB  
 Gen.-Sta.-Comm. Mgr.....A. K. Redmond  
 Sales Prom. Mgr.....Beatrice Potteiger  
 Program Director.....Dick Redmond  
 Production Director.....Harry Hinkley  
 News, Pub. Dir.....John Price  
 Musical Director.....David Shoop  
 Chief Engineer.....E. Daniel Leibensperger  
 Farm Editor.....George Wirt

### W K B O

#### HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Keystone Bcstg. Corp.  
 Bus.-Studio Address.....31 N. Second St.  
 Phone Number.....4-0191

Transmitter Location.....Penn Harris Hotel  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Robert Meeker  
 Membership.....NARTB  
 Station Executive.....Clair R. McCollough  
 Station Manager.....David J. Bennett, Jr.  
 Program Director.....Don Wear  
 Technical Director.....J. E. Mathiot

### W A Z L

#### HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Hazleton Bcstg. Co.  
 Bus.-Studio Address.....708 Hazleton Natl.  
 Bank Bldg.  
 Phone Number.....5400-1  
 Transmitter Location.....E. Berner Ave.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Robert Meeker  
 Membership.....NARTB, BAB  
 Pres., Gen. Mgr.....Victor C. Diehm  
 Commercial Mgr.....Thomas Tito  
 Program Director.....Don Murray  
 Asst. to Gen. Mgr.....Kathryn Kahler  
 Chief Engineer.....Elwood Tito  
 Farm Editor.....Bob Richards

## WAZL

1490 Kc.

HAZLETON, PENNA.

ESTABLISHED 1932

## WAZL-FM

97.9 Meg.

VIC DIEHM, Pres. & Gen. Mgr.

### FOR BEST RESULTS

- 7 Out of Every 10 Listeners Tune to WAZL
- Average Per Family Income Is \$6,576.00\*
- Metropolitan Buying Population — 117,000
- Retail Sales for Hazleton — \$45,619,000\*

*National Representatives:*

Robert Meeker Associates  
 521 Fifth Avenue  
 New York City, N. Y.

\* Sales Management

P E N N S Y L V A N I A

**W H O D**

**HOMESTEAD—1948**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . Steel City Bcstg. Corp.  
 Bus. Studio Address . . . . . 105 E. Seventh Ave.  
 Phone Number . . . . . HO 1-0172  
 Transmitter Location . . . . . W. Mifflin Borough  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Representative . . . . . Interstate  
 President . . . . . Anthony S. Ortale  
 General-Comm. Mgr. . . . . Roy Ferree  
 Chief Engineer . . . . . James Herbert

**W H U N**

**HUNTINGDON—1946—MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Joseph F. Biddle Publ. Co.  
 Bus. Studio Address . . . . . 400 Washington St.  
 Phone Number . . . . . 1291  
 Transmitter Location . . . . . 27th & Murray Aves.  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC, World  
 President . . . . . John H. Biddle  
 General Manager . . . . . William E. Germann  
 Chief Engineer . . . . . Ernest A. Craig

**W D A D**

**INDIANA—1945—CBS-KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Indiana Broadcast Inc.  
 Address . . . . . Indiana Theatre Bldg.  
 Phone Number . . . . . 5-5511  
 Transmitter Location . . . . . East Pike  
 Air Time . . . . . 6:30 a.m.-12:05 a.m.  
 News Service . . . . . AP, UP  
 Representative . . . . . McGilvra  
 Pres., Gen. Mgr. . . . . T. K. Cassel  
 Sales Prom. Manager . . . . . Bob Seffick  
 Comm. Mgr. . . . . Tony Rand  
 Sta. Mgr., News Dir. . . . . James E. Pattison  
 Chief Engineer . . . . . Robert Ramsay

**W A R D**

**JOHNSTOWN—1946—CBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Central Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Porch Bldg.  
 Phone Number . . . . . 81-216  
 Transmitter Location . . . . . Prospect Hill  
 Air Time . . . . . 6 a.m.-2 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Weed  
 Membership . . . . . NARTB  
 President . . . . . Paul Short  
 General Manager . . . . . George D. Gartland  
 Station Manager . . . . . Robert R. Nelson  
 Commercial Mgr. . . . . John C. Gilmore

Chief Announcer . . . . . Bill Santoro  
 News Director . . . . . Frank C. Jordan  
 Chief Engineer . . . . . Millard C. Coleman

**W C R O**

**JOHNSTOWN—1947—ABC-MBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Century Bcstg. Corp.  
 Bus. Studio Address . . . . . Fort Stanwix Hotel  
 Phone Number . . . . . 9-8539  
 Transmitter Location . . . . . Ihmsen Rd.  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . INS  
 Representative . . . . . Radio Reps  
 President . . . . . John J. Keel  
 General Manager . . . . . Stewart W. Phillips  
 Comm., Sta. Mgr. . . . . Dennis Gerken  
 Chief Engineer . . . . . Robert Stillwagon

**W J A C**

**JOHNSTOWN—1925—NBC-LBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WJAC, Inc.  
 Bus. Studio Address . . . . . 329 Main St.  
 Phone Number . . . . . 4-1267  
 Transmitter Location . . . . . Tribune Bldg.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Young  
 President . . . . . W. W. Krebs  
 Station Manager . . . . . John P. Foster  
 Chief Engineer . . . . . Theodore E. Campbell

**W A C B**

**KITTANNING—1948-LBS**

Frequency: 1380 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . The Armstrong County  
 Bcstg. Corp.  
 Bus. Studio Address . . . . . 325 Market St.  
 Phone Number . . . . . 43-1381  
 Transmitter Location . . . . . Bunker Hill  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Membership . . . . . NARTB  
 President . . . . . J. B. Moore  
 General Manager . . . . . Edward J. Hirschberg  
 Station Manager . . . . . W. Marshall Fatkin  
 Commercial Manager . . . . . John Albert Dame  
 Chief Engineer . . . . . Joseph Pelletier

**W G A L**

**LANCASTER—1922—NBC-MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WGAL, Inc.  
 Business-Studio Address . . . . . 8 W. King St.



# PENNSYLVANIA

Phone Number ..... 5251  
 Transmitter Location ..... Lancaster  
 Air Time ..... 6:30 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Robert Meeker  
 Membership ..... NARTB  
 President ..... Clair R. McCollough  
 Station Manager ..... Maynard W. Thomas  
 Technical Director ..... J. E. Mathiot

## WLAN LANCASTER—1946 ABC—QUAKER

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....The Peoples Bcstg. Co.  
 Bus.-Studio Address.....252 N. Queen St.  
 Phone Number ..... 726  
 Transmitter Location.....Manheim Township  
 Air Time ..... 6 a.m.-12:35 a.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Headley-Reed  
 President ..... Frank H. Altdoerfer  
 Comm., Sales Prom. Mgr.... Arthur H. Beckwith  
 Pgm., Prod. Dir.....Theodore Pollack

## WAKU LATROBE—1951

Frequency: 1570 Kc.....Power: 500 Watts d.

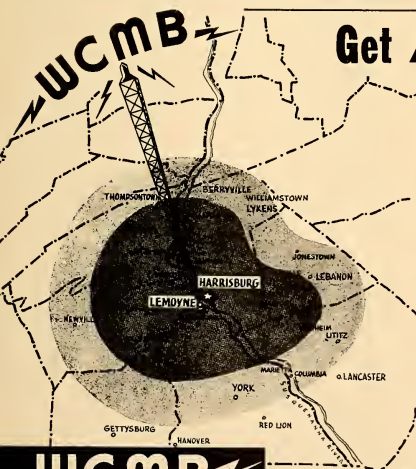
Owned-Operated By....Clearfield Bcstrs. Inc.  
 Address .....Lovenstein Bldg.  
 Phone Number ..... 2348  
 Transcription Service.....Thesaurus. World  
 President.....W. K. Ulenick  
 General Manager.....W. J. Thomas

## WLBR LEBANON—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Lebanon Bcstg. Co.  
 Bus.-Studio Address.....8th & Cumberland Sts.  
 Phone Number ..... 3900  
 Transmitter Location ..... Ebenezer  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service.....World. Associated  
 Representative ..... William G. Rambeau  
 Membership ..... NARTB. BAB  
 General Manager.....Lester P. Etter  
 Station Manager.....Julian F. Skinnell  
 Chief Engineer.....M. Leonard Savage

## WCMB LEMOYNE—1948—LBS

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Rossmoyne Corp.  
 Bus.-Studio Address....Lemoyme Theater Bldg.  
 Phone Number.....Harrisburg 4-3005



## Get ALL of HARRISBURG

Make sure you get ALL of Harrisburg . . .  
 . . . not just the "City of Harrisburg".

Perhaps you're missing MOST of your  
 selling potential?? Consider this:

- ★ More than 200,000 of Metropolitan Harrisburg's population live OUTSIDE THE CITY OF HARRISBURG!
- ★ More than 65% of Harrisburg Stores' Credit Applications come from OUTSIDE THE CITY OF HARRISBURG!

So, to really sell the complete Harrisburg Market  
 . . . ALL OF IT . . . you need

## WCMB

the BIG BUY

. . . per dollar, per listener!

# 5000 • WATTS • FULL TIME

**WCMB**  
 LEMOYNE, PA.  
 Represented by Donald Cooke Inc., New York

## P E N N S Y L V A N I A

Transmitter Location.....Poplar Church Rd.,  
E. Pennsboro Township  
Air Time.....6:30 am.-1 a.m.  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Donald Cooke  
President.....Edgar T. Shepard, Jr.  
Gen., Sta. Manager.....Ed K. Smith  
Commercial Manager.....Rudy O. Marcoux  
Sales Prom. Mgr.....Gilbert Brown  
Program Director.....John Archer  
Production Director.....Stanley Bowman  
Publ., News Director.....Pete Wambach  
Chief Engineer.....J. Howard Bair  
Consulting Engineer.....McIntosh & Inglis

### W K V A

#### LEWISTOWN—1949

Frequency: 920 Kc.....Power: 1000 Watts a.  
Owned-Operated By.....Central Pa. Bcstg. Co.  
Address.....7 N. Wayne St.  
Phone Number.....6771  
Air Time.....Daylight  
News Service.....UP  
Transcription Service.....World  
President.....Mrs. Paul J. Newton  
Sta., Gen. Mgr.....Robert L. Wilson  
Prom. Mgr.....Don Raffensberger  
Farm Ed., Pgm. Dir.....Lynn Bloom  
Publicity Director.....Read Gray  
Chief Engineer.....Robert Steltzer  
Musical Director.....Allan Jay  
Consulting Engineer.....A. D. Ring

### W M R F

#### LEWISTOWN—1941—NBC

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Lewistown Bcstg. Co.  
Business-Studio Address.....Monument Square  
Phone Number.....6759  
Transmitter Location.....Lewistown  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Burn-Smith  
Membership.....NARTB, BAB  
President.....J. S. Woods  
General Manager.....T. W. Metzger  
Commercial Manager.....Ralph Parker  
Pgm., Publ. Director.....James Keyes  
Chief Engineer.....Bernard H. Bopp  
Consulting Engr.....George Davis

### W B P Z

#### LOCK HAVEN—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Lock Haven Bcstg. Corp.  
Bus.-Studio Address.....132½ E. Main St.  
Phone Number.....4038  
Transmitter Location.....Allison Township  
Air Time.....6 a.m.-M.  
News Service.....AP

Transcription Service.....Associated, World,  
SESAC  
Representative.....Joseph Hershey McGillvra  
Membership.....NARTB, BAB  
President.....Donald C. Welch  
General-Station Manager.....Harris Lipez  
Prom. Mgr., News, Pgm. Dir.....Dave King  
Production Director.....Richard Kidney  
Chief Engineer.....Kenneth C. Caum  
Consulting Engineer.....George Davis

### W E D O

#### McKEESPORT—1946

Frequency: 810 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Tri-City Bcstg. Co.  
Business-Studio Address.....Box 810  
Phone Number.....McKeesport 4-7167,  
Homestead 1-3113  
Transmitter Location.....Foster Rd.  
Air Time.....Local sunrise-local sunset  
News Service.....AP  
Trans. Service.....Thesaurus  
Pres., Gen. Mgr.....Edward J. Hirshberg  
Sta. Mgr.....Robert E. Badger  
Chief Engineer.....Wilkes E. Hurley  
Consulting Engr.....Ben Farkas

### W M C K

#### McKEESPORT—1947—KBS

Frequency: 1360 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Mon-Yough Bcstg. Co., Inc.  
Business-Studio Address.....516 Market St.  
Phone Number.....88888  
Transmitter Location.....Lincoln Twp.  
Air Time.....7 a.m.-12 M.  
News Service.....UP  
Representative.....Rambeau  
Transcription Service.....Lang-Worth  
President.....Robert M. Cox  
Gen., Comm. Mgr.....Gene Kline  
Pgm. Dir.....Pat Haley  
Pub. Dir.....Sam Vidnovic  
Chief Engineer.....Charles White  
News Director.....Steve Chantso

### W M G W

#### MEADVILLE—1947

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Meadville Bcstg. Serv., Inc.  
Address.....1st National Bank Bldg.  
Phone Number.....46-723  
Transmitter Location.....Kerrtown  
Air Time.....6:30 a.m.-12 M.  
News Service.....UP  
Trans. Serv.....Lang-Worth, World  
Membership.....NARTB, BAB  
President.....H. C. Winslow  
Station Manager.....Robert Trace  
Commercial Manager.....Fran Richmond  
Program Director.....Zane Knauss  
News Director.....Mark N. Funk, Jr.  
Chief Engineer.....Hoyt H. Stout

# PENNSYLVANIA

## WBUD

### MORRISVILLE—1947

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Morrisville Bcstg. Co.  
 Business Address . . . . . 108 N. Broad St.  
 Phone Number . . . . . 4-7191  
 Transmitter Location . . . . . Morrisville  
 Air Time . . . . . 7 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President . . . . . Verna S. Hardin  
 General Manager . . . . . Richard M. Hardin  
 Commercial Manager . . . . . William Garry  
 Program Director . . . . . William F. Hildenbrand  
 Promotion Manager . . . . . Fred Walker  
 Chief Announcer . . . . . John Schneider  
 News Director . . . . . Harry Alleva  
 Chief Engineer . . . . . William A. Brewer  
 Consulting Engineer . . . . . Wm. E. Bennis, Jr.

## WHWL

### NANTICOKE—1946

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Radio Anthracite, Inc.  
 Business-Studio Address . . . . . 38 E. Main St.  
 Phone Number . . . . . Nanticoke 1332  
 Transmitter . . . . . Avondale Plymouth Twp.  
 News Service . . . . . UP, AP  
 Transcription . . . . . Standard, Capitol SESAC  
 Representative . . . . . Forjoe  
 President . . . . . Henry W. Lark  
 General Manager . . . . . Jones Evans

## WKST

### NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . WKST, Inc.  
 Bus.-Studio Address . . . . . Cathedral Bldg.  
 Phone Number . . . . . 5050  
 Trans. Loca. . . . . 3½ Mi. SE of City  
 Air Time . . . . . 6:30 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Meeker  
 President, General Mgr. . . . . S. W. Townsend  
 Sta., Comm. Mgr., Pgm. Dir. . . . . A. W. Graham  
 Sales Prom. Mgr., Pub. Dir. . . . . William Sommer  
 Production Director . . . . . Shirely Kerr  
 Chief Engineer . . . . . Robert Emch

## WKPA

### NEW KENSINGTON—1940—PBS

Frequency: 1150 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Allegheny-Kiski Bcstg. Co.  
 Business-Studio Address . . . . . 810 Fifth Ave.  
 Phone Number . . . . . 3534  
 Transmitter Location . . . . . E. Deer Township  
 News Service . . . . . UP

Transcription Serv. . . . . Lang-Worth, MacGregor,  
 SESAC, M. M. Cole  
 Representative . . . . . Continental Radio Sales  
 President . . . . . C. R. Cooper  
 Gen., Comm. Mgr., Pgm. Dir. . . . . E. J. Kroen  
 Chief Announcer . . . . . Michael Felack  
 Chief Engineer . . . . . W. W. Neely

## WNAR

### NORRISTOWN—1946

Frequency: 1110 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Norristown Bcstg. Co.  
 Bus.-Studio Address . . . . . 115 W. Main St.  
 Phone Number . . . . . Norristown 8-7600  
 Transmitter Location . . . . . E. Noriton  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . SESAC  
 Representative . . . . . Walker  
 Membership . . . . . NARTB, BAB  
 President . . . . . Farris E. Rahall  
 General Manager . . . . . Joseph A. Pace  
 Program Director . . . . . Buddy Brode  
 News Director . . . . . James N. Nellany  
 Chief Engineer . . . . . Sam Geise  
 Consulting Engineer . . . . . E. C. Page

## WKRZ

### OIL CITY—1946—MBS-LBS-KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WKRZ, Inc.  
 Business-Studio Address . . . . . 201 Fair Bldg.  
 Phone Number . . . . . 4-1269  
 Transmitter . . . . . Rich Hill, Cranberry Township  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Pres., Gen. Mgr. . . . . Kenneth E. Rennekamp  
 Commercial Manager . . . . . Joseph Connor  
 Promotion Manager . . . . . Roland B. Phillips  
 News, Pgm. Dir. . . . . Richard Thompson  
 Chief Engineer . . . . . Gerald Cushing

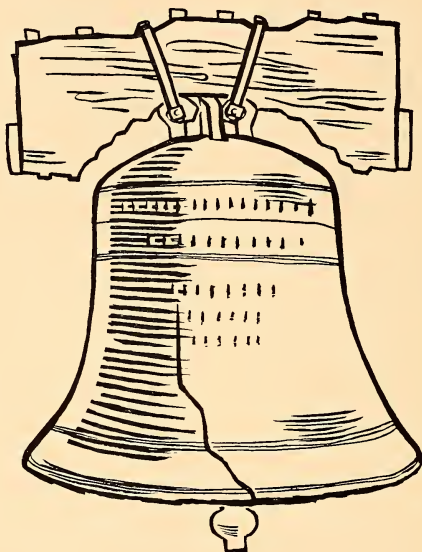
## KYW

### PHILADELPHIA—1921—NBC

Frequency: 1060 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Westinghouse Radio  
 Stations, Inc.  
 Business-Studio Address . . . . . 1619 Walnut St.  
 Phone Number . . . . . LOcust 4-3700  
 Transmitter Location . . . . . Whitmarsh  
 Air Time . . . . . 5 a.m.-2 a.m.  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Free & Peters  
 President . . . . . Walter Evans  
 Station Manager . . . . . L. R. Rawlins  
 Sales Manager . . . . . R. H. Teter  
 Promotion Manager . . . . . Paul I. Woodland  
 Program Director . . . . . Gordon Davis  
 Chief Engineer . . . . . I. N. Eney



Philadelphia is proud of **WCAU**, too



## **WCAU**

50,000 Watts

CBS Radio Network

Affiliate

Represented by CBS Radio Spot Sales

## **WCAU-TV**

Channel 10

CBS-TV Network

Affiliate

Represented by CBS TV Spot Sales

**THE PHILADELPHIA BULLETIN STATIONS**

# P E N N S Y L V A N I A

## W C A U

**PHILADELPHIA—1923—CBS**

Frequency: 1210 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . The Philadelphia Bulletin  
 Address. . . . . Filbert & Juniper Sts.  
 Phone Number . . . . . LOcust 7-7700  
 Transmitter Location . . . . . Moorestown, N. J.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP, AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . CBS Radio Spot Sales  
 Pres., Gen. Mgr. . . . . Donald W. Thornburgh  
 V.P., Asst. Gen. Mgr. . . . . Jos. L. Tinney  
 Commercial Manager . . . . . John S. DeRussy  
 Program Director . . . . . Jos. T. Connolly  
 Prom., Pub. Dir. . . . . Robert N. Pryor  
 News Director . . . . . Alfred T. Ringler  
 Musical Director . . . . . David Stephens  
 V.P., Director of Engr. . . . . John G. Leitch  
 Farm Editor . . . . . Amos Kirby

## W D A S

**PHILADELPHIA—1922**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Max M. Leon, Inc.  
 Business-Studio Address. . . . . 1211 Chestnut St.  
 Phone Number . . . . . LOcust 7-7400  
 Transmitter Location . . . . . Philadelphia  
 News Service . . . . . AP  
 Representative . . . . . Forjoe  
 President . . . . . Max M. Leon  
 Gen., Comm. Mgr. . . . . Robert A. Klein  
 Program Director . . . . . Richard H. Booth  
 Chief Engineer . . . . . Frank W. Unterberger

## W H A T

**PHILADELPHIA—1929**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Independence Bcstg. Co.  
 Business-Studio Address. . . . . 1505 Walnut St.  
 Phone Number . . . . . RIttenhouse 6-2058  
 Transmitter Location. . . . . Penn Sheraton Hotel  
 Air Time . . . . . 7 a.m.-1:30 a.m.  
 News Service . . . . . AP  
 Pres., Gen., Comm. Mgr. . . . . William A. Banks  
 Prom., Sta. Mgr. . . . . Dolly Banks  
 Pgm., Pub. Dir. . . . . Annette Oromaner  
 Music., Prod. Dir. . . . . Len Stevens  
 News Dir., Chief Annr. . . . . Jerry Gaines  
 Chief Engineer . . . . . Arnold Goldman  
 Consulting Engineer . . . . . A. D. Ring Co.

## W J M J

**PHILADELPHIA—1948**

Frequency: 1540 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Patrick J. Stanton  
 Business-Studio Address. . . . . St. James Hotel,  
 13 & Walnut Sts.  
 Phone Number . . . . . Kingsley 5-7000

Transmitter Location . . . . . Pennsauken, N. J.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . SESAC  
 Representative . . . . . McGillvra, Viola  
 Pres., Gen., Sta. Mgr. . . . . Patrick J. Stanton  
 Comm., Prom. Manager . . . . . Charles Stahl  
 Publicity Director . . . . . Doug Henson  
 Prog. Dir., Chief Announcer. . . . . Michael Deegan  
 News Director . . . . . Bob Gallagher  
 Chief Engineer . . . . . Alec Felton Iles  
 Consulting Engineer . . . . . Kear & Kennedy

## W P E N

**PHILADELPHIA—1929—LBS**

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . William Penn Bcstg. Co.  
 Business-Studio Address. . . . . 2212 Walnut St.  
 Phone Number . . . . . LOcust 4-4383  
 Transmitter Location. . . . . Brookhaven Rd. &  
 77th St.  
 Air Time . . . . . 24 hrs.  
 News Service . . . . . AP, UP  
 Representative . . . . . William G. Rambeau  
 President . . . . . William Sytk  
 Gen., Sta., Comm. Mgr. . . . . William B. Caskey  
 Program Director . . . . . Jules Rind  
 Prom. Mgr., Prod., Publ. Dir. . . . . Sam Elber  
 Chief Engineer . . . . . Charles W. Burtis

# A P S E L L S

For Stations and Sponsors —

For instance . . . WFBG

“AP service is tops for good programming and easy sales. It always gives us top ratings.”

JOHN M. SNYDER,  
 Managing Director,  
 WFBG, Altoona, Pennsylvania

# In **WFIL-adelphia**

**WFIL PROMOTION leads the way to  
POINT OF SALE**

- AIR ANNOUNCEMENTS
- NEWSPAPER ADVERTISING
- DIRECT MAIL
- POSTER DISPLAY
- TRANSPORTATION CARDS
- BILLBOARDS
- STUDIO DISPLAY
- MAGAZINE ADVERTISING
- WINDOW STREAMERS
- PUBLICITY SERVICE



*And Now...* **ACTUAL PRODUCT DISPLAYS  
IN 35 FOOD FAIR SUPERMARKETS**  
*-serving a half-million customers a week  
in 17 WFIL-covered cities*



*And* **EXCLUSIVE MERCHANDISING COOPERATION  
OF PHILADELPHIA ASS'N OF RETAIL DRUGGISTS  
and Affiliated Groups representing more  
than 1800 drug stores**

*Promotion — Merchandising — Impact*  
**to shorten the line between your RADIO  
ADVERTISING and your SALES schedule**

# WFIL

The Philadelphia Inquirer Station

*Represented by* **THE KATZ AGENCY**

**ABC AFFILIATE**



PENNSYLVANIA

**W F I L**

PHILADELPHIA—1922  
ABC-QUAKER

Frequency: 560 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By. . . Philadelphia Inquirer Div.  
of Triangle Publications, Inc.  
Business-Studio Address. . . . . Widener Bldg.  
Phone Number. . . . . Rittenhouse 6 6900  
Transmitter Location . . . . . Whitmarsh  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . Katz  
Membership . . . . . NARTB, BAB  
General Manager. . . . . Roger W. Clipp  
Operations Asst. to Gen. Mgr.  
John D. Scheuer, Jr.  
Commercial Manager . . . . . Norman R. Prouty  
Sales Prom. Dir. . . . . George A. Koehler  
Program Director. . . . . T. E. Paisley  
Production Director. . . . . Claude Morris  
Publicity Director. . . . . Joseph E. Dooley  
Chief Engineer. . . . . Louis E. Littlejohn  
Farm Editor. . . . . Howard Jones  
Consulting Engineer . . . . . Garrison

**W I B G**

PHILADELPHIA—1925

Frequency: 990 Kc. . . . . Power: 10,000 Watts  
Owned-Oper. By. . . . . Seaboard Radio Bcstg.  
Corp.  
Business-Studio Address. . . . . 1425 Walnut St.  
Phone Number. . . . . Rittenhouse 6-2300  
Transmitter Location . . . . . Conshohocken RFD  
Air Time . . . . . 5:30 a.m.-2 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Radio Reps.  
President. . . . . Paul F. Harron  
Vice-Pres. . . . . Joseph Lang  
Gen.-Sta.-Comm. Mgr. . . . . Edward D. Clery  
Sales Prom.-Prod. Mgr.,  
Publicity Director. . . . . Rupe Werling  
Program Director. . . . . Doug Arthur  
Technical Director . . . . . John H. Henninger  
Chief Engineer . . . . . George Hooper  
Consulting Engineer. . . . . Paul Godley

**W I P**

PHILADELPHIA—1922—MBS

Frequency: 610 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By. . . . . Pennsylvania Bcstg. Co.  
Business-Studio Address. . . . . 35 S. 9th St.  
Phone Number. . . . . WALnut 2-6800  
Transmitter Location. . . . . Bellmawr, N. J.

HOW  
WHY,  
WHERE

DO YOU SELL  
PHILADELPHIA?

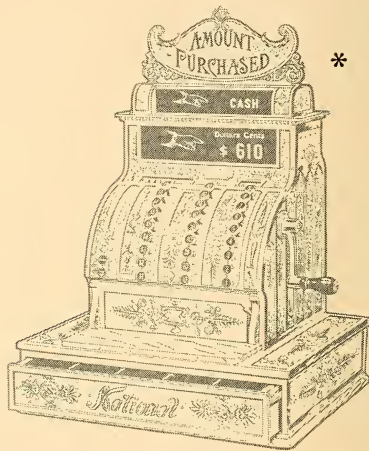
WITH PENNSYLVANIA'S  
MOST POWERFUL INDEPENDENT

10,000 WATTS OF SPORTS  
NEWS AND MUSIC MEAN SALES

**W I B G**

WIBG-FM SERVES STORCASTING

**W**here  
**I**t  
**P**ays



**to advertise in . . . Philadelphia**

35 South 9th Street  
Philadelphia 7, Pa.  
Walnut 2-6800

Represented Nationally by  
Edward Petry & Co., Inc.

**5000 Watts... Philadelphia's Pioneer Voice ...610 on the dial**

\* Courtesy National Cash Register Company

# PENNSYLVANIA

Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Representative ..... Edward Petry  
 Pres., Gen. Mgr. .... Benedict Gimbel, Jr.  
 Dir. of Sales ..... Ralph Brent  
 Program Director ..... Murray Arnold  
 Production Director ..... Howard J. Burnett  
 Prom. Mgr., Pub. Dir. .... Edward Wallis  
 News Director ..... Samuel Ettinger  
 Technical Director ..... Clifford C. Harris

## WTEL PHILADELPHIA—1925

Frequency: 860 Kc. .... Power: 250 Watts  
 Owned-Oper. By .. Foulkrod Radio Engineering  
 Co.  
 Business-Studio Address... 4312 N. Broad St.  
 Phone Number ..... Gladstone 5-1310  
 Transmitter Location ..... Rowlandville  
 Pres., Pgm. Dir. .... E. Douglass Hibbs  
 General Manager ..... Henry N. Cocker  
 Chief Engineer ..... John Field

## KDKA PITTSBURGH—1920—NBC

Frequency: 1020 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ..... Westinghouse Radio  
 Stations, Inc.  
 Business-Studio Address ..... Grant Bldg.  
 Phone Number ..... Grant 1-4200  
 Transmitter Location ..... Allison Pk.  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Free & Peters  
 President ..... Walter Evans  
 Gen. Mgr. .... Joseph E. Baudino  
 Station Manager ..... Robert G. Duffield  
 Commercial Manager ..... George D. Tons  
 Promotion Manager ..... David N. Lewis  
 Program Manager ..... Robert E. White  
 Production Director ..... Edward P. Young  
 Publicity Manager ..... Lee Curran  
 Chief Engineer ..... Theodore C. Kenney

## KQV PITTSBURGH—1919—MBS

Frequency: 1410 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Allegheny Bcstg. Corp.  
 Bus.-Studio Address ..... 800 Chamber of  
 Commerce Bldg.  
 Phone Number ..... Atlantic 1-9100  
 Transmitter ..... Babcock Blvd., Oak Glenn Rd.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Weed  
 President ..... Earl F. Reed  
 Gen., Comm., Prom., Sta. Mgr. .... J. F. Murray

Pgm., Publ. Director ..... Ed Trageser  
 News Director ..... Bill Burns  
 Chief Engineer ..... James J. Schultz  
 Consulting Engr. .. Craven, Lohnes & Culver

## WCAE

### PITTSBURGH—1922—ABC

Frequency: 1250 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WCAE, Inc.  
 Bus.-Studio Address ..... Carlton House  
 Phone Number ..... Atlantic 1-6900  
 Transmitter Location ..... Baldwin Township  
 Air Time ..... 5:45 a.m.-1 a.m.  
 News Service ..... AP, INS  
 Transcription Service ..... World  
 Representative ..... Katz  
 Membership ..... NARTB, BAB  
 Pres., General Manager ..... Leonard Kapner  
 Sta. Mgr., Prog. Dir. .... R. Clifton Daniel  
 Commercial Manager ..... Carl M. Dozer  
 Prom. Mgr., Pub. Dir. .... Edward Brown  
 Production Director ..... John Leban  
 Chief Engineer ..... James Greenwood  
 Consulting Engineer ..... A. Earl Cullum, Jr.

## WJAS

### PITTSBURGH—1921—CBS

Frequency: 1320 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Pittsburgh Radio Supply  
 House, Inc.  
 Bus.-Studio Address ..... 1406 Chamber of  
 Commerce Bldg.  
 Phone Number ..... Grant 1-4860  
 Transmitter Location ..... 1459 Crane Rd.,  
 Greentree  
 Air Time ..... 6 a.m.-12:30 a.m.  
 News Service ..... Transradio, UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Hollingberry  
 Pres., Gen. Mgr. .... H. K. Brennen  
 Comm.-Sales Prom. Mgr. .... John H. Buchholt  
 Program Director ..... James M. Hughes  
 Production Director ..... Fred R. Davy  
 Publicity Director ..... Cal T. Mara  
 News Director ..... Henry Dabecco  
 Musical Director ..... Lee Kelton  
 Chief Engineer ..... Walter W. McCoy  
 Consulting Engineer ..... Garrison

## WPGH

### PITTSBURGH—1947

Frequency: 1080 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Pittsburgh Bcstg. Co.  
 Bus.-Studio Address ..... 220 N. Highland Ave.  
 Phone Number ..... EMerson 1-5000  
 Transmitter Location ..... 2500 E. Lane  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 President ..... George M. Harton  
 General Manager ..... Howard Lazarus  
 Chief Engineer ..... Ralph L. Ketterer

## P E N N S Y L V A N I A

### W P I T

**PITTSBURGH—1947**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WPIT, Inc.  
 Bus.-Studio Address . . . . . 211 Smithfield St.  
 Phone Number . . . . . Atlantic 1-1900  
 Transmitter Location . . . . . Mt. Troy Rd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Representative . . . . . Forjoe  
 President . . . . . John J. Laux  
 V.P., Commercial Manager . . . . . Don Ioset  
 Pgm., Prod., News Dir. . . . . George Varnum  
 Chief Engineer . . . . . Mike Komichak  
 Consulting Engr. . . . . George Davis

### W W S W

**PITTSBURGH—1931**

Frequency: 970 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WWSW, Inc.  
 Bus.-Studio Address . . . . . Sheraton Hotel  
 Phone Number . . . . . GRant 1-5200  
 Transmitter Location . . . . . Cemetery Lane,  
 Ross Township  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Representative . . . . . John Blair  
 Membership . . . . . NARTB, BAB  
 President, Gen. Manager . . . . . O. M. Schloss  
 Station-Comm. Mgr. . . . . Ben W. Muros  
 Sales Prom. Mgr. . . . . Harold J. Goldstein  
 Chief Engineer . . . . . Henry R. Kaiser  
 Consulting Engineer . . . . . Glenn D. Gillett

### W P A Z

**POTTSTOWN—1951**

Frequency: 1370 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Pottstown Bcstg. Co.  
 Address . . . . . 247 High St.  
 Phone Number . . . . . 5000  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Rambeau  
 General Manager . . . . . Herbert Scott  
 Sales Manager . . . . . Clifford M. Chafey  
 Chief Engineer . . . . . Ralph E. P. Mellon

### W P A M

**POTTSVILLE—1947—MBS  
 QUAKER**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Miners Bcstg. Serv., Inc.  
 Bus.-Studio Address . . . . . 106 S. Centre St.  
 Phone Number . . . . . Pottsville 5050  
 Transmitter Location . . . . . Lawton's Hill  
 Air Time . . . . . 6:30 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Everett-McKinney

Membership . . . . . NARTB, BAB  
 President . . . . . Joseph L. Maguire  
 Comm., Gen., Sta. Mgr. . . . . Louis H. Murray  
 Sales Promotion Manager . . . . . Bud Angst  
 Production Director . . . . . Horace Richards  
 Chief Engineer . . . . . Milton Seltzer  
 Consulting Engineer . . . . . George C. Davis

### W P P A

**POTTSVILLE—1946—LBS**

Frequency: 1360 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By . . . . . Pottsville Bcstg. Co.  
 Bus.-Studio Address . . . . . 8 So. Second St.  
 Phone Number . . . . . Pottsville 1744  
 Transmitter Location . . . . . Bull's Head  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB  
 Owner, Gen. Mgr. . . . . A. V. Tidmore  
 Commercial Manager . . . . . Ralph L. Price, Jr.  
 Farm Editor, Pgm. Dir. . . . . Edward Romance  
 Chief Engineer . . . . . A. V. Tidmore

### W E E U

**READING—1932  
 ABC—QUAKER**

Frequency: 850 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Reading Eagle Co.  
 Business-Studio Address . . . . . 431 Penn St.  
 Phone Number . . . . . 7335  
 Transmitter Township . . . . . Spring Township  
 Air Time . . . . . 6:15 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB, BAB  
 President . . . . . Hawley Quier  
 Gen., Sta. Mgr. . . . . Thomas Martin  
 Commercial Manager . . . . . K. Richard Creitz  
 Prom. Mgr. . . . . Nan Heckman  
 Farm Edit., Prod., Pgm. Dir. . . . . George Carroll  
 Chief Engineer . . . . . Harold Schearer  
 Consulting Engineer . . . . . Everett Dillard

### W H U M

**READING—1946—CBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Eastern Radio Corp.  
 Business-Studio Address . . . . . Berkshire Hotel  
 Phone Number . . . . . Reading 44805  
 Transmitter Location . . . . . Old Wyomissing Rd.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Representative . . . . . H.R. Reps.  
 Pres., Gen., Sta. Mgr. . . . . Humboldt J. Greig  
 Commercial Manager . . . . . Richard G. Fichthorn  
 Production Director . . . . . Arthur W. Heim  
 Program Director . . . . . Alan Lane



# P E N N S Y L V A N I A

Chief Engineer.....Joseph McCormack  
 Consulting Engineer.....A. Earl Cullum, Jr.

## W R A W

**READING—1922—NBC-MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Reading Bcstg. Co., Inc.  
 Business-Studio Address.....19 N. Fifth St.  
 Phone Number.....Reading 7173  
 Transmitter Location.....6th & Penn Sta.  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Robert Meeker  
 Membership.....NARTB  
 Station Executive.....Clair R. McCollough  
 Station Manager.....Raymond A. Gaul  
 Natl. Sales Mgr.....J. Robert Gulick  
 Program Director.....Frank Voss  
 Technical Director.....J. E. Mathiot

## W G C B

**RED LION—1950**

Frequency: 1440 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Rev. John M. Norris  
 Address.....Delta Rd.  
 Transcription Service.....SESAC  
 News Service.....UP  
 President.....Rev. John M. Norris  
 Station Manager.....John H. Norris  
 Commercial Manager.....Vincent A. Freeman  
 Program Director.....Stanley D. Deppen  
 Chief Engineer.....M. F. McDowell  
 Traffic Manager.....Sarah E. Kitchen

## W R Y O

**ROCHESTER—1949**

Frequency: 1050 Kc. ....Power: 250 Watts d.  
 Owned-Oper. By...Beaver Valley Radio, Inc.  
 Address Trans. Loca.....Cleveland Ave.  
 Phone Number.....Roch. 4660  
 Air Time.....Sunrise-Sunset  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB  
 President.....Michael Baker, Jr.  
 Gen., Sta., Comm. Mgr.....David R. Burkhardt  
 Pgm., Prod., Publ. Dir.....Lois M. Huey  
 Chief Engineer.....Philip R. Hurlbut  
 Consulting Engineer.....E. E. McCosbe

## W K B I

**ST. MARYS—1950—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Elk Cameron Bcstg. Co.  
 Address.....41 Erie Ave.  
 Phone Number.....2321  
 Transcription Service.....Standard  
 News Service.....AP  
 Co-Partners.....K. E. Rennekamp,  
 C. H. Simpson

General Manager.....C. H. Simpson  
 Commercial Manager.....George A. Clark  
 Program Director.....John A. Fay  
 Promotion Manager.....R. H. Knouse  
 Chief Engineer.....Galen D. Castlebury  
 News Director.....Gautney & Ray

## W A T S

**SAYRE—1950—KBS**

Frequency: 1470 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Thompson K. Cassel  
 Address.....110 N. Elmer Ave.  
 Phone.....Tally 0961  
 Transcription Service.....Thesaurus, World  
 News Service.....UP  
 Owner.....T. K. Cassel  
 Station Manager.....Shaun F. Murphy  
 Program Director.....Richard Buzzard  
 Prom. Mgr., News Dir.....Stan Hinden  
 Chief Engineer.....Benjamin A. Franklin

## W A R M

**SCRANTON—1940—ABC**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Union Bdcst. Co.  
 Address.....Bowman Bldg.  
 Phone Number.....4-1148  
 Transmitter Location.....Falls Twp.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....UP  
 Representative.....Hollingbery Co.  
 Transcription Service.....Thesaurus  
 President.....Martin F. Memolo  
 Gen. Sta. Manager.....William M. Dawson  
 Sales Prom. Mgr., Pub. Dir.....Mary Lynott  
 Program Director.....Joseph H. Salsburg  
 Chief Announcer.....Arthur Bolin  
 Chief Engineer.....Roswell J. Parker

## W G B I

**SCRANTON—1925—CBS**

Frequency: 910 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By.....Scranton Bcstrs., Inc.  
 Business-Studio Address.....1000 Wyoming Ave.  
 Phone Number.....2-0296  
 Transmitter Location.....223 Davis St.  
 Air Time.....6 a.m.-1:05 a.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....John Blair  
 Membership.....NARTB  
 President.....Mrs. M. E. Megargee  
 Vice-President.....Mrs. Douglas Holcomb  
 Gen., Comm., Sales Prom. Mgr.  
 George D. Coleman  
 Station Manager.....Robert E. McDowell  
 Program Director.....Frank Monaghan  
 Chief Engineer.....Kenneth R. Cooke

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**PENNSYLVANIA**

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**WQAN**

**SCRANTON—1923**

Frequency: 630 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . The Scranton Times  
 Address Trans. Loca. . . . . 149 Penn Ave.  
 Phone Number . . . . . 5151  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . UP, AP  
 Trans. Serv. . . Standard, Associated, SESAC  
 Representative . . . . . The Bolling Co.  
 Membership . . . . . NARTB, BAB  
 Owners . . Eliz. R. Lynett & Edward J. Lynett  
 Gen., Sta., Comm. Mgr. . . . . Cecil Woodland  
 Program Director . . . . . Robert R. Flanagan  
 News Director . . . . . William Cullen, Jr.  
 Chief Engineer . . . . . John P. McGoldrick

**WSCR**

**SCRANTON—1947—NBC**

Frequency: 1320 Kc. . . . . Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By . Lackawanna Valley Bcstg.  
 Co.  
 Business-Studio Address . . . 116 Adams Ave.  
 Phone Number . . . . . 5242  
 Transmitter Location . . . . . Keyser Ave.  
 Air Time . . . . . 6:30 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 Pres., Gen., Comm. Mgr. . . David M. Baltimore  
 Program Director . . . . . Barry Sherman  
 Chief Announcer . . . . . Mike Woloson  
 News Director . . . . . Bob McHale  
 Chief Engineer . . . . . Willard Shimski

**WISL**

**SHAMOKIN—1948—MBS  
 QUAKER**

Frequency: 1480 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Radio Anthracite, Inc.  
 Bus.-Studio Address . . . . . Rock & Sunbury Sts.  
 Phone Number . . . . . 2650  
 Transmitter Location . . . . . Coal Township  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . For Joe  
 Membership . . . . . NARTB, BAB  
 President . . . . . Henry W. Lark  
 General Manager . . . . . Charles R. Petrie  
 Program Director . . . . . Dick Owen  
 Chief Engineer . . . . . Bernard Marshall  
 Consulting Engineer . . . . . Weldon & Carr

**WPIC**

**SHARON—1938**

Frequency: 790 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . Sharon Herald Bcstg. Co.

Business Address . . . . . P. O. Box 541  
 Phone Number . . . . . 4113  
 Studio-Transmitter Location . Pine Hollow Blvd.  
 News Service . . . . . UP  
 Transcription Service . . . Associated, Capitol,  
 World  
 Representative . . . . . Adam J. Young, Jr.  
 Pres., Gen. Mgr. . . . . John Fahnline, Jr.  
 Program Director . . . . . Marc McCulloch  
 Production Director . . . . . Harold E. Smith  
 Publicity Director . . . . . Evelyn L. Keller  
 Chief Engineer . . . . . A. C. Heck

**WVSC**

**SOMERSET—1951**

Frequency: 990 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . Somerset Bcstg. Co.  
 Address . . . . . P. O. Box 231  
 Phone Number . . . . . 4186  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Gen., Comm. Mgr. . . . . T. H. Oppegard  
 Program Director . . . . . Ernest E. Mark  
 Chief Engr., Sta. Mgr. . . . . Carl R. Lee

**WMAJ**

**STATE COLLEGE—1945—MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Centre Bcstrs., Inc.  
 Bus.-Studio Address . . . . . P. O. Box 888  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President . . . . . R. J. Kennard  
 General Manager . . . Alethea Mattern Ulerich  
 Commercial Manager . . . . . Miriam Krebs  
 Program, News Director . . . John Peil  
 Chief Engineer . . . . . Douglas Beman

**WVPO**

**STROUDSBURG—1947**

Frequency: 840 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . Pocono Bcstg., Inc.  
 Business-Studio Address . . . 578 Main St.  
 Phone Number . . . . . Stroudsburg 1102  
 Transmitter Location . . . . . Godfrey's Ridge  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Radio Reps.  
 President . . . . . James H. Ottaway  
 General Manager . . . . . Merle C. Ostrom  
 Station Manager . . . . . Elton Hall  
 Managing Director . . . . . Francis H. Brinkley  
 Program Director . . . . . Joseph Webster  
 Chief Engineer . . . . . Ernest Transe

**WKOK**

**SUNBURY—1930—ABC  
 QUAKER**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Sunbury Bcstg. Corp.  
 Bus.-Studio-Transmitter . . . 1150 N. Front St.

# P E N N S Y L V A N I A

Phone Number.....Sunbury 1325-6  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB  
 President.....Harry H. Haddon  
 Gen., Sta. Manager.....Homer R. Smith  
 Commercial Manager.....W. Robert Trevitt  
 Program Director.....Michael J. Kane  
 Publicity Director.....Nelson Futch  
 Chief Announcer.....Jerry Moore  
 Chief Engineer.....John W. Keller

## W M B S UNIONTOWN—1937 CBS—QUAKER

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Fayette Bdcstg. Corp.  
 Address.....F. T. & T. Bldg.  
 Phone Number.....8-3900, 8-3909  
 Transmitter Location.....Burgess Field  
 Air Time.....7 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....SESAC  
 Representative.....Meeker Asso., Inc.  
 Pres., Gen. Mgr.....J. C. Burwell  
 Sta., Comm. Mgr.....H. C. Burwell  
 Sales Promotion Manager.....Ed Hamlyn  
 Mus., Pgm. Dir., Chf. Annr. C. H. Underwood  
 Prod., Pub. Dir.....Ed Hamlyn  
 News Director.....James Gismondi  
 Chief Engineer.....Thomas Kikta  
 Farm Editor.....Rex Carter  
 Consulting Engineer.....George C. Davis

## W N A E WARREN—1946—MBS

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....N. Allegheny Bdcstg. Co.  
 Address.....Second Avenue  
 Phone Number.....3033  
 Transmitter Location.....Warren-Kinzua Rd.  
 Air Time.....Sunrise-Sunset  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, BAB  
 Pres., Gen., Sta. Mgr.....A. David Potter, Jr.  
 Commercial Manager.....James W. Potter  
 Program Director.....W. LeRoy Schneck  
 Chief Engineer.....Homer M. Haines  
 News Director.....Charles Tranter

## W J P A WASHINGTON—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Washington Bcstg. Co.  
 Bus. Address.....George Washington Hotel  
 Phone Number.....4870  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Joseph Hershey McGillvra  
 President.....William S. Yard  
 General Manager.....A. Boyd Siegel

Commercial Mgr.....Peter Stanton  
 Chief Engineer.....H. E. Cooper

## W B A X WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....John H. Stenger, Jr.  
 Business-Studio Address.....85 W. Union St.  
 Phone Number.....3-0196  
 Transmitter Location...Route 11, Edwardsville  
 Borough  
 Air Time.....6:45 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Burn-Smith  
 President.....John H. Stenger, Jr.  
 General Manager.....John H. Stenger, III  
 Program Director.....Ed Kuzma  
 Chief Announcer.....John Foster  
 Chief Engineer.....John H. Stenger, Jr.  
 Asst. Chief Engr.....Milan J. Krupa  
 Farm Editor.....Jim Hutchison

## W B R E WILKES-BARRE—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Louis G. Baltimore  
 Bus.-Studio Address.....62 S. Franklin St.  
 Phone Number.....3-3101  
 Transmitter Location.....Kingston  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB, BAB  
 President.....Louis G. Baltimore  
 Prom., Gen. Mgr.....David M. Baltimore  
 Commercial Mgr.....A. C. Baltimore  
 Program Director.....Franklin D. Coslett  
 Musical Director.....Louis Savitt  
 Chief Engineer.....Charles Skoski, Sr.  
 Consulting Engineer.....Millard Garrison

## W I L K WILKES-BARRE—1946 ABC-QUAKER

Frequency: 980 Kc.....Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By.....Wyoming Valley Bcstg. Co.  
 Bus.-Studio Address.....88 No. Franklin St.  
 Phone Number.....4-4666  
 Transmitter Location...Breslau, Hanover Twp.  
 Air Time.....6 a.m.-1:05 a.m.  
 News Service.....AP  
 Transcription Service...Lang-Worth, Thesaurus  
 Representative.....Avery-Knodel  
 President.....Dr. I. C. Morgan  
 General Manager.....Roy E. Morgan  
 Station Mgr.....Thomas P. Shelburne  
 Commercial Manager.....Jerry Butler  
 Program Director.....Hal Berg  
 Chief Announcer.....Charles Whittier  
 Chief Engineer.....Theodore French  
 Consulting Engineer.....John Creutz



PENNSYLVANIA

**WLYC**

**WILLIAMSPORT—1951**

Frequency: 1050 Kc. . . . . Power: 1,000 Watts d.  
 Owned-Operated By . . . . . Lycoming Bcstg. Co.  
 Address . . . . . 331 Pine St.  
 Phone Number . . . . . 24676  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 President . . . . . J. T. Keliher  
 Gen., Prom. Mgr., News Dir. . Richard W. Bower  
 Commercial Manager . . . . . John Spicer  
 Program Director . . . . . Vern Hester  
 Chief Engineer . . . . . Kenneth Calahan

**WRAK**

**WILLIAMSPORT—1930—NBC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . WRAK, Inc.  
 Address . . . . . 244 West 4th St.  
 Phone Number . . . . . 2-6116  
 Transmitter Location . . . . . 1561 W. 4th St.  
 Air Time . . . . . 6:30 a.m.-12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Everett McKinney  
 Membership . . . . . NARTB, BAB  
 President . . . . . E. M. Case  
 General Manager . . . . . George E. Joy

Treasurer . . . . . W. Van Person  
 Comm. Mgr., Music. Dir. . . . . J. Wright Mackey  
 Pgm. Mgr., Chief Anncr. . . . . Leon E. Kelly  
 Program Director . . . . . Marian E. Antes  
 Prod. Mgr., News Dir. . . . . Irving A. Berndt, Jr.  
 Promotion Manager . . . . . Everett W. Rubendall  
 Chief Engineer . . . . . Glen L. Sherman  
 Consulting Engineer . . . . . George Davis

**WWPA**

**WILLIAMSPORT—1949—CBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Williamsport Radio Bcstg.  
 Assoc., Inc.  
 Address . . . . . 330 Government Pl.  
 Phone Number . . . . . 7119  
 Transmitter . . . . . So. Williamsport  
 Air Time . . . . . 6:30 a.m.-12:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NARTB, BAB  
 President . . . . . Harry J. W. Kiessling  
 General Manager . . . . . Woodrow W. Ott  
 Commercial Manager . . . . . J. David Fleming  
 Program Director . . . . . Louis C. Cate  
 News Director . . . . . Ted Forman  
 Musical Director . . . . . Will Moyle  
 Chief Engineer . . . . . Carl Steinbacher  
 Consulting Engineer . . . . . Russell May

**IN NORTH CENTRAL PENNA.**

The right combination for a  
**REAL** selling campaign in the  
 Williamsport market.



NATIONAL REPRESENTATIVE  
 EVERETT-McKINNEY, INC.  
 NEW YORK • CHICAGO

*Since 1930, The Pioneer Broadcasters in Williamsport*



P E N N S Y L V A N I A

**W N O W**

**YORK—1948—LBS**

Frequency: 1250 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Helm Coal Co.  
 Business-Studio Address.....25 S. Duke St.  
 Phone Number .....8-2911-8-2952  
 Transmitter Location.....R. D. 5  
 Air Time.....6 a.m.-local sunset  
 News Service .....AP  
 Transcription Service .....Associated  
 Membership .....NARTB, BAB  
 General Manager .....Lowell W. Williams  
 Commercial Manager .....John O. Border  
 News Director .....Allert Gladding  
 Program Director.....H. E. Daugherty  
 Sales Promotion Manager.....Edwin L. Fay  
 Chief Engineer.....Willis N. Weaver  
 Consulting Engineer.....John Mullaney

**W O R K**

**YORK—1932—NBC-MBS**

Frequency: 1350 Kc....Power: 5000 d.; 1000 n.  
 Owned-Operated By.....York Bcstg. Co.  
 Business-Studio Address.....13 S. Beaver St.  
 Phone Number .....6629

News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative .....Robert Meeker  
 Station Executive.....Clair R. McCollough  
 General Manager.....Leroy K. Strine  
 Natl. Sales Mgr.....J. Robert Gulick  
 Program Director.....James R. Wilson  
 Technical Director.....J. E. Mathiot

**W S B A**

**YORK—1942—ABC—QUAKER**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By ..Susquehanna Bdcstg. Co.  
 Address .....R. D. 5  
 Phone Number .....82676 - 81308  
 Transmitter Location .....York, R. D. 5  
 Air Time.....5:55 a.m.-12:30 a.m.  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Radio Reprs. Inc.  
 Membership .....NARTB, BAB  
 President .....Louis J. Appell  
 General Manager .....Walter J. Rothensies  
 Comm., Sales Prom. Mgr. ....Philip K. Eberly  
 Program Director.....Otis B. Morse  
 Chief Engineer.....Llewellyn Jones  
 Consulting Engr.....George Davis

**AP SELLS**

**For Stations and Sponsors —**

**For instance . . . WEDO**

**"AP news is the most saleable item we have. Sustaining newscasts on WEDO are non-existent."**

**EDWARD J. HIRSHBERG,**  
 President,  
 WEDO, McKeesport, Pa.

## COVERAGE

5000 watts (full time)  
on 630 kc, blanketing  
NEW ENGLAND'S SEC-  
OND LARGEST MARKET,  
and also covering the  
rich Fall River-New  
Bedford, Mass., mar-  
keting area with a sig-  
nal greater than 2 mv.

## AUDIENCE

An active audience,  
loyal to a BALANCED  
schedule of TOP-RATED  
CBS and local programs  
—programs designed  
for PRIMARY listening  
attention. Important  
because—listeners who  
really LISTEN, are buy-  
ers who really BUY!

*more*

*New Englanders*

*listen to WPRO*

*than any other*

*Rhode Island*

*station.*

*to reach the  
most buyers,*

BUY BASIC...



**WPRO** AM  
& FM  
PROVIDENCE • 630 KC • 5000 W

REPRESENTED BY RAYMER

# RHODE ISLAND

Pop. April 1, 1952 (Est.) 821,000—Total Housing Units 244,784  
Families April 1, 1952 (Est.) 221,000—Stations in State 11

## WRJM

NEWPORT—1948

Frequency: 1540 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . The Aquidneck Bcstg. Corp.  
Business-Studio Address . . . . . 172 Thames St.  
Phone Number . . . . . 4673  
Transmitter Location . . . . . Middletown  
Air Time . . . . . 7:15 a.m.—Sunset  
News Service . . . . . AP  
Transcription Service . . . . . Associated World  
Representative . . . . . Deveny & Co.  
President . . . . . Columbus O'Donnell  
Gen. Mgr., Pgm. Dir., Chief Engr.  
Warren G. Clement

## WPAW

PAWTUCKET—1949—KBS

Frequency: 1380 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . Roger Williams Bcstg. Co.  
Address . . . . . 34 N. Union St.  
Phone Number . . . . . 5-9000  
Transcription Service . . . . . MacGregor  
News Service . . . . . UP  
Manager . . . . . Dominick Hysko  
Gen., Comm. Mgr. . . . . Allen Jones  
Program Director . . . . . Paul Garnett  
Publicity Director . . . . . Henrietta Brazeau  
Chief Engineer . . . . . John Costa  
Consulting Engineer . . . . . Jim Bonney

## WDEM

PROVIDENCE—1947

Frequency: 1290 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . Narragansett Bay B. Co.  
Address . . . . . 1111 N. Main St.  
Phone Number . . . . . Jackson 1-6565  
Trans. Loca. . . . . Bold Pt. E. Providence  
Air Time . . . . . Sunrise-Sunset  
News Service . . . . . UP  
Pres., Gen. Mgr. . . . . Louis A. R. Pieri  
Sta. Mgr., Pgm. Dir. . . . . John C. Martin  
Publicity Director . . . . . George Patrick Duffy  
Chief Engineer . . . . . George Arabak

## WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . Yankee Network, Div. of  
Thomas S. Lee Entr., Inc.  
Business-Studio Address . . . . . Crown Hotel  
Phone Number . . . . . Temple 1-0800  
Transmitter Location . . . . . E. Providence  
Air Time . . . . . 5:30 a.m.—1 a.m. (8 a.m.—M. Sun.)  
News Service . . . . . AP

Transcription Service . . . . . Associated  
Representative . . . . . H-R Reprs.  
President . . . . . William O'Neil  
Gen., Sta., Comm. Mgr. . . . . Mowry Lowe  
Prog.-Prod.-Pub. Dir. . . . . Donald Morton  
Chief Engineer . . . . . Henry Tilley

## WHIM

PROVIDENCE—1947

Frequency: 1110 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Intercity Bcstg. Co.  
Business-Studio Address . . . . . 144 Westminister St.  
Phone Number . . . . . Union 1-4211  
Transmitter Location . . . . . Eastern Ave.,  
E. Providence  
Air Time . . . . . 6 a.m.—6 p.m.  
News Service . . . . . AP  
Representative . . . . . Headley-Reed  
President, Gen.-Sta. Mgr. . . . . Robert T. Engles  
Program Director . . . . . C. George Taylor  
News, Prod. Dir., Chief Anncr.  
Bruce Williamson  
Chief Engineer . . . . . Carroll Philbrook

## WPJB

PROVIDENCE—1941—ABC

Frequency: 1420 Kc. . . . . Power: 5000 Watts  
Owned . . . . . Providence Journal Co.  
Address . . . . . 75 Fountain St.  
Phone Number . . . . . Dexter 1-0600  
Transmitter Location . . . . . Lincoln  
Air Time . . . . . 6 a.m.—M.  
News Service . . . . . AP, UP  
Transcription Service . . . . . World, Standard  
Station Representative . . . . . Avery-Knodel  
Membership . . . . . NARTB, BAB  
President . . . . . George P. Metcalf  
General Manager . . . . . H. William Koster  
Sales Promotion Manager . . . . . Arthur E. Lathrop  
Program Director . . . . . Harmon H. Hyde  
Publicity Director . . . . . Clifford A. Shaw  
News Director . . . . . Harry V. McKenna  
Chief Engineer . . . . . George W. Sharpe  
Consulting Engineer . . . . . Jansky & Bailey

## WPRO

PROVIDENCE—1924—CBS-NEMMG

Frequency: 630 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . Cherry & Webb Bcstg. Co.  
Bus-Stud. Add. . . . . 24 Mason St., WPRO Bldg.  
Phone Number . . . . . Plantations 1-9776  
Transmitter Location . . . . . E. Providence  
Air Time . . . . . 5:30 a.m.—12:05 a.m.  
News Service . . . . . AP, UP  
Transcription Service . . . . . Thesaurus, Lang-Worth

## RHODE ISLAND — SOUTH CAROLINA

Representative.....Paul H. Raymer  
 Membership.....NARTB, BAB  
 President.....William S. Cherry, Jr.  
 General-Comm Mgr.....Arnold F. Schoen, Jr.  
 Program Director.....John A. Owen  
 Chief Engineer.....John V. Ferri  
 Consulting Engineer.....James V. McNary

News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Forjee  
 President.....Frank Rao  
 General Manager.....Nicholas Ruggieri  
 Pgm. Dir., Chief Anncr.....Don Rogers  
 Chief Engineer.....Richard Buckley

### WJAR

#### PROVIDENCE—1922—NBC

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Operated By.....The Outlet Co.  
 Business-Studio Address.....176 Weybosset St.  
 Phone Number.....Gaspee 1-8521  
 Transmitter Location.....Wampanoag Trail,  
 E. Providence  
 Air Time.....6 a.m.-12:05 a.m.  
 Transcription Service.....World  
 News Service.....AP  
 Representative.....Weed  
 Membership.....NARTB  
 Vice Pres., Treas.....George O. Griffith  
 General Mgr.....John J. Boyle  
 Sales, Program Director.....Sothern Abbott  
 News Director.....Ben Boyden  
 Chief Engineer.....Thomas C. J. Prior

### WRIB

#### PROVIDENCE—1947—LBS

Frequency: 1220 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....R. I. Bcstg. Co.  
 Bus.-Studio Address.....Narragansett Hotel  
 Phone Number.....Union 1-4512  
 Transmitter Location.....Water St., E. Providence  
 Air Time.....Sunrise-local sunset

### WERI

#### WESTERLY—1949—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned Oper. By.....Radio Westerly, Inc.  
 Address.....34 Main St.  
 Phone Number.....2263  
 Transmitter Location.....Margin St.  
 Air Time.....14½ hrs.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Colten, Bannon  
 President.....Richard G. Moore  
 General Manager.....Warren M. Greenwood  
 Program Director.....Brud Warren  
 Chief Engineer.....Stanley Brown

### WWON

#### WOONSOCKET—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Woonsocket Bcstg. Co.  
 Business-Studio Address.....99 Main St.  
 Phone Number.....1240  
 Transmitter Location.....Getchell Ave.  
 News Service.....AP  
 Transcription Service.....World  
 President.....Millicent S. Palmer  
 Station Manager.....Mitchell F. Stanley

# SOUTH CAROLINA

*Pop. April 1, 1952 (Est.) 2,180,000—Total Housing Units 559,203*  
*Families April 1, 1952 (Est.) 522,000—Stations in State 46*

### WAKN

#### AIKEN—1951

Frequency: 990 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By Aiken Electronics Adv. Corp.  
 News Service.....AP  
 President.....B. T. Whitmire  
 Vice-Pres.....Jack Younts  
 Vice-Pres.....J. P. Williamson  
 Secy.-Treas., Managing Dir.....John Mare  
 Chief Engineer.....W. W. Prim

Phone Number.....3800-1-2  
 Air Time.....5:30 a.m.-12:05 a.m.  
 News Service.....INS  
 Transcription Service.....World  
 Representative.....Burn-Smith, Dora—Clayton  
 President.....Wilton E. Hall  
 General Manager.....Glenn P. Warnock  
 Prom., Comm. Mgr.....G. P. Brown  
 Program Director.....Ray Barath  
 Chief Engineer.....H. B. Greene  
 Consulting Engr.....George C. Davis

### WAIM

#### ANDERSON—1935—CBS PALMETTO NET

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Wilton E. Hall  
 Address-Trans. Loca.....1 Martin St.

### WANS

#### ANDERSON—1949—MBS

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Carolina Bcstrs.  
 Address.....Box 211  
 News Service.....UP



## SOUTH CAROLINA

Pres., Gen., Sta. Mgr. . . . . C. R. Johnson  
 Commercial Manager . . . . . Richard Warner  
 Sales Promotion Manager . . . . . Robert Fant  
 Pgm., Prod. Director . . . . . Carroll Lee  
 Publicity Director . . . . . Paula J. Wright  
 Chief Engineer . . . . . Alfred W. Pratt  
 Consulting Engineer . . . . . Robert Silliman

### WBSC

**BENNETTSVILLE—1947—MBS**

Frequency: 1550 Kc. . . . . Power: 10,000 Watts d.;  
 5,000 Watts n.  
 Owned-Oper. By . . . . . Bennettsville Bcstg. Co.  
 Business-Studio Address . . . . . Box 639  
 Phone Number . . . . . 1080  
 Transmitter Location . . . . . Hamlet Hwy. 38  
 News Service . . . . . AP  
 Representative . . . . . Joseph Hershey McGillvra  
 President . . . . . John W. Orvin  
 Gen., Sta. Mgr. . . . . Malcolm A. Young  
 Program Director . . . . . Ervin Melton  
 Chief Engineer . . . . . John Gronert  
 Consulting Engr. . . . . William E. Bennis

### WACA

**CAMDEN—1948**

Frequency: 1590 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Camden Bcstg. Co.  
 Address . . . . . Camden  
 Phone Number . . . . . 80  
 Transmitter . . . . . 4 Mi. E. of City  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 President . . . . . Haygood S. Bowden  
 Gen. Comm. Mgr. . . . . Tom Richards  
 News, Farm, Pgm. Dir. . . . . Chuck Ballard  
 Chief Engineer . . . . . Frank Richardson

### WCSC

**CHARLESTON—1930—CBS**

Frequency: 1390 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WCSC, Inc.  
 Address . . . . . Francis Marion Hotel  
 Phone Number . . . . . 7611  
 Transmitter Location . . . . . Eagles Nest  
 Air Time . . . . . 6 a.m.—12:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Free & Peters  
 Membership . . . . . NARTB, BAB  
 Pres., Gen., Sta. Mgr. . . . . John M. Rivers  
 Commercial Manager . . . . . Roland Weeks  
 Pgm., Pub. Dir . . . . . Russell Long  
 Publicity Director . . . . . Alma D. Davis  
 Copy Chief . . . . . Alma D. Davis  
 News Director . . . . . Robert Truere  
 Musical Director . . . . . Bob Tamblay  
 Chief Engr., Cons. Engr. . . . . Wilbur Albee  
 Traffic Manager . . . . . Annie Laurie Quarterman

### WHAN

**CHARLESTON—1947—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Charleston Bcstg. Co.  
 Business Address . . . . . Box 183  
 Phone Number . . . . . 3-1643  
 Transmitter Location . . . . . St. Andrew's Parish  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Burn-Smith  
 President . . . . . S. Lewis Johnson  
 Acting Manager . . . . . Traynor Ferillo  
 Program Director . . . . . Traynor Ferillo  
 Chief Engineer . . . . . William P. Birchfield

### WPAL

**CHARLESTON—1947**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . George G. Weiss  
 Business-Studio Address . . . . . 149 Wentworth St.  
 Phone Number . . . . . 3-6428-9  
 Transmitter Location . . . . . Windemere  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Clayton, Pearson  
 Gen., Sta. Mgr. . . . . Laurens P. Moore  
 Commercial Manager . . . . . Robert T. Christle

### WTMA

**CHARLESTON—1939—NBC**

Frequency: 1250 Kc. . . . . Power: 5000 d.; 1000 n.  
 Owned-Oper. By . . . . . Atlantic Coast Bcstg. Co.  
 Business Address . . . . . 133 Church St.  
 Phone Number . . . . . 2-2961  
 Transmitter Location . . . . . St. Andrew's Parish  
 Air Time . . . . . 6:00 a.m.—12:50 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . John Blair  
 Membership . . . . . NARTB, BAB  
 President . . . . . Edward Manigault  
 Gen., Sta. Mgr. . . . . Douglas M. Bradham  
 Comm. Mgr. . . . . Grange S. Cuthbert, Jr.  
 Publicity Director . . . . . Kay Martin  
 Pgm., Prod. Director . . . . . Vernon M. Bushong  
 News Dir., Chief Ann. . . . . Garry Morrison  
 Chief Engineer . . . . . Gordon Knight

### WUSN

**CHARLESTON—1946—MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Southern Bcstg. Co.  
 Bus.-Studio-Trans. Address . . . . . 42 Tenth St.  
 Phone Number . . . . . 2-2652  
 News Service . . . . . UP  
 Air Time . . . . . 6 a.m.—M.  
 Representative . . . . . Radio Reps.  
 Pres., Gen., Sta., Comm. Mgr.  
 J. Drayton Hastie  
 Promotion Manager . . . . . Ben Hutto  
 Program Director . . . . . Henry Hoppe

## SOUTH CAROLINA

Chief Announcer ..... Bill Ward  
 News Director ..... Charles Allen  
 Chief Engineer ..... Walter Nelson  
 Consulting Engineer ..... Gautney & Ray

### W G C D

**CHESTER—1948—MBS—KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Craig Bdcstg. Co.  
 Address ..... 128 Main St., Press-Radio Bldg.  
 Phone Number ..... 1171 & LD995  
 Transmitter Location ..... Harris Street  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... AP  
 President ..... A. B. Craig  
 General Mgr. .... M. J. Craig  
 Comm., Prom. Mgr. .... D. A. Phillips  
 Sta. Mgr., Prod., Music, Pgm. Dir.

Arthur Cornwall

Prod., Pub. Dir. .... James Kennedy  
 Chief Engineer ..... Vernon Cameron  
 Consulting Engineer ..... M. J. Craig

### W C O S

**COLUMBIA—1939—ABC-LBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Radio Columbia  
 Business-Studio Address ..... 1202 Main St.  
 Phone Number ..... 2-5601  
 Trans. Location ..... 2806 Edgewood Rd.  
 Air Time ..... 6 a.m.-12:30 a.m. (Mon.-Sat.)  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Headley-Reed  
 President ..... E. D. Black  
 General-Station Manager ..... James W. Hicks  
 Commercial Manager ..... Law Epps  
 Pgm., Prod., Pub. Dir. .... Stewart Spence  
 Chief Engineer ..... Robert D. Lambert, Jr.  
 Consulting Engr. .... George C. Davis

### W I S

**COLUMBIA—1930—NBC**

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Bcstg. Co. of the South  
 Business-Studio Address ..... 1111 Bull St.  
 Phone Number ..... 3-6431  
 Transmitter Location ..... Bluff Rd.  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... Standard, Thesaurus  
 Representative ..... Free & Peters  
 Membership ..... NARTB, BAB  
 President ..... B. Calhoun Hipp  
 General Manager ..... G. Richard Shafto  
 Station Manager ..... J. Dudley Saumenig  
 Local Sales Mgr. .... W. Miller Montgomery  
 Prom.-Pub. Manager ..... Steve Libby  
 Program Director ..... Frank Harden  
 Chief Engineer ..... Herbert G. Eidson, Jr.  
 Consulting Engr. .... Jansky & Bailey

### W M S C

**COLUMBIA—1945—CBS**

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Marseco Bcstg. Corp.  
 Business-Studio Address ..... 1127 Lady St.  
 Phone Number ..... 2-8659  
 Transmitter Location ..... Lexington County  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Associated  
 Representative ..... H-R Representatives  
 Membership ..... NARTB, BAB  
 Pres., Gen., Sta., Comm. Mgr. ....  
 C. Wallace Martin

Chief Announcer ..... Tom Burgess  
 Pub., Prod., Pgm. Dir. .... Greenville Seibels  
 Chief Engineer ..... John C. Cosby  
 Consulting Engr. .... Millard M. Garrison

### W N O K

**COLUMBIA—1947—MBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Palmetto Radio Corp.  
 Address ..... Hotel Jefferson, Box 5307  
 Phone Number ..... 39401  
 News Service ..... AP  
 Representative ..... Walker  
 Membership ..... BAB  
 General Manager ..... H. Moody McElveen  
 Commercial Manager ..... W. C. Bochman  
 Chief Engineer ..... Don Willoughby  
 Consulting Engineer ..... Kear & Kennedy

### W L A T

**CONWAY—1945—MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Coastal Bcstg. Co.  
 Business-Studio Address ..... P. O. Box 497  
 Phone Number ..... 340  
 Transmitter Location ..... U. S. Hway. 701, 1/4  
 Mi. N.W. Center of City  
 Representative ..... Joseph Hershey McGillivra

### W D S C

**DILLON—1946**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Border Bcstg. Co., Inc.  
 Business-Studio Address ..... 3 Mi. S. of Dillon  
 Phone Number ..... 470-1  
 Transmitter Location ..... U. S. Hway. 301, 3/2  
 Mi. S. of Dillon  
 Air Time ..... Sunrise-Sunset  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB, BAB  
 President ..... L. B. Hyman  
 Gen., Sta., Sales Prom. Mgr. .... Joseph Martin  
 Commercial Manager ..... Adelaide C. Monroe  
 Pgm., Prod. Dir. .... J. E. Murff, Jr.  
 Chief Engineer ..... Chris. Stromberg  
 Consulting Engr. .... McNary & Wrathall

# SOUTH CAROLINA

## WELP

EASLEY—1951—KBS

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned-Operated By... Pickens County Bcstg. Co.  
Address ..... Box 522  
Phone Number ..... 9388  
Transcription Service ..... Capitol  
News Service ..... AP  
President ..... J. Lake Williams  
Vice-Pres. .... Joel N. Hinton  
General Manager ..... Robert O. Moran  
Commercial Manager ..... Cleatus Brazzell  
Program Director ..... William D. Grove  
Chief Engineer ..... Ben A. Jones Jr.

## WJMX

FLORENCE—1947—ABC

Frequency: 970 Kc. Power: 5000 Watts d.,  
1000 Watts n.  
Owned-Oper. By ..... Atlantic Bcstg. Co., Inc.  
Business Address ..... P. O. Box 1211  
Phone Number ..... 6351  
Studio-Transmitter Location ..... Darlington Hwy.  
Air Time ..... Full Time  
News Service ..... AP  
Transcription Service ..... World, Capital  
Representative ..... Walker  
President ..... Eugene E. Stone  
Gen., Sta. Mgr. .... Paul H. Benson, Jr.  
Program Director ..... Sam I. Latimer  
Chief Engineer ..... Frank Jenne  
Consulting Engineer Craven, Lohnes & Culver

## WOLS

FLORENCE—1937—KBS—LBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By ..... Florence Bcstg. Co., Inc.  
Business-Studio Address ..... 151 S. Dargan St.  
Phone Number ..... 3271-2  
Transmitter Location ..... 1 Mi. NE City  
Air Time ..... 6 a.m.-M.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... Joseph Hershey McGillvra  
Membership ..... NARTB  
Pres., Gen.-Station Mgr. .... Melvin Purvis  
Comm., Sales Prom. Mgr. .... A. P. Skinner  
Pgmn., Prod., Pub. Dir., Chief Anncr. J. Putnam  
Chief Engineer ..... W. A. Pritchett  
Consulting Engr. .. Comm. Rad. & Equip. Co.

## WFGN

GAFFNEY—1948

Frequency: 1570 Kc. Power: 250 Watts d.  
Owned-Oper. By ..... Cherokee Radio Co., Inc.  
Address ..... P. O. Box 759  
Phone Number ..... 4795-6  
Trans. Loca. .... Leadmine Rd.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
President ..... A. Ray Godshail

Gen. Mgr., News Dir. .... Morton E. Green  
Commercial Manager ..... Velta Wilder  
Program Director ..... E. Parrott  
Prom. Manager ..... V. Gertz  
Chief Engineer ..... Albert Katool

## WGTV

GEORGETOWN—1949—MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Georgetown Bcstg. Co.  
Address, Trans. Loc. .... 216 Fraser St.  
Phone Number ..... 621  
President ..... Dr. John T. Assey, Jr.  
General Manager ..... J. B. Delzell

## WAKE

GREENVILLE—CBS-MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Piedmont Bcstg. Co., Inc.  
Address ..... 400 Mayberry St.  
Phone Number ..... 5-7406  
News Service ..... INS  
President ..... V. D. Ramseyer  
General Manager ..... J. S. Ayers  
Chief Engineer ..... H. A. Morris  
Consulting Engr. .... Palmer Greer

## WESC

GREENVILLE—1947—LBS

Frequency: 660 Kc. Power: 5000 Watts d.  
Owned-Operated By... Greenville Bcstg. Co.  
Business-Studio Address ..... 1 College St.  
Phone Number ..... 2-8241  
Transmitter Location ..... Farris Bridge Rd.  
Air Time ..... Sunrise-sunset  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... Walker, Keller  
President ..... (Mrs.) Scott Russell  
Commercial Manager ..... Gordan Anderson  
Gen., Sta. Manager ..... W. Ennis Bray  
Program Director ..... David Moss  
Chief Engineer ..... F. B. Bailey  
Consulting Engr. .... George C. Davis

## WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc. Power: 5000 Watts  
Owned-Oper. By... Greenville News Piedmont  
Co.  
Business-Studio Address ..... Poinsett Hotel  
Phone Number ..... 2-7616-7  
Transmitter Location ..... Ghantt  
Air Time ..... 5:30 a.m.-1 a.m.  
News Service ..... UP  
Transcription Service ..... Thesaurus  
Representative ..... Avery-Knodel  
President ..... B. H. Peace, Jr.  
General Manager ..... B. T. Whitmire  
Commercial Mgr. .... R. Q. Glass, Jr.



## SOUTH CAROLINA

Sales Prom. Manager..... P. H. Chapman  
 Program Director..... Newton S. Smyth  
 Chief Announcer..... Norvin Duncan  
 Publicity Director..... P. H. Chapman  
 Chief Engineer..... William Garrison  
 Consulting Engineer..... A. D. Ring & Co.

Commercial Manager..... Ralph Norman  
 Program Director..... Randy Davidson  
 Chief Engineer..... Charlie Sparks

### W M R C

**GREENVILLE—1940—ABC**

Frequency: 1440 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Textile Bcstg. Co.  
 Bus.-Studio Address... Box 1499, Prevost Bldg.  
 Phone Number..... 3-2751  
 Transmitter Location..... White Horse Rd.  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... World  
 Representative..... Weed & Co.  
 Membership..... NARTB, BAB  
 Pres., Gen. Mgr..... R. A. Jolley, Sr.  
 Prom., Comm. Mgr..... Kenneth C. Willson  
 Prod., Pgm. Dir..... William T. Arrington  
 Chief Announcer..... James D. Simpson, Jr.  
 News Director..... Claude E. Freeman  
 Chief Engineer..... George D. Tate  
 Consulting Engr..... Robert M. Silliman

### W M U U

**GREENVILLE—1949**

Frequency: 1260 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By..... Bob Jones Univ.  
 Address..... Greenville  
 Phone Number..... 2-6711  
 Transmitter Location..... Piney Mt.  
 Air Time..... 5 a.m.-Local Sunset  
 News Service..... Ins  
 Transcription Service..... SESAC, Associated  
 Membership..... NARTB, BAB  
 President..... Dr. Bob Jones, Jr.  
 General Manager..... R. K. Johnson  
 Sta. Mgr., Pgm. Dir..... Jim Ryerson  
 Commercial Manager..... Marvin R. Steffins  
 Sales Promotion Manager..... Robert J. Vrzal  
 Production Director..... Ben Cummings  
 Pub., News Director..... Elmer Rumminger  
 Chief Announcer..... Dave Yearick  
 Musical Director..... Mrs. Elmer Rumminger  
 Chief Engineer..... Don C. Smith

### W C R S

**GREENWOOD—1941—NBC**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Grenco, Inc.  
 Phone Number..... 4300  
 Studio-Transmitter Location..... Willson St.  
 News Service..... AP  
 Transcription Service..... Standard, Lang-Worth  
 President..... Douglas Featherstone  
 General Manager..... Dan Crosland

### W E A B

**GREER—1949**

Frequency: 800 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Greer Bcstg. Co.  
 Address..... Jones Rd.  
 Phone Number..... 1057-8  
 Air Time..... Daylight  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Pres., Gen. Mgr..... E. A. Burch  
 Comm., Sales Prom. Mgr..... Chester Munson  
 Program Director..... Vernon Fox  
 Chief Engineer..... Joe Cole  
 Consulting Engineer..... Palmer E. Greer

### W H S C

**HARTSVILLE—1946—MBS-LBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Hartsville Bcstg. Co., Inc.  
 Business-Studio Address... 1306 College Ave.  
 Phone Number..... 1450  
 Transmitter Location... 1 Mi. S. of Hartsville on  
 Hwary. 15-A  
 Air Time..... 6:55 a.m.-11:15 p.m.  
 News Service..... AP  
 Representative..... McGillvra  
 Transcription Service..... Capitol  
 President..... Charles H. Campbell  
 Gen. Mgr., News Dir..... Raymond Caddell  
 Commercial Manager..... Gerald Quick  
 Farm Ed., Pgm. Dir..... Ernest Stokes  
 Publicity Director..... Eleanor F. Williamson  
 Chief Engineer..... Donald A. Brien  
 Musical Director..... David Rogers

### W D K D

**KINGSTREE—1949**

Frequency: 1300 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Palmetto Bcstg. Co.  
 Address..... Kingstree  
 Phone Number..... 6761  
 Transmitter Location..... Hway. 52  
 News Service..... AP  
 Transcription Service..... Lang-Worth, World  
 Partners..... M. L. Few, E. G. Robinson, Jr.  
 Chief Engineer..... D. H. I. Owens

### W L C M

**LANCASTER—1951**

Frequency: 1360 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Arthur Wilson Davis  
 Address..... 103 S. Catawba St.

### W L B G

**LAURENS—1948—KBS**

Frequency: 860 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... WLBG, Inc.



## SOUTH CAROLINA

Business Address.....Box 642, Laurens  
 Phone Number.....2-2331  
 Studio-Transmitter Location..Greenville Hwy.  
 Air Time.....Sunrise-Sunset  
 News Service.....UP  
 Transcription Service.....World, Ziv  
 President.....James C. Todd  
 Gen., Sta., Sales Prom. Mgr..Bob Ross Smith  
 Program Director.....Muriel Ashley  
 Prod., Pub. Director.....Bob Ross Smith  
 News Dir., Chief Ann.....Dan McHugh  
 Musical Director.....Betty Bishop  
 Chief Engineer.....Jack Taylor

### WJAY

**MULLINS—1949—LBS-KBS**

Frequency: 1280 Kc....Power: 1000 Watts d.  
 Owned-Oper. By..Mullins & Marion Bcstg. Co.  
 Phone Number....390 (Marion, 3901 (Mullins)  
 Transmitter Location..Highway 76 bet. Mullins  
 and Marion  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Langworth  
 President.....W. G. Smith  
 Gen., Sta., Comm. Mgr....James F. Ramsey  
 Pgm. Prod. Dir.....Robert A. Allen  
 Musical Director.....Kenneth Gasque  
 Chief Engineer.....George Magera  
 Consulting Engr.....Robert Lambert

### WMRA

**MYRTLE BEACH—1948**

Frequency: 1450 Kc....Power: 250 Watts d., n.  
 Owned-Oper. By..Myrtle Beach Bcstg. Serv.  
 Address.....Ocean Forest Hotel  
 Phone Number.....5061  
 Transmitter Location.....28th & Oak  
 Air Time.....7:30 a.m.-10:15 p.m.  
 Pres., Gen., Sta. Mgr.....Elizabeth Evans  
 Comm., Sales Prom. Mgr....S. W. Monroe  
 Pgm., Prod., News Dir., Chief Ann.....  
 Gaines Gough  
 Chief Engineer.....W. C. Evans  
 Consulting Engineer.....John Keel

### WKDK

**NEWBERRY—1946—MBS-KBS**

Frequency: 1240 Kc....Power: 250 Watts  
 Owned-Oper. By....Newberry Bcstg. Co., Inc.  
 Address, Trans.....11 Radio Dr., Box 211  
 Phone Number.....143  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....World, Thesaurus  
 President.....John F. Clarkson  
 Gen., Sta. Mgr.....James F. Coggins  
 Comm., Sales Prom. Mgr..Emory Bedenbaugh  
 Publ. Dir.....Marcia Coggins  
 Chief Engineer.....Ray Gilliam  
 News Dir., Farm Editor....Charles E. Bowers

### WRNO

**ORANGEBURG—1946—MBS**

Frequency: 1450 Kc....Power: 250 Watts  
 Owned-Operated By.....WRNO, Inc.  
 Bus. Addr.-Trans. Loc....Orangeburg, S. C.  
 Phone Number.....1420  
 Air Time.....Unlimited  
 News Service.....AP  
 President.....Charles S. Henery  
 Gen., Sta., Mgr.....Frank B. Best, Jr.  
 Commercial Mgr.....Norman M. Mathews  
 Chief Engineer.....Gus Browning  
 Consulting Engr.....Gautney & Ray

### WTND

**ORANGEBURG—1948—LBS**

Frequency: 1270 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....WTND, Inc.  
 Phone Number.....1600  
 Transmitter Location.....2 Mi. N.W. City  
 Air Time.....Daytime  
 News Service.....INS  
 Transcription Service.....World, Associated  
 Representative.....Thos. F. Clark  
 Gen., Sta. Mgr., Pres.....J. I. Sims  
 Program Director.....Richard R. Rhame  
 Chief Engineers.....Larry W. Styles,  
 Perry Herrington

### WRHI

**ROCK HILL—1944—MBS**

Frequency: 1340 Kc....Power: 250 Watts  
 Owned-Oper. By.....York Co. Brcdg. Co.  
 Address.....Rock Hill Nat. Bk. Bldg.  
 Phone No.....2085, 2077 (Studio); 5767 (Trans.)  
 Transmitter Location.....E. Main St. Ext.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB  
 Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.  
 Sta. Mgr., Prog. Dir.....Wm. C. Beaty  
 Commercial Manager.....Harper S. Gault  
 Consulting Engr.....James C. McNary

### WTYC

**ROCK HILL—1948—LBS**

Frequency: 1150 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Tri-County Bcstg. Co.  
 Bus. Studio Address....Robert Marshall Hotel  
 Phone Number.....3175  
 Transmitter...Hwy. 21 near Charlotte Hwy.  
 Air Time.....Daytime  
 Transcription Service.....Capitol  
 Representative.....Continental Radio Sales  
 President.....W. G. Reid  
 Gen., Sta. Mgr.....G. P. Cobb  
 Commercial Manager.....C. L. Stevens  
 Chief Engineer.....Tom L. Byrd

## WSNW

SENECA—1949—KBS-LBS

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Blue Ridge Bcstg. Co., Inc.  
Address Seneca  
Phone Number 8234  
News Service UP  
Transcription Service Lang-Worth, SESAC  
Pres., Gen. Mgr. J. A. Gallimore  
Program Director Virginia F. Gallimore

## WORD

SPARTANBURG—1940—ABC

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Oper. By. The Spartan Radiocstg. Co.  
Business-Studio Address 291 E. Main St.  
Phone Number 3-2711  
Transmitter Location White Ave.  
Air Time 5:30 a.m.-12:05 a.m.  
News Service AP  
Transcription Service Thesaurus  
Representative Hollingberry  
Membership NARTB  
President Walter J. Brown  
General Manager John W. Kirkpatrick  
News Director James Hobby  
Chief Engineer Clyde J. Burdette

## WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Operated By. Bcsting. Co. of the So.  
Business-Studio Address 224 E. Main St.  
Phone Number 33621  
Transmitter Location Route 7  
News Service UP  
Air Time 19 hrs., 5 min.  
Transcription Service Standard  
Representative John Blair  
Membership NARTB, BAB  
Station Manager Roger A. Shaffer  
Commercial Manager Guy Vaughan, Jr.  
Prom. Mgr., News Dir. Thomas J. Fleming  
Program Director Ed McGrath  
Chief Engineer H. R. Beckholt

## WFIG

SUMTER—1940—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By. Radio Station WFIG, Inc.  
Business-Studio Address Radio Center Bldg.  
Phone Number 1340  
Transmitter .1 Mi. E. of Sumter on Hwy. 76  
News Service UP  
Transcription Service World  
Representative Joseph Hershey McGillvra  
President Fulton B. Creech  
Gen., Sta. Mgr. T. Doug Youngblood  
Commercial Mgr. William H. Moore, Jr.  
News, Pgm. Dir. Paul Reidy  
Production Director John Sherman  
Chief Engineer James L. Williams  
Farm Editor T. O. Bowen

## WBCU

UNION—1949—MBS

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Oper. By. Union-Carolina Brcstg. Co.  
Address 210 East Main St.  
Phone Number 1200  
Transmitter Location 3 Mi. N.W. of Union  
Air Time 6:00 a.m. to 12:00 M.  
Transcription Service Thesaurus  
Station Repr. Continental  
Pres., Gen. Mgr. E. H. Hughes  
Prog., Prod. Dir. Marilyn F. Scruggs  
Sales Prom. Mgr., Chief Ann. C. P. Stribling  
News, Pub. Dir. Harry Doggette  
Chief Engineer T. W. Weathers

## WALD

WALTERBORO—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By. Walterboro Bcstg. Co.  
Transmitter Address Ft. Benson St.  
Studio-Address Box 12  
Phone Number 3861  
News Service AP  
President R. M. Jefferies  
General Manager Louis M. Neale Jr.  
Program Director Louis Long  
News Dir., Chf. Engr. Ralph Keogh

# SOUTH DAKOTA

Pop. April 1, 1952 (Est.) 665,000—Total Housing Units 195,079  
Families April 1, 1952 (Est.) 177,000—Stations in State 12

## KSDN

ABERDEEN—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Oper. By. Aberdeen News Co.  
Phone Number 4573  
Air Time 6 a.m.-12 M.

News Service AP  
Transcription Service World  
Representative Weed  
President Henry J. Schmitt  
Sta., Gen. Manager Byron McElligott  
Commercial Manager Russa Osborne  
Pgm., Prod. Director E. C. Pieplow  
Chief Engineer George Crocker

SOUTH DAKOTA

**K D S J**

**DEADWOOD—1947—KBS-MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... John, Eli & Harry Daniels  
 Address ..... P. O. Box 462  
 Phone Number ..... 186  
 Transcription Service ..... World  
 News Service ..... UP  
 Gen. Mgr., Chief Engr. .... Eli Daniels  
 Commercial Manager ..... Harry Daniels  
 Program Director ..... Bill Plunkett  
 Chief Announcer ..... Bill Lynn

**K I J V**

**HURON—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. James Valley Bcstg. Co., Inc.  
 Bus.-Studio Address..... 32 Second St. S.E.  
 Phone Number ..... 765  
 Transmitter Location..... 18th St. & Idaho  
 Representative ..... Lawson  
 Transcription Service ..... Thesaurus  
 Manager ..... Max F. Staley  
 Commercial Manager..... Dwight Coursex

**K O R N**

**MITCHELL—1947—MBS  
 GOLDEN PHEASANT**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.... Michell Bcstg. Assn.  
 Bus.-Studio Address..... 217-219 N. Main  
 Phone Number ..... 621  
 Transmitter Location... ½ Mi. E. of city on  
 Hwy. U. S. 16  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NARTB, BAB  
 Pres., Gen., Sta. Mgr. .... Raymond V. Eppel  
 Comm., Sales Prom. Mgr. .... B. Harland Ohde  
 Pgm., Prod. Director ..... Raymond Eppel  
 Chief Engineer ..... Frances Kelly

**K G F X**

**PIERRE—1916—KBS**

Frequency: 630 Kc. Power: 200 Watts d.  
 Owned-Oper. By..... Estate of Dana McNeil  
 Bus.-Studio-Transmitter Address..... 203 W.  
 Summit Ave.  
 Air Time ..... 9:30 a.m.-Sunset  
 Phone Number ..... 2351  
 Air Time ..... 9:30 a.m.-sunset  
 News Service ..... UP  
 Representative ..... Continental  
 President ..... Ida A. McNeil  
 Chief Engineer ..... Selwyn Ronning

**K O T A**

**RAPID CITY—1936—CBS**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Oper. By ... Black Hills Bcstg. Co. of  
 Rapid City

Business Address ..... 1819 W. St. Joe St.  
 Phone Number ..... 2000  
 Transmitter Location ..... Hwy. 79, E. of  
 Rapid City  
 Air Time ..... 5:30 a.m.-M.  
 News Service ..... UP  
 Representative ..... Headley-Reed  
 Transcription Service... Standard, Associated,  
 Capitol  
 Membership ..... NARTB, BAB  
 President ..... Robert J. Dean  
 Gen., Sta., Comm. Mgr. .... Abner H. George  
 Pgm. Dir., Chief Ann. .... Harley Hanson  
 Chief Engineer ..... A. E. Griffiths  
 Consulting Engr. .... Everett L. Dillard

**K E L O**

**SIOUX FALLS—1937—NBC**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By..... Midcontinent Bcstg. Co.  
 Bus.-Studio Address..... Kelo Bldg.  
 Phone Number ..... 4-5841  
 Transmitter Location..... S.E. of Sioux Falls  
 Air Time ..... 5:45 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Capitol, Standard  
 Representative..... John E. Pearson  
 Membership ..... NARTB, BAB  
 President, Gen. Mgr. .... S. Fantle, Jr.

**AP SELLS**

For Stations and Sponsors —

For instance . . . KSDN

“AP news is a great service to KSDN’s vast rural audience. AP news programs are top money-getters on this station.”

B. J. McELLIGOTT,  
 General Manager,  
 KSDN, Aberdeen, South Dakota



SOUTH DAKOTA

Commercial, Station Manager.....Evans Nord  
 Sales Prom. Mgr., Pub. Dir.....Darlene Nesby  
 Pgm., Prod. Dir. .... Jim Burt  
 News Dir., Chf. Ann.....Dean Montgomery  
 Chief Engineer.....Lester Froke  
 Consulting Engr.....Andy Ring & Co.

## K I H O

SIOUX FALLS—1948

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Oper. By....Big Sioux Brcstg. Co., Inc.  
 Address .....218 South Main Ave.  
 Phone Number .....912  
 Transm. Location .....5 miles s.w. of City  
 News Service .....UP  
 Transcription Service .....World  
 Station Representative....Paul H. Raymer Co.  
 General Manager .....David J. Kempkes  
 Commercial Manager.....Richard C. Morenus  
 Program Director.....Fred W. Schweikher

## K I S D

SIOUX FALLS—1948—LBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KISD, Inc.  
 Bus.-Studio Address.....311 S. Phillips Ave.  
 Phone Number .....4-5571  
 Transmitter Location .....W. 12th St.  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 President.....H. R. Alton  
 Gen. Mgr., Prog. Dir.....Verl Thomson  
 Commercial Manager.....Jack Ramsell

## K S O O

SIOUX FALLS—1927

Frequency: 1140 Kc..Power: 10,000 Watts d.;  
 5,000 Watts n.  
 Owned-Oper. By.Sioux Falls Bcstg. Asso., Inc.  
 Address .....317½ S. Phillips Ave.  
 Phone Number .....4-7545  
 Transm. Location ....Springdale Township  
 Air Time .....5:30 a.m.-1:00 a.m.  
 News Service .....AP  
 Transcr. Service .....RCA, Thesaurus  
 Station Representative.....Avery-Knodel, Inc.  
 Membership .....NARTB  
 President .....Morton Henkin  
 General Manager .....George R. Hahn  
 Station Manager .....George "Bill" Rohn  
 Commercial Manager ....Rollie R. Williams  
 Production Director .....Ray Loftessness  
 Program Director .....Murray Stewart  
 News Director .....Orrin Melton  
 Musical Director.....Bob Helgeson  
 Chief Engineer .....Max Pierce  
 Farm Editor.....E. C. "Red" Stangland  
 Consulting Engineer .....George C. Davis

## K W A T

WATERTOWN—1926—KBS-LBS

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Oper. By..Midland Natl. Life Ins. Co.  
 Address .....Watertown  
 Phone Number .....777  
 Air Time.....6 a.m.-11 p.m.  
 News Service .....UP  
 Transcr. Service .....Standard  
 Representative .....Orville Lawson, Walker  
 Membership .....NARTB, BAB  
 President .....John Ehrstrom  
 Gen. Mgr., Publ. Dir. ....Ross E. Case  
 Commercial Manager.....Morris Wisott  
 Sales Prom. Mgr. ....Bernard Kinney  
 Prog., Prod., News Dir. ....Doug Marlow  
 Publicity Dir.....Bob Keller (N. Y.)  
 Chief Announcer .....John Birdsell  
 Chief Engineer.....Francis Alwin  
 Consulting Engr. ....Commercial Radio

## W N A X

YANKTON—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Cowles Bcstg. Co.  
 Bus.-Studio Address .....WNAX Bldg.  
 Phone Number .....442  
 Transmitter Location .....5 mi. E. of Yankton  
 Air Time .....5:30 a.m.-M.  
 News Service .....AP, UP  
 Transcription Service .....Capitol  
 Representative .....Katz  
 Membership .....NARTB, BAB  
 General Manager .....Robert R. Tinchter  
 Commercial Manager.....Donald D. Sullivan  
 Promotion Mgr.....Richard T. Harris  
 Program Director .....Herb Howard  
 News Director .....Arthur J. Smith  
 Musical Director.....Rex Hays  
 Chief Engineer.....Clifton M. Todd  
 Consulting Engr.....Craven, Lohnes & Culver





# TENNESSEE

Pop. April 1, 1952 (Est.) 3,365,000—Total Housing Units 925,143  
Families April 1, 1952 (Est.) 851,000—Stations in State 61

## WLAR

ATHENS—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Athens Bcstg. Co.  
Business-Studio Address.....N. Jackson St.  
Phone Number.....1450  
Transmitter Location.....Decatur Hwy.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Capitol  
President.....Lowell F. Arterburn  
General Manager.....Buell J. Charles  
Program Director.....John Pedwine  
Commercial Manager.....Leonard Dawson  
Chief Engineer.....J. W. Turner  
Consulting Engr.....Claude Gray

## WOPI

BRISTOL—1929—NBC

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By...Radiophone Bcstg. Station,  
WOPI, Inc.  
Business-Studio Address.....310 State St.  
Phone Number.....South 3730  
Transmitter Location.....Old Abingdon Pike  
Air Time.....5:30 a.m.-12:05 a.m.  
News Service.....AP  
Transcription Service...Lang-Worth, Capitol  
Representative.....Burn-Smith  
Membership.....BAB  
Pres., Gen., Sta. Mgr.....W. A. Wilson  
Comm. Mgr.....James C. Wilson  
Sales Prom. Mgr.....Sam Davis  
Prod., News Dir.....Mike Cady  
Publicity Director.....Walsa McQueen  
Chief Engineer.....George Guertin

## WAGC

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Tenn. Valley Bcstg. Co.  
Address.....Hotel Patten  
Phone Number.....7-1128  
Transmitter Location.....Rossville Blvd.  
Air Time.....5:55 a.m. to 12 M.  
News Service.....AP  
Transcription Service.....Langworth  
Station Repr.....Rambeau  
General Manager.....Vann Campbell  
Program Director.....Roy Morris  
Chief Engineer.....George McMurtrie  
Consulting Engineer.....Gautney

## W A P O

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By.....WAPO Bcstg. Service  
Business-Studio Address.....Read House  
Phone Number.....6-6141  
Transmitter Location.....Pineville Rd.  
Air Time.....5:00 a.m.-12M.  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Headley-Reed  
Membership.....NARTB, BAB  
General Manager.....R. G. Patterson  
Comm. Mgr., Pub. Dir.....Helen Patterson  
Program Director.....Frances Harley  
Chief Engineer.....B. B. Barnes  
Consulting Engr.....Gautney & Ray

## W D E F

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc. Power: 5000 Watts d.,  
1000 n.  
Owned-Oper. By.....WDEF Bcstg. Co.  
Bus.-Studio Address...420 Volunteer Bldg.  
Phone Number.....6-5664  
Transmitter Location.....Moccasin Bend  
Air Time.....5:30 a.m.-M.  
News Service.....UP  
Transcription Service.....Capitol  
Representative.....Branham  
President.....Carter M. Parham  
Gen., Sta., Comm. Mgr.....Ken Flenniken  
Program Director.....Morrie Quave  
News Dir.....Paul Wann  
Chief Announcer.....Luther Masingill  
Chief Engineer.....B. C. Baker  
Consulting Engr.....Russell P. May

## W D O D

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Oper. By.....WDOD Bcstg. Corp.  
Address.....Hamilton Natl. Bank Bldg.  
Phone Number.....6-5117  
Transmitter Location.....Baylor Rd.  
Air Time.....5:30 a.m.-12:30 a.m.  
News Service.....UP  
Transcription Service.....Standard, World  
Representative.....Paul H. Raymer  
Pres., Gen., Sta. Mgr.....Earl W. Winger  
Commercial Manager.....B. J. Bush  
Prom. Mgr., Pub. Dir.....Gene Allen Carr  
Pgm., Prod. Director.....Charley Gullickson  
Chief Engineer.....W. Roy Owens  
Consulting Engr.....George C. Davis

T E N N E S S E E

**W D X B**

**CHATTANOOGA—1948**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... WDXB, Inc.  
 Address. .... 539 Vine St.  
 Phone Number ..... 6-1114  
 Representative ..... For Joe  
 Transcription Service ..... SESAC  
 News Service ..... AP  
 President ..... Joseph Bloom  
 Vice-President ..... David E. Cohen  
 General Manager ..... Charles W. Trippe  
 Chief Engineer ..... Byron E. Fincher

**W M F S**

**CHATTANOOGA—1951**

Frequency: 1260 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... Lookout Bcstg. Co.  
 Address. .... 215 W. Ninth St.  
 Phone Number ..... 53127  
 Representative ..... McGillvra  
 Managing Ptnr., Gen. Mgr. .... William F. Stone  
 Commercial Manager ..... D. Wert Campbell  
 Program Director ..... Larry McKinley  
 Chief Engineer ..... Glenn Channells

**W J Z M**

**CLARKSVILLE—1941—MBS-KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned By. .... Campbell & Sheftall  
 Operated By. .... E. T. Campbell  
 Business-Studio Address. .... 411 Madison St.  
 Phone Number ..... 6414  
 Transmitter Location ..... Martin St.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Membership ..... NARTB, BAB  
 Pres., Gen.-Sta. Mgr. .... E. T. Campbell  
 Commercial Manager ..... Parry Sheftall  
 Prom. Mgr., Pgm. Dir. .... Clay Cline, Jr.  
 Chief Engineer ..... John Bailey  
 Consulting Engr. .... Ring

**W B A C**

**CLEVELAND—1945—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Robert W. Rounsaville  
 Business-Studio Address. .... Central Ave.  
 Phone Number ..... 62  
 Transmitter Location ..... Chattanooga Hwy.  
 Air Time ..... 6:00 a.m.-10:30 p.m.  
 News Service ..... UP  
 Gen. Mgr. .... R. W. Rounsaville  
 Comm., Sta. Manager ..... Thad F. Fitch  
 Program Director ..... Bill Stone  
 Chief Engineer ..... William D. Stuart  
 Technical Director ..... Paul Cram

**W K R M**

**COLUMBIA—1946—MBS-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... The Middle Tennessee  
 Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address. .... P. O. Box 71  
 Phone Number ..... 1340  
 Air Time ..... 5 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Membership ..... NARTB, BAB  
 Pres., Gen.-Sta.-Comm. Mgr. .... R. M. McKay, Jr.  
 Sales Prom. Mgr. .... Mel Dugger  
 Mus., Publ., Pgm., Prod. Dir. .... Al Knott  
 Chief Engineer ..... Cameron McKay  
 Consulting Engineer ..... Ring & Co.

**W H U B**

**COOKEVILLE—1940—CBS-KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... WHUB, Inc.  
 Bus.-Studio Address. .... 315 E. Spring St.  
 Phone Number ..... 789  
 Transmitter Location. .... 807 Hickory St.  
 News Service ..... UP  
 Representative ..... Continental Radio Sales  
 Membership ..... NARTB, BAB  
 General Manager ..... M. L. Medley  
 Station Director ..... Joe C. Medley

**W D S G**

**DYERSBURG—1946  
 MBS-KBS-MID-SOUTH**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... State Gazette Bcstg. Co., Inc.  
 Address ..... Box 58  
 Phone Number ..... 77  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 President ..... Russel M. D. Bruce  
 General Manager ..... Frank Armstrong  
 Commercial Manager ..... O. P. Laten  
 Prod. Pgm. Director ..... Robert Ward  
 Chief Engineer ..... Dave Ross

**W B E J**

**ELIZABETHTON—1946—MBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Robert Rounsaville &  
 George Clark  
 Business-Studio Address. .... Elk Ave.  
 Phone Number ..... 2-1241  
 Transmitter Location ..... State Line Rd.  
 News Service ..... UP  
 Senior Partner & Mgr. .... R. W. Rounsaville  
 Comm., Sta. Manager ..... Frazier Cochran  
 Comptroller. .... S. A. Wade  
 Pgm., Prod. Dir. .... Art Selley  
 Chief Engineer ..... Condon Bowers, Jr.  
 Technical Director ..... Paul Cram  
 Consulting Engr. .... John H. Mullaney

T E N N E S S E E

**W E K R**

**FAYETTEVILLE—1948—MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Fayetteville Bcstg. Co.  
 Business-Studio Address . . . . . Box 625  
 Phone Number . . . . . 1240  
 Transmitter . . . . . Old Boonshill Rd.  
 News Service . . . . . AP  
 President . . . . . John R. Crowder  
 General Manager . . . . . Porter Clark  
 Sta. Mgr. . . . . Jim Tate  
 Comm. Mgr. . . . . Teddy Barnes  
 Pgm. Dir. . . . . Glen Slayton  
 Chief Engineer . . . . . Ernest Tucker  
 Consulting Engr. . . . . John H. Mullaney

**W H I N**

**GALLATIN—1948**

Frequency: 1010 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Sumner County Bcstg. Co.  
 Address . . . . . Gallatin  
 Phone Number . . . . . 1010  
 Transmitter Location . . . . . Highway 109  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Membership . . . . . NARTB, BAB  
 President . . . . . A. B. Perkins  
 Gen., Sta. Mgr. . . . . J. B. Thomas  
 Commercial Manager . . . . . Charles Brewer  
 Chief Engineer . . . . . Robert Boyd  
 Consulting Engineer . . . . . Dave Binns

**W G R V**

**GREENEVILLE—1946—MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio Greeneville, Inc.  
 Address . . . . . Radio Bldg.  
 Phone Number . . . . . 797  
 News Service . . . . . UP  
 Pres., Gen. Mgr. . . . . Paul Metcalfe  
 Commercial Manager . . . . . Hugh Pickel  
 Program Director . . . . . Tom Lyons  
 Chief Engineer . . . . . Laile Hampton

**W H B T**

**HARRIMAN—1947—MBS-KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . The Harriman Bcstg. Co.,  
 Inc.  
 Bus.-Studio Address . . . . . Harriman  
 Phone Number . . . . . 661  
 Transmitter Location . . . . . Margrave St.  
 Air Time . . . . . 6:15 a.m.-11:15 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC  
 Representative . . . . . Continental  
 Owner, Gen. Mgr. . . . . F. L. Crowder  
 Comm., Sales Prom. Mgr. . . . . Hugh Patton  
 Pgm. Dir., Chief Ann. . . . . Carl Williams  
 Chief Engineer . . . . . Gene Davidson  
 Consulting Engineer . . . . . Claude Gray

**W I R J**

**HUMBOLDT—1949—MID-SOUTH  
KBS**

Frequency: 740 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Gibson Co. Bcstg. Co., Inc.  
 Address . . . . . 210 N. 22nd Ave.  
 Phone Number . . . . . 740  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 President . . . . . J. F. Warmath  
 Commercial Manager . . . . . Thomas S. Armistead  
 Gen., Sta. Manager . . . . . Howard E. Byrum  
 Chief Engineer . . . . . Irie Brown

**W D X I**

**JACKSON—1948—MBS—KBS**

Frequency: 1310 Kc. . . . . Power: 5000 Watts d.,  
 1000 n.  
 Owned-Operated By . . . . . Dixie Bcstg. Co.  
 Business-Studio Address . . . . . Williams Bldg.  
 Phone Number . . . . . 7-9611  
 Transmitter Location . . . . . 3 Mi. N. Hiway 45  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Burn-Smith  
 Pres., Gen. Mgr. . . . . Aaron B. Robinson  
 Comm., Sta. Manager . . . . . Bill Winsell  
 Sales Prom. Mgr. . . . . Jack Murphy  
 Program Director . . . . . James W. Hoppers  
 Production Director . . . . . Lawrence Dunne  
 Chief Engineer . . . . . James S. Thomas  
 Consulting Engr. . . . . Kear & Kennedy

**W P L I**

**JACKSON—1949—LBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . George Arthur Smith  
 Address . . . . . First Natl. Bank Bldg.  
 Transmitter Location . . . . . Old Bolivar Road  
 Phone Number . . . . . 7-8541  
 Air Time . . . . . 16 hrs.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . McGillvra  
 President . . . . . George Arthur Smith  
 General Manager . . . . . Charles J. Wingate  
 Commercial Manager . . . . . Leonard Fielding  
 Pgm., Mus. Dir. . . . . Charles McMillan  
 Chief Engineer . . . . . Dave Jordan

**W T J S**

**JACKSON—1931—ABC-MID-SOUTH**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . The Sun Publishing Co.



# T E N N E S S E E

Bus.-Studio Address ..... Jackson  
 Phone Number ..... 7-3316  
 Transmitter Location ..... Bemis Hwy.  
 Air Time ..... 5 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Branham  
 Membership ..... NARTB, BAB  
 Exec. V.-P. .... A. A. Stone  
 Station Manager ..... Frank S. Proctor  
 Asst. Manager ..... Leslie R. Brooks, Jr.  
 Studio Director ..... Sam D. Lollar  
 Chief Engineer ..... Robert M. Gordon

## W J H L

**JOHNSON CITY—1938—ABC**

Frequency: 910 Kc. .... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By ..... WJHL, Inc.  
 Business-Studio Address ..... 145 W. Main St.  
 Phone Number ..... 2780  
 Transmitter ..... Bristol-Kingsport Hwy.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP, UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... John E. Pearson  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... W. H. Lancaster  
 Sales Prom. Mgr., Pub. Dir. .... Hanes Lancaster Jr.  
 Pgm., Prod., News Dir. .... Ken Matthews  
 Chief Announcer ..... Robert Walker  
 Chief Engineer ..... Ed Cowell  
 O. K. Garland

## W E T B

**JOHNSON CITY—1947—LIBERTY**

Frequency: 790 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... E. Tennessee Bcstg. Co.  
 Business Address ..... Press Bldg.  
 Phone Number ..... 2993  
 Studio-Transmitter Location ..... Irwin Hiway  
 Air Time ..... 6 a.m.-sunset  
 News Service ..... AP  
 Representative ..... McGillvra  
 Transcription Service ..... World  
 Membership ..... NARTB, BAB  
 President ..... Carl A. Jones, Jr.  
 Station Manager ..... Cliff Goodman  
 Commercial Manager ..... Bud Kelsey  
 Program Director ..... Berney Burleson  
 Chief Engineer ..... E. B. Jones

## W K I N

**KINGSPORT—1951**

Frequency: 1320 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Cy N. Bahakel  
 Address ..... Kingsport  
 Owner ..... Cy N. Bahakel

## W K P T

**KINGSPORT—1940—NBC**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Kingsport Bcstg. Co., Inc.  
 Business-Studio Address ..... 222 Commerce St.  
 Phone Number ..... 2870  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, World  
 Representative ..... Donald Cooke  
 President ..... C. P. Edwards, Jr.  
 Gen., Sta. Manager ..... Paul L. Overbay  
 Commercial Mgr. .... Phil Weaver  
 Mus., News, Pgm. Dir. .... Martin Karant  
 Chief Engineer ..... Thomas Phillips

## W B I R

**KNOXVILLE—1941—ABC**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio Station WBIR, Inc.  
 Business-Studio Address ..... 618 S. Gay St.  
 Phone Number ..... 4-3321  
 Transmitter Location ..... Painter & Concord Sts.  
 Air Time ..... 5:30 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Bolling  
 Membership ..... NARTB, BAB  
 President ..... Gilmore N. Nunn  
 Gen.-Sta. Mgr., Pgm. Dir. .... John P. Hart  
 Commercial Manager ..... James A. Dick  
 Chief Engineer ..... J. Rex Horton

## W I B K

**KNOXVILLE—1947—KBS**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Independent Bcstg. Co., Inc.  
 Business-Studio Address ..... 406 W. Church St.  
 Phone Number ..... 4-9866  
 Transmitter Location ..... Rouse Hill  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Membership ..... NARTB  
 President ..... J. Harold Smith  
 Sta., Gen. Mgr. .... Marvin I. Thompson  
 Program Director ..... Bob Johnson  
 Promotion Manager ..... Margaret C. Peltier  
 Chief Engineer ..... John D. Caylor  
 News Director ..... Lorene Ball

## W K G N

**KNOXVILLE—1947—MBS-LBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WKGN Bcstg. Co.  
 Bus.-Studio Address ..... Atop the Park Natl.  
 Bank Bldg.  
 Phone Number ..... 4-0766  
 Transmitter Location ..... 2166 Ailor Ave.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... ForJoe

T E N N E S S E E

Membership ..... NARTB, BAB  
 Pres., Gen. Mgr. .... Clarence Beaman  
 Station Manager ..... J. E. "Gene" Bouldin  
 Comm. Mgr. .... Guy L. Smith  
 Publicity Director ..... Bill Sorrell  
 Chief Engineer ..... Milton L. Jones

**W N O X**

**KNOXVILLE—1921—CBS**

Frequency: 990 Kc. .... Power: 10,000 Watts  
 Owned-Oper. By. Scripps-Howard Radio, Inc.  
 Business-Studio Address ..... 110-112 S. Gay St.  
 Phone Number ..... 3-3171  
 Transmitter Location. Anderson Rd. nr. Beverly  
 Air Time ..... 5 a.m.-1:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Branham  
 President ..... Jack R. Howard  
 Gen.-Station Mgr. .... R. B. Westergaard  
 Comm.-Sales Prom. Mgr. .... O. L. Smith  
 Program-Production Dir. .... C. A. McMahon  
 Publicity Director ..... Walter Corning  
 Chief Announcer ..... Lowell Blanchard  
 Musical Director ..... Jerry Collins  
 Chief Engineer ..... Ray Evans

**W R O L**

**KNOXVILLE—1927—NBC**

Frequency: 620 Kc. .... Power: 5000 Watts  
 Owned-Operated By. Mountcastle Bcstg. Co.  
 Business-Studio Address ..... 612 Gay St.  
 Phone Number ..... 2-7111  
 Transmitter Location ..... Holston Hills  
 Air Time ..... 20 hrs.  
 News Service ..... UP  
 Transcription Service ..... World, Capitol  
 Representative ..... Avery-Knodel  
 President ..... Paul Mountcastle, Sr.  
 Gen., Sta. Mgr. .... W. H. Linebaugh  
 Commercial Manager ..... J. T. McCloud  
 Pgm., Prod. Dir. .... J. H. Reese  
 Publicity Director ..... Wayne Hudson  
 Chief Engineer ..... Fred Andrews  
 Consulting Engr. .... Glenn D. Gillett

**W D X E**

**LAWRENCEBURG—1951—MBS**

Frequency: 1370 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By. .... Lawrenceburg Bcstg. Co.  
 Address ..... Locke Bldg.  
 Phone Number ..... 4462  
 News Service ..... UP  
 Transcription Service ..... Capitol, SESAC  
 Representative ..... Burn-Smith  
 President ..... Aaron R. Robinson  
 General Manager ..... George Eubanks  
 Commercial Manager ..... Ghan Smith  
 Program Director ..... Ken Marston  
 Promotion Manager ..... Eud Sawyer  
 Chief Engineer ..... James S. Thomas

**W C O R**

**LEBANON—1949**

Frequency: 900 Kc. .... Power: 250 Watts d.  
 Owned-Operated By. .... Lebanon Bcstg. Co., Inc.  
 Address ..... Cumberland Ave.  
 Phone Number ..... 1540  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 General Manager ..... Theo. F. Ezell Jr.  
 Program Director ..... Jack Hendrickson  
 News Director ..... Walt Dillard  
 Chief Engineer ..... William Johnston

**W L I L**

**LENOIR CITY—1950**

Frequency: 730 Kc. .... Power: 500 Watts d.  
 Owner ..... Arthur Wilkerson Lumber Co.  
 Address ..... Bway at Grand  
 Phone Number ..... 1095  
 Transcription Service ..... SESAC  
 News Service ..... UP  
 Owner, Gen. Mgr. .... Arthur Wilkerson  
 Commercial Manager ..... Otis Parker  
 Program Director ..... Fred Pell  
 Chief Engineer ..... P. C. Melone

**W J J M**

**LEWISBURG—1947—MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Estate of James J. Murray  
 Address ..... East Hill  
 Phone Number ..... 780  
 News Service ..... AP  
 General Manager ..... Louis D. Lingner  
 Chief Engineer ..... J. E. Sowell

**W G A P**

**MARYVILLE—1947—LBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned By. .... Aluminum Cities Bcstg. Co.  
 Address ..... 503 Blount Natl. Bank Bldg.  
 Phone Number ..... 2490-1  
 Transmitter Location ..... Louisville Pike  
 Membership ..... NARTB  
 Air Time ..... 5 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Co-owners ..... F. H. Corbett, H. C. Weaver  
 Gen., Sta. Mgr. .... F. H. Corbett  
 Prod., Prog. Dir. .... Joe Wheeler  
 Chief Engineer ..... Curtis Lamarr  
 Commercial Manager ..... Walter Moore

**W M M T**

**McMINNVILLE—1947—MBS**

**KEYSTONE**

Frequency: 1230 Kc. .... Power: 250 Watts d., n.  
 Owned-Oper. By. .... McMinnville Brdg. Co., Inc.  
 Address ..... McMinnville  
 Phone Number ..... 401

# T E N N E S S E E

Transmitter Location . . . . . North Chancery St.  
 Air Time . . . . . 5:30 a.m.-11:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 President . . . . . Dr. Sam J. Albrington  
 General Manager . . . . . Royce E. Richards  
 Commercial Manager . . . . . Van Slack  
 Sales Prom. Manager . . . . . Henry Trent  
 Program Director . . . . . Ernie Richards  
 Chief Engineer . . . . . Hubert Beasley

President . . . . . P. E. Furlow  
 Gen. Sta. Mgr. . . . . C. K. Beaver  
 Commercial Manager . . . . . Louis Zlotky  
 Pgm., Prod. Dir. . . . . Jack Brooks  
 Publ. News Dir. . . . . Bob Jones  
 Chief Engineer . . . . . William Marsh

## W D I A MEMPHIS—1947

Frequency: 730 Kc. . . . . Power: 250 Watts d.  
 Owned By . . . . . Bluff City Bcstg. Co.  
 Operated By . . . . . John Pepper, Bert Ferguson  
 Business-Studio Address . . . . . 2074 Union Ave.  
 Phone Number . . . . . 36-2703  
 Transmitter Location . . . . . 1125 University  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NARTB, BAB  
 Gen., Sta. Mgr. . . . . Bert Ferguson  
 Commercial Manager . . . . . Harold F. Walker  
 Program Director . . . . . Christine Spindel  
 Production Director . . . . . David James  
 News Dir. . . . . Marie Wathen

## W H B Q MEMPHIS—1925—MBS

Frequency: 560 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . . Harding College,  
 Searcy, Ark.  
 Bus. Studio Address . . . . . Hotel Gayoso  
 Phone Number . . . . . 8-6868  
 Transmitter Location . . . . . Circle Rd.  
 Air Time . . . . . Full Time  
 News Service . . . . . AP  
 Representative . . . . . Weed & Co.  
 Membership . . . . . NARTB, BAB  
 Gen., Sta. Mgr. . . . . John Cleghorn  
 Comm. Mgr. . . . . Bill Grumbles  
 Pgm., Dir. . . . . Gordon Lawhead  
 Music, Dir. . . . . Dick Covington  
 Prod. Dir. . . . . Lee McEachern  
 Chief Engineer . . . . . Welton Roy  
 Consulting Engr. . . . . McIntosh & Englis

## W H H M MEMPHIS—1946—LIBERTY

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Mid-South Bcstg. Corp.  
 Business-Studio Address . . . . . Sterick Bldg.  
 Phone Number . . . . . 37-4422  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth, Capitol  
 Representative . . . . . Forjoe  
 Membership . . . . . NARTB

## W M C MEMPHIS—1923—NBC SOUTHCENTRAL QUALITY

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Memphis Publishing Co.  
 Bus. Studio Address . . . . . Goodwyn Institute Bldg.  
 Phone Number . . . . . 8-7464  
 Transmitter Location . . . . . Thomas Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Lang-Worth  
 Representative . . . . . Branham  
 Membership . . . . . NARTB  
 President . . . . . Enoch Brown  
 Gen., Sta. Mgr. . . . . H. W. Slavick  
 Commercial Mgr. . . . . Earl Moreland  
 Program Director . . . . . Wilson Mount  
 Production Director . . . . . Ott Roush  
 Publicity Director . . . . . Walter E. Frase  
 Chief Announcer . . . . . Charles B. Sullivan  
 News Dir. . . . . Bob Pigue  
 Chief Engineer . . . . . E. C. Frase, Jr.

## W M P S MEMPHIS—1925—ABC

Frequency: 680 Kc. . . . . Power: 10,000 Watts d.;  
 5000 Watts n.  
 Owned-Operated By . . . . . WMPS, Inc.  
 Business-Studio Address . . . . . Radio Center  
 Phone Number . . . . . 5-2663  
 Transmitter Location . . . . . N. Benjestown Rd.  
 Air Time . . . . . 5 a.m.-12:05 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Radio Representatives  
 Membership . . . . . NARTB, BAB  
 V.P., Gen. Mgr. . . . . Harold R. Krelstein  
 Sta., Sales Prom. Mgr. . . . . W. B. Rudner  
 Program Director . . . . . George Faulder  
 News Director . . . . . Tys Terwey  
 Chief Engineer . . . . . J. E. Deaderick

## W R E C MEMPHIS—1922—CBS

Frequency: 600 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WREC Bcstg. Service  
 Business-Studio Address . . . . . Hotel Peabody  
 Phone Number . . . . . 5-1313  
 News Service . . . . . UP  
 Transcription . . . . . World, Lang-Worth, SESAC  
 Representative . . . . . Katz  
 Owner, General Manager . . . . . Hoyt B. Wooten  
 Commercial Manager . . . . . Hollis R. Wooten  
 Program Director . . . . . Roy Wooten  
 Chief Engineer . . . . . Wilson Ramey



T E N N E S S E E

**W C R K**

**MORRISTOWN—1947—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Cherokee Bcstg. Corp.  
 Bus.-Studio-Transmitter Address...Brown Ave.  
 Phone Number .....1450  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative .....Hal Holman  
 President.....Herbert S. Walters  
 Gen., Comm. Mgr.....Howell Ashford  
 Program Director.....John Frank McCrary  
 Chief Engineer.....James R. Redden

**W G N S**

**MURFREESBORO—1947—LBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....WGNS, Inc.  
 Address.....P. O. Box 456  
 Phone Number .....1450  
 Representative .....Holman  
 Transcription Service.....Lang-Worth, World  
 News Service .....UP  
 Pres., Gen. Mgr.....Cecil Elrod  
 Vice-President.....Mrs. Cecil Elrod, Sr.  
 Secy.-Treas.....Cecil Elrod, Sr.  
 Commercial Manager.....Robertson C. Scott  
 Promotion Manager.....John D. Hood  
 Chief Engineer.....Will Dunn

**W K D A**

**NASHVILLE—1947**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....Capitol Bcstg. Co.  
 Bus.-Studio Address...1st American Natl. Bank  
 Bldg.  
 Phone Number .....4-0511  
 Transmitter Location...2nd Ave. & Peabody St.  
 Air Time.....5 a.m.-1 a.m.  
 News Service .....AP  
 Transcription Service.....Capitol, Lang-Worth  
 Representative .....Bolling  
 Membership .....NARTB  
 (Partners) Owners .....T. B. Baker, Jr. &  
 A. G. Beaman  
 General Manager.....T. B. Baker, Jr.  
 Sports Director .....L. H. Munson  
 Program Director.....Alfred G. Kengott, Jr.  
 Chief Engineer.....Oscar C. Griffin, Jr.  
 Consulting Engr. ....A. D. Ring Co.

**W L A C**

**NASHVILLE—1926—CBS**

Frequency: 1510 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....WLAC Bcstg. Service  
 Bus.-Studio Address...Third Natl. Bank Bldg.  
 Phone Number .....6-0161  
 Transmitter Location.....Old Hickory Blvd.  
 Air Time.....5 a.m.-1 a.m.

News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative .....Paul H. Raymer  
 Membership .....NARTB, BAB  
 Owner.....J. T. Ward  
 Gen. Mgr.....F. C. Sowell  
 Commercial Manager.....E. G. Blackman  
 Sales Manager.....Frank Gonzales  
 Program Director.....Paul Oliphant  
 Chief Engineer.....F. D. Binns

**W M A K**

**NASHVILLE—1948—MBS**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By...Volunteer State Bcstg. Co.  
 Address.....Maxwell House  
 Phone Number .....4-3411  
 Transmitter Location.....Hydes Ferry Rd.  
 Air Time.....5 a.m.-12 M.  
 News Service .....UP  
 President.....Frank W. Maybourn  
 Gen. Sta. Mgr.....George B. Faulder  
 Sales Prom. Mgr.....Clarence L. Waggoner  
 News Director.....Robert L. Chaudoin  
 Chief Engineer.....Charles W. Stokely  
 Consulting Engineer.....McIntosh & Inglis

**W N A H**

**NASHVILLE—1949—KBS-LBS**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Hermitage Bcstg. Corp.  
 Address.....James Robertson Hotel  
 Phone Number .....4-7611  
 Transcription Service .....Standard  
 Pres., Gen., Comm. Mgr.....Van T. Irwin, Jr.  
 Program Director.....Donn C. McInturff  
 Chief Engineer.....Harold Motlow

**W O K E**

**NASHVILLE—1951—LBS**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Air Mart Corp.  
 Address.....P. O. Box 391, Grove Center  
 Phone Number .....5-1333  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Pres., Gen. Mgr.....Harry C. Weaver  
 Commercial Manager.....Richard S. Quinn  
 Production Manager.....William S. Sorrell  
 Chief Engineer.....Curtis LaMarr

**W S I X**

**NASHVILLE—1927—ABC-LBS**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By Jack and Louis R. Draughon  
 Address .....Nashville Trust Building  
 Phone Number .....5-5431  
 Transmitter Location.....McGavock Road  
 Air Time .....6:00 a.m. to 12:00 M.

# T E N N E S S E E

News Service .....AP  
 Transcription Service .....World  
 Station Representative..George P. Hollingsbery  
 Membership .....NARTB, BAB  
 Gen., Sta. Mgr.....Louis R. Draughon  
 Comm. Manager.....E. S. Tanner  
 Pgm. Dir.....Jim McKinney  
 Chief Engineer .....Charles R. Duke

## W S M

### NASHVILLE—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts  
 Owned By....Natl. Life & Accident Ins. Co.  
 Bus.-Studio Address.....301 7th Ave. N.  
 Phone Number .....6-7181  
 Transmitter Location.....12 Mi. in the country  
 News Service .....AP, INS  
 Transcription Service .....Thesaurus  
 Representative .....Edward Petry  
 President.....John H. DeWitt, Jr.  
 Commercial Manager.....Irving C. Waugh  
 Program Director.....Jack Stapp  
 News Director.....Harold Baker  
 Chief Engineer.....George A. Reynolds

## W S O K

### NASHVILLE—1951

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned-Operated By....Nashville Bcstg. Co.  
 Address.....1703 Hillmont Drive

## W A T O

### OAK RIDGE—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By....WATO, Inc.  
 Address.....Municipal Market Bldg.  
 Phone Number.....Oak Ridge 5-3535  
 Air Time .....Unlimited  
 News Service .....UP  
 Representative .....Burn-Smith  
 Pres., Gen., Comm. Mgr....David H. Carpenter  
 Program Director.....Arthur J. Metzler  
 Chief Engineer.....Marvin L. Paul

## W T P R

### PARIS—1947—KBS

Frequency: 710 Kc.....Power: 250 Watts d.  
 Owner.....Paris Bcstg. System, Inc.  
 Bus.-Studio Address.....Davis Bldg.  
 Phone Number .....1700  
 Transmitter Location.....Clifty Rd.  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 General Manager.....Virgil L. Lindner Jr.  
 Commercial Manager.....B. C. Kilgore  
 Chief Engineer.....Don Somerville

## W K S R

### PULASKI—1947—LBS

Frequency: 730 Kc.....Power: 250 Watts d.  
 Owned-Oper. By....The Richland Bcstg. Co.

Address .....Radio Center  
 Phone No.....1066-67  
 Transmitter Location.....Highway 64-W  
 Air Time .....Sunrise-Sunset  
 News Service .....UP  
 Membership .....NARTB, BAB  
 President.....W. K. Jones  
 Gen., Sta. Mgr.....Virgil Trimm  
 Comm., Sales Prom. Mgr....Wallace Beecham  
 Pgm. Dir., Chief Anncr.....George Martin  
 Production Director.....Corky Hoover  
 Publ. News Dir.....Allene Williams  
 Chief Engineer.....Richard Spruill  
 Consulting Engineer.....John Mullaney

## W H A L

### SHELBYVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By..Shelbyville Bcstg. Co., Inc.  
 Phone Number .....1400  
 Transmitter Location .....Lewisburg Hwy.  
 News Service .....UP  
 President .....Harvard Smith  
 Gen., Comm. Mgr.....Charles Christian  
 Program Director.....Charles Bragg  
 Chief Engineer.....Tim Marsh

## W D B L

### SPRINGFIELD—1950—KBS

Frequency: 1430 Kc....Power: 1000 Watts d.  
 Owned-Oper. By....Springfield Bcstg. Co., Inc.  
 Address .....Springfield  
 Phone Number .....1287  
 Transcription Service .....World  
 News Service .....UP  
 Pres., Gen. Mgr.....Walter A. Duke  
 Program Director.....Kenneth Early  
 Chief Engineer.....Anna A. Duke

## W J I G

### TULLAHOMA—1948—LBS

Frequency: 740 Kc.....Power: 250 Watts d.  
 Owned-Oper. By....Raymond L. Prescott, Jr.  
 Business Address.....Old Winchester Hwy.  
 Phone Number .....2607-8  
 Studio-Trans. Location..Old Winchester Hwy.  
 Air Time .....Sunrise-sunset  
 News Service .....UP  
 Transcription Service .....World  
 Pres., Gen. Mgr...Col. Raymond L. Prescott, Jr.  
 Station Manager.....James Walkup  
 Chief Engineer.....William C. Spraggins  
 Consulting Engr. ....Claude Gray

## W E N K

### UNION CITY—1946—MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Union City Bcstg. Co.  
 Phone Number .....1240-1  
 Transmitter Location.....Fulton Hwy.  
 Air Time.....5 a.m.-11 p.m.

# TENNESSEE — TEXAS

News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Burn-Smith  
 Pres., General Mgr. .... Aaron B. Robinson  
 Sta. Mgr., Pub. Dir. .... Louis C. Wrather  
 Sales Prom., Comm. Mgr. Edwin A. Kallenberg  
 Prog., Prod. Director. .... Mrs. Lee Smith  
 Chief Announcer. .... Ray Brown  
 News Director. .... David Banks  
 Chief Engineer. .... James Thomas  
 Farm Editor. .... Tom Garth

## WC DT

### WINCHESTER—1948—MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Arthur D. Smith, Jr.  
 Address ..... Box 1103  
 Phone Number ..... 2201  
 Transmitter Location ..... Cowan Hwy.  
 News Service ..... UP  
 Pres., Gen., Prom. Mgr. .... Arthur D. Smith, Jr.  
 Commercial Manager. .... Harry W. Sullivan  
 Pgm., News Dir. .... Russell Bradley  
 Chief Engineer ..... Frank Spencer

# TEXAS

*Pop. April 1, 1952 (Est.) 8,046,000—Total Housing Units 2,398,125  
 Families April 1, 1952 (Est.) 2,151,000—Stations in State 185*

## K R B C

### ABILENE—1936—ABC—TEXAS

Frequency: 1470 Kc. .... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By. .... Reporter Bcstg. Co.  
 Business Address ..... Windsor Hotel  
 Phone Number ..... 4-6255  
 Transmitter Location ..... Old Anson Rd.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Capitol, Associated  
 Representative ..... John E. Pearson  
 President ..... Mrs. Eva M. Hanks  
 General-Station Mgr. .... Howard Barrett  
 Comm. Mgrs. .... John Minqus (Local);  
 Forest Lane (National)  
 Sales Prom. Manager. .... Forest Lane  
 Chief Engineer ..... J. B. Casey  
 Consulting Engr. .... Commercial Radio

## K W K C

### ABILENE—1948—MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Citizens Bcstg. Co.  
 Bus.-Studio Address ..... 25th & Butternut Sts.  
 Phone Number ..... 4-7286  
 Air Time ..... 18 hrs.  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Representative ..... Taylor  
 President ..... W. P. Wright  
 Gen., Prom. Mgr. .... A. C. Etter  
 Commercial Manager. .... Tyler Stewart  
 News, Pgm. Dir. .... Leonard Johnson  
 Chief Engineer ..... Forest Tipton

## K B K I

### ALICE—1947—MBS

Frequency: 1070 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Alice Bcstg. Co.

Business Address ..... Box 731  
 Phone Number ..... 2070  
 Transmitter Location ..... No. on Hiway 281  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 President ..... E. G. Lloyd, Jr.  
 Gen., Sta. Mgr. .... A. C. Lloyd, Jr.  
 Commercial Manager. .... Nat Watson  
 Sales Prom. Mgr. .... Bill Dromgool  
 Pgm., Music. Dir. .... J. Allen Frye  
 Chief Announcer ..... Joe Melody  
 News Director ..... Bill Scofield  
 Chief Engineer ..... S. L. Spencer

## K V L F

### ALPINE—1947—MBS LBS—KBS—CACTUS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Big Bend Bcstrs.  
 Business Address ..... P. O. Box 779  
 Phone Number ..... 37  
 Studio-Transmitter ..... Kokernot Field  
 News Service ..... UP  
 Representative ..... Hil F. Best  
 Membership ..... NARTB  
 President ..... Barney H. Hubbs  
 General Manager. .... Jack Hawkins  
 Station Manager ..... Gene Hendryx  
 Program Director ..... Cathrine Conner  
 Chief Announcer ..... Randy White  
 News Director ..... John Newell  
 Chief Engineer ..... Earl McCall  
 Consulting Engr. .... Harry Banemum

## K A M Q

### AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By. .... Top of Texas Bcstg. Co.  
 Address ..... 1301 Polk St.



# TEXAS

Phone Number .....2-6543  
 Representative .....Forjoe  
 Transcription Service.....Capitol, Theaurus  
 News Service .....AP  
 President.....Walter G. Russell  
 Vice-President.....Hoyt Houck  
 Secy.-Treas., Gen. Mgr.....R. D. Houck  
 Commercial Manager.....Jess Richardson  
 Program Director.....Ray Whitworth  
 Promotion Manager.....Johnny Hathcock  
 Chief Engineer.....Stewart Parsons

Transcription Service .....Standard  
 Representative .....John Blair & Co.  
 Membership .....NARTB, BAB  
 President .....R. G. Hughes  
 General Manager .....Kenyon Brown  
 Station Manager .....Howard Roberson  
 Chief Engineer .....Gene Fennimore

## K B U D

ATHENS—1948

Frequency: 1410 Kc.....Power: 250 Watts d.  
 Owned-Oper. By. ....Henderson County Bcstg. Co.  
 Business Address.....Box 309  
 Phone Number .....2277  
 Transmitter Location .....Highway 19  
 Air Time .....Daytime  
 News Service .....UP  
 Sta., Gen. Mgr. ....J. B. McNutt, Jr.  
 Consulting Engr. ....Merl Saxon

## K F D A

AMARILLO—ABC—LBS

Frequency: 1440 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By. ....Amarillo Bcstg. Corp., Inc.  
 Business-Studio Address.....109 E. 5th St.  
 Phone Number .....5343  
 Transmitter Location.....Belair Pk.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Branhan Co.  
 Membership .....NARTB, BAB  
 President .....Gilmore Nunn  
 General Manager.....John G. Ballard  
 Pgm. Dir.....Tom Priest  
 News Director .....Kelly West  
 Chief Engineer.....Kenneth Bean  
 Farm Editor .....Kelly West

## K A L T

ATLANTA—1950

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By. ....Ark-La-Tex Bcstg. Co.  
 Phone Number .....681  
 Transcription Service .....Capitol  
 News Service .....UP  
 President.....Herman H. Wommack, Jr.  
 Gen., Sta. Mgr.....David A. Wommack  
 Commercial Manager.....Robert Bieloh  
 Program Director.....Norm Bale  
 Chief Engr.....James L. Waites

## K G N C

AMARILLO—1922  
 NBC-LONE STAR

Frequency: 710 Kc. ....Power: 10,000 Watts d.,  
 Owned-Oper. By. ....Plains Radio Bdcstg. Co.  
 Address .....Radio Building  
 Phone Number .....3-4242  
 Transmitter Location .....Fritch Hwy.  
 Air Time .....5:30 a.m.-12 M.  
 News Service .....UP, AP  
 Transcription Service...Lang-Worth, M. M. Cole  
 Representative .....Taylor Co.  
 Membership .....NARTB, BAB  
 President.....Gene A. Howe  
 Gen., Sta. Mgr.....Tom Kritser  
 Sales Promotion Manager..Peggy Williamson  
 Pgm., Prod. Dir.....Bob Watson  
 News Director .....Wesley S. Izzard  
 Chief Engineer.....W. H. Torrey  
 Consulting Engr.....A. Earl Cullum, Jr.

## K N O W

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By. ....Pioneer Bcstg. Co., Inc.  
 Bus.-Studio Address...520 Capital Natl. Bank  
 Bldg.  
 Phone Number .....2-6213  
 Transmitter Location.....First & Tillery Sts.  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Pearson  
 Membership .....NARTB  
 President.....Wendell W. Mayes  
 Station Manager.....Louis R. Cook  
 Program Director.....Warren M. Beaman  
 Chief Engineer.....James E. Lewis

## K L Y N

AMARILLO—1949—CBS  
 WESTERN NET

Frequency: 940 Kc.....Power: 1000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By. ....Plains Empire Bdcstg. Co.  
 Address .....1014 West Seventh  
 Phone Number .....2-6773  
 Trans. Loca. ....7 Mi. SE of City  
 Air Time .....6 a.m.-12 M.  
 News Service .....UP

## K T B C

AUSTIN—1939—CBS-LONE STAR

Frequency: 590 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By. ....Texas Bcstg. Corp.  
 Bus.-Studio Address.....Brown Bldg.  
 (P. O. Box 717)  
 Phone Number .....2-2424  
 Transmitter Location.....Manchaca Rd.  
 Air Time .....6 a.m.-12 M.

# TEXAS

News Service .....UP  
 Transcription Service .....World  
 Representative .....Taylor Co.  
 President.....Claudia T. Johnson  
 General Manager .....J. C. Kellam  
 Sales Manager.....Sam Plyler  
 Program Director.....Richard S. Pryor  
 Publicity Director .....Reavis Taylor  
 News Director .....Paul Bolton  
 Chief Engineer.....A. B. Hearn

## K T X N

AUSTIN

Frequency 1370 Kc. ....Power: 1000 Watts d.,  
 Owned-Oper. By .....Radio KTXN, Inc.  
 Address.....P. O. Box 1102  
 Phone Number .....74476  
 Transmitter Location .....Bee Cave Rd.  
 Air Time .....Sunrise-Sunset  
 President.....Ed C. James  
 General Manager.....Frank Stewart  
 Commercial Manager.....Joseph K. Harry  
 Sales Promotion Manager.....Frank Foster  
 Program Director.....Mrs. Lilia Guzman  
 Chief Engineer.....Paul Lindhorn

## K V E T

AUSTIN—1946—MBS-LIBERTY

Frequency: 1300 Kc. ....Power: 1000 Watts  
 Owned-Oper. By .....Austin Bcstg. Co., Inc.  
 Business-Studio Address.....P. O. Box 1116  
 Phone Number .....8-8521  
 Transmitter Location.....Bull Creek Rd.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Forjoe  
 President.....John B. Connally  
 General Manager .....Willard Deason  
 Commercial Manager .....Charles Howell  
 Pub., Pgm., Prod. Dir. ....Dave Smith  
 Chief Engineer.....Alfred W. Scharath

## K R U N

BALLINGER—1947—KBS

Frequency: 1400 Kc. ....Power: 250 Watts  
 Owned-Oper. By .....Runnels County Bcstg. Co.  
 Address .....Zappe Bldg.  
 Phone Number .....3151-3161  
 Air Time .....6 a.m.-10:15 p.m.  
 News Service .....UP  
 Transcription Service.....Standard, SESAC  
 President, General Mgr.....R. E. Bruce  
 Comm., Sales Prom. Mgr.....R. F. McGarvey  
 Chief Engineer.....W. C. Kelley

## K I O X

BAY CITY—1947—MBS-EBS

Frequency: 1270 Kc. ....Power: 1000 Watts  
 Owned-Oper. By .....Bay City Bcstg. Co.

Business Address.....Bay City  
 Phone Number.....4642-3  
 Stud.-Trans. Loc.....East W. Columbia Hwy.  
 Air Time .....6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....World  
 President.....J. L. Long  
 General Manager.....Bryan Powell  
 Station Manager.....Cleve Griffin  
 Commercial Manager.....Boyd Porter  
 Sales Promotion Manager...Gordon Calcoate  
 Program Director.....Paul Young  
 Production Director.....Sie Schineder  
 Chief Engineer.....Charles Cunningham

## K R C T

BAYTOWN—1947—KBS

Frequency: 650 Kc. ....Power: 250 Watts d.  
 Owned-Operated By.....Bay Bcstg. Co.  
 Address .....Box 629  
 Phone Number .....8251  
 Trans. Loca. ....Fl. of E. Texas Ave.  
 News Service .....AP  
 President.....C. Q. Alexander  
 Secretary-Treasurer .....Sylvia McKinstry  
 Vice-President.....O. J. Howell

## K R E L

BAYTOWN—1947—LBS

Frequency: 1360 Kc. ....Power: 1000 Watts  
 Owned-Oper. By .....Tri-Cities Bcstg. Co.  
 Business Address ... P. O. Box 419, Decker Dr.  
 Phone Number .....8211-2  
 Studio-Transmitter Location.....Decker Dr.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Thomas F. Clark  
 President .....Robert Matherne  
 Gen. Mgr. ....William M. Lightfoot  
 Commercial Manager.....Richard Rosenfeld  
 Program Director.....Mary Lightfoot  
 Chief Engineer.....Emilio Rodriguez

## K F D M

BEAUMONT—1924

ABC-LONE STAR

Frequency: 560 Kc. ....Power: 5000 Watts  
 Owned-Oper. By .....Beaumont Bdcstg. Corp.  
 Address ... P. O. Box 2950, 1420 Ca'der Ave.  
 Phone Number .....2-7758  
 Trans. Loca.....Bridge City  
 Air Time .....6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Free & Peters, Inc.  
 Membership .....NARTB, BAB  
 President .....D. A. Cannan  
 Gen., Sta., Comm. Mgr. ....C. B. Locke  
 Sales Promotion Mgr. ....H. F. Caldwell  
 Prod. Dir.....Conrad Bering, Jr.  
 Pub. Dir., Farm Editor .....Ralph Ramos  
 Pgm., News Director .....Dave Russell  
 Chief Engineer .....Harold W. Bartlett

• • •

**TEXAS**

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**KPBX**

**BEAUMONT—1947—LBS**

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... KPBX Bcstg. Co.  
 Address..... P. O. Box 1432  
 Phone Number..... 2-0201  
 Representative..... For Joe  
 Transcription Service..... Standard  
 President, General Manager..... J. M. Gilliam  
 Program Manager..... Lynn Toney  
 Advertising Manager..... C. P. Ward

**KRIC**

**BEAUMONT—1938**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. ated By..... The Enterprise Co.  
 Bus.-Studio-Trans. Address. 3130 Blanchette St.  
 Phone Number..... 4-9421  
 Air Time..... 6 a.m.-M.  
 News Service..... AP  
 Transcription Service..... Thesaurus  
 Representative..... Branham  
 President..... O. Eugene Davis  
 Vice-Pres., Gen. Mgr..... E. C. Davis  
 Station Manager..... Les Ryder  
 Commercial Manager..... John Edwin Henry  
 Program Director..... Mrs. Virginia Ryde  
 Chief Engineer..... Marvin J. Easterwood  
 Consulting Engr..... Glenn D. Gillett

**KTRM**

**BEAUMONT—1947**

Frequency: 990 Kc. Power: 1000 Watts  
 Owned-Operated By..... KTRM, Inc.  
 Business-Studio Address..... 230 Orleans St.  
 Phone Number..... 2-8478  
 Transmitter Location..... Crow & Odum Rds.  
 Air Time..... 5 a.m.-12:30 a.m.  
 News Service..... INS  
 Transcription Service..... World  
 Representative..... Adam Young  
 Pres., Gen.-Sta. Mgr..... Jack Neil  
 Commercial Manager..... Bill McRae  
 Pgm., Prod. Dir..... Roy Dixon  
 News Director..... Jack Neil  
 Chief Engineer..... Ben F. Hughes  
 Consulting Engr..... Gautney & Ray

**KIBL**

**BEEVILLE—1949**

Frequency: 1490 Kc. Power: 250 Watts d.,  
 250 Watts n.  
 Owned-Oper. By..... Bee Bcstg. Co.  
 Address..... P. O. Box 650  
 Phone Number..... 1490  
 Air Time..... 6 30 a.m.-10:30 p.m.  
 News Service..... AP  
 Transcription Service..... Thesaurus  
 General Manager..... John D. Rosi

Chief Anncr..... Louis B. Shaw  
 News Director..... Bob Frank Nance  
 Pgm. Dir., Chief Engr..... Harry W. Wardell  
 Consulting Engr..... Glenn D. Gillett & Asso.

**KBST**

**BIG SPRING—1936—ABC  
 TEXAS STATE**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By..... Big Spring Bcstg. Co.  
 Bus.-Studio Address..... 702 Johnson St.  
 Phone Number..... 1500  
 Transmitter Location..... 1½ Mi. N.E. of city  
 Air Time..... 17 hrs.  
 News Service..... AP  
 Representative..... John E. Pearson  
 Pres., Gen., Sta. Mgr..... William J. Wallace  
 Commercial Manager..... William L. Cox  
 Sales Prom. Mgr., Pgm. Dir..... J. N. Young, Jr.  
 Publicity Director..... Jack Wallace  
 Chief Engineer..... Andrew M. Jones  
 Consulting Engineer..... Commercial Radio

**KTXC**

**BIG SPRING—1949—LBS**

Frequency: 1400 Kc. Power: 100 Watts  
 Owned-Oper. By..... Big State Bcstg. Co.  
 Address..... Big Spring City Park  
 Phone Number..... 3300  
 Trans. Loca..... City Park  
 Air Time..... 6:30 a.m.-11 p.m.  
 News Service..... UP  
 Pres., Gen. Mgr..... V. T. Anderson  
 Sta. Mgr., News Dir..... Woodie Groves  
 Commercial Manager..... James O. Taylor  
 Prog. Dir..... Miss Ernest Dean Rodman  
 Chief Announcer..... Fred Mathews  
 Chief Engineer..... Billie Austin  
 Farm Editor..... Bruce Frazier

**KFYN**

**BONHAM—1948**

Frequency: 1420 Kc. Power: 250 Watts d.  
 Owned-Operated By..... Frank Svoboda  
 Bus.-Studio-Transmitter Address. 903 E. 4th St.  
 Phone Number..... 781  
 Air Time..... Sunrise-sunset

**KHUZ**

**BORGER—1947—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By..... KHUZ, Inc.  
 Business Address..... Box 110  
 Phone Number..... 1600  
 Studio-Transmitter Location. 1431 Clayton St.  
 Air Time..... 6:30 a.m.-11 p.m.  
 News Service..... UP  
 Trans. Serv..... World. SESAC  
 Membership..... NARTB  
 President..... R. G. Hughes  
 General Manager..... Jack Roberts  
 Commercial Manager..... Louis Roberts



T E X A S

News Director.....Jake Shubinski  
Musical Director.....Bob Jackson  
Chief Engineer.....Herman Kreiger

**KNEL**  
BRADY—1935—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....G. L. Burns  
Business-Studio Address.....Brady  
Phone Number.....7777  
Transmitter Location.....Brady  
Air Time.....8 a.m.-10 p.m.  
News Service.....AP  
Representative.....Hil F. Best  
Gen.-Station Manager.....G. L. Burns  
Comm., Sales Prom. Mgr.....J. S. Sloane  
Prog. Dir., Chief Announcer.....Gene Burns  
Chief Engineer.....Cecil Nelln

**KSTB**

BRECKENRIDGE—1947—LBS

Frequency: 1430 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Stephens County Bcstg. Co.  
Business-Studio Address.....Miller Bldg.  
Phone Number.....1430  
Transmitter Location.....1½ Mi. W. of city  
News Service.....AP  
Transcription Service.....Lang-Worth  
Pres., Gen. Mgr.....R. W. Chapman  
Commercial Manager.....Sidney Foster  
Program Director.....T. Drake  
Chief Engineer.....R. L. Smith

**KWHI**

BRENHAM—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Tom S. Whitehead  
Business Address.....108½ Main St.  
Phone Number.....655  
Transmitter Location.....2 Mi. N. on Hwy. 36  
News Service.....UP  
Transcription Service.....Lang-Worth, SESAC  
Pres., Gen. Mgr.....Tom S. Whitehead  
Commercial Manager.....J. C. Price  
Chief Engineer.....R. D. Elder

**KTFY**

BROWNFIELD—1949—KBS

Frequency: 1300 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Terry Cty. Bdcstg. Co.  
Address.....Drawer 1032  
Phone Number.....1000  
Transmitter Location.....Tahoka Hwy.  
Air Time.....5:30 a.m.-Sunset  
News Service.....UP  
Transcription Service.....Capitol  
Membership.....NARTB, BAB  
Gen., Comm. Mgr.....David R. Worley  
Sales Prom. Mgr., Publ. Dir.....Sid McIntosh  
Program Director.....Nathan Daniel  
Chief Announcer.....Don Opheim  
Chief Engineer.....Hardin L. Smith

**KBOR**

BROWNSVILLE—1949—LBS

Frequency: 1600 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Brownsville Bcstg. Co.  
Address.....1934 Central Blvd.  
Phone Number.....2-5677  
Transmitter Location.....1934 Central Blvd.  
Air Time.....6 a.m.-12  
News Service.....AP  
Trans. Service.....World, Thesaurus  
Representative.....Best  
Chief Announcer.....Tom Martin  
Pres., Gen., Sta. Mgr.....M. J. Wilson  
Commercial Manager.....Vance C. Wilson  
Prom. Mgr., Pgm., Prod. Dir.....R. E. Fowler  
Chief Engineer.....Willis A. Wilson  
Consulting Engr.....George E. Gautney

**KVAL**

BROWNSVILLE—ABC

TEX. QUAL. NET

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....T. Frank Smith  
Address.....P. O. Box 1792  
Phone Number.....2-6452  
Transmitter Location.....Hwy 77  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Free & Peters  
Membership.....BAB  
President, Gen. Mgr.....T. Frank Smith  
Comm. Sta. Mgr.....T. Frank Smith, Jr.  
Chief Engineer.....Don Morris  
Consulting Engr.....George C. Davis

**KBWD**

BROWNWOOD—1941—MBS

Frequency: 1380 Kc.....Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By.....Brown County Bcstg. Co.  
Business-Studio Address.....800 Hawkins St.  
Phone Number.....2401  
Transmitter Location.....Williams Ranch Rd.  
Air Time.....6 a.m.-11 p.m.  
News Service.....UP  
Representative.....Walker  
Pres., Gen. Mgr., Pgm. Dir.....W. Mayes, Jr.  
Commercial Manager.....Joe B. Foster  
Sales Prom. Mgr.....Bill Jamar  
Chief Engineer.....A. W. Stewart  
Consulting Engr.....Everett Dillard

**KORA**

BRYAN—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Bryan Bcstg. Co.  
Bus.-Studio Address.....604 Varisco Bldg.  
Phone Number.....3-1240  
Transmitter Location.....Villa Maria Rd.

# TEXAS

Air Time.....6 a.m.-M.  
 Owner, Gen. Mgr. ....David C. Jones, Jr.  
 Comm., Sales Prom. Mgr.....M. Ralph Weedon  
 Chief Announcer.....R. D. Jones  
 Chief Engineer.....David C. Jones

## KDET

CENTER—1949

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Center Bcstg. Co., Inc.  
 Address.....205 Austin St.  
 Phone Number .....1199  
 Location ..... Center  
 Air Time ..... Daytime  
 News Service .....UP  
 Transcription Service .....Associated  
 Representative .....Hil F. Best  
 Pres., Pgm. Dir. ....Talbert E. Foster  
 Gen., Comm. Mgr.....Tom E. Foster  
 News Dir., Chief Ann.....Jack Bell  
 Chief Engineer.....Harlan Riley

## KCTX

CHILDRESS—1947—MBS

Frequency: 1510 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Golden West Bcstg. Co., Inc.  
 Bus-Studio. Address.....217½ N. Main  
 Phone Number .....1085-6  
 Transmitter Location....1 Mi. W. of Childress  
 Air Time.....Local sunrise-sunset  
 News Service .....AP  
 Representative .....P. W. Seward  
 President.....R. Malone Hagan  
 Gen., Sta. Manager.....George D. Cowan  
 Program Director.....LeRoy Carter  
 Publicity Director.....Nelle Carter  
 Chief Announcer.....Bob Pace  
 Chief Engineer.....William V. Queen

## KCLE

CLEBURNE—1947

Frequency: 1120 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Marti, Inc.  
 Address.....919 N. Main  
 Phone Number .....1025  
 Transmitter Location .....Route 3  
 Air Time.....Sunrise to Sunset only  
 News Service .....AP  
 Representative.....Hil F. Best  
 Pres., Gen., Comm. Mgr.....George W. Marti

## KSTA

COLEMAN—1947

Frequency: 1000 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Coleman County Bcstg. Co.,  
 Inc.  
 Business Address.....Box 432  
 Phone Number .....8406  
 Studio-Transmitter Address...Abilene Hwy.  
 Air Time .....Daytime  
 News Service .....UP

Transcription Service.....SESAC, Capitol  
 Representative .....Hil F. Best  
 President.....H. H. Jackson  
 Gen., Sta. Mgr.....Floyd Shelton  
 Comm. Mgr.....Dan C. Guthrie  
 Pgm. Dir., Chief Annr.....Bill Fox  
 Chief Engineer.....Brownie Seals

## WTAW

COLLEGE STATION—1922

Frequency:1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....The Agricultural &  
 Mechanical College of Texas  
 Bus-Studio Address .....College Station  
 Phone Number .....66724  
 Transmitter Location.....College Station  
 Air Time.....6 a.m.-local sunset  
 News Service .....AP  
 Sta. Mgr.....Richard L. Webb  
 Commercial Manager.....Helen McLendon  
 Pgm. Dir., Chief Annr.....John Scogin  
 Chief Engineer.....Richard L. Webb  
 Farm Editor.....Dick Hickerson  
 Consulting Engr.....H. C. Dillingham

## KVMC

COLORADO CITY—1950—KBS

Frequency: 1320 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Colorado City Bcstg. Co.  
 Address.....1.3 Mi. W. of Colorado City  
 Phone Number .....64  
 News Service .....AP  
 Partners .....Marshall Formby,  
 Eldon Mahon, Clint Formby  
 Manager.....Clint Formby  
 Comm. Mgr., Pgm. Dir.....Walter Grubbs  
 Chief Engineer.....Paul Brown

## KMCO

CONROE—1951

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Montgomery County  
 Bcstg. Co.  
 Address.....324 N. Main  
 Phone Number .....1190  
 News Service .....UP  
 Transcription Service .....Standard  
 President .....Reagan Smith  
 Station Manager.....James C. Dorrell  
 Sales Manager.....David L. Oglesby  
 Pgm., News Dir.....Hal H. Coley  
 Chief Engineer.....John W. Neathery

## KEYS

CORPUS CHRISTI—1941

Frequency: 1440 Ks.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By.....Nueces Bcstg. Co.  
 Phone Number .....2-7411  
 Address.....P. O. Box 1460  
 Transmitter Location.....Shell Rd.

# T E X A S

General Manager..... Aubrey Jackson  
 Manager ..... Kelly Wolford  
 Program Director..... Robert Cutting

Sta., Sales Prom., Comm. Mgr. Harry H. Hayes  
 Prod., Mus. Director..... George Wilcox  
 Chief Engineer..... Nestor Cuesta  
 Consulting Engineer..... Earl Cullum &  
 Nestor Cuesta

## K R I S

**CORPUS CHRISTI—1937—NBC-TQN**

Frequency: 1360 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Gulf Coast Bcstg. Co.  
 Address..... P. O. Box 840  
 Phone Number ..... 4-6354  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative..... Free & Peters  
 Pres., Gen. Mgr..... T. Frank Smith  
 Commercial Manager..... William Eikner  
 Pgm. Dir., Prom. Mgr..... Charles Nethery  
 Chief Engineer..... Buster Harvey

## K A N D

**CORSICANA—1937**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Alto, Inc.  
 Bus.-Studio Address..... State Natl. Bank Bldg.  
 Phone Number ..... 2486  
 Transmitter Location ..... No. Hway. 75  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Branham  
 President..... J. C. West  
 General Manager..... Luther A. Johnson, Jr.

## K S I X

**CORPUS CHRISTI—1947—ABC-LBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By Corpus Christi Bdstg. Co., Inc.  
 Address ..... Show Room Bldg.  
 Phone Number ..... 2-9242  
 Transmitter Location ..... Whelan Dr.  
 Air Time ..... 5:45 a.m.-1 a.m.  
 Transcription Service ..... RCA Thesaurus  
 Representative ..... Forjoe & Co.  
 Pres., Gen. Mgr. .... Vann M. Kennedy  
 Commercial Manager ..... Charles R. Manning  
 Program Director..... Henry Schwartz  
 Publicity Director..... Carol Ann Burg  
 Chief Engineer ..... W. K. Bridges  
 Consulting Engr. .... James H. Burney

## K I V Y

**CROCKETT—1949**

Frequency: 1570 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Hamilton H. Callen &  
 James H. Gibbs  
 Address ..... P. O. Box 478  
 Phone Number ..... 222  
 Transcription Service ..... Lang-Worth  
 News Service ..... UP  
 Ptnr., Gen. Mgr., Chief Engr...  
 Hamilton H. Callen  
 Ptnr., Prom. Mgr., Pgm. News Dir.  
 James H. Gibbs  
 Farm Editor..... Don Gatz

## K U N O

**CORPUS CHRISTI—LBS—MBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... KUNO, Inc.  
 Address-Trans. Loca. .... 19th & Agnes Sts.  
 Phone ..... 4-5203  
 Air Time ..... Unlimited  
 Transcription Service ..... Capitol, Associated  
 Membership ..... NARTB, BAB  
 President..... Leslie C. Smith  
 Gen. Mgr..... J. H. Mayberry  
 Station Manager..... Ben F. Blackman  
 Commercial Manager ..... Peggy Lindsay  
 Asst. Manager..... Herbert N. Garrett

## K C F H

**CUERO—1949—LBS**

Frequency: 1600 Kc..... Power: 500 Watts d  
 Owned-Oper. By..... A. M. Respondek  
 Phone Number ..... 700  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Best, Biddick  
 Pres., Gen. Mgr., Chief Engr... A. M. Respondek  
 Commercial Manager..... Edson Foster  
 Program Director..... Charlice Dietze

## K W B U

**CORPUS CHRISTI—1944**

Frequency: 1030 Kc... Power: 50,000 Watts d.  
 Owned-Oper. By..... Texas Baptist Convention  
 Representative ..... Branham  
 News Service ..... AP  
 General Manager..... Carr P. Collins

## K X I T

**DALHART—1948—LBS-KBS**

Frequency: 1410 Kc.... Power: 500 Watts d.  
 Owned-Operated By..... Dalrad Associates  
 Address..... P. O. Box 1350  
 Phone Number ..... 740  
 News Service ..... UP  
 Representative ..... Best  
 Transcription Service ..... Lang-Worth  
 Co-owner, Gen. Mgr..... Ken Bishop  
 Chief Engineer..... Bill Smith



# TEXAS

## KIXL DALLAS—1947

Frequency: 1040 Kc. Power: 1000 Wats d.  
 Owned-Operated By... Variety Bcstg. Co., Inc.  
 Business-Studio Address... 1401 S. Akard St.  
 Phone Number... Riverside 4521  
 Transmitter Location... 5500 Parkdale Dr.  
 Air Time... Darftime  
 News Service... AP  
 Transcription Service... Standard, World,  
 MacGregor, Capitol, Associated  
 Representative... For Joe  
 President, General Manager... Lee Segall  
 Commercial Manager... Charles F. Payne  
 Production Manager... John D. Wilson  
 Chief Engineer... Bob E. Tripp  
 Consulting Engineer... George P. Adair

## KLIF DALLAS—1948—LIBERTY

Frequency: 1190 Kc. Power: 1000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By... Trinity Bdcstg. Corp.  
 Business-Studio Address... 2100 Jackson St.  
 Phone Number... Randolph 2421  
 Transmitter Location... Scyene Rd  
 Air Time... 5:30 a.m.-1 a.m.  
 News Service... UP  
 Representative... John A. Pearson  
 Membership... NARTB, BAE  
 President... Gordon McLendon  
 General Manager... Ray Lewis  
 Commercial Manager... Bill Weaver  
 Program Director... Joe Roddy  
 Chief Announcer... Art Nelson  
 Chief Engineer... Glenr Callison

## KRLD

### DALLAS—1926—CBS

Frequency: 1080 Kc. Power: 50,000 Watts  
 Owned-Operated By... KRLD Radio Corp.  
 Address... Heraid Square  
 Phone Number... RA 6811  
 Transmitter Location... Garland  
 Air Time... 5:15 a.m.-12 M.  
 News Service... UP, AP, INS  
 Transcription Service... Standard, SESAC  
 Representative... Branham  
 Membership... NARTB, BAB  
 President... John W. Runyon  
 General Manager... Clyde W. Rembert  
 Commercial Mgr... William A. Roberts  
 Program Director... Roy George  
 Pub. Dir., Prom. Mgr... A. J. Putnam  
 Chief Engineer... Bill B. Honeycutt

## KSKY DALLAS—1941

Frequency: 660 Kc. Power: 1000 Watts d.  
 Owned-Operated By... SKY Bcstg. Service

Business-Studio Address... Hotel Stoneleigh  
 Phone Number... 6193 Randolph  
 Transmitter Location... Bruton Rd.  
 Air Time... Sunrise-sunset  
 News Service... AP  
 Membership... NARTB  
 Partner, Gen. Mgr... A. L. Chilton  
 Station Manager... R. G. Terrill  
 Commercial Manager... R. L. Kanatzar  
 Program Director... Leonard Holland  
 Chief Engineer... Morris M. Ming

## WFAA

### DALLAS—1922—NBC-ABC

Frequency: 820 Kc. Power: 50,000 Watts  
 Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By... Dallas Morning News  
 Business-Studio Address... 1122 Jackson St.  
 Phone Number... Riverside 9631  
 Transmitter Location... WFAA-820;  
 WFAA-570, Grapevine  
 Air Time... Unlimited  
 News Service... AP, UP  
 Trans. Serv... Lang-Worth, Associated  
 Representative... Edward M. Petry  
 Membership... NARTB, BAB  
 President... E. M. Dealey  
 General Manager... Martin B. Campbell  
 National Comm. Mgr... Ralph W. Nimmons  
 Asst. Manager... Alex Keese  
 Sales Prom. Mgr... Mrs. Wyona Portwood  
 Program Director... Karl Lambertz  
 Publicity Director... Harry Koenigsberg  
 Chief Engineer... J. Raymond Collins

## WRR

### DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By... City of Dallas  
 Business Address... Municipal Radio Bldg.  
 Phone Number... Tenison 6101  
 Transmitter Location... White Rock Lake  
 News Service... AP  
 Transcription Service... Thesaurus  
 Representative... John Blair  
 Membership... NARTB  
 Chairman... E. O. Cartwright  
 Gen., Comm. Mgr., Chief Engr. Durward Tucker  
 Sales Prom. Mgr., Pgm. Dir... Pete Teddie  
 Publicity Director... Louise Freedman  
 Consulting Engineer... Commercial Radio

## KDLK

### DEL RIO—1946

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Del Rio Bcstg. Co.  
 Business Address... P. O. Box 1162  
 Phone Number... 1234

# TEXAS

Studio-Transmitter Location.....Cypress & E. Second Sts.  
 News Service .....UP  
 Representative .....Howard  
 President.....James A. Clements  
 Gen., Comm. Manager.....Don R. Howard

Gen. Mgr.....Albert C. Ryan  
 Program Director .....Jack Moran  
 Chief Engineer.....Warren Chase

## KDSX

**DENISON—1948—LIBERTY**

Frequency: 1220 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Grayson Bcstg. Co.  
 Address .....Hotel Denison  
 Phone Number .....3-400  
 Transmitter Location. 2 Mi. N. City, Hiway 75  
 News Service .....AP  
 President .....B. V. Hammond, Jr.  
 Vice-President.....L. L. Hendrick  
 Program Director.....Allen Hundley  
 Chief Engineer .....Franklin Bailey

## KULP

**EL CAMPO—1948**

Frequency: 1390 Kc.....Power: 500 Watts d.  
 Owned-Oper. By..Wharton County Bcstg. Co.  
 Business Address.....515 E. Jackson St.  
 Phone Number .....1390  
 Air Time.....6 a.m.-Local Sunset  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Membership .....NARTB  
 President .....Culp Krueger  
 Manager .....Melbadean Wells  
 Commercial Manager.....Horace Wells  
 Program Director.....Bob Hathaway  
 Chief Engineer.....Joe Miller

## KDNT

**DENTON—1938—LBS—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Harwell V. Shepard  
 Address .....Radio Center  
 Phone Number .....276  
 Transmitter Location .....Hwy 24  
 News Service .....UP  
 Owner & Manager.....Harwell V. Shepard

## KELT

**ELECTRA—1949**

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Oil City Bcstg. Co.  
 Address .....Radio Rd.  
 Phone Number .....1051  
 Transcription Service .....Standard  
 President.....A. C. Raines, Jr.  
 Gen., Sta., Comm. Mgr.....Mrs. L. McCowan Chapman  
 Program Director.....Jean Thompson  
 Chief Engineer.....Bill Frank Lindsay  
 Consulting Engineer.....Bill Elkins

## KDDD

**DUMAS—1948**

Frequency: 800 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...North Plains Bcstg. Corp.  
 Address .....Box 337  
 Trans. Add. ...Hwy. 287, No. edge of Dumas  
 Phone Number .....2-5000  
 Air Time .....Sunrise-sunset  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Hil F. Best  
 President.....Lucian M. Spencer  
 Gen., Sta., Comm. Mgr.....Ken Duke  
 Prod., Publ. Director.....Al Tremble  
 News, Pgm. Dir.....Bill Lask  
 Chief Engineer .....George Pepin  
 Consulting Engr.....Guy Hutcherson

## KELP

**EL PASO—1947—LBS**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Hills Bldg.  
 Phone Number .....3-3659  
 Representative .....Pearson  
 Transcription Service.....KBS, Capitol  
 President.....B. R. McLendon  
 Gen., Sta., Comm. Mgr.....Dick Weaver  
 Sales Prom. Mgr.....Charles Gish  
 Program Director.....Walter Peterson  
 Production Director.....Robert M. Lindley  
 Chief Ann., News Dir.....Bob Lindley  
 Chief Engineer.....Virgil Cisneros  
 Consulting Engineer.....Weldon & Carr

## KURV

**EDINBURG—1947—LBS**

Frequency: 710 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....J. C. Looney  
 Address .....Edinburg  
 Phone Number .....710  
 Studio-Transmitter Location. 2 Mi. N. State Hy.  
 Air Time .....Sunrise-Sunset  
 News Service .....UP  
 Representative .....Forjoe  
 Membership .....NARTB, FMA  
 President.....James Cullen Looney

## KEPO

**EL PASO—1948—ABC**

Frequency: 690 Kc.....Power: 10,000 Watts  
 Owned-Oper. By...Rowley-Brown Bcstg. Co.  
 Address .....2419 N. Piedras St.  
 Phone Number .....5-2731  
 Trans. Loca. ...Hwy. 54, 10 Mi. N.E. of City  
 Air Time .....6 a.m.-11:30 p.m.  
 News Service .....UP

# TEXAS

Transcription Service...Standard, Lang-Worth  
 Representative .....John Blair & Co.  
 Membership .....NARTB, BAB  
 Exec. Vice President .....Kenyon Brown  
 General Manager .....Willard L. Kline  
 Commercial Manager .....Howard W. Baldwin  
 Publ., Pgm. Dir., Farm Editor...Cecil Sansbury  
 Sales Prom. Dir.....Sam H. Bennett  
 Chief Engineer .....E. L. Gemoets  
 Consulting Engineer.....A. Earl Cullum

## K R O D

EL PASO—1940—CBS

Frequency: 600 Kc.....Power: 500 Watts  
 Owned-Oper. By.....Roderick Bcstg. Corp.  
 Business-Studio Address...2201 Wyoming St.  
 Phone Number .....2-6551  
 Transmitter Location...3½ Mi. N., Newman Rd.  
 News Service .....AP  
 Transcription Service .....Capitol  
 Representative .....Taylor Co.  
 President.....Dorrance D. Roderick  
 Gen., Comm. Mgr.....Val Lawrence  
 Promotion Manager.....T. Wiseheart  
 News, Program Director.....Ted Hunt  
 Chief Engineer.....Edward P. Talbutt

## K S E T

EL PASO—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Rio Grande Bcstg. Co.  
 Address.....706 N. Mesa Ave.  
 Representative .....McGillvra  
 Transcription Service .....Capitol  
 News Service .....AP  
 President .....Fred Harvey  
 General Manager.....George R. Thady  
 Commercial Manager.....Don Brooks  
 Chief Engineer.....Frederick Sheehan

## K T S M

EL PASO—1929—NBC

Frequency: 1380 Kc. . . . .Power: 1000 d., 500 n.  
 Owned-Oper. By. . . . .Tri-State Bcstg. Co., Inc.  
 Bus.-Studio Address. . . . .801 N. Oregon St.  
 Phone Number . . . . .2-5423  
 Transmitter Location. . . . .First St., Ascarate  
 Air Time . . . . .6 a.m.-11:30 p.m.  
 News Service . . . . .INS  
 Transcription Service. . . . .Thesaurus, World  
 Representative. . . . .George P. Hollingbery  
 Membership . . . . .NARTB, BAB  
 Pres., Gen. Mgr. . . . .Karl O. Wyler  
 V.P.-Sec. . . . .Roy T. Chapman  
 Program Director. . . . .Jack Chapman  
 Chief Engineer. . . . .Kenneth J. Walton  
 Consulting Engr. . . . .George P. Adair

## K F L D

FLOYDADA—1951—KBS

Frequency: 900 Kc. . . . .Power: 250 Watts d.  
 Owned-Operated By. . . . .West Texas Bcstrs. Inc.  
 Address . . . . .Ralls Highway  
 Phone Number . . . . .11  
 News Service . . . . .UP  
 Representative . . . . .Continental, Kellar  
 President . . . . .Ed Holmes  
 Gen., Prom. Mgr. . . . .James E. Stanton  
 Comm. Mgr., News Dir. . . . .Len Sucher  
 Program Director. . . . .Wayne Robison  
 Chief Engineer. . . . .Pat Jeter

## K C N C

FORT WORTH—1946—WESTERN

Frequency: 870 Kc. . . . .Power: 250 Watts d.  
 Owned-Oper. By. . . . .Blue Bonnet Bcstg. Corp.  
 Bus.-Studio Address . . . . .P. O. Box 629  
 Phone Number . . . . .Fortune 7175  
 Transmitter Location. . . . .4000 Lawnwood St.  
 Air Time . . . . .Daytime  
 News Service . . . . .AP  
 Membership . . . . .NARTB  
 Pres., Gen. Sta. Mgr. . . . .J. H. Speck  
 Commercial Manager . . . . .J. N. Mullan  
 Program Director. . . . .Jim Bradley  
 Chief Engineer . . . . .Chester Grubbs  
 Consulting Engr. . . . .A. Earl Cullum, Jr.

## K C U L

FORT WORTH—1946

Frequency: 1540 Kc. . . . .Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By . . . . .East-West Bdcstg. Co.  
 Address . . . . .3607 Camp Bowie Blvd.  
 Phone Number . . . . .SUNset 6555  
 Transmitter Location . . . . .Kennedale  
 Air Time . . . . .5:30 a.m.-1:30 a.m.  
 News Service . . . . .UP  
 Transcription Service . . . . .Thesaurus  
 Pres., Gen. Sta. Mgr. . . . .Jas. G. Ulmer  
 Commercial Manager. . . . .Homer Hogan  
 Sales Promotion Manager. . . . .W. E. Moore  
 Program Director. . . . .Jerry Hahn  
 Production Director. . . . .Charles Temple  
 Publicity Director. . . . .Maydell Wallace  
 Chief Engineer. . . . .R. L. McAlister  
 Consulting Engineer. . . . .William L. Foss

## K F J Z

FORT WORTH  
 MBS-TEXAS STATE

Frequency: 1270 Kc. . . . .Power: 5000 Watts  
 Owned-Oper. By. . . . .Tarrant Bcstg. Co.  
 Business-Studio Address. . . . .1201 W. Lancaster  
 Phone Number . . . . .Ed 3474  
 Transmitter Location . . . . .Birdville  
 News Service . . . . .AP  
 Transcription Service . . . . .World  
 Representative . . . . .John Blair  
 Membership . . . . .NARTB, BAB



T E X A S

Pres., Gen. Mgr. .... Gene L. Cagle  
 Comm. Mgr. .... Clyde D. Pemberton  
 Pgm. Dir. .... Hal Thompson  
 Chief Engineer. .... James T. Peterson  
 Consulting Engr. .... Commercial Radio

## K W B C

**FORT WORTH 1946**

Frequency: 970 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... Worth Bcstg. Co.  
 Bus.-Studio Address. .... Box 7116  
 Phone Number. .... VA 1279  
 Transmitter Location. .... Kimbo Rd.  
 Air Time. .... Daytime  
 News Service. .... AP  
 Representative. .... Rambeau  
 President. .... Judge P. W. Seward  
 General Manager. .... Lewis Love  
 Commercial Manager. .... Pat McFathers  
 Sales Prom. Mgr. .... Charles Lewis  
 Program Director. .... Dean McClain  
 Publicity Director. .... Dorothy Reed Hill  
 Chief Engineer. .... Melvin Parsons

## K X O L

**FORT WORTH—1947—LIBERTY**

Frequency: 1360 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Fort Worth Bcstg. Co., Inc.  
 Bus.-Studio Address. .... 1216 Pennsylvania Ave.  
 Phone Number. .... Edison 1448  
 Transmitter Location. .... Gallaway Rd.  
 Air Time. .... 6 a.m.-M.  
 News Service. .... AP  
 Representative. .... John E. Pearson  
 President. .... F. M. Skinner  
 Gen. Sta. Mgr. .... Herman K. Clark  
 Commercial Mgr. .... Hewel Jones  
 Chief Engineer. .... John R. Crouse

## W B A P

**FORT WORTH—1922  
 NBC-ABC-LONE STAR**

Frequency: 820 Kc. .... Power: 50,000 Watts  
 Frequency: 570 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Carter Publications, Inc.  
 Business Address. .... 3900 Barnett St.  
 Phone Number. .... Ft. Worth LO-1981  
 Transmitter Location. .... WBAP-820, Grapevine;  
 WBAP-570, Grapevine  
 Air Time. .... 5:30 a.m.-12 M.  
 News Service. .... AP  
 Transcription Service. .... Associated, Cole  
 Representative. .... Free & Peters  
 Membership. .... NARTB  
 President. .... Amon Carter  
 Directors. .... Harold Hough, George Cranston  
 Commercial Manager. .... Roy Bacus  
 Program Director. .... Ed Lally  
 Production Director. .... A. M. Woodford  
 Pub. Dir. .... Thaine Engle  
 Chief Announcer. .... Frank Mills  
 News Director. .... James A. Byron

Musical Director. .... Gene Baugh  
 Chief Engineer. .... R. C. Stinson  
 Farm Editor. .... W. A. Ruhmann  
 Consulting Engineer. .... A. D. Ring

(See Page 652)

## K N A F

**FREDERICKSBURG—1947—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Gillespie Bcstg. Co., Inc.  
 Business-Studio Address. .... Security State Bank  
 Bldg.  
 Phone Number. .... 311  
 Air Time. .... 6:30 a.m.-10 p.m.  
 News Service. .... AP  
 Representative. .... Hil F. Best  
 President. .... Walter T. McKay  
 Chief Engr., Sta., Gen. Mgr. .... Norbert A. Fritz

## K G A F

**GAINESVILLE—1947—KBS**

Frequency: 1580 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By. .... Gainesville Bcstg. Co.  
 Address. .... Box 222  
 Phone Number. .... 248, 1600  
 Air Time. .... Sunrise-Sunset  
 News Service. .... AP  
 Transcription Service. .... Standard, Ullman  
 President. .... Joe M. Leonard, Sr.  
 General Manager. .... Joe M. Leonard, Jr.  
 Comm. Mgr. .... Earl Leonard  
 Program Director. .... Jerry Talley  
 Chief Engineer. .... Cordell Martin

## K G B C

**GALVESTON—1947**

Frequency: 1540 Kc. .... Power: 1000 Watts d.,  
 250 n.  
 Owned-Oper. By. .... The Galveston Bcstg. Co.  
 Business-Studio Address. .... P. O. Box 1138  
 Phone Number. .... 3-4329  
 Transmitter Location. .... E. end Galveston Island  
 Air Time. .... 6:30 a.m.-M.  
 News Service. .... AP  
 Gen., Sta. Mgr. .... James W. Bradner, Jr.  
 Commercial Manager. .... Orland O. Dodson  
 Program Directory. .... Tom Dawson  
 Chief Engineer. .... Jesse Simms  
 Consulting Engr. .... A. Earl Cullum, Jr.

## K L U F

**GALVESTON—1922—LIBERTY**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... The KLUF Bcstg. Co.  
 Business-Studio Address. .... 300 Haden Bldg.  
 Phone Number. .... 5-6676  
 Air Time. .... Unlimited  
 News Service. .... UP  
 Transcription Service. .... World  
 Representative. .... William G. Rambeau  
 President. .... Orrin Tucker

# It's WBAP For Top Proven Quality Coverage of the Fort Worth-Dallas and Southwest Market.....

1

WBAP-820 (NBC)—50,000 watts, clear channel; 1949 Daytime BMB: 976,380 families, 291 counties, 8 states; 1949 Nighttime BMB: 1,078,200 families, 511 counties, 16 states.

2

WBAP-570 (ABC)—5,000 watts. 1949 Daytime BMB: 656,850 families, 193 counties, 2 states; 1949 Nighttime BMB: 581,810 families, 190 counties, 2 states.

3

WBAP-TV, Channel 5 (NBC and ABC)—500,000 viewers in the South's leading market. October, 1951, Hooper Television Audience Index, Fort Worth-Dallas, Texas.

Share of television audience.

	WBAP-TV	Sta. B	Sta. C
MONDAY THROUGH FRIDAY 12:00 Noon to 6:00 p. m.	50.3	22.3	27.4
SUNDAY THROUGH SATURDAY EVE. 6:00 p. m.-11:00 p. m.	44.3	36.6	19.0

4

FACILITIES! The WBAP AM-FM-TV plant is probably the most complete operation in the United States. Spacious facilities and latest equipment (all under one roof) for all types of commercial film production and radio recording.

5

MARKET! The Fort Worth-Dallas metropolitan area is one of the fastest growing markets in the country—more than ONE BILLION dollars annual retail sales in Tarrant and Dallas Counties alone!

**WBAP** AM-FM-TV  
570 - 820  
Channel



**STAR-TELEGRAM STATION**  
FORT WORTH, TEXAS

FREE & PETERS INC.  
Exclusive National  
Representatives

AMON CARTER, President  
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager  
ROY BACUS, Commercial Mgr.

# TEXAS

General Manager.....Robert J. Savage  
 Commercial Manager.....Guy H. Popham  
 Program Director.....Braden E. Clough  
 Chief Engineer.....L. D. Clough

## KSIJ

**GLADEWATER—1949**

Frequency: 1430 Kc. ...Power: 1000 Watts d.  
 Owned-Oper. By.....C. A. Lee  
 Address.....T. W. Apartment Bldg.  
 Phone Number.....516  
 Transmitter Location.....Kilgore Highway  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Hil F. Best  
 Commercial Manager.....J. O. Sisk  
 Sales Prom. Mgr.....Tom E. Perryman  
 Program Director.....Joe Talley  
 Gen. Mgr., News Dir.....Douglas Reeh  
 Chief Engineer.....Lloyd Johnson

## KCTI

**GONZALES—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Gonzales Bcstg. Co.  
 Business Address.....425 St. George St.  
 Phone Number.....770  
 Transmitter Location...2½ Mi. E. City. Hiway  
 200  
 Air Time.....6:30 a.m.-10 p.m.  
 News Service.....  
 Transcription Service.....SESAC  
 Representative.....Gene Grant, Cooke  
 Gen. Comm. Mgr.....Lawrence M. Walshak  
 Prom. Mgr., Pgm. Dir., Chief Engr.....  
 Frank Wilson, Jr.  
 Consulting Engineer.....George C. Davis

## KSWA

**GRAHAM—1948**

Frequency: 1330 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Southwestair, Inc.  
 Address.....Box 748  
 Phone Number.....1200  
 Studio-Transmitter Location.....Hiway 24  
 Transcription Service.....SESAC  
 General Manager.....H. V. Newsom  
 Program Director.....Eugene Turner

## KGV L

**GREENVILLE—1946**  
**MBS-TEXAS STATE-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Truett Kimzey  
 Phone Number.....2066  
 Air Time.....18 hrs.  
 News Service.....AP  
 Owner, Pres.....Truett Kimzey  
 Gen., Comm., Prom. Mgr.....Leo Hackney  
 Pgm. Dir., Chief Ann.....James D. Jones  
 Chief Engineer.....Tom Clyde

## KCLW

**HAMILTON—1948**

Frequency: 900 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Hamilton Bcstg. Co.  
 Bus. Studio Address.....Box 592  
 Phone Number.....500  
 Transmitter Location.....2½ Mi. Hwy. 36  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NARTB, BAB  
 President.....Clyde Weatherby  
 Gen. Mgr.....J. H. Smith  
 Chief Engineer.....Carl Knelly

## KGBS

**HARLINGEN—1941—CBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By...Harbenito Bcstg. Co., Inc.  
 Phone Number.....2200  
 Studio-Transmitter Address...U. S. Hwy. 83  
 Air Time.....5:30 a.m.-M.  
 News Service.....UP  
 Transcription Service...Associated, Standard  
 Representative.....Weed & Co.  
 President.....McHenry Tichenor  
 General Manager.....Troy McDaniel  
 Commercial Manager.....Dave Bennett  
 Chief Engineer.....Al Beck

# AP SELLS

For Stations and Sponsors —

For instance . . . KRIS

“Listeners have a whole-hearted respect for our AP newscasts. AP is one of our best revenue producers year in and year out. Sponsors call it ‘asset’ and ‘finest investment.’”

T. FRANK SMITH,  
 President,  
 KRIS, Corpus Christi, Texas



TEXAS

## KSOX

**HARLINGEN—1951—MBS**

Frequency: 1530 Kc. Power: 50,000 Watts d.,  
10,000 Watts n.  
Owned-Operated By.....Roy Hofheinz  
Address.....1519 West Harrison  
Phone Number.....3500  
News Service.....UP  
Representative.....Avery-Knodel  
President.....Roy Hofheinz  
General Manager.....Gould Beech  
Assistant Manager.....Allen Dale  
Program Director.....Joe Keith  
Chief Engineer.....Bob Bush

## KGRI

**HENDERSON—1947**

Frequency: 1000 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Henderson Bcstg. Co.  
Business-Studio Address.....Box 1111  
Phone Number.....4528  
News Service.....UP  
Representative.....Best  
Transcription Service.....World, SESAC  
President.....Roy B. Cannon  
Manager.....Cliff Crawford  
Program Director.....James T. Reeves  
Chief Engineer.....James Austin

## KPAN

**HEREFORD—1948**

Frequency: 860 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Marshall Formby  
Address.....P. O. Box 868  
Phone Number.....860  
Representative.....Best  
Transcription Service.....Thesaurus  
News Service.....UP  
President.....Marshall Formby  
Gen. Sta. Mgr.....Clint Formby  
Commercial Manager.....Bob Blount  
Chief Ann., Pgm. Dir.....Bob Hess  
Production Director.....Kathleen Caylor  
Chief Engineer.....Dennis Surber  
Consulting Engineer.....Stewart & Stewart

## KHBR

**HILLSBORO—1948—LBS**

Frequency: 1560 Kc. Power: 250 Watts d.  
Transmitter Location.....Hwy. 77  
Representative.....Best  
News Service.....UP  
Membership.....BAB  
General Manager.....Ray J. Williams  
Station Manager.....Nelson Galle  
Comm. Mgr., Pgm. Dir.....J. K. Lane  
Chief Engineer.....Bill Stanley  
Consulting Engineer.....Stewart & Stewart

## KATL

**HOUSTON—1947—LBS**

Frequency: 1590 Kc. Power: 5000 Watts d.,  
5000 Watts n.  
Owned-Oper. By.....Texas Bdcsters., Inc.  
Address.....412 Main St.  
Phone Number.....Preston 3108  
Transmitter Location.....Post Oak Rd.  
Air Time.....24 Hours  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....IMS  
Membership.....NARTB, BAB  
President.....William H. Talbot  
Gen. Sta. Mgr.....King H. Robinson  
Program Director.....Johnny Edwards  
Chief Engineer.....Edward Martin  
Consulting Engineer.....Kear & Kennedy

## KCOH

**HOUSTON—1948**

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Call of Houston, Inc.  
Business-Studio Address.....1 Main St.  
Phone Number.....Charter 1888  
Transmitter Location.....Kerr St.  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....World, Associated  
Representative.....John E. Pearson  
Pres., Gen. Mgr.....Robert C. Meeker  
Pgm., Publ. Dir.....Hal Hazelrigg  
Chief Announcer, Prod. Dir.....John Neely  
Chief Engineer.....Dick Locke

## KLEE

**HOUSTON—1948**

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Operated By.....W. Albert Lee  
Business-Studio Address.....Milby Hotel  
Phone Number.....Preston 1161  
Transmitter Location.....1 Mi. from inter-  
section N. Sherperd & Airline  
Air Time.....24 hrs.  
News Service.....UP  
Transcription Service.....World  
Representative.....Adam J. Young  
Membership.....NARTB  
President.....W. Albert Lee  
General Manager.....Cal Perley  
Commercial Manager.....Bill Edwards  
Pgm., Publ. Dir.....Noel Pettingell  
Chief Engineer.....Harold Weinzel  
Consulting Engineer.....Andrew Ring

## KNUZ

**HOUSTON—1948**

Frequency: 1230 Kc. Power: 200 Watts  
Owned-Oper. By.....Veterans Bcstg. Co.

# TEXAS

Business-Studio Address.....4701 Caroline St.  
 Phone Number.....Keystone 2581  
 Transmitter Location . . .N. Ennis & Friend Sts.  
 Air Time.....14 Hours  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....For Joe  
 Membership.....NARTB  
 President.....Max H. Jacobs  
 Gen., Sta. Mgr.....David Morris  
 Comm. Mgr.....Jack Healy  
 Production Director.....Walter Colvin  
 Publicity Director.....Inez Elbel  
 Chief Announcer.....Biff Collie  
 Chief Engineer.....O. C. Crossland  
 Musical Director.....J. R. Covington, Jr.  
 Consulting Engr.....Thomas Lockett

## K P R C HOUSTON—1925 NBC—T. Q. N.

Frequency: 950 Kc. . . . .Power: 5000 Watts d.  
 5000 Watts n.  
 Owned-Oper. By . . . . .The Houston Post Co.  
 Address . . . . .Lamar Hotel  
 Phone Number . . . . .FAirfax 7101  
 Transmitter Location . . . . .Deepwater  
 News Service . . . . .AP  
 Transcription Service . . . . .Thesaurus  
 Representative . . . . .Edw. Petry & Co.  
 President . . . . .W. P. Hobby  
 Vice-Pres., Gen. Mgr. . . . .Jack W. Harris  
 Commercial Manager . . . . .Jack McGrew  
 Sales, Promotion Manager . . . . .Marsh Callaway  
 Program Director . . . . .Frances Sullivan  
 News Director . . . . .Pat Flaherty  
 Chief Engr. . . . .Harvey T. Wheeler

## K T H T HOUSTON—1944—MBS

Frequency: 790 Kc. . . . .Power: 5000 Watts  
 Owned-Oper. By . . . . .Roy Hofheinz  
 Bus-Studio Address . . . . .4005 Travis St.  
 Phone Number . . . . .Keystone 5535  
 Transmitter Location . . . . .Nr. San Jacinto  
 Battlegrounds  
 Air Time . . . . .5 a.m.—12 M.  
 News Service . . . . .UP  
 Representative . . . . .Avery-Knodel  
 President . . . . .Roy N. Hofheinz  
 Gen., Comm., Prom. Mgr. . . . .Bill Bennett  
 Production Director . . . . .Ted Nabor  
 Publicity Director . . . . .Lauri Schutt  
 Program Director . . . . .John Knapp  
 Chief Engineer . . . . .O. B. Johnson  
 Consulting Engineer . . . . .John Creutz

## K T R H HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc. . . . .Power: 50,000 Watts  
 Owned-Oper. By . . . . .KTRH Bcstg. Co.  
 Address . . . . .Rice Hotel

Phone Number . . . . .Preston 4361  
 Transmitter Location . . . . .Baytown  
 News Service . . . . .AP, INS  
 Transcription Service . . . . .World  
 Representative . . . . .John Blair  
 President . . . . .B. F. Orr  
 Station Manager . . . . .Roy Herndon  
 Sales Manager . . . . .Ray Bright  
 Program Director . . . . .Tom Jacobs  
 Engineers . . . . .Tom Hiner, Lester Mullan

## K X Y Z

### HOUSTON—1930—ABC

Frequency: 1320 Kc. . . . .Power: 5000 Watts  
 Owned-Oper. By . . . . .Shamrock Bcstg.  
 Address . . . . .Gulf Bldg.  
 Phone Number . . . . .CApitol 6151  
 Transmitter Location . . . . .Deepwater  
 Air Time . . . . .Unlimited  
 News Service . . . . .AP, UP  
 Transcription Service . . . . .Standard, Lang-Worth  
 Representative . . . . .Free & Peters, Inc.  
 Membership . . . . .NARTB, ABD, FMA  
 President . . . . .Glenn H. McCarthy  
 V.P., Gen. Mgr. . . . .Fred Nahas  
 Commercial Manager . . . . .Howard C. Evans  
 Program Director . . . . .Ted Hills  
 Production Director . . . . .Ken Bagwell

## AP SELLS

For Stations and Sponsors —

For instance . . . KTRH

“Many of our biggest national and regional accounts tell us by repeated contract renewals that they have confidence in AP’s ability to build a loyal audience of people who BUY.”

RAY HERNDON,  
 Manager,  
 KTRH, Houston, Texas

# TEXAS

Publicity Director.....Ednah Forester  
 Chief Engineer.....Gerald Chinski  
 Consulting Engr.....Craven, Lohnes & Culver

Address.....Hwy. 302  
 Phone Number.....3481  
 Transcription Service.....Lang-Worth  
 News Service.....UP  
 President.....George H. Cook  
 News Director.....Ray Boyd Kilman  
 Gen., Comm. Manager.....Victor King  
 Program Director.....James Boullinghouse  
 Promotion Manager.....Gene Connors  
 Chief Engineer.....James Radcliffe

## K S A M

### HUNTSVILLE—1938—KBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Huntsville Bcstg. Co.  
 Address.....Highway 75 So.  
 Phone Number.....666  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Capitol  
 Membership.....NARTB  
 General Manager.....H. C. Bailes  
 Asst. Mgr. News Dir.....Ted Lott  
 Comm., Sales Prom. Mgr.....Roy Greer  
 Chief Engineer.....Albert W. Strong  
 Consulting Engineer.....Merl Saxon

## K E V T

### KERRVILLE—1948—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Kerr County Bcstg. Co.  
 Representative.....Best  
 Manager.....Dean Turner

## K E B E

### JACKSONVILLE—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bill A. Laurie  
 Bus-Studio-Transmitter Address.....Box 1071  
 Phone Number.....2211  
 Air Time.....6:30 a.m.-10 p.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, SESAC  
 Gen. Mgr.....Bill A. Laurie  
 Station Manager.....Mrs. B. A. Laurie  
 Commercial Manager.....J. D. Spencer  
 Chief Engineer.....Eugene R. Kintz

## K O C A

### KILGORE—1936—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Oil Capitol Bcstg. Assn.  
 Address.....Radio Bldg.  
 Phone Number.....2001  
 Transmitter Location.....Martin & Ross Sts.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Representative.....Hil F. Best  
 President.....Roy G. Terry  
 Gen., Sta., Comm., Sales Prom. Mgr.  
 Prog., Prod., News, Mus. Dir. James C. Elamon  
 Chief Engineer.....Karem O. Soule

## K T X J

### JASPER—1948

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Jasper Bcstg. Co.  
 Address.....Texas Theatre Bldg.  
 Phone Number.....580  
 Transcription Service.....Capitol  
 News Service.....AP  
 President.....Joe Fisher  
 General Manager.....Mrs. Joe J. Fisher  
 Commercial Manager.....L. B. Herring III  
 Program Director.....Nida A. Marshall  
 Chief Engineer.....Fred Smith

## K I N E

### KINGSVILLE—1948—LBS

Frequency: 1330 Kc.....Power: 1000 Watts d.  
 Address.....205 E. King St.  
 Phone Number.....1317  
 Transmitter Location.....Bishop  
 Air Time.....6 a.m.-Local Sunset  
 News Service.....UP  
 Representative.....Hil F. Best  
 Membership.....NARTB, BAB  
 President.....James H. Clement  
 General Manager.....Ben A. Glusing  
 Comm., Sta. Mgr.....Eston R. Pace  
 Chief Engineer.....R. T. Whitaker  
 Consulting Engr.....C. E. Page

## K M B L

### JUNCTION—1951

Frequency: 1450 Kc.....Power: 100 Watts  
 Owned-Operated By.....Kimble County Bcstg. Co.  
 General Manager.....James E. Calhoun

## K E R B

### KERMIT—1950

Frequency: 600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Kermit Bcstg. Co., Inc.

## K P E T

### LAMESA—1946—KBS

Frequency: 690 Kc.....Power: 250 Watts  
 Operated By.....Lamesa Bcstg. Co.  
 Business Address.....502 S. First  
 Phone Number.....690  
 Studio Trans. Location.....2 Mi. S. Lamesa  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Membership.....NARTB, BAB



• • •

**T E X A S**

• • •

Gen.-Sta. Mgr. .... Bob Bradbury  
 Commercial Mgr. .... Clayton Barkhurst  
 Program Dir. .... Olene Blewett  
 Chief Engineer. .... Eugene Cornelius  
 Consulting Engr. .... Glenn D. Gillett

**KHIT**

**LAMPASAS—1948—LBS-KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Lampasas Bcstg. Co.  
 Address ..... P. O. Box 228  
 Phone Number ..... 721  
 Representative ..... Best  
 Transcription Service ..... Lang-Worth  
 News Service ..... UP  
 Gen., Comm. Mgr., News Dir. Harry Van Slycke  
 Program Director ..... Ken Fulton  
 Chief Engineer ..... Don Peak

**KLVT**

**LEVELLAND—1949**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Forest Weimhold  
 Address ..... P. O. Box 866  
 Phone Number ..... 1030  
 Transmitter Loc. .... Farm to Market Hiway  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Station Representative ..... Hil F. Best  
 General Manager. .... Gerald H. Sanders  
 Commercial Manager. .... Joe Garrison

**KVOW**

**LITTLEFIELD—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Southwestern Bcstrs.  
 Business Address ..... Box 192  
 Phone Number ..... 400  
 Studio-Transmitter Location. .... Clovis Hwy.  
 News Service ..... AP  
 Transcription Service ..... SESAC  
 President ..... J. C. Rothwell  
 General Manager. .... J. B. McShan  
 Program Director. .... Othell W. Whitson  
 Chief Engineer. .... Jack Duemler

**KFRO**

**LONGVIEW—1934  
 ABC-KBS-TEX. STATE**

Frequency: 1370 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Voice of Longview  
 Bus.-Studio Address. .... Curtis Bldg.,  
 P. O. Box 792  
 Phone Number ..... 1370, 411  
 Transmitter Location. .... 2118 Marshall Ave  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Donald Cooke  
 Membership ..... NARTB, BAB  
 President. .... James R. Curtis

**KLTI**

**LONGVIEW—1948—LBS**

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. LeTourneau Radio Corp.  
 Address ..... P. O. Box 1866  
 Phone Number ..... 4331  
 Studio-Trans. Address. .... Mobberly Ave. Ext.  
 News Service ..... UP  
 Transcription Service .. Associated, Standard  
 Representative ..... Pearson  
 President. .... R. G. LeTourneau  
 General Manager ..... Lloyd Hawkins  
 Commercial Manager. .... Art Green  
 Program Director. .... Lawrence Birdsong  
 Chief Engineer. .... Ken Maxwell

**KCBD**

**LUBBOCK—1946—MBS**

Frequency: 1590 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Caprock Bcstg. Co.  
 Business-Studio Address. .... 1803 Broadway  
 Phone Number ..... 5-6348  
 Transmitter Location. .... U. S. Hwy. 84  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service. .... World. Associated  
 Representative ..... John E. Pearson  
 Membership ..... NARTB, BAB  
 President, General Mgr. .... Joe H. Bryant  
 Assistant Manager. .... Robert L. Snyder  
 Commercial Manager. .... George L. Tarter  
 Chief Engineer. .... Frank Lee

**KFYO**

**LUBBOCK—1927—ABC-LONE STAR**

Frequency: 790 Kc. .... Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By. Plains Radio Bcstg. Co., Inc.  
 Business-Studio Address. .... 914 Ave. J  
 Phone Number ..... 5-5567  
 Air Time ..... 6 a.m.-M.  
 News Service. .... AP, UP  
 Transcription Service. .... Standard, Capitol  
 Representative ..... Taylor Co.  
 Membership ..... NARTB, BAB  
 President. .... Gene A. Howe  
 Sta. Mgr. .... Gordon Thompson  
 Sales Prom. Mgr. .... Leete Lackson  
 Program Director. .... Noel (Bud) Thompson  
 Chief Engineer. .... Scott Bledsoe  
 Consulting Engr. .... A. Earl Cullum

**KSEL**

**LUBBOCK—1946—LBS**

Frequency: 950 Kc. .... Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By. .... Lubbock Bcstg. Co.  
 Business Address. .... 1916 Ave. Q

. . . . .  
**TEXAS**  
 . . . . .

Phone Number ..... 3-0484  
 Transmitter Loca. .... ½ Mi. E. of Courthouse  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Wm. G. Rambeau & Co.  
 President ..... Walter G. Russell  
 General Manager ..... David P. Pinkston  
 Commercial Mgr. .... M. M. Rochester  
 Program Director ..... Wayne Allen  
 Chief Engineer ..... Roger V. Hively

**K R B A**

**LUFKIN—1938—KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Darrell E. Yates  
 Address ..... Lufkin  
 Representative ..... Continental Radio Sales  
 Owner, Promotion Manager... Darrel E. Yates

**K T R E**

**LUFKIN—1947—MBS-LONE STAR**

Frequency: 1420 Kc. .... Power: 1000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By... Forest Capital Bcstg. Co.,  
 Inc.  
 Address ..... P. O. Box 701  
 Phone Number ..... 1420  
 Transmitter Location ..... 114½ N. First St.  
 Air Time ..... 5:25 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Taylor Co.  
 Membership ..... NARTB  
 President ..... R. W. Wortham, Jr.  
 Gen., Sta., Comm. Mgr. .... Richman G. Lewin  
 Promotion Manager ..... Kenneth Barfield  
 Program Director ..... Royce Christenson  
 Prod., Pub. Dir. .... Murphy Martin  
 Chief Engineer ..... Fred C. Hill  
 Consulting Engineer ..... Bill Antoney

**K M H T**

**MARSHALL—1947**  
**MBS—TEX. STATE—KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Marshall Bcstg. Co.  
 Business-Studio Address ..... 109 W. Rusk St.  
 Phone Number ..... 7826-7  
 Transmitter Location ..... Old Jefferson Rd.  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 President ..... F. M. Skinner  
 General Manager ..... Herman Clark  
 Station Manager ..... Myrl Stein  
 Program Director ..... Alice Rose Becker  
 Chief Announcer ..... Bill Merrill  
 Chief Engineer ..... R. L. Clay

**K R I O**

**McALLEN—1947—ABC**

Frequency: 910 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Frontier Bcstg. Co., Inc.  
 Business Address ..... P. O. Box 1551  
 Phone Number ..... 1700  
 Transmitter Location ..... 3 Mi. W. of Edinburg  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... UP  
 Representative ..... Weed  
 President ..... Gene L. Cagle  
 Gen. Manager ..... Stanley Wilson  
 Comm., Sales Prom. Mgr. .... Ingham S. Roberts  
 Chief Engineer ..... Wm. Meiners

**K M A E**

**McKINNEY—1947**

Frequency: 1600 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... McKinney Air Enterprises,  
 Inc.  
 Bus.-Studio Address ..... 218 E. Virginia St.  
 Phone Number ..... 183-4  
 Transmitter Location ..... ½ Mi. W. of McKinney  
 Air Times ..... 6:30 a.m.-sunset  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 President ..... Robert Forte  
 Gen., Sta. Mgr., Pgm. Dir. .... Miss Denise Adkins  
 Comm., Sales Prom. Mgr. .... Melvin Belew  
 Chief Announcer, Engr. .... C. W. Rumpy  
 News Director ..... Wayne Farrar  
 Consulting Engineer ..... Guy C. Hutchinson

**K C R S**

**MIDLAND—1935—ABC**  
**TEXAS STATE**

Frequency: 550 Kc. .... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By .... Clarence Scharbauer, Jr.,  
 Ruth Scharbauer  
 Business-Studio Address ..... Scharbauer Hotel  
 Phone Number ..... 2-4393  
 Transmitter Location ..... W., Hiway 80  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Representative ..... John E. Pearson  
 Membership ..... BAB  
 President ..... Clarence Scharbauer  
 General Station Manager ..... J. M. McDonald  
 Commercial Manager ..... G. L. McDonald  
 Sales Prom. Mgr. .... Robert L. Warren  
 Chief Announcer ..... Don Bassman  
 News, Pgm. Dir. .... Doyce Elliot  
 Chief Engineer ..... Tom Yates  
 Consulting Engr. .... Frank H. McIntosh

**K J B C**

**MIDLAND—1950—KBS**

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Jack Cecil

# TEXAS

Address ..... Box 1658  
 Phone Number ..... 4-5152  
 News Service ..... UP  
 Pres., Gen. Mgr., Chief Engr. .... Jack Cecil  
 Commercial Manager ..... Mareen White  
 Sales Promotion Manager ..... Bill Bennington  
 Pgm., News, Mus. Dir. .... Claude Hainey  
 Production Director ..... Kieth Ward  
 Publicity Director ..... Dorothy Stafford

## KORC

**MINERAL WELLS—1946—KBS**

Frequency: 1140 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Raymond River  
 Phone Number ..... 319  
 Transmitter Location ..... N.E. edge of City  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Hil F. Best  
 Pres., General Mgr. .... Raymond River  
 Program Director ..... Glenn Duke  
 Chief Engineer ..... Jerry Hickman

## KVKM

**MONAHANS—1947—MBS-LBS-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Monahans Bcstrs., Inc.  
 Address ..... Radio Center  
 Phone Number ..... 438  
 Transmitter Loc. .... 1½ mi. No. Hwy. 82  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Hil F. Best  
 President. .... Mrs. Charles W. Stuckey  
 Gen., Comm. Mgr. .... William B. Lee  
 Program Director ..... J. Ross Rucker  
 Chief Engineer ..... John Rosenberger

## KIMP

**MOUNT PLEASANT—1948—LBS**

Frequency: 960 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Mt. Pleasant Bcstg. Co.  
 Business Address ..... Box 990  
 Phone Number ..... 915  
 Studio Trans. Location... W. on Dallas Hiway  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NARTB, BAB  
 President, General Mgr. .... Winston O. Ward  
 Program Director ..... Ruby Stanley  
 Chief Engineer ..... Cliff Taylor

## KOSF

**NACOGDOCHES—1947—KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Kelly Bell  
 Address ..... Box 8  
 Phone Number ..... 1230  
 Transmitter Loca. .... 1½ mi. S. on Hiway 59  
 News Service ..... UP

Transcription Service ..... Lang-Worth  
 President. .... Kelly Bell  
 General Manager ..... J. C. Stallings  
 Chief Engineer ..... Frank Murray

## KSFA

**NACOGDOCHES—1947—LBS**

Frequency: 860 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ... Nacogdoches Br. Co., Inc.  
 Address ..... 1509 North St.  
 Phone Number ..... 860  
 Transmitter Location ..... 1.5 Mi. E. Pruitt Hill  
 Air Time ..... Daytime  
 Transcription Service ..... Capitol  
 Pres., Gen., Sta., Comm. Mgr. ... Wilbur C. Fouts  
 Sales Promotion Manager... Sara Jane Moon  
 Pgm., Mus. Dir. .... Mary Margaret Marshman  
 Chief Ann., Prod Dir. .... James Kippenbrock  
 Chief Engineer ..... Leroy Morgan  
 Consulting Engineer ..... Gerald Chensky

## KGNB

**NEW BRAUNFELS—1950**

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Comal Bcstg. Co.  
 Address ..... 184 Castell

# AP SELLS

For Stations and Sponsors —

For instance . . . KPDN

“All our newscasts are sold. In fact, we even have a waiting list for the 15 minute programs. AP gives us complete, conclusive coverage at incredible speed. AP service pays us plenty of dividends.”

COY C. PALMER,  
 Station Manager,  
 KPDN, Pampa, Texas



## TEXAS

Phone Number .....1612  
 Transcription Service.....Thesaurus, Cole  
 News Service .....AP  
 Pres., Gen. Mgr.....F. T. Wilson  
 Pgm., News Dir.....Howard Edwards  
 Chief Engineer.....L. J. Owen

## KECK ODESSA—1947

Frequency: 920 Kc.....Power: 1000 Watts d.  
 500 Watts n.

Owned-Operated By..Ector County Bcstg. Co.  
 Business Address .....120 W. 3rd St.  
 Phone Number .....6-5791-2  
 Transmitter Location.....Hwy. 80, 3 Mi. W.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service...Lang-Worth, Standard,  
 SESAC

Representative .....Forjoe  
 Owner, Gen.-Sta. Comm. Mgr.,

Pub. Dir. ....Ben Nedow  
 Prod., Prg. Director.....Roy Elsner  
 Chief Ann., News Editor.....Tom Rollins  
 Chief Engineer.....George A. Cerboskas  
 Consulting Engr.....George C. Davis

## KOSA

### ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Odessa Bcstg. Corp.  
 Business-Studio Address.....115 W. 6th  
 Phone Number .....6-4301  
 Transmitter Location.....Crane Hwy.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....Capitol

Representative .....Taylor Co.  
 Pres., General Manager.....Cecil L. Trigg  
 Commercial Manager.....Jay Mehaffey  
 Sales Prom. Mgr.....Ed Costello  
 Continuity Director .....John Guffey  
 Program Manager.....John Vacca  
 Publicity Director.....Charlie King  
 Chief Engineer.....James Simpson  
 Consulting Engr.....Ed Talbot

## KRIG

### ODESSA—1945—MBS-LBS-KBS

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Oper. By....Oil Center Bcstg. Co., Inc.  
 Business-Studio Address.....Crane Hwy.  
 Phone Number .....6-6871-2  
 Transmitter Location.....Crane Hwy.  
 Air Time.....6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....World  
 Representative.....Hil F. Best

# KECK

## Dial "920"



FIRST in Permian Basin  
 in Coverage  
 in Listeners-Conlan  
 survey year in and year out in Local  
 Sports  
 in Nation's Richest Market

Fastest Growing Market in the U. S. Supply  
 center for over 25,000 Producing Oil  
 Wells in Permian Basin

HOME of the World's Largest Carbon Black  
 Plant

Effective Buying Power—\$1,470 per capita

COVERS 18 counties in West Texas,  
 3 in New Mexico  
 63,610 radio homes in 1/2 millivolt  
 area  
 It costs less than .07 to reach  
 1,000 homes in KECK's primary  
 area

Auto registry—first 6 months—60,856

Population—234,500

Total Sales—\$232,675,000

Total General Food Sales—\$49,622,000

Source—Standard Rate and Data 1950-1951  
 Consumers' Market

### 1000 Watts-D-Nondirectional

### 500 Watts-N-Directional

### Ben Nedow,

Owner and General Manager

*National Representative*

### FORJOE AND COMPANY, INC.

19 W. 44th Street, New York 18, N. Y.

# KECK

## ODESSA, TEXAS

Your Best Buy in Radio

# TEXAS

President.....R. O. Canon  
 General Manager.....Jack W. Hawkins  
 Promotion Manager.....Barney Hubbs  
 Commercial Manager.....Jack Howard  
 Station Manager.....Marguerite Larue  
 Chief Ann., News, Pub. Dir.....Bob Smith  
 Program Director.....Jack Lee  
 Chief Engineer.....Harold Poole

## K O G T

**ORANGE—1948—LBS-KBS**

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Sabine Area Brstg. Corp.  
 Address.....Lucas Bldg.  
 Phone Number.....8-4381  
 Transmitter Location.....Hiway, 87 No.  
 Station Repr.....Hill F. Best  
 President.....M. L. Jacobs  
 General Manager.....Rocky Stone  
 Commercial Manager.....Frank Dusenbury  
 Program Director.....Jerome Oppel  
 Promotion Manager.....Hulan Smith  
 Chief Engineer.....Lloyd Vincent

## K N E T

**PALESTINE—1935—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Palestine Bcstg. Corp.  
 Business-Studio Address.....Hotel O'Neill  
 Phone Number.....8686  
 Transmitter Location.....Strickland Park  
 Air Time.....6:30 a.m.-10 p.m.  
 News Service.....UP  
 President.....B. A. Laurie  
 Station Manager.....Don Norton  
 Prog. Dir.....Marvin Crain  
 Publicity Director.....Mrs. Emo Laurie  
 Chief Engineer.....E. R. Kintz  
 Consulting Engr.....Guy Hutcheson

## K P A T

**PAMPA—1951—LBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....J. C. Daniels  
 Address.....Pampa  
 Phone Number.....2511  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Pearson  
 President.....J. C. Daniels  
 General Manager.....J. W. Crabtree  
 Commercial Manager.....C. B. Snoddy  
 Program Director.....Jim Terrell  
 Chief Engineer.....Edward Murphree

## K P D N

**PAMPA—1936—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper By.....Freedom Newspapers Inc.  
 Address.....Box 901  
 Phone Number.....1100  
 Trans. Location.....U. S. Hway. 60 E. of Town

Air Time.....6 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Sears & Ayer  
 Membership.....NARTB, BAB  
 Gen., Sta. Manager.....Coy Palmer  
 Pgm., News Dir.....Kay L. Fancher  
 Chief Engineer.....Garth W. Osborn  
 Consulting Engineer.....Sillman & Barclay

## K F T V

**PARIS—1950—KBS-LBS**

Frequency: 1250 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Lamar Bcstg. Co., Inc.  
 Address.....First Nat'l Bank Bldg.  
 Phone Number.....166  
 News Service.....UP  
 Transcription Service.....SESAC  
 Representative.....Best  
 President.....Cecil Hardy  
 General Manager.....Aubrey T. Harris  
 Commercial Manager.....Harry J. Porter  
 Pgm., News, Farm Dir.....Norman Butler  
 Chief Engineer.....Stafford E. Davis

## K P L T

**PARIS—1936—ABC—TEXAS STATE**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....No. Star Bcstg. Co., Inc.  
 Address.....Hway. 124  
 Phone Number.....1124-5-6  
 Transmitter Location.....Hway. 124  
 Air Time.....5:30 a.m.-11 p.m.  
 News Service.....AP  
 Representative.....John E. Pearson  
 President.....Boyd Kelley  
 Gen., Sta. Manager.....Fred Kincaid  
 Commercial Manager.....Bob Prichard  
 Program Director.....Jack Carney  
 Chief Engineer.....Paul H. Daniels  
 Consulting Engr.....A. Earl Cullum, Jr.

## K L V L

**PASADENA—1950**

Frequency: 1480 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Felix H. Morales  
 Address.....Pasadena State Bank Bldg.  
 Phone Number.....Grand 2-1361  
 President, Gen. Mgr.....Felix H. Morales  
 Commercial Manager.....C. B. Rice  
 Secretary-Treasurer.....Mrs. Felix Morales  
 Program Director.....Victor Lara Ortegen  
 Chief Engineer.....Eugene C. McNally

## K I U N

**PECOS—1935—MBS—LBS—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Jack Hawkins, Barney Hubbs  
 Business-Studio Address.....306 S. Sedar St.  
 Phone Number.....999-8  
 Transmitter Location.....1 Mi. N. of Town  
 Air Time.....6:30 a.m.-10:30 p.m.

# TEXAS

News Service .....UP  
 Representative .....Hil F. Best  
 General Manager.....Jack Hawkins  
 Commercial Manager.....David Martin  
 Program Director.....Bob Stevens  
 Publicity Dir. ....Barney Hubbs  
 Consulting Chf. Engr....Harry W. Boshnemann

Commercial Manager.....Glenn Hewitt  
 Promotion Manager.....Hugh McElroy  
 Ptnr., Pgm. Dir.....Mary Anne Petru

## KEYE

### PERRYTOWN—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Great Plains Bcstg. Co.  
 Address .....Box 917  
 Transmitter Location.....¼ mi. SW.  
 Air Time.....6 a.m.-10:30 p.m.  
 Transcription Service....Lang-Worth, Capitol  
 Membership .....NARTB  
 President.....Carl Ellis  
 Gen., Sta., Comml. Mgr.....Irvin R. Buchanan  
 Sales Prom. Mgr.....Jerry Drennan  
 Program Director.....Zeb Williams  
 Chief Engineer.....Coy Thompson

## KVOP

### PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KVOP, Inc.  
 Business-Studio Address.....Veigel Bldg.  
 Phone Number .....1400  
 Transmitter Location.....W. of Plainview  
 News Service .....AP  
 Membership .....NARTB, BAB  
 President.....W. J. Harpole  
 Gen., Sta. Manager.....Kermit Ashby  
 Comm., Sales Prom. Mgr.....Bill Harrell  
 Program Director.....Ralph Thorton  
 Chief Engineer.....Wayne Hawkins  
 Consulting Engr.....Comml. Radio

## KBOP

### PLEASANTON—1951—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Atascosa Bcstg. Co.  
 Address .....Box 247  
 Transcription Service.....Capitol, SESAC  
 Representative .....Best  
 General Manager.....Ben L. Parker

## KOLE

### PORT ARTHUR—1947—LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Port Arthur Bcstg. Co.  
 Business Address.....P. O. Box 1128  
 Phone Number .....2-9436  
 Studio Address .....Payne Bldg.  
 Transmitter.....Pt. Arthur-Beaumont Hiway  
 News Service .....AP  
 Transcription Service.....Lang-Worth  
 Ptnr., Gen. Mgr., Chf. Engr.....Socs Vratiz

## KPAC

### PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By.....Port Arthur College  
 Bus.-Studio Address.....1500 Procter St.  
 Phone Number .....5-7458  
 Transmitter Location.....Hwy. 87  
 Air Time .....6 a.m.-12 M.  
 News Service .....AP  
 Transcription Service.....Standard  
 Representative .....Pearson  
 Membership .....NARTB  
 Sta., Gen. Manager.....Marjorie R. Vickers  
 Sales Prom. Mgr.....George Crouchet, Jr.  
 Program Director.....Corinne Enos  
 Production Director.....Freda Halwe  
 Publicity Director.....Mack Newberry  
 Chief Engineer.....M. Glenn Boatright

## KOLJ

### QUANAH—1951—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Orville L. Jenkins  
 Address .....Box 566  
 Phone Number .....654  
 News Service .....AP  
 Pres., Gen. Mgr.....Orville L. Jenkins  
 Commercial Manager.....Helen Norris  
 Program Director.....Dick Dormier  
 Chief Engineer.....Lester Agee

## KFRD

### ROSENBERG—1948

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Ford Bend Bcstg. Co.  
 Business Address.....P. O. Box 832  
 Phone Number .....980  
 Transmitter Location.....Extension of Ave. N.  
 Air Time.....6 a.m.-Sunset  
 News Service .....UP  
 Transcription Service.....Lang-Worth  
 Gen., Comm., Sales Prom. Mgr.....Jim Hairgrove  
 Local Sales Mgr.....Audrey Lewis  
 Pgm. Dir., Chief Ann.....Charles Harrison  
 Publ., News Dir., Farm Editor....Jim Hairgrove  
 Chief Engineer.....Frank Wood

## KGKL

### SAN ANGELO—1928—ABC

Frequency: 960 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....KGKL, Inc.



# TEXAS

Business-Studio Address..... P. O. Box 850  
 Phone Number..... 6715  
 Transmitter Location..... Robert Lee Rd.  
 Air Time..... 6 a.m.-11 p.m.  
 News Service..... AP  
 Representative..... John E. Pearson  
 Membership..... NARTB, BAB  
 President..... H. C. Ragsdale  
 General Manager..... Lewis O. Seibert  
 Commercial Manager..... Bill Williamson  
 Program Director..... Mrs. Jean Welch  
 Chief Engineer..... William Poteet  
 Consulting Engr..... Evertt L. Dillard

## KTXL

**SAN ANGELO—1947**  
**MBS-LONE STAR**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Wes-Tex Bcstg. Co., Inc.  
 Bus-Studio Address.....1901 W. Beauregard  
 Phone Number.....7183  
 Transmitter Location.....Robert Lee Rd.  
 News Service.....UP  
 Representative.....Taylor  
 President.....Armistead D. Rust  
 General Manager.....Robert McClellan  
 News Dir., Comm. Mgr.....Walter Foster  
 Program Director.....O. L. Sams  
 Chief Engineer.....Robert Benson

## KABC

**SAN ANTONIO—ABC**

Frequency: 680 Kc.....Power: 50,000 Watts d.;  
 10,000 Watts n.  
 Owned-Oper. By.....Alamo Bcstg. Co., Inc.  
 Business-Studio Address.....Milam Bldg.  
 Phone Number.....Fannin 3126  
 Air Time.....5 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....John Blair  
 Membership.....NARTB, BAB  
 President.....Gene L. Cagle  
 Station Manager.....Bill Michaels  
 Asst. Manager.....Earle Fletcher  
 Program Director.....Jim Wiggins  
 Chief Engineer.....Joseph B. Haigh

## KCOR

**SAN ANTONIO—1946**

Frequency: 1350 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....Raoul A. Cortez  
 Business-Studio Address.....KCOR Bldg.  
 Phone Number.....Cathedral 1301  
 Representatives.....Everett McKinney, Oakes  
 President, Gen. Mgr.....Raoul A. Cortez  
 Commercial Manager.....William P. Smythe  
 Asst. Comm. Mgr.....Richard O'Connell  
 Program Director.....Stanton L. Morris

## KITE

**SAN ANTONIO—1947**

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Charles W. Balthrope  
 Business-Studio Address.....310 Transit Tower  
 Phone Number.....Fannin 0335  
 Transmitter Location.....San Antonio  
 News Service.....AP  
 Representative.....Pearson  
 Station Manager.....Charles W. Balthrope  
 Commercial Manager.....Alex A. Coe  
 Program Director.....Alec Chesser  
 Chief Engineer.....John Siercovich

## KIWW

**SAN ANTONIO—1948**

Frequency: 1540 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Good Neighbor Bcstg. Co.  
 Address.....518 W. Houston St.  
 Phone Number.....Fannin 5254  
 Air Time.....Daylight  
 Representative.....McGillvra  
 President.....Joe Olivares  
 Gen., Sta., Sales Prom. Mgr....L. E. Richards  
 Commercial Manager.....R. E. Johnson  
 Chief Engineer.....L. E. Richards  
 Consulting Engineer.....Guy C. Hutcheson

## KMAC

**SAN ANTONIO—1926—MBS-LBS**

Frequency: 630 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....The Walmac Co.  
 Address.....222-24 W. Commerce St.  
 Phone Number.....Cathedral 6211  
 Transmitter Location...Hwy. 87, Martinez and  
 Converse Road  
 Pres., Gen., Comm. Mgr....Howard W. Davis  
 Sales Promotion Manager.....Sam Young  
 Program Director.....A. S. (Tony) Bessan  
 Chief Engineer.....Al Knight

## KONO

**SAN ANTONIO—1927**

Frequency: 860 Kc.....Power: 5000 d., 1000 n.  
 Owned-Operated By.....Eugene J. Roth  
 Address.....317 Arden Grove  
 Phone Number.....Fannin 5171  
 Transmitter Loc.....Gembler Rd.  
 Air Time.....24 hrs.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Forjoe  
 Membership.....NARTB, BAB  
 Pres., Owner.....Eugene J. Roth  
 General Manager.....Jack L. Pink  
 Station Manager.....Bob Roth  
 Commercial Manager.....James M. Brown  
 Program Director.....Robert F. Jenkins  
 Publicity Director.....Jack Roth

# TEXAS

Chief Engineer.....George Ing  
 Consulting Engr. ....Lynne Smeby

## K T S A

**SAN ANTONIO—1922—CBS**

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Sunshine Bcstg. Co.  
 Business-Studio Address.....Ave. E. & 3rd St.  
 Phone Number .....Garfield 1251  
 Transmitter Location.....Eisenhower Rd.  
 News Service.....AP, UP  
 Transcription Service.....Associated, MacGregor  
 Representative.....Free & Peters  
 President.....Frank G. Huntress, Jr.  
 Genl. Comm. Mgr.....Charles D. Lutz  
 Program Director.....H. H. Carr  
 Chief Engineer.....W. G. Egerton

## W O A I

**SAN ANTONIO—1922—NBC**

Frequency: 1200 Kc.; Power: 50,000 Watts d.n.  
 Owned-Oper. By.....Southland Industries, Inc.  
 Address .....1031 Navarro St.  
 Phone Number .....Garfield 4221  
 Air Time .....Unlimited  
 News Service .....AP, INS, UP  
 Transcription Service .....Standard  
 Representative .....Edward Petry & Co., Inc.  
 President .....Hugh A. L. Halff  
 Gen., Sta. Manager.....Arden K. Pangborn  
 Commercial Manager.....Rex Preis  
 Sales Promotion Manager.....Dallas Wyatt  
 Prod. Director.....Bill Shomette  
 Publicity Director.....Imogene Stanley  
 News Directors.....Henry Howell (Day),  
   Austin Williams (Night)  
 Musical Director.....Melvin Winters  
 Chief Engineer.....Charles L. Jeffers  
 Farm Editor.....Billy McReynolds  
 Consulting Engineer.....A. D. Ring & Co.

## K C N Y

**SAN MARCOS—1948—KBS-LBS**

Frequency: 1470 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Central Brcstg. Co.  
 Address .....P. O. Box 32  
 Phone Number .....888  
 Transmitter Location .....1105 McKie St.  
 Station Representative.....Hil F. Best  
 President.....Edw. C. James  
 Gen. Mgr., News Dir.....Tom C. Fleet  
 Commercial Manager.....Ronald C. Ives  
 Program Director.....Ernest Wood  
 Promotion Manager.....Sonny Stewart

## K W E D

**SEGUIN—1948**

Frequency: 1580 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By.....W. Lawson, G. Kiel  
 Business-Studio Address.....200 S. Camp St.  
 Phone Number .....1580

Transmitter.....½ Mi. N. on McQueeney Rd.  
 Air Time .....Daytime  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative.....Hil F. Best  
 General Manager.....Garfield Kiel  
 Comm., Sta. Mgr.....Stan McKenzie  
 Prog. Dir., Chief Announcer...Henry Lehnhoff  
 Chief Engineer.....Louis Swoder  
 Consulting Engr.....Guy Hutcheson

## K S E Y

**SEYMOUR—1950**

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned-Oper. By.....W. C. Moss, Jr.  
 Address .....Seymour  
 News Service .....AP  
 Pres., Gen., Comm. Mgr.....W. C. Moss, Jr.  
 Chief Engineer.....Kenneth L. Skillern  
 Program Director.....Hugh E. Neeld  
 Consulting Engineer.....Guy C. Hutcheson

## K E V A

**SHAMROCK—1949—KBS-LBS**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Shamrock Texas Bcstg. Co.  
 Address .....P. O. Box 21  
 Phone Number .....620  
 Air Time .....Daytime  
 Transcription Service .....Capitol  
 President.....James D. Abbott  
 Comm. Mgr., Chf. Engr.....Farrell M. Brooks

## K R R V

**SHERMAN DENNISON—1936**  
**MBS-TEX STATE**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Red River Valley Bcstg. Corp.  
 Address.....Box 94 (Dennison)  
   Box 665 (Sherman)  
 Phone Number..423 (Dennison); 201 (Sherman)  
 Representative.....Pearson  
 Transcription Service.....Associated, World  
 News Service .....UP  
 President.....G. H. Wilcox  
 General Manager..Tom E. Spellman (Sherman)  
   W. E. Wilcox (Dennison)  
 Comm. Mgr.....Van C. Hutto (Sherman)  
 Program Director.....Earl Ellington  
 Chief Engineer.....Tom Johns

## K T A N

**SHERMAN—1947—KBS**

Frequency: 1500 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Sherman Bcst. Corp.  
 Business-Studio Address.....KTAN  
 Phone Number .....2910  
 Transmitter Location..½ Mi. N. of Sherman on  
   Hwy. 75  
 Air Time .....Daytime  
 Representative.....Hil F. Best  
 President.....Charles Cain

• • •

**TEXAS**

• • •

Sta., Comm. Mgr. . . . . William A. Jacob  
 Sales Promotion Manager . . Mrs. Charles Cain  
 Program Director . . . . . James Shelton  
 Chief Ann., Prod. Dir. . . . . Walter Vaughan  
 Publicity Director . . . . . Carol Lee  
 Chief Engineer . . . . . Charles Cain

**K S N Y**

**SNYDER—1949—LBS**

Frequency: 1280 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . John Blake  
 Address . . . . . Box 1468  
 Phone Number . . . . . 1280  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Hil F. Best  
 Owner . . . . . John Blake  
 Gen. Mgr., Chf. Engr. . . . . Charles R. Wolfe

**K D W T**

**STAMFORD—1947—MBS-LBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . David W. Ratliff  
 Phone Number . . . . . 1400 or 866  
 Transmitter Location . . . . . Highway 380  
 Air Time . . . . . 7 a.m. to 10 p.m.  
 Pres., Gen., Sta. Mgr. . . . . David W. Ratliff  
 Comm., Sales Prom. Mgr. . . . Paul L. Singer  
 Program Director . . . . . J. Richard Acke  
 Chief Engineer . . . . . O. P. Davis  
 Consulting Engineer . . . . . Guy C. Hutcheson

**K S T V**

**STEPHENVILLE—1947**

Frequency: 1510 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Galen O. Gilbert &  
 J. R. Kincaid  
 Address . . . . . P. O. Box 102  
 Phone Number . . . . . 950  
 Transcription Service . . . . . Standard  
 News Service . . . . . UP  
 Gen., Sta. Mgr., Farm Editor . . Galen O. Gilbert  
 Comm., Sales Prom. Mgr. . . . . Bill George  
 Program Director . . . . . Jack Reeves  
 Chief Engineer . . . . . Clarence Bayer

**K S S T**

**SULPHUR SPRINGS—1947**  
**MBS-KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Hopkins County Bcstg. Co.  
 Bus-Studio Address . . . . . Radio Rd.  
 Phone Number . . . . . 1230  
 Transmitter Location . . . . . Radio Rd.  
 Air Time . . . . . 6 a.m.-10:15 p.m.  
 News Service . . . . . AP  
 Representative . . . . . Hil Best

Pres., Gen. Mgr. . . . . Bill Bradford  
 Commercial Manager . . . . . Clovis Pinion  
 Publicity Director . . . . . Margaret Thomas  
 Chief Engineer . . . . . William E. Bradford, Jr.  
 Program Director . . . . . B. J. Morris

**K X O X**

**SWEETWATER—1939—MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio & News, Inc.  
 Bus-Studio-Transmitter Address . . . . . Box 570,  
 Roby Hwy. 70  
 Phone Number . . . . . 4655-6  
 Air Time . . . . . 6:15 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Hil F. Best  
 President . . . . . J. S. McBeath  
 Gen., Sta. Manager . . . . . J. Harley Hubbard  
 Comm., Sales Prom. Mgr. . . . . Elwood Fritch  
 Prod., Pgm. Dir., Chf. Ann. . . . . Al Cobb  
 Chief Engineer . . . . . J. T. Allen

**K T A E**

**TAYLOR—1948**

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . KTAE, Inc.  
 Business Address . . . . . 121 E. Second St.  
 Phone Number . . . . . 1260  
 Transmitter Location . . . . . Hwy. 95  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Pres., Gen. Mgr. . . . . Graham Gillis Conoley  
 Commercial Manager . . . . . John M. Wehby  
 Prod., Pgm., News Dir. . . . . R. S. Heller  
 Chief Engineer . . . . . Gordon W. Rainey  
 Promotion Manager . . . . . Bob Mitchell

**K T E M**

**TEMPLE—1936—MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Bell Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 17 S. Third St.  
 Phone Number . . . . . 3-5252  
 Transmitter Location . . . . . ½ Mi. N. of Temple  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NARTB, BAB  
 President . . . . . Frank W. Mayborn  
 General Manager . . . . . Burton Bishop  
 Chief Engineer . . . . . Curtis M. Casey

**K T E R**

**TERRELL—1949**

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Terrell Bcstg. Corp.  
 Address . . . . . Terrell



# TEXAS

Phone Number .....1710  
 Transcription Service .....SESAC  
 News Service .....UP  
 Pres., Gen. Mgr.....Paul A. Wnorowski

## K C M C

**TEXARKANA—1932**  
**ABC-TEX. STATE**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KCMC, Inc.  
 Business-Studio Address.....317 Pine St.  
 Phone Number .....3-6151  
 Transmitter Location.....Summerhill Rd.  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Transcription Service.....Lang-Worth, Cole,  
 Associated  
 Representative .....Taylor  
 Membership .....NARTB, BAB  
 General Manager.....Frank O. Myers  
 Program Director.....Donald Myers  
 Chief Engineer.....Harvey Robertson  
 Consulting Engineer.....Everett Dillard

## K T F S

**TEXARKANA—1946**  
**KBS-COTTON BELT**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Texarkana Bcstg. Co.  
 Bus.-Studio Address.....409½ State Line Ave.  
 Phone Number .....3-5123  
 Transmitter Location.....S. Robison Rd.  
 Air Time.....6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....World  
 Membership .....NARTB  
 General Manager.....David M. Segal  
 Commercial Manager.....Tom Alford  
 Program Director.....Les Eugene  
 Chief Engineer.....Tom McFaddin  
 Consulting Engineer.....Lee E. Baker

## K T L W

**TEXAS CITY—1948—KBS**

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Texas City Bcstg. Service  
 Business-Studio Address.....Showboat Theater  
 Bldg.  
 Phone Number .....5-4418  
 Transmitter Location.....Moses Lake  
 News Service .....UP  
 Manager .....Lynn Pentony

## K G K B

**TYLER—1930—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Station KGKB  
 Business-Studio Address.....P. O. Box 548  
 Phone Number .....23875  
 Transmitter Location.....N. Church & Carlyle  
 Air Time.....5:30 a.m.-M.  
 News Service .....UP

Transcription Service .....World  
 Representative .....Pearson, Grant  
 Membership .....NARTB, BAB  
 President .....Lucille Buford  
 General Manager.....Marshall Pengra  
 Chief Announcer.....Sam Matthews  
 Program Director.....J. Edwin Smith  
 Chief Engineer.....Hudson C. Collins

## K T B B

**TYLER—LIBERTY-LONE STAR—1947**

Frequency: 600 Kc.....Power: 500 Watts d.  
 1000 Watts n.  
 Owned-Operated By....Blackstone Bcstg. Co.  
 Business-Studio Address....Blackstone Hotel  
 Phone Number .....4-7278  
 Transmitter Location.....3 Mi. SE of Tyler  
 Air Time.....6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Taylor Co.  
 Membership .....NARTB, BAB  
 President.....Mrs. Calvin Clyde  
 Gen., Sta. Mgr.....M. E. Danbom  
 Comm., Sales Prom. Mgr.....William O. Hill  
 Chief Ann., Pgm. Dir.....Don Jackson  
 Production Director.....Richard Wheeler  
 Chief Engineer.....R. A. Wileman  
 Consulting Engineer.....A. Earl Cullum

## K V O U

**UVALDE—1947—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....E. J. & W. J. Harpole  
 Address.....1450 Batesville Rd.  
 Phone Number .....717  
 News Service .....UP  
 Representative .....Best  
 General Manager.....Edward J. Harpole  
 Commercial Manager.....Joe Watson, Jr.  
 Program Manager.....Burney Jones  
 Chief Engineer.....Bob Hicks

## K V W C

**VERNON—1939—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Northwestern Bcstg. Co.  
 Business-Studio Address.....1813 Wilbarger  
 Representative .....Clark  
 General Manager.....W. R. Hixon  
 Commercial Manager.....Harold Burdick

## K N A L

**VICTORIA—1949—LBS**

Frequency: 1410 Kc.....Power: 500 Watts  
 Owned-Operated By.....Victoria Bcstg. Co.  
 Address.....20 E. Forrest St.  
 Phone Number .....1410  
 Transmitter Location.....So. of town  
 News Service .....UP

# T E X A S

Transcription Service.....Capitol, SESAC  
 Representative.....Hil F. Best  
 Pres.....Truman Belcher  
 Gen., Comm., Prom. Mgr.....Robert Thorpe  
 Program Director.....George Slocum  
 Chief Engineer.....Douglas Smith

## K V I C

VICTORIA—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KVIC Bcstg. Co.  
 Business Address.....Box 725  
 Phone Number.....1106-7  
 Studio-Transmitter Location.....Cuero Hwy.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 President.....J. G. Long  
 Gen., Sta. Mgr., Pub. Dir.....William C. Burks  
 Comm., Sales Prom. Manager.....Jim Traber  
 Pgm. Dir., Chief Ann.....Dick Lewis  
 Chief Engineer.....Robert McCown

## K W T X

WACO—1945—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KWTX Bcstg. Co.  
 Business-Studio Address.....108½ So. 6  
 Phone Number.....3-7331  
 Transmitter Location.....S 11th off LaSalle  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Representative.....Everett McKinney  
 Membership.....NARTB, BAB  
 President.....W. W. Callan  
 General Manager.....M. N. Bostick  
 Commercial Manager.....J. M. Brinegar  
 Chief Announcer.....Byron Lowrey  
 Chief Engineer.....L. R. Grubbs

## W A C O

WACO—1922—ABC-TEXAS STATE

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Frontier Bcstg. Co.  
 Business-Studio Address.....Waco  
 Phone Number.....2-6571  
 Transmitter Location.....So. 12th St. Rd.  
 Air Time.....6a.m.-M.  
 News Service.....AP  
 Representative.....Weed  
 General Manager.....R. Lee Glasgow

## K R G V

WESLACO—1927—NBC-LONE STAR

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Taylor Radio & TV Corp.  
 Bus.-Studio-Transmitter Address.....201 Border St.  
 Phone Number.....375  
 Air Time.....5:45 a.m.-12 M.

News Service.....AP, UP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative.....Taylor Co.  
 Membership.....NARTB  
 President.....O. L. Ted Taylor  
 General Manager.....Byron W. Ogle  
 Commercial Manager.....Aubrey Jackson  
 Program Director.....Jim Cook

## K F D X

WICHITA FALLS—1947—ABC

Frequency: 990 Kc.....Power: 10,000 Watts d.,  
 1,000 Watts n.  
 Owned-Oper. By .. Wichtex Radio and Tel. Co.  
 Address.....City Natl. Bldg.  
 Phone Number.....2-8668  
 Transmitter Location.....Iowa Pk. Rd.  
 Air Time.....5:30 a.m. to 12 M.  
 News Service.....AP  
 Transcription Service.....World, SESAC  
 Station Representative.....Taylor Co.  
 Membership.....NARTB, BAB  
 Pres., Gen. Mgr.....Darrold A. Cannan  
 Commercial Manager.....Mott M. Johnson  
 Pgm. Dir., Sta. Mgr.....Howard Fry  
 Chief Engineer.....John Adams  
 Consulting Engineer.....George Davis

# A P S E L L S

For Stations and Sponsors —

For instance . . . KTRT

“AP news is the biggest  
 single money maker KTRT  
 has. The service more than  
 pays for itself.”

RICHMAN LEWIN,  
 General Manager,  
 KTRT, Lufkin, Texas

TEXAS — UTAH

**K T R N**

WICHITA FALLS—1949—MBS

Frequency: 1290 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By.....Texoma Bcstg. Co.  
Address.....917½ Scott St.  
Phone Number.....2-5214  
Transmitter Loc.....City View Lane  
News Service.....AP  
Transcription Service.....Capitol  
President.....Houston Harte  
General Manager.....Boyd Kelley  
Commercial Manager.....Sid Grayson  
Program Director.....Bill Edgar  
News Director.....Bill Richie  
Chief Engineer.....Bob Harmon

**K W F T**

WICHITA FALLS—1939—CBS

Frequency: 620 Kc.....Power: 5000 Watts  
Owned-Operated By.....Rowley-Brown Bcstg. Co.  
Business-Studio Address.....P. O. Box 420  
Phone Number.....4181  
Transmitter Location.....3½ Mi. W. of town  
Air Time.....5:30 a.m.-11:30 p.m.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....John Blair  
Membership.....NARTB, BAB  
President, General Manager....Kenyon Brown  
Station Manager.....Charles E. Clough  
Comm. Sales Prom. Manager....A. L. Pierce  
Program Director.....Blaine Cornwell  
Chief Engineer.....Herbert T. Wiley

**UTAH**

Pop. April 1, 1952 (Est.) 702,000—Total Housing Units 201,156  
Families April 1, 1952 (Est.) 187,000—Stations in State 18

**K B U H**

BRIGHAM CITY—LBS

Frequency: 800 Kc.....Power: 250 Watts d.  
Address.....948 W. Forest St.  
Phone Number.....948  
Air Time.....Sunrise-sunset  
Representative.....Continental  
News Service.....UP  
Pres., Gen., Comm. Mgr.....Wade Ebeling  
Sta., Sales Prom. Mgr.....Bill Thompson  
Chief Engineer.....Samuel Stephens, Jr.

Address.....1393 N. Main St.  
Phone Number.....1400  
Air Time.....6:00 a.m. to 12:00 p.m.  
News Service.....UP  
Transcription Service.....World  
President.....Herschel Bullen  
Gen., Sta. Mgr.....Reed Bullen  
Comm. Mgr.....A. George Raymond  
Pgm., Prod. Dir.....Paul Coburn  
Chief Engineer.....Delmonte Olesen

**K S U B**

CEDAR CITY—1937—CBS

Frequency: 590 Kc.....Power: 1000 Watts  
Owned-Oper. By.....So. Utah Bcstg. Co.  
Phone Number.....398-9  
Transmitter Location...7 Mi. W. of Cedar City  
Air Time.....6 a.m.-11:15 p.m.  
Transcription Service.....World  
Membership.....NARTB, BAB  
President.....Ivor Sharp  
General Manager.....Arthur Higbee  
Chief Engr.....George E. Jensen  
Program Director.....Beth Talbot

**K M U R**

MURRAY—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Oral J. Wilkinson  
Address.....4646 So. State St.  
Phone Number.....Murray 1360  
Air Time.....6 a.m.-1 a.m.  
News Service.....UP  
Transcription Service.....Langworth, Capitol  
Membership.....NARTB, BAB  
President.....Oral J. Wilkinson  
Gen., Sta. Mgr.....Bob Davies  
Commercial Manager.....Howard Pingree  
Chief Ann., Engr.....Fred Weibell

**K V N U**

LOGAN—1938  
MBS-INTERMOUNTAIN-KBS

Frequency: 610 Kc.....Power: 1000 Watts  
Owned-Oper. By....Cache Valley Bcstg. Co.

**K L O**

OGDEN—1924  
MBS-INTERMOUNTAIN

Frequency: 1430 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Interstate Bcstg. Corp.



Address.....425 25th St. Hotel Ben Lomond  
 Phone Number .....5721  
 Transmitter Location .....Kanesville  
 Air Time.....6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Avery-Knodel  
 President .....Edris Glasmann  
 General Manager.....George C. Hatch  
 Sales Prom., Comm. Mgr.....Collin W. Lowder  
 Program Director.....Doug Stringfellow  
 Publicity Director.....Bruce Thornton  
 Chief Engineer.....Wayne T. Boothe

## KOPP

OGDEN—1947—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....KOPP, Inc.  
 Address.....W. 12th St.  
 Transcription Service .....Lang-Worth  
 President.....G. Stanley Brewer  
 General Manager.....King Harmon

## KVOG

OGDEN—1948

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....United Bcstg. Co.  
 Business Address.....P. O. Box 325  
 Phone Number .....2-7535  
 Studio-Transmitter Location..1538 Gibson Ave.  
 Representative .....Biddick  
 Transcription Service .....Standard  
 Pres., Gen., Comm. Mgr.....Arch G. Webb  
 Chief Engineer.....Ronald Leavitt  
 Promotion Manager.....David B. Affleck

## KOAL

PRICE—1936

MBS-INTERMOUNTAIN—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Eastern Utah Bcstg. Co.  
 Address.....Price  
 Phone Number.....Price 200  
 Transmitter Location.....U. S. Hiway 50  
 News Service .....UP  
 Representative .....Avery-Knodel  
 Pres., Gen. Comm. Mgr.....Jack Richards  
 Sls. Prom. Mgr., Pgm. Dir.....Carl P. Wolfrom

## KCSU

PROVO—1947—ROCKY MT.-ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By..Central Utah Bcstg. Co., Inc.  
 Address.....P. O. Box 550  
 Phone Number .....2802  
 Representative .....Biddick  
 News Service .....UP  
 Co-owner, Pres., Gen. Mgr.  
     Frank A. Van Wagenen  
 Co-owner, V.P., Prom. Mgr.  
     Harold E. Van Wagenen  
 Chief Engineer.....Dallin H. Oaks

## KNEU

PROVO—1949

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mid Utah Bcstg. Co.  
 Address.....307 So. 17th W.  
 Phone Number .....4060  
 President .....Lester Taylor  
 Gen., Sta. Manager.....Garn Carter  
 Program Director.....J. D. Jones  
 Promotion Manager.....Larry Steppe  
 Chief Engineer.....Robert Brock  
 Consulting Engr.....Howard Johnson

## KOVO

PROVO—1939

MBS-INTERMOUNTAIN

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KOVO Bcstg. Co.  
 Business-Studio Address.....108 W. Center St.  
 Phone Number .....1680  
 Transmitter Location.....651 W. 16th So.  
 Air Time.....6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Avery-Knodel  
 Membership .....NARTB, BAB  
 President.....Clifton A. Tolboe  
 General-Station Mgr.....Arch L. Madsen  
 Commercial Manager.....L. H. Curtis  
 Pgm. Dir.....James H. Lawrence  
 Chief Engineer.....Lovell A. Killpack  
 Consulting Engineer.....Millard F. Garrison

## KSVC

RICHFIELD—1947

INTERMOUNTAIN

Frequency: 690 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..Sevier Valley Bcstg. Co.  
 Business Address.....690 Tower Lane  
 Phone Number .....620  
 Transmitter Location.....East on 4th South  
 Air Time .....Sunrise-Sunset  
 News Service.....UP  
 Transcription Service .....World  
 Representative .....Avery Knodel  
 President .....Homer Bandlely  
 Gen., Sta. Mgr.....Frank Peacock  
 Comm., Sales Prom. Mgr.....Art Tucker  
 Program Director.....Jesse Poulson  
 Chief Engineer.....Ralph Ross  
 Consulting Engineer.....Bill Warner

## KALL

SALT LAKE CITY—1945

MBS-INTERMOUNTAIN

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Salt Lake City Bcstg. Co.  
 Business-Studio Address.....146 S. Main St.  
 Phone Numbers .....4-3561  
 Transmitter Location.....386 W. Gregson



## EXPLORING ADVERTISING VALUES?

To get the best possible buy in the soaring Intermountain America market, check these points:

**COVERAGE?** Check KSL. Because KSL's day-night area includes 55 counties in four states (with annual retail sales of better than \$900,000,000). No other Salt Lake City station comes anywhere near matching KSL's coverage.

**RATINGS?** Check KSL. Hooper shows KSL far above the rest in Salt Lake City, with an average daytime audience larger than that of all other network stations *combined*, and a nighttime audience 39% greater than its nearest competitor.

And Benson & Benson's Diary Study proves KSL's total-area lead to be *even greater*.

**NETWORK?** Check KSL. Its network is CBS Radio.

**MERCHANDISING?** Check KSL. Its 5-person merchandising staff travels more than 50,000 miles a year, makes calls on more than 3,000 stores. Unmatched in scope and effectiveness anywhere in the Mountain West, KSL's merchandising was cited in Sponsor's Fall Facts Issue as being among the industry's best.

**PRESTIGE?** Check KSL. Its community standing and position of leadership throughout Intermountain America is unchallenged. Business Week (Sept. 1, 1951) referred to KSL as Salt Lake City's "chief radio station."

**MORAL?** Check KSL from every angle. You'll find it measures up as the biggest value — *your best buy* — in Intermountain America.



**SALT LAKE CITY**

50,000 WATTS

Represented by CBS Radio Spot Sales

# UTAH

Air Time.....6 a.m.-1 a.m.  
 News Service.....UP  
 Representative.....Avery-Knodel, Inc.  
 Pres., Gen. Mgr.....George C. Hatch  
 Sta., Comm. Mgr.....Thomas H. Anderson  
 Sales Promotion Mgr.....Jack Paige  
 Production Director.....Mel Standage  
 Program Director.....Kay Richins  
 Publicity Director.....Jack Goodman  
 Musical Director.....Earl Donaldson  
 Chief Engineer.....W. D'Orr Cozzens  
 Consltg. Engr... Haley, McKenna & Wilkinson

## K D Y L

**SALT LAKE CITY—1922  
NBC**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Intermountain Bcstg. &  
 Telev. Corp.  
 Business-Studio Address.....143 S. Main  
 Phone Number.....5-2991  
 Transmitter Location.....33rd So. & 9th W.  
 Air Time.....Unlimited  
 News Service.....INS, UP  
 Transcription Service.....Associated, Thesaurus  
 Representative.....John Blair  
 Pres.-General Mgr.....S. S. Fox  
 National Sales Dir.....Holly Meyer  
 Exec. Vice-Pres.....Easton Woolley  
 Program Director.....Emerson Smith  
 Publicity Dir.....Del Leeson  
 Chief Engineer.....John M. Baldwin  
 Consulting Engr.....George Davis

## K N A K

**SALT LAKE CITY—1945—LBS**

Frequency' 1280 Kc...Power: 10000 Watts, d.;  
 500 n.  
 Owned-Operated By...Granite District Radio  
 Bcstg. Co.  
 Business-Studio Address.....1042 So. 6th W.  
 Phone Number.....4-3685  
 Representative.....Forjoe  
 President.....Howard D. Johnson  
 Mgr., News Dir.....Thomas M. Ivory  
 Commercial Manager.....Richard I. Nicholes  
 Program Director.....Eldon Walton  
 Farm Editor.....R. M. Johnson  
 Chief Engineer.....Lyle Wahlquist

## K S L

**SALT LAKE CITY—1922—CBS**

Frequency: 1160 Kc.....Power: 50,000 Watts  
 Owned-Oper. By..Radio Service Corp. of Utah  
 Bus.-Studio Address.....10 S. Main St.  
 Phone Number.....5-4641  
 Transmitter Location.....Saltair  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP, UP

Transcription Service.....World  
 Representative.....CBS Radio Spot Sales  
 Membership.....NARTB, BAB  
 Exec. Vice Pres.....Ivor Sharp  
 General Manager.....C. Richard Evans  
 Station Manager.....Eugene M. Halliday  
 Sales Manager.....Alfred Biorge  
 Program Director.....Joseph A. Kjar  
 Promotion Manager.....Wayne Kearl  
 Chief Engineer.....Curtis Neilson  
 News Director.....Paul Royall  
 Farm Director.....Elvon Orme

## K U T A

**SALT LAKE CITY—1938—ABC**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Utah Bcstg. & Telev. Co.  
 Business-Studio Address.....29 S. State St.  
 Phone Number.....3-2737  
 Transmitter Location.....No. Salt Lake City  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Hollingbery  
 Membership.....NARTB, BAB  
 President, General Mgr.....Frank C. Carman  
 Sta. Mgr., Prog. Dir.....Ray Fadel  
 Comm. Sales Prom. Manager....John Schile  
 Pub. Dir.....Al Thomas  
 Production Director.....Harold Collipriest  
 Chief Announcer.....Warren Fletcher  
 Musical Director.....Ed Stoker  
 News Director.....Garnett Marks  
 Chief Engineer.....Wendell Bell  
 Farm Editor.....Rulon Bradley  
 Consulting Engr.....McNary & Wrathall

## K J A M

**VERNAL—1947—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Vintah Bcstg. Co.  
 Address.....120 E. Main St.  
 Phone Number.....494  
 News Service.....UP  
 Representative.....W. S. Grant  
 President.....James C. Wallentine  
 Gen. Mgr., News Dir.....Lee Walker  
 Commercial Manager.....Grant E. Parry  
 Program Director.....Buchanan Fulmore  
 Chief Engineer.....Wallace D. Raker





# VERMONT

Pop. April 1, 1952 (Est.) 396,000—Total Housing Units 122,707  
Families April 1, 1952 (Est.) 103,000—Stations in State 9

## W T S A

### BRATTLEBORO—1950—GRANITE

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Granite State Bcstg. Co.  
Address Putney Rd.  
Phone Number 1700  
Representative Bolling  
News Service UP  
President W. J. Barkley  
General Manager W. J. Rust, Jr.  
Program Director James Simmonds  
Chief Engineer Joe Rich

## W C A X

### BURLINGTON—1932—CBS

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By WCAX Bcstg. Corp.  
Bus. Studio Address 135 Main St.  
Phone Number Burlington 3-3437  
Transmitter Location Colchester  
Air Time Unlimited  
News Service UP  
Transcription Service World  
Representative Weed  
Membership NARTB, BAB  
President C. P. Hasbrook  
Sta.-Mgr. J. D. Swan  
Commercial Manager T. B. Braine  
Prog. Dir. Milton Slater  
Chief Engineer James W. Tierney  
Consulting Engr. S. T. Murtin

## W J O Y

### BURLINGTON—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Vermont Bcstg. Corp.  
Bus. Studio-Transmitter Location 633 Main St.  
Phone Number 4-5774  
Air Time 6:30 a.m.-11:25 p.m.  
Representative William G. Rambeau  
Membership NARTB, BAB  
President David W. Howe  
Sales Promotion Manager Richard Burt  
Sta. Mgr., Prog. Dir. Alfred E. Spokes  
Chief Engineer John C. Quill  
Musical Director Frank Balch

## W S K I

### MONTPELIER-BARRE—1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned By Montpelier-Barre Bcstg. Co.  
Business Address Union Mutual Bldg.  
Phone Number Montpelier 1740  
Transmitter Location Country Club Dr.  
Air Time 6 a.m.-11 p.m.  
News Service AP

Transcription Service Lang-Worth  
Representatives Borgatti, W. S. Grant  
Membership NARTB, BAB  
Pres., Gen., Comm. Mgr. C. W. Grinnell  
Program Director Robert Bannon  
Chief Engineer Gerald Marcotte  
Consulting Engineer J. Gordon Keyworth

## W H W B

### RUTLAND—1949

Frequency: 1000 Kc. Power: 1000 Watts  
Owned-Oper. By Central Vt. Bcstg. Corp.  
Address 24½ Center St.  
News Service AP  
Phone Number 3200  
Transcription Service Capitol  
Pres., Gen., Sta. Mgr. Vena M. Bates  
Treasurer Charles I. Bates  
Program Director Shirley Neilson  
Chief Engineer Willard H. Butties  
Consulting Engr. Herbert L. Wilson

## W S Y B

### RUTLAND—1930—MBS-YANKEE KBS-UNION

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By Philip Weiss Music Co.  
Bus. Studio Address 35 Washington St.  
Phone Number 1247  
Transmitter Location Door Dr.  
Air Time Unlimited  
Representative Joseph Hershey McGillvra  
Station Manager J. H. Weiss

## W W S R

### ST. ALBANS—1940—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.  
Owned-Oper. By Vermont Radio Corp.  
Business Studio Address 75 N. Main St.  
Phone Number 1390  
Transmitter Location Swanton Rd.  
Air Time daytime  
News Service UP  
Transcription Service World  
Representative Walker  
President-Gen. Mgr. Lloyd Squier  
Sta.-Comm.-Sales Prom. Mgr. Warren Marsden  
Prog.-Prod. Dir. C. Stuart Perry  
Chief Engineer Theodore Boivert

## W T W N

### ST. JOHNSBURY—1949 KEYSTONE

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Twin State Bcstrs. Inc.

## VERMONT—VIRGINIA

Address .....Concord Ave.  
 Phone Number .....2344  
 Air Time .....16½ hrs.  
 News Service .....UP  
 Transcription Service.....SESAC, Lang-Worth  
 Representative .....McGillvra  
 Membership .....NARTE  
 Pres., Gen. Mgr.....E. Dean Finney  
 Chief Engineer.....Gerald D. Johnson

### W D E V

**WATERBURY—1931—MBS**

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Lloyd E. Squier

Business-Studio Address.....Waterbury  
 Phone Number .....400-1  
 Transmitter Location.....Blush Hill  
 Air Time .....6:00 a.m.-12 M.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Walker  
 Owner, Gen.-Sta. Mgr.....Lloyd E. Squier  
 Comm. Mgr., Pgm. Dir.....Thomas L. Dodd, Jr.  
 Production Director.....Craique Parker  
 Chief Anncr.....Thomas Dodd  
 Chief Engineer .....Warren Chase

## VIRGINIA

*Pop. April 1, 1952 (Est.) 3,434,000—Total Housing Units 905,463  
 Families April 1, 1952 (Est.) 817,000—Stations in State 57*

### W P I K

**ALEXANDRIA—1945**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Potomac Bcstg. Corp.  
 Address.....Virginia Theatre Bldg.  
 Phone Number .....OVERlook 3000  
 Transmitter Location.....504 Telegraph Rd.  
 News Service .....AP  
 Pres., Gen., Comm. Mgr.....Carl L. Lindberg  
 Traffic Manager .....Barbara Power  
 Program Director .....Ed Hudson

News Service .....AP  
 Representative.....Donald Cooke, Inc.  
 President.....Harold H. Thoms  
 Gen., Sta., Comm. Mgr.....Howard Stanley  
 Pgm., Prod. Dir. ....Wayne Farrell  
 Chief Announcer.....Jack Ridge  
 Chief Ann., News Director.....Tom Frawley  
 Musical Director .....John Cooley  
 Chief Engineer .....Cliff Inman  
 Consulting Engrs. ....Benn. Ring

### W A R L

**ARLINGTON—1947**

Frequency: 780 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....No. Virginia Bcstrs., Inc.  
 Bus.-Studio Address.....3102 10th Road No.  
 Phone Number .....OWens 7800  
 Transmitter Location...Nr. Bailey's Crossroads  
 Air Time .....Sunrise-sunset  
 News Service .....UP  
 President .....Lou Poller  
 Treasurer .....Cy Blumenthal  
 General Manager.....Raymond W. Baker  
 Commercial Manager...William W. Jefferay  
 Program Director .....Ray Armand  
 Chief Engineer .....Stephen Hart  
 Consulting Engineer .....Russell May

### W B L T

**BEDFORD—1950—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bedford Bcstg. Co.  
 Address.....P. O. Box 406  
 Phone Number .....8245  
 News Service .....AP  
 Transcription Service .....Standard  
 Pres., Gen. Mgr., Chf. Engr...A. P. Marsh, Jr.  
 Vice-Pres., News Director.....J. E. Synan  
 Prom. Mgr., Farm Dir.....R. A. Owen  
 Program Director.....R. A. Scott, Jr.

### W E A M

**ARLINGTON—1947**

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WEAM, Inc.  
 Address .....Radio Bldg.  
 Phone Number.....OW 7100

### W K L V

**BLACKSTONE—1947—MBS**

Frequency: 1490 Kc.....Power: 250 watts  
 Owned-Oper. By.....Nottaway Bcstg. Corp.  
 Phone Number .....478  
 Transmitter Location.....Community Bldg.  
 Air Time.....6 a.m.-11 p.m.  
 News Service .....AP  
 President .....Haney Robertson  
 Gen., Sta. Mgr.....David M. Platt  
 Commercial Manager .....J. L. Manson  
 Chief Engineer .....Theodore Bonn, Jr.

**VIRGINIA**

**WCYB**

**BRISTOL—1946**

Frequency: 690 Kc. . . . . Power: 10,000 Watts d.  
 Owned-Oper. By . . . . . Appalachian Bcstg. Corp.  
 Address . . . . . Front & Cumberland Sts.  
 Phone Number . . . . . North 3560  
 Transmitter Location . . . . . N. E. of Bristol  
 Air Time . . . . . Daytime  
 News Service . . . . . AP, UP  
 Membership . . . . . NARTB, BAB  
 Vice Pres., Treas., Gen. Mgr. . . . . Robert H. Smith  
 Pres., Sales Mgr. . . . . J. Fey Rogers

**WFHG**

**BRISTOL—1947—MBS**

Frequency: 980 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Bristol Bcstg. Co.  
 Address . . . . . Hotel Bristol  
 Phone Number . . . . . 3620  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 General Manager . . . . . Willam L. Mininger  
 Commercial Manager . . . . . Jack Martin  
 Program, News Director . . . . . Rex Ramey  
 Chief Engineer . . . . . John Hughlett

**WCHV**

**CHARLOTTESVILLE—1933—ABC**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Barham & Barham  
 Bus.-Studio-Transmitter Address . . . . . Rose Hill St.  
 Phone Number . . . . . 2-5121  
 Air Time . . . . . 6 a.m.-12:15 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Joseph Hershey McGillvra  
 Pres., Gen. Mgr. . . . . Charles Barham, Jr.  
 Commercial Manager . . . . . Robert C. Walker  
 Pgm., Prod., Publ. Dir. . . . . Bud Sketchley, Jr.  
 Promotion Manager . . . . . Charles Smith  
 Chief Engineer . . . . . Walter W. Gray  
 Consulting Engr. . . . . Ring & Co.

**WINA**

**CHARLOTTESVILLE—1949**

**LIBERTY**

Frequency: 1280 Kc. . . . . Power: 1000 Watts, d.  
 Owned-Oper. By . . . . . Charlottesville Bcstg. Corp.  
 Address . . . . . 4th & Main Sts.  
 Phone Number . . . . . 2-6177  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Pres., Gen., Comm. Mgr. . . . . Thos. W. Carruthers  
 Pgm. Dir., Sta. Mgr. . . . . Charles W. Freeman  
 Chief Engineer . . . . . Lawrence Kennedy

**WCFV**

**CLIFTON FORGE—1950—MBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Clifton Forge Bcstg. Corp.  
 Address . . . . . P. O. Box 214  
 Phone Number . . . . . 2147  
 Transcription Service . . . . . Standard, SESAC  
 News Service . . . . . AP  
 Pres., Gen., Sta. Mgr. . . . . John H. Wilson  
 Commercial Manager . . . . . Walter DePuy  
 Program Director . . . . . Donald J. Tucker  
 Chief Engineer . . . . . John H. Wilson

**WKEY**

**COVINGTON—1941—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Earl M. Key  
 Business Address . . . . . Main St. at Bridge  
 Phone Number . . . . . 8351  
 Transmitter Location . . . . . Fairlawn  
 Air Time . . . . . 7 a.m.-11:15 p.m.  
 News Service . . . . . UP  
 Representative . . . . . Devney  
 Transcription Service . . . . . Thesaurus  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Earl M. Key  
 Commercial Mgr. . . . . Kenneth L. Bryant  
 Program Director . . . . . John Lee Davis  
 Chief Engineer . . . . . Clinton J. Lewis

**WSVS**

**CREWE—1947**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . So. Virginia Bcstg. Corp.  
 Business Address . . . . . 117 Carter St.  
 Phone Number . . . . . Crewe 5000  
 Transmitter Location . . . . . Crewe  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President . . . . . Calvin S. Willis  
 General Manager . . . . . John E. Sadler  
 Commercial Manager . . . . . Brown Hoffer  
 News, Pub. Dir. . . . . Fred Oginz  
 Prod. Director . . . . . Don Greene  
 Chief Engineer . . . . . Everett Wilson

**WCVA**

**CULPEPER—1949—KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Culpeper Bcstg. Co.  
 Address . . . . . Hendricks Ave.  
 Phone Number . . . . . 8338  
 Transmitter Location . . . . . Hendricks Ave.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 President . . . . . Ira C. Hopkins  
 Gen., Comm. Mgr. . . . . John T. Rogers  
 Program Director . . . . . Woody Powell  
 Chief Engineer . . . . . Robert Delaney



VIRGINIA

**W B T M**

DANVILLE—1931—ABC

Frequency: 1330 Kc. . . . Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By . . . Piedmont Bcstg. Corp.  
Bus.-Studio Address . . . Hotel Danville Bldg.  
Phone Number . . . . . 2350  
Transmitter Location . . . . . Mt. Cross Rd.  
Air Time . . . . . 6:25 a.m.-12 M.  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . George P. Hollingsbery  
Membership . . . . . NARTB  
President . . . . . L. N. Dibrell  
General Manager . . . . . Edward G. Gardner  
Comm. Mgr. . . . . E. M. Hurd  
Program Director . . . . . Milton Adams  
Prod., Pub. Dir. . . . . John Parker  
Chf. Ann., News Director . . . William Howard  
Musical Director . . . . . Harry W. Spencer  
Chief Engineer . . . . . Lyle C. Motley  
Consulting Engr. . . . . George Davis

**W D V A**

DANVILLE—1947—MBS

Frequency: 1250 Kc. . . . Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By . . . Va. Carolina Bcstg. Corp.  
Address . . . . . American Natl. Bank Bldg.  
Phone Number . . . . . 5300  
Transmitter Location . . . . . Martinsville Rd.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Associated  
Representative . . . . . Burn-Smith  
Membership . . . . . NARTB, BAB  
President . . . . . J. D. Pruitt  
General Manager . . . . . Emerson J. Pryor  
Commercial Mgr. . . . . Stover Morris, Jr.  
Prog.-Prod. Director . . . . . Richard Campbell  
Publicity Director . . . . . Earl Stagner  
Chief Engineer . . . . . Rush Sawyers  
Consulting Engrs. . . . . McNary & Wrathall

**W F A X**

FALLS CHURCH—1948

Frequency: 1220 Kc. . . . Power: 250 Watts d.  
Owned-Operated By . . . Lamar A. Newcomb  
Address . . . . . Box L  
Phone Number . . . . . 0900  
Transmitter Location . . . . . Seven Corners  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Pres., Gen. Mgr. . . . . Lamar A. Newcomb  
Commercial Manager . . . . . Bill Belton  
Program Director . . . . . Genevieve Newcomb  
Chief Engineer . . . . . Emmett Murphy

**W F L O**

FARMVILLE—1947

Frequency: 870 Kc. . . . Power: 1000 Watts d.  
Owned-Operated By . . . . Colonial Bcstg. Co.  
Business Address . . . . 118 W. Third St.  
Phone Number . . . . . 870  
Transmitter Location . . . . Cumberland Rd.  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Representative . . . . . Clark  
General Manager . . . . . Carla B. Keys  
Station Manager . . . . . Charles R. Maillet  
Program Director . . . . . John D. Wilson  
Chief Engineer . . . . . Charles K. Chrismon

**W F V A**

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc. . . . Power: 250 Watts  
Owned-Oper. By . . . Fredericksburg Bcstg. Corp.  
Business Address . . . . . P. O. Box 269  
Phone Number . . . . . 1261  
Studio-Transmitter Location . . . King's Hwy.  
Transcription Service . . . . . Lang-Worth  
Manager . . . . . Walter F. Harris, Jr.  
Chief Engineer . . . . . Charles J. Hinkle

**W F T R**

FRONT ROYAL—1948—MBS

Owned-Oper. By . . . . Sky Park Bcstg. Corp.  
Address . . . . . P. O. Box 192  
Phone Number . . . . . 750  
News Service . . . . . UP  
President . . . . . Thomas J. Owens  
Gen. Comm. Mgr. . . . . Kenneth Gordon  
Program, News Director . . . . Tom Gibson  
Chief Engineer . . . . . Claude F. Jones  
News Director . . . . . Claude Jones

**W B O B**

GALAX—1947—MBS—KBS

Frequency: 1400 Kc. . . . Power: 250 Watts  
Owned-Oper. By . . . Carroll-Grayson Bcstg. Corp.  
Address . . . . . Poplar Knob Rd.  
Phone Number . . . . . 2921  
Air Time . . . . . 6 a.m.-11:30 p.m.  
News Service . . . . . AP  
Membership . . . . . NARTB  
President . . . . . Robert V. Morris  
Gen., Comm. Manager . . . . Joseph P. Crockett  
Program Director . . . . . Muriel Bell  
Prod. Dir. . . . . Jewell Cullop  
Chief Announcer . . . . . Dick Perry  
Chief Engineer, Farm Editor. W. Edward Boyer

**W V E C**

HAMPTON—1948—KBS

LIBERTY

Frequency: 1490 Kc. . . . Power: 250 Watts d.  
Owned-Operated By . . . . Peninsula Bcstg. Co.

# VIRGINIA

Business Address..... P. O. Box 481  
 Phone Number.....6332  
 Studio-Trans. Address.....Hampton Ave.  
 Air Time .....6:00 a.m.-12:05 p.m.  
 News Service.....AP  
 Transcription Service.....Associated  
 Membership.....NARTB, BAB  
 President.....Thomas P. Chisman  
 Gen., Sta. Mgr.....Harrol A. Brauer, Jr.  
 Comm. Manager.....Charles L. Coker, Jr.  
 Pgm., Prod. Dir.....L. W. Kliever  
 Chief Engineer.....James E. Swafford  
 Consulting Engineer.....Lynne Smeby

## W S V A

### HARRISONBURG—1935—NBC

Frequency: 550 Kc.....Power: 1000 Watts  
 Owner-Oper...Shenandoah Valley Bcstg. Corp.  
 Business-Studio Address.....Rawley Pike  
 Phone Numbers.....550, 875  
 Air Time .....6 a.m.-M.  
 News Service.....UP  
 Representative.....Devney & Co.  
 Membership.....NARTB, BAB  
 President.....Frederick L. Allman  
 Sales Prom., Comm. Mgr...Robert B. Harrington  
 Program Director.....Richard H. Johnson  
 Chief Anncr., Prod. Dir....Charles McGinley  
 Chief Engineer.....Warren L. Braun

## W H A P

### HOPEWELL—1949—LBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...The Hopewell Bcstg. Co.  
 Business Address.....P. O. 621  
 Phone Number.....801  
 Studio-Trans. Location..City Point & River Rds.  
 Air Time .....7 a.m.-11:07 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Donald S. Cook  
 President.....Augustus Robbins, Jr.  
 Gen. Comm. Mgr.....Charles M. Mark  
 Pgm. Dir., Chief Anncr.....Johnny Mercer  
 Chief Engineer.....Robert E. Anthony, Jr.

## W R E L

### LEXINGTON—1948—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Rockbridge Bcstg. Co.  
 Business-Studio Address.....24 S. Main St.  
 Phone Number.....Lexington 6000  
 Transmitter Location..Rt. 11, One Mi. No. City  
 News Service.....AP  
 Representative.....Donald Cooke  
 Transcription Service.....Capitol  
 President.....Marshall L. Wilmer  
 General Manager.....Milton B. Henson  
 Production Director.....Andrew Petersen  
 Chief Engineer.....James I. Bray, Jr.

## W L V A

### LYNCHBURG—1930—ABC

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Lynchburg Bcstg. Corp.  
 Address.....925 Church St.  
 Phone Number.....2-1242  
 Transmitter Location.....Bedford County  
 Air Time .....6:00 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....George P. Hollingsbery  
 Membership.....NARTB, BAB  
 President.....Edward A. Allen  
 Gen., Sta. Manager.....Philip P. Allen  
 Commercial Manager...Joseph F. Wright, Jr.  
 Prog. Publ. Dir.....Warren Uttal  
 Chief Anncr., News Dir.....Wayne Tyler  
 Chief Engineer.....John T. Orth  
 Form Editor.....Eric Lund  
 Consulting Engr....Craven, Lohnes & Culver

## W W O D

### LYNCHBURG—1947—MBS

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Old Dominion Bcstg. Corp.  
 Address.....First Natl. Bank Bldg.  
 Phone Number.....2-3441  
 Transmitter Location.....Boonsboro Rd.  
 Air Time .....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....World, Thesaurus  
 Representative.....Walker  
 Membership.....NARTB, BAB  
 President.....David Hugh Dillard  
 V.P.-General Manager.....Jack Weldon  
 Commercial Manager...Norman T. Simpson  
 Prog.-Pub. Director.....Don Jarvis  
 Chief Engineer.....Forest J. Pinkerton  
 Consulting Engr.....Gautney & Ray

## W M E V

### MARION—1948—LIBERTY

Frequency: 1010 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..Mountain Empire Bcstg. Corp.  
 Address.....Park Boulevard  
 Phone Number.....9001  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Cooke  
 Membership.....NARTB, BAB  
 President.....L. Preston Collins  
 Gen.-Comm. Mgr.....Robert C. Wolfenden  
 Pgm. Dir.....Mrs. R. C. Wolfenden  
 News Dir., Chief Anncr.....Bob Kent  
 Chief Engineer.....Edward Surface  
 Consulting Engr...Phil Hedrick, O. K. Garland

## W M V A

### MARTINSVILLE—1940—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By..Martinsville Bcstg. Co., Inc.

# VIRGINIA

Address . . . . . Chatham Heights  
 Phone Number . . . . . Virginia 2152  
 News Service . . . . . AP  
 President . . . . . William C. Barnes  
 General Manager . . . . . John W. Shultz  
 Comm.-Sls. Prom. Mgr. . . . . Charles F. Adams  
 Program Director . . . . . Barbara Zimmerman  
 News Director . . . . . Maynard Dillaber  
 Musical Director . . . . . Paul E. Zimmerman  
 Chief Engineer . . . . . Dewey W. Muse

## WGH

### NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . Hampton Roads Bcstg. Corp.  
 Bus.-Studio Address . . . . . 500 Portlock Bldg.  
 Phone Number . . . . . Norfolk-2-7031  
 Transmitter Location . . . . . Military Hiway  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Free & Peters  
 Membership . . . . . NARTB, BAB  
 President . . . . . Raymond B. Bottom  
 Gen.-Sta. Manager . . . . . Edward E. Bishop  
 Comm. Mgr. . . . . Edward E. Edgar  
 Prod., Prog. Director . . . . . Robert J. McBride  
 Publicity Director . . . . . Bill Rhyme  
 News Dir. . . . . G. Edward Travis  
 Chief Engineer . . . . . Alois Braun

## WHYU

### NEWPORT NEWS—1947

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . Eastern Bcstg. Corp.  
 Business-Studio Address . . . . . 114 W. 24th St.  
 Phone Number . . . . . 3-1632  
 Trans. Loca. . . . . Respass Beach, Churchland  
 Air Time . . . . . daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 President . . . . . John Doley  
 Sta. Mgr. . . . . Frederic F. Clair  
 Program Dir. . . . . Tom Bradshaw, Jr.  
 Chief Engineer . . . . . Percy C. Magoun

## WCAV

### NORFOLK—1947

Frequency: 850 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . Cavalier Bcstg. Corp.  
 Bus.-Studio Address . . . . . Helena Bldg.  
 Phone Number . . . . . 2-3266  
 Transmitter Location . . . . . W. Norfolk  
 News Service . . . . . UP  
 Representative . . . . . Indie Sales, Inc.  
 Membership . . . . . BAB  
 President . . . . . Joseph Light  
 General Manager . . . . . Graeme W. Zimmer  
 Commercial Manager . . . . . Robert Rodgers  
 Program Director . . . . . Ray Penner  
 Prod. Dir., Chief Ann. . . . . Joe Guidi  
 News Director . . . . . Bill Neal  
 Chief Engineer . . . . . W. M. Manrov  
 Consulting Engineer . . . . . McIntosh & Inglis

## WLOW

### NORFOLK—1946—

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Commonwealth Bcstg. Corp.  
 Bus.-Studio Addr. . . . . 21st & Manteo Sts.  
 Phone Number . . . . . 4-5678  
 Transmitter Location . . . . . Columbus Circle,  
 Portsmouth  
 Air Time . . . . . 24 hrs. daily  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Forjoe  
 V.P. Gen. Mgr. . . . . Robert E. Wasdon  
 Commercial Manager . . . . . Joseph B. Matthews  
 Program Director . . . . . Robert Drepperd  
 Tech. Dir., Chf. Engr. . . . . Jack Siegel  
 Consulting Engineer . . . . . John Creutz

## WNOR

### NORFOLK—1949

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Norfolk Bcstg. Co.  
 Address . . . . . 1019 Boissevain Ave.  
 Phone Number . . . . . 27071  
 Air Time . . . . . 24 hrs.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 President . . . . . Louis H. Peterson  
 Gen., Sta., Comm. Mgr. . . . . Earl Harper  
 Sales Prom. Mgr., Pgm., Prod., Publ. Dir. . . . .  
 Jack Black  
 Musical Director . . . . . Paul Hennings  
 News Dir., Chief Engineer . . . . . Howard Sheets  
 Consulting Engr. . . . . Craven, Lohnes & Culver

## WTAR

### NORFOLK—1923—NBC

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WTAR Radio Corp.  
 Bus.-Studio Address . . . . . 720 Boush St.  
 Phone Number . . . . . 56711  
 Transmitter Location . . . . . Glen Rock  
 Air Time . . . . . 19 hrs.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Edward Petry  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . Campbell Arnoux  
 Commercial Manager . . . . . Robert M. Lambe  
 Sales Promotion Director . . . . . Fred Lowe  
 Program Director . . . . . Joel Carlson  
 Chief Announcer . . . . . Blair Eubanks  
 News Director . . . . . Gilbert McLeod  
 Chief Engineer . . . . . Dick Lindell  
 Consulting Engr. . . . . Jansky & Bailey

## WNVA

### NORTON—1946—MBS-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Blanfox Radio Co., Inc.



# VIRGINIA

Bus.-Studio Address...Coalfield Progress Bldg.  
 Phone Number .....700  
 Transmitter Location .....Josephine  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 President .....Richard B. Helms  
 Gen., Prom. Manager .....Jack T. Helms  
 Comm. Mgr., Pgm. Dir. ....Bill Holland  
 Chief Engineer .....Gene Thommerdahl

## W J M A

**ORANGE—1949—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By..James Madison Bcstg. Corp.  
 Address .....Rt. 15, Orange  
 Phone Number .....7263  
 Air Time .....5:55 a.m.-10:05 p.m.  
 News Service .....UP  
 Transcription Service .....SESAC  
 President .....W. A. Sherman, Jr.  
 Gen.-Comm. Mgr.....A. C. Livick, Jr.  
 Asst. Manager .....Alfred W. Walthall  
 Chief Engineer .....Joseph Trivette  
 Consulting Engineer.....Warren Brown

## W S S V

**PETERSBURG—1945—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By...Southside Virginia Bcstg.  
 Corp.  
 Business-Studio Address.....112 W. Tabb St.  
 Phone Number .....3881-2  
 Transmitter Location .....Lieutenant Run  
 Air Time .....6:30 a.m.-M.  
 News Service .....AP  
 Transcription Service .....Capitol  
 Membership .....NARTB  
 President .....Louis H. Peterson  
 Station Manager .....Ray L. Moss  
 Commercial Manager.....James H. Smith  
 Program Director .....N. W. Andrews  
 Production Director.....Donald E. Ruggles  
 Chief Engineer .....Edward F. Schwarz

## W S A P

**PORTSMOUTH—1943—MBS**

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned-Oper. By....Portsmouth Radio Corp.  
 Bus.-Studio Address...205 Professional Bldg.  
 Phone Number .....7-3488  
 Transmitter Location .....Crane Island  
 Air Time .....6:00 a.m.-1 a.m.  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative .....Burn-Smith  
 President .....Tom E. Gilman  
 Gen.-Sta.-Comm. Mgr.....Jack Norfleet  
 Pgm.-Prod. Dir.....David Nelson  
 Chief Engineer .....John Brigman  
 Consulting Engr.....George Davis

## W P U V

**PULASKI—1946—MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southwest Bcstg. Corp.  
 Address .....Dora Highway  
 Phone Number .....3-3931  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Sears & Ayer  
 Pres., Gen. Mgr.....Mason C. Deaver  
 Vice-Pres.....Maruma R. Deaver  
 Program Director.....Richard Parker  
 Chief Engineer.....John A. Columbus

## W R A D

**RADFORD—1950**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Rollins Bcstg., Inc.  
 Phone Number .....2461  
 Transcription Service .....Thesaurus  
 News Service .....AP  
 President .....John W. Rollins  
 Gen., Sta., Comm. Mgr.....Wendell H. Siler  
 Program Director.....Alfred L. Mills  
 Chief Engineer.....Fitzgerald McDaniel

## W R I C

**RICHLANDS—1951**

Frequency: 1050 Kc.....Power: 100 Watts d.  
 Owned-Oper. By...Clinch Valley Bcstg. Corp.  
 Address .....Box 218  
 Phone Number .....450  
 Transcription Service.....Thesaurus, SESAC  
 President .....J. Powell Royal, Jr.  
 Secy.-Treas., Chf. Engr....Max M. Blakemore  
 Vice-Pres. ....Jess White  
 Comm., Prom. Mgr.....Joe J. Webb  
 Pgm., News Director.....Douglas E. Smith

## W A N T

**RICHMOND—1951**

Frequency: 990 Kc.....Power: 1000 Watts  
 Owned-Oper. By..United Bcstg. Co. of Virginia  
 Address .....513 E. Main St.  
 Phone Number .....38358  
 Transmitter Location .....Belle Isle  
 News Service .....INS  
 President .....Richard Eaton  
 General Manager .....Glen A. Harmon  
 Promotion Manager.....Phyllis Johnson  
 Chief Engineer.....Silas Bell

## W L E E

**RICHMOND—1945—MBS**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Lee Bcstg. Corp.

# VIRGINIA

Bus.-Studio Address.....Broad-Grace Arcade  
 Phone Number .....3-6741  
 Transmitter Location.....W. Broad St. Rd. &  
 Horsepen Rd.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Forjoe  
 President.....Thomas G. Tinsley, Jr.  
 Sta., Gen.-Comm. Mgr.....Irvin G. Abeloff  
 Program Director.....Harvey Hudson  
 Chief Engineer.....George W. McGuigan, Jr.  
 Consulting Engineer.....Millard Garrison

## W M B G

**RICHMOND—1926—NBC**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Havens & Martin, Inc.  
 Bus.-Studio Address.....3301 W. Broad St.,  
 P. O. Box 5229  
 Phone Number.....5-8611  
 Transmitter Location.....Staples Mill Rd.  
 Air Time.....6 a.m.-12:30 a.m.  
 News Service.....Transradio  
 Representative.....John Blair  
 Pres., Gen.-Sta. Mgr.....Wilbur M. Havens  
 Commercial Manager....Walter A. Bowry, Jr.

Prog.-Prod. Dir.....Jack Lewis  
 Chief Engineer.....James Kyle

## WRNL

**RICHMOND—1937—ABC**

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Oper. By..Richmond Newspapers, Inc.  
 Business-Studio Address..107-111 N. Fourth St.  
 Phone Number.....3-3436  
 Transmitter Location.....Wilkinson Rd.  
 Air Time.....5:30 a.m.-1 a.m.; 7 a.m. Sun.  
 News Service.....AP  
 Transcription Service....Standard, Thesaurus  
 Representative.....Edward Petry  
 Membership.....NARTB, BAB  
 President.....D. Tennant Bryan  
 Station Manager.....E. S. Whitlock  
 Program Director.....Don Martin  
 Chief Engineer.....Vincent Wolstenholme  
 Consulting Engineers.....Jansky & Bailey

## WRVA

**RICHMOND—1925—CBS**

Frequency: 1140 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Larus & Brother Co.

**THE  
BEST  
BUY  
FOR  
YOU  
IN  
'52-  
WRNL**



# In Richmond, Virginia, There's More **SELL** on **WRNL**!

Here's your sure-fire selling formula for fifty-two! First, take an outstanding market (Richmond, Va.) — then pour on some good Radio Advertising — be sure to get complete coverage (WRNL, of course.) Yes, WRNL gives you a ready-to-buy audience with the WRNL listening habit!

**910 KC 5 KW  
ABC AFFILIATE  
RICHMOND  
VIRGINIA**

# WRNL

**NATIONAL  
REPRESENTATIVES  
EDWARD PETRY  
& COMPANY, INC.**

# VIRGINIA

Business Address.....Hotel Richmond  
 Phone Number.....3-6633  
 Transmitter Location.....Edgeworth  
 News Service.....UP  
 Transcription Service.....World, Lang-Worth  
 Representative.....Radio Sales  
 Membership.....NAB  
 General Manager.....C. T. Lucy  
 Commercial Manager.....Barron Howard  
 Promotion Manager.....Jack Stone  
 Sales Manager.....James D. Clark  
 Program Service Mgr.....Samuel S. Carey  
 Production Manager.....John B. Tansey  
 Public Relation Dir.....Walter R. Bishop  
 Chief Engineer.....David C. Woods

Bus.-Studio Address..600 Mountain Trust Bldg.  
 Phone Number.....3-4444  
 Transmitter Location...Cleveland Ave., S.W.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Burn-Smith  
 Membership.....NAB, BAB  
 President.....Leo F. Henebry  
 Gen.-Sta.-Comm. Mgr.....Frank E. Koehler  
 Asst. Mgr.-Prog.-Prod. Dir...Gordon R. Phillips  
 Chief Engineer.....Frank A. Hall

## W X G I

RICHMOND—1947

Frequency: 950 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Virginia, Inc.  
 Bus.-Studio Address.....100 W. Franklin St.  
 Phone Number.....7-4684  
 Transmitter Location.....German Town Rd.  
 Air Time.....5:30 a.m.-Sunset  
 News Service.....AP  
 Representative.....Indie Sales  
 President.....Douglas H. Robertson  
 Gen., Sta., Comm. Mgr.....David M. Wilburn  
 Sales Prom. Mgr.....Morris T. Longo  
 Program Director.....John Stinson  
 Production Director.....Jack Tucker  
 Chief Engineer.....Walter Seldon

## W D B J

ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Times-World Corp.  
 Address.....124 W. Kirk Ave.  
 Phone Number.....8131  
 Transmitter Location.....Colonial Ave.  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Free and Peters, Inc.  
 Membership.....NARTB, BAB  
 President.....J. P. Fishburn  
 President of Times-World Corporation  
 General Manager.....Ray P. Jordan  
 Commercial Manager.....John W. Harkrader  
 Program Director.....Paul E. Reynolds  
 Production Director.....Charles A. Ballou  
 Publicity Director.....Benton B. Boggs  
 Chief Engineer.....J. Edward Newman  
 Consulting Engineer.....George Davis

## W R O V

ROANOKE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Roanoke, Inc.

## W S L S

ROANOKE—1940—NBC

Frequency: 610 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Roanoke Bcstg. Corp.  
 Business-Studio Address...Shenandoah Bldg.  
 Phone Number.....9227  
 Transmitter Location.....2 Mi. N. of Salem &  
 6.5 Mi. N.W. of Roanoke  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service...Thesaurus, Associated  
 Representative.....Avery-Knodel  
 Membership.....NARTB, BAB  
 President.....Paul C. Buford  
 Exec. Vice President.....James H. Moore  
 Chief Engineer.....J. P. Briggs  
 Pgm. Dir., Prom. Mgr.....Bill Ashworth  
 Consulting Engineer.....George Davis

## W H L F

SOUTH BOSTON—1947—KBS—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Halifax Bcstg. Co.  
 Address.....Webster St.  
 Phone Number.....2-9988  
 News Service.....AP  
 Transcription Service.....Capitol, World  
 Gen.-Sta.-Comm. Mgr.....John L. Cole, Jr.  
 Pgm., Prod., Publ., Mus. Dir., Ella L. Poindexter  
 Chief Engineer.....David O. Guthrie

## W T O N

STAUNTON—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Charles P. Blackley  
 Business-Studio Address.....Morrison Bldg.  
 Phone Number.....5-5555  
 Transmitter Location.....U. S. Route 250  
 Air Time.....17½ hrs.  
 News Service.....AP  
 Transcription Service...Associated, Thesaurus  
 Membership.....NARTB  
 General-Station Mgr.....Charles P. Blackley  
 Comm.-Sales Prom. Mgr.....Charles F. Seebeck  
 Prog.-Prod. Dir.-Chief Anncr....Fulton A. King  
 Chief Engineer.....Rex C. Houser



## VIRGINIA

### W L P M

**SUFFOLK—1940—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Suffolk Bcstg. Corp.  
 Business-Studio Address.....Radio Bldg.  
 Phone Number.....2394  
 Transmitter Location.....Richmond Hiway  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....RCA  
 Representative.....Sears & Ayer  
 Pres., Gen. Manager.....Fred L. Hart  
 News Director.....Earl Hundley  
 Production Director.....Helen Buffkin  
 Publicity Director.....Lee Williams  
 Chief Engineer.....Veryl W. Rupp

### W N N T

**WARSAW—1949**

Frequency: 690 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....No. Neck & Tidewater  
 Bcstg. Co.  
 Address.....Warsaw  
 Phone Number.....690  
 News Service.....UP  
 Transcription Service.....Standard  
 Pres.-Gen. Mgr.....Grayson Headley  
 Commercial Manager.....William Redd

Program Director.....Charles E. Springer  
 Chief Engineer.....James L. Bittner

### W A Y B

**WAYNESBORO—1947—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Waynesboro Bcstg. Corp.  
 Address.....526 Main St.  
 Phone Number.....6066  
 Air Time.....6:30 a.m.-11:15 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB  
 Representative.....Cooke  
 President.....Judson T. Phillips  
 Gen., Sta., Comm. Mgr.....N. Wilbur Kidd  
 Program Director.....Richard A. Rhodes  
 Chief Engineer.....Donald D. Curtis

### W I N C

**WINCHESTER—1941—NBC-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Richard Field Lewis, Jr.  
 Business Address.....Box 605  
 Phone Number.....4855  
 Studio-Transmitter Location.....Winchester  
 Air Time.....6 a.m.-11:30 p.m.  
 News Service.....UP

## AP SELLS

For Stations and Sponsors—

**For instance . . . WBTM**

“AP service pays its way for us. We carry 56 Associated Press news shows each week, every one sponsored. Biggest sponsor is the First National Bank with a daily 15 minute AP program. They’ve had this show for 10 solid years. In surveys it pulls an astounding 72% share of audience. Nearest competition has 22%. No wonder AP news sells itself! Year after year it provides us with a steady source of income. In the past 10 years we calculate AP has been responsible for 15% of our local income.”

EDWARD G. GARDNER,  
 General Manager,  
 WBTM, Danville, Virginia

## VIRGINIA—WASHINGTON

Transcription Service ..... Associated  
 President... Richard Field Lewis, Jr. (Licensee)  
 Prom. Mgr., Pgm., Prod. Dir..... John Morgan  
 Gen., Sta., Comm. Mgr..... Winslow Porter  
 Chief Engineer..... Phil Whitney

Address..... P. O. Box 452  
 Phone Number ..... 840-1-2  
 Air Time ..... Daylight  
 News Service ..... UP  
 Membership ..... NARTB, BAB  
 Transcription Service.... Lang-Worth, Capitol  
 Owner..... A. M. Gates  
 General Manager..... A. M. Gates, Jr.  
 Commercial Manager..... Sidney Tear  
 Chief Engineer..... Luther Norris

### WYVE

**WYTHEVILLE—1949—KBS**

Frequency: 1280 Kc....Power: 1000 Watts d.  
 Owned-Oper. By....Wythe County Bcstg. Co.

# WASHINGTON

*Pop. April 1, 1952 (Est.) 2,497,000—Total Housing Units 814,874  
 Families April 1, 1952 (Est.) 788,000—Stations in State 53*

### K B K W

**ABERDEEN—1949—LBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KBKW, Inc.  
 Address . . . 701 E. Heron St., Aberdeen, Wash.  
 Phone Number ..... 1015, 1016  
 Transmitter Location ..... 701 E. Heron St.  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Trans. Serv. .... Associated, World  
 Representative... Art Moore, Joseph McGilvra  
 Membership ..... NARTB, BAB  
 President..... Archie Taft, Jr.  
 Gen., Sta. Mgr..... Don. G. Bennett  
 Commercial Manager..... Ralph Peyton  
 Sales Prom. Mgr..... Alex Johnson  
 Program Director..... Dorothy Langren  
 Production Director..... Evelyn Rodrigue  
 Consulting, Chief Engr..... Richard Pooley

### K X R O

**ABERDEEN—1927—MBS—DON LEE  
 KBS**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By ..... XKRO, Inc.  
 Address ..... 207½ E. Market St.  
 Phone Number ..... Aberdeen 4098  
 Transmitter Location ..... 1308 Coolidge Rd.  
 Air Time ..... 7 a.m.-11:15 p.m.  
 News Service ..... UP  
 Representative ..... W. S. Grant Co.  
 Membership ..... NARTB, BAB  
 President..... Harry R. Spence  
 Sta., Gen. Mgr..... Fred G. Goddard  
 Comm., Sales Prom. Mgr..... Roy Johnson  
 Pgm., Prod. Dir..... Stanley Craft  
 Chief Announcer..... William L. Fox  
 News Director ..... William P. Koski  
 Musical Director..... Lawrence P. Roberts  
 Chief Engineer ..... Philip True  
 Consulting Engineer ..... J. B. Hatfield

### K P U G

**BELLINGHAM—1948—MBS-KBS**

Frequency: 1170 Kc.....Power: 1000 Watts  
 Owned-Operated By..... KPUG, Inc.  
 Business Address..... P. O. Box: 655  
 Telephone ..... 6200  
 News Service ..... UP  
 Representative ..... Cooke  
 President ..... Jessica L. Longston  
 General Manager..... Robert E. Pollack  
 Comm., Prom. Mgr..... James Hamstreet  
 Program Director..... Verle Jones, Jr.  
 News Director ..... John Dimeo  
 Chief Engineer..... Donald R. Pinney

### K V O S

**BELLINGHAM—1927—ABC**

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By..... KVOS, Inc.  
 Bus.-Studio Address..... 1321 Commercial St.  
 Phone Number ..... Bellingham 790  
 Transmitter Location..... Yew St.  
 News Service ..... UP  
 Transcription Service ..... MacGregor, World  
 Representative ..... Meeker  
 President, General Mgr..... Rogan Jones  
 Sta., Comm., Prom. Dir..... Jack Clarke  
 Sports Director ..... Haines Fay  
 Chief Engineer..... Ernest Harper  
 News Director ..... Bert Jackson

### K B R O

**BREMERTON—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..... Bruce Bartley  
 Address..... 205 Washington Ave.  
 Phone Number ..... 3-5095  
 Transmitter Location ..... 205 Washington Ave.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative.... John Keating, Bruce Bartley  
 Pres., Gen., Sta. Mgr..... Bruce Bartley

# WASHINGTON

Pgm. Dir., Chief Ann. . . . . Bob Gleason  
 Chief Engineer . . . . . Al Stewart  
 Consulting Engineer . . . . . J. B. Hatfield

## KGIB

**BREMERTON—1950**

Frequency: 1540 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Kitsap G.I. Bcstrs., Inc.  
 Address . . . . . 124 N. Callow St.  
 Phone Number . . . . . 7-3757  
 Transcription Service . . . . . Standard  
 News Service . . . . . UP  
 President . . . . . G. A. Weyland  
 General Manager . . . . . James Munro  
 Chief Engineer . . . . . Paul Crittenden

## KELA

**CENTRALIA-CHEHALIS—1937-MBS**

Frequency: 1470 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Central Bcstg. Corp.  
 Business Address . . . . . P. O. Box 720, Centralia;  
 P. O. Box 827, Chehalis  
 Phone Numbers . . . . . Centralia 6-3321,  
 Chehalis 8-3321  
 Studio Address . . . . . On Hway. 99 midway bet.  
 Centralia & Chehalis

Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . John Keating, John E. Pearson  
 Membership . . . . . NARTB, BAB  
 President . . . . . J. Elroy McCaw  
 Sec.-Treas. . . . . Mabel A. McGwinn  
 Gen., Sta. Mgr. . . . . Joe Chytil  
 Comm. Manager . . . . . Hugh J. MacPherson  
 Production Director . . . . . Wayne Killmer  
 Publicity Director . . . . . Schuyler C. Hill  
 Pgm., Mus. Director . . . . . Del Spencer  
 Chief Engineer . . . . . John L. Kelley

## KCLX

**COLFAX—1950—KBS-LBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Interstate Radio, Inc.  
 Address . . . . . P. O. Box 710  
 Phone Number . . . . . 780  
 Representative . . . . . Biddick  
 Transcription Service . . . . . SESAC  
 News Service . . . . . AP  
 President . . . . . T. R. Farrier  
 General Manager . . . . . Bert McAllister  
 Commercial Manager . . . . . Joseph E. Martin  
 Chief Engineer . . . . . H. D. Young

## KXLE

**ELLENSBURG—1946—LBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Central Washington Bcstrs.  
 Bus. Add. Trans. Loc. . . . . Box 600  
 Phone Number . . . . . 2-1488  
 Studio-Transmitter Location . . . . . West 10th

Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NARTB, BAB  
 President . . . . . Goodwin Chase, Jr.  
 Gen., Sta. Manager . . . . . Joe Kendall  
 Commercial Manager . . . . . Darrel Burns  
 Program Director . . . . . Don Bevilacqua  
 Chief Engineer . . . . . Darrel Burns

## KULE

**EPHRATA—1950**

Frequency: 1300 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Columbia Basin Bcstg. Co.  
 Phone Number . . . . . 730  
 News Service . . . . . UP  
 Pres., Manager . . . . . M. P. Monson  
 Chief Engineer . . . . . Elwood E. Eby

## KRKO

**EVERETT—1922—MBS**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . The Everett Bcstg. Co., Inc.  
 Bus. Studio-Transmitter Address . . . . . KRKO Bldg.  
 Phone Number . . . . . Cedar 1144  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, SESAC  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . NARTB, BAB  
 Pres., Gen., Sta. Mgr. . . . . William R. Taft  
 Program Director . . . . . Earl Gerdon  
 Production Director . . . . . Warren Johnson  
 Chief Engineer . . . . . Dave Foley

## KFDR

**GRAND COULEE—1950**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Carl F. Knierim  
 Address . . . . . P. O. Box 1642  
 Phone Number . . . . . 515  
 Air Time . . . . . 15 Hrs.  
 News Service . . . . . UP  
 Transcription Service . . . . . C. P. MacGregor  
 Gen., Sta. Mgr. . . . . Carl F. Knierim  
 Program Director . . . . . Patriciae A. Westerman  
 Chief Engineer . . . . . Raymond L. Groff

## KELS

**KELSO—1949—LBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . N.W. Public Services, Inc.  
 Address . . . . . P. O. Box 90  
 News Service . . . . . UP  
 Trans. Serv. . . . . Capitol, Standard  
 President . . . . . Roscoe A. Day, Jr.  
 General Manager . . . . . Claire O. Banks  
 Sales Promotion Manager . . . . . Martin Welch  
 Program Director . . . . . Lowell Gibson  
 Chief Engineer . . . . . John Holmes



## WASHINGTON

### KWIE

#### KENNEWICK—1949

Frequency: 610. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . KWIE, Inc.  
 Address . . . . . 11 S. Cascade St.  
 Phone Number . . . . . 6961  
 Transmitter Location . . . . . Perkins Rd.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Associated  
 Representative . . . . . Art Moore, Robert Meeker  
 Pres., Gen. Mgr. . . . . Harold A. Clark  
 Commercial Manager . . . . . C. J. McCredie  
 Program Director . . . . . Marvin E. Johnston  
 Production Director . . . . . Ben T. Weaver  
 Chief Engineer . . . . . C. J. McCredie  
 Farm Editor . . . . . Marvin E. Johnston  
 Consulting Engineer . . . . . A. D. Ring

### KRKL

#### KIRKLAND—1948

Frequency: 1050 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Eastside Pdcstg. Co.  
 Address Trans. Loca. . . . . Civic Center  
 Phone Number . . . . . 22-1201  
 Transcription Service . . . . . Capitol  
 Presidents . . . . . L. N. Ostrander, W. A. Chamness  
 Gen. Mgr., News Dir. . . . . Jerry McCumber  
 Commercial Manager . . . . . Bert Demers  
 Program Director . . . . . Frank Ferry  
 Chief Engineer . . . . . Jack Kerr

### KWLK

#### LONGVIEW—1938—MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Twin City Bcstg. Corp.  
 Bus.-Studio Add. Natl. Bank of Commerce Bldg.  
 Phone Number . . . . . Longview 1500  
 Transmitter Location . . . . . Ocean Beach Hwy.  
 Air Time . . . . . Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, World  
 Representative . . . . . W. S. Grant, John Keating  
 Membership . . . . . NARTB  
 President, Gen. Mgr. . . . . C. O. Chatterton  
 Commercial Manager . . . . . J. F. Carlson  
 Program Director . . . . . Ellen Hammond  
 Production Director . . . . . Bob Moran  
 Chief Engineer . . . . . Ralph Brown  
 Consulting Engineer . . . . . Harold Singleton

### KSEM

#### MOSES LAKE—1947—KBS-LBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KSEM, Inc.  
 Address . . . . . Box 276  
 Phone Number . . . . . 234  
 Transmitter Location . . . . . Capistrano Park  
 Air Time . . . . . 7 a.m.-10 p.m.

News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Donald Cooke  
 President . . . . . Jessica L. Langston  
 Gen., Sta., Comm. Mgr. . . . . Alan O. Miller  
 Program Director . . . . . Dorothy Yale  
 Chief Engineer . . . . . Roland Kissler  
 Consulting Engineer . . . . . A. H. Fisher & Sons

### KBRC

#### MOUNT VERNON—1946

Frequency: 1430 Kc. . . . . Power: 500 Watts  
 Owned-Operated By . . . . . Beckley Radio Co.  
 Bus.-Studio Add.-Trans. Loca. . . . . P. O. Box 240  
 Phone Number . . . . . 8995  
 Air Time . . . . . 6 a.m.-10 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . John Keating  
 Membership . . . . . NARTB, BAB  
 Pres., Gen., Sta. Mgr. . . . . Leo H. Beckley  
 Commercial Manager . . . . . Jack England  
 Pgm. Dir., Chief Ann. . . . . Tom Haveman  
 Chief Engineer . . . . . Walter Bjerke  
 Consulting Engineer . . . . . J. B. Hatfield

### KGY

#### OLYMPIA—1922—MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Tom Olsen  
 Address Trans. Loca. . . . . Rockway Leland Bldg.  
 Phone Number . . . . . 6636  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, SESAC  
 Representative . . . . . Grant  
 Membership . . . . . NARTB, BAB  
 General Manager . . . . . Tom Olsen  
 Sta., Comm. Mgr. . . . . Elmer J. Holmberg  
 Sales Promotion Manager . . . . . Sam Crawford  
 Pgm., Prod., Publ. Dir., Chief Ann. . . . . Don Jones  
 Chief Engineer . . . . . Charles A. Roark

### KOMW

#### OMAK—1947

Frequency: 680 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . KOMW, Inc.  
 Business-Studio Address . . . . . Box 151  
 Phone Number . . . . . 00  
 Transmitter Location . . . . . Omak  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Capitol  
 Representative . . . . . John Keating  
 Membership . . . . . NARTB, BAB  
 President . . . . . R. L. McNett  
 General Manager . . . . . Dean Nichols  
 Commercial Manager . . . . . Grover D. Allen  
 Program Director . . . . . Nola Malone  
 Chief Engineer . . . . . Kirk W. Springer

## WASHINGTON

### KPKW

**PASCO—ABC-NBC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Western Radio Corp.  
 Address Trans. Loca. . . . . Pasco  
 Phone Number . . . . . 3337  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Keating  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . V. B. Kenworthy  
 Station Manager . . . . . Ted Smith  
 Comm., Sales Prom. Mgr. . . . . Ben Roscoe  
 Chief Engr., Prod., Pgm. Dir. . . . . Walter Mott  
 Consulting Engineer . . . . . Stan Bennett

### KONP

**PORT ANGELES—1945—KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Radio Pacific, Inc.  
 Bus.-Studio-Transmitter Address. 313 W. First  
 Phone Number . . . . . 4200  
 Air Time . . . . . 6:45 a.m.-10:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . John Keating  
 Pres., General Mgr. . . . . C. N. Webster  
 Station Manager . . . . . Keith Patterson  
 Chief Engineer . . . . . Bevin Roth

### K B K H

**PULLMAN—1950**

Frequency: 1150 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Bayton & Hicks  
 Address . . . . . P. O. Box 356  
 Phone Number . . . . . 1-5251  
 News Service . . . . . UP  
 Partners . . . . . J. Ronald Bayton,  
 Maynard Hicks  
 General Manager . . . . . J. Ronald Bayton  
 Commercial Manager . . . . . John Puckett  
 Pgm. Dir., Farm Editor . . . . . Robert Concie  
 Promotion Manager . . . . . B. J. Bayton  
 Chief Engineer . . . . . Glen R. Southworth

### K P U Y

**PUYALLUP—1951**

Frequency: 1450 Kc. . . . . Power: 100 Watts  
 Owned-Operated By . . . . . Clarence E. Wilson  
 Address . . . . . 1510 Linden Drive  
 Phone Number . . . . . 5-8502  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Owner., Gen., Comm. Mgr. Clarence E. Wilson  
 Prom. Mgr., Pgm. Dir. . . . . Pete Hansen  
 Chief Engr., Farm Dir. . . . . Robert E. Vey

### K A P A

**RAYMOND—1950**

Frequency: 1340 Kc. . . . . Power: 250 Watts

Owned-Oper. By . . . . . Pacific Bcstg. Corp.  
 Address . . . . . P. O. Box 288  
 Phone Number . . . . . 1010  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Station Representative . . . . . Pearson, Keating  
 Membership . . . . . NARTB, BAB  
 President . . . . . Joe Chytil  
 Sta., Comm. Mgr. . . . . Robert C. Finley  
 Sales Promotion Manager . . . . . Dwight Smart  
 Program Director . . . . . Fred W. Hepner  
 Production Director . . . . . Pat Allen

### K X R N

**RENTON—1947**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Interlake Bcstg. Corp.  
 Address Trans. Loca. . . . . N. 7th & Park Ave.  
 Phone Number . . . . . Renton 5-3424  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Cole  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . R. S. McCaw  
 News., Publ. Dir., Prom. Mgr. . . . . Robert S. Jones  
 Commercial Manager . . . . . Thomas D. Fuller  
 Pgm., Mus. Dir., Farm Editor . . . . . F. J. Jensen  
 Chief Engr. . . . . F. C. Cook  
 Consulting Engineer . . . . . Wm. Foss

### K A L E

**RICHLAND—1950—LBS**

Frequency: 960 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Yakima Bcstg. Corp.  
 Address . . . . . P. O. Box 513  
 Phone Number . . . . . Pasco 3389  
 Representative . . . . . Pearson, Moore, Hall  
 Transcription Service . . . . . Cole  
 News Service . . . . . UP  
 Pres., Gen. Mgr. . . . . Robert S. McCaw  
 Station Manager . . . . . Arnold G. Sanborn  
 Commercial Manager . . . . . Ralph Nachtmann  
 Program Director . . . . . Robert Parnell  
 Chief Engineer . . . . . Joseph Muench  
 Consulting Engineer . . . . . J. R. Bird, Jr.

### K I N G

**SEATTLE—1927**

Frequency: 1090 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . KING Bcstg. Co.  
 Address . . . . . Smith Tower  
 Phone Number . . . . . Mutual 1090  
 Representative . . . . . Blair  
 News Service . . . . . UP  
 President . . . . . Mrs. A. Scott Bullitt  
 Exec. Vice-Pres. . . . . Henry B. Owen  
 General Manager . . . . . Otto P. Brandt  
 Commercial Manager . . . . . Robert Kilpatrick  
 Program Director . . . . . Hal Davis  
 Production Director . . . . . Hal Moen  
 Publicity Director . . . . . Mel Anderson  
 Chief Engineer . . . . . Arthur A. Shultz  
 Consulting Engineer . . . . . William Foss

## WASHINGTON

### KIRO SEATTLE—1935—CBS

Frequency: 710 Kc. Power: 50,000 Watts  
 Owned-Oper. By Queen City Bcstg. Co.  
 Business-Studio Address 66 Cobb Bldg.  
 Phone Number Seneca 1500  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Free & Peters  
 President Saul Haas  
 Sales Manager William F. Tucker  
 Program Director Kenneth Yeend  
 Publicity Director Frankie Goodwin  
 Chief Engineer James Hatfield

### KJR SEATTLE—1922—ABC

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper. By Totem Bcstrs., Inc.  
 Business-Studio Address Skinner Bldg.  
 Phone Number Elliot 5890  
 Transmitter Location 2600 26th Ave., S.W.  
 Air Time Unlimited  
 News Service AP  
 Transcription Service World  
 Representative Avery-Knodel  
 Membership NARTB, BAB  
 President Marshall Field, III  
 General-Station Mgr. J. Archie Morton  
 Publ. Dir., Sales Mgr. Mait Jordan  
 Pgm., Prod. Director Homer Pope  
 Chief Engineer Don M. Anderson  
 Consulting Engineer E. C. Page

### KOL SEATTLE—1922—LBS

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By Seattle Bcstg. Co.  
 Bus.-Studio Address Northern Life Tower  
 Phone Number MA. 2312  
 Transmitter Location 1110 W. Florida  
 Air Time 6 a.m.-M.  
 News Service UP  
 Transcription Service Capitol, World  
 Representative Forjoe  
 President Archie Taft  
 Sta., Gen. Mgr. Archie Taft, Jr.  
 Prom., Comm. Mgr. Arthur Moore  
 Pgm., Prod., Publ. Dir. Robert Harris  
 Chief Engineer Perry Lind

### KOMO SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts  
 Owned-Oper. By Fisher's Blend Station, Inc.  
 Bus.-Studio Address 100 4th Ave. No.  
 Phone Number Seneca 6000  
 Transmitter Location Vashon Island

Air Time 18 hrs.  
 News Service UP  
 Transcription Serv. Associated, Lang-Worth  
 Representative Edward Petry  
 Membership NARTB, BAB  
 President, General Mgr. O. W. Fisher  
 Commercial Manager Ray Baker  
 Mgr., Natl. Sales & Sales, Prom. Mgr. Richard E. Green  
 Program Manager W. W. Warren  
 Publicity Director Margaret Frey  
 Production Mgr. Frederick J. Patterson  
 Chief Engineer F. J. Brott  
 Consulting Engineer A. D. Ring

### KRSC SEATTLE—1926

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Operated By Radio Sales Corp.  
 Add., Trans. Loca. 2939 Fourth Ave. So.  
 Phone Number ELiot 2480  
 Air Time 5:30 a.m.-3 a.m.  
 News Service AP  
 Transcription Service Lang-Worth  
 Membership NARTB, BAB  
 President J. Elroy McCaw  
 Gen., Sta. Mgr. H. E. Riddalls  
 Commercial Manager William L. Simpson  
 News, Pgm. Dir. Ted Bell  
 Chief Engineer Les Cabe

### KTW SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Oper. By The First Presbyterian  
 Church of Seattle, Wash.  
 Add. Trans. Loca. 7th Ave. & Spring St.  
 Phone Number Mutual 1250  
 President W. T. Whitney  
 Sta., Gen. Mgr. Don Bevilacqua  
 Consulting, Chf. Engineer James S. Ross  
 Pgm., Prod. Dir. A. G. Atworth, Jr.

### KVI SEATTLE—1928—MBS-DON LEE

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Oper. By Puget Sound Bcstg. Co., Inc.  
 Business Address Camlin Hotel  
 Phone Number Seneca 4848  
 Transmitter Location Vashon Island  
 Air Time 6 a.m.-12 M.  
 News Service AP  
 Transcription Service Thesaurus  
 Representative George P. Hollingbery  
 Membership NARTB, BAB  
 Pres., Gen. Mgr. Vernice Irwin  
 Vice President Laura M. Doernbecher  
 Comm.-Sales Prom. Mgr. Earl T. Irwin  
 News, Pgm. Dir., Chief Anncr. Harry Long  
 Chief Engineer D. M. McDonough  
 Consulting Engrs. Sidor & Hollingsworth



WASHINGTON

K X A

SEATTLE—1926

Frequency: 770 Kc. Power: 1000 Watts d. Owned-Operated By... KXA, Inc. Bus. Studio Address... 312 Bigelow Bldg. Phone Number... Seneca 1000 Transmitter Location... 2nd & Union Air Time... 5 a.m.-Local Sunset News Service... AP Representative... Rambeau Membership... NARTB, BAB President... Wesley I. Dumm General Manager... Lincoln W. Miller Commercial Manager... R. G. McArdle Chief Engineer... John Dubuque

K S P O

SPOKANE—1922—LBS

Frequency: 1230 Kc. Power: 250 Watts Owned-Oper. By... Louis Wasmer Address, Trans. Loca... 526 Riverside Ave. Phone Number... Riverside 8033 News Service... UP Transcription Service... Thesaurus, SESAC Pres., Gen. Mgr... Louis Wasmer Commercial Manager... Gene Williams Pgm. Mgr... Darrel Holt Chief Engineer... E. P. Antosyn

K G A

SPOKANE—1926—ABC

Frequency: 1510 Kc. Power: 50,000 Watts Owned-Operated By... Corp. of Gonzaga U. Bus. Studio Address... Radio Central Bldg. Phone Number... MAdison 5383 Transmitter Location... Moran Prairie, Rt. 3 Air Time... 6 a.m.-12 M. News Service... UP Transcription Service... Standard Representative... Edward Petry President... Rev. Francis E. Corkery, S. J. Gen., Sta., Comm. Mgr... Harvey Wixson Pgm., Prod., Pub. Dir... Hub Warner Chief Engineer... A. G. Sparling

K H Q

SPOKANE—1922—NBC

Frequency: 590 Kc. Power: 5000 Watts Owned-Operated By... KHQ, Inc. Bus. Studio Address... Radio Central Bldg. Phone Number... MAdison 5131 Transmitter Location... 4102 So. Regal Air Time... 19 hrs. News Service... AP Transcription Service... World Representative... Katz Membership... NARTB, BAB Pres., Gen. Sta. Mgr... Richard O. Dunning

Pgm. Dir., Sales Prom. Mgr... Robert H. Wesson Chief Engineer... John Walker Consulting Engineer... George C. Davis

K N E W

SPOKANE—1947—MBS

Frequency: 790 Kc. Power: 5000 Watts Owned-Oper. By... Inland Empire Bcstg. Co. Bus. Studio Address... 511 Eagle Bldg Representative... George P. Hollingbery Pres., Gen. Mgr... Burl C. Hagadone Station Manager... C. E. Rodell Sales Manager... W. C. Rhodes Program Director... Paul Crain Chief Engineer... Vincent L. Hoffart

K R E M

SPOKANE—1947

Frequency: 970 Kc. Power: 1000 Watts Owned-Operated By... Cole E. Wylie Address... Radio Central Bldg. Phone Number... MAdison 3333 Transmitter Location... 4101 S. Regal St. News Service... AP Transcription Service... Associated Representative... Forjoe & Co. Pres., Gen., Sta. Mgr... Cole E. Wylie Commercial Manager... Robert H. Temple Program Director... William Stevens Chief Engineer... William Patterson

K X L Y

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc. Power: 5,000 Watts Owned-Operated By... Symons Bcstg. Co. Address... Television Center Phone Number... MAdison 1218 Transmitter Location... So. Regal St. Air Time... Unlimited News Service... UP Transcription Service... Lang-Worth, MacGregor Representative... Walker, PNB President... E. B. Carney Sta., Gen. Mgr... Franz Robischon Commercial Manager... B. E. Woolston Natl. Sales Mgr., Pgm. Dir... Martin Boss Chief Engineer... George Langford

K R E W

SUNNYSIDE—1950

Frequency: 1230 Kc. Power: 250 Watts Owned-Oper. By... Cole E. Wylie Address... Outlook Rd. Phone Number... 7-2277 Transcription Service... Associated News Service... AP Representative... Forjoe President... Cole E. Wylie

## WASHINGTON

Station Manager.....C. Nat Harris  
 Commercial Manager.....Clifford F. Nelson  
 Program Director.....Jean Runyon  
 Chief Engineer.....Richard M. Nicholas

### K M O

**TACOMA—1922**

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Carl E. Haymond  
 Bus.-Studio Address.....914½ Broadway  
 Phone Number.....MAn 4144  
 Transmitter Location.....Colonial Garden Area  
 Air Time.....6 a.m.-12 p.m.  
 News Service.....UP  
 Transcription Service.....Capitol Standard  
 Representative.....McGillvra, Scott  
 Membership.....NARTB  
 General Manager.....Carl E. Haymond  
 Station Manager.....Jerry Geehan  
 Comm.-Sales Prom. Mgr.....Ray T. McKenzie  
 Prog.-Publ. Dir.....Ted Knightlinger  
 Chief Engineer.....John Boor

### KTBI

**TACOMA—1941—LBS**

Frequency: 810 Kc.....Power: 1000 Watts d.  
 500 Watts n.  
 Owned-Operated By.....Tacoma Bcstrs., Inc.  
 Address.....2715 Center St.  
 Phone Number.....BRoadway 2241  
 Air Time.....18 hrs.  
 News Service.....UP  
 Transcription Service.....Cole, World  
 Representative.....McGillvra, Moore  
 Membership.....NARTB  
 President.....Harold J. Quilliam  
 Station Manager.....T. R. Knightlinger  
 Commercial Manager.....Don Hopkins  
 Chief Engineer.....R. C. Velo  
 Consulting Engineer.....James B. Hatfield

### K V A N

**VANCOUVER—1939**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Vancouver Radio Corp.  
 Phone.....3-4717, TW 7323  
 Studio Address.....707½ Main St.  
 Transmitter Location.....Smith Lake  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Representatives.....Keating, O'Connell  
 President.....Sheldon F. Sackett  
 General-Station Mgr.....Fred F. Chitty  
 Sales Prom. Mgr.....Al Bauer  
 Pgm., Prod., Pub., News Dir., George W. Conner  
 Chief Engineer.....Edgar Means  
 Consulting Engineer.....Paul Leake

### KTEL

**WALLA WALLA—1946—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Walla Walla Bdcstg. Co.  
 Address.....Book Nook Bldg.  
 Phone Number.....4103  
 Transmitter Location.....2nd & Cordiner  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Jack Keating  
 Sales Promotion Manager.....Don Harris  
 Program Director.....John Keating  
 Chief Announcer.....Carl Hebenstreit  
 News Director.....Dan Murphy  
 Chief Engineer.....Ty McFadden  
 Consulting Engineer.....Harold Singleton

### K U J

**WALLA WALLA—1928—MBS**

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KUJ, Inc.  
 Business-Studio Address.....55 E. Main St.  
 Phone Number.....1230  
 Transmitter Location.....U. S. Hwy 410 &  
 Sudbury Rd.  
 Air Time.....6:30 a.m.-11 p.m.

## AP SELLS

For Stations and Sponsors —

For instance . . . KJR

“Associated Press news is a major factor in KJR’s 66% gain in net revenue from newscasts for 1951 over 1950.”

J. ARCHIE MORTON,  
 General Manager,  
 KJR, Seattle, Washington

## WASHINGTON

News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative.....W. S. Grant, John Keating  
 Membership .....NARTB, BAB  
 Pres., Gen. Mgr.....H. E. Studebaker  
 Sta. Comm. Mgr.....Don Wike  
 Pgm. Dir., Chief Annr.....Martin Tobin  
 Chief Engineer.....M. L. MacLafferty

### K P Q

#### WENATCHEE—1929—ABC

Frequency: 560 Kc. ....Power: 5000 Watts  
 Owned-Oper. By....Wescoast Bcstg. Co., Inc.  
 Bzs.-Studio Address....2nd & Columbia Sts.  
 Phone Number .....2757  
 Transmitter Location..Wenatchee & Columbia  
 Rivers Junct.

Air Time.....6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Robert Meeker  
 Membership .....BAB  
 President .....Rogan Jones  
 Sta., Gen. Mgr.....James W. Wallace  
 Prom., Comm. Mgr.....Pat O'Halloran  
 Pgm., Prod. Director.....Emerson Elder  
 Publicity Director ....Charlotte Tochterman  
 Chief Engineer.....George Frese  
 Chief Announcer.....Bill Denton  
 Consulting Engineer.....Bill Foss

### K W N W

#### WENATCHEE—1948—MBS

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Oper. By ....Appleland Bdcsters, Inc.  
 Address .....P. O. Box 1510  
 Phone Number .....2468-2469  
 Trans. Loca. ....1119 No. Wenatchee Ave.  
 Air Time .....6 a.m.-12 M.  
 Transcription Service .....Standard  
 Representative .....Walter Biddick  
 President .....Lawrence Leahy  
 General Manager.....Bernard H. Droz  
 Sales Promotion Manager....Hanford Choate  
 Program Director.....Ron Satterwhite  
 Chief Engineer.....Gilbert Reeves  
 Consulting Engineer.....James Hatfield

### K I M A

#### YAKIMA—1944—CBS

Frequency: 1460 Kc. ...Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By .....Cascade Bdcstg. Co.  
 Address .....Hotel Chinook  
 Phone Number .....6197  
 Transmitter Location ....Terrace Hgts. Rd.  
 Air Time .....5 a.m.-12M.  
 News Service .....AP  
 Trans. Serv.....Lang-Worth, SESSAC, APS  
 Representative .....Weed & Co.  
 President.....A. W. Talbot

Gen., Sta. Mgr.....R. Lee Black  
 Sta. Opera., Pgm. Dir. ....Tom C. Bostic  
 Commercial Manager .....Ted Morrow  
 Production Director .....Joe Ryan  
 Publicity Director.....Virginia Ann Schaeffer  
 Chief Engineer .....M. D. Lambert

### K I T

#### YAKIMA—1929—ABC—NBC

Frequency: 1280 Kc....Power: 5000 Watts d.,  
 1000 Watts n.  
 Own.-Oper. By ..Valley Bcstrs, C. E. Haymond  
 Business-Studio Address..414 E. Yakima Ave.  
 Phone Number .....8115  
 Transmitter Location.....Washington Ave.  
 Air Time .....6 a.m.-12 M.  
 News Service .....UP  
 Transcription Service .....Capitol  
 Representative .....Branham  
 President .....Carl E. Haymond  
 Comm., Gen., Sta. Mgr. ....James A. Murphy  
 Sales Prom. Mgr., Pub. Dir. ....William Moody  
 Chief Annr., Pgm., Prod. Dir. ..Jas. W. Nolan  
 News Director .....Pete Wick  
 Musical Director.....Harrison A. Miller  
 Chief Engineer.....H. B. Murphy  
 Consulting Engineer ...Chambers & Garrison

### K Y A K

#### YAKIMA—1947—MBS

Owned-Oper. By.....Yakima Bcstg. Co.  
 Address.....P. O. Box 172  
 Phone Number .....2-7143  
 Transcription .....World  
 News Service .....UP  
 President.....Robert S. McCaw  
 Station Manager.....W. W. Boone  
 Commercial Manager.....I. N. Prell  
 Program Director.....Gerald Webb  
 Chief Engineer.....Donald E. Gardner

WHY IS AP  
THE BEST?

BECAUSE—AP has more news  
 correspondents, more  
 news bureaus, more  
 miles of news wire  
 than any other news  
 service.



# WEST VIRGINIA

Pop. April 1, 1952 (Est.) 2,075,000—Total Housing Units 544,477  
Families April 1, 1952 (Est.) 494,000—Stations in State 38

## WJLS

BECKLEY—1939  
CBS-PERSONALITY

Frequency: 560 Kc. .... Power: 1000 Watts d.  
500 Watts n.  
Owned-Oper. By ..... Joe L. Smith, Jr., Inc.  
Bus.-Studio Address ..... WJLS Bldg., Main &  
Kanawha St.  
Phone Number ..... 7311  
Transmitter Location ..... Routes 19-21  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Cole  
Representative ..... Weed  
Membership ..... NARTB, BAB  
President ..... Joe L. Smith, Jr.  
General-Station Mgr. .... Virginia N. Cooper  
Sales Prom. Mgr., Pub. Dir. .... W. R. Barrett  
Pgm., Prod. Dir. .... W. S. Jackson  
Chief Announcer ..... Sid Doherty  
Chief Engineer ..... Al J. Ginkel  
Farm Editor ..... William R. Barrett  
Consulting Engineer ..... A. D. Ring

## WVNR

BECKLEY—1946—MBS

Frequency: 620 Kc. .... Power: 1000 Watts d.,  
500 Watts n.  
Owned-Operated By ..... Rahall Bcstg. Co.  
Business-Studio Address ..... 1565 Harper Rd.  
Phone Number ..... 9309  
Transmitter ..... Mount Tabor  
Air Time ..... 18 hrs.  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... Walker  
President ..... N. Joe Rahall  
Gen., Sta. Mgr. .... Tom Douds  
Chief Engineer ..... Estil Wills  
Traffic Director ..... Jo Ann Herring  
Consulting Engineer ..... E. C. Page

## WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... Daily Telegraph Prtg. Co.  
Business-Studio Address ..... 623 Commerce St.  
Phone Number ..... 7114  
Transmitter Location ..... Harry Heights  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... World, Cole  
Representative ..... Katz  
General Manager ..... P. T. Flanagan  
Pgm., Pub. Dir. .... William Hostetter  
Prod.-Musical Dir. .... Barnes Nash  
Chief Engineer ..... P. T. Flanagan  
Consulting Engineer ..... Ring & Co.

## WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... WKOY, Inc.  
Address ..... West Virginian Hotel  
Phone Number ..... 7405  
Air Time ..... 6 a.m.-12 M.  
News Service ..... UP  
Representative ..... Devney & Co.  
Transcription Service ..... Associated  
Pres., Gen., Sta., Comm. Mgr. J. Lindsley Alley  
Program Director ..... Emma Eue Phelps  
Chief Engineer ..... Roy Yost  
Consulting Engineer ..... Odes E. Robinson

## WCWW

CHARLESTON—1947—LBS

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Capitol Bcstg. Corp.  
Business Address ..... P. O. Box 2791  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... McGillvra  
Pres., Gen. Mgr. .... Garland F. Wilkinson  
Commercial Manager ..... Selma Pierson  
Promotion Manager ..... Jack Zeilmann  
Program Director ..... Al Walker  
Chief Engineer ..... William Stone

## WCHS

CHARLESTON—1927—CBS

Frequency: 580 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... The Tierney Co.  
Address ..... 1111 Virginia St. E.  
Phone Number ..... 2-8131  
Transmitter ..... So. Charleston  
Air Time ..... 5:25 a.m.-1:10 a.m.  
News Service ..... AP, UP  
Transcription Service ..... Associated  
Representative ..... Branham  
Membership ..... NARTB, BAB  
President ..... Lewis C. Tierney  
General Manager ..... John T. Gelder, Jr.  
Promotion Manager ..... Harry M. Brawley  
Production Director ..... Frank Annand  
Program Director ..... Morton S. Cohn  
Chief Engineer ..... William E. Dixon  
Consulting Engineer ..... Weldon & Carr

## WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... The Kanawha Valley  
Bcstg. Co.

WEST VIRGINIA

Address . . . . . 210 Dickinson St.
Phone Number . . . . . 3-7541
Transmitter Location . . . . Coal Branch Hgts.
Air Time . . . . . 6 a.m.-3 a.m.
News Service . . . . . AP
Transcription Service . . . . Associated
Representative . . . . Robert Meeker Assos., Inc.
President . . . . . R. M. Venable
Gen., Sta. Mgr. . . . . Henry V. Diefenbach
Musical Director . . . . . Charles Coleman
Program Director . . . . . C. P. Vogel, Jr.
Sales Prom. Mgr., Publ. Dir. . . Hugh McPherson
Chief Engineer . . . . . Harry R. Bowen
Consulting Engineer . . . . . George C. Davis

WKNA

CHARLESTON—1946—ABC

Frequency: 950 Kc. Power: 5000 d., 1000 n.
Owned-Oper. By . . . . . Joe L. Smith, Jr., Inc.
Bus.-Studio Address . . . . 804 Kanawha Blvd.
Phone Number . . . . . 39-971
Transmitter Location . . . . Tyler Mountain Rd.
Air Time . . . . . 5:30 a.m.-12 M.
News Service . . . . . AP
Representative . . . . . Weed
Pres., Gen. Mgr. . . . . Joe L. Smith, Jr.
Station Manager . . . . . George J. Gray
Chief Engineer . . . . . A. J. Ginkel

WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By . . . . Chemical City Bcstg. Co.
Bus.-Studio Address . . . . Capitol & Fife
Phone Number . . . . . 23-136
Air Time . . . . . 6 a.m.-12 M.
News Service . . . . . UP
Representative . . . . . Forjoe
Membership . . . . . NARTB, BAB
President . . . . . Gus Zaharis
Gen., Sta., Comm. Mgr. . . . Berton Sonis
Program Director . . . . . Joseph J. Herget
Publicity Director . . . . . Bob Bower
Chief Engineer . . . . . Paul Sullivan

WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By . . . . Ohio Valley Bcstg. Corp.
Phone Number . . . . . 4-7571
Transmitter Location . . . . Pinnickinnick Hill
News Service . . . . . AP
Transcription Service . . . . Lang-Worth
Representative . . . . . Branham
President . . . . . Austin Wood
General Manager . . . . . George H. Clinton
Station, Comm., Prom. Mgr. . . Fred Zimmerman
Pgm., Prod., Publ. Director . . . Carl Loose
Chief Engineer . . . . . Harry S. Brown

WHAR

CLARKSBURG—1946—MBS-KBS
ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By . . . . Mountain State Bcstg. Co.
Address Trans. Loca. . . . . Radio Plaza
Phone Number . . . . . 4-5525-6
News Service . . . . . UP
Representative . . . . Joseph Hershey McGillyvra
Membership . . . . . NARTB
Pres., Gen., Mgr. . . . . Glacus G. Merrill
Commercial Manager . . . . . F. T. Greger
Program Director . . . . . James Harper
Chief Engineer . . . . . Beryl Snyder
Consulting Engineer . . . . . John Creutz

WPD X

CLARKSBURG—1947

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Oper. By . . . . Clarksburg Bcstg. Corp.
Business-Studio Address . . . 339 W. Main St.
Phone Number . . . . . 4-6425
Transmitter Location . . . . 3 1/2 Mi. S. of
Clarksburg on Weston Rd.
News Service . . . . . UP
Transcription Service . . . . World
President . . . . . O. L. Billingsley
Gen., Sta. Mgr. . . . . R. C. Warden
Comm., Sales Prom. Mgr. . . . Joe M. Larosa
Prog. Dir., Farm Editor . . . . Dewitt Wyatt
Prod., Mus. Director . . . . John Peters
Chief Engineer . . . . . R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By . . . . W. Va. Radio Corp.
Address . . . . . P. O. Box 967, Elkins
Phone Number . . . . . 1300
Trans. Loca. . . . . Washington & Davis Sts.
Air Time . . . . . 7 a.m.-11:15 p.m.
News Service . . . . . UP
Transcription Service . . . . World
President . . . . . Mrs. H. C. Greer
General Manager . . . . . Ford Billings
Station Manager . . . . . Ben Greenhaw
Commercial Manager . . . . . Bill Wilson
Chief Engineer . . . . . Al Calisti

WMMN

FAIRMONT—1928—CBS

Frequency: 920 Kc. Power: 5000 Watts
Owned-Oper. By . . . . The Fort Industry Co.
Address . . . . . 208 Adams Street
Phone Number . . . . . 3100
Transmitter Location . . . . Monongah
Air Time . . . . . 5 a.m.-12:05 a.m.
News Service . . . . . UP
Transcription Service . . . . Standard
Representative . . . . . Katz Agency
President . . . . . George B. Storer

## WEST VIRGINIA

General Manager ..... Lee B. Wailes  
 Station Manager ..... Glenn C. Jackson  
 Commercial Manager ..... A. G. Ferrise  
 Sales Prom. Mgr., News Dir. . . Wm. W. Powell  
 Program Director ..... Frank Lee  
 Chief Engineer ..... Joseph C. Strelauski

### W V W W

**FAIRMONT—1946—MBS**

**ABC-SBN-ATLANTIC**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Fairmont Bcstg. Co., Inc.  
 Bus.-Studio Address ..... 119 Fairmont Ave.  
 Phone Number ..... 5000  
 Transmitter Location ..... Radio Pk.  
 Air Time ..... 6:45 a.m.-1:15 a.m.  
 News Service ..... AP  
 Transcription Service ..... World, SESAC  
 President ..... J. Patrick Beacom  
 Gen., Sta. Mgr. .... Numa Fabre, Jr.  
 Commercial Manager ..... Robert Drummond  
 Chief Engineer ..... Earl Pelkey

### W H T N

**HUNTINGTON—1947**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. .... Greater Huntington Radio Corp.  
 Business-Studio Address ..... 1112½ Fourth Ave.  
 Phone Number ..... 3-3453  
 Transmitter Location ..... Overby Rd.  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 President ..... A. B. Hyman  
 Gen., Comm. Mgr. .... John S. Phillips  
 Pgm., Prod. Director ..... Raymond Anderson  
 Chief Engineer ..... Harold F. Sturm

### W P L H

**HUNTINGTON—1946—MBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Huntington Bcstg. Corp.  
 Business-Studio Address ..... 1105 Fourth Ave.  
 Phone Number ..... 3-3421  
 Transmitter Location ..... 1050 McCoy Road  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Walker  
 Membership ..... NARTB, BAB  
 Pres., Gen., Sta. Mgr. .... F. J. Evans  
 Program Director ..... Charles T. Snowdon  
 Commercial Manager ..... Curtis S. Clark  
 Chief Engineer ..... Alvin V. Jayne

### W S A Z

**HUNTINGTON—1923—ABC**

Frequency: 930 Kc. .... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By ..... WSAZ, Inc.

Business-Studio Address ..... 912½ Third Ave.  
 Phone Number ..... 38-401  
 Transmitter Location ..... 28th St. & Park at  
 C. & O. R. R.

Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth, SESAC  
 Representative ..... Branham  
 Membership ..... NARTB, BAB  
 President ..... Col. J. H. Long  
 General Manager ..... Lawrence H. Rogers  
 Commercial Manager ..... Tom Garten  
 Publicity Director ..... Harold W. Shriber  
 Production Director ..... Bert Shimp  
 Program Director ..... Ted Eiland  
 Chief Engineer ..... Leroy Kilpatrick  
 Consulting Engineer ..... William L. Foss

### W L O G

**LOGAN—1940**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... C. H. Frey, R. O. Greever  
 Address ..... P. O. Box 720  
 Phone Number ..... 540  
 News Service ..... UP  
 Transcription Service ..... World

### W E P M

**MARTINSBURG—1946—LBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Martinsburg Bcstg. Co.  
 Business Address ..... P. O. Box 874  
 Phone Number ..... 5252  
 Transmitter Location ..... Red Hill  
 Air Time ..... 17 hrs.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... McGillvra  
 Membership ..... NARTB, BAB  
 Gen., Sta. Mgr. .... C. Leslie Golliday  
 Commercial Manager ..... Amos L. Harper  
 Program Director ..... Charles Rand  
 Production Director ..... Mrs. Joy Edmunds  
 Chief Engineer ..... Sterling Heil  
 Consulting Engineer ..... A. D. Ring

### W H J C

**MATEWAN—1951**

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Three State Bcstg. Co.  
 Address ..... Merrimac

### W M O N

**MONTGOMERY—1946—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Fayette Associates, Inc.  
 Address ..... Box 750, 1028 1st Ave.  
 Phone Number ..... 620  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World  
 President ..... Arnold M. Vickers



## WEST VIRGINIA

Comm.-Sales Prom. Mgr., Publicity  
 Director.....Andrew W. Vickers  
 Program Director.....Ted McKay  
 Chief Engineer.....Campbell J. Craver  
 Consulting Engineer.....Odes E. Robinson

### W A J R

**MORGANTOWN—1941—MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...West Virginia Radio Corp.  
 Business-Studio Address.....P. O. Box 867  
 Phone Number.....9488  
 Transmitter Location.....100 Charleston Ave.  
 Air Time.....6:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB  
 President.....Agnes J. Reeves Greer  
 Gen., Sta. Manager.....Ford Billings  
 Commercial Manager.....John W. Johns  
 Program Director.....Bos Johnson  
 Chief Engineer.....Clarence Rulong

### W M O D

**MOUNDSVILLE—1950—LBS-KBS**

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....James D. Sinyard  
 Address.....P. O. Box 308  
 Phone Number.....1730  
 News Service.....UP  
 President.....James D. Sinyard  
 Gen., Prom. Manager.....John T. Taylor  
 Commercial Manager.....Harry Hechesky  
 Pgm., News Director.....Hank Bendel  
 Chief Engineer.....Jerry Boles

### W O A Y

**OAK HILL—1947**

Frequency: 860 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Robert R. Thomas, Jr.  
 Business Address.....Oak Hill  
 Phone Number.....651  
 News Service.....AP  
 Transcription Service.....Capital, Thesaurus  
 Pres., Gen. Mgr.....Robert R. Thomas, Jr.  
 Commercial Manager.....Phyllis Stull  
 Chief Engineer.....James Bucy

### W C O M

**PARKERSBURG—1947—ABC-LBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Parkersburg Bcstg. Co.  
 Business-Studio Address.....317 Ninth St.  
 Phone Number.....7-4991-2  
 Transmitter Location.....New York Ave.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative....Joseph Hershey McGillvra

President.....Joseph M. Handlan  
 Gen., Sta., Mgr.....A. N. Archer  
 Commercial Manager.....Dick Abels  
 Chief Engineer.....William Collins

### W P A R

**PARKERSBURG—1935—CBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By....Ohio Valley Bcstg. Corp.  
 Business-Studio Address.....211½ 5th St.  
 Phone Number.....75-475  
 Transmitter Location.....Route 2  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Branham  
 Membership.....NARTB, BAB  
 President.....Austin V. Wood  
 Gen., Sta., Comm. Mgr....George H. Clinton  
 Sales Prom. Mgr.....Lawrence V. Murphy  
 News, Pgm. Dir.....Sherman Grimm  
 Publicity Director.....Hazel N. Mercer  
 Chief Engineer.....V. G. Brooks

### W W Y O

**PINEVILLE**

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..Wyoming Bcstg. Co., Inc.  
 Address.....Pineville  
 Phone Number.....2711  
 Air Time.....6 a.m.-Sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Cole  
 Representative.....McGillvra, Inc.  
 President.....R. D. Bailey  
 Gen., Sta. Mgr.....Van B. Darby  
 Comm., Sales Prom. Mgr....Edward Hawley  
 Pgm., Publ., News Dir....Ven B. Darby  
 Production Director.....William J. Ge mond  
 Chief Engineer.....Jack D. Mullens

### W L O H

**PRINCETON—1947—LBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By....Mountain Bcstg. Service  
 Phone Number.....2151  
 Studio-Trans. Loca.....Lilly Grove  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB  
 President.....Harold P. Hunnicutt  
 Gen., Sta. Mgr.....Melvin F. Barnett  
 Comm., Sales Prom. Mgr....James M. Angel  
 Production Director.....Betty Bailey  
 Program, News Director.....Al Rich  
 Chief Engineer.....Earl H. Graham

### W R O N

**RONCEVERTE—1947—NBC—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Blake Bcstg. Co.

## WEST VIRGINIA

Address ..... Ronceverte  
Phone Number ..... 300  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative..... Joseph Hershey McGillvra  
Membership ..... NARTB  
Pres., Gen. Mgr..... William E. Blake  
Commercial Manager..... Carl E. Lipps  
Program Director..... Clyde M. Hopper  
Chief Engineer..... Hugh I. Shott II

### WEIR

WEIRTON—1950

Frequency: 1430 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Tri-State Bcstg. Co.  
Address.....234 No. 4th St., Steubenville  
Phone Number.....Steubenville 2-9721  
Transcription Service.....Associated, Thesaurus  
News Service ..... AP  
President.....Thomas E. Millsop  
Gen., Sta. Mgr.....Edward J. Hirschberg  
Program Director.....Harry Birrell  
Production Director.....Robert Banfield  
Publicity Director.....Paul Harris  
Chief Engineer.....Frank W. Schaefer

### WBRW

WELCH—1940—MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By...McDowell Service Co.  
Address.....10 Riverside Drive  
Phone Number.....818  
News Service ..... AP  
Transcription Service ..... Thesaurus  
President.....J. G. Hunt  
Prom., Gen., Comm. Mgr.....Ellis Landreth  
Pgm., News Dir.....John J. Villani

### WELC

WELCH—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Pocahontas Bcstg. Co.  
Address.....King Coal Bldg.  
Phone Number .....1150  
Representative ..... McGillvra  
Transcription Service ..... Capitol  
General Manager.....Tom Hicks

### WHAW

WESTON—1948—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Lewis Service Corp.  
Address.....P. O. Box 431  
Phone Number .....1555  
News Service ..... UP  
Representative ..... Donald Cooke, Inc.  
Pres., Gen. Mgr.....Harold McWhorter  
Comm., Prom. Mgr.....Glenn Short  
Program Director.....Pat Hoffman  
Chief Engineer.....Roscoe J. Bailey

### WHLL

WHEELING—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Wheeling Bcstg. Co.  
Address.....Box 989  
Phone Number .....6700  
News Service ..... UP  
Transcription Service ..... Capitol  
Pres., Gen. Mgr.....K. H. Forney  
Commercial Manager.....Paul Miles

### WKWK

WHEELING—1941—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Community Bcstg., Inc.  
Trans. Add. . .Pythian Bldg. 16th & Market Sts.  
Phone Number.....5320  
News Service ..... UP  
Station Representative ..... Weed  
Pres., Gen. Manager.....John B. Reynolds  
Commercial Manager.....Alfred C. Ihlenfeld  
Program Director...Nancy A. Hilmes Vieweg  
Promotion Manager.....Ray Vingl  
Chief Engineer.....Fred A. Baker

### WWVA

WHEELING—1926—CBS

Frequency: 1170 Kc.....Power: 50,000 Watts  
Owned-Operated By...The Fort Industry Co.  
Address.....Hawley Bldg.  
Phone Number.....Wheeling 5383  
Transmitter Location.....St. Clairsville, Ohio  
Air Time.....Full time  
Transcription Service ..... Lang-Worth  
Representative ..... John Blair  
Membership ..... NARTB, BAB  
President.....George B. Storer  
General Manager.....George B. Storer  
Station Manager.....Wm. E. Rine  
Sales Promotion Mgr.....Howard W. Meagle  
Assistant Manager.....Paul J. Miller  
Program Director.....Paul A. Myers  
Chief Engineer.....Edwin L. Keim  
Consulting Engineer.....Jansky & Bailey

### WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Williamson Bcstg. Corp.  
Business Address ..... Williamson  
Phone Number .....1241  
Studio-Transmitter Location ..... Williamson  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Thesaurus  
Membership ..... NARTB, BAB  
President ..... Clarence Lovitch  
Gen.-Sta.-Comm. Mgr.....Alice Shein  
Program Director.....John T. Blair, Jr.  
Chief Engineer.....Robert W. Bullio  
Consulting Engineers.....McIntosh & Inglis

# WISCONSIN

Pop. April 1, 1952 (Est.) 3,505,000—Total Housing Units 1,063,118  
Families April 1, 1952 (Est.) 958,000—Stations in State 59

## WATK

ANTIGO—1948

Frequency: 900 Kc. Power: 250 Watts d.  
Owned-Oper. By Antigo Bcstg. Co.  
Business-Studio Address 936 Superior St.  
Transcription Service Lang-Worth  
President Artemas F. Burner  
Manager G. McElrone  
Commercial Manager Donald Burns  
Chief Engineer Robert Fowler

## WHBY

APPLETON—1924—MBS  
WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By WHBY, Inc.  
Bus.-Studio Address 600 So. Lawe St.  
Phone Number 3-6639  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service Lang-Worth, World  
Representative Everett-McKinney  
Comm., Gen., Sta. Mgr. Earl H. Huth  
Sales Promotion Manager Richard Moore  
Program Director Robert Petrie  
Publicity Director Lewis Process  
Chief Announcer William Felton  
News Director Ken Mommaerts  
Chief Engineer George Merkl

## WATW

ASHLAND—1940—MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Upper Michigan-Wisconsin  
Broadcasting System, Inc.  
Address 321 2nd Street W.  
Phone Number 1680  
Transmitter Location South Ellis Ave.  
Air Time 5:55 a.m.-11:55 p.m.  
Transcription Service World  
Representative Walker  
Membership NARTB  
President William L. Johnson  
Sta., Comm., Mgr. Todd Hogan  
Sales Prom. Mgr., Prod. Dir. Arnold Peterson  
Pgm., Music Dir. Mary Jean Anno  
Chief Engineer Otto Link

## WBEV

BEAVER DAM—1951

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Operated By Beaver Dam Bcstg. Co.  
Address Radio Park  
Phone Number 4443  
News Service UP

Transcription Service Capitol  
Representative Holman  
President William E. Walker  
Gen., Comm. Mgr. Charles R. Dickoff  
Promotion Manager John Saxe  
Chief Engineer Alister Alexander

## WBEL

BELOIT—1948

Frequency: 1380 Kc. Power: 1000 Watts d.  
Owned-Oper. By Beloit Bcstrs., Inc.  
Business-Studio Address 335 E. Grand Ave.  
Phone Number College 1380  
Transmitter Location 901 E. Elmwood Ave.  
Air Time 5:30 a.m.-Local Sunset  
News Service AP  
President Lloyd Burlingham  
Gen., Sta. Mgr. L. O. Fitzgibbons  
Commercial Manager Joe Moen  
Program Director Robert LaMere  
Chief Engineer Leo Wilson  
Consulting Engineer Walter F. Kean

## WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc. Power: 100 Watts  
Owned-Oper. By Beloit Bcstg. Co.  
Business-Studio Address Hotel Hilton  
Phone Number College 6024  
Transmitter Location U. S. Hwy. 51  
Air Time 6 a.m.-11 p.m.  
News Service AP  
Transcription Service World  
Representative William G. Rambeau  
President Sidney H. Bliss  
Gen., Sta. Mgr. John H. Rhodes  
Commercial Manager Gene Steinhorst  
Pgm., Prod., News Dir. Phil Kane  
Publicity Director Bernice Krueger  
Chief Engineer Stanley Holmes

## WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By WBIZ, Inc.  
Bus.-Studio-Transmitter Address 609 Cameron  
St.  
Phone Number 5111-2  
Air Time 6:30 a.m.-12 M.  
News Service UP  
President, General Mgr. James J. Conroy  
Station Manager Stan Torgerson  
Publ., Prod., Pgm., Dir. Bob Benson  
Chief Engineer Russell R. Holmes  
Comm., Prom. Manager Curt Hanson



# W I S C O N S I N

## W E A U

**EAU CLAIRE—1937—NBC**

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Central Bcstg. Co.  
 Business-Studio Add. . . . . 203 S. Barstow St.  
 Phone Number . . . . . 6149  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, World  
 Representative . . . . . Hollingbery  
 President . . . . . W. C. Bridges  
 Gen., Comm. Mgr. . . . . Harry S. Hyett  
 Sales Prom. Mgr., Pgm. Dir. . . . . Robert E. Nelson  
 Chief Engineer . . . . . T. O. Jorgenson

## W R F W

**EAU CLAIRE—1948**

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Chippewa Valley Radio &  
 Telev. Corp.  
 Bus.-Studio-Transmitter Address . . . . . Rudolph Rd.  
 Phone Number . . . . . 2-1629  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Forjoe  
 President . . . . . Thomas K. Werner  
 Gen. Mgr., News Dir. . . . . John E. Kelly  
 Pgm. Dir., Chief Anncr. . . . . Robert Froemming  
 Commercial Manager . . . . . Richard Werner  
 Publicity Director . . . . . Lowell Christison  
 Chief Engineer . . . . . Oscar Sielaff  
 Consulting Engineer . . . . . J. J. Beloungy

## K F I Z

**FOND DU LAC—1922**

**MBS-WISCONSIN**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KFIZ Bcstg. Co.  
 Bus.-Studio-Transmitter Address . . . . . 18 W. First St.  
 Phone Number . . . . . 356  
 Air Time . . . . . 6:30 a.m.-10 p.m.  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Exec. Vice Pres. . . . . Emery W. Martin  
 General Manager . . . . . Lynn N. Fairbanks  
 Program Director . . . . . Lucille Fairbanks  
 Chief Engineer . . . . . Wendell S. Meyers

## W B A Y

**GREEN BAY—1925—CBS**

Frequency: 1360 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WHBY, Inc.  
 Business-Studio Address . . . . . Bellin Bldg.  
 Phone Number . . . . . Adams 1  
 Transmitter Location . . . . . W. De Pere  
 News Service . . . . . AP  
 Representative . . . . . Weed  
 Managing Director . . . . . Rev. M. J. Beemster  
 General-Station Mgr. . . . . Haydn R. Evans  
 Sales Prom. Manager . . . . . Lee Stinson

Program Director . . . . . Clair Stone  
 Production Director . . . . . Hal O'Halloran  
 Publicity Director . . . . . Karl Gorsche  
 Chief Engineer . . . . . Wallace Stangel

## W D U Z

**GREEN BAY—1947—ABC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Green Bay Bcstg. Co.  
 Business-Studio Address . . . . . Nicolet Bldg.  
 Phone Number . . . . . Howard 6300  
 Transmitter Location . . . . . Cass St., Town of Preble  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, World  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . Ben A. Laird  
 Station Manager . . . . . Robert G. Nelson  
 Commercial Manager . . . . . Robert A. Vandersteen  
 Prog.-Prod. Director . . . . . Don Arthur  
 Pub. Dir., Chief Announcer . . . . . John R. Kessenich  
 Consulting Engineer . . . . . Nathan Williams

## W J P G

**GREEN BAY—1947—WISCONSIN**

Frequency: 810 Kc. . . . . Power: 1000 Watts d.:  
 500 Watts n.  
 Owned-Oper. By . . . . . Green Bay Newspaper Co.  
 Business Address . . . . . P. O. Box 620  
 Phone Number . . . . . Howard 6400  
 Transmitter Location . . . . . Bellevue  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Thesaurus  
 Membership . . . . . NARTB  
 President . . . . . V. I. Minahan  
 General Manager . . . . . A. B. Turnbull  
 Station Manager . . . . . John M. Walter  
 Commercial Manager . . . . . Glen R. Holzner  
 Program Director . . . . . Les Sturmer  
 Publicity Director . . . . . Mary Ann Wudlick  
 News Director . . . . . James Bartelt  
 Chief Engineer . . . . . Elmo Reed  
 Consulting Engineer . . . . . George Davis

## W T K M

**HARTFORD—1951**

Frequency: 1540 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Kettle Moraine Bcstg. Co.  
 Address . . . . . Hartford  
 Phone Number . . . . . 61  
 Transcription Service . . . . . SESAC  
 News Service . . . . . UP  
 Gen. Mgr., Chief Engr. . . . . Sherman C. Carr  
 Comm., Prom. Mgr. . . . . Walter Zastrow

WISCONSIN

WCLO

JANESVILLE—1930  
MBS-WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... Southern Wisconsin Radio, Inc.

Business-Studio Address . 200 E. Milwaukee St.  
Phone Number . . . . . 3316  
Transmitter Location . . . . 1436 So. Oakhill Ave.  
Air Time . . . . . 6 a.m.-11 p.m.  
News Service . . . . . AP  
Transcription Service . . . . World  
Representative . . . . . William G. Rambeau  
Membership . . . . . NARTB  
Pres., Gen. Mgr. . . . . Sidney H. Bliss  
Sta. Mgr., News Dir. . . . . V. W. Williams  
Commercial Manager . . . . Charles W. Bessire  
Pgm., Pub. Dir. . . . . Ralph Schroeder  
Chief Engineer . . . . . Wayne Clay

WLIP

KENOSHA—1947

Frequency: 1050 Kc. Power: 250 Watts  
Owned-Operated By . . . . Kenosha Bcstg. Co.  
Bus.-Studio-Transmitter Address . . 625 57th St.  
Phone Number . . . . . 6162  
Air Time . . . . . Sunrise-Sunset  
News Service . . . . . AP  
Transcription Service . . . . World  
Representative . . . . . Everett-McKinney  
Membership . . . . . BAB  
General Manager . . . . . William L. Lipman  
Station Manager . . . . . Hugh Gately  
Program Director . . . . . Jerome Golden  
Production Director . . . . . Steve Kelley  
Chief Engineer . . . . . Casimir Lubinski  
Consulting Engineer . . . . . Nathan Williams

WKBH

LA CROSSE—1923—NBC

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Operated By . . . . . WKBH, Inc.  
Business-Studio Address . . . . . 409 Main St.  
Phone Number . . . . . 2-4678  
Transmitter Location . . . . . Gillette St.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . World  
Representative . . . . . The Taylor Co.  
Membership . . . . . NARTB, BAB  
President, Station Mgr. . . . . Howard Dahl  
Program Director . . . . . Berneice Callaway  
Production Director . . . . Leonard G. Anderson  
Publicity Director . . . . . Paul Ziemer  
Chief Engineer . . . . . Al Leeman

WKTY

LA CROSSE—1948—ABC

Frequency: 580 Kc. Power: 1000 Watts  
Owned-Operated By . . . . La Crosse Bcstg. Co.

Business-Studio Address . . . . 112 N. 4th St.  
Phone Number . . . . . 2-6042  
Transmitter Location . . . . 5 Mi. So. of La Crosse  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . Thesaurus  
Representative . . . . . Weed  
V. P., Gen. Mgr. . . . . Verl Bratton  
Asst. Mgr., Pgm., Prom. Dir. . . . J. Bondeson  
Chief Engineer . . . . . J. Harold White

WLCX

LA CROSSE—1947—MBS

Frequency: 1490 Kc. Power 250 Watts  
Owned-Operated By . . . . Bermac Radio, Inc.  
Business-Studio Address . . . . State Bank Bldg.  
Phone Number . . . . . 4-4521  
Transmitter Location . . . . Lang Drive  
Air Time . . . . . 6 a.m.-12 M.  
News Service . . . . . UP  
President . . . . . James J. Conroy  
Prom., Gen., Sta., Comm. Mgr. . . . Milo Knutson  
Prog. Dir.-Production Mgr. . . . Rosemary Castor  
Chief Engineer . . . . . Elphin G. Rinn

WLDY

LADYSMITH—1948—KBS-LBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By . . . . Flambeau Bcstg. Co.  
Bus.-Studio-Transmitter Address . . Ladysmith  
Phone Number . . . . . 584  
Air Time . . . . . 6 a.m.-12 M.  
News Service . . . . . UP  
Transcription Service . . . . World  
Representative . . . . . Thomas Clark  
Membership . . . . . NARTB, BAB  
President . . . . . O. J. Falge  
Gen., Sta., Prom., Comm. Mgr. . . . A. T. Shields  
Pub. Dir. . . . . Corinne Kopp  
Prog., Prod. Dir. . . . . Joseph Dahlvig  
Chief Engr., News Dir. . . . . Jeff Evans

WHA

MADISON—1922—WISCONSIN

Frequency: 970 Kc. Power: 5000 Watts d.  
Owned-Operated By . . . . Univ. of Wisconsin  
Address . . . . . Radio Hall  
Phone Number . . . . . 5-2988  
News Service . . . . . UP  
Director . . . . . H. B. McCarty  
Program Director . . . . . William Harley  
Production Director . . . . Raymond J. Stanley  
News Director . . . . . Roy Vogelman  
Chief Engineer . . . . . John H. Stiehl

WIBA

MADISON—1925—NBC

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Operated By . . . . Badger Bcstg. Co.  
Business-Studio Address . . . . 3800 Regent St.

# W I S C O N S I N

Phone Number .....3-5311  
 Transmitter Location .....Fitchburg  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Representative .....Avery-Knodel  
 Membership .....NARTB, BAB  
 President .....William T. Evjue  
 General Manager .....Kenneth F. Schmitt  
 Commercial Manager .....Howard A. Johnson  
 Program Director .....Robert N. Dick  
 News Director .....Jack Newman  
 Chief Engineer .....Norman Hahn

News Service .....UP  
 Transcription Service .....World  
 Representative .....Inde. Sales Inc.  
 Membership .....NARTB  
 President, Gen. Mgr. ....Francis M. Kadow  
 Publ. Prog. Dir. ....George H. Erdman  
 Comm.-Sales Prom. Mgr. ....John M. Kadow, Jr.  
 Chief Engineer .....W. F. Duben

## W I S C

### MADISON—1948—MBS ABC-ARROWHEAD

Frequency: 1480 Kc. ....Power: 1000 Watts  
 Owned-Oper. By .....Radio Wisconsin, Inc.  
 Address .....Comm. State Bank Bldg.  
 Phone Number .....7-2588  
 Transmitter Location .....Seyene Rd., Route 4  
 Air Time .....6 a.m.-12 M.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....George P. Hollingbery  
 President .....Morgan Murphy  
 Executive Director .....W. C. Bridges  
 General Manager .....Ralph O'Connor  
 Comm., Prom. Mgr. ....Richard S. Nickeson  
 Program Director .....Morton Wagner  
 Prod., Pub. Dir. ....Beverly White  
 Chief Engineer .....W. M. Greeley

## W K O W

### MADISON—1948—CBS

Frequency: 1070 Kc. ....Power: 10,000 Watts d.,  
 5,000 Watts n.  
 Owned-Oper. By .....Monona Bcstg. Co.  
 Address .....215 W. Washington Ave.  
 Phone Number .....7-2261  
 Transmitter Location .....MacFarland  
 Air Time .....5:30 a.m.-12 M.  
 News Service .....UP  
 Transcription Service .....Capitol  
 Representative .....Headley Reed  
 President .....Stewart Watson  
 Gen., Sta., Comm. Mgr. ....Michael Henry  
 Program Director .....Audrey Johnson  
 Chief Engineer .....Vince Vanderheiden

## W O M T

### MANITOWOC—1926—MBS

Frequency: 1240 Kc. ....Power: 250 Watts  
 Owned-Operated By .....Francis M. Kadow  
 Business-Studio Address .....Radio Bldg.  
 Phone Number .....6015  
 Transmitter Location .....Easy St.  
 Air Time .....5:45 a.m.-12 M.

## W M A M

### MARINETTE—1939—NBC

Frequency: 570 Kc. ....Power: 250 Watts d.;  
 100 Watts n.  
 Owned-Oper. By .....M. & M. Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address .....Radio Park  
 Phone Number .....2-6631  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....Capitol  
 Representative .....Hal Holman Co.  
 Membership .....NARTB, BAB  
 President .....William E. Walker  
 General Manager .....Joseph D. Mackin  
 Commercial Manager .....Howard L. Emich  
 Program Director .....Pat Kehoe  
 News Director .....Don Metzger  
 Chief Engineer .....A. L. Stewart  
 Consulting Engineer .....A. D. Ring

## W D L B

### MARSHFIELD—1946—KBS

Frequency: 1450 Kc. ....Power: 250 Watts  
 Own-Oper. By Dairyland's Bdcstg. Serv., Inc.  
 Add. Trans. Loca. ....1710 N. Central Ave.  
 Phone Number .....1450  
 Air Time .....6:30 a.m.-11 p.m.  
 News Service .....UP  
 Transcription Service .....Capitol, SESAC  
 Membership .....NARTB, BAB  
 President .....Lloyd L. Felker  
 Gen., Sta. Mgr., Pub. Dir. ....Robert W. Behling  
 Commercial Manager .....Robert K. Hansen  
 Sales Promotion Manager .....Roger Thomsen  
 Production Director .....Kay Winters  
 News Director .....Lowell Chistensen  
 Chief Engineer .....Jerry Boos

## W I G M

### MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc. ....Power: 250 Watts  
 Owned-Operated By .....George F. Meyer  
 Bus.-Studio-Transmitter Address .....Medford  
 Phone Number .....5147  
 News Service .....UP  
 Transcription Service .....SESAC  
 Representative .....Continental  
 Pres., Comm., Gen., Mgr. ....George F. Meyer  
 Program Director .....Irma Meyer  
 Chief Engineer .....Ray Bohnert



# W I S C O N S I N

## W M N E

### MENOMONIE—1951

Frequency: 1360 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Capitol City Bcstg. Co.  
 Address . . . . . P. O. Box 83  
 Phone Number . . . . . 1156  
 Transcription Service . . . . . Lang-Worth  
 News Service . . . . . UP  
 Representative . . . . . Power-John  
 President . . . . . William F. Johns, Jr.  
 General Manager . . . . . Barry Stewart  
 Comm., Prom. Mgr. . . . . James Bailey  
 Pgm., News Director . . . . . Douglas Weikley  
 Chief Engineer . . . . . Robert Simondet

## W L I N

### MERRILL—1948—MBS

Frequency: 550 Kc. . . . . Power: 1,000 Watts  
 Owned-Operated By . . . . . Alvin E. O'Konski  
 Business Address . . . . . Merrill  
 Phone Number . . . . . 1444  
 Air Time . . . . . 6:30 a.m.-12 M.  
 Transmitter Location . . . . . Hway. 51 and 17  
 News Service . . . . . AP, UP  
 Membership . . . . . NARTB, BAB  
 Transcription Service . . . . . Standard, Capitol, Cole  
 Representative . . . . . Rambeau  
 President, Gen. Mgr. . . . . Alvin E. O'Konski  
 Chf. Annctr., News Dir. . . . . Jack Larkin  
 Chief Engineer . . . . . Chris Zercher

## W E M P

### MILWAUKEE—1935

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Milwaukee Bcstg. Co.  
 Bus.-Address . . . . . 710 N. Plankinton Ave.  
 Phone Number . . . . . MARquette 8-7722  
 Studio Trans. Location . . . . . 5407 W. Martin Dr.  
 Air Time . . . . . 24 Hours  
 News Service . . . . . UP  
 Representative . . . . . Headley Reed  
 Membership . . . . . NARTB, BAB  
 President . . . . . Glenn D. Roberts  
 Gen., Sta. Manager . . . . . Hugh K. Boice, Jr.  
 Commercial Manager . . . . . John C. Gagliano  
 Sales Prom. Manager . . . . . Ellis Saxton  
 Pgm. Dir., Chief Announcer . . . . . Tom Shanahan  
 News Director . . . . . Don O'Connor  
 Chief Engineer . . . . . Rolland Paske

## W F O X

### MILWAUKEE—1946

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Wisconsin Bcstg. System,  
 Inc.  
 Bus.-Studio-Transmitter . . . . . 208 E.  
 Wisconsin Ave.  
 Phone Number . . . . . Broadway 2-1272

Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Representative . . . . . John E. Pearson  
 Pres., Gen.-Sta. Mgr. . . . . Charles J. Lanphier  
 Program Director . . . . . John Van Osch  
 Prod., Pub. Dir. . . . . Charles La Force  
 Chief Engineer . . . . . George Dodge  
 Consulting Engineer . . . . . E. C. Page

## W I S N

### MILWAUKEE—1922—CBS

Frequency: 1150 Kc. . . . . Power: 5,000 Watts  
 Owned-Oper. By . . . . . Hearst Radio, Inc.  
 Address . . . . . 540 N. Plankinton Ave.  
 Phone Number . . . . . Division 2-3000  
 Transmitter Location . . . . . 5001 So. 60th St.  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . World  
 Representative . . . . . The Katz Agency  
 Membership . . . . . NARTB  
 General Manager . . . . . G. W. Grignon  
 Station Mgr. . . . . Harry D. Peck  
 Promotion Director . . . . . George DeGrace, Jr.  
 Program Director . . . . . Jack Raymond  
 Chief Engineer . . . . . Donald A. Weller  
 Consulting Engr. . . . . A. Earl Cullum, Jr.

## W M A W

### MILWAUKEE—1948—ABC

Frequency: 1250 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Midwest Bcstg. Co.  
 Business-Studio Address . . . . . 723 N. Third St.  
 Phone Number . . . . . DAly 8-2154  
 Transmitter Location . . . . . Hales Corners  
 Air Time . . . . . 18 hrs.  
 News Service . . . . . UP  
 Representative . . . . . Bolling Co.  
 President . . . . . Clifford C. Randall  
 Gen.-Sta. Mgr. . . . . Jack Bundy  
 Sales Prom. Mgr., Pub. Dir. . . . . Janet M. Trudel  
 Program Director . . . . . Donald McClellan  
 Production Director . . . . . Hal Walker  
 Chief Engineer . . . . . Raymond Host  
 Consulting Engineer . . . . . Paul Godley

## W M I L

### MILWAUKEE—1947

Frequency: 1290 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Cream City Bcstg. Co., Inc.  
 Bus.-Studio Address . . . . . 2625 W. Wisconsin Ave.  
 Phone Number . . . . . West 3-1290  
 Transmitter Location . . . . . Glendale  
 Air Time . . . . . 6 a.m.-Local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC, Cole  
 Representative . . . . . Forjoe  
 Gen. Mgr. . . . . Jerome Sill  
 Consulting Engineer . . . . . John Creutz

WISCONSIN

WOKY

MILWAUKEE—1950—LBS

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Oper. By Bartell Bcsters, Inc.
Bus. Studio Address Empire Bldg.
Phone Number Broadway 1-8428
News Service UP
President Gerald A. Bartell
Program Director John A. Reddy
Chief Engineer Ralph Evans

WTMJ

MILWAUKEE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. By The Journal Co.
Business Address 720 E. Capitol Dr.
Phone Number Marquette 8-6000
Transmitter Location Rt. 4, Box 817
Waukesha
Air Time 19 hrs.
News Service AP
Representative Edward Petry
V.P., General Mgr. Walter J. Damm
Asst. General Mgr. L. W. Herzog
Station Manager R. G. Winnie
Asst. Prom. Mgr. Bruce Wallace
Traffic Director Frank Bignell
Chief Engineer Phil Laeser

WEKZ

MONROE—1951

Frequency: 1260 Kc. Power: 500 Watts d.
Owned-Operated By Green County Bcstg. Co.
Address P. O. Box 460
Phone Number 1260
News Service AP
President Kenneth Stuart
Gen. Mgr., Farm Editor Grant Ritter
Program Director Stan Neuberger
Chief Engineer Rex Eyerl

WNAM

NEENAH—MENASHA—1947

Frequency: 1280 Kc. Power: 1,000 Watts
Owner Neenah-Menasha Bcstg. Co.
Bus. Studio Add. 101 E. Wisconsin Ave.
Phone Number 2-2871
Transmitter Location Rte. 1, Neenah
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Associated
V. P., General Manager Don C. Wirth
Chief Engineer E. W. Fliegel
Consulting Engineer Walter Kean

WOSH

OSHKOSH—1941—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Oshkosh Bcstg. Co.
Phone Number Stanley 4580
Transmitter Location 1235 Bowen St.
Transcription Service Capitol
Representative Pearson
Pres., Pgm. Dir. Wm. F. H. Johns, Jr.
Comm., Gen. Mgr. Allen Embury
News Director Lloyd Wasser
Chief Engineer Ozzie Oren

WIBU

POYNETTE—1925—WIS.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By William C. Forrest
Bus. Transmitter Address Poynette
Phone Number Poynette 98
Representative Burn-Smith
Owner William C. Forrest

WRAC

RACINE—1950

Frequency: 1460 Kc. Power: 500 Watts d.
Owned-Oper. By Bell City Bcstg. Co.
Address 423 Main St.
Phone Number 2-1627
President Jerome Sill
Secy.-Treas. Gene Posner
Gen., Comm. Mgr. Gordon Lewis
Pgm., Prod. Dir. Henry E. Duling
Chief Engineer Howard Immekus

WRJN

RACINE—1926—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Racine Bcstg. Corp.
Business Address 441 Main St.
Phone Number 4-3311
News Service AP
Representative Walker
General Manager Harry R. LePoidevin
Station Manager Harold J. Newcomb
Commercial Manager Gerald D. Nelson
News, Pgm. Dir. Lyman Merens
Promotion Manager Amelia French
Chief Engineer F. Lee Dechant

WOBT

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Oneida Bcstg. Co.
Business Address Rhinelander
Phone Number 1240
News Service UP
Representative Cooke
Transcription Service World
President John R. Tomek
Gen., Comm. Mgr., News Dir. Don Mortwedt

# W I S C O N S I N

Program Director.....Bartley Curran  
Chief Engineer.....Charles Bresette

## W J M C

RICE LAKE—1938—MBS

Frequency: 1240 Kc. ....Power: 250 Watts  
Owned-Oper. By .....WJMC, Inc.  
Address Trans. Loca. ....1615 S. Main  
Phone Number .....550  
News Service .....UP  
Transcription Service.....World, SESAC  
Representative .....Hollingbery  
President .....W. C. Bridges  
Commercial Manager.....Russell J. Brown  
Prom. Mgr., Pgm., News Dir.....Bob Topinka  
Chief Engineer .....Robert Kolsky

## W R C O

RICHLAND CENTER—1949

Frequency: 1450 Kc. ....Power: 250 Watts  
Owned-Operated By.....Richland Bcstg. Co.  
Address.....P. O. Box 192  
Phone Number .....20  
News Service .....UP  
Trans. Serv. ....SESAC, Lang-Worth  
President .....Arthur Overgaard  
Gen., Comm. Mgr.....T. R. Kelley  
Prom. Mgr., Pgm. Dir.....R. J. Bodden  
Chief Engineer .....Donald Northrop

## W T C H

SHAWANO—1948

Frequency: 960 Kc. ....Power: 1,000 Watts d.  
Owner.....Shawano County Leader Pub. Co.  
Business-Studio Address..107 E. Green Bay St.  
Telephone Number .....666  
Representative .....Schepp-Reiner  
News Service .....UP  
Transcription Service .....Capitol  
General Manager.....Jeanne Heal  
Station Manager.....D. W. Hodgins

## W H B L

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc. ....Power: 1000 Watts d.;  
250 Watts n.  
Owned-Operated By.....WHBL, Inc.  
Business-Studio Address.....Hwy. 141  
Phone Number .....4844-5  
Transmitter Location.....Hwy. 141  
Air Time .....7 a.m.-11 p.m.  
News Service .....AP  
Representative .....Taylor Co.  
Membership .....NARTB, BAB  
President.....A. Matt Werner  
General-Comm. Mgr.....G. P. Richards  
Pgm., News Director.....Glen James  
Chief Engineer.....Herbert J. Mayer

## W K L J

SPARTA—1951

Frequency: 990 Kc. ....Power: 250 Watts d.

Owned-Operated By.....Victor J. Tedesco  
Address.....124 Waterf St.  
Phone Number .....3307  
Transcription Service .....SESAC  
News Service .....UP  
Pres., Gen. Mgr.....Jon F. Lohmer  
Chief Engineer.....Marvin Moberly

## W S P T

STEVENS POINT—1948

Frequency: 1010 Kc. ....Power: 250 Watts d.;  
Owned-Oper. By.....Stevens Pt. Bcstg. Co.  
Business-Studio Address.....414 Main St.  
Phone Number .....2744  
News Service .....UP  
Transcription Service .....SESAC  
Representative .....Hal Holman  
Gen., Comm. Mgr.....L. Larry Zurawski  
News, Pgm. Dir., Prom. Mgr....Charles Gossett  
Chief Engineer .....Donald Zuehlke

## W D O R

STURGEON BAY—1951

Frequency: 910 Kc. ....Power: 500 Watts d.  
Owned-Oper. By...Door County Bcstg. Co. Inc.  
Address.....15th & Utah  
Phone Number .....593  
Transcription Service .....Thesaurus  
News Service .....AP  
Pres., Gen. Mgr.....Edward Allen, Jr.  
Commercial Manager.....Jack Baker  
Program Director.....Dolores Allen  
Chief Engineer.....L. J. Lorenzen

## W O K W

STURGEON BAY—1951

Frequency: 1050 Kc. ....Power: 250 Watts d.  
Owned-Operated By...Door County Radio Co.  
Address.....Rhode Island St.  
Phone Number .....1050  
Transcription Service .....Capitol  
News Service .....UP  
President .....Sumner Harris  
General Manager.....Herbert H. Graefe  
Chief Engineer.....Carl Raasch

## W D S M

SUPERIOR—1939—ABC

Frequency: 710 Kc. ....Power: 5000 Watts  
Owned-Operated By.....Ridson, Inc.  
Business Address.....921 Tower Ave.  
Phone Number .....Superior: 4451  
News Service .....UP  
Transcription Service .....Standard  
Representative.....Free & Peters  
President .....Robert Ridder  
General Manager.....Rodney A. Quick  
Commercial Manager.....William Lukoskie  
Program Director.....Lew Martin  
Chief Engineer.....Melvin Laskey



## W I S C O N S I N

### W T R W

TWO RIVERS—1951

Frequency: 1590 Kc. Power: 500 Watts d.  
 Owned-Operated By: Two Rivers Bcstg. Co.  
 Address: 1817 Washington  
 Phone Number: 324  
 Transcription Service: Capitol  
 News Service: UP  
 President: John H. Markel  
 Gen., Comm. Mgr.: Norman C. Haegenson  
 Program Director: Meredith Greene  
 Chief Engineer: Elmer Johnson

### W T T N

WATERTOWN—1950—KBS

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Watertown Radio, Inc.  
 Address: 104 W. Main St.  
 Phone Number: 2215  
 News Service: UP  
 Pres., Gen. Mgr.: Albert B. Gale  
 Program Director: Carl V. Kolata  
 Chief Engineer: Leonard E. Benson

### W A U X

WAUKESHA—1947

Frequency: 1510 Kc. Power: 250 Watts d.  
 Owned-Operated By: Waukesha Bcstg. Co.

Business-Studio Address: 319 W. Main St.  
 Phone Number: 6619  
 Transmitter Location: R. 1, Orchard St.  
 Air Time: Sunrise-sunset  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Ra-Tel  
 Membership: NARTB, BAB  
 President: Carl Taylor  
 Gen., Sta. Mgr.: Mig Figi  
 Commercial Manager: Charles E. Williams  
 Farm Editor, Pgm. Dir: Donald Froehlich  
 Production Director: Mary Miles  
 Chief Engineer: Adin Randall

### W S A U

WAUSAU—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper By: The Journal Co. (The  
 Milwaukee Journal)  
 Business-Studio Address: 714 Fifth St.  
 Phone Number: 6521  
 Transmitter Location: Coates Lane R. R. 3  
 Air Time: 17 hrs.  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Meeker  
 Station Manager: Ben F. Hovel  
 Program Director: George Bundner

## A P S E L L S

For Stations and Sponsors—

For instance . . . WAUX

“Every AP newscast sold . . . 78 a week! WAUX and WAUX-FM have been literally built on our Associated Press news and features. We now carry news every hour on the hour and there is seldom worry about a renewal. Our biggest sponsor of AP news, the Waukesha State Bank, has had excellent results—experiencing direct and tangible results with in one week after its AP newscasts started. Nice going, AP.”

MIG FIGI,  
 General Manager,  
 WAUX, Waukesha, Wisconsin

# WISCONSIN—WYOMING

News Director.....Keith Jacobs  
Chief Engineer.....R. W. Richardt

## WBKV

WEST BEND—1950

Frequency: 1470 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....West Bend Bcstg. Co.  
Address.....Decorah Rd. & Indiana Ave.  
Transcription Service.....Capitol, Thesaurus  
News Service.....UP  
Sta., Comm. Mgr.....Paul J. Mueller  
Chairman of Board.....August C. Berkholtz  
President.....Wendell S. Ciganic  
Treasurer.....Carl H. Rhode  
Chief Engineer.....Paul J. Ripple  
Program Director.....Donald Frazier

## WFHR

WISCONSIN RAPIDS—1940

MBS-WIS.

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By...William F. Huffman Radio  
Business Address .....141 W. Grand Ave.  
Phone Number .....1340  
Transmitter Location.....1500 Bonow Ave.  
Air Time .....6:30 a.m.-10:30 p.m.  
News Service .....AP  
Transcription Service .....World  
Membership .....NARTB, BAB  
President.....Louise F. Huffman  
Gen., Sta. Mgr., Pub. Dir. ...Geo. T. Frechette  
Commercial Manager.....Bruce G. Beichl  
Chief Engineer .....Gordon Miller

# WYOMING

Pop. April 1, 1952 (Est.) 304,000—Total Housing Units 93,242  
Families April 1, 1952 (Est.) 86,000—Stations in State 13

## KSPR

CASPER—1930

MBS—INTERMOUNTAIN—KBS

Frequency: 1470 Kc.....Power: 1000 Watts  
Owned-Operated By.....Donald L. Hathaway  
Business Address.....Box 930  
Phone Number .....407  
Studio-Transmitter Location...1st & Lennox Sts.  
News Service .....UP  
Transcription Service .....World  
Representative.....Sears & Ayer  
Membership .....NARTB, BAB  
Owner, Pres., Mgr.....Donald L. Hathaway  
Commercial Manager...Frederic W. Hulsmith  
Program Director.....Marcus R. Nichols  
Chief Engineer.....Duane W. Simons

## KFBC

CHEYENNE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Frontier Bcstg. Co.  
Business-Studio Address.....Plains Hotel  
Phone Number.....Cheyenne 4461  
News Service .....UP  
Representative .....McGillvra  
President.....Tracy S. McCracken  
General Manager.....William C. Grove  
Commercial Manager.....Frank Flynn

## KVOC

CASPER—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....KVOC Bcstg. Co.  
Bus.-Studio-Transmitter Address.....1540 So.  
Wolcott St.  
Phone Number .....130  
News Service .....AP  
Transcription Service .....Thesaurus  
President.....Jack W. Perry  
Comm., Gen. Mgr.....J. R. Bailey, Jr.  
Prom. Mgr., Pgm. Dir.....Eugene Larriex  
Chief Engineer.....John Mursu

## KODI

CODY—1947

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Absaroka Bcstg. Co.  
Address.....915 Rumsey Ave.  
Phone Number .....750  
General Manager.....A. J. Richard  
Chief Engineer.....Phillip H. Barnhart

## KOVE

LANDER—1948—KBS—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Edward J. Breece  
Business Address.....P. O. Box 436  
Phone Number .....488  
Studio-Transmitter Location...N.W. of Lander  
Air Time .....6 a.m.-11 p.m.  
News Service .....UP  
Transcription Service .....Keystone

# WYOMING

President ..... Edward J. Breece  
Pgm. Dir., Sta., Gen. Mgr. .... Jack L. Breece  
Comm., Prom. Mgr. .... Maurice Fitzgerald  
Publicity Director. .... Marlene Young  
Chief Engineer. .... Gary Fehlaver  
Consulting Engineer ..... Stanley Benson

## KOWB

LARAMIE—1948—MBS

Frequency: 1340 Kc. .... Power: 250 Watts d.  
Own.-Oper. By Snowy Range Bdcstg. Co., Inc.  
Address ..... West Laramie  
Phone Number ..... 4888  
Air Time ..... 6:30 a.m.-11 p.m.  
News Service ..... AP  
Transcription Service ..... Standard  
President ..... F. O. Rice  
General Manager. .... Richard F. Connor  
Sta. Mgr., Pgm. Dir. .... L. O. Smith  
Publ. Dir., Sales Prom. Mgr. .... J. C. Steele  
Consulting Engineer. .... Warren Mallory

## KPOW

POWELL—1941

MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc. .... Power: 1000 Watts  
Phone Number ..... 222  
Air Time ..... 6 a.m.-10 p.m.  
News Service ..... UP  
Transcription Service. .... Associated, Cole  
Representative ..... Avery-Knodel  
General Manager. .... Al Meyer  
Prom., Comm. Mgr. .... Mel Whitmire  
Program Director. .... Agnes Fields  
Consulting Engineer. .... D'Orr Cozzens

## KRAL

RAWLINS—1947—ABC-KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Rawlins Bcstg. Co.  
Address ..... Rawlins, Box 385  
Phone Number ..... 1003  
Air Time ..... 7 a.m.-10:35 p.m.  
News Service ..... AP  
Membership ..... NARTB, BAB  
President. .... Tracy S. McCracken  
Gen., Sta., Comm. Mgr. .... Jack C. Vagner  
Program Director. .... Anita Phisterer  
Chief Engineer ..... Gordon E. Clarke

## KWRL

RIVERTON—1948

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Joseph P. Ernst  
Phone Number ..... 739  
News Service ..... AP  
General Manager. .... Joseph P. Ernst

## KVRS

ROCK SPRINGS—1938

MBS-INTERMOUNTAIN

Frequency: 1360 Kc. .... Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By. .... Wyoming Bcstg. Co.  
Business-Studio Address. .... Rock Springs  
Phone Number ..... 93  
Transmitter Location. .... 2 Mi. N. of City  
Air Time ..... 6:45 a.m.-10:30 p.m.  
News Service ..... AP  
Transcription Service ..... Standard  
President. .... D. G. Richardson  
Gen., Sta. Mgr. .... Dwight Fisher  
Comm., Sales Prom. Mgr. .... Laurel Moseby  
Pgm., Publ. Dir. .... Imogene Parr  
Chief Engineer. .... Glade Montgomery  
Consulting Engineer. .... William Grove

## KWYO

SHERIDAN—1934—MBS

Frequency: 1410 Kc. .... Power: 1000 d., 500 n.  
Owned-Operated By. .... Bighorn Bcstg. Co.  
Business-Studio Address. .... 21 N. Main  
Phone Number ..... 601  
Transmitter Location. .... 1½ Mi. N.W. of Sheridan  
Air Time ..... 6 a.m.-11 p.m.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... Avery-Knodel  
Membership ..... NARTB, BAB  
Pres., Gen., Sta. Mgr. .... Jim Carroll  
Comm.-Sales Prom. Mgr. .... Don Tannehill  
Prod., News, Pgm. Dir. .... Bob Wilson  
Chief Engineer. .... Bob Crosthwaite

## KGOS

TORRINGTON—1950

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Joseph P. Ernst  
Phone Number ..... 567  
News Service ..... UP  
Owner. .... Joseph P. Ernst

## KWOR

WORLAND—1946

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Joseph P. Ernst  
Address ..... Box 409  
Phone Number ..... 733  
President. .... Joseph P. Ernst  
Gen., Comm. Manager. .... Mildred V. Ernst  
Program Director. .... Celesta Robinson  
Chief Engineer. .... Joe Henry



# TERRITORIES AND POSSESSIONS



## ALASKA

### KBYR

**ANCHORAGE—1948**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Aleutian Bcstrs.  
 Business-Studio Address.....P. O. Box 1960  
 Phone Number.....3-4433  
 News Service.....UP  
 Transcription Service.....MacGregor, Capitol  
 Representative.....Donald Cooke  
 Director.....Jack Borges  
 General Manager.....Keith Copper

### KENI

**ANCHORAGE—1948-MBS-ABC-NBC**

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Midnight Sun Bcstg. Co.  
 Business Address.....Box 879  
 Phone Number.....20301  
 Transmitter Location.....Sunset Drive  
 Air Time.....6:15 a.m.-12 M.  
 News Service.....AP, UP  
 Transcription Service.....Associated  
 Representative.....Wellington Fletcher  
 President.....Miriam Dickey  
 Gen., Sta. Manager.....A. G. Hiebetr  
 Commercial Manager.....William Stewart  
 Publ., Pgm., Prod. Dir.....Harold Knutson

### KFQD

**ANCHORAGE—1924—CBS-LBS**

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By.....W. J. Wagner  
 Address.....830 Securities Bldg., Seattle  
 Phone Number.....Seneca 6333  
 Air Time.....6:30 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Alaska Radio Sales; Scott  
 Pres., Gen. Mgr.....Wm. J. Wagner  
 Commercial Manager.....Juanita Underwood  
 Program Director.....Gerald Mathis  
 Chief Engineer.....Chas. Mohler  
 Consulting Engineer.....A. D. Ring

### KFAR

**FAIRBANKS—1939—MBS-NBC-ABC**

Frequency: 660 Kc. Power: 10,000 Watts  
 Owned-Operated By.....Midnight Sun Bcstg. Co.  
 Business-Studio Address.....Lathrop Building  
 Phone Number.....2125  
 Transmitter Location.....Farmers Loop Road  
 Air Time.....6:30 a.m.-12 M.  
 News Services.....AP and UP  
 Representative.....Fletcher, Wellington  
 President.....Miriam L. Dickey  
 Station Manager.....Alvin O. Bramstedt  
 Commercial Manager.....Arvid Erickson  
 Program Director.....Richard Greuel  
 Chief Annc., Prod. Dir.....Don McCune  
 Publicity Director.....Val Forth  
 Chief Engineer.....Jorgen Twieten

### KFRB

**FAIRBANKS—1948—CBS-LBS**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By.....W. J. Wagner  
 Address.....830 Securities Bldg.  
 Phone Number.....Seneca 6333  
 Transmitter Location.....College Loop  
 Air Time.....6:30 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Alaska Radio Sales; Scott  
 Pres., Gen. Mgr.....Wm. J. Wagner  
 Commercial Manager.....Joel Buffington  
 Program Director.....Graham Kleckner  
 Chief Engineer.....Richard Schoup  
 Consulting Engineer.....A. D. Ring

### KINY

**JUNEAU—1935—CBS-LBS**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Oper. By.....W. J. Wagner  
 Address.....830 Securities Bldg.  
 Phone Number.....Seneca 6333  
 Transmitter Location.....Juneau  
 Air Time.....Unlimited  
 News Service.....AP

## ALASKA—HAWAII

Transcription Service ..... Lang-Worth  
Representative ..... Alaska Radio Sales; Scott  
Pres., Gen. Mgr. .... Wm. J. Wagner  
Station Manager ..... Richard Peter  
Program Director..... Norma Weeks  
Chief Engineer ..... Charles Gray  
Consulting Engineer..... A. D. Ring

### K T K N

**KETCHIKAN—1935—CBS-LBS**

Frequency: 930 Kc.....Power: 1000 Watts  
Owned-Oper. By.....William J. Wagner  
Business-Studio Address...830 Securities Bldg.  
Seattle 1, Wash.

Phone Number.....Seneca 6333  
Transmitter Location ..... Ketchikan  
News Service ..... AP  
Air Time ..... Unlimited  
Transcription Service ..... Lang-Worth  
Representative ..... Alaska Radio Sales; Scott  
Pres., Gen. Mgr. .... William J. Wagner  
Station Manager..... Dorothy Jacobson  
Program Director..... Ed Mack  
Chief Engineer..... Charles Gray  
Consulting Engineer..... A. D. Ring

### K I B H

**SEWARD—1948—CBS-LBS**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....William J. Wagner  
Business-Studio Address .....  
.....830 Securities Bldg., Seattle, Wash.  
Phone Number ..... Seneca 6333

Transmitter Location ..... Seward  
Air Time.....3.30 p.m.-12 M.  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... Alaska Radio Sales; Scott  
Pres., Gen. Mgr. .... William J. Wagner  
Commercial Manager..... Lee Norton  
Program Director..... David Hassinger  
Chief Engineer..... Chas. Mohler  
Consulting Engineer..... A. D. Ring

### K A L A

**SITKA—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By....Baranof Enterprises, Inc.

### K I F W

**SITKA—1949—CBS-LBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....William J. Wagner  
Bus.-Studio Address.....830 Securities Bldg.,  
Seattle, Wash.

Phone Number.....Seneca 6333  
Transmitter Location ..... Sitka  
News Service ..... AP  
Air Time.....5 p.m.-12 M.  
Transcription Service ..... Lang-Worth  
Representative ..... Alaska Radio Sales; Scott  
Pres., Gen. Mgr. .... William J. Wagner  
Pgm. Dir., Sta. Mgr..... Wm. Maynard  
Chief Engineer..... Charles Gray  
Consulting Engineer..... A. D. Ring

## HAWAII

### K H B C

**HILO—1936—CBS**

Frequency: 970 Kc.....Power: 1000 Watts  
Owned-Oper. By.Hawaiian Bcstg. System, Ltd.  
Business Address.....P. O. Box 1476  
Phone Number .....4616  
Studio-Transmitter Location ..... Piihonua  
Air Time.....6 a.m.-11 p.m.  
News Service ..... UP  
Transcription Service..... World, Standard  
Representative..... Free & Peters  
Pres., Gen. Mgr..... J. Howard Worrall  
Station Manager..... C. Tracy Thrumston  
Commercial Manager..... Roger H. Coryell  
Chief Engineer..... Robert W. Moore

### K I L A

**HILO—1951—MBS**

Frequency: 850 Kc.....Power: 1000 Watts  
Owned-Operated By..... Island Bcstg. Co.  
Address ..... Nanihoa Hotel  
Phone Number ..... 5313  
News Service ..... UP  
Representative ..... Hollingbery

Co-Owner.....J. Elroy McCaw  
Co-Owner ..... John Keating  
Gen. Mgr., Chief Engr..... James E. Jaeger

### K I P A

**HILO—1947—ALOHA NET**

Frequency: 1110 Kc.....Power: 1,000 Watts  
Owned-Oper. By...Big Island Bcstg. Co., Ltd.  
Business-Studio Address.....140 Haili St.  
Phone Number .....2177  
Representative ..... Grant  
President Manager..... A. H. Green

### K A H U

**HONOLULU—1950**

Frequency: 920 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Rural Bcstg. Co., Ltd.  
Address.....1639 Kapiolani Blvd.  
Phone Number .....993185  
Transcription Service ..... Capitol  
News Service ..... AP  
Commercial Manager..... Arthur Sedgwick  
Program Director..... Ed Marion  
Treasurer..... Harry En Chu

HAWAII

## K G M B

**HONOLULU—1929—CBS**

Frequency: 590 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Hawaiian Bcstg. System, Ltd.

Bus-Studio-Transmitter Address . . . . . 1534 Kapiolani Blvd.

Phone Number . . . . . 9-0914

Air Time . . . . . 5:30 a.m.-10:45 p.m.

News Service . . . . . UP

Transcription Service . . . . . World, Standard

Representative . . . . . Free & Peters

Pres., General Mgr. . . . . J. Howard Worrall

Station-Comm. Mgr. . . . . E. Filtz Donnell, Jr.

Pub. Dir., Sales Prom. Mgr. . . . . Faye Johnson

Pgm., Prod., Farm Dir. . . . . Robert Costa

Chief Engineer . . . . . Ernest G. Lindemann

## K G U

**HONOLULU—1922—NBC**

Frequency: 760 Kc. . . . . Power: 2,500 Watts

Owned-Operated By . . . . . Advertiser Pub. Co., Ltd.

Phone Number . . . . . 5-2977

Chief Engineer . . . . . M. A. Mulrony

Studio-Transmitter Location . . . . . South & Kapiolani

Air Time . . . . . 6:30 a.m.-11:30 p.m.

News Service . . . . . UP

Transcription Service . . . . . Thesaurus

Representative . . . . . Katz

President . . . . . Lorrin P. Thurston

Gen. Mgr., Chf. Engr. . . . . M. A. Mulrony

Station Manager . . . . . William O. Paine

## K H O N

**HONOLULU—1946**

**ALOHA NETWORK**

Frequency: 1380 Kc. . . . . Power: 5,000 Watts

Owned-Operated By . . . . . Aloha Bcstg. Co., Ltd.

Business Address . . . . . P. O. Box 1380

Phone Number . . . . . 95295

Transmitter Location . . . . . Kalia, Waikiki

News Service . . . . . UP

Trans. Serv. . . . . Capitol, Standard

Representative . . . . . Grant

President . . . . . R. M. Fitkin

Chief Engr., Sta. Mgr. . . . . Ira G. Mercer

Program Director . . . . . W. H. Whedbee

## K I K I

**HONOLULU—1950**

Frequency: 860 Kc. . . . . Power: 250 Watts

Owned-Oper. By . . . . . KIKI, Ltd.

Address . . . . . 320 Ward Ave.

Phone Number . . . . . 63456

Representative . . . . . Western Rad. Sales

Transcription Service . . . . . Lang-Worth  
News Service . . . . . AP, INS  
Pres., Gen. Mgr., Chief Engr. . . . . Royal V. Howard  
Vice-President . . . . . William B. Meyers  
Commercial Manager . . . . . Marcel Cailliet  
Program Director . . . . . Clair Weidenaur

## K P O A

**HONOLULU—1946—LBS—MBS**

Frequency: 630 Kc. . . . . Power: 5000 Watts

Owned-Operated By . . . . . Island Bcstg. Co.

Business-Studio Address . . . . . 575 Kamoku St.

Phone Number . . . . . 95236

Transmitter Location . . . . . Kapiolani & Date Sts.

News Service . . . . . UP

Representative . . . . . George P. Hollingbery

Partners . . . . . J. Elroy McCaw, John D. Keating

Station Manager . . . . . Wm. B. Murphy

Gen., Prom., Comm. Mgr. . . . . Fin Hollinger

Chief Announcer . . . . . Bob Lang

Prod. Director . . . . . Carlos Rivas

Consulting Engineer . . . . . R. Bird

## K U L A

**HONOLULU—1947—ABC**

Frequency: 690 Kc. . . . . Power: 10,000 Watts

Owned. Oper. By . . . . . Pacific Frontier Bcstg. Co., Ltd.

Address . . . . . P. O. Box 1479

Phone Number . . . . . 71933

Transmitter Location . . . . . Kalaniani'ole Hwy.

Air Time . . . . . 18 hrs.

News Service . . . . . UP

Representative . . . . . Adam Young Jr.

Pres., Gen. Mgr. . . . . Jack A. Burnett

Prom., Sta. Manager . . . . . Geo. B. Morgan

Commercial Manager . . . . . Irving C. Phillips

Program Director . . . . . Ted Scott

Production Director . . . . . Dan Kawakami

Chief Engineer . . . . . C. W. Evans

Consulting Engineer . . . . . D'Orr Cozzens

## K T O H

**LIHUE, KAUAI—1940—ALOHA**

Frequency: 1490 Kc. . . . . Power: 250 Watts

Owned-Oper. By . . . . . Garden Island Publ., Ltd.

Bus-Studio-Transmitter Location . . . . . Lihue, Kauai

Box 1748

Phone Number . . . . . Kauai 361, 961

Air Time . . . . . 5:30 a.m.-10 p.m.

News Service . . . . . UP

Transcription Service . . . . . Standard

General Manager . . . . . Charles J. Fern

Station Manager . . . . . Clarence M. Ashman

Commercial Manager . . . . . Dwight Mossman

Program Director . . . . . Raymond K. Sasaki

Chief Engineer . . . . . Katashi Nose



# The Puerto Rican Network, Inc.

Radio Cadena Puerto Rico



Only The Puerto Rican Network Gives Complete Coverage Of The Island

## PRN ADVERTISERS

ALKA-SELTZER  
BORDEN CO.  
BRITISH WEST INDIES  
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BUICK  
CADILLAC  
CAFE RICO  
CAMEL  
CARIBBEAN ATLANTIC  
AIRLINES  
CHESTERFIELD  
CHEVROLET  
COLGATE  
PALMOLIVE PEET  
DOLE PINEAPPLE  
DOMECO BRANDY  
DON Q RUM  
EASTERN AIRLINES  
ESSO STANDARD OIL  
GENERAL ELECTRIC  
HEINZ-57 VARIETIES  
HINDS CREAM

HOTPOINT  
INDIA BEER  
INTERNATIONAL  
HARVESTER  
LEVER BROS.  
LIPTON SOUPS  
MARTINI ROSSI  
VERMOUTH  
McCOYS  
NATIONAL BELLAS  
HESS  
PAN AMERICAN  
WORLD AIRWAYS  
PENNZOIL  
PILLSBURY MILLS  
PROCTOR & GAMBLE  
PUERTO RICO  
CEMENT CORP.  
QUAKER OATS  
RED SEAL RICE  
SCHLITZ  
STUDEBAKER  
SHELL OIL CO.

The Puerto Rican population of 2,205,398 is a market as large and important as the seventh largest American market (San Francisco). Puerto Rico is an AMERICAN MARKET. Net United States imports reach \$450,000,000 . . . 93% American Brand name products.

Only the Puerto Rican Network is especially designed to give you complete coverage of this important radio-minded market—PUERTO RICO.

Furthermore, each member station is the leader in its community! And that is because of the outstanding network programs, plus local programming "know-how."

In a short time many advertisers have readily accepted the Puerto Rican Network as their preferred media . . . and the list continues to grow!

For more information, rates, availabilities:

### PUERTO RICAN NETWORK, INC.

Post Office Box 4563  
San Juan, Puerto Rico  
Harwood Hull, Jr., General Manager

### MELCHOR GUZMAN COMPANY, INC.

45 Rockefeller Plaza  
New York 20, New York  
Circle 7-0624

Exclusive Advertising Representatives in the United States and Canada

## K M V I

### WAILUKU-MAUI—1947—ALOHA

Frequency: 550 Kc. Power: 1000 Watts  
 Owned-Oper. By Maui Publ. Co., Ltd.  
 Address Trans. Loca. Wailuku-Maui  
 Phone Number 981  
 Air Time 5:30 a.m.-11:15 p.m.

News Service UP  
 Transcription Service Standard, Cole  
 Representative Grant  
 President J. Walter Cameron  
 General Manager Ezra J. Crane  
 Sta. Mgr., Prog. Dir. Richard E. Marwson  
 Commercial Manager Frank Kovacic  
 Consulting Engineers Lohnes & Culver

# PUERTO RICO

## W A B A

### AQUADILLA—1951

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Hector Reichard

## W C M N

### ARECIBO—1947

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By Caribbean Bdcstg Corp.  
 Address Arecibo  
 Phone Number (Studios) 589  
 President Aristides Santoni  
 General Manager Nabal Barreto  
 Comm. Mgr. Francisco López Oronoz  
 Prog. Dir. Digna Olivero Barrios  
 Chief Engineer José Soler

Program Director Ramón Mojica Solá  
 News Director William Valentine Rico  
 Chief Engineer Pedro Luis Jimenez  
 Farm Editor Freddy Percy

## W M D D

### FAJARDO—1947

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Madrazo & Diaz  
 Address P. O. Box 187  
 Phone Number 132  
 General Manager Augustin R. Camunas

## W X R F

### GUAYAMA—1948

Frequency: 1590 Kc. Power: 1,000 Watts  
 Owned-Operated By Rafael Fuster  
 Business-Studio Address Calle Hostos No. 42  
 Phone Number 243  
 Transmitter Location Barrie Santo Domingo  
 Gen., Sta., Comm. Mgr. Charles L. Cordero  
 Pgm., Prod. Dir. Jose Colon  
 Chief Engineer J. H. Conesa  
 Consulting Engineer William N. Greer

## W E N A

### BAYAMON—1947

Frequency: 1560 Kc. Power: 250 Watts  
 Owned-Operated By Bayamon Bcstg. Co.  
 Phone Number Bayamon 161  
 Transmitter Location Cataño-Bayamon Rd.  
 Air Time Unlimited  
 President Dr. A. Diaz Atilés  
 General Manager Domingo Diaz Alejandro  
 Chief Engineer Natalio Pabellon

## W A E L

### MAYAGUEZ—1948

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Mario Acosta  
 Business Address Iglesia No. 12  
 Phone Number 799  
 Owner-Manager Mario Acosta

## W R I A

### CAGUAS—1947

Frequency: 1450 Kc. Power: 250 Watts  
 Owner Inter-American Radio Corp.  
 Business Address Caguas  
 Phone Number 678  
 Gen. Mgr., Chief Engr. Eduardo Biacochea  
 Commercial Manager Charles Miner  
 Prom. Mgr., Pgm. Dir. J. G. Morales

## W K J B

### MAYAGUEZ—1946

Frequency: 710 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By Jose A. Bechara, Jr.  
 Business Address Minerva St. 54  
 Phone Number 983  
 Studio Address 59 Minerva St.  
 Transmitter Location Guanajibo Ave.,  
 Route 37

## W V J P

### CAGUAS—1947

Frequency: 1110 Kc. Power: 250 Watts  
 Owned-Oper. By Borinquen Bdcstg. Co.  
 Address P. O. Box 207  
 Phone Number 789  
 Gen., Sta Mgr. Héctor Pereira Buonomo  
 Commercial Manager Jorge Luis Arzuaga  
 Sales Prom. Mgr. Federico E. Virella

Air Time 6 a.m.-M.  
 President Jose A. Bechara  
 General Manager Arturo Cortes  
 Commercial Manager Jaime Sanjurjo  
 Program Director Alberto Basora  
 Promotion Manager Rafael Colon Diaz  
 Chief Engineer Henry Fischback

PUERTO RICO

WORA

MAYAGUEZ—1947

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By: Radio Americas Corp.
Phone Number: 1150
Studio Address: 1150 Guanajibo Ave.
Transmitter Location: 1150 Guanajibo Ave.
Air Time: 6 a.m.-M.
Pres., Gen. Mgr.: Alfred R. de Arellano, Jr.
Station Mgr.: Reinaldo Dupont
Commercial Manager: Maria Alvarez
Pgm., Prod. Director: Angel Rivera Graciani
Chief Engineer: Marcos Vega Paqan
Consulting Engineer: Jansky & Bailey

W P R A

MAYAGUEZ—1937

Frequency: 990 Kc. Power: 10,000 Watts
Owned-Oper. By: Puerto Rico Adv. Co.
Address: Box 869
Phone Number: 869
President-Gen. Mgr.: Andres Camara
Commercial Manager: Virginia DiCristina
Program Director: Ishmael Torrelas
Prom. Mgr., News Dir.: Esteban Rosado Baes
Chief Engineer: Aristides Zapata

W T I L

MAYAGUEZ—1950

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Operated By: Mayaguez Radio Corp.
Address: Box 1346
Phone Number: 1290
President: Alberto Sanabria
Treas., Pgm. Dir.: Gilbert Mamary
Chief Engineer: Rafael Rodriguez Santiago

W P A B

PONCE—1939

Frequency: 550 Kc. Power: 5000 Watts; 1000 Watts n.
Owned-Operated By: Portorican American Bestg. Co., Inc.
Bus-Studio Add.: P. O. Box 786, 164 Villa St.
Phone Number: 783, 1177
Transmitter Locations: Pampanos Rd.
News Service: AP
Representative: Inter-American Publ., Inc.
Membership: NARTB
Pres., Gen. Mgr.: A. Gimenez Aguayo
Commercial Manager: Radames Mayoral
Program Director: Eliseo Borrero
Chief Engineer: Pedro E. Conesa

W P R P

PONCE—1936

Frequency: 910 Kc. Power: 5000 Watts
Owned-Oper. By: Voice of Puerto Rico, Inc.

Business Address: Box 430
Phone Number: 1015, 1752, 1821
Studio Address: Guadalupe & Salud Sts.
Transmitter Location: Las Cucharas
Representative: Guzman, Co., Inc.
Membership: NARTB
President: Guillermo A. Marques
General Manager: Fransisco M. Susoni
Commercial Manager: Antonio Miro
Program Director: Rogelio Ramos Rivas
Chief Engineer: José Arzuaga

W R I O

RIO PIEDRAS—1949

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By: The Master Bdcstg. Corp.
Address: P. O. Box 335—Hato Rey
Phone Number: Hato Rey 1096
President: Isidro Quiñones Vidal
V.P., Chief Engr.: Julio Morales Ortiz
Adm. Asst. to V.P.: Manuel Rivera Morales
Program Director: Ramon Viscaronno

W W W W

RIO PIEDRAS—1949

Frequency: 1520 Kc. Power: 250 Watts
Owned-Oper. By: Frank A. Gaudia
Address: P. O. Box 935
Phone Number: 1098
Owner: Frank A. Gaudia

W A P A

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc. Power: 10,000 Watts
Owned-Oper. By: José Ramón Quiñones
Bus-Studio Address: 357 Ponce de León Ave.
Phone Number: 3-0100
Transmitter Location: Guaynabo
Transcription Service: Thesaurus
Membership: NAB
President: José Ramón Quiñones
Gen., Sta. Mgr.: Harwood Hull, Jr.
Commercial Manager: Segismundo Quiñones
Chief Engineer: José A. Fernández
Farm Editor: Guillermo Atiles
Consulting Engineer: Commercial Radio Equip.

W K V M

SAN JUAN—1946

Frequency: 1070 Kc. Power 25,000 Watts d.
Owned-Oper. By: Am. Col. Bdcstg. Corp.

W I P R

SAN JUAN—1949

Frequency: 940 Kc. Power: 10,000 Watts
Owned-Oper. By: Dept. of Education
Address: 1310 Ponce de Leon Ave.
Phone Number: 2-3218
Transcription Service: World



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**PUERTO RICO**

• • •

President ..... Mariano Villaronga  
 Station Director..... Jose A. Buitrago  
 Program Director..... Francisco Arrivi  
 Chief Engineer..... Pedro Luis Jimenez  
 News Director..... Wilfredo Braschi

**WIAC**

**SAN JUAN—1947**

Frequency: 740 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Radio Station WIAC  
 Address..... P. O. Box 4504  
 Phone Number ..... 2-1558  
 Gen., Sta. Mgr..... Thomas Muniz  
 Commercial Manager..... Bolivar Perez Rios  
 Program Director..... Roberto Perez Navarro  
 Publicity Director..... Manuel Morales  
 Chief Announcer..... Luis E. Marrero  
 Chief Engineer..... Albert D. Sears  
 Consulting Engineer..... George C. Davis

**WITA**

**SAN JUAN—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...Electronic Enterprises, Inc.  
 Address..... P. O. Box 3726  
 Studio Director..... Fermin F. Bonni  
 Commercial Manager... William H. Montaiivo

**WKAQ**

**SAN JUAN—1922—CBS**

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... El Mundo Bcstg. Corp.  
 Business Address..... P. O. Box 9007  
 Phone Number ..... 2-2023  
 Transmitter Location..... Sabana Llana  
 Air Time..... 6 a.m.-12 M.  
 Transcription Service ..... Associated  
 News Service ..... UP  
 Representatives... Inter-American Pub'l. Inc.  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Angel Ramos  
 Chief Engineer..... Rafael J. Acosta

**WNEL**

**SAN JUAN—1934**

Frequency: 860 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... WNEL, Inc.  
 Address..... 960 Ponce de Leon Ave.  
 Transcription Service ..... Associated  
 Pres., Gen. Mgr..... A. Ramos  
 Program Director..... Santiago Garcia  
 Chief Engineer..... Rafael J. Acosta

**puerto rico is rich**  
 in customer-potential . . .

and

WIAC

reaches the customers you want...

NOW 740 Kc.  
 10,000 WATTS

San Juan

PUERTO RICO

... because it takes more than  
 just first class technical equipment  
 to reach Puerto Rico's 2,200,000  
 people. WIAC knows how to cover  
 the masses.

- \* PROCTER & GAMBLE
- \* COLGATE PALMOLIVE
- \* STERLING PRODUCTS
- \* ALKA SELTZER
- \* OMO
- \* GILLETTE
- \* BALLANTINE
- \* JELLO
- \* HEINZ
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- \* RHEINGOLD
- \* KRESTO DENIA
- \* KLIM - BORDEN
- \* DON Q
- \* CHESTERFIELD
- \* SCHLITZ
- \* QUAKER OATS

...And Many Others

WIAC Box 4504 San Juan, P. R.

U. S. REP. — MRS. PIRI FLINT

35-30 81st St., Jackson Hgts., L. I., New York

# **IN CANADA**

*more people listen regularly\* to*

## **CFRB Toronto**

*than to any other  
station . . .*

★ The 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 night time — more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of the Dominion's retail sales.

## **CFRB**

**Representatives**

**UNITED STATES**

**Adam J. Young Jr. Incorporated**

**CANADA**

**All-Canada Radio Facilities Limited**

# CANADA

C B C

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C A B

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*Alphabetical Index  
By Call Letters*

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*Stations*

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*Networks*



# CBC NETWORKS.....

*Serve all Canadians*

Every section of Canada is served by the CBC . . . not only the big metropolitan centres but also the thousands of smaller communities and the vast rural areas spread across the Dominion.

Two CBC networks—Trans-Canada and Dominion—serve *English-speaking* Canadians . . . while the CBC French Network provides a separate program service designed especially to meet the tastes and interests of *French-speaking* Canadians.

Used *in combination*, CBC Networks . . . English and French . . . make Canada ONE BIG MARKET. They provide the coverage, the penetration and the *sales results* that make CBC network radio a most attractive advertising buy.

In the development and production of Canadian Talent Programs . . . French and English . . . the CBC is glad to extend its fullest assistance to advertising agencies and their clients.



## CANADIAN BROADCASTING CORPORATION

### COMMERCIAL DIVISION

354 Jarvis Street  
Toronto 5, Ontario

1425 Dorchester Street W.  
Montreal 25, P.Q.

# CANADIAN BROADCASTING CORP.

## OFFICES

Head Office—P. O. Box 806, 140 Wellington St., Ottawa, Ont.

Administration—P. O. Box 6000, Montreal, Que.

Commercial Division—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.

National Program Office—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.



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E. C. Stewart, Co-ordinator of Engineering Projects and Services  
D. G. McKinstry, Chief Architect  
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W. J. Dunlop, Supervisor of International Exchange and Institutional Broadcasts  
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H. J. Boyle, Program Director, Trans-Canada Network  
H. G. Walker, Manager, Dominion Network  
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H. F. Chevrier, Coverage Statistics



## In Canada you sell 'em when you tell 'em!

**I**F you could walk into the living room of every sales prospect and sit down to tell him what your product will do for him — you could do a better selling job than in any other way. But the cost of selling this way is prohibitive — it certainly would be in Canada.

Canada is a vast country, stretching 4,365 miles from St. John's to Victoria, B. C. All in all, it has 3,845,144 square miles of fabulous resources and unlimited potential. The Province of Ontario alone, Canada's second largest, is slightly larger than Texas, New York and Pennsylvania combined.

With an area roughly  $\frac{1}{4}$  larger than the U. S., the Canadian population is less than 10% that of her neighbor; only 3.57 persons per square mile, compared with 45.1 in the U. S. But Canada's population is somewhat concentrated: 79% live in a narrow strip

of land only 200 miles wide hugging the U. S. border.

These figures present a curious problem to anyone marketing a product in Canada. Obviously, it's easy to reach the large population centers. But that leaves a vast market untouched — a market that, in 1949, accounted for over \$3,622,465,000 in retail sales — 41.5% of Canada's total. Too often, manufacturers faced with this dilemma have either put all their advertising eggs in one basket or spread themselves too thinly in an attempt to add rural coverage to metropolitan.

The problem is: how to cover both urban and rural markets with a maximum number of sales messages for every advertising dollar expended.

Once you are aware of the problem, once convinced of the solution, then you are on your way towards exploiting this lucrative market.

*For Complete Information  
on your specific merchandising problems, consult*

### **The CANADIAN ASSOCIATION of BROADCASTERS**

Pat Freeman,  
Sales Research Dir.,  
37 Bloor St., W.,  
Toronto

T. J. Allard,  
General Manager,  
108 Spurds St.  
Ottawa



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# CANADIAN ASSOCIATION OF BROADCASTERS

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## OFFICES

Head Office—108 Sparks St., Ottawa, Ont.  
Phone: 34036

Branch Offices—37 Bloor Street West, Toronto, Ont.  
Phone: Pr 3729



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## Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 104 privately owned (independent) broadcasting stations in Canada.

# STATIONS OF CANADA

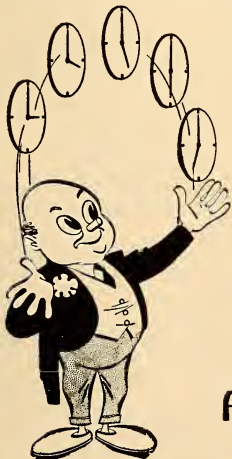
The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page	Call Letters	City	See Page
CBA	Sackville, N. B.	725	CHLN	Three Rivers, Que.	738
CBE	Windsor, Ont.	734	CHLO	St. Thomas, Ont.	732
CBF	Montreal, Que.	735	CHLP	Montreal, Que.	736
CBG	Gander, Nfld.	726	CHLT	Sherbrooke, Que.	738
CBH	Halifax, N. S.	727	CHML	Hamilton, Ont.	729
CBI	Sydney, N. S.	727	CHNC	New Carlisle, Que.	737
CBJ	Chicoutimi, Que.	735	CHNO	Sudbury, Ont.	733
CBK	Watrous, Sask.	739	CHNS	Halifax, N. S.	727
CBL	Toronto, Ont.	733	CHOK	Sarnia, Ont.	732
CBM	Montreal, Que.	736	CHOV	Pembroke, Ont.	732
CBN	St. John's, Nfld.	726	CHRC	Quebec City, Que.	737
CBO	Ottawa, Ont.	731	CHRL	Roberval, Que.	738
CBR	Vancouver, B. C.	723	CHSJ	Saint John, N. B.	726
CBT	Grand Falls, Nfld.	726	CHUB	Nanaimo, B. C.	722
CBV	Quebec City, Que.	737	CHUM	Toronto, Ont.	733
CBW	Winnipeg, Man.	724	CHVC	Niagara Falls, Ont.	730
CBX	Edmonton, Alta.	720	CHWK	Chiliwack, B. C.	721
CBY	Corner Brook, Nfld.	726	CJAD	Montreal, Que.	736
CFAB	Windsor, N. S.	728	CJAT	Trail, B. C.	723
CFAC	Calgary, Alta.	720	CJAV	Port Alberni, B. C.	722
CFAR	Flin Flon, Man.	724	CJBC	Toronto, Ont.	733
CFBC	Saint John, N. B.	725	CJBQ	Belleville, Ont.	728
CFCF	Montreal, Que.	736	CJBR	Rimouski, Que.	737
CFCH	North Bay, Ont.	731	CJCA	Edmonton, Alta.	720
CFCN	Calgary, Alta.	720	CJCB	Sydney, N. S.	727
CFCO	Chatham, Ont.	729	CJCH	Halifax, N. S.	727
CFCY	Charlottetown, P. E. I.	734	CJCS	Stratford, Ont.	732
CFGP	Grande Prairie, Alta.	721	CJDC	Dawson Creek, B. C.	721
CFJC	Kamloops, B. C.	721	CJEM	Edmundston, N. B.	725
CFJR	Brockville, Ont.	729	CJFP	Riviere-Du-Loup, Que.	737
CFNB	Fredericton, N. B.	725	CJFX	Antigonish, N. S.	727
CFOR	Orilla, Ont.	731	CJGX	Yorktown, Sask.	739
CFOS	Owen Sound, Ont.	731	CJIB	Vernon, B. C.	723
CFPA	Port Arthur, Ont.	732	CJIC	Sault St. Marie, Ont.	732
CFPL	London, Ont.	730	CJKL	Kirkland Lake, Ont.	730
CFPR	Prince Rupert, B. C.	722	CJLS	Yarmouth, N. S.	728
CFQC	Saskatoon, Sask.	739	CJNB	North Battleford, Sask.	739
CFRA	Ottawa, Ont.	731	CJNT	Quebec City, Que.	737
CFRB	Toronto, Ont.	733	CJOB	Winnipeg, Man.	724
CFRN	Edmonton, Alta.	720	CJOC	Lethbridge, Alta.	721
CHAB	Moose Jaw, Sask.	739	CJON	St. John's, Nfld.	726
CHAD	Amos, Que.	735	CJOR	Vancouver, B. C.	723
CHAT	Medicine Hat, Alta.	721	CJOY	Guelph, Ont.	729
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CKX	. Brandon, Man.	724
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# ALBERTA

## CFAC

CALGARY—1922—CBC

Frequency: 960 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Calgary Bcstg. Co., Ltd.  
Bus.-Studio Address.....1000 Greyhound Bldg.  
Phone Number.....Renfrew 6-1036  
Transmitter Location.....Midnapore, Alberta  
Air Time.....5:55 a.m.-12 M.  
News Service.....CPN, BUP  
Transcription Service.....Thesaurus, World,  
Associated  
Representative.....All-Canada, Weed  
President.....H. R. Carson  
Station Manager.....A. M. Cairns  
Commercial Manager.....D. H. Hartford  
Production Director.....D. MacMillan  
Promotion Manager.....R. J. Tregillus  
Chief Engineer.....E. C. Connor

## CFCN

CALGARY—1922—CBC DOMINION

Frequency: 1060 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....The Voice of the Prairies, Ltd.  
Bus.-Studio Address.....Toronto General Trusts  
Bldg.  
Phone Number.....2-1161  
Transmitter Location.....Midnapore, Alta.  
Air Time.....6 a.m.-M.  
News Service.....BUP  
Transcription.....Standard, Lang-Worth, Capitol  
Representative.....Radio Representatives,  
Adam J. Young, Jr.  
Membership.....CAB  
President.....H. G. Love  
Commercial Manager.....E. H. McGuire  
Pgm., Publ. Director.....James A. Love  
Chief Engineer.....Robert Lamb

## CKXL

CALGARY—1950

Frequency: 1140 Kc.....Power: 1000 Watts  
Owned-Oper. By.....CKXL, Ltd.  
Address.....210 9th Ave. W.  
Phone Number.....63026  
Representative.....Cooke, Inc.; Nail. Bcstg. Sales  
News Service.....BUP, PN  
President.....G. Max Bell  
General Manager.....Frederick R. Shaw  
Commercial Manager.....Bruce D. Alloway  
Sales Prom. Mgr.....Francis R. Turner  
Program Director.....Jack Stewart  
Chief Engineer.....Ross Craig

## CBX

EDMONTON—1948—CBC

Frequency: 1010 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.

Bus.-Studio Address.....713 MacDonald Hotel  
General Manager.....Dr. Augustine Frigon  
Commercial Manager.....W. E. Powell  
Supervising Engr.....R. D. Cahoon

## CFRN

EDMONTON—1934

CBC DOMINION

Frequency: 1260 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Sunwapta Bcstg. Co., Ltd.  
Business-Studio Address.....109 CPR Bldg.  
Phone Number.....22101  
Transmitter Location.....Jasper Hwy., 2 Mi. W.  
News Service.....BUP, PN  
Transcription Service.....Lang-Worth  
Representative.....Radio Representatives,  
Adam J. Young, Jr.  
Membership.....CAB  
Pres., Gen. Mgr.....G. R. A. Rice  
Comm., Sales Prom. Mgr.....A. J. Hopps  
Program Director.....George A. Duffield  
Production Director.....Jerry Forbes  
Publicity Director.....Isobel McDonald  
Chief Engineer.....Frank G. Makepeace

## CHFA

EDMONTON—1949

Frequency: 680 Kc.....Power: 5000 Watts  
Owned-Operated By.....Radio Edmonton, Ltd.  
Business Address.....10012 109th St.  
Phone Number.....42157  
News Service.....BUP  
President.....Dr. L. O. Beauchemin  
Station Manager.....J. A. Gallant  
Commercial Manager.....Romain LeClair  
Program Director.....Leo Remillard  
Chief Engineer.....Gordon L. Sadler

## CJCA

EDMONTON—1922

CBC TRANS-CANADA SUPP

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Edmonton Bcstg. Co., Ltd.  
Bus.-Studio Address.....452 Birks Bldg.  
Phone Number.....44131  
Transmitter Location.....Ellerslie  
Air Time.....19 hrs.  
News Service.....PN, BUP  
Transcription Service.....Thesaurus  
Representative.....All-Canada, Weed  
Membership.....CAB, BAB  
Station Manager.....Gerry Gaetz  
Commercial Manager.....Joe MacKenzie  
Production Director.....Dalt Elton  
Promotion Manager.....Miss Win Sutton  
Chief Engineer.....Frank Hollingsworth  
Consulting Engineer.....Keith McKinnon

**ALBERTA — BRITISH COLUMBIA**

**CFGP**

**GRAND PRAIRIE—1937—CBC**

Frequency: 1050 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Northern Bcstg. Corp., Ltd.  
 Bus.-Studio Address . . . . . 9910—99th St.  
 Phone Number . . . . . 611  
 Transmitter Location . . . . . Clairmont Hwy.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . CP  
 Transcription Service . . . . . World, SESAC  
 Representative . . . . . All-Canada, Weed  
 Membership . . . . . CAB  
 President . . . . . J. E. Thomson  
 General-Station Mgr. . . . . Arthur J. Balfour  
 Commercial Manager . . . . . Jack E. Soars  
 Program Director . . . . . John Wilson  
 Publicity Director . . . . . Gene Ross  
 Chief Engineer . . . . . Jim de Roaldes  
 Consulting Engr. . . . . Keith McKinnon

**CJOC**

**LETHBRIDGE—1926—CBC**

Frequency: 1220 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Lethbridge Bcstg., Ltd.  
 Address . . . . . 1015 Third Ave. S.  
 Phone Number . . . . . 3161  
 Transmitter Location . . . . . Broxburn, Alberta  
 Air Time . . . . . 5:30 a.m.-1 a.m.  
 News Service . . . . . PN, BUP  
 Transcription Service . . . . . Assoc. Thesaurus  
 Representative . . . . . Weed, All-Canada  
 Membership . . . . . CAB, BBM, WAB  
 Pres. & Gen. Mgr. . . . . H. R. Carson  
 Station Manager . . . . . W. M. Guild  
 Comm., Prom. Manager . . . . . C. A. Perry

Pgm., Prod. Director . . . . . G. A. Brown  
 Chief Engineer . . . . . R. A. Reagh  
 Consulting Engineer . . . . . Keith McKinnon

**CHAT**

**MEDICINE HAT—1946—CBC**

Frequency: 1270 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Monarch Bcstg. Co., Ltd.  
 Address . . . . . 520 First St.  
 Phone Number . . . . . 2821  
 Representative . . . . . Weed, All-Canada  
 Transcription Library . . . . . Standard  
 President . . . . . J. H. Yuill  
 Gen., Sta. Mgr. . . . . R. J. Buss  
 Promotion Manager . . . . . Eva Biel  
 Chief Engineer . . . . . Ian Carson

**CKRD**

**RED DEER—1949  
 CBC DOMINION SUPP**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Central Alberta Bcstg.  
 Co., Ltd.  
 Business Address . . . . . Foster Bldg.  
 Air Time . . . . . 17½ hrs.  
 News Service . . . . . BUP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Radio Reps., Young  
 Memberships . . . . . CAB  
 Pres., Gen. Mgr. . . . . Gordon S. Henry  
 Commercial Manager . . . . . Ike Kaila  
 Pgm., Prod. Dir. . . . . Ned Corrigan  
 Chief Engr. . . . . A. I. Booker  
 Consulting Engr. . . . . Canadian Marconi Co.

**—BRITISH COLUMBIA—**

**CHWK**

**CHILLIWACK—1927  
 CBC DOMINION**

Frequency: 1270 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Fraser Valley Bcstrs., Ltd.  
 Business-Studio Address . . . . . 50 Yale Rd. E.  
 Phone Number . . . . . 7511-21  
 Transmitter Location . . . . . Prest Rd.  
 Air Time . . . . . 6:30 a.m.-11:15 p.m.  
 News Service . . . . . BUP  
 Transcription Service . . . . . Cole  
 Representative . . . . . All-Canada, Weed  
 Membership . . . . . CAB, BBM, WAB, BCAB  
 President . . . . . C. Casey Wells  
 Gen. Mgr., Chief Engr. . . . . Jack Pilling  
 Commercial Manager . . . . . W. G. Teetzel

Owned-Operated By . . . . . Radio Station CJDC, Ltd.  
 Business Address . . . . . 2nd Ave. & 9th St.  
 Phone Number . . . . . 216  
 News Service . . . . . Press News  
 Transcription Service . . . . . Associated  
 Representative . . . . . Radio Representatives, Cooke  
 President . . . . . W. B. Michaud  
 General Manager . . . . . Lewis R. Roskin  
 Program Director . . . . . Michael Laverne  
 Chief Engineer . . . . . William Gordon

**CFJC**

**KAMLOOPS—1926  
 TRANS-CANADA**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Interior Bcstrs.  
 Business-Studio Address . . . . . 310 St. Paul St.  
 Phone Number . . . . . 1021  
 Representative . . . . . All-Canada, Weed

**CJDC**

**DAWSON CREEK—1947—CBC  
 TRANS-CANADA**

Frequency: 1350 Kc. . . . . Power: 1000 Watts

# BRITISH COLUMBIA

Transcription Service .....World  
News Service .....PN  
General Manager.....Ian G. Clark  
Prom., Comm. Mgr.....R. J. Innes  
Chief Engineer.....G. G. Henderson

## CKOV

KELOWNA—1931—CBC

Frequency: 630 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Okanagan Bcstrs., Ltd.  
Business-Studio Address.....Box 1481  
Phone Number .....1331-2-3  
Transmitter Location..Okanagan Mission. B. C.  
News Service .....PN  
Transcription Service.....World, Thesaurus  
Representative .....All-Canada, Weed  
Membership .....CAB  
General Manager.....J. H. B. Browne  
Chief Engineer.....J. Fred Weber

## CHUB

NANAIMO—1949

Frequency: 1570 Kc.....Power: 1000 Watts  
Owned-Operated By.....Standard Bcstg. Co.  
Business Address.....Malaspina Hotel  
Air Time.....6 a.m.-12 M.  
News Service .....CP  
Transcription Service.....World  
Representative..Nat'l. Bcstg. Sales, Hunt, Cooke  
President.....Donald Cromie  
Sta., Prom., Comm. Mgr..Mrs. Mary Sutherland  
Chief Engineer.....Tom Walsh

## CKLN

NELSON—1939—CBC

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By..News Publishing Co., Ltd.  
Address.....266 Baker St.  
Phone Number .....19  
News Service .....PN  
Representative .....Stovin, Young  
Membership...BBM, CAB, WAB, BCAB, BMI  
Station Mgr., Chief Engineer...A. R. Ramsden

## CKNW

NEW WESTMINSTER—1944

Frequency: 1320 Kc.....Power: 1000 Watts  
Owned By.....International Bcstg. Co., Ltd.  
Business-Studio Address.....227 Columbia St.  
Phone Number .....3000  
Transmitter Location.....Lulu Island, B. C.  
News Service .....PN  
Transcription.....Associated, World, Cole,  
Representative.....Forjoe, Nat. Bcstg. Sales  
Pres., Gen., Sta. Mgr.....William Rea, Jr.  
Sales Promotion Manager.....Phil Baldwin  
Pgm., Prod. Manager.....Hal Davis  
Chief Engineer.....Bill Collins

## CKOK

PENTICTON—1948

Frequency: 800 Kc.....Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By.....CKOK, Ltd.  
Business-Studio Address.....Nanaimo Ave.  
Phone Number .....800  
Transmitter Location Addr.....Skaha Lake  
Air Time.....6:30 a.m.-M.  
News Service .....CP  
Transcription Service.....Standard  
Representative.....Radio Reps., Cooke  
Membership.....BBM, CAB, BCAB, WAB  
President.....Maurice P. Finnerty  
Sta., Comm. Manager.....Roy G. Chapman  
Chief Engineer.....Jim English

## CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....CJAV, Ltd.  
Address.....735 Third Ave. N.  
Phone Number .....604  
Air Time.....6 a.m.-12 M.  
News Service .....BUP  
Transcription.....Lang-Worth, Cole, Capitol  
Representative.....Radio Representatives  
Membership.....CAB  
Station Manager.....Charles J. Rudd  
Commercial Manager.....K. Hutcheson  
Program-Production Dir.....T. Rannie  
Chief Engineer.....H. Hollway

## CKPG

PRINCE GEORGE—1946—CBC

Frequency: 550 Kc.....Power: 250 Watts  
Owned-Oper. By...Radio Station CKPG, Ltd.  
Address.....434 George St.  
Phone Number .....140  
Transmitter Location.....So. Fort George  
Air Time.....16½ hrs.  
Representative.....All-Canada, Weed  
Membership.....CAB, BBM  
President.....Frank H. Elphicke  
General Manager.....Cecil G. Elphicke  
Commercial Manager.....Charles Cawdell  
Station Manager.....Jack Carbutt  
Chief Engineer.....Cliff Steele

## CFPR

PRINCE RUPERT—1938—CBC  
TRANS-CANADA

Frequency: 1240 Kc.....Power: 250 Watts  
Owned By..Northwest Bcst. & Service Co., Ltd.  
Studio Address.....336 Second Ave., Box 848  
Phone Number .....863  
General Manager (CBC)...Dr. Augustin Frigon  
Station Manager.....C. H. Insulander



# BRITISH COLUMBIA

## CJAT

TRAIL—1932—CBC

Frequency: 610 Kc. Power: 1000 Watts  
Owned-Oper. By. Kootenay Bcstg. Co., Ltd.  
Business-Studio Address. 815 Victoria St.  
Phone Number. 1840  
News Service. AP  
Representative. Weed  
Membership. BBM, CAB, WAB, BCAB  
President. E. W. Hazlewood  
Station Manager. John W. Loader  
Commercial Manager. Donald G. Marshall  
Chief Engineer. John D. Hepburn

## CBR

VANCOUVER—1936—CBC

Frequency: 1130 Kc. Power: 5000 Watts  
Owned-Oper. By. Canadian Bcstg. Corp.  
Address. 701 Hornby St.  
Phone Number. Marine 6121  
News Service. BUP, R, CP  
General Manager (CBC). Dr. Augustin Frigon  
Commercial Mgr. (CBC). Walter E. Powell  
Regional Representative. Kenneth Caple  
Program Director. Doug Nixon  
Publicity Director. W. Gilmour Clark  
Chief Announcer. Marce Munro  
Senior News Editor. Richard T. Elson  
B. C. Regional Engineer. F. B. C. Hilton

## CJOR

VANCOUVER—1926  
CBC DOMINION

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Operated By. CJOR, Ltd.  
Business-Studio Address. 846 Howe St.  
Phone Number. Marine 6464  
Transmitter Location. R.R. 2 Nelson Rd.  
News Service. BUP, UP, PN  
Transcription Service. Thesaurus  
Representative. Stovin, Young  
Membership. CAB  
Pres., Gen. Mgr. George C. Chandler  
Commercial Manager. Don Laws  
Production Director. Dorwin Baird  
Program Director. Ross Mortimer  
Publicity Director. Miss K. V. Cronin  
News Director. Keith Cutler  
Chief Engineer. A. H. Chandler

## CKMO

VANCOUVER—1925

Frequency: 1000 Kc. Power: 1000 Watts  
Owned-Oper. By. B. C. Bcstg. System, Ltd.  
Address. 812 Roken St.  
Phone Number. Marine 1271

Transcription Service. Standard, Associated,  
SESAC  
Representative. Cooke  
President. Mrs. R. J. Sprott  
Commercial Manager. Dick Thompson  
Managing Director. Mrs. E. M. Willis  
Chief Engineer. R. McKenzie

## CKWX

VANCOUVER—1923—MBS

Frequency: 980 Kc. Power: 5000 Watts  
Business-Studio Address. 543 Seymour St.  
Phone Number. TAtlow 5131  
News Service. CP, BUP  
Transcription Service. Lang-Worth, World  
Representative. All-Canada, Weed  
President. Mrs. Arthur Holstead  
Vice-Pres., Gen. Mgr. Frank H. Elphicke  
Commercial Manager. John L. Sayers  
Program Dir. Laurie Irving  
Sales Promotion Mgr. Ken Hughes  
Chief Engineer. Charles Smith

## CJIB

VERNON—1947  
DOMINION

Frequency: 940 Kc. Power: 1000 Watts  
Owned-Operated By. Interior Bcstrs., Ltd.  
Business Address. 3330 Barnard Ave.  
Phone Number. 900  
Transcription Service. Associated  
Representative. Radio Representatives, Cooke  
Station Manager. Howard Thompson

## CJVI

VICTORIA—1940—DOMINION CBC

Frequency: 900 Kc. Power: 1000 Watts  
Owned-Oper. By. Island Bcstg. Co., Ltd.  
Business-Studio Address. 520 View St.  
Phone Number. Garden 2014  
News Service. PN  
Transcription Service. Thesaurus  
Representative. Weed, All-Canada  
President. Tim Matson  
General Manager. M. V. Chestnut  
Commercial Manager. Lee F. Hallberg  
Sales Prom. Mgr. James S. Crawford  
Program Director. Richard T. Baley  
News Director. Bruce Lowther  
Chief Engineer. Joe Sommers

## CKDA

VICTORIA—1950

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By. Capital Bcstg. System  
Address. Douglas Hotel  
Representative. Radio Reps., ForJoe  
Gen., Sta. Mgr. David M. Armstrong  
Chief Engineer. Norman E. Bergquist

# MANITOBA

## CKX

BRANDON—1928—CBC DOMINION

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Oper. By... Western Manitoba Bcstrs.  
Address... 8th St. & Princess Ave.  
Phone Number... 4532  
Transcription Service... Thesaurus, World  
Representative... Radio Representatives, Cooke  
News Service... PN  
Managing Director... J. B. Craig  
Commercial Manager... E. D. Holland  
Program Director... Eric Davies  
Sales Prom. Manager... Archie Olson  
Chief Engineer... Humphrey Davies

## CFAR

FLIN FLON—1937  
TRANS-CANADA

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By... Arctic Radio Corp., Ltd.  
Address... 75 Hill St.  
Phone Number... 590  
News Service... PN  
General Manager... C. H. Witney  
Commercial Manager... J. Thiele  
Program Director... T. O. Nelson  
Chief Engineer... Gordon Woodward

## CKSB

ST. BONIFACE—1946

Frequency: 1250 Kc. Power: 1000 Watts  
Owned-Oper. By... Radio St. Boniface, Ltd.  
Address... 607 Langevin St.  
Phone Number... 204-865  
News Service... BUP  
President... Dr. Paul L'Heureux  
Gen., Comm., Sta., Prom. Mgr., Roland Couture  
Pgm., Prod. Dir... Rene Dussault  
Farm Ed., Chief Ann... Maxime Desaulniers  
News Director... Norbert Prefontaine  
Chief Engineer... D. R. Thomson

## CBW

WINNIPEG—1948—CBC

Frequency: 990 Kc. Power: 50,000 Watts  
Owned-Operated By... Canadian Bcstg. Corp.  
Business Address... 300 Telephone Bldg.  
Phone Number... 922191  
News Service... BUP, PN, Reuters, CP  
General Manager... Dr. A. Frigon  
Regional Representative... J. R. Finlay  
Station Manager (CBC) Winnipeg  
J. N. Mogridge  
Commercial Manager... W. E. Powell  
Publicity Director... C. E. L'Ami  
Chief Engineer... R. D. Cahoon

## CJOB

WINNIPEG—1946

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... Blick Bcstg., Ltd.  
Business-Studio Address... Lindsay Bldg.  
Phone Number... 926, 374  
Transmitter Location... St. Boniface  
News Service... CP, BUP  
Transcription Service... World, Thesaurus,  
Associated, Standard, Lang-Worth  
Representative... Radio Representatives, Young  
Membership... CAB  
President, General Manager... J. O. Blick  
Commercial Manager... A. J. Messner  
Program Director... George C. Davies  
Chief Engineer... R. V. Durie

## CKRC

WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc. Power: 5000 Watts  
Owned-Oper. By... Transcanada Communica-  
tions, Ltd.  
Bus-Studio Address... 300 Carlton St.  
Phone Number... 922, 266  
Transmitter Location... St. Vital  
Air Time... Unlimited  
News Service... BUP, PN  
Transcription Service... Lang-Worth, Standard  
Representative... Weed, All-Canada  
Membership... CAB, BBM  
President... V. Sifton  
Gen., Sta. Mgr... William A. Speers  
Commercial Manager... B. M. Pirie  
Sales Prom. Mgr... F. M. Desourdy  
Prog. Dir., Prod. Mgr... J. M. Hill  
Chief Engineer... Bert Hooper

## CKY

WINNIPEG—1949

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Oper. By... Station CKY, Ltd.  
Business Address... 432 Main St.  
Phone... 931, 531  
Air Time... 5:50 a.m.-1 a.m.  
News Service... BUP, CP  
Transcription Service... Capitol, World, SESAC  
Representative... Stovin, Cooke  
Membership... CAB  
President... Lloyd E. Moffatt  
General Manager... A. R. Mackenzie  
Production Manager... J. M. Ellis  
Commercial Manager... W. E. Collier  
Publicity Director... W. E. Savage  
Chief Engineer... Andy

# —NEW BRUNSWICK—

## CKNB

CAMPBELLTON—1939—CBC

Frequency: 950 Kc. .... Power: 1000 Watts  
Owned-Oper. By... Restigouche Bcstg. Co., Ltd.  
Business Address..... P. O. Drawer 226  
Phone Number ..... 8  
Transmitter Location..... Maple Green  
Air Time..... 7:55 a.m.-12:10 a.m.  
Representative ..... Hardy, Weed  
Membership ..... CAB, BBM  
President..... J. Wesley MacDonald  
General Manager.... Dr. Charles H. Houde  
Station Manager..... Stan Chapman  
Sales Prom. Mgr..... Bill Harper  
Program Director..... Bob Richards  
Chief Engineer..... Phil Paquet

## CJEM

EDMUNDSTON—1944—CBC  
FRENCH

Frequency: 1380 Kc. .... Power: 1000 Watts  
Owned-Oper. By..... Edmundston Radio, Ltd.  
Business-Studio Address ..... Edmundston  
Phone Number ..... 880  
Transmitter Location ..... Iroquois  
Air Time..... 7 a.m.-12 M.  
Transcription Service ..... World  
Representative ..... Stovin, Young  
Pres., Gen. Mgr..... Georges Michaud  
Station Manager..... Maurice Lacasse  
Comm., Prom. Mgr..... Georges Guerrette  
Pgm., Prod. Dir..... Maurice Lacasse  
Chief Engineer..... Yvon Roy

## CFNB

FREDERICTON—1923—CBC

Frequency: 550 Kc. .... Power: 5000 Watts  
Owned-Oper. By... James S. Neill & Sons, Ltd.  
Business-Studio Address..... Queen St.  
Phone Number ..... 5501  
Transmitter Location..... New Maryland  
Air Time..... 6:30 a.m.-12:15 a.m.  
News Service..... BUP, RP  
Transcription Service..... Thesaurus, Standard  
Representative ..... All-Canada, Weed  
Membership ..... CAB  
Gen., Sta. Mgr..... Dr. Malcolm Neill  
Comm., Prom. Manager..... H. L. McFee  
Pgm., Prod. Director..... J. T. H. Fenety  
News Director..... Claude Cain  
Chief Engineer..... Glenn D. Love  
Consulting Engineer..... Cana Marconi

## CKCW

MONCTON—1934  
CBC DOMINION

Frequency: 1220 Kc. .... Power: 5000 Watts  
Owned-Oper. By..... Moncton Bcstg., Ltd.

Business-Studio Address..... K. of P. Bldg.  
Phone Number ..... 9111  
Transmitter Location ..... Cherryfield  
Air Time..... 6:30 a.m.-1 a.m.  
News Service..... BUP, RP  
Transcription Service ..... World  
Representative ..... Young, Stovin  
Membership ..... CAB, BBM  
Pres., Gen. Mgr..... F. A. Lynds  
Commercial Manager..... T. Tonner  
Program Director..... Mike Woods  
Publicity Director..... H. Button  
Chief Announcer..... Mike Stephens  
News Director..... J. S. Irving  
Chief Engineer..... James A. White  
Consulting Engineer ..... RCA

## CKMR

NEW CASTLE—1949

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By... Miramichi Bcstg. Co., Ltd.  
Business Address..... Castle St.  
Phone Number ..... 690

## CBA

SACKVILLE—1939  
CBC TRANS-CANADA

Frequency: 1070 Kc. .... Power: 50,000 Watts  
Owned-Oper. By..... Canadian Bcstg. Corp.  
Bus.-Studio Address..... 100 Sackville St.  
Phone Number ..... 3-6188  
Transmitter Location ..... Sackville  
News Service..... PN, BUP, CP  
General Manager (CBC)... Dr. Augustin Frigon  
Regional Representative..... W. E. S. Briggs  
Commercial Manager..... W. E. Powell  
Regional Engineer..... H. M. Smith

## CFBC

SAINT JOHN—1946  
CBC DOMINION

Frequency: 930 Kc. .... Power: 5000 Watts  
Owned-Operated By... Fundy Bcstg. Co., Ltd.  
Business-Studio Address..... 4 Carleton St.  
Phone Number ..... 3-2421  
Transmitter Location..... Sand Cove Rd.  
Air Time..... 6 a.m.-1 a.m.  
News Service..... RP, BUP  
Transcription Service ..... Standard  
Representative ..... Weed, Alexander  
President..... A. M. A. McLean  
Station Manager..... Robert T. Bowman  
Commercial Manager..... C. F. Bedford  
Production Director..... D. H. Armstrong  
Chief Announcer..... W. N. Anderson  
Prom. Mgr., Publ. Dir..... R. J. Gallagher  
Chief Engineer..... H. M. Stout



**NEW BRUNSWICK — NEWFOUNDLAND**

**CHSJ**

**SAINT JOHN—1934  
CBC TRANS-CANADA**

Frequency: 1150 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... New Brunswick Bcstg.  
Co., Ltd.  
Business-Studio Address ..... 14 Church St.  
Phone Number ..... 3-3304  
Transmitter Location ..... Coldbrook  
Air Time ..... Unlimited

News Service ..... PN  
Transcription Service ..... World, Lang-Worth,  
Associated  
Representative ..... Stovin, Young  
Membership ..... CAB, BBM  
Station Manager ..... George A. Cromwell  
Sales Promotion Manager ..... Herman Covey  
Program Director ..... Cleve G. Stillwell  
Production Director ..... Earl McCarron  
Publicity Director ..... Christine Fewings  
Chief Engineer ..... J. G. Bishop  
Consulting Engineer ..... T. Reid Dowling

**NEWFOUNDLAND**

**CBY**

**CORNER BROOK—1949—CBC  
TRANS-CANADA SUPP**

Frequency: 790 Kc. .... Power: 1000 Watts  
Owned-Operated By ... Canadian Bcstg. Corp.  
Address ..... Corner Brook  
News Service ..... CP, BUP, Reuters  
Representative ..... CBC  
Gen. Mgr. (CBC) ..... Dr. Augustin Frigon  
Commercial Manager (CBC) ..... E. A. Wier  
Regional Rep. .... William F. Galgay  
Station Manager ..... C. V. Hierlihy  
D. Press & Info. Serv. (CBC) ... Ron C. Fraser  
Dir. Gen. Engrg. .... Gordon W. Olive  
News Director (CBC) ..... D. C. McArthur  
Farm Editor (CBC) ..... A. R. Kemp

News Director ..... D. C. McArthur  
Station Manager ..... John J. Grace  
Publ. Director (CBC) ..... Ron C. Fraser  
Chief Engineer ..... J. J. Maloney  
Consulting Engineer ..... E. D. Witherstone

**CBN**

**ST. JOHN'S—1949—CBC**

Frequency: 640 Kc. .... Power: 10,000 Watts  
Owned-Operated By ... Canadian Bcstg. Corp.  
Address ..... St. John's  
Air Time ..... 16½ hrs.  
News Service ..... CP, PN, BUP, Reuters  
Representative ..... CBC  
General Manager (CBC) ... Dr. Augustin Frigon  
Commercial Mgr. (CBC) ..... W. E. Powell  
Regional Rep. .... William F. Galgay  
Publ. Director (CBC) ..... Ron C. Fraser  
Chief Engineer ..... J. A. Ouimet

**CBG**

**GANDER—1949—CBC  
TRANS-CANADA**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By ... Canadian Bcstg. Corp.  
Address ..... Gander  
News Service ..... CP, BUP, Reuters, PN  
General Manager (CBC) ... Dr. Augustin Frigon  
Commercial Mgr. (CBC) ..... W. E. Powell  
Regional Rep. .... William F. Galgay  
Station Manager ..... A. Barrett  
D. Press & Inf. Serv. (CBC) ..... Ron C. Frazer

**CJON**

**ST. JOHN'S—1951**

Frequency: 930 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... Radio Station CJON  
President, Manager ..... Geoff Stirling  
Production Manager ..... Dan Jamieson

**CBT**

**GRAND FALLS—1949—CBC**

Frequency: 1350 Kc. .... Power: 1000 Watts  
Owned-Operated By ... Canadian Bcstg. Corp.  
Address ..... Munro Bldg.  
Air Time ..... 16½ hrs.  
Phone Number ..... 382  
Gen. Mgr. (CBC) ..... Dr. Augustin Frigon  
Commercial Mgr. (CBC) ..... W. E. Powell

**VOCM**

**ST. JOHN'S—1936**

Frequency: 590 Kc. .... Power: 1000 Watts  
Owned-Operated By ... Colonial Bcstg. System  
Business Address ..... McBride's  
Phone ..... 3148  
Transcription Service ..... Thesaurus, World  
Membership ..... CAB, BBM  
Representative ..... Stovin, Weed  
Station Manager ..... J. L. Butler  
Commercial Manager ..... M. Shulman  
Program Director ..... J. M. Murdoch  
Chief Engineer ..... W. B. Williams

# NOVA SCOTIA

## CJFX

ANTIGONISH—1943  
DOMINION

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Operated By.....Atlantic Bcstrs., Ltd.  
Address.....Broadcasting Bldg.  
Representative.....Young, Natl. Bcst. Sales  
News Service.....PN  
Transcription Service.....Lang-Worth  
Representative.....Natl. Bcst. Sales, Young  
General Manager.....J. Clyde Nunn  
Promotion Manager.....James Burroughs

## CKBW

BRIDGEWATER—1947—CBC

Frequency: 1000 Kc. Power: 1000 Watts  
Owned-Oper. By.....Acadia Bcstg. Co., Ltd.  
Address.....399 King St.  
Phone Number.....445  
Transmitter Location.....Hebbsville  
News Service.....PN  
Transcription Service.....Associated  
Representative.....Radio Representative Ltd.,  
Cooke  
President.....C. J. Morrow  
General Manager.....John F. Hirtle  
Commercial Manager.....Howard E. MacLean  
Sales Prom. Mgr.....Lester L. Rogers  
Sta. Mgr., Pgm. Dir.....James A. MacLeod  
Publicity Director.....Bruce F. Rafuse  
Chief Engineer.....Douglas B. Hirtle  
Consulting Engineer.....RCA Victor

## CBH

HALIFAX—1944—CBC

Frequency: 1330 Kc. Power: 100 Watts  
Owned-Operated By...Canadian Bcstg. Corp.  
Business-Studio Address.....100 Sackville St.  
Phone Number.....3-6188  
News Service.....BUP, PN, Reuters, CP  
General Manager.....Dr. Augustin Frigon  
Station Manager.....S. R. Kennedy  
Commercial Manager.....W. E. Powell  
Maritime Reg. Repre.....W. E. S. Briggs  
Publicity Director.....Ron Fraser

## CHNS

HALIFAX—1926—CBC DOMINION

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Oper. By...Maritime Bcstg. Corp., Ltd.  
Bus. Studio Address.....10 Tobin St.  
Phone Number.....3-8318  
Transmitter Location.....Rockingham  
Air Time.....7-12:15 a.m.  
News Service.....CP, BUP  
Transcription Service.....Thesaurus, Lang-Worth  
Representative.....All-Canada, Weed  
Membership.....CAB, BBM

President.....Andrew W. Robb  
General Manager.....William Coates Barrett  
Station Manager.....Gerald Redmond  
Commercial Manager.....Douglas Grant  
Chief Engineer.....Arthur H. Greig

## CJCH

HALIFAX—1944

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Operated By.....Chronicle Co., Ltd.  
Bus. Studio Address.....Lord Nelson Hotel  
Phone Number.....3-7311  
Transmitter Location...St. Margaret's Bay Rd.  
Air Time.....24 hrs.  
News Service.....PN  
Transcription Service...Standard, Associated  
Representative.....Mulvihill, Tapp, Young  
Managing Director.....Mrs. B. P. McCurdy  
Station Manager.....E. Finlay MacDonald  
Sales Manager.....C. L. Chambers  
Promotion Manager.....Maurice L. Foisy  
Chief Engineer.....A. Reginald MacWilliams

## CKEN

KENTVILLE—1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By...Evangeline Bcstg. Co., Ltd.  
Business-Studio Address.....Radio Center  
Phone Number.....Kentville 400  
Transmitter Location.....Upper Dyke  
Air Time.....7 a.m.-10:15 p.m.  
News Service.....UP, PN  
Transcription Service.....McGregor  
Representative.....Alexander  
Membership.....CAB, BBM  
President, Chief Engr.....Avarad M. Bishop  
General Manager.....J. A. C. Lewis  
Comm., Prom. Mgr., Publ. Dir.....Bernard  
Butler-Grey

## CBI

SYDNEY—1948—CBC

Frequency: 1570 Kc. Power: 1000 Watts  
Owned-Operated By...Canadian Bcstg. Corp.  
Business-Studio Address.....247 Charlotte St.  
News Service.....BUP, Reuters, CP, PN  
General Manager.....Dr. Augustin Frigon  
Station Mgr.....Barry MacDonald  
Commercial Manager.....W. E. Powell  
Regional Representative.....W. E. S. Briggs  
Publicity Director.....Ron Fraser

## CJCB

SYDNEY—1929—CBC DOMINION

Frequency: 1270 Kc. Power: 1000 d.,  
5000 Watts n.  
Owned-Operated By...Cape Breton Bcstrs., Ltd.

## NOVA SCOTIA—ONTARIO

Business-Studio Address.....Radio Bldg.  
 Phone Number .....5596-7  
 Transmitter Location.....So. Bar, Cape Breton  
 Air Time.....7 a.m.-12M.  
 News Service.....PN  
 Transcription Service.....Thesaurus, Lang-Worth  
 Representative.....All-Canada, Weed  
 General Manager.....J. Marven Nathanson  
 Station Manager.....C. J. McDougall  
 Commercial Manager.....R. M. Burchell  
 Chief Engineer.....A. E. Vernon

### CKCL TRURO—1947

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Colchester Bcstg. Co. Ltd.  
 Business Address.....7 Pleasant St.  
 Phone Number .....491  
 Transmitter Location.....Onslow  
 Air Time.....7 a.m.-11 p.m.  
 News Service.....BUP, Radio Press  
 Transcription Service.....Associated  
 Representative.....Omer Renaud  
 Membership.....CAB, BBM  
 President, General Mgr.....J. Arthur Manning  
 Sta., Comm. Manager.....Alex Thomson  
 Chief Engineer.....Sidney Bernasconi  
 Consulting Engineer.....No. Electric Co., Ltd.

### CFAB WINDSOR—1946

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Oper. By....Evangeline Bcstg. Co., Ltd.  
 Address.....Radio Centre  
 Phone Number .....400  
 Transmitter Location.....Falmouth  
 Air Time.....7 a.m.-10:15 p.m.  
 News Service.....PN  
 Transcription Service.....McGregor  
 Representative.....Alexander  
 Membership.....CAB, BBM  
 President, Chief Engr.....Avard M. Bishop  
 General Manager.....J. A. C. Lewis  
 Comm., Prom. Mgr., Publ. Dir.....Bernard  
 Butler-Grey  
 Program Director.....Willard A. Bishop

### CJLS YARMOUTH—1934—CBC DOMINION

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Gateway Bcstg. Co., Ltd.  
 Address.....222 Main St.  
 Phone Number .....500  
 Transmitter Location.....Brooklyn, Yarmouth Co.  
 Air Time.....7:45 a.m.-12:10 a.m.  
 News Service.....CP  
 Transcription Service.....All-Canada  
 Representative.....All-Canada, Weed  
 Membership.....BBM  
 Pres., Gen., Sta., Comm. Mgr.....Donald L. Smith  
 Program Director.....Denny J. Comeau  
 Publicity Director.....William Singer  
 Chief Announcer.....Gene Alton  
 Chief Engineer.....Donald L. Smith

# ONTARIO

### CKBB BARRIE—1949

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Barrie Bcstg. Co. Ltd.  
 Address.....26 Elizabeth St.  
 Phone Number .....5585  
 Representative.....Young, Mulvihill  
 News Service.....PN  
 Pres., Gen. Mgr.....Ralph T. Snelgrove  
 Program Director.....Richard Mumham  
 Chief Engineer.....Jack Mattenley  
 Sta. Mgr., News Dir.....H. J. Snelgrove

### CJBQ BELLEVILLE—1946—CBC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Quinte Bcstg. Co., Ltd.  
 Business-Studio Address.....11 Victoria Ave.  
 Phone Number .....3200  
 Transmitter Location.....Foxboro Hwy.

Air Time.....6:30 a.m.-12:05 a.m.  
 News Service.....CP  
 Transcription Service.....World, Thesaurus  
 Representative.....Stovin, Young  
 Membership.....CAB, BBM  
 President.....A. McLean Haig  
 Station Manager.....W. H. Stovin  
 Commercial Manager.....J. H. MacDonald  
 Production Director.....Scott Hannah  
 Publicity Director.....Don Rose  
 Chief Engineer.....J. B. Buchanan

### CKPC BRANTFORD—1923—CBC

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Telephone City Bcst., Ltd.  
 Address.....525 Colborne St.  
 Phone Number .....3-2664  
 Transcription Service.....World  
 News Service.....BUP  
 Representative.....J. L. Alexander  
 Pres., Gen. Mgr.....Mrs. E. M. Buchanan  
 Commercial Manager.....Hugh Bremner



# ONTARIO

Farm Director..... Michael Warren  
News Director..... Frank Kovacs  
Chief Engineer..... Jack Church

## CFJR

**BROCKVILLE—1943—CBC**

Frequency: 1450 Kc..... Power: 250 Watts  
Owned By..... Eastern Ontario Bcstg. Co., Ltd.  
Business-Studio Address..... King St. West  
Phone Number..... 4628  
Transmitter Location..... Perth Road  
Air Time..... 7 a.m.-11:30 p.m.  
News Service..... BUP  
Representative..... Stovin, Young  
Membership..... CAB, BBM  
Owner, Gen.-Sta.-Comm. Mgr..... Jack R. Radford  
Program Director..... Al Hunter  
Prod., Publ. Manager..... Tom Statham  
Chief Engineer..... John G. Bransford

## CFCO

**CHATHAM—1926—CBC**

Frequency: 630 Kc..... Power: 1000 Watts  
Owned-Operated By..... John Beardall  
Business address..... 42 King St. W.  
Phone Number..... 2626  
News Service..... BUP  
Transcription Service..... Cole, Capitol  
Pres., Gen. Manager..... John Beardall  
Commercial Manager..... Peter Kirkey  
Program Director..... Lee Sheltus  
Chief Engineer..... Gordon Brooks

## CKSF

**CORNWALL—1945—CBC**

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By..... Standard-Freeholder, Ltd.  
Business-Studio Address..... 36 Pitt St.  
Phone Number..... 4800-01  
Transmitter Location..... Toll Gate Rd.  
Air Time..... 6:45 a.m.-11:45 p.m.  
News Service..... CP  
Transcription Service..... Thesaurus  
Representative..... Stovin, McGillvra  
Membership..... CAB, BBM  
President..... Howard Fleming  
General Manager..... Phil Robertson  
Station Manager..... Fred H. Pemberton  
Production Director..... Carl Fisher  
Publicity Director..... Alma Laroqcque  
Chief Engineer..... Mahlon Clark

## CKFI

**FORT FRANCES—1944—CBC-KBS**

Frequency: 800 Kc..... Power: 1000 Watts d.:  
500 Watts n.  
Owned By..... Radio Station CKFI  
Business-Studio Address..... Fort Francis  
Phone Number..... Ft. Frances 200

Transmitter Location..... King's Hway.  
Air Time..... 6:55 a.m.-11 p.m.  
News Service..... PN  
Transcription Service..... Keystone  
Representative..... Alexander, Bcst. Reps. Ltd.  
Pres., Publ., News Dir..... J. G. McLaren  
Sta. Comm., Gen. Mgr..... W. H. McLellan  
Chief Engineer..... Dick Endseth  
Consulting Engineer..... McKinnon

## CKPR

**FORT WILLIAM—1931—CBC**

Frequency: 580 Kc..... Power: 1000 Watts  
Owned-Oper. By..... H. F. Dougall Co., Ltd.  
Bus.-Studio Address..... 414½ Victoria Ave.  
Phone Number..... 33477  
Transmitter Location..... Memorial Ave.,  
Port Arthur  
Air Time..... 7 a.m.-11:45 p.m.  
News Service..... CP  
Transcription Service..... Thesaurus, United  
Representative..... Stovin, Radio Representatives,  
Young, All-Canada  
Membership..... BBM, CAB  
Pres., Gen. Mgr..... H. F. Dougall  
Commercial Manager..... George Jeffrey  
Program Director..... J. P. Friesen  
Chief Engineer..... W. T. Ross

## CJOY

**GUELPH—1948**

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Operated By..... CJOY, Ltd.  
Business Address..... Bond Bldg.  
Phone Number..... 555  
Transmitter Location..... R.R. 7  
Air Time..... 6:30 a.m.-12:30 a.m.  
News Service..... PN  
Transcription Service..... Lang-Worth, Associated  
Representative..... Radio Reps., Cooke  
Pres., Gen. Sta. Mgr..... Wallace Slater  
Commercial Mgr..... Frederick T. Metcalf  
Program Director..... Don LeBlanc  
Chief Engineer..... D. A. Page  
Consulting Engineer..... McCurdy

## CHML

**HAMILTON—1926  
CBC DOMINION SUPP**

Frequency: 900 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Maple Leaf Bcstg. Co., Ltd.  
Business-Studio Address..... 848 Main St., E.  
Phone Number..... 9-2411  
Transmitter Location..... Vinemount  
Air Time..... 5:25 a.m.-2 a.m.  
News Service..... PN  
Representative..... Natl. Bcst. Sales, Young  
Transcription Service..... Standard, Associated  
Membership..... BBM  
President..... Kenneth D. Soble  
General Manager..... Tom Darling

ONTARIO

Commercial Manager.....W. D. Whitaker  
Sales Prom. Mgr.....Daryl Wells  
Chief Engineers.....Hugh Potter, Phil Tahany

CKOC

HAMILTON—1922  
CBC—TRANS-CANADA

Frequency: 1150 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Wentworth Radio Bcstg.  
Co., Ltd.  
Bus.-Studio address.....32 John St.  
Phone Number.....7-4483  
Transmitter Location.....Elfrida  
Air Time.....5:45 a.m.-1:05 a.m.  
News Service.....BUP, PN  
Transcription Service.....Thesaurus, World  
Representative.....All-Canada, Weed  
Membership.....CAB, BBM  
Manager.....W. T. Cranston  
Commercial Manager.....L. A. Westmoreland  
Sales, Prom. Mgr.....W. H. Edge  
Chief Engineer.....Leslie Horton

CJRL

KENORA—1938—CBC DOMINION

Frequency: 1220 Kc.....Power: 1000 Watts  
Owned-Oper. By.....C. W. Johnson  
Address.....Johnson Block  
Phone Number.....6212  
Transmitter Location.....Jaffray Township  
Air Time.....17 hrs.  
News Service.....CP  
Transcription Service.....Thesaurus  
Representative.....Stovin, Cooke  
Membership.....CAB, BBM, WAB  
President.....C. W. Johnson  
Sta., Prom., Comm. Mgr.....G. A. McLean  
Program Director.....T. E. Lavers  
Chief Engineer.....J. Edwards

CKWS

KINGSTON—1942—CBC

Frequency: 960 Kc.....Power: 5000 Watts  
Owned-Operated By.....Brookland Co., Ltd.  
Address.....King St.  
Phone Number.....4405  
Transmitter Location.....Wolfe Island  
Air Time.....16 hrs.  
News Service.....PN  
Transcription Service.....Lang-Worth, World  
Representative.....Natl. Bcst. Sales  
Membership.....CAB  
President.....Senator W. R. Davies  
General Manager.....Jack Davidson  
Station Manager.....Roy W. Hofstetter  
Commercial Manager.....El Jones  
Chief Announcer.....W. Luxton  
Chief Engineer.....Burt Cobb

CJKL

KIRKLAND LAKE—1934—CBC

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Roy H. Thompson  
Address.....Govt. Rd.  
Phone Number.....27  
News Service.....PN  
Transcription Service.....Thesaurus, Lang-Worth  
Representative.....Natl. Bcst. Sales, Cooke  
Membership.....CAB  
President.....Roy H. Thomson  
General Manager.....J. M. Davidson  
Station Manager.....D. R. Lawrie  
Commercial Manager.....Doug Scanlan  
Program Director.....Don Nairn  
News Director.....Al Brooks  
Chief Engineer.....Les Oliver

CKCR

KITCHENER—1930—CBC

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....K-W. Bcstg. Co., Ltd.  
Business-Studio Address.....125 King St. W.  
Phone Number.....3-3628  
Transmitter Location.....R.R. 3  
Air Time.....17 hrs.  
News Service.....PN  
Transcription Service.....Associated  
Representative.....Renaud, Young  
Pres., Gen., Sta. Mgr.....G. Liddle  
Publ. Dir., Comm. Mgr.....James C. Mitchell  
Program Director.....Don Martz  
Chief Engineer.....Bill Marchand

CFPL

LONDON—1922—CBC

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Oper.....London Free Press Printing Co.  
Address.....442 Richmond St.  
Phone Number.....4-2121  
Transmitter Location.....R.R. 1  
Air Time.....6:05 a.m.-12:05 a.m.  
News Service.....PN  
Transcription.....Standard, Lang-Worth  
Representative.....Weed, All-Canada  
Membership.....CAB, BBM  
President.....Walter J. Blackburn  
General Manager.....Murray T. Brown  
Commercial Manager.....Keith Chase  
Sales Promotion Manager.....Douglas C. Trowell  
Program Director.....Robert A. Reinhart  
Production Director.....Jack N. Illman  
Chief Engineer.....Glen A. Robitaille

CHVC

NIAGARA FALLS—1947

Frequency: 1600 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By.....Radio Station CHVC, Ltd.  
Business Address.....Rainbow Bridge

# ONTARIO

Phone Number....Niagara Falls, Ont. 4110  
Transmitter Location...Queen Elizabeth Way  
Air Time.....7:30 a.m.-11:15 p.m.  
News Service .....BUP  
Transcription Service .....Thesaurus  
Representative .....Cooke, Alexander  
President.....B. Howard Bedford  
Commercial Manager.....R. H. Hamilton  
Chief Announcer.....Skip Letcher  
Production Director.....Arthur W. Blakely  
Chief Engineer.....O. O. Bingleman

## CFCH

**NORTH BAY—1931—CBC  
TRANS-CANADA**

Frequency: 600 Kc.....Power: 1000 Watts  
Owned-Oper. By....Northern Bcstg. Co., Ltd.  
Address .....Fraser St.  
Phone Number .....2400  
News Service .....PN  
Transcription Service...Standard, Lang-Worth  
Representative.....Natl. Bcst. Sales  
President.....Roy H. Thomson  
General Manager.....Jack M. Davidson  
Station Manager.....Keith Packer  
Commercial Manager.....G. Burnett  
Program Director.....Phil Clayton  
Chief Engineer.....Jack Barnaby

## CFOR

**ORILLIA—1945—CBC**

Frequency: 1570 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Gordon E. Smith  
Bus.-Studio Address...101 Mississaga St., E.  
Phone Number .....3511  
Transmitter Location .....Atherly  
News Service .....BUP  
Representative .....Stovin  
Membership .....CAB  
President, General Mgr....Gordon E. Smith  
Program Director.....James McGarvey  
Commercial Manager.....Alex Gilmour  
Promotion Manager.....Russ Waters  
Chief Engineer.....George Slinn

## CKLB

**OSHAWA—1950**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By...Lakeland Bcstg. Co., Ltd.  
Business-Studio Address.....16 Centre St.  
Phone Number .....3-3415  
Air Time.....6 a.m.-1:05 a.m.  
News Service .....AP  
Transcription Service .....World  
Representative .....Alexander, McGillivra  
Pres., Gen. Mgr.....Alfred H. Collins  
Pgm., Prod. Director.....L. Solway  
Chief Engineer.....D. Ockenden  
Comm., Prom. Manager....Gordon C. Wilson

## CBO

**OTTAWA—1924—CBC**

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Bus.-Studio Address...Chateau Laurier Hotel  
Phone Number .....2-1151  
Transmitter Location .....Hawthorne  
Station Manager.....Charles P. Wright  
Chief Engineer.....Maxted Gilbert

## CFRA

**OTTAWA—1947**

Frequency: 560 Kc.....Power: 1000 Watts  
Owned-Operated By.....Radio Station CFRA  
Business Address.....Catherine St.  
Phone Number .....3-6241  
Transcription Service...Standard, Lang-Worth,  
Cole, Capitol  
Representative .....All-Canada, Weed  
President, General Mgr.....Frank Ryan  
Commercial Manager....George M. Gowling

## CKOY

**OTTAWA—1949—CBC DOMINION**

Frequency: 1310 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By.....CKOY, Ltd.  
Address.....272 Somerset St., W.  
Phone Number .....2-2641  
News Service.....BUP, AP  
Transcription Service....Capitol, Thesaurus  
Representative.....Cooke, Natl. Bcst. Sales  
President.....Duncan K. MacTavish  
General Manager.....Don V. Carr  
Commercial Manager.....Jack Thompson  
Program Director.....Keith Sterling  
Chief Engineer.....Jack Pond  
Consulting Engineer .....McKinnon

## CFOS

**OWEN SOUND—1940  
CBC DOMINION SUPP**

Frequency: 1470 Kc.....Power: 1000 Watts  
Owned-Oper. By....Grey & Bruce Bcstg. Co.,  
Ltd.  
Address.....270 9th St. E.  
Phone Number .....1940  
Transmitter Location.....R. R. No. 4  
Air Time.....7 a.m.-11:15 p.m.  
News Service .....PN  
Transcription Service .....World  
Representative .....Stovin, Young  
President.....Howard Fleming  
Station Manager.....William N. Hawkins  
Commercial Manager.....D. Ferry  
Sales Prom. Mgr.....R. Tomlinson  
Pgm., Music Dir.....E. Smith  
Production Director.....William Fulton  
Publicity Director.....J. McAsh  
Chief Engineer.....R. Turnpeny



## ONTARIO

### CHOV

#### PEMBROKE—1942—CBC

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Ottawa Valley Bcstg. Co.  
 Address . . . . . 197 Albert St.  
 Phone Number . . . . . 1350  
 News Service . . . . . BUP  
 Transcription Service . . . . . Thesaurus, SESAC  
 Representative . . . . . Stovin, Young  
 Pres., Gen. Mgr. . . . . E. G. Archibald  
 Program Director . . . . . Bill Kutshke  
 Comm., Prom. Manager . . . . . Ramsay F. Garrow  
 Chief Engineer . . . . . W. E. Schmidt

### CHEX

#### PETERBOROUGH—1942—CBC

Frequency: 1430 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Brookland Co., Ltd.  
 Bus-Studio Address . . . . . Hunter & Water Sts.  
 Phone Number . . . . . 2-0451  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . PN  
 Transcription Service . . . . . Standard, Lang-Worth  
 Representative . . . . . Natl. Bcst. Sales, Cooke  
 President . . . . . W. R. Davies  
 Vice President . . . . . Roy H. Thomson  
 General Manager . . . . . J. Davidson  
 Commercial Manager . . . . . G. Grady  
 Program Director . . . . . Doug Burrows  
 Chief Engineer . . . . . A. E. Crump

### CFPA

#### PORT ARTHUR—1944—CBC

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Ralph H. Parker  
 Bus-Studio Address . . . . . Public Utilities Bldg.  
 Phone Number . . . . . 5-7651  
 Air Time . . . . . Unlimited  
 Transcription Service . . . . . Standard  
 Representative . . . . . Broadcast Representatives,  
 Alexander, Weed  
 Sta., Gen. Mgr. . . . . Ralph H. Parker  
 Commercial Manager . . . . . R. P. MacGowan  
 Program Director . . . . . Al Davidson

### CKTB

#### ST. CATHARINES—1933

#### CBC DOMINION SUPP

Frequency: 620 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . The Niagara District Bcstg.  
 Co., Ltd.  
 Business-Studio Address . . . . . 12 Yates St.  
 Phone Number . . . . . 5-7351  
 Air Time . . . . . 5:45 a.m.-12:10 a.m.  
 News Service . . . . . PN-CP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Radio Time Sales,  
 J. H. McGillvra, P. Mulvihill  
 Membership . . . . . CAB, BBM, CCBA  
 President . . . . . W. B. C. Burgayne  
 Commercial Manager . . . . . V. A. Lococo

Sta., Prom. Mgr., Pgm. Dir. . . . . W. C. Wingrove  
 Production Manager . . . . . Jack Dawson  
 Chief Engineer . . . . . W. H. Allen

### CHLO

#### ST. THOMAS—1948

#### CBC TRANS-CANADA SUPP

Frequency: 680 Kc. . . . . Power: 1000 Watts  
 Owner . . . . . Station CHLO, Ltd.  
 Business-Studio Address . . . . . 133 Curtis St.  
 Phone Number . . . . . 3696  
 Air Time . . . . . 6 a.m.-12 M.  
 News Service . . . . . CP, PN  
 Transcription Service . . . . . Lang-Worth, Associated  
 Representative . . . . . Radio Reps.  
 President . . . . . Clarence Nichols  
 Pgm., Prod. Dir. . . . . L. C. Evans  
 Gen., Sta. Mgr. . . . . J. C. Warder  
 Chief Engineer . . . . . William Onn

### CHOK

#### SARNIA—1946

#### CBC TRANS-CANADA SUPP

Frequency: 1070 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . . Sarnia Bcstg. Co., Ltd.  
 Address . . . . . 148½ Front St. N.  
 Phone Number . . . . . Digby 1121  
 Air Time . . . . . Unlimited  
 Transcription Service . . . . . Standard, Lang-Worth  
 Representative . . . . . Natl. Bcst. Sales, Cooke,  
 Mulvihill  
 President . . . . . Claude R. Irvine  
 Station Manager . . . . . Karl E. Monk  
 Commercial Manager . . . . . Arthur H. J. O'Hagan  
 Sales Promotion Manager . . . . . Mrs. Ev. Wallace  
 Program Director . . . . . Frank P. Stalley  
 Chief Engineer . . . . . Robert F. Cooke

### CJIC

#### SAULT STE. MARIE—1934—CBC

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . J. G. Hyland  
 Address . . . . . P. O. Box 218  
 Phone Number . . . . . Algoma 31121  
 News Service . . . . . PN  
 Transcription Service . . . . . World  
 Representative . . . . . J. L. Alexander, McGillvra  
 Pres., Gen. Mgr. . . . . J. G. Hyland  
 Commercial Manager . . . . . E. Vance  
 Chief Engineer . . . . . D. N. Irwin

### CJCS

#### STRATFORD—1927—CBC

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Central Bcstg. Co.  
 Address . . . . . 125 Ontario St.  
 Phone Number . . . . . 1675  
 News Service . . . . . BUP  
 Transcription Service . . . . . World

# ONTARIO

Representative.....All Canada, Weed  
Sta., Gen. Manager.....Frank M. Squires  
Chief Engineer.....John Grigg

## CHNO

SUDBURY—1947—CBC

Frequency: 1440 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.  
Business Address.....166 Elm St., W.  
Phone Number.....6-6416  
Transmitter Location.....Burwash Rd.  
Air Time.....6:30 a.m.-1 a.m.  
News Service.....PN  
Transcription Service.....Associated  
Representative.....Renaud, Hunt, Young  
President, General Mgr.....F. B. Ricard  
Station Commercial Manager.....C. R. Riel  
Pgm., Prod. Director.....Wilf Davidson  
Chief Engineer.....Wallace Roberts

## CKSO

SUDBURY—1935—CBC

Frequency: 790 Kc.....Power: 5000 Watts  
Owned-Operated By.....CKSO, Radio, Ltd.  
Business-Studio Address.....21 Elgin St., N.  
Phone Number.....77-505  
Transmitter Location.....7 Mi. from Sudbury  
at McFarlane Lake  
Air Time.....6:30 a.m.-1:10 a.m.  
News Service.....PN  
Transcription Service.....Thesaurus  
Representative.....All-Canada, Weed  
President.....G. M. Miller, K.C.  
General Manager.....W. J. Woodill  
Commercial Manager.....K. Dobson  
Chief Engineer.....J. McRae

## CKGB

TIMMINS—1933—CBC

Frequency: 680 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Northern Bcstg. Co., Ltd.  
Bus.-Studio Address.....Thompson Bldg.  
Phone Number.....1-500  
Transmitter Location.....Mountjoy Township  
Air Time.....7 a.m.-12:10 a.m.  
News Service.....PN  
Transcription Service.....Lang-Worth, Standard  
Representative.....Natl. Bcst. Sales, Cooke  
President.....R. H. Thomson  
General Manager.....J. M. Davidson  
Station Manager.....H. C. Freeman  
Commercial Manager.....Douglas Manning  
Program Director.....Jesse French  
Chief Engineer.....Ernie Mott

## CBL

TORONTO—1927—CBC

Frequency: 740 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Business-Studio Address.....354 Jarvis St.  
Phone Number.....Midwar 5481  
Transmitter Location.....Hornby  
News Service.....BUP, Reuters, PN, CP, AP  
Representative.....CBC  
General Manager.....Dr. Augustin Frigon  
Commercial Manager (CBC).....W. E. Powell  
Chief Engineer.....J. A. Ouimet

## CFRB

TORONTO—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Rogers Radio Bcstg. Co., Ltd.  
Business-Studio Address.....37 Bloor St. W.  
Phone Number.....Princess 5711  
Air Time.....5:45 a.m.-1:05 a.m.  
News Service.....BUP, PN  
Transcription Service.....Thesaurus, World  
Representative.....Young, All-Canada  
Pres., Gen. Mgr.....Harry Sedgwick  
Station Manager.....Lloyd Moore  
Promotion Manager.....Ken Marsden  
Commercial Manager.....Waldo Holden  
News, Pgm. Dir.....Wes McKnight  
Publicity Director.....Ken Marsden  
Chief Engineer.....Clive Eastwood  
Farm Editor.....Rex Frost

(See Page 712)

## CHUM

TORONTO—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....York Bcstrs., Ltd.  
Address.....225 Mutual St.  
Phone Number.....EM 4-4271  
Transmitter Location.....Lawrence Ave. East  
Air Time.....Sunrise-sunset  
News Service.....BUP  
Transcription Service.....Lang-Worth, Capitol  
Representative.....McGillvra, Alexander  
President.....John H. Q. Part  
General-Comm. Mgr.....Robert L. Lee  
Pgm., Prod. Dir.....Leigh Stubbs  
Publicity Director.....Phil Stone  
Chief Engineer.....Aurele Boisvert

## CJBC

TORONTO—1936—CBC

Frequency: 860 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Business-Studio Address.....354 Jarvis St.  
Phone Number.....Midwar 5481  
News Service.....CP, BUP, Reuters, PN  
General Manager (CBC).....Dr. Augustin Frigon  
Program Director.....H. G. Walker  
Commercial Manager.....W. E. Powell  
Chief Engineer.....J. A. Ouimet

**ONTARIO — PRINCE EDWARD ISLAND**

**CKEY**

**TORONTO—1944**

Frequency: 580 Kc. . . . . Power: 5000 Watts d.;  
1000 Watts n.  
Owned By . . . . . Toronto Bcstg. Co., Ltd.  
Bus.-Studio Address . . . . . 444 University Ave.  
Phone Number . . . . . WAverly 3881  
Transmitter Location . . . . . Scarboro  
Air Time . . . . . 24 hrs. daily  
News Service . . . . . CP, BUP  
Transcription Service . . . . . World, Lang-Worth,  
Standard, Associated  
Representative . . . . . Natl. Bcst. Sales, Cooke  
President, General Mgr. . . . . Jack K. Cooke  
Station Manager . . . . . Hal Cooke  
Commercial Manager . . . . . Jack Turrall  
Program Director . . . . . Don Insley  
Publicity Director . . . . . Jack Ross  
Chief Engineer . . . . . Allan Taylor

**CKFH**

**TORONTO—1951**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Foster Hewitt  
Address . . . . . 1 Greenville St.  
President . . . . . Foster Hewitt  
Station Manager . . . . . Howard C. Caine  
Commercial Manager . . . . . W. L. Smith  
Sales Promotion Manager . . . . . Frank Somerville  
Program Director . . . . . D. Robert Pugh  
Chief Engineer . . . . . William D. McGregor

**CBE**

**WINDSOR—1950—CBC**

Frequency: 1550 Kc. . . . . Power: 10,000 Watts d.  
Owned-Oper. By . . . . . Canadian Bcstg. Corp.  
Address . . . . . Security Bldg.  
News Library . . . . . CP, BUP, R, PN  
General Mgr. (CBC) . . . . . Dr. Augustin Frigon  
Promotion Manager . . . . . Ron C. Fraser  
Commercial Manager (CBC) . . . . . W. E. Powell  
Station Manager . . . . . M. L. Poole  
Chief Engineer . . . . . J. A. Ouimet

**CKLW**

**WINDSOR CBC TRANS-CANADA  
DOMINION SUPP**

(See U. S. Listing, Detroit, Mich.)

**CKNX**

**WINGHAM—1926  
DOMINION SUPP**

Frequency: 920 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Radio Station CKNX, Ltd.  
Business-Studio Address . . . . . Josephine St.  
Phone Number . . . . . 158  
Transmitter Location . . . . . Belgrave  
Air Time . . . . . 6:30 a.m.-11:15 p.m.  
News Service . . . . . BUP  
Transcription Service . . . . . Lang-Worth, World,  
Standard, Cole  
Representative . . . . . Alexander, Young  
President, General Mgr. . . . . W. T. Cruickshank  
Station Manager . . . . . J. J. Cruickshank  
Promotion Manager . . . . . V. Dittmer  
Program Director . . . . . J. F. Brent  
Chief Announcer . . . . . Tom Rafferty  
Publicity Director . . . . . R. Clark  
Chief Engineer . . . . . S. C. Reid

**CKOX**

**WOODSTOCK—1947**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Oxford Bcstg. Co., Ltd.  
Business Address . . . . . P. O. Box 100  
Phone Number . . . . . 2400  
Studio Address . . . . . 380 Hunter St.  
Transmitter Location . . . . . Sweaburg Rd.,  
Township of W. Oxford  
Air Time . . . . . Unlimited  
News Service . . . . . BUP  
Transcription Service . . . . . World, Lang-Worth  
Representative . . . . . Omer Renaud  
Membership . . . . . CAB  
President, Gen.-Station Mgr. . . . . Monty J. Werry  
Comm.-Sales Prom. Mgr. . . . . G. Lewis  
Fgm. Dir., Prod. Mgr. . . . . W. Whiting  
Chief Engineer . . . . . T. Little

**=PRINCE EDWARD ISLAND=**

**CFCY**

**CHARLOTTETOWN—1924  
CBC DOMINION-MARITIME**

Frequency: 630 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Island Radio Bcstg. Co.  
Business-Studio Address . . . . . 85 Kent St.  
Phone Number . . . . . 741  
Transmitter Location . . . . . North River

Air Time . . . . . 7 a.m.-12:10 a.m.  
News Service . . . . . PN  
Transcription Service . . . . . Associated  
Representative . . . . . All-Canada, Weed  
Membership . . . . . CAB  
Pres., Managing Dir. . . . . Lt. Col. K. S. Rogers  
Station Manager . . . . . R. F. Large  
Promotion Manager . . . . . C. E. Cooper  
Traffic Supervisor . . . . . W. A. MacMillan  
Technical Spvr. . . . . A. L. Finley



PRINCE EDWARD ISLAND — QUEBEC

CJR W

SUMMERSIDE—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Gulf Bcstg. Co., Ltd.
Business-Studio Address: 218 Water St.
Phone Number: 2201-2
Transmitter Location: Read's Corner, 2 Mi. E. of Summerside

Air Time: 6 a.m.-12 M.
News Service: BUP
Transcription Service: World
Representative: Radio Reps.
Membership: CAB, BBM
President: J. K. Curran
Gen., Comm. Mgr.: F. A. Bestall
Chief Announcer: Albert Nicholson
Program Director: Ned Conlon
Consulting Engineer: John Harris

QUEBEC

CHAD

AMOS—1942

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Northern Radio Inc.
Business Address: Rouyn

CBJ

CHICOUTIMI—1933—CBC

Frequency: 1580 Kc. Power: 10,000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Business-Studio Address: 286a Racine St.
Phone Number: 155
News Service: CP, BUP, R, PN
Representative: CBC
General Manager: Dr. Augustin Frigon
Station Manager: V. Fortin
Commercial Manager: M. Valiquette
Director: Marcel Ouimet
Prom. Manager: J. Saint-Georges
Chief Engineer: J. A. Ouimet

CHEF

GRANBY—1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Granby Bcstg. Co., Ltd.
Address: 7 Johnson St.
Phone Numbers: 353

CKCH

HULL—1933—CBC FRENCH SUPP

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By: Syndicats d'Oeuvres Sociales Ltée.
Business Studio Address: 121 Notre-Dame St.
Phone Number: 77-2771
Transmitter Location: Deschenes
Air Time: Unlimited
News Service: BUP
Representative: Renaud, McGillvra
Membership: CAB, BBM
Station Manager: J. P. Lemire
Sales Promotion Manager: Henry Allard
Publicity Director: George Huard
Chief Ann., Pgm. Dir.: Henri Bergeron
Chief Engineer: Max Gebhardt
Consulting Engineer: Canadian Marconi, Ltd.

CKRS

JONQUIERE—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Radio Saguenay, Ltd.
Address: 359 St. Dominique St.
Phone Number: 720
News Service: BUP
Transcription Service: World
Representative: Trans-Quebec, Hardy, Young
President: Henry Lepage
Sta., Comm. Manager: Tom Burham
Pgm. Dir., Prom. Mgr.: Paul Bouchard
Chief Engineer: Paul Fortier

CKLS

LA SARRÉ—1950

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Radio La Sarre, Inc.
Representative: Renaud
Station Manager: Jean Senecal

CKBL

MATANE—1948

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By: La Cie de Radiodiffusion de Matane Ltée
Address: 144 Ave. St. Jerome
Phone Number: 355
Transmitter Location: Poncheville
Air Time: 7 a.m.-12M.
News Service: BUP
Transcription Service: Associated
Representative: Jos. A. Hardy & Co., Ltd.
Membership: BBM, BMI, CAB
Pres., Gen., Sta. Mgr.: Rene Lapointe
Comm., Prom. Manager: Octave Lapointe
Pgm., Prod. Dir.: Marcel Houle
Chief Engineer: Louis-Philippe Gosselin

CBF

MONTREAL—1936

Frequency: 690 Kc. Power: 50,000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Bus. Studio Address: Radio Canada Bldg., 1425 Dorchester St., W.
Phone Number: UN 6-2571

# QUEBEC

Transmitter Location ..... Vercheres  
 Air Time ..... 7 a.m.-M.  
 News Service ..... BUP, CP, AFP  
 Membership ..... BBM  
 President ..... A. D. Dunton  
 Gen. Mgr. .... Dr. Augustin Frigon  
 Commercial Manager ..... M. Valiquette  
 Pgm. Dir., Sta. Mgr. .... Marcel Ouimet  
 Sales Representative ..... J. R. Pelouquin  
 Prod. Director ..... Roger Daveluy  
 Publicity Director ..... J. Saint-Georges  
 Chief Engineer ..... H. Audet

## CBM

### MONTREAL—1937—CBC

Frequency: 940 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... Canadian Bcstg. Corp.  
 Bus. Studio Address ..... Radio Canada Bldg.  
 Phone Number ..... University 62571  
 News Service ..... CP, BUP, R, PN  
 Representative ..... CBC  
 Gen. Mgr. (CBC) ..... Dr. Augustin Frigon  
 Commercial Manager ..... W. E. Powell  
 Chief Engineer ..... J. A. Ouimet  
 Dir., Press & Info. Ser. (CBC) ... Ron C. Fraser

## CFCF

### MONTREAL—1919—ABC-CBC

Frequency: 600 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Canadian Marconi Co.  
 Bus. Studio Address . 1231 St. Catherine St. W.  
 Phone Number ..... PLateau 2575  
 Transmitter Location ..... St. Genevieve  
 Air Time ..... 6 a.m.-12:20 a.m.  
 News Service ..... BUP  
 Transcription Service ..... Standard  
 Representative ..... Weed, All-Canada  
 Membership ..... CAB, BBM  
 Bcstg. Manager ..... W. Victor George  
 Station Manager ..... J. Allan Hammond  
 Commercial Manager ..... T. J. Quigley  
 Publicity Director ..... Sheldon O'Connell  
 Production Director ..... J. Howlett  
 Chief Engineer ..... John Gettenby

## CHLP

### MONTREAL—1933

Frequency: 1410 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. . La Patrie Publishing Co. Ltd.  
 Address ..... Sun Life Bldg.  
 Phone Number ..... Unniversity 6-6611  
 Transmitter Location ..... Laprairie  
 Air Time ..... 17 hrs.  
 News Service ..... BUP  
 Transcription Service ..... Associated  
 Representative ... Alexander, McGillvra, Hunt  
 Pres., Gen. Mgr. .... Sen. P. R. Du Tremblay  
 Sales, Sta., Comm. Mgr. .... Flavius M. Daniel  
 Chief Ann., Prod. Dir. .... Pierre Gavreau

Program Director ..... Marcel Marineau  
 Chief Engineer ..... Alphonse Cloutier

## CJAD

### MONTREAL—1945—CBS

Frequency: 800 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... CJAD, Ltd.  
 Business Studio Address ..... 1191 Mountain St.  
 Phone Number ..... University 6-6821  
 Transmitter Location ..... MacKayville  
 Air Time ..... 6:05 a.m.-12:05 a.m.  
 News Service ..... PN, BUP, CN  
 Transcription Service ..... Lang-Worth,  
 World, Associated, Thesaurus, Capitol  
 Representative ..... Young, Radio Time Sales  
 Membership ..... CAB, BBM  
 Pres., Gen., Sta. Mgr. .... J. Art. Dupont  
 Commercial Manager ..... R. L. Laurion  
 Program Supervisor ..... C. W. McGibbon  
 Chief Announcer ..... H. T. McCurdy  
 News Director ..... Hamilton Grant  
 Chief Engineer ..... Maurice Rousseau

## CKAC

### MONTREAL—1922—CBS TRANS-QUEBEC

Frequency: 730 Kc. .... Power: 10,000 Watts n.  
 5000 d.  
 Owned-Oper. By. .... La Cie. De Publication,  
 La Presse, Ltée.  
 Phone Number ..... UNiversity 6-7301  
 Studio Address ..... 980 Stes. Catherine St., W.  
 Transmitter Location ..... St. Hyacinthe  
 Air Time ..... 19 hrs.  
 News Service ..... BUP, PN, CP, FP  
 Transcription Service . Associated, Lang-Worth  
 Representative ..... Young, Renaud  
 President ..... Hon. Sen. P. R. Du Tremblay  
 Gen., Sta. Manager ..... Phil Lalonde  
 Commercial Manager ..... Georges Bourassa  
 Prom. Mgr., Publ. Dir. .... Paul Gelinas  
 Program Director ..... Ferdinand Biondi  
 Chief Announcer ..... Louis Belanger  
 News Director ..... Gabriel LaSalle  
 Chief Engineer ..... Leonard Spencer

## CKVL

### VERDUN—1946

Frequency: 990 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... J. Teitelman  
 Business Studio Address ..... 211 Gordon Ave.  
 Phone Number ..... Trenmore 2525  
 Transmitter Location ..... Laprairie, Que.  
 Air Time ..... 24 hrs.  
 Representative . Cooke, Radio & TV Sales Inc.  
 President ..... Jack Teitelman  
 Gen., Sta. Manager ..... Corey Thomson  
 Commercial Manager ..... Judah Tietelman  
 Production Director . Omer Duranceau (French),  
 Hal Stubbs (English)

# Q U E B E C

Program Director.....Marcel Provost  
 Publicity Director.....Cory Thomson  
 Chief Announcer.....Jean Boulu  
 Musical Director.....Billy Munro  
 Chief Engineer.....J. C. Charlebois

## C H N C

**NEW CARLISLE—1933—CBC  
 TRANS-QUEBEC**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Gaspesia Radio Bcstg. Co.  
 Business-Studio Address.....New Carlisle  
 Phone Number.....64  
 Representative.....Hardy, Young  
 Membership.....BUP  
 President.....Dr. Charles E. Dumont  
 General Mgr.....Dr. Charles Houde  
 Commercial Manager.....Viateur Bernard  
 Chief Engineer.....Gordon S. Coleman

## C B V

**QUEBEC CITY—1939—CBC**

Frequency: 980 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Business Studio Address.....Palais Montcalm  
 Phone Number.....5-8155  
 Transmitter Location.....Charlesbourg  
 Air Time.....7:30 a.m.-M.  
 Station Manager.....Guy Dumais  
 Chief Engineer.....Rene Frenette

## C H R C

**QUEBEC CITY—1926**

Frequency: 800 Kc.....Power: 5000 Watts  
 Owned-Operated By.....CHRC, Limitée  
 Business-Studio Address.....39 St. Jean  
 Phone Number.....2-8177  
 Transmitter Location.....St. Romuald  
 Air Time.....8 a.m.-12:30 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth, Thesaurus  
 Representative.....Young  
 Membership.....CAB, BBM  
 President.....Herve Baribeau  
 General Station Manager.....Henri Lepage  
 Commercial Manager.....Aurele Pellitier  
 Chief Engineer.....Arsene Nadeau

## C J N T

**QUEBEC CITY—1949**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Goodwill Bcstrs. of  
 Quebec, Inc.  
 Address.....405 Hamel Blvd.  
 Phone Number.....5-6119  
 Transmitter Location.....405 Hamel Blvd.

## C K C V

**QUEBEC CITY—1926  
 CBC DOMINION SUPP**

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....CKCV, Ltd.  
 Business-Studio Address.....142 St. John St.  
 Phone Number.....2-1585  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service.....PN  
 Transcription Service.....World, McGregor  
 Representative.....Renaud, Weed  
 Membership.....CAB  
 President.....Gaston Pratte  
 Gen., Sta., Comm. Mgr.....Paul Lepage  
 Sales Promotion Manager.....Marie Paul Vachon  
 Pgm. Prod. Dir., Chf. Ann.....Marcel Leboeuf  
 Publicity Director.....Normand Maltais  
 Chief Engineer.....Albert DuBerger  
 Consulting Engineer.....Keith MacKinnon

## C J B R

**RIMOUSKI—1937  
 CBC FRENCH SUPP**

Frequency: 900 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....The Central Public Service  
 Corp., Ltd.  
 Address.....1 St. John St.  
 Phone Number.....2217  
 News Service.....PN  
 Transcription Service.....McGregor, Standard  
 News Service.....PN  
 Representative.....Stovin, Young  
 President.....Hon. J. A. Brilliant  
 Gen., Sta. Manager.....André Lecomte  
 Commercial Manager.....Rosario Levesque  
 Program Director.....Guy Ross  
 Chief Engineer.....Cecil Daok  
 Consulting Engineer.....Marcel Valée

## C J F P

**RIVIERE-DU-LOUP—1947  
 CANADIAN BROADCASTING CORP.**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio-Temisouata Ltee  
 Address.....322 rue Lafontaine  
 Phone Number.....2727  
 Transmitter Location.....La Pointe  
 Air Time.....7 a.m.-12M.  
 Representative.....Young, Renaud  
 Pres., Gen. Mgr.....Armand Belle  
 Sta. Mgr., Pub. Dir.....Henri Bourdeau  
 Commercial Manager.....Yves Marchand  
 Sales Prom. Mgr.....Luc Simard  
 Pgm. Dir., Chief Annr.....Raoul Savard  
 Production Director.....Rene Viel  
 Chief Engineer.....Raymond Lavoie  
 Consulting Engineer.....Rene Viel



## CHRL

**ROBERVAL—1949**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Radio Roberval Inc.  
 Address . . . . . Hotel Maison Blanche  
 News Service . . . . . BUP  
 Representative . . . . . Renaud  
 President . . . . . Georges Gagnon  
 General Manager . . . . . L. Morin  
 Chief Engineer . . . . . Fernand Levesque

## CKRN

**ROUYN—1939—CBC FRENCH SUPP**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Northern Radio, Inc.  
 Bus.-Studio Address . . . . . Reilly Block Bldg.  
 Transmitter Location . . . . . Rouyn  
 News Service . . . . . UN  
 Transcription Service . . . . . Associated, World  
 Representative . . . . . CBC, Renaud  
 President, General Manager . . . . . David A. Gourd  
 Chief Engineer . . . . . Jean Senecal

## CHGB

**STE. ANNE DE LA POCATIERE—1938**

Frequency: 570 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . G. Thomas Desjardins  
 Address . . . . . Main St.  
 Phone Number . . . . . 101

## CKSM

**SHAWINIGAN FALLS—1951—CBC**

Frequency: 1220 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Shawinigan Falls  
 Broadcasting Co.  
 Address . . . . . City Hall Bldg.  
 Phone Number . . . . . 4494  
 Transcription Service . . . . . Thesaurus  
 News Service . . . . . BUP  
 Representative . . . . . Cooke, Renaud  
 Gen., Comm., Prom. Mgr. . . . . Allen Rogerson  
 Program Director . . . . . Gaston Tessier  
 News Director . . . . . Phil Fisette  
 Chief Engineer . . . . . Ernest Brunelle

## CHLT

**SHERBROOKE—1937  
 CBC FRENCH SUPP**

Frequency: 900 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . La Tribune, Ltd.  
 Business-Studio Address . . . . . 3 Marquette St.  
 Phone Number . . . . . 3-2525  
 Transmitter Location . . . . . 2 miles from city  
 Air Time . . . . . 6 a.m.-M.

Transcription Service . . . . . World, UTS, Thesaurus  
 News Service . . . . . CP  
 Representative . . . . . Young, Hardy  
 Membership . . . . . BBM  
 President . . . . . Sen. Jacob Nicol  
 General Manager . . . . . A. Gauthier  
 Commercial Manager . . . . . J. L. Gauthier  
 Program Director . . . . . Ren Caron  
 Chief Engineer . . . . . Romeo Paquette

## CKTS

**SHERBROOKE—1946  
 CBC DOMINION**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Telegram Ptq. & Pub. Co.,  
 Ltd.  
 Business-Studio Address . . . . . 3 Marquette St.  
 Phone Number . . . . . 2071  
 Transcription Service . . . . . Thesaurus, World  
 Representative . . . . . CBC, Hardy, Young  
 President . . . . . Hon. C. B. Howard  
 General Manager . . . . . A. Gauthier  
 Prom. Mgr., Pgm. Dir. . . . . J. L. Gauthier  
 Commercial Manager . . . . . Gordon Beerworth

## CJSO

**SOREL—1945—FRA**

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Radio Richelieu, Ltee  
 Business Studio Address . . . . . 72 Rue Du Roi  
 Phone Number . . . . . 3318  
 Trans. Location . . . . . Montreal-Sorel Nat'l Hwary.  
 Air Time . . . . . 7 a.m.-11 p.m.  
 News Service . . . . . BUP  
 Representative . . . . . Radio & TV Sales  
 Pres., Elec. Engr. . . . . J. Arthur Villeneuve  
 General Manager . . . . . Henri Olivier  
 Station Manager . . . . . Maurice Boulianne  
 Production Director . . . . . Lorenzo Brouillard  
 Chief Announcer . . . . . Marcel Villemaire  
 Chief Technician . . . . . Joseph Cardin

## CHLN

**THREERIVERS—1937**

Frequency: 550 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Le Nouvelliste, Lté.  
 Bus.-Studio Address . . . . . Chateau de Blois Hotel  
 Phone Number . . . . . 4500

## CKVD

**VAL D'OR—1939**

Frequency: 1230 Kc. . . . . Power: 100 Watts  
 Owned-Oper. By . . . . . Northern Radio, Inc.  
 Address . . . . . 437 St. James St.  
 President . . . . . David A. Gourd

# SASKATCHEWAN

## CHAB

MOOSE JAW—1926  
CBC DOMINION

Frequency: 800 Kc. Power: 5000 Watts  
Owned-Operated By: CHAB, Ltd.  
Bus.-Studio Address: 127 Main N.  
Phone Number: 6464  
Transmitter Location: Boharm  
Air Time: 6:30 a.m.-12 M.  
News Service: BUP  
Representative: Stovin, Weed  
Membership: CAB  
President: J. E. Slight  
General Manager: J. S. Boyling  
Commercial Manager: N. Skingle  
Chief Engineer: M. Pickford

## CJNB

NORTH BATTLEFORD—1946

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Oper. By: Northwestern Bcstg. Co., Ltd.  
Business Address: Box 484  
Phone Number: 2373  
Transmitter Location: N. Battleford  
Air Time: 7 a.m.-12 M.  
News Service: BUP  
Transcription Service: Associated  
Representative: Stovin  
Membership: CAB, WAB, BBM  
General, Station Manager: Hume A. Lethbridge  
Commercial Manager: Allen H. Klassen

## CKBI

PRINCE ALBERT—1927  
CBC DOMINION

Frequency: 900 Kc. Power: 5000 Watts  
Owned-Oper. By: Central Bcstg. Co., Ltd.  
Bus.-Studio Address: Sanderson Bldg.  
Phone Number: 2621  
Transmitter Location: 7 Mi. S. of Prince Albert  
Air Time: 19 hrs.  
News Service: PN  
Transcription Service: Thesaurus  
Representative: All-Canada, Weed  
Membership: CAB  
General Manager: E. A. Rawlinson  
Commercial Manager: Gerald Prost  
Chief Engineer: Tom Van Nes

## CKCK

REGINA—1922  
CBC TRANS-CANADA SUPP

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By: Leader-Post, Ltd.  
Bus.-Studio Address: 1853 Hamilton St.  
Phone Number: 8525  
Transmitter Location: Rowatt  
Air Time: 6 a.m.-12 M.  
News Service: BUP, PN  
Transcription Service: World  
Representative: All-Canada, Weed

President: Victor M. Sifton  
General Manager: Harold A. Crittenden  
Commercial Manager: Gil Seabrook  
Chief Engineer: E. A. Strong

## CKRM

REGINA—1926—CBC DOMINION

Frequency: 980 Kc. Power: 5000 Watts  
Owned-Oper By: Western  
Communications, Ltd.  
Bus.-Studio Address: Fidelity Life Bldg.  
Phone Number: 7631  
Transmitter Location: Rowatt  
Air Time: Unlimited  
News Service: CP, BUP  
Transcription Service: Lang-Worth  
Representative: Radio Reps., Young  
Membership: CAB, BBM  
Station Manager: N. Botterill  
Commercial Manager: Don Oaks  
Chief Engineer: William MacDonald

## CFQC

SASKATOON—1923—CBC

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Oper. By: A. A. Murphy & Sons, Ltd.  
Bus.-Studio Address: 216 1st Ave., N.  
Phone Number: 7917  
Representative: Radio Reps., Young  
President: A. A. Murphy  
General Manager: Vernon Dallin  
Commercial Manager: Blair Nelson  
Chief Engineer: Lyn Hoskins

## CBK

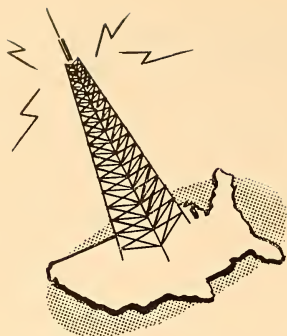
WATROUS—1939—CBC

Frequency: 540 Kc. Power: 50,000 Watts  
Owned-Oper. By: Canadian Bcstg. Corp.  
Bus.-Studio: 300 Manitoba Telephone Bldg.  
News Service: PN, BUP, CP, R  
General Manager (CBC): Dr. Augustin Frigon  
Station Manager: J. N. Mogrige  
Commercial Manager (CBC): W. E. Powell  
Publicity Director: C. E. L'Ami  
Chief Engineer: R. D. Cahoon

## CJGX

YORKTON—1927—CBC DOMINION

Frequency: 940 Kc. Power: 1000 Watts  
Owned-Oper. By: Yorkton Bcstg. Co., Ltd.  
Bus.-Studio Address: Smith-McKay Bldg.  
Phone Number: 258  
Transmitter Location: Yorkton  
Air Time: 6:30 a.m.-11:30 p.m.  
News Service: CP  
Transcription Service: Lang-Worth  
Representative: Stovin, Young  
Membership: CAB  
President: Dawson Richardson  
General Manager: Arthur Mills  
Station Manager: J. M. Shortreed  
Chief Engineer: Dave Glass



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By OTTO A. HARBACH  
*President*



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Therefore, ASCAP becomes a vast clearing house through which creators can do business with users. It relieves both creator and user of all contractual and legal details and all bookkeeping relating to collections and distributions. To make its vast repertory easily available to licensees, ASCAP spends more than two million dollars yearly. Thus the great costs of music clearance that otherwise would accrue to the user are borne by ASCAP, whose members similarly are relieved of the otherwise onerous—in fact, impossible—task of supervising their musical properties.

Like Radio, ASCAP is truly cosmopolitan. Members of the Society hail from every state. Foreign-born Americans from more than forty countries are included in its membership. All speak the international language of music.

ASCAP's activity in music copyright has benefitted all creative talent, going far beyond its own membership. Through the years it has built up a great body of legal precedent establishing the integrity of the music performing right. At the same time, ASCAP has become a leader in many movements having for their aim the promotion and development of American musical culture.

I am happy to extend to the vast radio industry and its young partner of the air waves, the amazing television industry, the greetings of ASCAP.

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## Publishers

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Edition Bote & C. Bock, Berlin  
Breitkopf & Haertel, Leipzig  
Breitkopf Publications, Inc.,  
New York  
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New York  
BMI-Canada, Ltd., Toronto  
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C. F. Kahnt, Leipzig  
F. E. C. Leuckart, Munich  
Edition Adolph Nagel, Hanover  
Oesterreichischer Bundeslag,  
Vienna  
Russian-American Music Pub-  
lishers, Inc., New York  
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# BROADCAST MUSIC, INC.

By CARL HAVERLIN

President



**T**HE past year was undoubtedly one of the most fruitful in BMI's 12 years of existence. In the realm of popular music, its record was and is fairly amazing. One the heels of the biggest hit in a quarter of a century in point of sales of sheet music, phonograph records and performances, BMI-licensed popular songs further contributed and have been the backbone of "Your Hit Parade" for many, many months. Last fall it was songs No. 1, 2 and 3 in a row in terms of nationwide popularity. Currently it is songs No. 1 to 5 in that order, five out of seven—a great achievement for any organization. But this is not BMI's *raison de etre* much less its sole objective in life. These hits have been taken in stride and are to some extent co-incident—to major obligations.

BMI continues to consolidate its position on all fronts, at home and abroad. During the past year, it has held 35 Program Clinics in various states and Canada, mainly in cooperation with the State Associations of Broadcasters. For this year 43 such Program Clinics have been set from Coast-to-Coast, all within a short period, plus a one-week seminar at the University of Denver in mid-summer.

The Young Composers Radio Awards, a joint project of BMI and the Committee of Presidents of State Broadcasters Associations, is well under way throughout the country.

More Concert Music Use by Broadcasters is another BMI sponsored project which is bearing fruit on more than 1000 stations. BMI has also been instrumental in making available at cost the Benny Goodman Music Festival, a concert music commentary and program series.

Teen-Ager Book Reviews, a series gratis to broadcasters launched recently is a must on hundreds of stations, programmed in cooperation with local civic organizations and public libraries.

Thus from Canada to Puerto Rico, BMI has not spared its efforts to serve the broadcaster in every conceivable manner. For the coming year, BMI again dedicates itself to such service.

OFFICERS OF BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-chairman of the board and general counsel; Robert J. Burton, vice-president in charge of publisher relations; Charles A. Wall, vice-president in charge of finance; Roy Harlow, vice-president, station service; Jean Geiringer, vice-president, foreign relations; Charles E. Lawrence, assistant treasurer, and Alexander D. Nicol, controller.

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 Arlene Music Co.  
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 Associated Music Publishers, Inc.  
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 Aurora Music Publishers  
 Autry, Gene Music Publishing, Inc.  
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 Big "D" Pub. Co.  
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 Blane Music Company  
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 Blazon Music Company  
 Block, Martin Music Inc.  
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 Blue Note Records  
 Blue River Music Publishing Co.  
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 Bomart Music Corp.  
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 Brightlights Music Publishing  
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 Campbell Music, Inc.  
 Canfield, Cogswell  
 Cardinal Music Publications  
 Carnegie Music Co.  
 Carnival Music Company, Inc.  
 Carol Music Company  
 Carson-Carrier Publications  
 Casa Musicale Sonzogno  
 Cascales, Joe, Music Publisher  
 Castle Music Pub. Co.  
 Cavalier Music Pub. Co.  
 Celestial Music Pub. Co., Inc.  
 Century Songs, Inc.  
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 Charill Music Pub. Co.  
 Chase Music Co.  
 Checker Music Publishing Company  
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 Cherio Music Publishers, Inc.  
 Children's Record Guild  
 Children's Songs, Inc.  
 Chords Music Publishers  
 Christian Music Publishing Co.  
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 Claremont Music Company  
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 Country Music  
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 Crowe, Edward and Pyle, Pete  
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 Dayton Smith Publications  
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 D. Dreyer Co., Inc.  
 Delaware Music Co.  
 Dennis Music Co.  
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 Dixie Music Publishing Co.  
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 Emerald Music Company  
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 Executive Music Corporation  
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 Fairway Music Corp.  
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 Fi-Del Music Publishing Co.  
 Fine Songs

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 Ford Music, Inc.  
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 Four-Star Music Company  
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 Franco-American Publications  
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 Gordon Music Company  
 Green Music Publications  
 Guinand, Clinton  
 Guy Publishing Company, The  
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 Halama, Frank J., Publications  
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 Hollywood-Western Music Co.,  
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 House of Carols  
 House of Fortune  
 House of Irish Songs  
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 Jean Music Company  
 Jill Music Co.  
 Jim Bulleit Music Corp.  
 Jo-Ann Music Company  
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 Jones, J. Grayson, Music Com-  
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 Kaolene Corp.  
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 Kayro Music Publishing Co.  
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 Kelly-Stool  
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 Key Music Company  
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 Keystone Music Co.  
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 Knutson & Kilbourne Song Pub-  
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 Latin American Publishing Corp.  
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 Lester, J. L. Music Company  
 Lewcon Music Company  
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 Life Records, Inc.  
 Lincoln, F. S.  
 Lind Music Company  
 Linden Music Publishers  
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 Livingston & Evans Music Com-  
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 Lomax, Carl, Music Publishing  
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 London Music Corp.  
 Lone Star Music Co.  
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 Long, Joey Music Publishing  
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 Lubin, Jimmy, Music Publishers  
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 Ludlow Music, Inc.  
 Lutz Brothers Music Co., Inc.  
 Lydian Music Publishers  
 Lynch, Edward J.  
 Lynn, E. A., Publishing Co.  
 Lynn Music Corp.

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 Lyric Music Co.  
 M. and F. Music Publisher, The  
 M-E Melodies  
 M. R. E. Music Co.  
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 MacFarlane, Thomas M.  
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 Mack Music Company  
 Mack-Nell Publications  
 Mackley Music Publishing Co.  
 Maestro Music Company  
 Magnet Music, Inc.  
 Magnolia Music Corp.  
 Main Music Publishing Com-  
 pany, The  
 Main Street Songs, Inc.  
 Majestic Music Company  
 Major Melodies  
 Major Minor Music  
 Malamar Music, Inc.  
 Mallory Music Publications  
 Manhattan Melodies Music Pub.  
 Mank's, Chaw, Blue Ribbon  
 Music Co.  
 Mann Music Co.  
 Manning Music Company  
 Mansfield, Frank, Music Pub.  
 Co.  
 Marchant, J. C., Publications  
 Marcy, Victor  
 Mardi Gras Music Company  
 Maresh Music Co.  
 Margo Music Co.  
 Marino Music Company  
 Marion and Son Publishing Co.  
 Mark-Lee Music Company  
 Mar-Lane Music Publishers  
 Marks, E. B. Music Corp.  
 Mars Music Publications  
 Marsales, Frank  
 Martens, W. F., Music Co.  
 Martin, Jack "Tex"  
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 Master Melodies Music Pub.  
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 Master Music Publishers  
 Masters Music  
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 pany  
 Mayhams Music Company  
 Maywood Music Co.  
 McCall and Malin Publishing  
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 McClellan Music Company  
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 McClure, Ruth D.  
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 McDonald, J. K.  
 McDonald Music Company, The  
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 McGhee, Berry M.  
 McGinty Music Publishing Com-  
 pany  
 McClean, Gene, Music Co.  
 McMahan, Frank  
 Meadowbrook Music Publishing  
 Co.  
 Med-Rik Music Publishing Com-  
 pany  
 Medallion Music Corp.  
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 Micor Publishing Company  
 Midland Music Company  
 Midwestern Publishers  
 Millbrook Music  
 Millburn Music Publishers, Inc.  
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 Company  
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 Mission Hills Publications  
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 Modern Melo Melody Publica-  
 tions  
 Modern Melodies Publishing Co.  
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 Modern Standard Music Co.  
 Mohawk Music Publishing Co.  
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 Monarch Music Company  
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 Morris Music Publications  
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 Morse, Dave, Studio Pub. Co.  
 Morton Music Corp.  
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 Music Art Publications  
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 The  
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 Note Music Co.  
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 Onyx Publishers  
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 Original Music Publishing Co.



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- Oriole Tunes  
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 P. M. Music Publishing Co.  
 Pace Music Co.  
 Pacific Coast Music Publishers  
 Pacific Music Publications  
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 Palomar Music Corp.  
 Pan-American Publications  
 Parade Music Company  
 Paradise Music Company  
 Paragon Music Corp.  
 Paragon Publishers  
 Paris, James B.  
 Parliament Music, Inc.  
 Pastor Music Co.  
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 Patriotic Music Publishing Co.  
 Paty Publishing Company, The  
 Paul Reiner Music Pub. Co., Inc.  
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 Peer International Corporation  
 Peerless Music Publishing Co.  
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 Pemora Music Company, Inc.  
 Penn-Sylvan Publications  
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 Piccadilly Music Corp.  
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 Quality Music Company, Inc.  
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 Radio & Video Music Publishing  
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 Radio Music Company  
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 Rainbow Melodies Music Co.  
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 Rainbow Music Publishers  
 Rainier Music Publishers  
 Raleigh Music Publishing Co.  
 Rancho Music  
 Randolph, Al, Publications  
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 Raybert Music Company  
 Raymond Music Corp.  
 Raymond, William  
 Raymor-McCollister Music Pub-  
 lishers  
 Rayven Music Co., Inc.  
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 pany  
 Recordo Music Publishers  
 Red River Songs  
 Redskin Publishing Co.  
 Redwood Music Co., Inc.  
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 Rees, H. E., Music Publishers  
 Reeves, John Frank  
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 Reid & Singer Music Publishing  
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 Renown Music, Inc.  
 Republic Music Corporation  
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 Rhodes, David W.  
 Rhythm Publishing Company  
 Rhythms Of The West  
 Ricordi, G. & Co.  
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 Rinehart, Marion W., Music  
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 Riverdale Music Co.  
 Riverdale Music, Inc.  
 Roberts, Virgil, Publishing Co.,  
 Inc.  
 Rod Jon Music Company  
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 Romance Music Publications  
 Romaunt Music Publications  
 \*Romany Music, Inc.  
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 Rork, Ernest A., & Son  
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 Roslyn Music Company  
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 Rossi, Edward and Louis  
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 Royal Crown Music Company  
 Royal Gorge Music Publishing  
 Royal Music Corporation  
 Royalty Music Company  
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 Rudy Vallee Music Publications  
 Rujanart Music Publications  
 Rumbalero Music, Inc.  
 Rush Music Co.  
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 Russian-American Music Pub-  
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 Salamanca Music Publishers  
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 San Juan Music Publishing Co.  
 Sanders, Zeb V.  
 Sapphire Music Publisher  
 Savoy Music Company  
 Sawaya Publications, Inc., The  
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 Schael, August, Company  
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 Schillinger, Arthur E.  
 Schirmer, E. C., Music Co.  
 Scholl Publishing Company  
 Schumann Music Company  
 Scriptor's  
 Seattle Music Publishing Co.  
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 Sentinel Music Publications  
 Serac Publishing Co.  
 Sgambellone, G., Music Pub-  
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 Shavers, Herman  
 Shaw, Charlie, Publications  
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 Skrivanek Music  
 \*Skylark Songs  
 Skylark Music Publishers  
 Slate Enterprises, Inc.  
 Smart Songs Publishing Co.  
 Smith, Bob  
 Smith, Jerry, Publications

## B M I Publishers

- Smith Publications  
 Snell, Ethel, Publishing Co.  
 Snyder, Fenton Publications  
 Sobeck, Rosina  
 Society of Jewish Composers,  
 Publishers and Songwriters  
 Soergel, Oscar  
 Sommers, Henry J.  
 Songette Publishing Co.  
 Song-Ranch Publications  
 Song Shop, The  
 Song-Tex Music Company  
 Song Writers' Cooperative, Inc.  
 Sonorous Music Co., Inc.  
 Sons Music Pub. Co.  
 Sophisticate Music, Inc.  
 Sorority Fraternity Record Co.  
 Spanish Music Center  
 Spartan Music Publishers  
 Spin Music  
 Spitzer Songs, Inc.  
 Spotlight Music Company  
 Spry Music Publishing Co.  
 Staff Music  
 Staff Music Corporation  
 Stan-Host Melodies  
 Standard Publications  
 Stark Music Printing Company  
 Starlight Music Company  
 Stavín Milt, Music Company  
 Steele, Ted, Publishing Co.  
 Stein, Rose Yvonne  
 Stern, Jos. W., & Co., (E. B. Marks)  
 Stern Music Publishing Co.  
 Steven, Arthur Publications  
 Stevens Music Company  
 Stevens Music Corporation  
 Stevens, Thomas A.  
 Stone, Irving  
 Stone Jack & Associates  
 Stover Music Company  
 Strand Press Music Publishers  
 Stratton, A. D., Music Co.  
 Stuart Music, Inc.  
 Stuart Hambleu Music Co.  
 Sudlik & Siegel  
 Sultan Associates  
 Sundial Songs  
 Sunnyside Music Publications  
 Sunrise Music Company  
 Superior Melodies Publishing Co.  
 Sutton Music Company  
 Swansongs Publications  
 Sweet Music Publications  
 Sweet, William R.  
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 Televisé Music Company  
 Thomas Cole Publishing Co.  
 Tic-Toc Publishing Company  
 Tiffany Music Company  
 Tiffany Productions, Inc.  
 Timberland Publishing Co.  
 Time Music Company  
 Times Squar Music Publishing  
 Tingor Music, Inc.  
 Tinker, Bill  
 Tobby Music Publishers  
 Tomerlin, Lysle  
 Tompkins, Clarence F.  
 Tompkins, Clarence & Cuff,  
 Paul  
 Tono Record Co.  
 Topik Tunes  
 Tourjee, Leo Eben  
 Tracy Music Company, Inc.  
 Trans-American Music Pub.  
 Transatlantic Music Company  
 Treasure Music Publishers  
 Trend Music  
 Triad Music Company  
 Trianon Publications  
 Trinity Music Co., Inc.  
 Trio Music Company  
 Tropical Song Counter  
 Truntone Publishing Company  
 Tune Shop Music Publishers, Inc.  
 Tune-Time Music  
 Tune Towne Tunes  
 Turner Tunes, The  
 Turnpike Music, Inc.  
 20th Century Music Publishers  
 U. S. and International Music  
 Publishers  
 U. S. Music, Inc.  
 Uhl & Ware  
 Ultra Music Company  
 Unger Music Publisher  
 Unique Music Publishers  
 United Artists Publishing Co.  
 Universal Music Sales  
 University Music Co.  
 University of Toledo  
 Uranus Music Company  
 Val Music Corporation  
 Valentine Music Publications  
 Valiant Music Company, Inc.  
 Valjean Music  
 Valley-Hill Music Co.  
 Valor Publications  
 Van Brunt Publishing Company  
 Van Dorn  
 Van Russ Music  
 Vance Music Company  
 Vander Music Company  
 Vanguard Songs  
 Van's Music Company  
 Variety Music Company  
 Vavrin & King  
 Velleca Publishing Company  
 Vernon Music Publishers  
 Versailles Music Co., Inc.  
 Vicca's Music Co.  
 Victory Music Company  
 Village Music Co.  
 Vogue Music Corporation  
 Volunteer Music Pub. Co.  
 Volunteer Music Sales Co.  
 Von Hallberg Music Company  
 Wade Franklin, Publications  
 Wahl, J. Frederick  
 Walden, Orville C.  
 Waldman, Irving, Music Pub.  
 Wallace Publishing Company  
 Ward, Allan W., Music Pub.  
 Warner Studio  
 Warren Publications  
 Washburn, Rozella T.  
 Washington Music Bazaar  
 Waters Music Publishing Co.  
 Watkins Music, Inc.  
 Watson, W. A.  
 Wayne, D., Music Publishing  
 Weaver, Jesse E.  
 Webster Music Company  
 Weddington Music, Inc.  
 Weeks, Publisher  
 Weiss & Barry, Inc.  
 Wemar Music Corporation  
 Wentworth, Martha  
 Wesjay Music Corp.  
 West Coast Music Publishers  
 Whimsy, Ltd.  
 White Mountain Music  
 White Way Music Company  
 Whitney, F. E., Publications  
 Wilcox Music Publishing Co.  
 Willard Herring, Ltd.  
 Williams, Albert  
 Wilson Publishing Co.  
 Winchester Music Inc.  
 Winfield Music, Inc.  
 Wing Music Corp.  
 Winner Music  
 Winters, Leo, Inc.  
 Winthrop, G. & Company  
 Wise Music Publications  
 Witro Music Publishing Co.  
 Wizell, Murray, Music Co.  
 Wolfe, Hugh J.  
 Wood Song and Record Co.  
 Woodward, Harry, Music Pub.  
 Woodland Music Company  
 Woods Music Co.  
 Worldwide Music Publishers  
 Wright Publishing Company  
 Wrightman, Neale Publishers  
 Wyner Music Publishers

NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.

# SESAC, INC.

By PAUL HEINECKE

President



**C**ONDITIONS in our industry change but the substance of life remains the same. As long as there are people, there will be music lovers, eager to receive the bounty of melody flowing from the present and past. SESAC and its busy affiliates continue serving them, the largest unchanging audience on earth, people of all ages and tastes. Our repertory is now replete with the works contained in over 230 fundamental publisher's catalogs. In the past year, we have welcomed to our roster 24 of these, listing some of the important works of Stravinsky, Milhaud, Dello Joio, Poulenc, Thomson, Arnell, Busch, and many other first-ranking modern composers. A SESAC Performance License gives music users everywhere simple and economical access to one of the basic parts of this country's musical output.

I have more good news about the unique SESAC Transcribed Library. In tune with the times, it has been designed to deliver topnotch entertainment at minimal cost. We have just introduced samples of complete commercial shows, produced with music from the SESAC Library, and they are proving to be sure-fire sales aids. Hundreds of dependable scripts, simply and effectively integrated with music of lasting appeal, make the SESAC Library an easy-to-program money maker. It costs less, is aimed directly at the advertiser, and means business!

Enduring music is firmly rooted in the lives of us all and is a matchless medium for the sponsor to reach and win his audience. SESAC will go on meeting the needs of good listening throughout the years to come. May they be peaceful, rewarding years for everyone.

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Alford, Harry L. (Estate of)

Alkire, Eddie, Publications, Easton, Pa.

Amsco Music Publishing Co., New York

ARCT, M., Warsaw, Poland (See Wydawnictwo Muzyczne Arcta)

Augsburg Publishing House, Minneapolis, Minn.

Barnes, A. S. and Company, Inc., New York

Barnhouse, C. L., Company, Oskaloosa, Ia.

Benson, John T., Publishing Co., Nashville, Tenn.

Braun Music Co., Chicago

including:

*Braun, Hubert J.*

*Braun Organization, The*

Breuer, Harry, New York

Brumley, Albert E., and Sons, Powell, Mo. including:

*E. M. Bartlett*

Bryant Music Company, Orlando, Fla.

Cardilli, M. V. (See Cerruti, John M.)

Catholic Music Co. (See McLaughlin & Reilly Co.)

Central Music Co., Sherman Oaks, Calif. including:

*Ramsey, Will M.*

Century Music Publishing Co., New York including:

*Heritage Music Publications, Inc.*

*Keyboard Publishing Co.*

Cerruti, John M., New York

including:

*Cardilli, M. V.*

Chart Music Publishing House, Inc., Chicago

including:

*Beirly, Alfred, Company*

*Coanacher, B.*

*Huffer, Fred K.*

*Littig, Frank, Music Publishing Co.*

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Warner, F. Eugene  
Western Accordion Music Company  
Choral Press, Hollywood, Calif.  
Church Music Co., The, Neosho, Mo.  
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Grammer, Frank  
Clayton, Norman J. (See Gospel Songs, Inc.)  
Clef Music Corp., New York  
Coleman, Robert H. Publishing Co., Nashville, Tenn.  
Composers Press, Inc., The, New York  
Concord Music Publishing Co., Inc., New York  
Craig, Ivy E., Mt. Gilinda, South Rhodesia, Africa (See Sacred Music Foundation)  
Cummings, M. Homer, Glasgow, West Va.  
Daniel, John, Quartet Song Publishers, Nashville, Tenn.  
Dawson, L. William (See Music Press)  
Deiro, Pietro (See Accordion Music Publishing Co.)  
Denison, T. S., & Company, Minneapolis, Minn.  
Di Bella, O., Music Co., New York  
Edition Gil-Ron (See "IPA," Israel Publishers Agency)  
Edition "Jastrzab"  
Rudnicki (See Walery)  
Editions Pro Arte (See "P.W.P.")  
Eulenburg, Ernst, Ltd., London, England  
Europa Music Co. (See Goddard Pub. Corp.)  
Fairbank, H. W., Company (See National Music Co., Inc.)  
Ferrill, J. W. (See National Music Co.)  
Firm Foundation Publishing House, Austin, Tex.  
including:  
Dean, Emmet S.  
Dean & Edmiaston  
Dean & Evridge  
Dean & Franklin  
Dean & Hensley  
Dean & Morgan  
Dean & Sebren  
Ramsey & Parker  
Trio Music Co.  
Fitzsimmons, H. T., Co., Inc., Chicago  
Fouts, S. G., Cookeville, Tenn.  
including:  
Fouts-Payne Music Co.  
Gebethner & Wolff, Warsaw, Poland  
Goddard Publishing Corp., Hollywood, Calif.  
including:  
Target Music Co.  
Europa Music Co.  
Gornston, David, New York  
Gospel Songs, Inc., Malverne, N. Y.  
including:  
Norman J. Clayton  
Grabcewski, F., Lodz, Poland  
Grammer, Frank (See Church Music Co.)  
Gregorian Institute of America, 2130-32 Jefferson Ave., Toledo, Ohio  
Hall Music Co., The, Maryville, Tenn.  
Hall & McCreary Co., Chicago  
Harper & Brothers, New York  
Hartford Music Co., The, Powell, Mo.  
Hathaway, Franklin Earl, Music Publisher, Chicago  
including:  
Gospel Music Publications  
Henson, J. M., Music Co., Atlanta, Ga.  
including:  
Morris-Henson Music Co.  
Southern Music Plate Co.  
Hoffman, Raymond A., Co., Chicago  
Holbrooke, Josef (See Modern Music Library)  
Hymntime Publishers, Box 44, Fort Worth, Texas  
including:  
Ira Stanphil  
Idzikowski, Leon, Warsaw, Poland  
Idzikowski, M.  
"IPA," Israel Publishers Agency, Tel Aviv, Israel  
including:  
"Iscam," Israel Society of Composers, Authors and Music Publishers, Tel Aviv, Israel  
Edition Hazemer, Tel Aviv, Israel  
Edition "Pizmon," Tel Aviv, Israel  
Edition Gil-ron, Tel Aviv, Israel  
Wilensky, Moshe, Tel Aviv, Israel  
Wohl, Yehuda, Tel Aviv, Israel  
"Iscam," Israel Society of Composers, Authors and Music Publishers (See "IPA," Israel Publishers Agency)  
Jastrzab (See Rudnicki Walery)  
Jeffess Music Company, Crossett, Ark.  
Jewell, Fred, Music Co., Worthington, Ind.  
Kanner Music Publishing Co. (See Top Music Publishers, Inc.)  
Keene, Hank, Inc., South Coventry, Conn.  
Kelman Music Corp., New York  
Keyboard Publishing Co. (See Century Music Publishing Co.)  
King, K. L., Music House, Inc., Fort Dodge, Ia.  
King Music Publishing Corp., New York  
including:  
Bass Co., The, Music Publishers  
Kjos, Neil A., Music Co., Chicago  
including:  
Max and Beatrice Krone  
Krachtus, John, Inc., Chicago  
Krone, Max & Beatrice (See Kjos Music Co.)  
Lillenas Publishing Co. (See Nazarene Publishing House)  
Littig, Frank Music Publishing Co. (See Chart Music Publishing House, Inc.)



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- Liturgical Music Company (See McLaughlin & Reilly Co.)
- Liturgical Music Press, Inc., New York
- Markiewicz, Adam (See "P.W.P.")
- McLaughlin & Reilly Co., Boston  
including:  
*Liturgical Music Company*  
*Catholic Music Co.*
- Also including published copyrighted compositions taken over from:  
*Wm. E. Ashmall & Co.*  
*Berge Music Company*  
*John Singenberger*  
*Otto Singenberger*  
*Gilbert Music Company*
- Mercury Music Corp., New York  
including:  
*Music Press, Inc.*  
*Weaner-Levant Publications*  
*Weaner, Maxwell*
- Modern Music Library, London, England  
including:  
*Josef Holbrooke*
- Music Press, Tuskegee Institute, Ala.  
including:  
*Dawson, William L.*
- Music Press, Inc. (See Mercury Music Corp.)
- National Music Company, Fort Worth, Texas  
including:  
*Ferrill, J. W.*  
*Quartet Music Company*  
*Thomas, Alvis O.*  
*Thomas, J. E.*
- National Music Company, Inc., Chicago  
including:  
*Albright Music Company*  
*Bendix Publishing Corp.*  
*Broadcast Music Publishers*  
*Capitol Music Co.*  
*Fairbanks, H. W., Company*  
*Future Music*  
*Hanson, Eddy (Publications as per list issued)*  
*Hart's Music Company*  
*Popular Music Publications*  
*Select Music Company*  
*Standard Music Company*  
*Standard Songs*  
*Windsor Music Company*
- Natrass-Schenck, Inc., New York
- Nazarene Publishing House, Kansas City, Mo.  
including:  
*Lillenas Publishing Co.*
- Network Music Publishers (See Top Music Publishers, Inc.)
- Northwestern Press, The, Minneapolis, Minn.
- Nowa Scena, Warsaw, Poland
- Oak Ridge Quartet Music Company, Nashville, Tenn.
- Pagani, O., & Bro., New York
- Pallma Music Products Corp., Beaumont, Calif.  
including:  
*Pallma, Frank, Music Publisher*  
*Music Products Corp.*  
*Babwin Publications*  
*Quincek, Walter A. (Compositions as per list issued.)*
- Panella, Frank A., Pittsburgh, Pa.
- Paragon Music Publishers, New York
- Parks, J. A., Company, The, Chicago
- Perry, F. Clark, Co. (See Tennessee Music and Printing Co.)
- Perry's Sons, A. W., Sedalia, Mo.
- Pioneer Music Press, Salt Lake City, Utah  
including:  
*Wheelwright, Lorin F.*
- Podgorski, I., Philadelphia
- Polonia Publishing Co. (See Zalewski, B. J.)
- Polskie Towarzystwo Muzyki Współczesnej, Warsaw, Poland (See "P.W.P.")
- Popular Music Publications (See National Music Company, Inc.)
- Pro Arte Publications, New York
- Pro Arte (See Editions Pro Arte)
- "P.W.M.," Polskie Wydawnictwo Muzyczne, Krakow, Poland
- "P.W.P." Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers), Warsaw, Poland
- Affiliates:  
*Adamus, A.*  
*Adamus, Zenobiusz*  
*Barwicki, K. T.*  
*Czytelnik*  
*Edition Olympia*  
*Editions Pro Arte*  
*Kuthan, E.*  
*Maciejowski, Zb.*  
*Markiewicz, Adam*  
*Polskie Wydawnictwo Muzyki Współczesnej*  
*Poltawski, Aleksander*  
*Pomarancki, Zygmunt*  
*"P.W.M." Polskie Wydawnictwo Muzyczne*  
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*Rzepecki, J.*  
*Seyfarth, G.*  
*Slaski, H.*  
*Towarzystwo Wydawnicze Muzyki Polskiej*  
*Wiehler, Z.*  
*Witezyk, Stanislaw*  
*"Zaiks" Zwiasek Autorow, Kompozytorow I Wydawcow (Society of Polish Authors, Composers and Publishers)*  
*Zak, Czeslaw*  
*Zaremba, Alojzy*
- Radio City Guitar Studio, New York
- Ramola Music, Box 5262, Dallas, Texas

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- Ramsey, Will M. (See Central Music Co.)  
 Ramsey & Parker (See Firm Foundation Publishing House)
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*Walls, W. M.*
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- Rudnicki, Walery, Warsaw, Poland  
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*Edition "Jastrzab" "WJR"*
- Sacred Music Foundation, The, Los Angeles, Calif.  
 including:  
*Tovey, Herbert G.*  
*Craig, Ivy E.*
- Sajewski, W. H., Music Publishing Co., Chicago
- Schmidt, Arthur P., Co., Inc., The, Boston, Mass.
- Schmitt, Paul A., Music Company, Minneapolis, Minn.  
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*Selmer, H. & A., Inc. (Compositions as per list issued.)*
- Schubert, Edward, & Co., Inc., New York
- Sebren, George W., Music Co. (See Tennessee Music & Printing Co.)
- Showalter, A. J., Company, The (See Tennessee Music & Printing Co.)
- Simon, Frank, Middletown, Ohio
- Singenberger, John (See McLaughlin & Reilly Co.)
- Singenberger, Otto (See McLaughlin & Reilly Co.)
- Singspiration Associates, P. O. Box One, Wheaton, Ill.  
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- Slater, Will W., Box 7178 Sylvania Station, Fort Worth, Texas
- Smith, Alfred B. (See Singspiration Associates)
- Smith, Wm. J., Music Co., Inc., New York
- Stamps-Baxter Music & Printing Company, Box 4007, Dallas 8, Texas; Chattanooga, Tenn.; Pangborn, Ark.  
 including:  
*Beazley, Samuel W., & Son (Publications copyrighted in 1925 and thereafter.)*  
*Sisk Music Co.*  
*Stamps, V. O., Music Company*
- Stamps Quartet Music Company, Inc., Dallas, Texas  
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*Parris Music Co.*  
*Parris, O. A.*
- Stanphill, Ira (See Hymntime Publishers)
- Stirling Music Publishing Co., New York including:  
*Avalon Music Publishing Co.*
- Teddies, Tillit S., Greenville, Texas
- Tennessee Music & Printing Co., Cleveland, Tenn.  
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*Beazley, Samuel W., & Son (Publications copyrighted up to and including 1924 only.)*  
*Denson Trio Music Co.*  
*Denson-Parris Music Co.*  
*Hall Music Co., The (Publications as per list issued.)*  
*Perry, F. Clark, Co.*  
*Sebren, George W., Music Co.*  
*Showalter, A. J., Co., The*
- Top Music Publishers, Inc., New York including:  
*Kanner Music Publishing Co.*  
*Network Music Publishers*
- Tovey, Herbert G. (See Sacred Music Foundation, The)
- Towarzystwo Wydawnicze Muzyki Polskiej, Warsaw, Poland (See "P.W.P.")
- Treasure Chest Publications, Inc., New York
- Triangle Music Co., Clinton, Tenn.
- Trio Music Co. (See Firm Foundation Publishing House)
- Tuskegee Institute (See Music Press—William L. Dawson)
- Vaughan, James D., Music Publishers, Lawrenceburg, Tenn.
- Vitak-Elsnic Co., 4815 S. Ashland Ave., Chicago 9  
 including:  
*Georgi and Vitak Music Co.*
- Volpe Music Co., New York
- Wells, Kenneth H., Whitefish, Mont.
- Western Accordion Music Company (See Chart Music Publishing House, Inc.)
- Wheelwright, Lorin F. (See Pioneer Music Press)
- Whitney Blake Music Publishers, New York
- Windsor Music Company (See National Music Company)
- Winsett, R. E., Dayton, Tenn.
- Wydawnictwo Muzyczne Arcta, Nowy Swiat 35, Warsaw
- "Zaiks" Zwiasek Autorow, Kompozytorow I Wydawcow, Warsaw, Poland (Society of Polish Authors, Composers and Publishers) (See "P.W.P.")
- Zalewski, B. J., Chicago  
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*Monuszko Publishing Co.*  
*Polonia Publishing Co.*  
*Rozan Publishing Co.*

# RADIO EXECUTIVES CLUB—1951-52

By I. E. SHOWERMAN, President, Radio Executives Club of New York

**B**ACK in 1940, its 20th Anniversary on the air, Westinghouse Radio Station KDKA built a new tower just outside Pittsburgh. By way of celebrating the anniversary and promoting its new facilities, Westinghouse invited a group of agency and advertiser representatives from the East and Middle West to visit Pittsburgh as the guests of KDKA. A hundred or so of these people closed their desks and went to Pittsburgh.

The trip was pleasant and the Westinghouse hospitality traditionally high. The best evidence of this was the fact that the visitors from New York took steps later to recognize and continue their common interests in a series of luncheon meetings under the remarkable appellation of "Broadcasters' Bull Sessions."

Thus was started a group shortly to be known as the Radio Executives Club of New York. Perhaps the group might still function under the original name or one as descriptive had it not been for the offended sense of delicacy of the nominee for the presidency a year or so later. He agreed to run provided the club's name be changed. At that moment, the Radio Executive Clubs of New York came into being.

The club's by-laws adopted at that time are: "1. To promote and encourage the intelligent use of radio broadcasting as a medium of advertising; 2. To create a lasting fraternity of persons engaged in radio broadcasting and its allied fields; 3. To provide a common meeting place for all members of the Club and their guests; 4. To promote a better understanding among members of the problems confronting the radio industry; 5. To promote the proper dissemination of information pertaining to radio which may be of mutual interest and value to Club members."

By-law No. 2, above, provides for the creation of a lasting fraternity of persons engaged in radio broadcasting and its allied fields. This, by lack of preclusion,

more or less adequately provides eligibility of men and women with varying degrees of interest in television. The club's roster includes many with such interests. Indeed there has been expressed a considerable interest in a change in the name of the club better to represent its membership. It is possible that the change may be effected this year.

The Radio Executives Club has two major classifications of members—those whose operations are located in the New York area and those located in other cities. The majority of the latter group are associated with radio stations, networks, and advertising agencies.

The local group represents a good section of the broadcast industry. Approximately 25 per cent of this membership comes from the networks, largely sales, program, and administrative. The second largest group in the local membership comes from advertising agencies and represents about 17 per cent of the total membership. Station representative organizations furnish about 12 per cent, local New York stations 10 per cent, and program and talent another 10 per cent. The remaining membership comes from equipment manufacturers, trade publications, trade associations, research organizations, etc.

From the start, the Radio Executives Club's luncheon meetings have served as a forum for its members and guests. These bi-weekly luncheon meetings have presented speakers from several fields, the vast majority of them from broadcasting.

Infrequently, national and international figures have been the club's guests and attendance has been high. However, important as they were, their appearances were not in keeping with the original purpose of the club. A recent survey demonstrated that members of the club preferred speakers on subjects more directly allied with broadcasting. The plans for the rest of the 1950-1951 season, therefore, include speakers whose interests are essentially the members' interests.

The present season has brought two anniversaries of note—the 25th Anniversary of NBC and the 50th Anniversary of transoceanic wireless. The first was observed in the meeting of November 15th and brought the season's largest turnout.



Showerman



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Covering The Field Of Radio—Television—FM

TRADE — FAN — TECHNICAL — GENERAL



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## THE ADVERTISER Magazine

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*Branch Office*  
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Executive in Charge.....Charles Emge

### EDITOR AND PUBLISHER

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Phone: BRyant 9-3052

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Advertising Mgr.....Leach Laney

Classified Mgr.....Evelyn Kolojay

Dir. of Circulation.....Robert P. Joy

#### *Branch Offices*

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

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Advertising Rep.....Duncan A. Scott

2978 Wilshire Blvd., Los Angeles 5, Calif.

Advertising Rep.....Duncan A. Scott & Co.

### ELECTRONICS

330 W. 42 St., New York 18, N. Y.

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Consulting Editor.....Keith Henney

Managing Editor.....W. W. MacDonald

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### FILM DAILY

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& Publisher; Donald M. Mer-

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eral Manager & Treasurer; Patti

Alicoate, Vice-President & Sec-

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West Coast Offices, Ethel Rosen,  
6425 Hollywood Blvd., Phone  
GLadstone 8436; Washington Bu-  
reau, James J. Butler, 1140-42 Nat'l  
Press Bldg., Phone ME 0823; Chi-  
cago Bureau, Joseph Esler, Chief  
C. L. Esler, 6241 N. Oakley Ave.,  
Phone: BRIargate 4-7441.

### THE HOLLYWOOD REPORTER

6715 Sunset Blvd., Hollywood 28, Calif.

Phone: Hillside 7411

Publisher .....W. R. Wilkinson

Editor .....Don Carle Gillette

Advertising Mgr.....Geo. H. Kennedy

#### *Branch Offices*

229 W. 42nd St., New York 18, N. Y.

Phone: WISconsin 7-2470

Manager .....Jack Harrison

Natl. Press Bldg., Washington, D. C.

Bureau Manager.....Al Goldsmith

### MARKETS OF AMERICA

11 W. 42 St., New York 18, N. Y.

Phone: LOngacre 5-2125

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Managing Editor.....Col. Don R. Jason

Business Mgr.....L. B. Rosenberg

Camera Editor.....Lydie Bloch

Advertising Mgr.....Robert M. Jason

Production Mgr.....Arnold Hallock

Circulation Mgr.....Sam J. Davis

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A. Maxwell Hage, Tom Patterson, Arthur

Coles, Elmer Dressman.

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98 St. Julian Rd., Newport, Mon., England

London Corres.....Arthur E. Jones

3557 Bogart Ave., Cincinnati, O.

Executive-in-Charge.....Simon Rosenberg

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26 W. 58 St., New York 19, N. Y.

Phone: PLaza 3-7253-4-5

Editors.....George T. Simon, Barry Ulanov

Ass't Editor.....Barbara Hodgkins

Advtg. Mgr.....Eugene A. Roderick

Ass't Advtg. Mgr.....Gus O. Greiff

Publishers.....Ned Bitner, John W. Bitner

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446 Wrigley Bldg., Chicago, Ill.

Phone: Delaware 7-5526

Manager.....Ed Paro

### MUSIC DEALER

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 Editor.....Cecil Smith  
 Assoc. Editor.....Quaintance Eaton  
 Advertising Mgr.....Maurice B. Swaab  
 Production Mgr.....Edward I. Davis

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 415 Philharmonic Aud., Los Angeles, Calif.  
 Business Mgr.....Dorothy Huttenback

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119 W. 57 St., New York 19, N. Y.  
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 Pres. & Gen. Mgr.....Grace Nylan  
 Editor.....Russell Kerr  
 Radio Editor.....Dr. Henry Levinger

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 Advertising Dir.....Robert E. Kenyon, Jr.  
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 Radio...W. Richard Bruner, Victor Dallaire  
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### RADIO ANNUAL &

### TELEVISION YEAR BOOK

YEARLY. 1501 Broadway, New  
 York 18, N. Y. Phone: WISCONSIN

7-6336. Jack Alicoate, Publisher & Editor-in-Chief; Marvin Kirsch, Associate Publisher and Vice-President; Frank Burke, Editor; Robert J. Flood, Associate-Editor. Published annually as the accepted reference volume of the radio and television industry.

### RADIO-TELEVISION DAILY

DAILY. 1501 Broadway, New  
 York 18, N. Y. Phone, WISCONSIN  
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Manager.....Ralph W. Harker

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366 Madison Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-8080

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*You're on the verge of a decision,  
and a problem.*

*What business papers to pick  
for your station promotion?*

*It's no problem to kiss off,  
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effect on your national spot  
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*But where to get the facts?*

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*His is an expert opinion.*

*Don't overlook your national  
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386 Fourth Ave., New York 16, N. Y.  
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Managing Editor.....A. R. Hahn  
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Assoc. Editor.....Albert Weinstein  
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Business Mgr.....Robert Cadel

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## TELEVISION

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

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Advertising.....James Coleman  
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## TIDE

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

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Editor.....Reginald Clough  
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154 W. 46 St., New York 19, N. Y.

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Editor.....Abel Green

### Branch Offices

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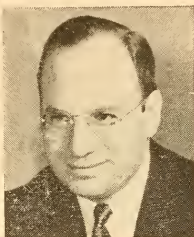
**New York 17, N. Y.**

# IT'S THE SHOWMANSHIP THAT COUNTS

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

THE transcribed "open end" radio business is no different, in one major aspect, than "live" radio: It's the showmanship that counts.

Today the entire transcribed picture is totally different than it was five years ago. Transcription techniques have advanced to the point where it is no longer possible for even trained ears to distinguish whether the program is "live" or on wax. Thus, we have recently seen many articles in the various trade publications urging the FCC to do away with the necessity of identifying a program as "transcribed."



*Frederic W. Ziv*

I believe that the entire radio industry is today agreed on the point that there are so many advantages to transcribing all except a very few categories of programming that eventually as much as 90-95% of all shows on the air will have been pre-transcribed.

The only real thing that matters today, insofar as the listener is concerned, is the show itself. While it is true that radio is a business, it is also true that it is SHOW business. The show is the thing, and that holds true whether the show is "live" or transcribed.

I believe that the big story in the radio industry during the past few years has been the fact that producers of transcribed "open end" programming have come up with top shows from a showmanship point of view.

Ten and twelve years ago we in the "open end" industry were using as our selling arguments the fact that there were certain "plus" advantages to "open end" programming for advertisers to take into consideration.

None of those "plus" advantages have

disappeared. It is still true that with an "open end" show an advertiser exercise complete freedom of selection of markets to buy. Only with an "open end" show can he select the exact day, time, and station to buy.

The flexibility is still there. However, in addition the buyer of "open end" programming today can take his pick of top-quality shows, featuring top names, top direction, top scripting—in short, top showmanship values.

These extra added attractions to the advertiser did not happen overnight. They happened because of the fact that over a period of many years the "open end" industry advanced to the point where it was able to obtain the services of a Dana Andrews, a Humphrey Bogart, a Lauren Bacall, a Irene Dunne, a Fred MacMurray, a Guy Lombardo, and other names of very top stature.

These are stars jealous of their reputation, and before we could sign them, we in the industry had to prove to everyone's satisfaction that we were trodding the right path. Today's trade paper headlines attest to the fact that we have been successful in meeting the one test that matters—the test of public approval.

Figures do not lie. The huge listening audiences to "open end" shows such as "I Was A Communist For The FBI," "Bright Star," "Bold Venture," "Boston Blackie," and "Guy Lombardo Show" do not exist merely because the advertisers have been able to obtain the best available air time for them. They are listened to because they are first rate shows.

In the case of "I Was A Communist For The FBI" the very timeliness of it coming at a time when the communist menace is headline news, coupled with the top grade of its production demonstrates that there is no limit to how far you can go in radio today with real showmanship.

"Bright Star," "Bold Venture" and "I Was A Communist For The FBI" together form the story of radio during the past year. They are transcribed shows. They are "open end" shows. They are first rate shows. They are successful shows.

# PRODUCTION

## Radio and Television

*Program Producers*

•

*Transcription Companies*

•

*Recording Companies*

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## *The Three Johns*

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### **"LIVE LIKE A MILLIONAIRE" — TV**

CBS-TV—Fridays at 10:00 P.M., E.S.T.

Sponsored by GENERAL MILLS and GROVE LABORATORIES

### **"LIVE LIKE A MILLIONAIRE" — RADIO**

NBC—Mondays through Fridays at 2:30 P.M., E.S.T.

Sponsored by GENERAL MILLS

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New York, N. Y.



# RADIO-TELEVISION PROGRAM PRODUCERS



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Phone: Circle 5-6873

President.....Charles A. Alicoate  
Exec. Vice-Pres. & Secy.....William E. Wild  
*Services Offered:* Producers and distributors of films, features, shorts and package films for TV. Stock Shots Film, Private Projection Theaters, Cutting and Editing.

## ADVERTISERS RECORDING SERVICE, INC.

113 W. 57th St., New York 19, N. Y.  
Phone: Circle 6-0141-2

President.....James A. Miller  
Secretary.....E. B. McCutcheon  
*Services Offered:* Program production, Mil-  
lertape editing, wax and instantaneous re-  
cording, studio rental, phonograph records.

## AFFILIATED PROGRAM SERVICE INC.

535 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-1881

President.....Paul F. Adler  
*Services Offered:* Live programs plus syn-  
dicated films. Animated spots.

## NICHOLAS T. AGNETA

RKO Bldg., New York 19, N. Y.  
Phone: Columbus 5-0232

Manager.....Nicholas T. Agneta  
*Services Offered:* Recording, Production,  
Scripts, Talent.

## AIR FEATURES, INC.

347 Madison Ave., New York, N. Y.  
Phone: MU 9-5900

Managing Director.....Maurice Scopp  
*Services Offered:* Radio-TV package pro-  
ductions, live, transcribed and film.

## ALTON ALEXANDER RADIO- TELEVISION PRODUCTIONS

825 W. 187th St., New York 33, N. Y.  
Phone LOrraine 8-3100

Manager.....Lottie Ritter  
*Services Offered:* Recording, Scripts, Pack-  
age Programs, Production.

## AMERICAN-JEWISH BROADCASTING CO., INC.

150 Broadway, New York 7, N. Y.  
Phone: WOrth 2-3322

President.....Herman Younglieb  
*Services Offered:* Program production,  
script and transcription library. All foreign  
languages; specializing in American-Jewish  
field.

## AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.

17 N. Wabash Ave., Chicago 2, Ill.  
Phone: FInancial 6-2255

Pres. & Gen. Mgr.....Thomas J. O'Brien, Jr.  
Asso. Producer.....Jean Gendon  
Asso. Producer.....Phyllis F. O'Brien  
Asst. Producer.....Wendell Anderson  
Admin. Asst.....Allis Allen  
Admin. Asst.....Dan D. O'Brien  
*Services Offered:* Live film shows, film  
commercials.

## ANIMATION HOUSE, INC.

(For complete listing see TV Film Producers)

## PETER ARNELL PRODUCTIONS, INC.

215 E. 51st St., New York  
Phone: PLaza 5-2145

## ASSOCIATED BROADCAST ADVERTISING CO.

8409½ Melrose Place, Los Angeles 46, Calif.  
Phone: DUmkirk 8-2972

Partner, Adv. Mgr. & Publicity  
Dir.....Irwin T. Porter  
Partner, Program Mgr. & Dir. Research  
Dept.....Gertrude T. Porter  
Script Dept.....Jean Norab  
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business, ranging from miniature 5-minute  
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spot announcements, and jingles. Promotion,  
programming, production, and merchandis-  
ing. Several participation (quiz) and other  
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Phone: PLaza 7-1111

Asst. General Manager...Oliver Gramling  
*Services Offered:* Daily specialized tele-  
scripts.

# Stanley J. Wolf

PRODUCTIONS

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and FILM  
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PLaza 9-7979

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### ANN BARBINEL

54 Riverside Dr., New York 24, N. Y.  
Phone: ENdicott 24351

President ..... Ann Barbinel  
*Services Offered:* Creating - producing - directing custom built package shows for radio and TV.

### BARRY & ENRIGHT PRODUCTIONS, INC.

104 E. 40th St., New York 16, N. Y.  
Phone: ORegon 9-3118

President ..... Jack Barry  
Vice-President ..... Dan Enright  
Executive Producer ..... Myron Oppenheimer  
Producers ..... Ann Lawten, Alta Bassett  
*Services Offered:* Package producers of live and transcribed radio shows and live and filmed TV shows.

### BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y.  
Phone: MURray Hill 2-8877

Sales Manager ..... Charles J. Basch, Jr.  
*Services Offered:* Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

### ZACH BAYM FILMS

13 E. 37 St., New York 16, N. Y.  
Phone: MURray Hill 9-4175

Director ..... Zach Baym  
*Services Offered:* Production and distribution of TV shows on film. One hour features and westerns; half-hour travelogues and documentaries; quarter-hour sports, cartoons, contract bridge programs. Audition films sent upon request.

### IRENE BEASLEY RADIO PRODUCTION SERVICE

501 Madison Ave., New York 22, N. Y.  
Phone: PL aza 3-8940

Owner ..... Irene Beasley  
Head of Sales ..... Victor Sack  
Manager Prizes ..... Andrew Hirsch  
Supervisor Display ..... Mary H. Lincoln  
Supervisor Mail ..... Rita Burke  
*Services Offered:* Program production; live radio and TV shows and spot campaigns.

### BECK STUDIOS, INC.

Lyceum Theatre, Minneapolis 3, Minn.  
Phone: LI 4708

Executive Director ..... Joseph H. Beck  
Technical Supervisor ..... William E. Cage  
Sales Promotion ..... Mel Jass  
*Services Offered:* TV package program service. Live productions and films, features and commercials. Full studio and camera

facilities, staff of nine TV-experienced program directors and seven TV engineers. Prior TV rights to Lyceum Theater, Upper Midwest's leading legit playhouse.

### V. S. BECKER PRODUCTIONS

562 Fifth Ave., New York 19, N. Y.  
Phone: LUXemburg 2-1040

Owner ..... Viola S. Becker  
*Services Offered:* Production of package shows and spots for Radio, Television programs, live and film. Representatives of Talent. Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

### GEORGE R. BENTEL & ASSOCIATES

6606 Sunset Blvd., Hollywood 28, Calif.  
Phone: Granite 8608

President ..... George R. Bentel  
Vice-President ..... Scott Perkins  
*Services Offered:* Radio & TV Packages, Complete Literary Library to Supply both markets. Representing World Famous authors and their works. TV shows on film.

### WALTER BIDDICK CO. (Radio Programs Div.)

Manager ..... Guy Riddick  
Asst. Mgr. .... Mildred Biddick  
Traveling Rep. .... Burt 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.

### ALBERT BLACK TELEVISION PRODUCTS

1270 Sixth Ave., New York 20, N. Y.  
Phone: COLUMbus 5-5885-6

President ..... Albert Black  
*Services Offered:* Live and film package shows for television.

### FORD BOND RADIO PRODUCTIONS, INC.

810 RCA Bldg., W., New York 20, N. Y.  
Phone: CIRCLE 7-2236

President ..... Ford Bond  
Assistant ..... John P. Foster  
*Services Offered:* Specializing in open-end transcribed programs. Development of program ideas and advice on radio production. Counselor on radio and TV presentation.

### THE BORIES ORGANIZATION

509 Madison Ave., New York 22, N. Y.  
Phone: MURray Hill 8-4900

President ..... Bob Bories  
*Services Offered:* Radio and TV package producer.

THE MOST FAMOUS MOUNTY OF THEM ALL

# THE SILVER EAGLE

FOR

THE MOST FAMOUS CEREAL OF THEM ALL

## WHEATIES

BREAKFAST OF CHAMPIONS



EACH TUESDAY AND THURSDAY—7:30 TO 8:00 E. S. T.

AMERICAN BROADCASTING CO.

A COPYRIGHTED FEATURE

*Jewell*

**RADIO AND TELEVISION  
PRODUCTIONS**

OF

**CHICAGO**

185 N. WABASH AVE.



## Program Producers

### RICHARD BRADLEY ASSOCIATES

540 N. Michigan Ave., Chicago 11, Ill.  
Phone: WHitchall 4-5543

President .....Richard Bradley  
Secretary-Treasurer.....B. J. Tunick  
Prog. Exec. & Dir. of Radio

Sales .....Richard Bradley  
Office Manager .....Leo Rabens  
*Services Offered:* General advertising services, specializing in radio advertising, TV accounts, etc.

### BROADCASTING PROGRAM SERVICE

341 Madison Ave., New York 7, N. Y.  
Phone: MUrray Hill 3-3381

President .....Herbert Rosen  
*Services Offered:* Transcription service, musical programs on tape, sound effects records, TV programs on films.

### BYRON PRODUCTIONS

730 Fifth Ave., New York 19, N. Y.  
Phone: CIrcle 6-2677

President.....Edward A. Byron  
*Services Offered:* Package programs.

### GARRY J. CARTER OF CANADA LTD.

59 Avenue Rd., Toronto, Canada  
Phone: PR. 3505

President.....Garry J. Carter  
Asst. to the President.....Bob Howe  
Production Manager.....Eva Rogers  
Time Buyer.....Isabel Philip  
Copy Chief.....Stanton Edwards  
Public Relations.....D. Peters  
*Services Offered:* General advertising in all media, creative and art.

### THE BRUCE CHAPMAN CO.

55 W. 42nd St., New York 18, N. Y.  
Phone: WIsconsin 7-9244

President .....Bruce Chapman  
Vice-Pres.-Treasurer .....Edna Chapman  
Sales Manager .....Quentin Gulliver  
Program Manager .....Alvin Robinson  
Production Manager .....Stanley Whitman  
Paris: Manager .....Dan Morley  
Paris: Associate Manager..Mary Hutcheson  
London Manager .....Frank Byers  
Hollywood Manager .....Joseph Mansfield  
Berlin Manager .....Rolf Brede  
Vienna Manager .....Victor Reingruber

### CHESHIRE & ASSOCIATES

6533 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOllIwood 9-4580

General Manager .....Bob Reichenbach  
Productions Director ....Harry V. Cheshire  
*Services Offered:* Transcribed program and spot announcement producers and distributors. Open-end and custom features.

### CINEFFECTS, INC.

(For complete listing see TV Film Producers)

### LESLIE CLUCAS

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HIllside 7593

Owner .....Leslie Clucas  
*Services Offered:* Production of live packaged musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

### TED COLLINS CORP.

1819 Broadway, New York 23, N. Y.  
Phone: CIrcle 7-0094

Manager .....Ted Collins  
*Services Offered:* Talent, Production.

### COMMODORE PRODUCTIONS & ARTISTS, INC.

1350 N. Highland Ave., Hollywood 28, Calif.  
Phone: HOllIwood 9-8229

Pres. & Exec. Prod.....Walter White, Jr.  
Vice-Pres.Secy. & Treas.....Shirley Thomas  
Prod. Supervisor.....E. R. Woodworth  
Coordinator .....Eleanor Pavre  
*Services Offered:* Create, write & produce "live" and "transcribed" radio programs ... also live and filmed TV programs.

### COMMONWEALTH FILM & TELEVISION, INC.

(For complete listing see TV Film Producers)

### COMPAGNIE FRANCAISE DE FILMS

73 Champs Elysees, Paris  
Phone: Elysees 2-30

President .....A. Tinchet  
Executive Producer .....Jean Masson  
Secretary .....Jean Arroy  
TV Advisor .....Val Williams  
*Services Offered:* Production and packaging of TV shows made in France for agencies and stations.

### FRANK COOPER ASSOCIATES AGENCY

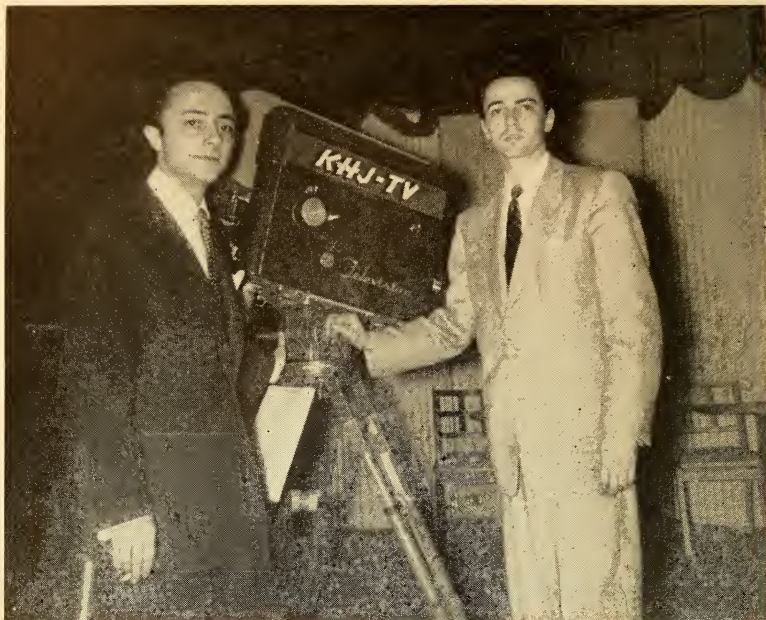
7225 Hollywood Blvd., Los Angeles, Calif.  
N. Y. Phone: VanderBilt 6-5661-2

President .....Frank Cooper  
*Services Offered:* Personal management of talent and writers as well as the production of radio and television shows.

### JACK L. COOPER RADIO ADVERTISING SERVICE

1331 W. 111th Place, Chicago 43, Ill.  
Phone: BEverly 8-2056

Manager.....Jack L. Cooper  
Sales Manager .....Bob Roberts  
Religious Pgms. Dir.....I. Leon Roberts  
Musical Director .....Gertrude R. Cooper  
*Services Offered:* Recorded programs: popular, religious, organ: Live talent: religious, drama, etc.



STUART M. NATHANSON — RONALD L. STANTON

## MAJOR-MINOR PRODUCTIONS

PRESENTS

**THE WEST COAST'S OUTSTANDING JUVENILE TV SHOWS**

**CURRENTLY: "ADVENTURES IN IMAGINATION"—KTTV**

**"MICKEY O'DAY SHOW"—KECA-TV**

**"SATURDAY SURPRISES"—KHJ-TV**

Major-Minor Productions—5927 Sunset Blvd., Hollywood, Calif.

Telephone: Hillside 5168

## Program Producers

### LOUIS G. COWAN, INC.

485 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-3700

President.....Louis G. Cowan  
Exec. Vice-President.....Alfred L. Hollender  
Vice-President.....Harry Fleischman  
Treasurer.....J. Kyle Faber  
8 S. Michigan Ave., Chicago 3, Ill.

Phone: RAndolph 6-2022

Vice-Pres.-in-Charge .....John Lewellen  
Vice-Pres.-in-Chge. Sta. Rel.....R. D. Michels

*Services Offered:* AM-TV-Productions-  
Network Programs (Package); Production-  
Transcription Programs; Program Consult-  
ants.

### DAMON RECORDING STUDIOS, INC.

1221 Baltimore Ave., Kansas City 6, Mo.  
Phone: VICTOR 2585

President.....Vic Damon  
V. P. & Treas.....Alice Damon  
Secretary.....Harry A. Morris  
Engineer.....Roger Webb

*Services Offered:* Commercial, personal  
and audition recordings on tape, discs at all  
speeds, Radio-TV shows, spots TV film sound  
track, air checks; masters, portable record-  
ings. Public address installations, sales-rental  
service.

### FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y.  
Phone: PLaza 5-3638

Director.....Frederic Damrau, M. D.  
AFRA Associate.....Adeline Maneery  
Business Manager.....Mary L. Davis

*Services Offered:* Educational and drama-  
tized programs relating to health, for both  
radio and TV.

### MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.  
Phone: Nevins 8-4374

Director.....Mac Davis

*Services Offered:* Unusual sport shows created,  
written and produced for television and  
radio presentation. Also special scripts and  
ideas furnished for all types of sport pro-  
grams for local, regional or network presen-  
tation.

### GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.  
Phone: ORegon 9-3595

Writer, Composer.....Gordon M. Day  
Producer-Director.....Carol Bulkley

*Services Offered:* Package programs, radio-  
TV department service to advertising  
agencies, creating and producing custom-  
built musical jingles and spots of all kind.

### ROY DE GROOT CONSULTANTS, INC.

551 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 7-9135

President.....Roy de Groot  
Vice-President.....Katherine Hynes  
Chief, TV Dept.....Margot Murphy  
Chief, Music Dept.....I. Rabinowitz  
Chief, Art Dept.....Ed Winslow

*Services Offered:* Counseling in mass com-  
munications through radio, TV and motion  
picture. Planning and development of sin-  
gle programs or entire campaigns. Complete  
service for script, costume and stage design,  
animation, tape or disc recording, live or  
film.

### THE DEMBY COMPANY

34 E. 51 St., New York 22, N. Y.  
Phone: PLaza 9-2495

President.....Emanuel Demby  
V.P. & Gen. Mgr.....Myron Broun  
Program Supervisor.....Alexander Marshaek  
Script Editor.....Allen Swift  
Women & Fashions Editor..Mildred Demby  
Publicity.....Jack Becker

*Services Offered:* Produce live and film  
TV shows and commercials as well as radio.  
Public Relations films. Representation in  
Asia and Latin America. Exploitation and  
public relations for programs.

### JERRY DEVINE PRODUCTIONS

6331 Hollywood Blvd., Hollywoo d28, Calif.  
Phone: HU 2-1228

Owner.....Jerry Devine  
Casting Director.....Peg Pillion  
*Services Offered:* Packaged radio programs.

### ALFRED DIXON PRODUCTIONS

109 E. 39th St., New York, N. Y.  
Phone: MURray Hill 5-6415

President-Owner.....Alfred Dixon  
Casting and production.....Lynn Masters  
Asst. Dir. and Coaching.....Norma Burton  
*Services Offered:* Radio, stage, film, TV  
productions.

### HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.  
Phone: COlumbus 5-7035

Owner.....Harry S. Dube  
Manager.....J. Knight  
*Services Offered:* Live Talent, package  
shows and transcriptions.

### DYNAMIC FILMS INC.

112 W. 89th St., New York 24, N. Y.  
Phone: TRafalgar 3-6221

President.....Henry Morley  
Treasurer.....Nathan Zucker  
*Services Offered:* Film producer—open end  
films and commercials made specifically for



## Program Producers

TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

### W. M. ELLSWORTH

75 E. Wacker Drive, Chicago 1, Ill.  
Phone: CEntal 6-0942

Owner.....W. M. Ellsworth  
*Services Offered:* Talent, programs, production.

### EMPIRE BROADCASTING CORP.

420 Lexington Ave., New York 17, N. Y.  
President-Treasurer.....Helen D. Kelcher  
Vice-President.....Fred de Jaeger  
Vice-President.....Arthur Lubo  
Secretary.....John H. Dwyer

*Services Offered:* All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

### BERNARD ESTES

6 Peter Cooper Rd., New York, N. Y.  
Phone: SPring 7-5766

President.....Bernard Estes  
Secretary-Treasurer.....Hazel Estes  
*Services Offered:* Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, FM, Video and Shortwave to and from the U. S., Latin America and Europe.

### FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 18, N. Y.  
Phone: LAckawanna 4-3544

Manager.....Edwin Fadiman  
*Services Offered:* Production, Package Shows.

### JERRY FAIRBANKS, INC.

6052 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hudson 2-2110 1

Pres. & Exec. Prod.....Jerry Fairbanks  
V. P. Chg. Studio Operations....Sid Rogel  
V. P. & Gen. Sales Mgr. ....Ralph Cattell  
In Chg. Eastern Production.Robert Lawrence  
Midwestern Sales Director....B. N. Darling  
Production Manager.....Raoul Pagel  
Dir. Scenario Dept.....Lou Lilly  
Dir. Music Dept. ....Edward Paul  
Dir. Publicity Dept.....Reavis Winckler  
Dir. Casting Dept.....Kan Dyson  
Dir. Sound Dept. ....Lawrence Aicholtz  
Dir. Animation Dept. ....Manny Gould

*Services Offered*—Producers and distributors of film made especially for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and for stations for local sponsors.

### FENTON PRODUCTIONS, INC.

40 E. 49th St., New York 17, N. Y.  
Phone: PLaza 9-8266

Owner.....Mildred Fenton  
Director.....Henry Fownes  
Writers' Repr. ....Blanche Gaines  
Show Sales and Talent Repr.Mildred Fenton  
*Services Offered:* Radio and Television Package Producer. Also functions as radio and television counsel for advertising agencies.

### FILM ASSOCIATES, INC.

440 E. Schantz Ave., Dayton 9, O.  
Phone: WALnut 2164

President-Treasurer....E. Raymond Arn, Jr.  
Vice-President.....Mildred G. Arn  
Secretary.....Clement V. Jacobs  
Chief Engineer.....Robert Duke  
Editorial Director.....Del Gay  
Office Manager.....Peggy A. Mayl  
*Services Offered:* Producers of TV "Tele-skits" packaged complete fill in shorts of vaudeville character. Advertising trailers, newsreels. Complete facilities for TV film productions. Slides for TV, station breaks, electrical transcription facilities, NAB Curve. Magnetic recording facilities.

### FISHER PRODUCTIONS

1501 Broadway, New York, N. Y.  
Phone: PEEnna 6-9557

Owner.....Maggy Fisher  
Assistant.....Catherine Sundmark  
*Services Offered:* Packaging, writing, directing TV and radio shows.

### WALT FRAMER ASSOCIATES

501 Madison Ave., New York 22, N. Y.  
Phone: PLaza 5-2000

*Services Offered:* Specializing audience participation and quiz shows. Packages, production, question research, contestant screening.

### ALLEN A. FUNT RADIO PRODUCTIONS

100 Central Park South, Room 11-C,  
New York 19, N. Y.  
Phone: JUdson 6-5227

President.....Allen A. Funt  
Production.....Dick Christman, Al Slep  
Cameraman.....Arthur Florman  
Camera Assistant.....Howard Kuperman  
Sound Technicians.....Ralph Friedman,  
Howard Warren  
Editorial.....Stanley Kotis, Bert Shapiro  
Secretary.....Susie Lampman  
*Services Offered:* Network, live, transcribed and syndicated programs.

### GAINSBOROUGH ASSOCIATES

1440 Broadway, New York 18, N. Y.  
Phone: CH 4-0626-0627

President.....Mike Jablons  
Vice President & Gen. Mgr....Shirley Graf



## Program Producers

Vice President in Chge. Radio  
 Arlene Shelley Gaines  
 Vice President in chge. TV..Martin Seligson  
 Treasurer .....Shirley Graf  
 Casting Director .....Josephine Savoca  
 Publicity Director .....Jane Mead  
 Director Hollywood office.Eli Lloyd Hoffman  
 1607 N. Gower St., Hollywood 28, Calif.  
*Services Offered:* Radio and television package producers. Program consultants to new and existing radio-TV stations. Personal representation and talent management. Publicity and public relations. Radio and television publicity and exploitation for fund raising agencies.

### GALE, INC.

48 W. 48 St., New York 19, N. Y.  
 Phone: PLaza 7-7100

President .....Moe Gale  
*Services Offered:* Talent.

### HAROLD R. GINGRICH, PRODUCTIONS

333 N. Michigan Ave., Chicago 1, Ill.  
 Phone: FRanklin 2-1022

Director .....Harold R. Gingrich  
 Musical Director .....Jack Wonnell  
 Research Director .....Jessica Petrie  
*Services Offered:* Transcriptions and films, package program and counsellor service.

### GENERAL ARTISTS CORP.

1270 Sixth Ave., New York 20, N. Y.  
 Phone: CIrele 7-7543

President .....Thomas G. Rockwell  
 Chge. Radio....TV Dept..John J. Mulvihill  
 Radio-TV Dept.....George Burke  
 Radio-TV Dept.....Nino Bruno  
*Services Offered:* Program production, package shows, artists' representatives.

### GENERAL ENTERTAINMENT CORP.

128 E. 56th St., New York 23, N. Y.  
 Phone: ELdorado 5-3520

President & Treasurer....Howard G. Barnes  
 V.-P. & Secretary.....A. Edward Masters  
 General Manager.....Hugh Brooks  
 Executive Assistant.....Eleanor Simon  
*Services Offered:* Producers and distributors open-end transcriptions and live programs, spot announcements and jingles. Film features and spot films for TV.

### WILLIAM GERANNT

180 Central Park South, New York 19, N. Y.  
*Services Offered:* Radio and television programming.

### JOHN E. GIBBS & CO., INC.

30 Rockefeller Plaza, New York 20, N. Y.  
 Phone: PLaza 7-5959

President .....John Gibbs  
 Writers Department.....Francis Head

Talent Department .....Bob Ferres  
*Services Offered:* Radio and TV production. Talent representation.

### GRACE GIBSON RADIO PRODUCTIONS

6533 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: GRanite 5543

General Manager.....Bob Reichenbach  
 Executive Producer .....Grace Gibson  
*Services Offered:* Production and distribution of transcribed dramatic programs, especially tales of mystery, adventure, romance and authentic documentary series.

### HARRY S. GOODMAN PRODUCTIONS

19 E. 33rd St., New York 22, N. Y.  
 Phone: PLaza 5-6131

President-Gen. Mgr.....Harry S. Goodman  
 Vice-Pres.-Charge Sales.Everett F. Goodman  
 Vice-Pres.-Charge TV...Daniel R. Goodman  
 Secretary .....H. D. Knuth  
*Services Offered:* Producer of syndicated transcribed shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

### GOODSON-TODMAN PRODUC- TIONS

49 E. 52nd St., New York 22, N. Y.  
 Phone: PLaza 5-9100

Partner .....William S. Todman  
 Partner .....Mark Goodson  
 Business Manager.....Howard F. Todman  
 Script Editor .....Vincent McConnor  
 Director of Sales ....Angus D. Mackintosh  
 Director.....Jerome S. Schnur  
 Production Manager.....Jean Hollander  
*Services Offered:* Producing and packaging live and transcribed radio and TV programs. Directorial and supervising service.

### GOTHAM RECORDING CORP.

2 W. 46th St., New York 19, N. Y.  
 Phone: JUdson 6-5577

President .....Herbert M. Moss  
*Services Offered:* Recording (tape and disc), program production and packages. Syndicated transcriptions.

### GREEN ASSOCIATES

520 N. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 4-0818

General Manager .....Lewis G. Green  
*Services Offered:* Production Spots, TV shows, film.

### JOHN GUEDEL RADIO PRODUCTIONS

Room 600 Taft Bldg., Hollywood 28, Calif.  
 Phone: HEmpstead 5186

Vice-Pres. & Exec. Producer...John Guedel  
*Services Offered:* Radio and television packaging and producing.

• • • **Program Producers** • • •

**LAURENCE HAMMOND  
PRODUCTIONS, INC.**

455 E. 51st St., New York 22, N. Y.  
Phone: PLaza 9-2210

President .....Laurence Hammond  
Vice-Pres.....Merikay Howard  
Musical Supervisor .....Lloyd Shaffer  
*Services Offered:* Packaging radio and TV programs, live, transcribed and filmed. Also consultant work in directing, writing, producing and complete public relations facilities.

**SUE HASTINGS MARIONETTES,  
INC.**

112 W. 89th St., New York 24, N. Y.  
Phone: EN-2-2602

President .....Linnea Roberts  
Program Director.....Donald B. Somers  
Art Director.....Adelaide Davis  
Marionette Technician....Howard Spielman  
*Services Offered:* Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.

**ARTHUR HENLEY PRODUCTIONS**

73-37 Austin St., Forest Hills, N. Y.  
Phone: BOulevard 3-0136

Writer-Producer .....Arthur Henley  
Executive Secretary .....Janet Radskin  
*Services Offered:* Creators of radio and TV program production, writing, merchandising services. Additional services: program consultation.

**WILLIAM F. HOLLAND  
PRODUCTIONS**

"Holland House," Auburn Ave. & Taft Rd.,  
Cincinnati 19, O.

Phone: CApitol 1252-3

President .....William F. Holland  
*Services Offered:* Custom built spots and programs for TV & radio. Transcription recording studios and film production facilities.

**WEST HOOKER, INC.**

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: JUDson 2-3026

President .....West Hooker  
*Services Offered:* Program production and programs, Talent, Artists' Representative.

**HOWARD RADIO-TV  
PRODUCTIONS**

123 W. Chestnut St., Chicago 40, Ill.  
Phone: MIchigan 2-0128

Owner .....Bernard Howard  
*Services Offered:* All creative phases of Radio-TV—ideas, writing, production—in-

**QUIZ KIDS**

CBS-TV, AM

A LOUIS G. COWAN PRODUCTION

• • • **Program Producers** • • •

cluding commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

**HUDES & LIND**

550 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-8321

Producer .....Ted Hudes  
Asst. Producer .....Bert Lind  
*Services Offered:* Producers of transcribed and live public service radio and television programs.

**INTER-CALIFORNIA  
BROADCASTING SYSTEM**

253 S. Broadway, Los Angeles 12, Calif.  
Phone: MUtual 2759

General Manager.....Gustavo Faist Moran  
Sales Manager.....M. L. Moran  
Office Manager.....Margarita Lamar  
National Reps.....Forjoe & Co., Inc.  
*Services Offered:* Specialists in Spanish language advertising. Production of Spanish language programs. Representatives of radio station XEGM (located in Tijuana, Lower California) and XECL (Mexicali).

**INTERNATIONAL 16mm  
CORP.**

165 W. 46th St., New York 19, N. Y.  
Phone: PLaza 7-2265

President-Treasurer....Patrick E. Shanahan  
Secretary .....George Blake  
Board of Directors....Patrick E. Shanahan,  
George Blake, Julia Cooke.

*Services Offered:* Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

**THE JAFFE AGENCY, INC.**

38 E. 57th St., New York, N. Y.  
Phone: PLaza 9-6693

Chief Executive (N. Y.).....Paul Radin  
Chief Executive (Calif).....Don A. Davis

*Services Offered:* Representation for sale of radio and television packages; creation of packages, represent personalities, writers, directors, etc.

**JEWELL RADIO AND TELEVISION  
PRODUCTIONS**

185 N. Wabash Ave., Chicago 1, Illinois  
Phone: FInancial 6-4474

President .....James E. Jewell  
Vice President .....W. Ralph Jewell  
Manager .....Charles P. Flynn  
Secretary .....Jane Cohan

*Services Offered:* A complete radio and television production service. Scripts. Copy, Music, Direction, Transcribed Package Shows, Spots.

**GOODSON-TODMAN PRODUCTIONS**

*Creative Programming For Radio and Television*

49 East 52nd Street  
New York 22, N. Y.

**MARK GOODSON**

**BILL TODMAN**

## Program Producers

### ROBERT JOSEPH TELEVISION PRODUCTIONS

4453 Carpenter Ave., No. Hollywood, Calif.  
Phone: SUNset 11331

President .....Robert Joseph  
Vice-President.....George Crossen  
Program Director.....Ken Charles  
Sales Manager .....Walter Klinger  
Pub. & Pro.....John Strauss-Chip Cleary

*Services Offered:* Packaging and production of live and film TV, production of commercial and industrial shorts and documentaries; 15 minute films for TV.

### KAGRAN CORP.

4 W. 58th St., New York 19, N. Y.  
Phone: MU. 8-0585

Gen. Mgr., Prod.....Martin Stone  
Pub., Prom. Mgr.....Lela Hadley  
Asst. to Prod.....Harriet Halsband  
Mdse. Directors...Inez Pierson, Allan Stone  
Writer .....Eddie Kean

*Services Offered:* Merchandising and TV package producers of "Howdy Doody," "Author Meets The Critics" and "Gabby Hayes Show."

### KASPER-GORDON INC.

140 Boylston St., Boston 16, Mass.  
Phone: DEvonshire 8-7357

President-Prod. Mgr.....Edwin H. Kasper

Treasurer-Commercial Dir...Aaron S. Bloom  
Office Manager.....Robert W. Graham  
Engineer .....Frederick Piroumian  
*Services Offered:* Custom-built TV films and "live" programs, syndicated open-end TV programs on film animation, TV commercials, silent and sound-on-film. Complete facilities from the creation of the idea to the finished product.

### ROGER KAY ENTERPRISES, INC.

666 Fifth Ave., New York 19, N. Y.  
Phone: MU 8-2164

Executive Producer.....Roger Kay  
Agency Contact.....Nan Marquand  
Legal Counsel.....Miller & Miller  
*Services Offered:* Creators, producers, packages of television and radio programs, live, transcribed, and film. Consultants on programming. TV Show Doctoring. Commercials.

### SONNY KENDIS, INC.

1776 Broadway, New York 19, N. Y.  
Phone: PLaza 7-2070-1

Pres., Exec. Prod.....James Sonny Kendis  
*Services Offered:* Lived & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent—artists and writers.

## TWO OF OUR TOPS!

A 7 YEAR OLD  
Sponsored by BRISTOL MYERS  
and PHILIP MORRIS  
**BREAK THE BANK**

Radio's and Television's Leading Quiz Show  
**RADIO**

½ Hour Daily, 5 Days a Week  
11:30 A.M., WJZ and ABC  
Coast-to-Coast Network

### BUD COLLYER

MC  
with WIN ELLIOTT and JOHNNY OLSEN  
**TELEVISION**

for BRISTOL MYERS  
Sunday WCBS-TV, 9:30-10:00 P.M.  
and CBS Cross Country Network with

### BERT PARKS

MC

AN 8 YEAR OLD  
Sponsored by  
MILES LABORATORIES

### HILLTOP HOUSE

Radio's Outstanding Serial  
About the Little Orphanage  
in Glendale and Its Head  
Matron Julie (Jan Miner)

Directed by JACK RUBIN

WCBS, 3 P.M., and Entire CBS Network

## WOLF ASSOCIATES, Inc.

*Radio and Television Productions*  
420 MADISON AVENUE, NEW YORK



**Program Producers**

**JACK KURTZE AGENCY**

214 North Canon Drive, Beverly Hills, Calif.  
Phone: CRestview 45403

President ..... Jack M. Kurtze  
Vice-President ..... Lulu Mae Kurtze  
Executive Producer ..... C. Allen Fox  
Asst. Executive Producer ..... William Anderson

*Services Offered:* Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures.

**LARRY KURTZE**

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: RAndolph 6-5246

*Services Offered:* Development of live or filmed TV shows. General copy and production services for broadcast media.

**ELY LANDAU, INC.**

10 East 44th St., New York, N. Y.  
Phone: MUrray Hill 7-5224

President ..... Ely Landau  
*Services Offered:* Television programs on film.

**THE LANDT TRIO**

565 Fifth Ave., New York 17, N. Y.  
Phone: CIrcle 5-5431

Partner ..... Karl B. Landt  
Partner ..... Jack M. Landt  
Partner ..... Dan B. Landt  
*Services Offered:* Jingles, spots and live shows for radio and TV.

**LANG-WORTH DISTRIBUTING CORP.**

Steinway Hall, 113 W. 57 St., New York 19, N. Y.

Phone: JUdson 6-5700

President ..... C. O. Langlois  
Secretary ..... John D. Langlois  
Treasurer ..... C. O. Langlois, Jr.  
Vice-President ..... W. O'Keefe

*Services Offered:* Open end and commercial transcriptions, dramatic and musical for radio broadcasting.

**LANG-WORTH FEATURE PROGRAMS, INC.**

Steinway Hall, 113 W. 57th St., New York 19, N. Y.

JUdson 6-5700

President ..... C. O. Langlois  
Secretary ..... John D. Langlois  
Treasurer ..... C. O. Langlois, Jr.  
Vice President ..... W. O'Keefe  
Stations Relations ..... William E. Young  
West Coast Mgr. .... Walter B. Davison

**BURL  
IVES**

"THE WAYFARING STRANGER"  
ACTOR • SINGER • COMPOSER

**NOW AVAILABLE**  
*Transcribed Quarter Hours*  
*One to Five Times Weekly*

Burl is Assisted by the Famous  
Tony Mattola Musical Group

**EXCLUSIVE RIGHTS GRANTED**



*Harry S. Goodman*

19 EAST 53rd STREET at Madison Avenue... NEW YORK CITY

## Program Producers

*Services Offered:* Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

### HERBERT S. LAUFMAN & COMPANY

624 So. Michigan Ave., Chicago 5, Ill.

Phone: Webster 9-2302

Partner, Sales ..... Herbert S. Laufman  
 Partner, Production ..... Jules Pewowar  
 Executive Prod. .... James W. Green  
*Services Offered:* Packagers and producers of TV programs.

### LAWRENCE PRODUCTIONS

760 Thayer Ave., Los Angeles 24, Calif

Phone: Arizona 9-3265

Owner ..... Bee Eaton Lawrence  
 Production Manager, Richard Hill Wilkinson  
*Services Offered:* Own and sell transcribed radio series "Mystery Is My Hobby" half-hour show.

### LAWRENCE & LEE, INC.

Equitable Bldg., Hollywood 28, Calif.

Phone: Hillside 0101

President ..... Jerome Lawrence  
 Vice-President ..... Robert E. Lee  
*Services Offered:* Production consultants. Delivery of literary rights for television, radio and motion pictures.

### JERRY LAYTON ASSOCIATES, INC.

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

Phone: MUrray Hill 7-6320

President ..... Jerry Layton  
*Services Offered:* Production of live and filmed TV shows, live and transcribed radio shows; management of personalities, performers and writers for radio and television.

### LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill.

Phone: FRanklin 2-2100

President ..... Les Lear  
 Account Executives, Milt Parlow, Jack Curran  
*Services Offered:* Radio, TV and film production. Personal management.

### JACK CURRIER LEWIS

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

Phone: EL 5-0257

Owner ..... Jack Currier Lewis  
 General Manager ..... William P. Popp  
 Women's Programs ..... Margaret Tester  
*Services Offered:* Television and radio packaged programs; film or live. Advisors on TV or radio problems.

### LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y.

Phone: PLaza 3-5083

**Newsstand Theatre**  
**ABC — Radio**

**Hollywood Love Story**  
**NBC — Radio**

**Kathi Norris Show**  
**DuMont — TV**

**The Big Hand**  
**ABC — Radio**

**Co-Producer**  
**Rocky King, Detective**  
**DuMont — TV**

**Escape With Me**  
**ABC — Radio**

## WILBUR STARK

510 MADISON AVENUE, NEW YORK, N. Y.

PL 3-1742

## Program Producers

Partner ..... Lester Lewis  
Partner ..... Juliet Lewis  
Casting Director ..... Marie Stroud  
Sales Manager ..... Merritt Franklin  
Script Editor ..... Mort Lewis  
*Services Offered:* TV package shows, personal management.

### BOB LOEWI PRODUCTIONS, INC.

255A E. 49th St., New York 17, N. Y.

Phones: MU 8-2600, PL 5-0958

President ..... Bob Loewi  
*Services Offered:* Create, produce, direct and sell, live and film, TV package shows. Consultant as TV programming doctor.

### PHILLIPS H. LORD, INC.

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

President ..... Phillips H. Lord  
Manager ..... Dorothy E. Levy  
Program Supervisor ..... Leonard L. Bass  
*Services Offered:* Package shows.

### C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.

Phone: DUnkirk 4-4191

President ..... C. P. MacGregor  
Manager ..... George R. Jones  
Production Manager ..... Paul Quan  
Eastern Sales Mgr. .... Nat V. Donato  
*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.

### MAJOR-MINOR PRODUCTIONS

5927 Sunset Blvd., Hollywood 28, Calif.

Phone: GL 9268

Producer and Director... Stuart M. Nathanson  
Producer and Director... Ronald L. Stanton  
Musical Director ..... Ruby Raksin  
*Services Offered:* Production, packaging and merchandising of juvenile television shows.

### MANNON SOUND STAGES

(For complete listing see TV Film Producers)

### ARNOLD MARQUIS PRODUCTIONS, INC.

6404 Hollywood Blvd., Hollywood 28, Calif.

Phone: HO 9-5119

President ..... Arnold Marquis  
*Services Offered:* Write, direct, produce and package radio and television programs and spots.

### MARSHALL—HESTER PRODUCTIONS

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

Phone: MURray Hill 7-2722-3-4

Partner ..... A. W. Marshall

## Commodore Productions and Artists, Inc.

1350 N. Highland Av., Hollywood, Calif.

WALTER WHITE, JR., President

Radio

### TARZAN

for General Foods, CBS, t.c.

### CLYDE BEATTY SHOW

for Dr. Ross Dog & Cat Food, t.c.

### HOPALONG CASSIDY, t.c.

Television

### THE CLYDE BEATTY SHOW

**Program Producers**

Partner .....Harriet Hester  
 Legal Representative.....Gerald Dickler  
*Services Offered:* Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

**MASTERTON, REDDY & NELSON**

745 Fifth Ave., New York 22, N. Y.  
 Phone: PLaza 9-1120

Partner .....John Masterton  
 Partner .....John Reddy  
 Partner .....John Nelson  
 Director .....Ed Leftwich  
 Producer .....Jerry Browne  
 Production Supvr. ....Ruth Kyle  
 Business Mgr. ....Helen Guy  
*Services Offered:* Packaging and production of radio and TV programs.

**ALEXANDER McQUEEN & ASSOCIATES**

5222 N. Lakewood Ave., Chicago 40, Ill.  
 Phone: RAvenswood 8-9010

Owner .....Alexander McQueen  
*Services Offered:* "Nothing But The Truth" feature (Reg. U. S. Pat. Office), in person, transcribed, or TV. Research for human interest stories on sponsor's product.

**METRO-GOLDWYN-MAYER RADIO ATTRACTIONS**

711 Fifth Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-1000

Director.....Bertram Lebhar, Jr.  
 Director of Production.....Raymond Katz  
 Dir. Dist. & Record....Frank Roehrenbeck  
 West Coast Administrator.....Les Petersen  
 West Coast Coord. & aide to  
 Direc. of Production.....Marcella Napp  
 Director of Publicity.....Jo Ranson  
 Asst. to Dir. of Prod.....Irwin Greenfield  
*Services Offered:* Metro-Goldwyn-Mayer Radio Attractions offers the following syndicated programs: "MGM Theater of the Air," "The Story of Dr. Kildare," "The Hardy Family," "The Adventures of Maisie," "At Home With Lionel Barrymore," "Crime Does Not Pay," "The Gracie Fields Show" and "John Nesbitt's Passing Parade."

**CHARLES MICHELSON, INC.**

23 W. 47th St., New York 36, N. Y.  
 Phone: PLaza 7-0695

President .....Charles Michelson  
 Secretary .....A Michelson  
 Divisional Sales Manager.....Sidney Guber  
 Traffic Manager.....R. Mantell  
 Export Manager.....Martin Diamond  
*Services Offered:* Producers and distrib-

**WILLIAM GERNANNT**



**Program Producers**

utors of open end quarter hour and half hour radio and television programs. Radio Transcription Features of Mystery shows for local station use and TV film series on 16 n.m. motion picture film.

**MILVERNE PRODUCTIONS, INC.**

Hotel Bryant, 230 W. 54th St., N. Y. 19, N. Y.  
Phone: Circle 6-3497; Circle 6-2100, Ext. 219  
Executive Producers.....Milton E. Stanson,  
Vernon P. Becker.

*Services Offered:* Origination and production of creative TV programs for every budget; Creation and production of TV Film and Radio commercials; Programming and film consultants to agency and client.

**MOLE & LEE, INC.**

105 W. 55th St., New York 19, N. Y.  
Phone: Circle 6-0006

President .....John Mole  
Exec. V-P. & Secy.....Blanche Stuart Lee  
Office Mgr. ....J. McDonald

*Services Offered:* Production of packaged shows for Radio and TV.

**WILLIAM MORRIS AGENCY, INC.**

1270 Sixth Ave., New York 20, N. Y.  
Phone: Circle 7-2160

Exec-in-Chge. of Radio..Wallace S. Jordan  
*Services Offered:* Production of packaged shows for radio and TV, also talent reps.

**MORTON RADIO PRODUCTIONS, INC.**

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: Central 6-4144

President .....Morton Jacobson  
Sales Promotion.....Irene C. Norbut

*Services Offered:* Open-end and custom-built transcriptions, live packages, and custom-built TV shows.

**HERBERT M. MOSS PRODUCTIONS**

2 W. 46th St., New York 36, N. Y.  
Producer.....Herbert M. Moss  
Sec.-Treas. ....Rose Gray

*Services Offered:* Live and transcribed shows for Radio and TV.

**MOTION PICTURE PRODUCTIONS, INC.**

Rockefeller Bldg., Cleveland 13, Ohio  
Phone: PRospect 1-4900

President.....Donald C. Jones  
Vice-President.....Claude N. Rakestraw  
Secretary .....L. S. Kelly

*Services Offered:* Producers of motion pictures, television, and slidefilms on industrial relations, sales promotion, sales and technical training, in black and white or color with RCA sound in own studios and laboratories.

**BARRY & ENRIGHT PROD., INC.**

JACK BARRY, Pres.

JUVENILE JURY

LIFE BEGINS AT 80

FAITH BALDWIN SHOW

ADVENTURES OF MICHAEL SHAYNE

STARS AND STARTERS

THE PEOPLE'S CHOICE

PETER McDONALD, M.D.

SECRET INVESTIGATOR

## Program Producers

### MUSIC CORPORATION OF AMERICA

MCA Artists, Ltd.

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

#### Branch Offices

17-18 Dover St., London, England  
430 N. Michigan Ave., Chicago, Ill.

9370 Santa Monica Blvd., Beverly Hills, Calif.

106 105 Montgomery St., San Francisco, Calif.

1172 Union Commerce Bldg., Cleveland, O.

2102 N. Akard St., Dallas, Tex.

1612 Book Tower, Detroit, Mich.

9 Newbury St., Boston, Mass.

Northwestern Bank Bldg., Minneapolis, Minn.

*Services Offered:* Program production.

### MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

### THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.

Phone: SUPERior 7-5080

Exec. Vice-Pres.....Frank P. Kendall

*Services Offered:* Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Direc-

tor and Continuity Director; six continuous script shows issued monthly; one Annual Christmas show; Tempera Tunes; Memorial Hour.

### NELSON PRODUCTIONS, INC.

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

Phone: MUrray Hill 6-5862

President .....Raymond E. Nelson

Secy.-Treas.....Betty Nelson

Casting Dir. ....Martin Roberts

*Services Offered:* Production-direction on retainer or free-lance basis, package production, consultation to agencies and clients, time buying, filmed commercials, research.

### OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 19, N. Y.

Phone: LUXemburg 2-5130

Cable Address: ARREFFAY Newyork

Producer-Dir.,

Executive-Dir.....Oliver W. Nicoll

Associate Director.....Sandra Munsell

*Services Offered:* Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

HOLLYWOOD SCREEN TEST

ELOISE SALUTES THE STARS

WHAT'S THE STORY\*

\* (For DuMont Network)

## LESTER LEWIS ASSOCIATES

11 E. 48 ST., N. Y. 17

PLaza 3-5083

Radio-Television Productions

Personal Representation

**Program Producers**

**OLIO VIDEO TELEVISION  
PRODUCTIONS, INC.**

(See Television Film Producers)

**PAN AMERICAN BROADCASTING  
CO.**

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

Phone: MUrray Hill 2-0810

Program Director.....Leo Shore  
*Services Offered:* Scripting, producing and recording programs in over 50 foreign languages for use in United States and in foreign countries.

**NORMAN & IRVING PINCUS**

101 W. 55 St., New York, N. Y.

Phone: CIrcle 6-0138

Partnership.....Norman & Irving Pincus  
Script Editor.....Eugene Burr  
Director.....Donald Richardson  
*Services Offered:* Program producers.

**PRESS ASSOCIATION, INC.**

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

Phone: PLaza 7-1111

President .....Kent Cooper  
Vice-President .....Oliver Gramling  
*Services Offered:* "Personality Time," 15-minute transcription dramatizing personali-

ties of stage, screen and radio, 78 episodes; "Sports Star Special," 15-minute transcription dramatizing big name sports personalities, 26 episodes; "Special Assignment," 15-minute transcription dramatizing the unusual experiences of news reporters, 78 episodes.

**GEORGE LOGAN PRICE, INC.**

20828 Pacific Coast Hwy., Malibu, Calif.

Phone: Malibu 7871

President.....George Logan Price  
Sales Manager.....S. M. Lauch  
Copy and Production....George L. Price, Jr.  
*Services Offered:* Production of packed radio serials geared to sell to and for ethical accounts of every type. Complete accompanying on commercials, publicity, promotion and public relations.

**PROCKTER PRODUCTIONS, INC.**

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

Phone: JUdson 6-4830

President .....Bernard J. Proecker  
*Services Offered:* Package Programs.

**RCA VICTOR CUSTOM RECORD  
SALES DIVISION**

(See Transcription Companies.)

NOW THAT YOU CAN  
HAVE THE BEST, WHY  
BE SATISFIED WITH LESS

AP

• • • **Program Producers** • • •

**RADIO FEATURES OF AMERICA**

37 W. 46th St., New York 19, N. Y.

Phone: LUXemburg 2-5130

Cable Address: ARREFFAY, Newyork  
Executive Director.....Oliver W. Nicoll  
Associate Director.....Sandra Munsell

London Representative

Towers of London, Ltd., 84 Hallam St.,  
London W. 1, England

Phone: LAngham 6248, 5050

(Harry Alan Towers)

*Services Offered:* Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service. Television—Program production and consultation, package live and film shows, script, talent. Members of NSTP (Natl. Society Television Producers).

**RAO VIDEO**

366 Madison Ave., New York 19, N. Y.

Phone: Va. 6-3417

Exec. Dir. Producer...Robert A. Ornbach

*Services Offered:* TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

**REEMACK ENTERPRISES, INC.**

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

Phone: MURray Hill 7-7979

President .....Lou Goldberg

Vice-President .....Wanda Ellis

Secretary .....Lloyd Marx

*Services Offered:* Producers of "The Original Amateur Hour."

**STU REYNOLDS PRODUCTIONS**

321 S. Beverly Dr., Beverly Hills, Calif.

Phone: CRestview 16155

President .....Stuart Reynolds

*Services Offered:* Specializing in the production and sale of filmed TV programs; also in the filming of television programs for others and TV commercials; also production and sale of radio programs.

**R. S. ROBBINS**

163 Bleecker St., New York 12, N. Y.

Phone: SP 7-2568

President .....R. S. Robbins

Mgr. of Prize Promotion...Edward E. Finch

*Services Offered:* Radio and Television package producers.

**BOB L. ROBERTS PRODUCTIONS**

806 7th Ave., New York 19, N. Y.

Phone: JUDson 6-0025

**KAGRAN CORPORATION**

(Formerly Martin Stone Associates)

**RADIO and TV PRODUCTIONS**

**HOWDY DOODY**

NBC-TV and Radio

**GABBY HAYES SHOW**

NBC-TV and Mutual Radio

**AUTHOR MEETS THE CRITICS**

Du Mont Network

Other top-notch properties available

Kagran Corp.

4 West 58th St., New York, N. Y.

MU. 8-0585



**Program Producers**

President.....Bob L. Roberts  
*Services Offered:* A—Radio and TV live and film productions. B—Specialized publicity and promotion.

**RICHARD H. ROFFMAN ASSOCIATES**

646 Park Ave., Hotel Sulgrave  
 New York 20, N. Y.  
 Phone: TRinidad 9-5640

President .....Richard H. Roffman  
*Services Offered:* Package programs and production, Talent, Public Relations. Guest and Prize procurement, Publicity and Promotion, Scripts, Legal Counsel.

**ROBINSON RECORDING LABS.**

35 S. 9th St., Philadelphia 7, Pa.  
 Phone: WA 2-6800

President .....W. P. Robinson  
 Recording Engineers.....W. W. Jost,  
 Chas. Metz

*Services Offered:* Manufacture professional recording equipment. Produce transcribed spots and electrical transcriptions for broadcast and TV.

**ROCKHILL RADIO**

18 E. 50th St., New York 22, N. Y.  
 Phone: PLaza 9-7979

President.....Stanley J. Wolf  
 Producer .....Albert Alex  
 Producer .....Leonard Carlton  
 Producer .....Allen Ducounx  
 Producer .....Drex Hines  
*Services Offered:* Complete packages, radio, transcriptions, TV film.

**JACK ROURKE PRODUCTIONS**

6331 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HE 7178

President .....Jack Rourke  
 General Manager.....Fred Fuld, Jr.  
 Secretary-Treasurer.....Joan Lane Rourke  
*Services Offered:* Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

**BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS**

126 W. 46th St. (Branch), New York, N. Y.  
 Phone: LUXemburg 2-1815  
 Bankers Securities Bldg., Philadelphia 7, Pa.  
 Phone: KINGSley 5-7055

Production Manager....Barnard L. Sackett  
 Fashion Director.....Ann E. Pestor  
 Film Technician.....Richard Newmayer  
 Script Editor.....Toba Sackett  
 Publicity .....Morris Yuter  
 Sales Manager.....Jean Sargeant

**DEMBY, BROUN and Co., Inc.**

*MOTION PICTURE AND TELEVISION PRODUCERS*

**“WHAT’S PLAYING?”**

**“FIGHT AGAINST CRIME”**

**“LOVE CLINIC”**

**“WHAT’S THE REASON?”**

**“ALLEN SWIFT SHOW”**

**“FILMS FOR SALES” “THIS IS INDONESIA”**

(SALES TRAINING SERIES)

(INTERNATIONAL SERIES)

34 EAST 51 STREET, NEW YORK 22, N. Y. ● PLAZA 9-2495

## Program Producers

*Services Offered:* Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, animation, custom-built shows, television consultants, personal radio-television representation, concert management.

### **JAMES L. SAPHIER AGENCY, INC.**

9538 Brighton Way, Beverly Hills, Calif.

Phone: CRestview 1-7231

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

Phone: MUrray Hill 7-8370

President.....James L. Saphier  
V.P. & Mgr. of New York Office.....Jules Green

*Services Offered:* Radio and TV productions, sale of package programs and talent.

### **KERMIT SCHAFFER RADIO & TELEVISION PRODUCTIONS**

1585 Broadway, New York 19, N. Y.

Phone: JU 6-1496-7

President.....Kermit Schaffer  
General Manager.....Harry Lee  
Treasurer.....Michael Louis  
Office Manager.....Patricia Cullen

*Services Offered:* Live and film television productions, transcribed radio series and kinescope television series, specialists in cooperative advertising also offers celebrity securing and prize procuring services.

### **SEABOARD STUDIOS, INC.**

(For complete listing see TV Film Producers)

### **BERNARD L. SCHUBERT, INC.**

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

Phone: MUrray Hill 8-0944

President.....Bernard L. Schubert

*Services Offered:* Talent, production radio and TV package management.

### **WALTER SCHWIMMER PRODUCTIONS, INC.—RADIO Features, Inc.**

75 E. Wacker Drive, Chicago 1, Ill.

New York Phone: LEXington 2-1791

President.....Walter Schwimmer

*Services Offered:* Syndicated live package programs, Production, Recording, Scripts.

### **SCREENCRAFT PICTURES, INC.**

341 W. 44th St., New York 18, N. Y.

Phone: Circle 6-8546

President.....J. S. Berkson

Vice-President.....B. H. Mills

Treasurer.....Edward Berkson

*Services Offered:* Distributors of 16 and 35 mm features and shorts.

# PETER ARNELL

ORIGINATOR OF

THE NAME'S THE SAME

RATE YOUR MATE

BY POPULAR DEMAND

Produced in Association with  
GOODSON-TODMAN PRODUCTIONS

*Represented by* TED ASHLEY ASSOCIATES

**Program Producers**

**SENTINEL PRODUCTIONS**

(A Division of Sentinel Enterprises, Inc.)

5746 Sunset Blvd., Hollywood, 28, Calif.  
(Nassour Studios)

Phone: HEmpstead 6828

President & Exec. Dir.....Earle R. Harper  
Vice-Pres. & Treas.....A. G. Harper  
Secretary.....David Griffith, Jr.  
Producer-Director .....Ann Archer  
Director .....Harry Mancke  
Director of Photography....Chas. Straumer  
Publicity Director.....Bill Keefe  
Film Editor.....Robt. Belcher  
Comptroller .....James Fair

*Services Offered:* Producing all types of TV package programs, travel, educational, religious and entertainment on film; 5-min. to 60-min. also TV commercials.

**SERVICE UNLIMITED**

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

Phone: RAndolph 6-5246

Sales Manager.....Charles O. Dabney  
Production Director.....Lary Kurtze  
Office Manager.....Jean Guild

*Services Offered:* Creative and production service for advertising agencies and sponsoring organizations. Complete radio and TV

campaigns custom planned, promoted, merchandised and produced.

**SESAC, INC.**

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

Phone: MURray Hill 5-5365

President .....Paul Heinecke  
Secretary-Treasurer.....R. C. Heinecke  
General Manager.....K. A. Jadassohn  
*Services Offered:* Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

**FLETCHER SMITH STUDIOS, INC.**

321 E. 44th St., New York 19, N. Y.

Phone: MURray Hill 5-6626

President .....Fletcher Smith  
Vice-President .....Charles Schettler  
Secretary-Treasurer .....Peter Caldera

*Services Offered:* Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

**THE SOUVAINE COMPANY**

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

Phone: CIRCLE 7-5666

General Partner.....Henry Souvaine  
General Partner.....Howard L. Taylor

*Services Offered:* Producers of radio and TV productions.

# ELY LANDAU, Inc.

*Television Programs on Film*

*10 East 44th Street, New York*

*MURray Hill 7-5224*

**Program Producers**

**RICHARD STARK & COMPANY**

125 E. 72nd St., New York 21, N. Y.  
Phone: REgent 7-9608

Partners.....Richard Stark, Jane Troxell  
Fashion Photog., Consultant...J. T. Stark  
Design.....George Shealy

*Services Offered:* Consultation and/or production of Radio-TV commercials; radio-TV programs prepared and produced by request only; fashion and costume design for TV.

**WILBUR STARK, INC.**

510 Madison Ave., New York 22, N. Y.  
Phone: PLaza 3-1742

President.....Wilbur Stark  
Executive Secretary.....Nancy Bowling  
*Services Offered:* Personalities and programs for radio and television.

**RICHARD STROUT PRODUCTIONS**

Box 331, Hollywood 38, Calif.  
Phone: HEmstead 8507

President.....George C. Meacham  
Exec. Prod.....Robinson Taylor, Jr.  
Hollywood Prod. Mgr....James E. McKenzie  
Sales Promotion Talent....Doris Edwards

*Services Offered:* Complete production of custom made radio & TV programs and spots. Syndicated shows.

**IRVIN PAUL SULDS, INC.**

654 Madison Ave., New York 21, N. Y.  
Phone: TEmpleton 8-7025

President.....Irvin Paul Sulds  
Associate Producer.....Alice Pentlarge  
*Services Offered:* Production of live and filmed TV programs.

**TV PROGRAMS, INC.**

350 Fifth Ave., New York 1, N. Y.  
Phone: CHickering 4-1374

President.....Edward Roberts, Jr.  
Treasurer.....William Mills, 3rd  
Sales Manager.....David Horwich  
Production Manager.....Frances Hidden  
*Services Offered:* Package producers of live shows for TV. Also represent and furnish talent.

**TAG-A-TUNE RADIO & TELEVISION, INC.**

355 North Beverly Drive, Beverly Hills, Calif.  
New York Phone: BRyant 9-9858

General Manager.....M. Jack London  
Radio & Television Dir...Abbott B. London  
Production Supervisor.....N. D. Altfeld  
*Services Offered:* Syndicated and custom-made radio/television programs produced and distributed; advertising agency specializing in radio-television; packager of radio

**BYRON PRODUCTIONS  
COMPANY**

PRESIDENT  
EDWARD A. BYRON

**Television and  
Radio Productions**

**JERRY  
LAYTON  
ASSOCIATES, Inc.**

**551 FIFTH AVENUE  
NEW YORK 17, N. Y.  
MURRAY HILL 7-6320**



## Program Producers

promotional campaigns; advertising-sales counsellors.

### TAYLOR PRODUCTIONS, INC.

6700 Sunset Blvd., Hollywood 28, Calif.

Phone: HU 2-1089

President . . . . . Gordon Van Dover

Services Offered: Sales agents for Tom, Dick and Harry, Chuckwagon Jamboree, Strange Wills. Transcribed radio shows. Also write and produce Radio & TV spots.

### HAL TATE PRODUCTIONS

831 S. Wabash Ave., Chicago 5, Ill.

Phone: H Harrison 7-3610

President . . . . . Hal Tate

Vice-Pres. & Sales Mgr. . . . . Phil Fischer

Secy.-Treas. . . . . Lucille E. Schall

Canadian Sales Mgr. . . . . S. W. Caldwell  
S. W. Caldwell, Ltd.

Simcoe House, 150 Simcoe St., Toronto,  
Canada

Phone: PL 8727

Services Offered: Syndicated radio & TV package programs; also independent TV producer and consultant to advertising agencies (Chicago only) on TV shows.

### THE TEE VEE CO.

(See TV Film Producers)

### TELCO PRODUCTIONS

55 W. 53 St., New York, N. Y.

Phone: PLaza 7-0394

President . . . . . Albert Gannaway

Secretary . . . . . Charles McGregor

Services Offered: Program producers of package shows: (live, transcribed, filmed)—ideas, scripts, productions for Radio & TV.

### TELECREATIONS BY NOVAK

344 W. 72nd Street, New York 23, N. Y.

Phone: TRafalgar 4-1999

Owner-Musical Consult. . . . . Frank J. Novak, Jr.

Manager, Charge of Radio/TV Formats

G. Kane Campbell

Radio/TV Producer . . . . . John Gunn

Writers . . . . . Paul Davis, Laura McGhee

Services Offered: Creators, producers of Radio/TV musical variety formats for local, regional or national sponsors. Musical consultants to advertising agencies.

### TELEFEATURES PRODUCTIONS, INC.

30 Rockefeller Plaza, New York, N. Y.

Phone: JUdson 2-3026

President . . . . . Wayne Wirth

Services Offered: TV programs of all types.

**WEST HUCKLE, INC.**

Artists, Programs & Films  
for Television

CURRENT FEATURES:

SAY IT WITH ACTING

PANTOMIME QUIZ

JIM FAIR { CLUB MATINEE  
          { 6:55 P.M. News  
          { 11:10 P.M. Weather

HALF PINT PARTY

FILMS FOR GABBY HAYES SHOW

WOMEN TAKE OVER

TAKE TWO

RANGER JOE

30 Rockefeller Plaza      JUdson 2-3026

New York City



**MARSHALL—HESTER  
PRODUCTIONS**

521 FIFTH AVENUE  
NEW YORK 17, N. Y.



MURRAY HILL 7-2722-3-4

• • • **Program Producers** • • •

**TELEFEX**

(See TV Film Producers)

**TELEMATED CARTOONS**

(See TV Film Producers)

**TELEMOUNT PICTURES, INC.**

(See TV Film Producers)

**TELEVISION SCREEN PRODUCTIONS, INC.**

(See TV Film Producers)

**TRANSCRIBED RADIO SHOWS**

2 W. 47th St., New York 19, N. Y.

Phone: LUXemburg 2-3530

President.....M. E. Moore

General Manager.....F. Kronen

*Services Offered:* A series of Christmas spot jingles featuring an outstanding quartet to attract Christmas shoppers on film for 15-20-30-second spot announcements, spots made to order for TV.

**TRANSCRIPTION SALES, INC.**

117 W. High St., Springfield 35, O.

Phone: 2-4974

President.....J. P. Williams

Executive Vice-Pres.....Adna H. Karns

Vice-Pres. & Gen. Mgr.....John F. Hyle

3948 Grand Central Terminal

New York 17, N. Y.

Phone: MURray Hill 4-4520

Manager .....Claude Barrere

*Services Offered:* Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated.

**TRANSFILM, INC.**

(For complete listing see TV Film Producers)

**TELEWAYS RADIO PRODUCTIONS, INC.**

8949 Sunset Blvd., Hollywood 46, Calif.

Phone: BRAdshaw 21447, CRestview 67238

President.....Charles A. Kennedy

Accounting Dept.....A. Corrigan

*Services Offered:* Transcribed programs, creation and production of custom-built talent or transcribed shows, creation and production of custom-built spot announcements, dramatized and singing commercials.

**TRANSAMERICAN BROADCASTING & TELEVISION CORP.**

1 E. 54th St., New York 22, N. Y.

Phone: PLaza 5-9800

President.....John L. Clark

**RADIO \$ DOLLARS**

A brand new merchandising plan for radio stations, based on coupons.



**RICHARD H. ULLMAN, INC.**

295 DELAWARE AVENUE

BUFFALO 2, N. Y.

BEATRICE KAY SHOW TUNE-O

**OLIO VIDEO**

TELEVISION FILM PROGRAMS

1952 Schedule

*Completed:*

JUNIOR SCIENCE (13 programs)

*In production:*

DO IT YOURSELF (65 programs)

*In preparation:*

SURPRISE! (26 programs)

FANTASY (13 programs)

**OLIO VIDEO**

**TELEVISION PRODUCTIONS, INC.**

Studio and offices: 20 East 42nd St.

New York City Murray Hill 2-3218

Harvey Cort

Milton Subotsky

## Program Producers

*Services Offered:* Television and radio writing, direction, production and packaging.

### TRENDLE-CAMPBELL ENTERPRISES, INC.

1803 Stroh Building, Detroit 26, Mich.

Phone: WOODWARD 2-9184

President .....George Trendle  
 V. Pres. & Gen. Mgr. ....H. Allen Campbell  
 Secy. & Gen. Counsel....Raymond J. Meurer  
*Services Offered:* Radio-TV production.

### RICHARD H. ULLMAN, INC.

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

Phone: CLEVELAND 2066

President.....Richard H. Ullman  
 Exec. V.-P.....Robert P. Mendelson  
 Production Mgr. ....Marvin A. Kempner  
*Services Offered:* JINGL-LIBRARY, tailored jingles, syndicated shows. RADIO DOLLARS. . . . This is a merchandise plan based on coupons which are redeemed from a catalogue of nationally-advertised products. Franchised on an exclusive basis to radio stations.

### UNITED BROADCASTING CO., INC.

301 E. Erie St., Chicago 11, Ill.

Phone: SUPERIOR 7-9144

President .....William L. Klein

*Services Offered:* Recording, Program and Spot production, Package Programs, Syndicated Transcriptions, Talent.

### UNITED PRESS ASSOCIATIONS

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

Phone: MURRAY HILL 2-0400

Radio & TV News Manager ....Phil Newsom  
 Gen. Sales Manager.....Leroy Keller  
 Radio Shows Div. Mgr....C. Edmonds Allen  
*Services Offered:* World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows; daily wire and film service for TV.

### UNITED ARTISTS TELEVISION

(See TV Film Producers)

### THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.

Phone: Circle 6-4675-6

President.....Thomas J. Valentino  
 Vice-President.....Michael T. Valentino  
 Secretary.....Elsie F. Valentino  
 Treasurer.....T. J. Valentino  
 Sales Manager.....Peter J. Riolo  
*Services Offered:* Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

CREATIVE TV PROGRAMMING  
 FOR EVERY BUDGET

## MILVERNE

PRODUCTIONS, INC.

VERNON P. BECKER  
 MILTON E. STANSON  
 Executive Producers

"KIDDIE KOLLEGE"  
 DuMont

"SOLO DRAMA"  
 ABC-TV NETWORK

"MAN ABOUT MUSIC"  
 DuMont

"CURTAIN CALL"  
 WOR-TV

FILM COMMERCIALS  
 RADIO TRANSCRIPTIONS

HOTEL BRYANT  
 230 West 54th Street  
 Suite 219  
 New York 19, N. Y.

Circle 6-3497  
 Circle 6-2100

## NORMAN & IRVING PINCUS

*Distinctive television  
 productions*

101 W. 55th Street, N. Y. C.

## Program Producers

### VALLEE-VIDEO, INC.

6611 Santa Monica, Hollywood 36, Calif.  
Phone: Hillside 6118

President .....Rudy Vallee  
Vice-President .....B. S. Otto  
Secretary .....D. Hall  
Manager .....John W. Swallow  
*Services Offered:* Full film studio for TV-Stage, Cutting Room, Projection Room, Dressing Rooms.

### VIDEO EVENTS, INC.

535 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-1668

President.....Julienne (Judy) Dupuy  
*Services Offered:* Live TV programs, radio programs, TV commercials. Specializing in Children's shows.

### V. I. P.

35 W. 53rd St., New York 19, N. Y.  
Phone: PLaza 7-0130

President .....Bill Murphy  
Vice-President .....Charlotte Morgan  
*Services Offered:* Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows, servicing out-of-towners with reservations in hotels, theatre tickets and travel accommodations.

### VIDEO VARIETIES CORP.

(For complete listing see TV Film Producers)

### CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.  
Phone: EL 5-0734

Director Producer.....Chick Vincent  
Casting Director.....Norma Vincent  
*Services Offered:* Package producers, program production, TV programs, live and film.

### VISUAL MEDIA, INC.

(See TV Film Producer Section)

### STEPHEN L. WELLS PRODUCTIONS

617 S. Olive Street, Los Angeles 14, California  
Phone: VA 8530

Beatrice Kay .....Production Director  
Glenn V. Armstrong.....Account Executive  
Carol Strong ..Asst. to Production Director  
*Services Offered:* Write and produce television shows—entire production handled out of own office.

### WOLF ASSOCIATES, INC.

420 Madison Ave., New York 17, N. Y.  
Phone: PLaza 5-7620

President .....Edward Wolf

## LES LEAR

PUBLICITY - PRODUCTION  
PERSONAL MANAGEMENT

Procter & Gamble's { Business Manager  
                              { 'Welcome Travelers'  
                              { Fifth Year

**LES LEAR PRODUCTIONS CORP.**  
**HOTEL SHERMAN**  
**CHICAGO 1, ILL.**

FR 2-2100

In Washington H. T. stands for Harry  
Truman but in Chicago H. T. is

## HAL TATE

productions

Chicago's fastest growing producer. Packager of:  
CUGAT'S  
CELEBRITY CALENDAR  
starring Xavier Cugat  
with Abbe Lane

"WHO'S TALKING?"

Chicago distributor for Columbia Pictures Screen Gems, Inc.  
TV-Disc Jockey "Toons"

Call or write for your free copy of Tate's Chicago TV Directory — the most complete directory for your personal use.



**HAL TATE PRODUCTIONS**

831 S. WABASH AVE. CHICAGO 5, ILL. - HA. 7-3610



**Program Producers**

Vice-President .....Herbert Wolf  
 Exec. Producer-Dir.....Jack Rubin  
 Sales Manager .....Paul Ross  
*Services Offered:* Radio-TV production.

**WOLFF-FELDMAN ENTERPRISES, INC.**

214 W. 42nd St., New York 18, N. Y.  
 Phone: LA 4-3450

President .....Max Wolff  
 Secretary-Treasurer.....Robert Feldman  
 Television Production .....Mona Gross  
 Talent .....Al Roth

*Services Offered:* Production and packaging of radio and TV shows and all product services for agencies and stations. Scripts, talent, directors and casting consultants.

**WORLD VIDEO, INC.**

15 E. 47 St., New York 17, N. Y.  
 Phone: PLaza 9-3870

President.....Richard H. Gordon, Jr.  
 Vice-President .....Joseph M. Drexler  
 Secty.-Treas. ....Irving Oppenheim  
 Exec. Producer .....Richard Lewine  
 Asst. Producer .....Marion Urmy  
 Asst. Producer .....Norma Gold

*Services Offered:* Create and/or produce live and film packages for television.

**WYNN WRIGHT ASSOCIATES**

17 W. 57 St., New York 19, N. Y.  
 Phone: PLaza 3-4117

Producer .....Wynn Wright  
 Manager .....Charles Granzow

*Services Offered:* Package radio and TV programs.

**FREDERIC W. ZIV CO.**

1529 Madison Rd., Cincinnati 6, O.  
 Phone: PLaza 1323

President .....Frederic W. Ziv  
 Vice-President.....John L. Sinn  
 V.P., Chg. of Prod.....Herb Gordon  
 V.P., Chg. of Sales.....Alvin E. Unger  
 Treas. & Comptroller.....Joseph L. Moore  
 Partner.....M. R. Ziv

*Services Offered:* Network and transcribed programs.

**ZIV TELEVISION PROGRAMS, INC.**

488 Madison Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv  
 President.....John L. Sinn  
 Vice-President.....M. J. Rifkin  
 Treasurer & Comptroller...Joseph L. Moore

*Services Offered:* Network and film programs.



**MURPHY - THOMAS**

*Productions*

producers of

**FRONTIER  
 DETECTIVES**

Starring

**VICTOR JORY**

... a series of 52  
 half-hour films  
 produced specially  
 for TELEVISION

GENERAL SERVICE STUDIOS  
 Hollywood, Calif.

# TEAM UP YOUR SELLING

with **RCA VICTOR** quality...

dependability...

integrity...

service...



## FOR PROMOTIONS OR PREMIUMS



6 1/2" Spinner

Wrap your sales message with music and entertainment . . . and deliver it on a platter! Put your own voice on records and pay a personal visit to hundreds of prospects! Easy to mail, nonbreakable.



10" Promater

## FOR TRANSCRIPTIONS



10" and 12" Transcriptions  
(microgroove)

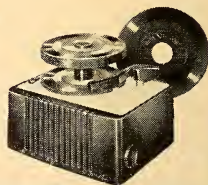
Spot announcements, full-length shows . . . program material of every kind . . . recorded, processed and pressed in the country's best-equipped studios and plants. Complete production and script-writing facilities available.



12" and 16" Transcriptions  
(standard groove)

## Now...the "45" system for SALES TRAINING

Put your sales presentations or training programs across . . . on 45 rpm records! Up to 7 minutes per side, nonbreakable, inexpensive to mail. Complete automatic player gives astonishingly clear, strong sound . . . with a convenience and compactness never before achieved in any comparable audio system. Ideal for special, on-the-spot promotion stunts.



*a book you'll need at your desk-*

Tells you all about Custom Record Sales . . . describes the complete variety of services this division of RCA Victor offers you. Just write or phone any of the offices listed here, for a FREE copy to keep at your desk. You'll find it useful.

**Make a note of your nearest RCA Custom Record Sales office. Here's the address and phone number:**

630 Fifth Ave.  
Dept. D-30  
New York 20, N. Y.  
JUdson 2-5011

445 North Lake Shore Drive  
Dept. D-30  
Chicago 11, Illinois  
WHitehall 4-3215

1016 North Sycamore Ave.  
Dept. D-30  
Hollywood 38, California  
Hillside 5171



# Custom Record Sales

Radio Corporation of America RCA Victor Division



# TRANSCRIPTION COMPANIES



## ALL-CANADA RADIO FACILITIES, LTD.

305 Victory Bldg., Toronto 1, Ont., Canada  
Phone: PL 7691

President.....H. R. Carson  
General Manager.....G. F. Herbert  
Asst. Gen. Manager.....J. S. MacKay  
Sales Manager.....F. W. Cannon  
*Services Offered:* Representative for transcription companies.

## ADVERTISERS RECORDING SERVICE, INC.

113 W. 57th St., New York 19, N. Y.  
Phone: Circle 6-0141, 0142  
(See detailed listing under  
Program Producers)

## AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-1881

President.....Paul F. Adler  
*Services Offered:* Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

## ALLENTOWN RECORD CO., INC.

10th & Walnut Sts., Allentown, Pa.  
Phone: 3-7405

President.....Sanford L. Wartell  
*Services Offered:* Contract pressing only. Custom fabricator of 10", 12", 7", 33 1/3, 78, 45 RPM phonograph records in materials ranging from pure cherry red vinylite through extended non-breakable to break resistant. All services.

## ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.  
Phone: HOLlywood 9-0157

President.....D. K. Broadhead  
Vice Pres. of Mgr.....Sam Salzman  
Comptroller.....J. S. Van Leer  
Sales Manager.....Hal G. Neely  
K. R. Smith Div. Mgr.....K. R. Smith  
K. R. Smith Div. Sales Mgr.....Peter M. Rogers  
Washington D. C. Mgr.....Jack Wegner  
*Services Offered:* Processing and pressing electrical transcriptions and phonograph records. All types, sizes, and speeds. Complete recording facilities available. Manufacturing plants in Hollywood and New York.

## APEX RECORDING STUDIOS, INC.

119 W. 57th St., New York, N. Y.  
Phone: PLaza 7-7067

President.....Robert E. Scheuing

## ARTISTS RECORDING STUDIOS

15 West 10th St., Kansas City 6, Mo.  
Phone: HA 6109

Owner.....Bill L. Godden  
Engineer-Operator.....Bill L. Godden  
*Services Offered:* Original or direct copy masters, TV sound production, phonograph record production, "custom built programs," spot announcements, air-checks, copies of disc, tape or wire, portable tape recordings, complete sound effects libraries, sync. cutting tables, script writers, talent files.

## ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

151 W. 46 St., New York 19, N. Y.  
Phone: PLaza 7-7710

Vice-Pres. & Gen. Mgr...Maurice B. Mitchell  
Vice-Pres. & Treas.....John C. Andrus  
Vice-Pres. Chg. Rec.....Andrew M. Wiswell  
Sales Manager.....Edward Hochhauser, Jr.  
Subscriber Service.....W. H. Houghton  
Script Editor.....Barbara Rose  
*Services Offered:* 15 different musical transcription libraries: basic AM/FM, basic TV-specialized libraries; commercial, production-music, radio-music, show medley, popular music, concert music, special purpose music—TV production-music library-school, workshop, educational libraries two foreign libraries.

## ATLANTIC AND PACIFIC BROADCASTING SYSTEM

2020 Pinehurst Rd., Hollywood 28, Calif.  
Phone: GLadstone 6983

Vice-Pres. & Gen. Mgr.....Jack Parker  
Prod. Mgr. & Asst. to V.P.....Ray Bond  
Executive Producer.....Garland Brunton  
TV Producer & Chief TV Script Editor

Ross Van Nibrooc  
*Services Offered:* Transcription radio and TV network. Programs produced to order. Commercial copy service. Scripts to order. Associated with TV Films of America, Crest Film and TV Productions and Sight and Sound Productions, Ltd.

## AUDIO-VIDEO RECORDING CO., INC.

730 5th Ave., New York 19, N. Y.  
Phone: PL 3091

*Higher and Higher  
and HIGHER go SALES,  
RATINGS, RENEWALS!*

Tell 'em and Sell 'em with WORLD

**VARIETY  
AND MUSICAL  
PROGRAMS**

A host of income-producing programs bringing up sales for stations at low cost.

Tell 'em and Sell 'em with WORLD

**LOCAL  
PERSONALITY  
SHOWS**

A variety of audience-winning programs designed to tie-in your popular, local selling personalities.

Tell 'em and Sell 'em with WORLD

**DRAMATIC  
AND MUSICAL  
FEATURES**

You'll get immediate sponsorship of these programs that capture the mood and spirit of the times.

Tell 'em and Sell 'em with WORLD

**SIGNATURES and  
PRODUCTION  
AIDS**

Unique lead-ins and closings to add impact to selling messages and to stimulate sales.

**Save Money! Make Money  
WITH**

**WORLD**

**THE ALL-PURPOSE**

**LOCAL**

**SALES SERVICE**

Tell 'em and Sell 'em with WORLD

**SPECIALS, SEASONAL  
CAMPAIGNS AND  
HOLIDAY FEATURES**

Sparkling, fresh, sales-winning ideas all year-round bringing added revenue to stations and more sales to sponsors.

Tell 'em and Sell 'em with

**WORLD  
STARS**

A galaxy of top musical artists, big name stars that keep sales zooming for World-Affiliates.





Tell 'em and Sell 'em with WORLD

# SPECIAL CAMPAIGNS

Your opportunity for topping more new sources of station revenue.

Tell 'em and Sell 'em with WORLD

# COMMERCIAL JINGLES

A complete variety of diversified jingles for every purpose.



## ALL PURPOSE

because World fulfills the entire range of your requirements and gives you its "know how" for top quality programming and diversified advertising ideas that boom sales for you and your sponsors too. Don't dribble away dollars to a dozen suppliers! Get everything you need from a single service—World!

## LOCAL

because World's array of headline stars and sure-fire features enables you to produce saleable shows of network caliber right in your own studios, take advantage of your popular local personalities.

And it's a

## MONEY-MAKER

for you because quality and quantity combine to build irresistible appeal for advertisers and audiences, alike. With the backing of World's power-packed portfolio of selling aids, you can cash in on higher ratings, enjoy easier sales, more renewals and long-term contracts. It's an unbeatable formula for profitable operation. Follow the lead of 857 other World-Affiliate stations!

Let ONE Service Do The WHOLE Job At LESS Cost

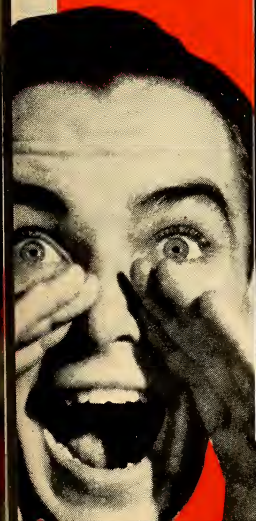
# WORLD SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.

An Affiliate of The Frederic W. Ziv Company  
488 Madison Avenue, New York 22, New York

CINCINNATI

HOLLYWOOD



Month After Month After Month—The New Ideas For Vital Local Sales Are Coming From World.



**Higher and Higher  
and HIGHER go SALES,  
RATINGS, RENEWALS!**

Tell 'em and Sell 'em with WORLD

**VARIETY  
AND MUSICAL  
PROGRAMS**

A host of income-producing shows  
ringing up sales for stations coast  
to coast.

Tell 'em and Sell 'em with WORLD

**SPECIAL  
CAMPAIGNS**

Your opportunity for tapping more new  
sources of station revenue.

Tell 'em and Sell 'em with WORLD

**COMMERCIAL  
JINGLES**

A complete variety of diversified jingles  
for every purpose.



Tell 'em and Sell 'em with WORLD

**LOCAL  
PERSONALITY  
SHOWS**

A variety of audience-winning programs  
designed to tie-in your popular,  
local selling personalities.

**Save Money! Make Money  
WITH**

**WORLD**

THE ALL-PURPOSE

**LOCAL**

SALES SERVICE

Tell 'em and Sell 'em with WORLD

**DRAMATIC  
AND MUSICAL  
FEATURES**

You'll get immediate sponsorship of  
these programs that capture the mood  
and spirit of the times.

Tell 'em and Sell 'em with WORLD

**SIGNATURES and  
PRODUCTION  
AIDS**

Unique lead-ins and closings to add  
impact to selling messages and to  
stimulate sales.

Tell 'em and Sell 'em with WORLD

**SPECIALS, SEASONAL  
CAMPAIGNS AND  
HOLIDAY FEATURES**

Spotting, fresh, sales-winning ideas  
all year-round bringing added revenue  
to stations and more sales to sponsors.

Tell 'em and Sell 'em with

**WORLD  
STARS**

A galaxy of top musical artists, big  
name stars that keep sales zooming for  
World-Affiliates.

**ALL PURPOSE**

because World fulfills the entire range of your  
requirements and gives you its "know how" for top quality programming and  
diversified advertising ideas that boom sales for you and your sponsors too. Don't  
dribble away dollars to a dozen suppliers! Get everything you need from a single  
service—World!

**LOCAL**

because World's array of headline stars and sure-fire features enables  
you to produce saleable shows of network caliber right in your own studios, take  
advantage of your popular local personalities.

And it's a

**MONEY-MAKER**

for you because quality and quantity combine to build irresistible  
appeal for advertisers and audiences, alike. With the backing of World's power-  
packed portfolio of selling aids, you can cash in on higher ratings, enjoy easier  
sales, more renewals and long-term contracts. It's an unbeatable formula for profit-  
able operation. Follow the lead of 857 other World-Affiliate stations!

Let ONE Service Do The WHOLE Job At LESS Cost

**WORLD**  
SALES AND  
PROGRAM SERVICE

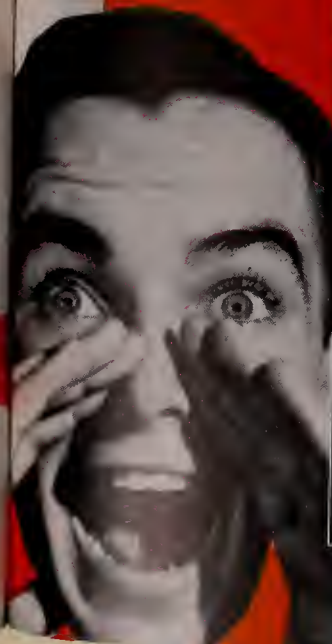
WORLD BROADCASTING SYSTEM, INC.

An Affiliate of the Frederick W. Ziegl Company

488 Madison Avenue, New York 22, New York

CINCINNATI

HOLLYWOOD



Month After Month After Month—The New Ideas  
For Vital Local Sales Are Coming From World



• • • **Transcriptions—Recordings** • • •

President.....Percy L. Deutsch  
 Vice-Pres.....T. J. Merson  
 Vice-Pres.....W. Oliver Summerlin  
 V.P., Treas., Asst. Secy.....Richard Rynd  
 Dir. of Advertising.....Leon A. Wortman  
*Services Offered:* Complete facilities for dramatic and musical recording and transcribing; 5 air-conditioned studios and control rooms; private tape editing rooms; experienced tape editing personnel on staff. Disc mastering with Fairchild and Scully lathes; custom constructed multiple tape copying (not a printing process) for mass duplication by re-recording from original tapes and discs; manufacturers of famous A-V Tape Libraries, Inc., pre-recorded magnetic tape music.

**BELL RECORDING COMPANY**

112 W. 89 St., New York 24, N. Y.  
 Phone: TR 3-4328-9

President.....Daniel Cronin  
 Vice-President.....Allen Weintraub  
 Chief Engineer.....Paul Marcus  
 Sales Representative....Richard S. Milbauer  
*Services Offered:* Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove), N.A.B. Standard transcriptions for broadcast or audition. Remote and location recording for broadcast and film.

**FORD BOND RADIO PRODUCTIONS**

810 RCA Bldg. W., New York 20, N. Y.  
 Phone: CIRCLE 7-2236

See detailed listing under Program Producers.)

**BRINKLEY RECORDING CO.**

232 E. Erie St., Chicago 11, Ill.  
 Phone: DELaware 7-4786

Owner-Manager.....Jack Brinkley  
*Services Offered:* Transcriptions and phonograph records.

**CAPITOL RECORDS, INC.**

**Studio and Recording Services Div.**  
 5515 Melrose Ave., Los Angeles 5, Calif.  
 Phone: HEMpstead 7114

General Manager.....Jack Richardson  
 National Sales Mgr.....Clifford E. Ogden  
*Services Offered:* Phonograph; Television;  
 Studio Recording; TV and Slide Film.

**THE CARDINAL CO.**

1459 N. Seward St., Hollywood 28, Calif.  
 Phone: GLadstone 8444

President.....Joseph F. MacCaughy  
 Secretary-Treasurer.....Joseph T. Scott  
*Services Offered:* Radio and TV productions, live and transcribed.

**PHILLIPS-CARLIN**

RKO Bldg., New York 20, N. Y.  
 Phone: JUdson 6-5534

Owner.....Phillips Carlin  
*Services Offered:* Recording, Program Production, Package programs, Agency Representative, Station and Agency Consultant.

**CINEMART, INC.**

Exec. & Sales Offices  
 101 Park Ave., New York 17, N. Y.  
 Phone: MURray Hill 4-1562

President.....Varian M. Fry  
 V.P., Chief Engr.....Bernard Held  
*Services Offered:* Complete sound recording services, including auditions, air and line checks, phonograph masters, transcriptions for broadcast, shellac and vinylite pressings, film recording, tape and wire recording, location recording. Production of 35 and 16 mm. films for advertising, industry and TV.

**COASTAL RECORDING CO.**

136 W. 52 St., New York 19, N. Y.  
 Phone: CIRCLE 6-3900

Manager.....Arthur Shaer  
*Services Offered:* Recording, program production, syndicated transcriptions, script, package programs, talent. (Equipped for foreign language transcriptions, including continuity, production and talent.)

**COLUMBIA RECORDS, INC.**

799 Seventh Ave., New York 13, N. Y.  
 Phone: CIRCLE 5-7300

President.....James B. Conkling  
 Executive Vice-Pres....Goddard Lieberson  
 Vice-Pres. Chg. of  
 Mfg. & Engrg.....James H. Hunter  
 Vice-President.....Adrian Murphy  
 Vice-President.....A. E. Satherley  
 Vice-Pres. Chg. of  
 West Coast Op.....A. J. Schrade  
 Vice-Pres. Chg. of Sales....Paul J. Wexler  
 Secretary.....Kenneth E. Raine  
 Treasurer.....W. G. Wilkin  
 General Auditor.....Arthur S. Padgett

**COLUMBIA TRANSCRIPTIONS**

(A Division of Columbia Records, Inc.)

799 Seventh Ave., New York 13, N. Y.  
 Phone: CIRCLE 5-7300

General Manager.....Robert J. Clarkson  
 Senior Sales Rep.....Alden O. Carlson  
 Sales Representative.....Carl Reinschild  
 Mgr., Order Serv. Dept.....Albert Shulman  
 Manager, Chicago Office....Girard D. Ellis  
 410 N. Michigan Ave., Chicago, Ill.  
 Dir. West Coast Oper....Andrew J. Schrade  
 8723 Alden Drive, Hollywood, Calif.

*Services Offered:* Studio recording—disc and tape—for standard recordings and long playing microgroove. Manufacturing facilities for transcriptions and phonograph records. Script and production service.

**GORDON M. DAY PRODUCTIONS**

108 E. 30th St., New York 16, N. Y.  
 Phone: OREGon 9-3595

Writer-Composer.....Gordon M. Day  
 Producer-Director.....Carol Bulkley  
*Services Offered:* As "Assistant radio-TV department" for agencies to supply jingles, spots and programs as needed.



ALFREDO ANTONINI 88\*



KAY ARMEN 99\*



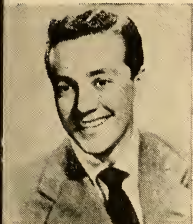
MINDY CARSON 71\*



TED DALE 99\*



VIC DAMONE 95\*



THE DEEP RIVER BOYS 108\*



RALPH FLANAGAN 50\*



AL GOODMAN 85\*



DICK JURGENS 121\*



EVELYN KNIGHT 143\*



FRANKIE MASTERS 100\*



GUY MITCHELL 30\*



GLENN OSSER 76\*



THE SATIFIERS 60\*



DENNY VAUGHAN 30\*



MARTHA WRIGHT 21\*



all this and ...

\*SEE OTHER SIDE

# ...ROSEMARY CLOONEY, too

*APS now proudly  
announces the  
newest shining star  
in the greatest  
array of talent  
ever assembled in a  
transcription library*

Rosemary Clooney joins a great roster of great artists available to APS library subscribers from coast to coast. All of them were carefully chosen for popularity, for genuine talent, for guaranteed listener appeal.

Not the usual one-shot recording date . . . not the routine disc or two . . . but real continuity of performance . . . a dependable steady supply of fresh music . . . great depth of titles . . . that's the APS talent policy. The result is a sparkling library you can program from . . . a library no other can effectively program against.

## **APS**

*"the library that pays for itself"*

**Associated Program Service**

151 West 46th Street, New York 19, N. Y.



Why pay for music you don't play? That's the reason so many Broadcasters use APS brand-new specialized libraries . . . smaller units taken from the famous APS full library . . . at prices from \$19.50 per month (one year only)

\* Number following artists' names on the reverse page indicate current number of selection by these artists in the APS library.

**DECCA RECORDS, INC.**

50 W. 57 St., New York 19, N. Y.  
 Phone: Columbus 5-2300

Mgr., Special Service.....Edward Strauss  
*Services Offered:* Custom-built electrical transcription records.

**EMPIRE BROADCASTING CORPORATION**

480 Lexington Ave., New York, N. Y.  
 Phone: PLaza 9-4500

President & Treasurer...Helen D. Kelleher  
 Vice-President .....Arthur Lubo  
 Vice-President.....Fred de Jaeger  
 Secretary.....John Hughes Dwyer  
*Services Offered:* Recording, program production and packages, talent.

**FRANKAY & JACKSON RECORDING STUDIOS, INC.**

48 W. 48 St., New York 19, N. Y.  
 Phone: JUdson 6-9030

President .....Harry Jackson  
 Vice-President .....Frank Kay  
 Secy. and Treas.....Betty Jackson  
 Business Mgr.....Harry Jackson  
*Services Offered:* Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings. Also Tape.

**FULTON RECORDING**

80 W. 40 St., New York 18, N. Y.  
 Phone: LACKawanna 4-7188

General Manager.....Rene J. Oulmenn  
*Services Offered:* Sound recording, tapes, discs. Ampex tape recorders; Separate facilities for cutting of masters and tape editing.

**MITCHELL GERTZ AGENCY, INC.**

240 S. Beverly Dr., Beverly Hills, Calif.  
 Phone: CR 4-5491

Owner .....Mitchell Gertz  
 Talent Head.....Jack Heasley  
 Literary Head.....William Herndon  
 TV Package Head.....Leo Logan  
*Services Offered:* Packers of Radio and TV shows—live, transcribed, or kiniscoped. Talent and technicians for all types of production: producers, directors, set designers, writers, cameramen, actors and actresses, composers, arrangers.

**HARRY S. GOODMAN PRODUCTIONS**

19 E. 53 St., New York 22, N. Y.  
 Phone: PLaza 5-6131

President-Gen. Mgr.....Harry S. Goodman  
 Vice-Pres.-Charge Sales.Everett F. Goodman  
 Vice-Pres.-Charge TV...Daniel R. Goodman  
 Secretary.....H. D. Knuth

*Services Offered:* Producer of syndicated transcribed radio shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

**GOTHAM RECORDING CORP.**

2 W. 46 St., New York, N. Y.  
 Phone: JU 6-5577

President.....Herbert M. Moss  
 Vice-President.....Stephen F. Temmer  
 Secretary-Treasurer .....Rita Bourne  
 General Manager.....Harry F. Landon  
*Services Offered:* Six medium and large studios available—12 amperes tape machines—Heated stylus masters, TV, AM spots, high quality transcriptions. Writing and production staff available.

**GEORGE HEID PRODUCTIONS**

William Penn Hotel, Pittsburgh 30, Pa.  
 Phone: GRant 1-3696

President .....George Heid  
 Chief Engineer.....Clare "Doc" Cypher  
 Musical Director.....Max Adkins  
*Services Offered:* Recordings, transcriptions, package programs for radio and TV, film productions, air check for radio and TV, scripts, talent.

**MARY HOWARD RECORDINGS**

37 E. 49 St., New York 17, N. Y.  
 Phones: PLaza 8-2910

Owner .....Mary Howard  
 Mgr. Chg. of Sales and Prom.  
 Betty Jane Keiuls  
 Office Manager.....Gretchen C. Howard  
*Services Offered:* Recording studio, tape.

**ESTELLA H. KARN**

49 W. 45 St., New York, N. Y.  
 Phone: LUxemburg 2-2170

Owner.....Estella H. Karn  
*Services Offered:* Recording, program production and packages.

**KASPER-GORDON, INC.**

140 Boylston St., Boston 16, Mass.  
 Phone: DEVonshire 8-7357

Pres. & Pro. Dir.....Edwin H. Kasper  
 Treas., Com. Dir.....Aaron S. Bloom  
 Office Manager.....Robert W. Graham  
*Services Offered:* Recordings, transcriptions, production, talent, scripts, jingles, syndicated programs, package shows.

**KEYSTONE BROADCASTING SYSTEM, INC.**

580 Fifth Ave., New York 19, N. Y.  
 Phone: PLaza 7-1460

Vice-President .....Joseph Bayer  
 Vice-President .....Arthur Wolf  
 Secretary-Treasurer.....Sidney J. Wolf  
 Ass't Secretary.....William Bayer  
 Eastern Sales Mgr.....Noel A. Rhys



# A recipe for Station

HERE'S HOW IT TASTES:



"Even before we received shipment of the Thesaurus library we sold enough to pay for the first nine months of the library." WVOD (Lynchburg, Va.)

"We're getting a large enough talent fee from the Wayne King Serenade and The Hour of Charm to pay for your service. Wish all library services would go in for this." WMT (Cedar Rapids, Iowa)



**WLAC** "Sold Wayne King Serenade for 52 weeks . . . sponsor's initial step in radio after 25 years in business. Hour of Charm sold for 52 weeks on co-operative basis to 17 leading local business organizations." WLAC (Nashville, Tenn.)

## KIST

"We sold Wayne King Serenade, Music by Roth and Fran Warren Show within the first week we had the library. Two are long-term contracts. Hour of Charm now sold to County National Bank." KIST (Santa Barbara, Cal.)

**KROS** "Sold 15 Thesaurus shows in 60 days—46 quarter hours weekly! I really believe this is terrific. We really had something to sell. Thanks for everything in helping us get started with Thesaurus." KROS (Clinton, Iowa)



"We've sold Wayne King and Hour of Charm with enough talent fees to pay for Thesaurus—and expect to sign up Music by Roth—all by the time we receive our library. We should have bought Thesaurus sooner." KCSJ (Pueblo, Col.)



## WMOK

"We've been on the air only 13 weeks and have already sold 5 Thesaurus shows. We find Thesaurus fits in very nicely with our plans to program strictly for our regional audience." WMOK (Metropolis, Ill.)

**WLBB** "Took just 15 minutes to sell the sponsor—the day the audition disc arrived. More shows like Hour of Charm, Wayne King Serenade, Hank Snow—and this station won't need the services of a sales manager." WLBB (Carrollton, Ga.)

"A jewelry store prospect I've been unable to 'crack' for over 2 years bought the Wayne King Serenade in one presentation—surpasses all our other 'package' shows." WSRK (Shelbyville, Ind.)

**WARM** "Just sold Wayne King Serenade to the leading furniture store in northeast Pa. Just another reason why we're in our 11th year as a satisfied Thesaurus subscriber. Hour of Charm sold to appliance dealer." WARM (Scranton, Pa.)

"Today we auditioned and sold The Wayne King Serenade to Star Palace Laundry. I cannot help feel that your agency mailing had a big part in it, for the agency was definitely behind the sale of the show." WARC (Rochester, N. Y.)



"We sold The Wayne King Serenade to Dodge-Plymouth dealer, Allen Roth Show to General Electric distributor, Festival of Waltzes, Hour of Charm to furniture dealers, and Weather Jingles to a men's shop. Very pleased with these sales as all talent charges made exceed monthly rental." WGNI (Wilmington, N. C.)

## KGBX

"We've sold the Hour of Charm program for 52 weeks. Your audition record was great . . . clinched the sale. 12 Thesaurus shows sold to date!" KGBX (Springfield, Mo.)

**WFDF** "Big mail response led Silkworth Co., appliance dealer, to boost Church In The Wildwood from 3 to 5 shows a week. Over 1,000 cook books requested on one offer." WFDF (Flint, Mich.)

## WTON

"Our Thesaurus library arrived here 3 weeks ago, and without too much effort, I've managed to take in \$3,176.94 in time sales and talent charges. We're well satisfied in every way with Thesaurus." WTON (Staunton, Va.)





# Success... *Thesaurus*

THE LIBRARY THAT PAYS ITS OWN WAY!



MUSIC BY ROTH

HANK SNOW  
AND HIS RAINBOW  
RANCH BOYS

EDDIE FISHER

THE WAYNE KING  
SERENADE

FRAN WARREN SINGS

THE TEX BENEKE SHOW

THE SINGING AMERICANS—DR. FRANK BLACK'S MALE CHORUS

CONCERT HALL OF THE AIR—ARTHUR FIEDLER VINCENT LOPEZ AND HIS ORCHESTRA

CLAUDE THORNHILL AND HIS ORCHESTRA

SONS OF THE PIONEERS

JOHNNY DESMOND ON THE MUSIC OF MANHATTAN

LAWRENCE DUCHOW AND HIS RED RAVEN ORCHESTRA

MUSIC IN MARCH TIME

I HEAR THE SOUTHLAND SINGING—GOLDEN GATE QUARTET

CHURCH IN THE WILDWOOD

HERE'S JUNE CHRISTY WITH THE JOHNNY GUARNIERI QUINTET

NORMAN CLOUTIER AND HIS MEMORABLE MUSIC

RIDIN' THE RANGE

OLD NEW ORLEANS—JIMMY LYTELL AND THE DELTA EIGHT

RAY MCKINLEY AND HIS ORCHESTRA

DOWN HARMONY LANE

A FESTIVAL OF WALTZES

SLIM BRYANT AND HIS WILDCATS

MUSIC HALL VARIETIES

ORGANAIRES

## SOLD! "Wayne King Serenade"

KSD (St. Louis) Dau Furniture Co.  
KRLD (Dallas) Padgett Bros.  
WMBD (Peoria) The Schradzki Co.

## SOLD! "Hour of Charm"

W WL (New Orleans) Baumer Foods, Inc.  
KSTP (Minneapolis) Myndall Cain Salon  
WFMJ (Youngstown, O.) Union National Bank

**BASIC LIBRARY:** approximately 5000 selections.

**MONTHLY RELEASE:** 52 or more new musical selections each month. Hit tunes well in advance of their popularity peak.

**WEEKLY SCRIPTS:** continuity for 28 program series—55 individual shows. Holiday shows and other bonus productions.

**PRODUCTION AIDS:** voice tracks, theme music, tie-ins, cross-plugs, mood music, sound effects, vocal cues; open-end time, weather, commercial & shopping jingles; news, sports & feature program signatures.

**SALES AIDS:** Sponsor-selling brochures. Sales-clinching audition discs. Complete audience-building promotion kits—mats, photos, press releases—to publicize and merchandise THESAURUS shows locally.

*Catalog, card index file, storage cabinets*

Phone or write for comprehensive  
THESAURUS brochure today!

THE NEW ERA

IN *Thesaurus*  
recorded  
program  
services



RADIO CORPORATION OF AMERICA  
RCA VICTOR DIVISION

Contact Dept. D-30

630 Fifth Avenue  
New York 20, N. Y., JUdson 2-5011

445 N. Lake Shore Drive  
Chicago 11, Ill., W Hitehall 4-3530

1016 N. Sycamore Ave.  
Hollywood 38, Calif., H ILLside 5171

522 Forsyth Bldg.  
Atlanta 3, Ga., W ALtney 5948

1907 McKinney Ave.  
Dallas 1, Texas, R Iverside 1371



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- CONCERT HALL OF THE AIR ARTHUR FIEDLER VINCENT LOPEZ AND HIS ORCHESTRA
- CLAUDE THORNHILL AND HIS ORCHESTRA
- SONS OF THE PIONEERS
- JOHNNY DESMOND ON THE MUSIC OF MANHATTAN
- LAWRENCE DUCHOW AND HIS RED RAVEN ORCHESTRA
- MUSIC IN MARCH TIME
- I HEAR THE SOUTHLAND SINGING—GOLDEN GATE QUARTET
- CHURCH IN THE WILDWOOD
- HERE'S JUNE CHRISTY WITH THE JOHNNY GUARNIERI QUINTET
- NORMAN CLOUTIER AND HIS MEMORABLE MUSIC
- RIDIN' THE RANGE
- OLD NEW ORLEANS—JIMMY LYTELL AND THE DELTA EIGHT
- RAY MCKINLEY AND HIS ORCHESTRA
- DOWN HARMONY LANE
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Phone or write for comprehensive *THE SAURUS* brochure today!

THE NEW ERA

IN *TheSaurus* recorded program services



**RADIO CORPORATION OF AMERICA**  
RCA VICTOR DIVISION  
Contact Dept. D-30  
630 Fifth Avenue  
New York 20, N. Y., JUdson 2-5011  
415 N. Lake Shore Drive  
Chicago 11, Ill., WHitehall 4-3530  
1016 N. Sycamore Ave.  
Hollywood 38, Calif., HIlhside 5171  
522 Forsyth Bldg.  
Atlanta 3, Ga., WALnut 5948  
1907 McKinney Ave.  
Dallas 1, Texas, RIVERSide 1371



10" . . . 15 MINUTES PER SIDE

*Best for You in '52!*

**COLUMBIA**

*Microgroove*

**COLUMBIA TRANSCRIPTIONS**

A DIVISION OF COLUMBIA RECORDS, INC.

New York: 799 Seventh Avenue,  
Circle 5-7300

Los Angeles: 8723 Alden Drive,  
BRadshaw 2-5411

Chicago: Wrigley Building,  
410 N. Michigan Avenue,  
WHitehall 4-6000

12" . . . 25 MINUTES PER SIDE



## • • • Transcriptions—Recordings • • •

Research Director.....James A. Yergin  
Office Manager.....Eve Bannier

### Branch Offices

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

Phone: STate 2-4590

Secretary-Treasurer.....Sidney J. Wolf  
Dir. of Sta. Rel.....E. R. Rogers  
Acc't & Office Mgr....Elizabeth M. Mueller  
Western Sales Manager.....Naylor Rogers  
Special Representative...Edwin R. Peterson  
310 Citizens Bldg., Cleveland 14, O.

Phone: CHerry 4050

Mid-Western Sales.....Louis M. Block, Jr.

**Services Offered:** The Keystone Broadcasting System is a network which assists local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

During 1952, as in 1951, many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

### LANG-WORTH FEATURES PROGRAMS, INC.

113 W. 57 St., New York 19, N. Y.

Phone: JUdson 6-5700

President.....C. O. Langlois  
Secretary.....John D. Langlois  
Treasurer.....C. O. Langlois, Jr.  
Vice-Presidents Pierre Weis, W. O'Keefe  
Mgr. of W. Coast Oper....Walter B. Davison  
Sales Representative.....Wm. E. Young

**Services Offered:** Transcribed music library service for radio stations, open-end and package shows.

### C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.

N. Y. Phone: MURray Hill 7-3717

President.....C. P. MacGregor  
Manager.....George R. Jones  
Production Mgr.....Paul Quan  
Eastern Sales Mgr.....Nat V. Donato

**Services Offered:** Transcription library productions; music library service, dramatic and musical programs; recording studios. Complete packaging including recording elec-

tro-plating of masters and production on vinylite pressings.

### MAGNO RECORDING STUDIOS

37 W. 57 St., New York 19, N. Y.

Phone: PLaza 8-0759

Business Manager.....A. J. Dash  
Engineer.....Howard Warren  
Technician.....Ralph Friedman  
**Services Offered:** Recording sound on film 35mm and 16mm. Complete production facilities for all phases of motion pictures—television—theatrical—non theatrical. Disc recording.

### MAYFAIR TRANSCRIPTION CO.

8511 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 1-8151

Executive Vice-Pres.....B. A. Joslin  
Production Manager.....Vern Carstensen  
Office Manager.....Florence Jordan

**Services Offered:** Producers and distributors of open-end transcribed shows; tailor-made transcribed programs; transcribed announcements. "Alan Ladd-Box 13"; "Damon Runyon Theatre"; "The Unexpected"; Knox Manning's "Behind the Scenes," and "The Greatest of These."

### FRED C. MERTENS & ASSOCIATES

20828 Pacific Coast Highway, Malibu, Calif.

Phone: Malibu 7871

President.....Fred C. Mertens  
Sales Manager.....George L. Price

**Services Offered:** Open-end package programs of 5 minutes and more, primarily of inspirational-educational type which render public service and create good will as well as sales.

### M G M RECORDS

701 Seventh Avenue, New York, N. Y.

Phone: Circle 5-4820

General Manager.....Frank B. Walker  
Advertising & Promotion...Sol Handwerker  
Artist & Repertory.....Harry Meyerson

**Services Offered:** Popular and classical records, original movie-cast albums—78, 45, 33 1/3 r.p.m.'s.

### CHARLES MICHELSON, INC.

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

Phone: PLaza 7-0695

President.....Charles Michelson  
Divisional Sales Mgr.....Sidney Guber

**Services Offered:** Open end dramatic and musical transcribed feature programs. Gen-net and Speedy-Q Sound Effect Libraries.

### MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, Ill.

Phone: FI 6-4183

Owner.....Edwin M. Webb



... **EVERYTHING** —  
*including the picture "sync"*

Yes, of course GOTHAM has the latest in TV Picture Sync — film sound at transcription rates, with savings better than 40% over yesterday's methods.

Does your budget bleed at the thought of miles of raw stock wasted in *film* editing? If so, you don't have to be told about the economy of *tape* — whether a forty-two-voice lip sync chorus or one-voice off-screen narrator.

All this, plus the know-how, know-when (and NO KIDDING!) that makes GOTHAM New York's most talked-up recording outfit!

**Gotham Recording Corporation**

2 WEST 46th STREET, NEW YORK 36, N. Y. — JUdson 6-5577

**• • • Transcriptions — Recordings • • •**

*Services Offered:* Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

**MORTON RADIO PRODUCTIONS, INC.**

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: Central 6-4144

President ..... Morton Jacobson  
Sales Promotion ..... Irene C. Norbut

*Services Offered:* Open-end and custom built transcriptions, live packages. Transcribed programs.

**MUSICOMMERCIALS**

344 W. 72 St., New York 23, N. Y.  
Phone: TRafalgar 4-1999

President ..... Frank Novak  
Radio-TV Producer ..... John Gunn  
Mgr., Writer ..... Lewis Reid  
Associate Producer ..... Betty Marshall  
Promotion Manager ..... Richard Davis

*Services Offered:* Creators of live or transcribed radio and television spots and jingles. Overall production including talent, musicians and all mechanicals for the convenience of out-of-town agencies. Musical variety formats with mass appeal for both radio and TV.

**MUZAK CORPORATION**

229 Fourth Ave., New York 3, N. Y.  
Phone: ORchard 4-7400

President ..... Harry E. Houghton  
Exec. Vice-Pres. .... Charles C. Cowley  
Vice-Pres. & Treas. .... John R. Andrus  
Secretary ..... Anna M. Kerner

**Wired Music Div.**

229 Fourth Ave., New York 3, N. Y.  
Phone: ORchard 4-7400

Vice-Pres. N. Y. Oper. .... Ethel W. Maclean  
Vice-Pres. Chg. of Sales .... Curt H. Pfenniger  
Promotion Mgr. .... Roger L. Thaxter

**Associated Program Service Div.**

**Radio Libraries and TV Film**

151 W. 46 St., New York 19, N. Y.  
Phone: PLaza 7-7710

Vice-Pres. & Gen. Mgr. .... Maurice B. Mitchell  
Sales Mgr. .... Edward Hochhauser  
Service Mgr. .... William H. Houghton

**Production Div.**

250 W. 54 St., New York 19, N. Y.  
Phone: PLaza 7-7700

V.P. & Gen. Mgr. .... Alexander B. Motenko  
**Music Div.**

151 W. 46 St., New York 15, N. Y.  
V.P. & Recording Dir. .... Andrew M. Wiswell

**Technical Research and Engineering Div.**

229 Fourth Ave., New York 3, N. Y.  
Vice-Pres. .... Emil F. Hembrooke

**NOLA RECORDING STUDIOS**

1657 Broadway, New York, N. Y.  
Phone: PL 7-4870

Steinway Hall, 113 W. 57 St., New York, N. Y.  
Phone: JU 6-0040

President ..... Vincent J. Nola  
General Manager ..... Thomas Nola  
Chief Engineer ..... Stanley Bumbly

*Services Offered:* Complete tape and disc facilities for studios, master transcriptions, location and live AM, FM, and TV; sound-echo chambers, sound tables, organs.

**PALMETTO BROADCASTING SYSTEM**

**Transcription Division of THE HALL BROADCASTING AND TELEVISION COMPANY, INC.**

Anderson, S. C.  
Phone: 3802

President ..... Wilton E. Hall  
General Manager ..... Glenn P. Warnock  
Sales Manager ..... Paul H. Benson, Sr.

*Services Offered:* Network and Transcription Productions for Radio and Television. Sound Film Recordings.

**PRESS ASSOCIATION, INC.**

50 Rockefeller Plaza, New York 20, N. Y.  
Phone: PLaza 7-1111

President ..... Kent Cooper  
Vice-Pres., Mgr. .... Oliver Gramling

*Services Offered:* Sports Star Special—a 15-minute interview and dramatization of personalities who are the "who's who" of the sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

**GEORGE LOGAN PRICE, INC.**

20828 Pacific Coast Highway, Malibu, Calif.  
Phone: Malibu 7871

President ..... George Logan Price  
Sales Manager ..... S. M. Lauch  
Production Manager ..... George Price, Jr.

*Services Offered:* Radio program ideas, scripts, production and services, including audience checks, inquiry-getters, and door-openers. Commercials, publicity, promotion, based on 31 years' national advertising experience.

**RCA VICTOR CUSTOM RECORD SALES DIV.**

630 Fifth Ave., New York 20, N. Y.  
Phone: JUDson 2-5011



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## Leads in Pressings

....*there's a reason*.....

**18** years of better service have proved that Allied *Quality Control* means tops in ETs, dependability on deadlines.

Specify Allied for your transcriptions. Most top radio men do.

Write for free folder "Allied All the Way."

# ALLIED

RECORD MANUFACTURING CO.

1041 N. Las Palmas, Hollywood 38, California — HO 9-5107  
619 W. 54th Street, New York 19, New York — JU 2-3791



. . . **Transcriptions — Recordings** . . .

Manager.....James P. Davis  
 Artist & Repertoire Mgr....Herbert H. Wood  
 Advtg. & Prom. Mgr.....Bennett S. Rosner

**Custom Record Sales Sections**

Acting Manager.....James P. Davis  
 Chicago Manager.....A. E. Hindle  
 Hollywood Manager.....R. C. Bucholz  
 N. Y. Mgr. Orders & Service

Richard E. Bylandt

N. Y. Slide Film Rep.....Marjorie Tahaney  
 N. Y. Sales Rep.....James R. Cannison  
 Chicago Sales Rep.....Geoffrey B. Bennett

*Services Offered:* Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

**RCA Recorded Program Services**

Sales Manager.....A. B. Sambrook  
 Central Sales Manager....William F. Reilly  
 Western Sales Manager.William C. Gartland  
 Northeastern Sales Rep.....George Field  
 Southeastern Sales Rep...Henry A. Gillespie  
 Central Sales Rep.....Gregory Reeser  
 Southwestern Sales Rep.....Robert Fender

*Services Offered:* THESAURUS (musical program service); RCA SYNDICATED

PROGRAMS (recorded dramatic, variety, musical shows).

*Studios and Regional Offices*

630 Fifth Ave., New York 20, N. Y.

*Phone:* JUdson 2-5011

445 North Lake Shore Drive, Chicago 11, Ill.

*Phone:* WHitehall 4-3215

1016 No. Sycamore Ave., Hollywood 38, Calif.

*Phone:* HIllside 5171

522 Forsythe Bldg., Atlanta 3, Ga.

*Phone:* WALnut 5946

1907-11 McKinney Ave., Dallas, Texas

*Phone:* RIverside 1371

**RADIO FEATURES OF AMERICA**

37 W. 46 St., New York 36, N. Y.

*Phone:* LUxemburg 2-5130

Executive Director.....Oliver W. Nicoll

Associate Director.....Sandra Munsell

*Services Offered:* Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

**RADIO RECORDERS**

7000 Santa Monica Blvd., Hollywood 38, Cal.

*Phone:* HEmpstead 3282

**IF YOUR  
 RADIO & TV  
 DRAMATIZATIONS  
 NEED  
 SOUND  
 EFFECTS &  
 MOOD MUSIC**

SEND FOR  
 FREE  
 CATALOGUE TODAY  
 DISTRIBUTED BY

**Thomas J.**

**VALENTINO, Inc.**

DEPT. RA

150 WEST 46th STREET

NEW YORK 36, N. Y.

**USE  
 MAJOR  
 SOUND EFFECT  
 RECORDS**

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantageous
- Playable on any Phonograph or Turntable

CANADIAN  
 DISTRIBUTOR

Instantaneous  
 Recording Service  
 42 Lombard St.  
 Toronto, Ont., Can.

## . . . Transcriptions — Recordings . . .

President.....G. Howard Hutchins  
 Vice-Pres.-Treas.....H. Devoe Rea  
 Vice-Pres.-Sales.....J. Joseph Sameth  
 Vice-Pres.-Engineering.....H. L. Bryant  
 Vice-Pres.-Production.....E. F. Dummel

*Services Offered:* Strictly a custom recording studio. Complete facilities for tape or disc recording and processing; any size or speed. Tape duplicating a specialty. Five completely equipped studios.

### REEVES SOUND STUDIOS, INC.

304 E. 44 St., New York 17, N. Y.

Phone: ORegon 9-3550

Vice-Pres.....Chester L. Stewart  
 Chief Engineer.....Lyman J. Wiggin

*Services Offered:* Recording.

### ROCKHILL RADIO RECORDING

18 E. 50 St., New York 22, N. Y.

Phone: PL 9-7979

President.....Stanley J. Wolf  
 Sales Manager.....Emanuel H. Wolf  
 Recording Manager.....Leo J. Launer

*Services Offered:* Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television recordings; Tape recordings.

### SESAC INC.

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

Phone: MUrray Hill 5-5365

President.....Paul Heinecke  
 Secretary-Treasurer.....R. C. Heinecke  
 General Manager.....K. A. Jadasohn

*Services Offered:* Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

### THE CHARLES E. SKINNER PRODUCTIONS

1819 Broadway, New York, N. Y.

Phone: PLaza 7-6600

Exec. Producer-Director.. Charles E. Skinner  
 Associate Producer.....Robert Sloan  
 Musical Dir.-Asso. Pro.... Skitch Henderson  
 Film Editorial Supervisor.... Joe Josephson  
 Associate Producer, West Coast Rep.

Albert Kelley  
 Treasurer.....Alexander J. Greeley  
 Gen. Business Mgr.....Melville Ruick  
 Designer.....Charles Carlotti

*Services Offered:* Creators, Producing Contractors, Adapters and consultants to package show producers, advertising agencies or sponsors. Production facilities in New York, Florida and Hollywood. National Television.

# ALLENTOWN RECORD CO.

CONTRACT RECORD PRESSING MANUFACTURERS

SPECIALISTS IN ALL TYPES OF

## LONG PLAY MICROGROOVE PRESSINGS

PRODUCTION ALSO AVAILABLE IN 45 and 78 RPM PRESSINGS. MATERIAL USABLE INCLUDES VINYLITE, NON-BREAKABLE BLACK and EXTENDED VINYLs, and BREAK-RESISTANT MATERIALS.

A CHOICE OF COMPLETE SERVICING AVAILABLE INCLUDING DUBBING FROM YOUR TAPE OR INSTANTANEOUS MASTER, METAL PROCESSING, LABELS, PRESSING, COLLATING, STORAGE and WAREHOUSING, DROP SHIPPING, ART WORK and ALBUMS.

## ALLENTOWN RECORD CO., INC.

ALLENTOWN, PENNSYLVANIA

S. L. WARTELL, *President*

Phone: 3-7405

## • • • Transcriptions • • •

theatrical, non-theatrical distribution in United States, Canada, Mexico, and South America.

**K. R. SMITH**

(Division of)

**ALLIED RECORD MFG. CO., INC.**

619 W. 54 St., New York 19, N. Y.

Phone: JUDson 2-3791

Gen. Mgr. .... K. R. Smith  
Sales Mgr. .... Peter M. Rogers

*Services Offered:* Manufacturer transcriptions and phonograph records.

### **SONG WRITERS' COOPERATIVE, INC.**

2261 Earl St., Los Angeles 39, Calif.

Phone: NORmandie 1-0845

Business Manager ..... Harry Henderson  
President ..... Dorothea Towne  
Vice-President ..... Bill Cody  
Secretary ..... Sally Weightman  
Secretary ..... Bob Stifel  
Music Director ..... Frank Hemmerlein  
Music Supervision ..... Kenneth Howell

### **THE TEEVEE CO.**

211 So. Beverly Drive, Beverly Hills, Calif.

Phone: CRestview 5-1076

President ..... Gifford Phillips  
General Manager ..... Mark Frederic  
Asst. to President ..... Ludlow Flower, Jr.

*Services Offered:* Custom Built TV shows, film and live; spot commercials.

### **L. S. TOOGOOD RECORDING CO.**

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

Phone: CEntral 6-5275

Owner ..... L. S. Toogood

*Services Offered:* Transcription service and magnetic tape duplicating.

### **TRANSCRIBED RADIO SHOWS**

2 W. 47 St., New York 19, N. Y.

Phone: LUX. 2-3530

General Manager ..... F. Krinen

*Services Offered:* Package programs and production, syndicated transcriptions, scripts, spot announcements.

### **TRANSCRIPTION SALES, INC.**

117 W. High St., Springfield 35, O.

Phone: 2-4974, N. Y. Phone: MU 4-4520

President ..... J. P. Williams  
Executive Vice-Pres. .... Adna H. Karns  
Vice-Pres. & Gen. Mgr. .... John F. Hyle

*New York Office*

3948 Grand Central Terminal,

New York 7, N. Y.

Manager ..... Claude Barrere

*Services Offered:* Open end Transcriptions featuring outstanding name stars such as "Singin' Sam," "Mullen Sisters," "Emile



**EMPIRE  
RECORDING**

**TAPE - DISC**

**STUDIOS**

**AIR/LINE CHECKS**

**AM-FM-TV**

**PORTABLE JOBS**

**FILM**

**SYNCHRONIZATION**

**EMPIRE BROADCASTING CORP**

**480 LEXINGTON AVE.**

**NEW YORK 17, N. Y.**

PLaza 9-4500-01-  
02-03-04-05-06

• • • **Transcriptions — Recordings** • • •

Cote," "Charles Magnante," "Curley Bradley," "The Golden Gate Quartet," and many others.

**RICHARD H. ULLMAN, INC.**

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

Phone: CLEVELAND 2066

President.....Richard H. Ullman  
Exec. V. P.....Robert P. Mendelson  
Production Mgr.....Robert Nicholson

*Services Offered:* Create, wire and produce radio programs and announcements, selling direct to radio stations and advertising agencies, Producers of "The Beatrice Kay Show," "Jingle-Library," "Musical Tune-O," "\$Dollar Derby\$," "Barbershop Harmonies," "Joe McCarthy Speaks," and tailored jingles.

**UNITED BROADCASTING COMPANY, INC.**

301 E. Erie St., Chicago 11, Ill.

Phone: SUPERIOR 7-9114

Gen. Mgr. & Chief Producer..Wm. L. Klein  
Assistant Manager.....Mariland L. Fridel  
Chief Engineer.....Bryan A. Wright

*Services Offered:* Operate former World Broadcasting System studios, Transcribing "Judy & Jane," "The Lutheran Hour," "Tell Me, Doctor," "Hartz Mountain," and drama-

tized spot announcements. Making masters for phonograph record companies. Operate own processing and pressing plant. Syndicating "Dinner Winner" and "Bob Elson on the Century" programs. Doing TV, sound-film recording, and slide-film work.

**UNITED RECORDING LABORATORIES**

1650 Broadway, New York, N. Y.

Phone: CI 7-2089, 3718

Partners.....George Adams, Anita Smith

*Services Offered:* Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks.

**UNIVERSAL RECORDERS, INC.**

6757 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYWOOD 9-8282

President.....Arthur B. Hogan

*Services Offered:* Recordings, transcriptions.

**UNIVERSAL RECORDING CORP.**

111 E. Ontario St., Chicago 11, Ill.

Phone: MI 2-6465

President.....Milton T. Putnam

Vice-President.....A. B. Clapper

Secretary-Treasurer.....Robert A. Weber

**UNITED  
RECORDING  
LABS.**

**TAPE — DISC — STUDIOS**

Editing

Microgroove and United's Own  
"Minigroove" Recording

1650 Broadway  
New York 19, N. Y.

CI 7-3718-2089

**GORDON M. DAY**

 *jingles*  
**Make CASH REGISTERS**



Gordon Day's AM & TV jingles pay off at the cash register! Proof? — 66 result-getting jingle and spot campaigns! Send for presentation recording and full details.

**Gordon M. Day  
Productions**

108 E. 30 St., N. Y. C. 16, ORegon 9-3595



**Transcriptions — Recordings**

Office Manager.....Mercedes Kelley  
 Controller .....Irving Steindler  
*Services Offered:* Recording, transcriptions,  
 package programs, masters pressing.

**THOMAS J. VALENTINO, INC.**

150 W. 46 St., New York 19, N. Y.  
 Phone: Circle 6-4675

President.....Thomas J. Valentino  
 Vice-Presidents.....Michael T. Valentino,  
 Elsie F. Valentino  
 Gen. Mgr. & Sec.....Peter J. Riold  
*Services Offered:* Recording, processing  
 and pressing transcriptions and commercial  
 phonograph records.

**WESTERN RECORDERS**

6000 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HE 6811

Owner.....H. Dixon McCoy  
*Services Offered:* Tape and Disc. Record-  
 ing-Assembly and Editing. Radio Broadcast-  
 ing from our Studios.

**HAL WILSON PRODUCTIONS**

442 Westbourne Drive, Los Angeles, 48, Calif.  
 Phone: CRestview 5-6914

Owner .....Hal Wilson  
*Services Offered:* Live and Transcribed  
 Radio Shows. TV Films, Live TV packages.  
 General production services for agencies.

**WORLD BROADCASTING SYSTEM**

501 Madison Ave., New York 22, N. Y.  
 Phone: Murray Hill 8-4700

President.....John L. Sinn  
 Vice-President.....Frederic W. Ziv  
 West Coast Manager.....Maynard Marquard  
*Services Offered:* World Program Service  
 Library. Library programs and custom built  
 shows.

**FREDERIC W. ZIV CO.**

1529 Madison Rd., Cincinnati 6, O.  
 Phone: PLaza 1323

President.....Frederic W. Ziv  
 Vice-President (Executive)...John L. Sinn  
 Vice-Presidents.....Alvin E. Unger,  
 Herb Gordon  
 Treas. & Comptroller.....Joseph L. Moore  
*Services Offered:* Network and transcrip-  
 tion Productions, package shows.

**M-G-M Records**

The Greatest Name  
 In Entertainment

78 RPM

45 RPM

33 1/3 Long Playing Records

*Leader In The Field Of  
 Movie Sound Track Albums*





**DENNIS JAMES**

# BEHIND THE MIKE

## RADIO TELEVISION

*Artists*

*Vocalists*

*Sports Commentators*

*News Commentators*

*Disc Jockeys*

*Announcers — M.C.'s*

*Orchestra Leaders*

*Musical Conductors*

*Organists*

*Writers*

*Directors*

*Producers*

*Women Commentators*

*Home Economics Directors*

For . . . 1951

**Don Russell**  
**DuMont**



# RADIO-TV ARTISTS

—their work during 1951



— A —

## ABBOTT & COSTELLO

Colgate Comedy Hour, NBC-TV

## ABBOTT, BUD

B. Oct. 2, 1895, Atlantic City, N. J.; "Colgate Comedy Hour," NBC-TV; Motion Pictures

## ADAIR, PAT

Talent Shop  
WABD, New York, N. Y.

## ADAMS, MASON

Pepper Young's Family  
NBC

## ADAMS, SUSAN

Universal Homemaking  
Kitchen Fare  
Du Mont

## ADLER, WILLIAM

Not For Publication  
Du Mont

## AGEE, RAY

Jumpin' Jacks  
WKLV, Richmond, Ind.

## AHERN, JANET

Quiz Kids  
CBS-TV

## ALEXANDER, JOAN

Perry Mason  
CBS

## ALLEN, BILL

Carolina Barn Dance  
WPAI, Fayetteville, N. C.

## ALLEN, FRED

Colgate Comedy Hour  
Chesterfield Sound-Off Time  
NBC-TV

## ALLEN, GEORGE

Man Of The Week  
CBS-TV

## ALLEN, GRACIE

B. 1906, San Francisco, Calif.;  
George Burns & Gracie Allen  
Show, CBS-TV

## ALLEN, JACK

The Jack Allen Show  
WFUR, Grand Rapids, Mich.

## ALLEN, ROSALIE

Prairie Stars  
WOV, New York, N. Y.

## ALLEN, STEVE

Steve Allen Show, Songs For  
Sale, CBS-TV

## ALLISON, FRAN

Kukla, Fran and Ollie  
NBC-TV

## ALLISON, JONE

Guiding Light  
CBS

## AMES, FLORENZ

Adventures of Ellery Queen  
Du Mont

## AMSTERDAM, MOREY

Breakfast with Music, WNBT;  
Decca Records

## ANDERS, GORIE

Ken Murray Show  
CBS-TV

## ANDERSON, EDDIE

### "ROCHESTER"

B. Sept. 18, 1905, Oakland,  
CBS; Jack Benny TV Show, CBS-  
Calif.; The Jack Benny Show,  
TV

## ANDERSON, RAY

WHTN, Huntington, W. Va.

## ANDREWS, ABBIE & HIS

CANADIAN RANCH BOYS  
CKTB, St. Catharines, Ont.,  
Canada

## ANDREWS, CAMERON

Double C. Canteen  
WABD, New York, N. Y.

Can You Spare a Little Blood?

Contact the Red Cross.

It May Save a Life!



## JAN MURRAY

Radio-TV Guest Appearances  
James Melton's Ford Festival  
The Kate Smith Evening Hour  
The Big Show

Bookings:  
M.C.A.

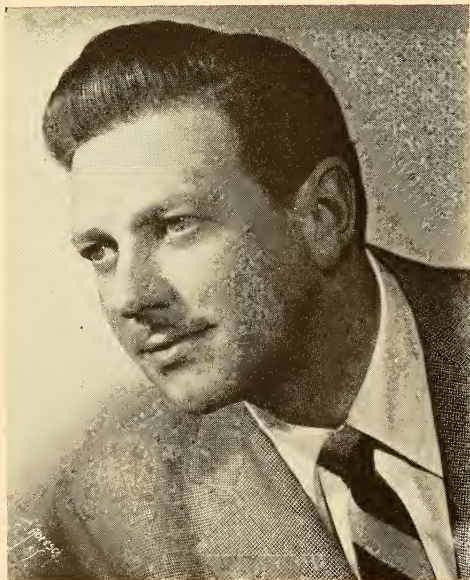
Management:  
JACK BERTELL



## MIMI BENZELL

Radio-TV Guest Appearances  
Toast Of The Town  
Paul Whiteman Revue  
The Railroad Hour  
And Others

Management: JACK BERTELL



## EARL WRIGHTSON

Starring Weekly on:

The At Home Show — ABC-TV

The Paul Whiteman Revue—

ABC-TV

Musicland, U.S.A. — CBS Radio

Personal Management:

Jack Bertell

Don Coplin — Associate

745 5th Ave., N. Y. 22, N. Y.

## Radio and Television Artists

### APACHE TRAILBLAZERS

Trailblazers  
WKRT, Cortland, N. Y.  
**ARBOGAST, BOB**  
WMAQ, Chicago, Ill.  
**ARCHER, GENE**  
WNBW, Washington, D. C.

### ARDEN, EVE

B. Mill Valley, Calif.; Star of  
"Our Miss Brooks," CBS

### ARIZONA, JOHNNIE

Western Star Time  
KXOC, Chico, Calif.  
**ARIZONA TRAIL HANDS**  
KBRS, Springdale, Ark.

**ARLEN, MARGARET**  
Margaret Arlen Hostess  
CBS-TV

### ARNAZ, DESI

I Love Lucy  
CBS-TV

### ARNO, SIG

My Friend Irma  
CBS-TV

### ARO, BOBBY

Vagabond Troubadour  
WHLB, Virginia, Minn.

### ARTHUR, JACK

Jack Arthur Show  
NBC

### ATCHER, RANDY

T Bar V  
WHAS-TV, Louisville, Ky.

### ATKINS, JIM

Saddle Pal Club  
WJZ-TV, New York, N. Y.

### AUSTIN, DON

WHOW, Clinton, Ill.

### AUTRY, GENE

Gene Autry  
CBS-TV

### AYRES, LEW

Story of Doctor Kildare  
(MGM)  
MBS

## — B —

### BABY RAY

Rhythm Ranch  
WMRC, Greenville, S. C.

### BAILEY BROS.

WTFE, Raleigh, N. C.

### BAILEY, GENE

"Songs of The Hills"  
WVYO, Pineville, W. Va.

### BAIN, BUDDY

Buddy Bain Show  
WCMA, Corinth, Miss.

### BAKER, ANCIL

KFSA, Ft. Smith, Ark.

### BAKER, ART

You Asked For It  
Du Mont

### BAKER, BILL

Hillbilly Jamboree  
WEBQ, Harrisburg, Ill.

### BAKER, DICK

680 Jamboree  
WPIN, Clearwater, Fla.

### BAKER, JACK

Jack Baker Show  
NBC

### BAKER, PHIL

\$64 Question  
NBC

### BALL, LUCILLE

I Love Lucy  
CBS-TV

### BALLARD, KAY

The Henry Morgan Show  
NBC-TV

### BALLEW, FRANK

Announcer-Engineer  
WMNC, Morganton, N. C.

### BANKROFT, GIFFING

The Big Question  
CBS-TV

### BANKHEAD, TALLULAH

The Big Show  
NBC

### BANKS, JOHN

Western Requestern  
KRDU, Durban, Calif.

### BAR, R. O. BILL

Homefolk's Jamboree  
KVAN, Vancouver, Wash.

### BARBER, CHARLIE AND IRL

### BAND

KALG, Alamogordo, N. M.

### BARBER, DWIGHT

"Melody Boys"  
WSIC, Statesville, N. C.

### BARNES, WAYNE

The Old Corral  
KGPH, Flagstaff, Ariz.

### BARNEY, MARION

Pepper Young's Family  
NBC

### BARRETT, ART

Tidewater Hoedown  
WSAP, Portsmouth, Va.

### BARRIE, WENDY

ABC, CBS, NBC

### BARRY, JIM

Pacific Serenade  
KTEM, Eureka, Calif.

# GEORGE BURNS AND GRACIE ALLEN

## CBS-TV

Every Other THURSDAY

for

## CARNATION EVAPORATED MILK





ARLENE FRANCIS



JAY JOSTYN  
"Mr. District Attorney"



BILL CULLEN



WENDY BARRIE

Management: MARTIN GOODMAN

65 West 54th St., N. Y. C.

JU 6-1180



## Radio and Television Artists

### BARRY, NICK

Hillbilly Show  
WCMW, Canton, Ohio

### BARRYMORE, LIONEL

Story of Doctor Kildare  
(MGM)  
MBS

### BARTLETT, TOMMY

B. Milwaukee, Wis.; "Welcome Travelers," NBC; Hi-Ladies TV, WGN-TV

### BARTON, CLARA MAE

WHOW, Clinton, Ill.

### BARTON, JOHN

WHOW, Clinton, Ill.

### BARTY, BILLY

B. Pa.; James Melton Show, NBC-TV; Ken Murray Show; Steve Allen Show; Fred Waring Show; Frank Sinatra Show; CBS-TV; Your Pet Parade (26 weeks), ABC-TV; Milton Berle Show, NBC-TV

### BASS, DUG

Radio Ranch Hands  
WALT, Tampa, Fla.

### BAUM, CLYDE

Clyde Baum & His Bayou Boys  
KALB, Alexandria, La.

### BEAN, LOIS AND BETTY

The Rangerettes  
KVSM, San Mateo, Calif.

### BEASLEY, IRENE

Grand Slam, CBS

### BECK, JACKSON

B. July 23, 1912, New York, N. Y.; Space Cadet, ABC, ABC-TV; Mark Trail, ABC; F.B.I. In Peace And War, CBS; Gabby Hayes, MBS; Barrie Craig, NBC; Paramount Newsreel

### BECKER, MONA

Kids And Company  
Du Mont

### BECKER, SANDY

Young Dr. Malone  
CBS

### BECKETT, RON & DOUB

"Ranger's Cabin"  
CKNW, New Westminster,  
B. C., Canada

### BEERS, BETTY

"Haylot Hattie"  
WEAB, Greer, S. C.

### BELEW, MELVIN

Kornfield Karnival  
KMAE, McKinney, Texas

### BELL, LLOYD

Tennessee Sweethearts  
WSVA, Harrisonburg, Va.

### BELLAMY, RALPH

Man Against Crime  
CBS-TV

### BELLAMY, VIC

WLW, WLW-T, Cincinnati, O.

### BELTRAMI ROUNDUP

KBUN, Bemidji, Minn.

### BENADARET, BEA

Meet Millie, CBS  
Burns & Allen, CBS-TV

### BENDIX, WILLIAM

The Life of Riley  
NBC

### BENNETT, "BING"

HymnTime  
WL0S, Asheville, N. C.

### BENNY, JACK

B. Feb. 14, 1894, Waukegan, Ill.; The Jack Benny Television Show, CBS-TV; Jack Benny Show, CBS-KNX

### BENZELL, MIMI

B. April 6, 1924, Bridgeport, Conn.; Pet Milk Summer Revue, NBC; Guest "Railroad Hour," NBC; Guest "Toast Of The Town," CBS-TV; Guest "Paul Whiteman Revue," ABC-TV; Guest "Cavalcade Of Stars," DuMont; Guest "Songs For Sale," CBS-TV

### BERCH, JACK

Jack Berch Show  
NBC

### BERG, GERTRUDE

The Goldbergs, NBC-TV

### BERGER, CURLEY

Cliff, Curley & Gene—Saturday Farm Gang  
KHQ, Spokane, Wash.

### BERLE, MILTON

Texaco Star Theatre, NBC-TV

### BERLIN, IRVING

Irving Berlin's Salute to America, NBC-TV

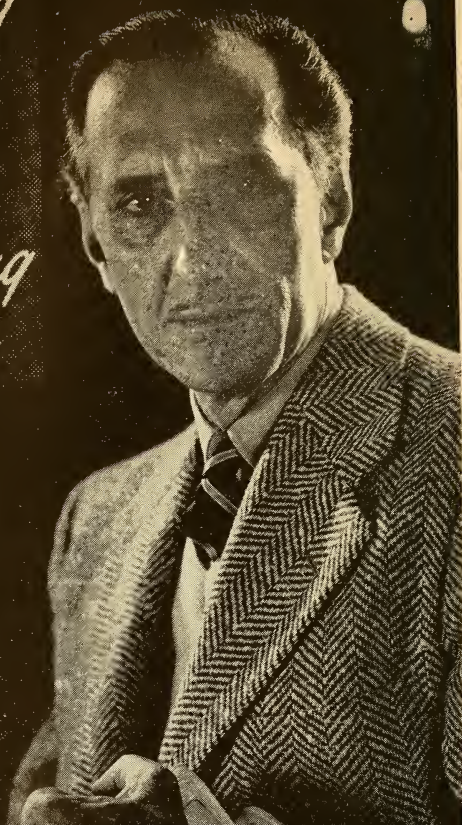


JUDY CANOVA

*Outstanding  
Artists*

**NEED**

*Outstanding  
Pictures*



**JULES ALEXANDER**

*45 WEST 45th St.  
Phone - LU-2-0899*

## Radio and Television Artists

- BERQUIST, WHITEY**  
Musicana  
NBC
- BERRY, DALE**  
Dale And The Blues  
KTER, Terrel, Texas
- BICHON, ED**  
Duffy's Tavern  
NBC
- BILL, CHUCK**  
Breakfast Frolic  
WJJD, Chicago, Ill.
- BILLINGSLEY, SHERMAN**  
Stork Club  
CBS-TV
- BISHOP, BOB**  
Golden Eagle Time  
KAFP, Petaluma, Calif.
- BLAKE, RANDY**  
Suppertime Frolic  
WJJD, Chicago, Ill.
- BLOCK, HAL**  
What's My Line  
CBS-TV
- BLUE GRASS ERVIN**  
Jamboree  
KGMB, Honolulu, Hawaii
- BLUE RIDGE RAMBLERS**  
WUSN, Charleston, S. C.
- BLUERIDGE RAMBLERS**  
WKBC, N. Wilkesboro, N. C.
- BLUE SKY TRIO**  
Noontime Jamboree  
WVMC, Mt. Carmel, Ill.
- BOB AND RAY**  
The Bob and Ray Show  
NBC-NBC-TV
- BOND, DALLAS**  
Dallas Bond  
WILE, Cambridge, Ohio
- BOGGS, LUCKY & BAND**  
GOSPEL TONES QUARTET  
WNXT, Portsmouth, Ohio
- BOLDT, VIC**  
Polka Time  
KVIC, Victoria, Texas
- BORGE, VICTOR**  
The Victor Borge Show  
NBC-TV
- BOULETE, WILLIAM**  
Kove Ranch Time  
KOVE, Lander, Wyo.
- BOULTON, MILO**  
Shoppers' Corner  
WABD, New York, N. Y.
- BOWES BROS.**  
The Bowes Bros.  
WDVA, Danville, Va.
- BOWMAN, JERRY**  
Hi Neighbor  
WERE, Cleveland, Ohio
- BOWMAN, LEE**  
Adventures Of Ellery Queen  
Du Mont
- BOYD, BILL**  
Bill Boyd Show  
WRR, Dallas, Texas
- BOYD, JIM**  
Parade of Western Hits  
WFAA, Dallas, Texas
- BOYD, LLOYD**  
The Singing Ranger  
CKCL, Truro, Nova Scotia,  
Canada
- BOYD, WILLIAM**  
"HOPPY"  
B. June 15, 1898, Cambridge,  
Ohio; "Hopalong Cassidy," CBS
- BOYS—II DOUBLE**  
Western Roundup  
KEEN, San Jose, Calif.
- BRAAG, NELSON**  
Hayloft Jamboree  
WCOP, Boston, Mass.
- BRAHAM, HORACE**  
Radio, TV, Stage, Screen
- BRAND, OSCAR**  
Folksong Festival  
WNYC, New York, N. Y.
- BRASFIELD, ROB**  
Grand Ole Opry  
NBC
- BRAY, CURLY**  
Buddies Of Airlanes  
WHBF, WHBF-TV, Rock  
Island, Ill.
- BREHMER, LARRY**  
Crazy Cowboy  
KTBL, Tacoma, Wash.
- BRENNAN, WALTER**  
You Can't Take It With You  
NBC
- BRESSLER, SAM**  
TV Ranch  
WSPD-TV, Toledo, Ohio
- BRICKHOUSE, JACK**  
Saturday Night At The Garden, Du Mont
- BRIGGS, BILLY**  
Xit Boys  
KGNC, Amarillo, Texas

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## Radio and Television Artists

**BRIGGS, SALLY**  
Sally Briggs Show  
KWTO, Springfield, Mo.

**BRIMMER, J. ALLEN**  
RFD 790 Jamboree  
WLBE, Leesburg, Fla.

**BRINKLEY, J. B.**  
"Barn Dance"  
WBAP-TV, Fort Worth, Texas

**BRITTON, CAPT. BILL**  
"Old Ship of Zion"  
WPCF, Panama City, Fla.

**BRONSON, MARILYN**  
"The Marilyn Bronson Show"  
KTBC, Rustin, Texas

**BROOKER, JIM**  
"Cactus Jim's Talent Ranch"  
WTVJ, Miami, Fla.

**BROOKS, TOM "CACTUS"**  
T Bar V  
WHAS-TV, Louisville, Ky.

**BROUSSARD, BRUCE**  
Roundup Time  
WAFB, Baton Rouge, La.

**BROWN, CHUCK**  
Barn Dance Time  
WSWN, Belle Glade, Fla.

**BROWN, DICK**  
Stop The Music, ABC; Family  
Circle, ABC; Dick Brown Show,  
WABD; This Is Show Business,  
CBS-TV; Fashion Magic, CBS-  
TV; Langworth & World Tran-  
scriptions

**BROWN, DOUGLAS**  
KNEL, Brady, Texas

**BROWN, HUDE**  
Cuzzin Al  
WDAK, Columbus, Ga.

**BROWN, VIRGE**  
Cornbread Matinee

**BROWN, WALLY**  
Ford Festival  
NBC-TV

**BROWNE, RUSSELL A.**  
"Mountain Music"  
WRNY, Rochester, N. Y.

**BRYAN, ARTHUR Q.**  
B. May 8, 1899, Brooklyn, N. Y.;  
"Doc" Gambleon, NBC; "Fibber  
McGee And Molly," NBC; "Great  
Gildersleeve," NBC

**BRYAN, CHICK**  
"Saturday Farm Gang"  
KHQ, Spokaane, Wash.

**BRYAN, HARRY**  
Lone Cowboy  
WTJS, Jackson, Tenn.

**BURGUIERE, BILLY**  
Billy Burguiere Trio  
WLNA, Peekskill, N. Y.

**BURKHARDT, KEN**  
Hillbilly Hit Parade  
KSLM, Sikeston, Mo.

**BURNS, GENE**  
KNEL, Brady, Texas

**BURNS, GEORGE**  
B. January 10, 1896, New York,  
N. Y.; George Burns & Gracie  
Allen Show, CBS-TV

**BURROUGHS, CHARLES**  
The Burroughs Sing  
WPAR, Parkersburg, W. Va.

**BURROWS, BUD**  
Bud Burrows Show  
KGA, Spokane, Wash.

**BUTLER, DAWS**  
Time For Beany  
CBS-TV

**BUTLER, FRANK**  
Mr. Chameleon  
CBS

**BYRD, PAUL**  
Paul Byrd Show  
WCKB, Dunn, N. C.

— C —

**CAESAR, SID**  
Your Show of Shows, NBC-TV

**CAFFREY, JULANN**  
Woman's Club  
Du Mont

**CAL DUSTY WITHAM AND  
BONNIE**

Dusty & Bonnie  
WWNH, Rochester, N. H.

**CALDWELL, JIM**  
Record Roundup  
KWED, Seguin, Texas



## BOB CROSBY

"Club 15" Show

CBS Network

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Capitol Records

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RKO BLDG. — N. Y. C.



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AGENCY

## Radio and Television Artists

**CALVERT, CHARLES**  
Broadway's My Beat  
CBS

**CAMARGO, RALPH**  
Gang Busters, CBS; FBI in Peace  
And War, CBS; My True Story,  
Modern Romances, ABC; Pepper  
Young, Hollywood Love Story,  
NBC; Treasury Agent, NBC-TV;  
The Web, CBS-TV; Suspense,  
CBS-TV

**CAMPBELL, ALEX**  
Campbell's Corner  
WASA, Havre De Grace, Md.

**CAMPBELL, ARCHIE**  
Country Playhouse  
WROL, Knoxville, Tenn.

**CAMPBELL, CLAYDE**  
Bobby Benson Show  
MBS

**CAMPBELL, PATSY**  
Second Mrs. Burton  
CBS

**CANOVA, JUDY**  
(See Vocal Artists)

**CANTOR, CHARLIE**  
Duffy's Tavern  
NBC

**CANTOR, EDDIE**  
B. January 31, 1892, New York,  
N. Y.; Colgate Comedy Hour,  
All Star Revue, NBC-TV; Philip  
Morris Radio Show, The  
Eddie Cantor Show, The Big Show,  
NBC

**CAPLINGER, WARREN**  
Trading Post  
WKNA, Charleston, W. Va.

**CARD, NORMAN R.**  
Rhythmi Ranch  
WLAM, Lewiston, Maine

**CARL, CLIFF**  
Cliff, Curley & Gene—Satur-  
day Farm Gang  
KHQ, Spokane, Wash.

**CARLISLE, BILL**  
Tennessee Barn Dance  
WNOX, Knoxville, Tenn.

**CARLON, FRAN**  
Big Town  
NBC

**CARNEY, ART**  
The Henry Morgan Show  
NBC-TV  
Cavaleade of Stars  
Du Mont

**CAROLINA DRIEFTERS**  
Saturday Merry Go Round  
WANS, Anderson, S. C.

**CAROLL, FRANCINE**  
Small Fry Club  
Du Mont

**CARPENTER, GENE**  
Cliff, Curley & Gene—Satur-  
day Farm Gang  
KHQ, Spokane, Wash.

**CARROLL, JIMMY**  
Most Important People  
Du Mont

**CARROLL, RITA**  
Most Important People  
Du Mont

**CARSON, JACK**  
B. October 21, 1910, Carman,  
Manitoba, Canada; "All Star  
Revue," NBC-TV; Colgate Com-  
edy Hour, NBC-TV  
**CARTER, JACK**  
The Jack Carter Show  
NBC-TV

**CASILE, JINGLE JOE**  
The Big Top  
CBS-TV

**CASSEL, ARTHUR**  
B. April 18, 1941, New York;  
Kraft; One Man's Family; James  
Melton Show; Eddie Cantor Show;  
NBC-TV. Casey, Crime Photog-  
rapher; Studio One; CBS-TV

**CASSEL, SID**  
Robert Montgomery Presents;  
Cameo Theater; NBC-TV. Dan-  
ger; Man Against Crime; Studio  
One; CBS-TV. Pulitzer Prize  
Playhouse; ABC-TV

**CARD SWINGBILLIES**  
WAGE, Syracuse, N. Y.

**CESANA, RENZO**  
The Continental  
CBS-TV

**CHALMERS, THOMAS**  
Pepper Young's Family  
NBC

**CHANDLER, JEFF**  
Our Miss Brooks  
CBS

**CHIDRESS, ALVIN**  
Amos 'N' Andy  
CBS-TV

# GERTRUDE BERG

AND

# THE GOLDBERGS

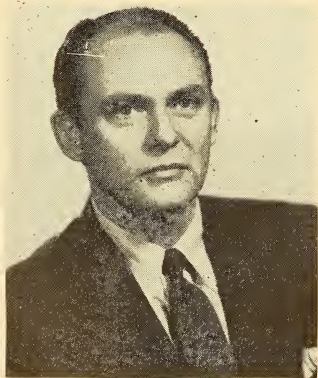
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## Radio and Television Artists

**CHRISTY, KEN**  
The Great Gildersleeve  
NBC  
Meet Corliss Archer  
CBS-TV

**CIRCLE BAR BOYS**  
WBAT Jamboree  
WBAT, Marion, Ind.

**CIRCLE JOY RANCH BOYS**  
CJOY, Guelph, Ont., Canada

**CIVILS, HERMAN B.**  
"Carolina Jamboree"  
WFTC, Kinston, N. C.

**CLARK, LON**  
Nick Carter Show  
MBS

**CLARK, WILLIAM**  
"Denver Bill Show"  
WFMJ, Youngstown, Ohio

**CLAUDE ALLANE**  
**TROUBADORS**  
WJNC, Jacksonville, N. C.

**CLAY, PATSY**  
Radio Rodeo  
WOAI, San Antonio, Texas

**CLEM, THE COUNTRY BOY**  
Cabin In The Corn  
WARA, Attleboro, Mass.

**CLEMENTS, ZEKE**  
WAEM-TV, Birmingham, Ala.

**CLINE, EZRA**  
Lonesome Pine Fiddlers  
WHIS, Bluefield, W. Va.

**CLYDE & PAL**  
Clyde & Pal Show  
KGA, Spokane, Wash.

**C. N. R. A. TRIO**  
After Supper Breakdown

**CKCL**, Truro, Nova Scotia,  
Canada  
**COBB, BUFF**  
Mike And Buff  
CBS-TV

**COCA, IMOGENE**  
Your Show of Shows  
NBC-TV

**COLLIE, BIFF**  
"Collie's Corral"  
"Houston Hoedown"  
KNUZ, Houston, Texas

**COLLIER, LOIS**  
Boston Blackie  
NBC-TV

**COLLINS, MARY**  
Double C Canteen  
WABD, New York, N. Y.

**COLLINS, TED**  
The Kate Smith Hour  
The Kate Smith Evening Hour  
NBC-TV

**COLMAN, RONALD**  
Mr. & Mrs.—The Halls of Ivy  
NBC

**CONWAY TOM**  
The Saint  
NBC

**COOK, BOB**  
WPTW, Piqua, Ohio

**COOK, CHARLIE**  
Country Boy  
WSSB, Durham, N. C.

**COOK, DICK**  
Southern Tier Jamboree  
WLEA, Hornell, N. Y.

**COOK, FRED**  
KFSB, Joplin, Mo.

**COOK, JACK**  
Handy Andy  
WNOK, Columbia, S. C.

**COOK, JOE**  
Harmony Hayride  
KGGF, Coffeyville, Kans.

**COOK, LOIS**  
Harmony Hayride  
KGGF, Coffeyville, Kans.

**COOK, PAT**  
The Pat Cook Show  
KSTL, St. Louis, Mo.

**COOK, ROBERT**  
Texas Saddle Pals  
WPAR, Parkersburg, W. Va.

**COOLEY, SPADE**  
B. Grand, Oklahoma; Spade  
Cooley TV Show, KTLA, Para-  
mount; Decca Records; Santa  
Monica Ballroom; Motion Pic-  
tures; Standard Transcriptions

**COONS, JOHNNY**  
Panhandle Pete & Jennifer  
NBC-TV

**COOPER, STONEY**  
Jamboree Matinee  
WWVA, Wheeling, W. Va.

**CORBET, LOIS**  
Meet Corliss Archer  
CBS-TV

**CORTEZ, CARLOS**  
Western Tune Time  
KDLA, Auburn, Calif.

**COSTELLO, LOU**  
B. March 6, 1906, Paterson,  
N. J.; "Colgate Comedy Hour,"  
NBC-TV; Motion Pictures

## MARY MARGARET McBRIDE

ABC NETWORK  
WGN-CHICAGO

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49 WEST 45TH STREET  
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WARREN COWAN

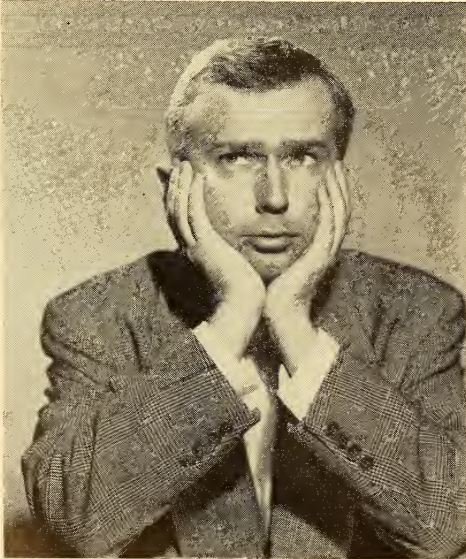
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Eldorado 5-5000

*Beverly Hills Office:*  
Director of Radio and Television:  
Milton Weiss  
226 North Canon Drive  
CRestview 5-4581



JACKIE  
KELK

## Radio and Television Artists

**COTIE, BONNIE SUE**  
Saddle Pals  
KCHI, Chillicothe, Mo.

**COTSWORTH,  
STARTS**

B. Feb. 17, 1908, Oak Park,  
Ill.; "Mark Trail," ABC; "Front  
Page Farrell," NBC; "Lone Jour-  
ney," ABC

**COUGHLIN, FRANCIS**  
Down You Go  
Du Mont

**COUNTRY BOY**  
WGSA, Columbus, Ga.  
**COUNTRY NEIGHBORS**

WIMA, Lima, Ohio  
**COURTLEIGH, ROBERT**

Miss Susan  
NBC-TV

**"COUSIN CLARE"**  
Cowboy Capers  
WNER, Live Oak, Fla.

**COUSIN LEE**  
Western CL Ranch Roundup  
WCOJ, Coatesville, Pa.

**COUSIN WILBUR & BLONDIE  
BROOKS**  
KWFT, Wichita Falls, Texas

**COUSIN ZEKE**  
Virginia Valley Boys  
WMEV, Marion Va.

**COVERT, TED**  
Round Up Time  
WATH, Athens Ohio

**COWBOY IRBY**  
Soap 'n The Saddle  
KELT, Electra, Texas

**COX, JIMMY**  
Jimmy Cox Show  
KCSJ, Pueblo, Colo.

**COX, RICHARD**  
Harvest Time  
WSAZ, Huntington, W. Va.  
Tri-State Jamboree  
WSAZ-TV, Huntington, W. Va.

**COY, CINDY**  
Cindy Coy Show  
WPDX, Clarksburg, W. Va.

**CRACKER, JIM**  
Cracker Jim  
WME, Miami, Fla.

**CRAIGHILL, MAC**  
Camp Alrurria Hoedown  
WCHV, Charlottesville, Va.

**CRANE, GENE**  
The M & M Candy Carnival  
CBS-TV

**CRAVEN, JOHN**  
The Egg And I  
CBS-TV

**CRAVER, CAMPBELL**  
Hillbilly Hit Parade  
WMON, Montgomery, W. Va.

**CRAWFORD, BOB**  
Bob Crawford Show  
WBAP, Fort Worth, Texas

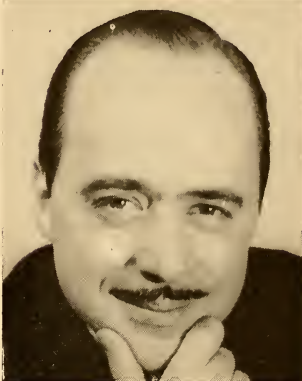
**CROCKER, CHARLES**  
KFBI, Ranch Boys  
KFBI, Wichita, Kans.

**CRONE, WILD BILL**  
CKOY Party Line  
CKOY, Ottawa, Ont., Canada

**CROSBY, BOB**  
August 23, 1913, Spokane,  
Wash.; Star of Club 15, CBS

**CROSBY, FOY**  
Dixie Jamboree  
WPDQ, Jacksonville, Fla.

**CROSS, ELWIN**  
Elwin Cross  
KYNO, Fresno Calif.



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RADIO — TV

Slide Films

Columbia Recording Artist

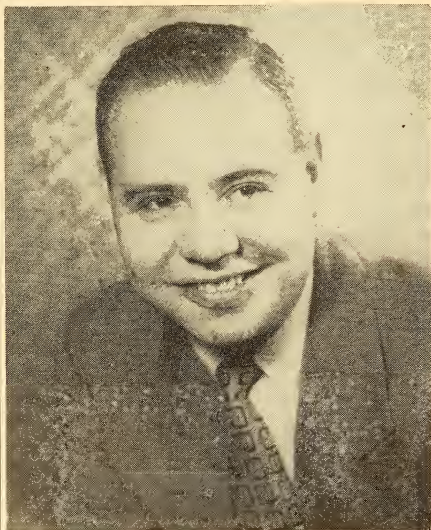
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LExington 2-1100

DORIS  
McWHIRT

*and*

LAWSON  
ZERBE

SU. 7-5400



JACKSON  
BECK

ACTOR — ANNOUNCER  
NARRATOR  
MARK TRAIL — SPACE CADET  
AM-TV

MU. 8-6600



## Radio and Television Artists

**CROSS, GEORGE**

Sagebrush Melodies  
WEXL, Royal Oak, Mich.

**CULLEN, BILL**

It Happens Every Day  
CBS

**CULLERS, TEX**

Round-Up Time  
WATA, Boone, N. C.

**CUMBERLAND MOUNTAIN BOYS**

WWNC, Asheville, N. C.

**CUMMINS, RAY**

Carolina Hayride  
WMBL, Morehead City N. C.

**CUZZIN LEM**

Cuzzin Lem Show  
WQXI, Atlanta Ga.

— D —

**DALY, JOHN**

What's My Line  
CBS-TV

**DANTINE, HELMUT**

Shadow Of The Cloak  
Du Mont

**DAGMAR**

Broadway Open House  
NBC-TV

**DAHLVIG, JOE**

WLDY, Barn Dance  
WLDY, Ladysmith, Wis.

**DAHMS, WALLY**

Dude Ranch Party  
KLER, Rochester, Minn.

**DAMON, LES**

The Falcon  
NBC

**DANDRIDGE, RUBY**

Beulah  
CBS

**DANIELS, TEX**

Lazy H. Ranch  
WAAM, Baltimore Md.

**DARDEN, MARYBELLE**

Marybelle's Chickens  
WTAR, Norfolk, Va.

**DARNEY, TONI**

Just Plain Bill  
NBC

**DAVIES, GWEN**

Let's Pretend  
CBS

**DAVIS, BETTE**

Woman Of The Year (MGM)  
MBS

**DAVIS, BILL**

Sheriff Davis  
WLOW, Norfolk, Va.

**DAVIS, LON**

Dixie Festival  
WBGR, Jesup Ga.

**DAVIS, O. L.**

Band Leader  
WNGO, Mayfield, Ky.

**DAWN, HAZEL**

Fairmeadows USA  
NBC-TV

**DAWSON, CURLEY**

Ozark, Playboys  
KCON, Conway, Ark.

**DAY, JACK**

The Jack Day Show  
WNAR, Norristown, Pa.

**DEER VALLEY BOYS**

WL'PO, La Salle, Ill.

**DENKEMA, EDDIE**

Cousin Ed Show  
WGRD, Grand Rapids, Mich.  
KFEQ, St. Joseph, Mo.

**DEVINE, ANDY**

Wild Bill Hickok  
MBS

**DE VOL, FRANK**

(See Orchestra Leaders)

**DEWITT, DAVE**

Denver Dude's 3 Hour Morn-  
ing Commotion

WWXL, Peoria, Ill.

**DIAMOND BROTHERS**

WFBB, Altoona, Pa.

**DIAMOND BROTHERS**

WRTA, Altoona, Pa.

**DILLON, GENE**

Western Hayride

WCMW, Canton, Ohio

**DIXIE HARMONAIRES**

Dixie Harmonaires

WTNS, Coshocton, Ohio

**DIXIE PLAYBOYS**

WUSN, Charleston, S. C.

**DIXIE REVELEERS**

Hillbilly Jamboree

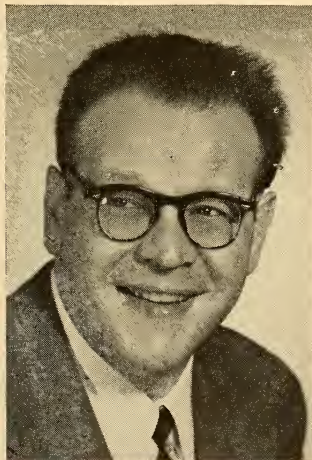
WVMI, Biloxi, Miss.

**DIXIELAND PLAYBOYS**

WBBB, Burlington, N. C.

**DIXON, BOB**

B. April 8, 1911, Stamford,  
Conn.; Sheriff Bob Dixon Show,  
Du Mont TV; Perry Mason, CBS;



**CHARLES IRVING**

LE. 2-1100



**HOLLIS IRVING**

LE. 2-1100



**BRYNA  
RAEBURN**

•

**RADIO REGISTRY**

**LES (CARROT TOP)  
ANDERSON**

**"CARROT TOP  
ANDERSON"**

T.V. Show

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## Radio and Television Artists

Edward R. Murrow, CBS; Life Can Be Beautiful, NBC; Double C Canteen, WABD

### DIXON, ROY

Top of the Trail  
KTRM, Beaumont Texas

### DONLEVY, BRIAN

Dangerous Assignment  
NBC

### DORNHUBER, HENRY

Farmers Roundup  
WCVA, Culpeper, Va.

### DOUGLAS, SCOTT

Sam Spade, CBS; Black Hood, MBS; The Batman, MBS; Young Dr. Malone, CBS; Hallmark Playhouse, CBS; Stars Over Hollywood, CBS; Aunt Mary, NBC

### DOWDY, TOBY

WRUF, Gainesville, Fla.

### DOWN, HOMERS

WTIC, Hartford, Conn.

### DOWNEY, MORTON

10th Year for Coca-Cola

### DOYLE, LEN

Mr. District Attorney  
NBC

### DRAKE, BETSY

Mr. & Mrs. Blanding  
NBC

### DRAKE, BILL

Dude Ranch  
KEEN, San Jose Calif.

### DRAKE, JIMMY

WWGS, Tifton, Ga.

### DRAPER, MARGARET

Brighter Day  
CBS

### DUNCAN, COYAL

Dusty Duncan  
KXOB, Stockton, Calif.

### DUNCAN, TOMMY

Tommy Duncan Show  
KTRB, Modesto, Calif.

### DUDE FELLOWS

Fellows Brothers  
KMMO, Marshall, Mo.

### DUDES, DIXIE

The Dixie Dudes  
WPTE, Raleigh, N. C.

### DUFRADE, AL

Bunkhouse Bucaroos  
WICY, Malone, N. Y.

### DUKE, TOMMY

Country Store  
WULA, Eufaula, Ala.

### DUMONT, MARGARET

My Friend Irma  
CBS-TV

### DUNCAN, DOPEY

Crossroads Store  
WKAP, Allentown, Pa.

### THE DUNGANS

WJTN, Jamestown, N. Y.

### DUNNE, STEVE

Adventures of Sam Spade  
NBC

### DURANTE, JIMMY

Feb. 10, 1893, New York, N. Y.;  
All Star Revue, NBC-TV; Motion  
Pictures; Radio; Records—Jimmy  
Durante Music Publ. Co., Inc.

### DUSTY RIVERS & THE

WAGONMASTERS  
KCJB, Minot, N. Dak.  
DYTCH, HARVEY  
Quiz Kids  
CBS-TV

— E —

### EADIE, BOB

Bob Eadie Show  
CKSF, Cornwall, Ont., Canada

### EAGER, CLAY

WLOK, Lima, Ohio

### EANES, JIM

WBTM, Danville, Va.

### EDWARDS, DOUGLAS

CBS News With Douglas  
Edwards  
CBS-TV

### EDWARDS, SAM

Meet Corliss Archer  
CBS

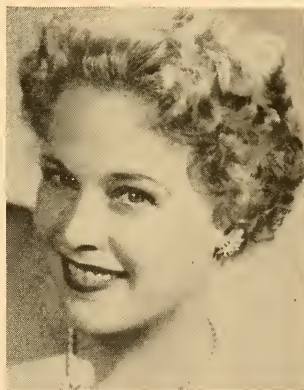
### EGGLESTON, SHIRLEY

Dec. 14, Cleveland, Ohio; One  
Man's Family, NBC-TV; Tales  
Of Tomorrow, ABC-TV; Cosmo-  
opolitan Theater, Dumont; Rogue's  
Gallery, ABC; My True Story,  
ABC; Modern Romances, ABC;  
Newsstand Theater, ABC; Cath-  
edral Films Of Hollywood

### EICHER, SHORTY

Silver Creek Rambler  
WARD, Johnstown, Pa.

ALAN  
YOUNG



**ESTHER RALSTON**

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**ALEC ALEXANDER**

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Circle 7-2633





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**MAGGI McNELLIS**

"Leave It To The Girls" NBC-TV  
"Say It With Acting" ABC-TV  
"What's Playing?" ABC-TV

**JEAN  
HERSHOLT**

*"Dr. Christian"*

15th Year

**C. B. S.**



## Radio and Television Artists

**EISENBERGER, JOHN**

Old Salldebags  
WBEN, Buffalo, N. Y.

**ELLIS, BOBBY**

Meet Corliss Archer  
CBS-TV

**ELLSWORTH, BUDDY**

Country Round-up  
WSTC, Stamford, Conn.

**ELSTNER, ANN**

Stella Dallas  
NBC

**ELY, DICK**

Western Revue  
WKOP, Binghamton, N. Y.

**EMFRE, DOC & ESTHER**

Doc & Esther  
KMA, Shenandoah, Iowa

**EMERSON, FAYE**

Faye Emerson's Wonderful Town  
CBS-TV

**EMERSON, LOU**

Radio Rodeo  
WOAI, San Antonio, Texas  
TV Dude Ranch  
WOAI-TV, San Antonio, Texas

**EMERY, BOB**

Small Fry  
Du Mont

**EMERY, RALPH**

Ralph's Rhythm Ranch  
Hayloft Jamboree  
WLAV, Grand Rapids, Mich.

**ENDERS, RUTH**

Mr. I. Magination  
CBS-TV

**ERICSON, JOHNNY**

Hayloft Jamboree

CJAV, Port Alberni, B. C.,  
Canada

**ERNIE, TENNESSEE**

Ilams Ranch  
KXLA, Pasadena, Calif.

**ETHEL & ALBERT**

The Kate Smith Hour  
NBC-TV

**EVANS, CHARLES**

Roundup of Ranch Rhythm  
KORA, Bryan, Texas

**EVANS, DR. BERGEN**

Down You Go  
Du Mont

**EVANS, HARRY & TROUPE**

KRYN Hayloft Party  
KRYN, Lexington, Nebr.

**EVANS, MICKIE**

Mickie's Musical Corral  
WTTM, Trenton, N. J.

**EVANS, WHITEY**

Harvest Hands Of Harmony  
Ranch

WDGY, Minneapolis, Minn.

**EVERHARDT, SLIM**

WOW, WOW-TV, Omaha,  
Nebr.

**EVERSON, SLEEPY BOB**

Cron's A Poppin  
KLEE, Houston, Texas



**FADIMAN, CLIFTON**

This Is Show Business  
CBS-TV

**FAGERDAHL, NORM**

Saturday Night Jubilee

CFKI, Fort Frances, Ontario,  
Canada

**FAGUE, RICHARD**

WHAY, Jamboree  
WHAY, New Britain, Conn.

**FAIRBANKS, DOUGLAS, JR.**

The Silent Man  
NBC

**FALKENBERG, JINX**

Tex and Jinx Closeup  
NBC-TV

**FARREN TWINS**

Farren Twins  
KBWD, Brownwood, Tex.

**FATS, HAPPY**

Happy Fats Jamboree  
KROF, Abbeville, La.

**FAZZINI, ART**

Request Roundup  
WAKR, Akron, Ohio

**FAYE, ALICE**

The Phil Harris-Alice Faye  
Show  
NBC

**THE FIDDLE DUSTERS**

KIRK, Kirksville, Mo.

**FIELDS, DON**

Pony Boys  
WDEV, Waterbury, Vt.

**FIELDS, GRACIE**

Gracie Fields Show (MGM)  
MBS

**FILINGENBERG, PAUL**

Holland Jamboree  
WHTC, Holland, Mich.

**FINCHER, SHORTY**

Rhythm Ranch  
WCMB, Lemoyne, Pa.

**FINN, JIMMY**

WARE, Ware, Mass.



**EDDIE "ROCHESTER" ANDERSON**



## MOREY AMSTERDAM

WNBT

"BREAKFAST WITH MUS: C"

9-10 A.M.—MON. thru FRI.

DECCA RECORDS

## Radio and Television Artists

**FISKE, FRED**

Skeeter Hawkins  
WWDC, Washington, D. C.

**FITZGERALD, ED & PEGEEN**

The Fitzgeralds, ABC, ABC-TV

**FLEETWOOD, BLACKIE**

The Southland Playboys  
WGOV, Valdosta, Ga.

**FLOYD, COUSIN**

Cousin Floyd  
WTBO, Cumberland, Md.

**FLYNN, ERROL**

Modern Adventures of Casanova (MGM)  
MBS

**FORD, EDSON**

Uncle Red  
WRIB, Providence, R. I.

**FORD, HENRY**

Dixie Jamboree  
WPDQ, Jacksonville, Fla.

**FOREMAN, SPEED**

Buddies of Airlines  
WHBF, WHBF-TV, Rock Island, Ill.

**FORSTER, LEE**

The Lee Forster Show  
WHLD, Niagara Falls, N. Y.

**FOURNIER, LARRY**

Ranch Hands  
WEAV, Plattsburg, N. Y.

**FOX, CURLY**

KPRC-TV, Houston, Texas

**FRADETE, PAUL**

Club Rendez-Vous  
CKBL, Matane, Que., Canada

**FRANCE, BOB**

Hayloft Jamboree  
WHUC, Hudson, N. Y.

**FRANCIS, ARLENE**

It Happens Every Day  
CBS  
What's My Line  
CBS-TV

**FRANKLIN, DELMAS**

Morning Jamboree  
WLAQ, Rome, Ga.

**FRAUENFELD, AUGUST**

Rhythm On The Range  
CKPR, Fort William, Ont., Canada

**FRAWLEY, WILLIAM**

I Love Lucy  
CBS-TV

**FREBERG, STAN**

Time For Beany  
CBS-TV

**FREEMAN, CLAUDE**

Jam & Jive  
WMBR, Greenville, S. C.

**FREEMAN, FLORENCE**

Young Widder Brown  
NBC

**Wendy Warren And The News**

CBS

**FROST, NEIL'O**

Hillbilly Jamboree  
WAUD, Auburn, Ala.

**FRYE, J. ALLEN**

Rhythm Roundup  
KBKI, Alice, Texas

**FULKS, ART**

Echo Valley Boys  
WTVN, Columbus, Ohio

**FULLER, LORENZO**

Man About Music  
WABD, New York, N. Y.

### — G —

**GAINES, EALT**

WIEL, Elizabethton, Ky.

**GAINES, ROLAND**

KMOX, St. Louis, Mo.

**GALLIGHER, JOHNNY**

WHPE, High Point, N. C.

**GALYON, COTTON**

Jukebox Parade  
WSFC, Somerset, Ky.

**GARDNER, ED**

Duffy's Tavern  
NBC

**GARDNER, RUSS**

Record Review  
WPDX, Clarksburg, W. Va.

**GARGAN, WILLIAM**

Starring As Barrie Craig; Confidential Investigator, NBC; Martin Kane, Private Eye, NBC-TV

**GARROWAY, DAVE**

Dial Dave Garroway  
NBC

**Garroway At Large**

NBC-TV

**GARVEN, HAL & ERNIE**

Murphy Barn Dance  
WCCO, Minneapolis, Minn.

**GATES, RUTH**

Mama  
CBS-TV



### EARL HAMMOND

TELEVISION

RADIO

LExington 2-1100

## *Hello There!*

from

## TED MALONE

American Broadcasting Co.

## Radio and Television Artists

**GATESON, MARJORIE**

One Man's Family  
NBC-TV

**GERRARD, HENRY**

The Aldrich Family  
NBC-TV

**GIBBS FAMILY**

Roundup Time  
WJER, Dover, Ohio

**GIBSON, BILLY**

Here's Archer  
WRC, Washington, D. C.

**GILLETTE, HELEN**

The Plainclothes Man  
Du Mont

**GILMAN, TONI**

Down You Go  
Du Mont

**GILMORE, BRUCE**

Early Farm Edition  
WHISY, Hattiesburg, Miss.

**GLEASON, JACKIE**

B. Feb. 26, 1916, Brooklyn,  
N. Y.; Colgate, NBC-TV; Frig-  
idaire, NBC-TV; Four Star The-  
ater, NBC-TV; Cavalcade of  
Stars, DuMont; Frank Sinatra  
Show, CBS-TV

**GLEEN NEAVES & BOYS**

Saturday Night Barndance  
WBOB, Galax, Va.

**GLENN, RAY**

Ray Glenn Presents  
KGIW, Alamosa, Colo.

**GLOSSON, LONNIE**

Lonnie Glosson Show  
KWHN, Fort Smith, Arkansas

**GNAGY, JOHN**

You Are An Artist  
NBC-TV

**GODFREY, ARTHUR**

Arthur Godfrey Morning Show  
Arthur Godfrey And His Friends  
Arthur Godfrey's Talent Scouts  
CBS-TV

**GOLIGHTLY, W. G., JR.**

Cousin Bud's Hillbilly Hit  
Parade

WSPA, Spartansburg, S. C.

**GOOBER & HIS KENTUCKIANS**

WLVN, Olney, Ill.

**GOOD, DOLLY**

Circle 11 Ranch  
WKRC-TV, Cincinnati, Ohio

**GOODWIN, BILL**

The Bill Goodwin Show  
NBC-TV

**GORDAN, ANITA**

Ken Murray Show  
CBS-TV

**GORDON, CURTIS, AND HIS**

**HILBILLY PALS**

Dixieland Barn Dance  
WKTG, Thomasville, Ga.

**GORDON, GLORIA**

My Friend Irma  
CBS-TV

**GOPEL MELODY QUARTET**

WCOA, Pensacola, Fla.

**GOTTHARD, DAVID**

Romance of Helen Trent  
This Is Nora Drake  
CBS

**GRAHAM, CACTUS**

Western Round-Up  
KKIN, Visalia, Calif.

**GRAHAM, JOHN & SUE**

Sue's Record Show  
WPDX, Clarksburg, W. Va.

**GRAHAM, PAUL**

North Shore Merry-Makers  
CKNB, Campbellton, N. B., Can.

**GRAHAM, SHEILAH**

Sheilah Graham's Show  
NBC-TV

**GRANATELLI, VINCENT**

Quiz Kids  
CBS-TV

**GRANIK, THEODORE**

American Forum Of The Air

**GRANT, CARY**

Mr. & Mrs. Blanding  
NBC

**GRASSY CREEK QUARTET**

Saturday Bandwagon  
WATA, Boone, N. C.

**GRAVELIN, NOBLE**

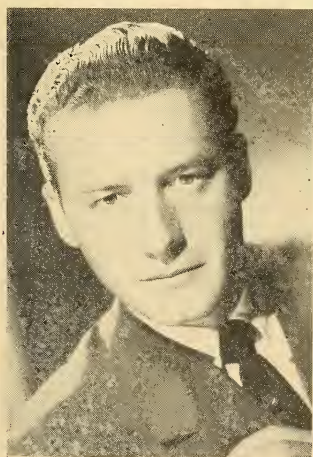
Hillbilly Hit Parade  
WBBC, Flint, Mich.

**GRAVES, SMOKEY**

Blue Star Boys  
WLVA, Lynchburg, Va.

**GRAY, BARRY**

B. July 2, 1916, Atlantic City,  
N. J.; Author Meets The Critics,  
NBC-TV; Winner Take All,  
CBS-TV; Barry Gray Show,  
WMCA; Danny Thomas Show,  
NBC-TV



**Bob Haag**

Current Radio Contracts:  
ROSEMARY  
HILLTOP HOUSE  
BOBBY BENSON

PL. 7-0700

RADIO-TV



**HELEN HALL**

**WOR's BARBARA WELLES**

Radio — Mon.-Fri. — 1:30-2:00 p.m.  
Television — Mon.-Fri. — 2:45-3:00 p.m.

**MUTUAL'S "FEMME FAIR"**

Saturday — 10:45-11 a.m.

## Radio and Television Artists

### GREAZA, WALTER

Big Town  
NBC  
Treasury Men In Action  
NBC-TV

### GREEN, DAVID

Hour Glass  
CHAB, Mose Jaw, Sask.,  
Canada

### GREEN MT. HILLBILLIES

WTVR, Richmond, Va.

### GREENSTREET, SIDNEY

Nero Wolfe  
NBC

### GRIER, TINY

Florida Playboys  
WJHP, Jacksonville, Fla.

### GRIMES, JACK

Let's Pretend  
CBS

### GRISOM, GAIL

Western Ledger  
WTTV, Bloomington, Ind.

### GROSS, KEN

Shorty & Keen-Tones  
KSDN, Aberdeen, S. D.

### GROVE, BETTY ANN

Bert Parks Show  
CBS-TV

### GROVER, ROBERT

The Hune Twisters  
WENE, Binghamton-Endicott,  
N. Y.

### GRYMES, NICHOLAS

The Curly Fox Show  
KPRC-TV, Houston, Texas

### GUEST, DICK

WDSG, Dyersburg, Tenn.

### GUEST, GORDON

Hillbilly Record Shop  
KHBR, Hillsboro, Texas

### GUITAR RAMBLERS

Guitar Ramblers  
WMOK, Metropolis, Ill.

### GUNTER, JIMMY

Tennessee Valley Ramblers  
WPIC, Sharon, Pa.

## — H —

### HAAG, BOB

Hilltop House, CBS; Rosemary,  
CBS; Lobby Benson, WOR

### HAAS, ABIE

Men of Europe  
CFRN, Edmonton, Alberta,  
Canada

### HACK, GEORGE

Folk Tune Frolic  
WNOW, York, Pa.

### HADLEY, REED

Racket Squad  
CBS-TV

### HAIN, JACK

WLBR, Lebanon, Pa.

### HAINES, HAPPY

Happy Haines Hour  
KCIW, Carroll, Iowa

### HALEY, AMBROSE

Ambrose Haley & His Ozark  
Ramblers

### KHMO, Hannibal, Mo.

### HALEY, BILL

Bill Haley's Melody Hayride  
WPWA, Chester, Pa.

### HALL, HELEN

B. Feb. 3; The Barbara Wells  
Show, WOR, WOR-TV, Helen  
Hall's "Femme Fair," WOR

### HALL, JIM

Jim Hall Show  
WFNS, Burlington, N. C.

### HALL, JOHN

Chisholm Trail  
WESB, Bradford, Pa.

### HALL, MONTY

KFMB, San Diego, Calif.

### HALSTEAD, CHARLES E.

Western Tune Time  
KDIS, Auburn, Calif.

### HAM, J. B.

CFCN, Calgary, Alberta, Can.

### HAMILTON TRIO

Your Show of Shows  
NBC-TV

### HAMILTON, UNCLE OLLIE

Uncle Ollie Record Show  
WJZM, Clarksville, Tenn.

### HAMMOND, EARL

Pulitzer Prize Playhouse, ABC-  
TV; Search For Tomorrow, CBS-  
TV; Danger, CBS-TV; Rocky  
King, DuMont; Maugham The-  
ater, NBC-TV; Cavalcade Of  
Stars, DuMont; We, The People,  
NBC-TV

### HANCOCK, HUNTER

Harlematinee  
KFVD, Los Angeles, Calif.

*Your Announcer . . .*

## Michael Fitzmaurice

SAMMY KAYE SHOW—CBS-TV

WHISPERING STREETS—ABC

LIVE LIKE A MILLIONAIRE—NBC-AM  
and CBS-TV

ALL STAR REVUE—NBC-TV

FLYING TIGERS—DuMONT



## VINTON HAYWORTH

SU 7-5400



## Radio and Television Artists

**HANKINS, ESCO**  
WLAP, Lexington, Ky.

**HAPPY VALLEY GANG**  
Happy Valley  
WTVF, Bloomington, Ind.

**HARDING, CHUCK &  
COLORADO COWHANDS**  
KBOA, Kennett, Mo.

**HARLAN & HIS HILLBILLY  
RANGERS**  
Hillbilly Rangers  
WEPM, Martinsburg, W. Va.

**HARLESS, LES**  
KSAN, San Francisco, Calif.

**HARPER, MEG**  
Love Of Life  
CBS-TV

**HARRILL, NELSON**  
Good Neighbor Time  
WGWR, Asheville, N. C.

**HARRIS, HOMER**  
WLAP, Lexington, Ky.

**HARRIS, PHIL**  
The Phil Harris-Alice Faye  
Show  
NBC

**HASTINGS, BOB**  
Adventures of Archie Andrews  
NBC

**HASTINGS, DON**  
Captain Video  
Du Mont

**HAWK, BUDDY**  
Trailways Troubador  
WSFA, Montgomery, Ala.

**HAWKINS, EZRA**  
Bar Nothin' Ranch  
KMA, Shenandoah, Iowa

**HAYES, GABBY**  
The Gabby Hayes Show  
NBC-TV, MBS

**HAYES, PETER LIND**  
Star Of The Family  
CBS-TV

**HAYWORTH,  
VINTON J.**  
June 4th, Washington, D. C.;  
Philco Playhouse, NBC-TV; Big  
Story, NBC-TV; Treasury Men,  
ABC-TV; First Hundred Years,  
CBS-TV; Life Can Be Beautiful,  
NBC; The Big Show, NBC

**HAZLITT, HENRY**  
Chronoscope  
CBS-TV

**HEALAN, A. O.**  
WRFC, Athens, Ga.

**HEALY, MARY**  
Star Of The Family  
CBS-TV

**HEDRICK, BILL**  
Bill Hedrick Show  
WDNE, Elkins, W. Va.

**HELTON, BOB**  
Bob Helton Show  
WMGY, Montgomery, Ala.

**HELTON, MARY**  
Mary Helton Show  
WMGY, Montgomery, Ala.

**HENDERSON, HANDY**  
Handy Henderson Show  
WRFW, Eau Claire, Wis.

**HENDRIX, BILL**  
Bill Hendrix Show  
WCOA, Pensacola, Fla.

**HENLEY, LEWIS**  
Cherokee Jack Show  
KMO, Tacoma, Wash.

**HERBERT, DON**  
Mr. Wizard  
NBC-TV

**HERSHOLT, JEAN**  
B. July 12, 1886, Copenhagen,  
Denmark; Dr. Christian (15th  
Year), CBS

**HEWITT, KENNETH**  
Early Risers  
WOPI, Bristol, Tenn.

**HICKMAN, HERMAN**  
Celebrity Time  
CBS-TV

**HICKS, JOHN**  
KRLD-TV, Dallas, Texas

**HICKS, JOHNNY**  
KRLD, Dallas, Texas

**HIGSBY, HIRAM**  
KFRM, Kansas City, Mo.

**HODGE, AL**  
Captain Video  
Du Mont



**STAATS COTSWORTH**

**TITLE ROLES:**  
"FRONT PAGE FARRELL" — NBC  
"MARK TRAIL" — ABC

**LEAD:** "LONE JOURNEY" — ABC



**LON CLARK**

**Title Role in "Nick Carter" MBS**

"The Comic Weekly Man" ET  
Announcer for Krinkles—"Tarzan" CBS

Writer—Producer—Narrator of  
Children Albums

Actor — Announcer — Narrator

MU. 8-6600

## Radio and Television Artists

**HODGES, BOBBY**  
Stoughton Presents  
WKOW, Madison, Wis.

**HOFFMAN, BERN**  
Flying Tigers  
Du Mont

**HOLDEN, FAY**  
The Hardy Family (MGM)  
MBS

**HOLDER, NELSON**  
WRXO, Roxboro, N. C.

**HOLT, JENNIFER**  
Panhandle Pete & Jennifer  
NBC-TV

**HOPE, BOB**  
B. London, England; The Bob  
Hope Show, Sponsored By Ches-  
terfield, NBC; Bob Hope Show,  
Colgate Comedy Hour, NBC-TV;  
Motion Pictures For Paramount

**HOPPER, HEDDA**  
The Hedda Hopper Show  
NBC

**HOUGHINS, KEN**  
Cowboy Ken  
WOC, WOC-TV, Davenport,  
Iowa

**HOULE, MARCEL**  
On Veille A Matane  
CKBL, Matane, Que., Canada

**HOUSE, BROS.**  
KTUR, Turlock, Calif.

**HOUSTON, JUDY AND JOYCE**  
Judy and Joyce  
KCHI, Chillicothe, Mo.

**HOWARD, CAMMIE**  
CKOY Party Line  
CKOY, Ottawa, Ont., Canada

**HOWARD, PAUL**  
WBGR, Jesup, Ga.

**HOWELL, WILLARD**  
Buttermilk Jamboree  
WZOB, Fort Payne, Ala.

**HUDDLESTON, EV**  
The Ev Huddleston Show  
WWCA, Gary, Ind.

**HUDLOW, BILL**  
KGFF, Shawnee, Okla.

**HUGGINS, HARLEY**  
KGST, Fresno, Calif.

**HUFF, ARLIE**  
Country Cousin  
WSAV, Savannah, Ga.

**HUGHES, BILL**  
Just Plain Bill  
NBC

**HULL, WARREN**  
Public Prosecutor  
WABD, New York, N. Y.

**HUNTER, EVE**  
The Eve Hunter Show  
NBC-TV

**HUNTLEY, CURLEY**  
Curley's Dinnerbell  
WKLF, Clanton, Ala.

— I —

**IRVING, CHARLES**  
(See Producers Section)

**IRVING, HOLLIS**  
Somerset Maugham Theater,  
NBC-TV; Robert Montgomery  
Presents, NBC-TV; Ellery Queen,  
ABC-TV; Suspense, CBS-TV;  
Love Of Life, CBS-TV

**IVEY, GLEN**  
Songs By Ivey  
KVOP, Plainview, Texas

— J —

**JACKSON, EDDIE**  
All Star Revue  
NBC-TV

**JAMES, DENNIS**  
Okay Mother  
Wrestling With Dennis James  
DuMont

**JAMESON, HOUSE**  
The Aldrich Family  
NBC-TV

**JANNACK, FRED**  
Fred Jannack Sings And Plays  
His Guitar

CFJR, Brockville, Ont., Can.

**JOHNSON, CHIC**  
All Star Revue  
NBC-TV

**JOHNSON, LAMONT**  
Operation Underground  
CBS



**Arthur S. Cassel**  
TV's No. 1 Boy

Over 200 TV Shows

B'way — LEx 2-1100 — Radio



**RALPH CAMARGO**

RADIO — TV

ACTOR — ANNOUNCER

NARRATOR

RADIO REGISTRY

**Radio and Television Artists**

**JOHNSON, MAGGIE**  
Your Television Shopper  
Shopping At A. & S.  
WABD, New York, N. Y.

**JOHNSON, OZ**  
Farragut Sons of Frontier  
KVON, Napa, Calif.

**JOHNSON, STAN**  
KBRO, Bremerton, Wash.

**JOHNSTON, WAYNE**  
KSET, El Paso, Texas

**JOHNSTONE, BILL**  
The Line-Up  
CBS

**JOHNSTONE, JOHNNIE**  
Johnnies Studio Party  
CJAV, Port Alberni, B. C.,  
Canada

**JONES, CANDY**  
Star Night At The Astor  
NBC-TV

**JONES, DON**  
Western Trails and RFD 1450  
KXLR, Little Rock, Ark.

**JONES, LEE**  
WLW-T, Cincinnati, Ohio

**JONES, SPIKE**  
Colgate Comery Hour  
NBC-TV

**JORDAN, MARIAN AND JIM**  
Fibber McGee & Molly  
NBC

**JOSTYN, JAY**  
Mr. District Attorney  
NBC

**JULIAN, JOSEPH**  
Hearthstone Of The Death  
Squad  
CBS

— K —

**KARNES, ROSCOE**  
Rocky King, Detective  
Du Mont

**KAUFMAN, GEORGE S.**  
This Is Show Business  
CBS-TV

**KAY, MARY**  
Mary Kay's Nightcap  
NBC-TV

**KAYE, SAMMY**  
Sammy Kaye Variety Show  
CBS-TV

**KAYE, VIRGINIA**  
Rosemary  
Hilltop House  
CBS

**KEANE, HELEN FAITH**  
For Your Information  
Du Mont

**KEARNEY, RAMSEY**  
Ramsey Kearney Show  
WDXI, Jackson, Tenn.

**KEARNS, JOSEPH S.**  
B. Feb. 12, 1907, Salt Lake City,  
Utah; Jack Benny Show, CBS;  
Lux Radio Theater, CBS; Sus-  
pense, CBS

**KEEGAN, CHRIS**  
The Big Top  
CBS-TV

**KEENE, WILLIAM**  
B. Aug. 4, 1911, Franklin, Pa.;  
Big Town, NBC; The Big Story,  
NBC, NBT; Greatest Story Ever  
Told, ABC; Famous Jury Trials,  
WABD; Captain Vidco, DuMont;  
We, The People, NBT; First 100  
Years, CBS-TV; Aldrich Family,  
NBT; Columbia Recording Artist

**KEESHAN, BOB**  
Howdy Doody  
NBC-TV

**KELK, JACKIE**  
The Aldrich Family  
NBC-TV

**KELLY, JOE**  
Quiz Kids  
CBS-TV

**KELTON, PERT**  
Cavalcade of Stars  
Du Mont

**KENNEY, MARIE**  
Love Of Life  
CBS-TV

**EARL S. PEED AGENCY, INC.**



**JAN MINER**

AFRA                      TVA  
SAG                        EQUITY

PL. 7-0700



## Radio and Television Artists

**KENNY, NICK**  
The Nick Kenny Show  
NBC-TV

**KERR, TOMMIE**  
Songs You Know  
WTCO, Campbellsville, Ky.

**KEYSTONE TROUBADOURS**  
WLBR, Lebanon, Pa.

**KIERNAN, WALTER**  
B. January 24, 1902, New Haven, Conn.; One Man's Opinion, ABC; Kiernan's Corner, ABC; Family Circle, ABC; What's The Story?, DuMont TV; Who Said That?, NBC-TV

**KILGALEN, DOROTHY**  
What's My Line  
CBS-TV

**KING, CARL**  
B. July 30, 1921, St. Louis, Mo.; Your Show Of Shows, NBC-TV; King's Crossroads, ABC-TV; Captain Video, DuMont-TV

**KING, PEE WEE & BAND**  
Cheer Up Jamboree  
WAVE, Louisville, Ky.  
Pee Wee King Show  
WAVE-TV, Louisville, Ky.

**KING, RAY**  
Ray & Lyle  
WBYS, Canton, Ill.

**KINGERY, PAT**  
The Special  
WKAY, Glasgow, Ky.

**KINGSBURY, GEORGIA MAE**  
Georgia Mae  
WLAW, Boston & Lawrence, Mass.

**KIRBY, FRED**  
Hillybilly Star Time  
WBT, Charlotte, N. C.  
Junior Rancho  
WBT, Charlotte, N. C.

**KIRKLAND, PAT**  
The Egg And I  
CBS-TV

**KNAPP, HENRY**  
The Knapp Family  
WFUR, Grand Rapids, Mich.

**KNELL, JACK**  
Frontier Tales  
WBT, Charlotte, N. C.

**KNOTTS, DON**  
Bobby Benson Show  
MBS

**KOHL, ARTHUR**  
Adventures of Archie Andrews  
NBC

**KOVACS, ERNIE**  
Here's Ernie  
NBC-TV

— L —

**LAHR, BERT**  
RCA Victor Show  
NBC-TV

**LAIRE, JUDSON**  
Mama  
CBS-TV

**LAMB, MAX**  
Max Lamb Sings  
KIRX, Kirksville, Mo.

**LANE, JANET**  
Janet Lane Show  
WACE, Springfield-Chicopee, Mass.

**LANGFORD, FRANCES**  
Star Time  
DuMont

**LARKIN, DON**  
Home Town Frolic  
WAAT, Newark, N. J.

**LARKIN, JOHN**  
Right to Happiness  
NBC  
Perry Mason  
CBS

**LEADERS, BENNY**  
Benny Leaders  
KREL, Baytown, Texas

**LEE, BARNEY**  
Western Jamboree  
KGST, Fresno, Calif.

**LEE, ERNIE**  
WLW, WLW-T, Cincinnati, Ohio

**LEE, PATSY**  
WOTW, Nashua, N. H.



**BOB RUSSELL**

M.C.—Singer—Announcer  
"Big Top" CBS-TV  
for Sealtest

"Toast of the Town" CBS-TV  
for Mercury

"Rootie Kazootie Club" NBC-TV  
for Coca-Cola

Director—Writer—M.C. — "Miss Universe Pageant"



**HORACE BRAHAM**

RADIO — TV  
STAGE SCREEN  
LEx. 2-1100



## Radio and Television Artists

**LEONARD, JACKIE**  
Broadway Open House  
NBC-TV

**LEROY, LUCKY**  
WGGH, Marion, Ill.

**LES DIABLES NOIRS**  
CJSO, Sorel, Que., Canada

**LESTER, JERRY**  
Broadway Open House  
NBC-TV

**LEVENSON, SAM**  
This Is Show Business  
Sam Levenson Show  
CBS-TV

**LEWBEL, BUNNY**  
All Star Revue  
NBC-TV

**LEWIS, CATHY**  
My Friend Irma  
CBS-TV

**LEWIS, ELLIOT**  
The Phil Harris-Alice Faye  
Show  
NBC

**LEWIS, FORREST**  
The Women In My House  
NBC

**LEWIS, JERRY**  
Colgate Comedy Hour  
NBC-TV

**LEWIS, ROBERT Q.**  
The Show Goes On  
CBS-TV

**LICKLIDER, MARTIN**  
Marty Licklider Show  
WICA, Ashtabula, Ohio

**LIEBLING, BRENDA**  
Quiz Kids  
CBS-TV

**LILLIE, BEATRICE**  
RCA Victor Show  
NBC-TV

**LINKLETER, ART**  
People Are Funny  
House Party  
CBS

**LIVINGSTON, MARY**  
**(MRS. JACK BENNY)**  
B. June 23, 1909, Seattle, Wash.;  
"The Jack Benny Television  
Show," CBS-TV; "Jack Benny  
Show," CBS-KNX

**LLOYD, JACK**  
Lux Radio Theater  
Hollywood Star Playhouse  
Suspense  
CBS

**LODEWICK, KENNETH**  
Folk Music & Facts  
KERG, Eugene, Oregon

**LOGSDON, JIMMIE**  
Rhythm Ranch

Ranch Party  
WINN, Louisville, Ky.

**LOR, DENISE**  
Garry Moore Show  
CBS-TV

**LORING, LYNN**  
Search For Tomorrow  
CBS-TV

**LOVEJOY, FRANK**  
Nightbeat  
NBC

**LOVEJOY, KEN**  
Sunrise Rancho  
WIDE, Biddeford, Maine

**LOWE, EDMUND**  
Front Page Detective  
WABD, New York, N. Y.

**LOWERY, BILL**  
Hodges Corner  
WGST, Savannah, Ga.

**LYDON, JIMMY**  
First Hundred Years  
CBS-TV

**LYNCH, KEN**  
The Plainclothes Man  
Du Mont

**LYONS, RUTH**  
Ruth Lyons 50 Club  
NBC-TV

**LYTELL, BERT**  
One Man's Family  
NBC-TV



### CARL KING

Your Show of Shows — NBC-TV  
Kings Crossroads — ABC-TV  
Captain Video — DuMont

## DON MARTIN

SCHOOL OF  
RADIO and TELEVISION  
ARTS and SCIENCES

*Now in our 15th Year*

600 Stations in 42 States  
Employ our Graduates

HOLLYWOOD, CALIFORNIA

## Radio and Television Artists

### — M —

**MACKENZIE, KEN**  
Ken Mackenzie Show  
WGUY, Bangor, Maine

**MacLAUGHLIN, DON**  
Counterspy  
NBC

**MADISON, GUY**  
Wild Bill Hickok  
MBS

**MAHER, WALLY**  
The Line-up  
CBS

**MALONE, MARY**  
The Aldrich Family  
NBC-TV

**MALONE, RAY**  
Broadway Open House  
NBC-TV

**MALONE, TED**  
B. May 18, 1908, Colorado Springs, Colo.; Ted Malone Show, ABC; It's Your Business, ABC; Holiday Overseas, ABC-TV

**MANN, CLAIRE**  
Glamour Show  
WJZ-TV

**MANN, GLORIA**  
Adventures of Archie Andrews  
NBC

**MANSON, CHARLOTTE**  
Kings Row, NBC; Nick Carter, MBS; Hollywood Stars On Stage, ABC; Famous Jury Trials, Dumont TV; Strike It Rich, CBS-TV; Paul Winchell Show, NBC-TV

**MARCH, HAL**  
My Friend Irma, Burns & Allen  
CBS-TV

**MARLIN AND JIM**  
Marlin and Jim  
KUOA, Siloam Springs, Ark.

**MARLOWE, MARION**  
Arthur Godfrey And His Friends  
CBS-TV

**MARSHALL, CHARLEY**  
KFBK, Sacramento, Calif.

**MARSHALL, HERBERT**  
The Man Called X  
NBC

**MARSHALL, REX**  
January 10, 1919; Suspense, CBS-TV; Ellery Queen, ABC-TV; Sunday Matinee, DuMont; Somerset Maugham Radio Theater, NBC; Date With Rex, WABD

**MARSHALL, ROY K.**  
The Nature of Things  
Ford Festival  
NBC-TV

**MARTIN, DEAN**  
Colgate Comedy Hour  
NBC-TV

**MARTIN, JOHNNY**  
Johnny Martin Show  
KRMG, Tulsa, Okla.

**MARTIN, MIKE**  
WVLK, Versailles & Lexington, Ky.

**MARTIN, TONY**  
Colgate Comedy Hour  
NBC-TV

**MARX, GROUCHO**  
You Bet Your Life  
NBC, NBC-TV

**MARX, HARPO**  
Colgate Comedy Hour  
NBC-TV

**MASSEY, ILONA**  
Top Secret, NBC; Studio One, CBS-TV; Ken Murray Show, CBS-TV; Ed Wynn Show, NBC-TV; Arthur Murray Show, DuMont; Holiday Hotel, ABC-TV; Cameo Theater, NBC-TV; Show Of Shows, NBC-TV; Rendezvous, ABC-TV

**MATA & HARI**  
Your Show of Shows  
NBC-TV



**CLAIRE MANN**

—TV STAR—PRODUCER—

"Glamour Show" . . . Health, Beauty, Fashion



Best Wishes From  
**Bob Murphy & Kay Westfall**

**WENR-TV CHICAGO**

Channel 7

## Radio and Television Artists

**MATTESON, RUTH**  
Fairmeadows USA  
NBC-TV

**MATTHEWS, GRACE**  
Big Sister  
CBS

**MAXWELL, MARILYN**  
The Bob Hope Show  
NBC

**MAXWELL, RICHARD**  
We Remember  
NBC

**McBRIDE, JEAN**  
Love Of Life  
CBS-TV

**McBRIDE, MARY  
MARGARET**  
ABC Network; WGN-Chicago

**McCAFFERY, JOHN K. M.**  
Author Meets The Critic  
NBC-TV

**McCARTHY, JOSEPHINE**  
Josephine McCarthy Cooking  
Show  
NBC-TV

**McCAY, PEGGY**  
Love Of Life  
CBS-TV

**McCOLLOUGH, MARVIN**  
Marvin McCollough Show  
KWHN, Fort Smith, Arkansas

**McCONNELL, "SMILIN' ED"  
AND HIS BUSTER BROWN  
GANG**  
NBC, NBC-TV  
Smilin' Ed's Gang  
CBS-TV

**McCRARY, TEX**  
Tex & Jinx Closeup  
NBC-TV

**McCREA, JOEL**  
Tales of Texas Rangers  
NBC

**McDONNELL, CRAIG**  
Official Detective, Bobby Ben-  
son Show  
MBS

**McELHONE, ELOISE**  
Quick On The Draw  
NBC-TV  
Eloise Salutes The Stars  
DuMont

**McGAVIN, DARREN**  
Crime Photographer  
CBS-TV

**McGRATH, PAUL**  
Big Sister  
CBS

**McMAHON, ED**  
The Big Top  
CBS-TV

**McMILLAN, GLORIA**  
Meet Corliss Archer  
CBS-TV

**McNAUGHTON, HARRY**  
It's Higgins, Sir  
NBC

**McNEILL, DON**  
B. Dec. 23, 1907, Galena, Ill.;  
Don McNeill's Breakfast Club,  
ABC; Don McNeill's TV Club,  
ABC-TV.

**McNELLIS, MAGGI**  
Leave It To The Girls, ABC-TV;  
Say It With Acting, ABC-TV;  
What's Playing? ABC-TV.

**McPIE, JOHNNY**  
Twenty Questions  
DuMont

**McVEY, PAT**  
The Big Town  
CBS-TV

**McWHIRT, DORIS**  
B. Tulsa, Okla.  
Radio & Television

**MEADE, JULIA**  
Okay Mother  
DuMont

**MEHRMAN, ROBERT S.**  
WCCM, Lawrence, Mass.

**MEIKLE, PAT**  
Magic Cottage  
Du Mont  
TV Baby Sitter  
WABD

**MEYERS, WILLIS**  
WSAN, Allentown, Pa.

**MILANO, FRANK**  
Bobby Benson Show  
MBS

**MILLER, PEE WEE**  
Pee Wee Miller Show  
WGAM, Camden, N. J.

**MIMS, SLIM**  
Dream Ranch Boys  
WJMX, Florence, S. C.

**MINER, JAN**  
Hilltop House, CBS; Cavalcade  
of America, NBC; Crime Pho-  
tographer, CBS; Camco Theater,  
NBC-TV; Robert Montgomery  
Presents, NBC-TV; Lights Out,  
NBC-TV.

# JOSEPH KEARNS



## THE VERSATILE BOB DIXON

Ed Murrow Program—CBS  
"Sheriff Bob Dixon Show"—DuMont  
Perry Mason—CBS  
"Life Can Be Beautiful"—NBC

## Radio and Television Artists

- MISHLER, EMBERT**  
WHO, Des Moines, Iowa
- MONKS, JAMES**  
Mr. Motto  
NBC
- MONROE, CHARLIE**  
Middy Merry-Go-Round  
WNOX, Knoxville, Tenn.
- MONTGOMERY, ROBERT**  
Robert Montgomery Presents  
Your Lucky Strike Theater  
NBC-TV
- MOORE, GARRY**  
Garry Moore Show  
CBS-TV
- MORGAN, HENRY**  
The Henry Morgan Show  
NBC-TV
- MORGAN, ROBIN**  
Mama  
CBS-TV
- MORRIS, BROS.**  
WWNC, Asheville, N. C.
- MORRISON, BRETT**  
The Shadow  
MBS
- MOTTOLA, TONY**  
Crime Photographer  
CBS-TV
- MOYE, CLAUD**  
Pie Plant Pete & Bashful Joe  
WJR, Detroit, Mich.
- MURPHY, ROBERT**  
Bob & Kay, ABC- WENR-TV;  
Breakfast Club, ABC; Alex  
Dreier News, NBC; Sachs Amateu  
Hour, ABC
- MURPHY, SHERWOOD & CO.**  
The Westernaires  
WJTN, Jamestown, N. Y.
- MURRAY, JAN**  
Songs For Sale, CBS, CBS-TV;  
Sing It Again, CBS, CBS-TV;  
Go Lucky, CBS-TV; Guest "The  
Big Show," NBC; Guest "Kate  
Smith Evening Hr.," NBC-TV;  
Guest "Toast Of The Town,"  
CBS-TV.
- MURRAY, KEN**  
Ken Murray Show  
CBS-TV
- MURRAY, KATHRYN**  
Arthur Murray Show  
Du Mont
- MURRAY SISTERS**  
Murray Sisters  
WNAR, Morristown, Pa.
- NAGEL, CONRAD**  
Celebrity Time  
CBS-TV
- NEILSON, CLAIRE**  
Backstage Wife  
NBC
- NELSON, BUDDY & NIGHT  
HAWKS**  
WPLH, Huntington, W. Va.
- NENTWIG, ROMIE**  
WSGW, Saginaw, Mich.
- NIXON, JOE**  
Open House  
WMAK, Nashville, Tenn.
- NOEL, JACK**  
Monroe County Ramblers  
WTTS, Bloomington, Ind.
- NOLAN, LLOYD**  
Martin Kane, Private Eye  
NBC
- NORRIS, KATHI**  
Kathi Norris Show  
NBC-TV
- NORTH, ROBERT**  
The Phil Harris-Alice Faye  
Show  
NBC
- NORTON, CLIFF**  
Garraway At Large  
NBC-TV
- NUSBAUM, MORT**  
B. Aug. 10, 1914, Rochester,  
N. Y.; You Can Be A Star,  
Dallas Derby, Take It Easy,  
WHAM - TV; Clockwise, For  
Women Only, It's Fun To Be  
Right, WHAM

— N —



**SHIRLEY EGGLESTON**

**RADIO  
BROADWAY**

**TV  
SCREEN**

LExington 2-1100



**Sidney Paul**

**ACTOR-NARRATOR  
ANNOUNCER**

**RADIO-TV-STAGE**

**ARTISTS SERVICE**



## Radio and Television Artists

**O'CONNOR, DONALD**  
Colgate Comedy Hour  
NBC-TV

**O'DELL, DOYE**  
Cowboy Thrills  
KTLA, Los Angeles, Calif.

**O'KEEFE, TEX**  
WNLK, Norwalk, Conn.

**O'KEEFE, WALTER**  
Double Or Nothing  
NBC

**OLIVER, FRED**  
Prairie Pioneers  
WLDS, Jacksonsville, Ill.

**OLSEN, JOHNNY**  
Rumpus Room  
Kids And Company  
DuMont

**OLSEN, OLEY**  
All Star Revue  
NBC-TV

**OLSEN, PENNY**  
Rumpus Room  
DuMont

**O'NEIL, BILL**  
Smoking Guns  
WKRC-TV, Cincinnati, Ohio

**ORRISON, JACK**  
The Plainclothes Man  
DuMont

**ORTEGA, SANTOS**  
City Hospital  
CBS

### — P —

**PADEN, HERMAN**  
Your Friendly Neighbor  
KUOA, Siloam Springs, Ark.

**PARKER, FRANK**  
Arthur Godfrey And His  
Friends  
CBS-TV

**PARKER, FRED**  
Breakfast Show  
WESB, Bradford, Pa.

**PARKER, LEW**  
Star Time  
DuMont

**PARKS, BERT**  
The Bert Parks Show  
NBC-TV, CBS-TV

**PAUL, SIDNEY**  
(See Announcers)

**PEARCE, AL**  
Al Pearce Show  
CBS-TV

**PEARL, JACK**  
The Pet Milk Show  
NBC

**PEARL, MINNIE**  
Grand Ole Opry  
NBC

**PECK, ED**  
Flying Tigers  
DuMont

**PERKINS, F. MARLIN**  
Zoo Parade  
NBC-TV

**PETERS, SUSAN**  
Miss Susan  
NBC-TV

**PINZA, EZIO**  
All Star Revue  
RCA, Victor Show  
Colgate Comedy Hour  
NBC-TV

**POLESIE, HERB**  
Twenty Questions  
DuMont  
The Ethel Thorsen Show  
WABD



**ARTHUR O. BRYAN**

"Doc" Gamble  
"Fibber McGee and Molly"

Floyd Munson—"The Barber"  
Great Gildersleeve

AFFILIATED ARTISTS  
REPRESENTATIVES

**IRENE ETKIN**

**ROBERT MAYBERRY**

**LEE WALLACE**

20 East 53rd St., New York, N. Y.  
PLaza 3-1862

## Radio and Television Artists

**POOLE, LYNN**  
John Hopkins Science Review  
Du Mont

**POPE, CARMELITA**  
Down You Go  
Du Mont

**POTTER, PAUL**  
Love Of Life  
CBS-TV

**POWERS, JOSEPH**  
Tim Bright Show  
WNAV, Annapolis, Md.

**PRESCOTT, ALLEN**  
Recipe For Happiness  
WABD, New York, N. Y.

**PRICE, VINCENT**  
The Saint  
NBC

**PRYOR, ROGER**  
Theater Guild On The Air  
NBC

— Q —

**QUINLAN, ROBERTA**  
(See Vocal Artists)

**QUINN, DOMINIC**  
The Polish Hour  
WFDF, Flint, Mich.

— R —

**RAEBURN, BRYNA**  
B. March 14, New Jersey; Somerset Maugham Theater, NBC-TV; Theater Guild, NBC; Life Can Be Beautiful, NBC; Counterspy, NBC; Gangbusters, CBS; Big Sis-

ter-Brighter Day, CBS; Top Guy, ABC

**RAINEY, FROELICH, DR.**  
What In The World  
CBS-TV

**RALSTON, ESTHER**  
Starred on Kraft Theater in Daphne du Maurier's "September Tide," NBC-TV

**RANDOLPH, LILLIAN**  
The Great Gildersleeve  
NBC  
Beulah  
CBS

**RATH, KATHERINE**  
The Aldrich Family  
NBC

**RAYE, MARTHA**  
The Big Show  
NBC  
All Star Revue  
NBC-TV

**REINER, CARL**  
Your Show Of Shows  
NBC-TV

**REINHEART, ALICE**  
The Women In My House  
NBC

**REX & ELEANOR**  
Rex & Eleanor  
WLOH, Princeton, W. Va.

**RHODES, FRANK**  
Shopping At A. & S.  
WABD, New York, N. Y.

**RICE, FRANK**  
WGTM, Wilson, N. C.

**RICE, ROSEMARY**  
Adventures of Archie Andrews  
NBC  
Mama  
CBS-TV

**RICH, DORIS**  
The Egg And I  
CBS-TV

**RINARD, FLORENCE**  
Twenty Questions  
Du Mont

**ROBBINS, BARBARA**  
The Aldrich Family  
NBC-TV

**ROBBINS, FRED**  
Talent Shop  
WABD, New York, N. Y.

**ROBINSON, JOHN**  
John Robinson's Band  
WFEB, Sylacauga, Ala.

**ROBINSON, LARRY**  
Second Mrs. Burton  
Let's Pretend  
CBS

**ROGERS, AL**  
Al Rogers Show  
KGNC, Amarillo, Texas

**ROGERS, JESSE**  
Rangers Joe  
CBS-TV

**ROGERS, ROY**  
B. Nov. 5, 1912, Cincinnati, Ohio; Roy Rogers Show, NBC-TV; Radio NBC Coast-To-Coast And Canada; TV-NBC Coast to Coast; RCA Victor Recording Artists; Motion Pictures, "Son of Paleface" Paramount

TOMMY BARTLETT

## Radio and Television Artists

- ROMERO, CAESER**  
Colgate Comedy Hour  
NBC-TV
- ROONEY, MICKEY**  
The Hardy Family (MGM)  
MBS
- ROOSE, JEAN**  
The Phil Harris-Alice Faye  
Show  
NBC
- ROOSEVELT, ELEANOR, MRS.**  
Mrs. Roosevelt Meets The  
Public  
NBC-TV
- ROSS, EARLE**  
The Great Gildersleeve  
NBC
- ROSS, GUY**  
Musique De Reveil  
CJBR, Rimouski, Que., Can.
- ROSS, JOE**  
Polka Hop  
WHAY, New Britain, Conn.
- ROTH, JACK**  
All Star Revue  
NBC-TV
- ROUNTREE, MARTHA**  
Keep Posted  
Du Mont  
Meet The Press  
NBC-TV
- THE ROWLEY, TRIO**  
KFDM, Beaumont, Texas
- ROXANNE**  
Beat The Clock  
CBS-TV
- RUSSELL, BOB**  
(See Ann.-MC Section)
- RUSSELL, DON**  
Cavalcade Of Stars  
Cavalcade Of Bands  
Cosmopolitan Theater  
Take The Break  
DuMont
- RUSSELL, JACK**  
Your Show of Shows, NBC; NBC  
Opera "Pagliacci, WNBT; Ro-  
berta Quinlan Show, NBC
- RYE, FORREST**  
Farm Hour  
WPAD, Paducah, Ky.
- S —
- SADDLE RIDGE RIDERS**  
WNLK, Norwalk, Conn.
- SADDLE SOAP SYEN**  
WEAM, Arlington, Va.
- ST. JOHN, HOWARD**  
Fairmeadows USA  
NBC-TV
- SANDERS, LUGENE**  
Meet Corliss Archer  
CBS-TV
- SANDERS, MACK**  
Western Folk Hit Parade  
KFBI, Wichita, Kans.
- SANDY, SAGEBRUSH**  
Sagebrush Serenade  
KOKX, Keokuk, Iowa
- SANTE FE RIDERS**  
WKAL, Rome, N. Y.
- SARGENT, ANNE**  
Road Of Life  
NBC  
First Hundred Years  
CBS-TV
- SARTY, WALTER & ORCH.**  
CHNO Barn Dance  
CHNO, Sudbury, Ont., Canada
- SCHAEFFER, ROY**  
KWRE, Warrenton, Mo.
- SCHRAMM, WAYNE**  
Ozark Mt. Boys
- SCHREIBER, ALICE**  
WIRN, Syracuse, N. Y.  
Golden West Girl  
WBLI, St. Marys, Pa.
- SCOFIELD, BEVERLY**  
Hoe-Down Party  
WFAU, Augusta, Maine
- SCOGGINS, SLIM & HIS  
ROAMIN' COWBOYS**  
WRBC, Jackson, Miss.
- SCOTT, JANET**  
The Women In My House  
NBC
- SCOTT, WILLIE**  
Sundown Serenaders  
KSRO, Santa Rosa, Calif.
- SCOTT, ZELDA**  
WHO, Des Moines, Iowa
- SCOTTY & RUBY**  
Scotty & Tar Heel Ruby  
WVVO, Pineville, W. Va.
- SCOTTY AND THE  
MOUNTAINERS**  
WACB, Kittingning, Pa.
- SCRUGGS, EARL**  
WVLC, Versailles & Lexing-  
ton, Ky.
- SEAMAN, DON**  
WKNK, Muskegon, Mich.
- SEATON, ERNIE**  
The Abro Valley Rangers  
WFUR, Grand Rapids, Mich.
- SEBOROUGH, MAURICE R.**  
KFJB, Marshalltown, Iowa
- SELF, JIMMY**  
KICA, Clovis, N. M.
- SELLEY, ART**  
Side-Saddle Selly  
WBEJ, Elizabethton, Tenn.
- SERLING, ROD**  
Lux Video Theater, CBS-TV  
Stars Over Hollywood, NBC-TV
- SETTERBERG, DOUG**  
Scandia Barn Dance  
KOMO, Seattle, Wash.
- SEYMOUR, JANE**  
Young Mr. Bobbin  
NBC-TV
- SHADY MT. BOYS**  
El Rancho 920  
WKVA, Lewistown, Pa.
- SHARP, BILL**  
KRES, St. Joseph, Mo.
- SHELTON, BANNER**  
Hillbilly Time  
WGCD, Chester, S. C.
- SHELTON, BOB**  
Texas Barn Dance  
WFAA, Dallas, Texas
- SHERMAN, BETTY**  
Betty Sherman Trio  
WEAV, Plattsburg, N. Y.
- SHERMET, HAZEL**  
Duffy's Tavern  
NBC
- SHIELDS, FRED**  
Meet Corliss Archer  
CBS-TV
- SHNER, MEKV**  
Country Round-Up  
WSAN, Allentown, Pa.
- SHIPLEY, REECE**  
Rainbow Valley Boys  
WKPT, Kingsport, Tenn.
- SHIRLEY, ALFRED**  
Hearthstone Of The Death  
Squad  
CBS
- SHORE, DINAH**  
The Dinah Shore Show  
NBC-TV
- SHRUM, CAL**  
Carl Shrums Show  
WMAF, Springfield, Ill.
- SILAS, BILL**  
KELD, El Dorado, Ark.
- SILVER, JOE**  
Mr. I, Magination  
CBS-TV
- SILVER SADDLE BOYS**  
Silver Saddle Boys  
KWBW, Hutchinson, Kans.
- SIMMONS, S. E.**  
KTUR, Turlock, Calif.
- SIMS, BARBARA**  
Panhandle Pete & Jennifer  
NBC-TV
- SINATRA, FRANK**  
Frank Sinatra Show  
CBS-TV
- SINCLAIR, JOHN**  
Cousin John  
WLEE, Richmond, Va.
- SKELTON, RICHARD  
"RED"**  
B. July 18th, Vincennes, Indiana;  
Red Skelton Show, NBC-TV; Red  
Skelton Show, CBS; Motion Pic-  
tures, M-G-M
- SKINNER, GEORGE**  
KYW, Barn Dance  
KTV, Philadelphia, Pa.
- SKINNER, JIMMIE**  
The Jimmie Skinner Show  
WNOP, Newport, Ky.
- SKYLINE BOYS**  
WYVE, Wytheville, Va.
- SLATER, BILL**  
Headline Clues From Broad-  
way To Hollywood  
Twenty Questions  
Du Mont
- SMITH, BILL**  
Brighter Day  
CBS
- SMITH, BOB**  
Howdy Doody  
NBC-TV
- THE SMITH FAMILY**  
WKLY, Blackstone, Va.
- SMITH, CHESTER**  
Chester Smith Hr.  
KTRB, Modesto, Calif.
- SMITH, KATE**  
The Kate Smith Hour  
The Kate Smith Evening Hour  
NBC-TV
- SMITH, KID**  
Dixie Night Hawks  
KSDN, Aberdeen, S. D.
- SMITH, SYDNEY**  
B. April 6, 1923, New York,  
N. Y.; Market Melodies, WJZ-  
TV; Cosmopolitan Theater,  
WABD; Cavalcade of Stars,  
WABD; Strike It Rich, CBS-TV;  
Leave It To The Girls, NBC-TV;  
Holiday Hints, WJZ-TV
- SMOLEN, VIVIAN**  
Stella Dallas  
NBC  
Our Gal Sunday  
CBS

## Radio and Television Artists

- SMYTHE, ANTHONY**  
One Man's Family  
NBC
- SNODGRASS, GOOB**  
Country Junction  
WTOG, Savannah, Ga.
- SNYDER, DAN**  
Western Jamboree  
KBMN, Bozeman, Montana
- SOLWAY, L.**  
CKLB, Oshawa, Ont., Canada
- SONNIER, A. B.**  
Louisiana Swingsters  
KLFY, Lafayette, La.
- SONS OF DIXIE**  
Hillbilly Hoedown  
WHIT, New Bern, N. C.
- SONS OF PLAINS**  
Sons of Plains  
WCMB, Lemoine, Pa.
- SONS OF THE RANGE**  
KVOO, Tulsa, Okla.
- "SONS OF THE SOIL"**  
Sons Of The Soil  
WDLB, Marshfield, Wis.
- SONS OF THE SOUTH**  
Sons Of The South  
WSTP, Salisbury, N. C.
- SOTHERN, ANN**  
Adventures of Maisie (MGM)  
MBS
- SPEARS, CHARLIE**  
Ranch House Tales  
WTVR, Richmond, Va.
- SPIVAK, LAWRENCE E.**  
Meet The Press  
NBC-TV  
Keep Posted  
DuMont
- STACK, MERV**  
CJRL, Kenora, Ont., Canada
- STACY, JIM**  
Coffee Club  
WCPO-TV, Cincinnati, Ohio
- STANG, ARNOLD**  
The Henry Morgan Show  
NBC-TV
- STARR, KAY**  
All Star Revue  
NBC-TV
- STERLING, JACK**  
The Big Top  
CBS-TV
- STEVE & GOLD STAR BAND**  
WCKB, Dunn, N. C.
- STEVENS, JULIE**  
Romance Of Helen Trent  
CBS
- STEWART, LEE**  
Morning Frolic  
WHAT, Philadelphia, Pa.
- STOKES, ERNEST**  
Mustard & Gravy  
WGTM, Wilson, N. C.
- STONE, DAVID**  
Sunrise Roundup  
Main Street  
KSTP, Minneapolis-St. Paul, Minn.
- STONE, EZRA**  
The Aldrich Family  
NBC-TV
- STONE, HARLAN**  
Adventures of Archie Andrews  
NBC
- STONE, KIRBY**  
Chesterfield Sound-Off Time  
Quintet  
Broadway Open House  
NBC-TV
- STONE, LEWIS**  
The Hardy Family (MGM)  
MBS
- STONE, SID**  
Texaco Star Theater  
NBC-TV
- STRONGIN, MIMI**  
Fairmeadows USA  
NBC-TV
- STUART, MARY**  
Search For Tomorrow  
CBS-TV
- STYRES, GLEN**  
Small Fry Club  
Du Mont
- SULLIVAN, ED**  
Toast Of The Town  
CBS-TV
- SUMMERS, WILLIAM**  
Small Fry Club  
Du Mont
- THE SUNSHINE GIRL**  
KIRX, Kirksville, Mo.
- SUSANN, JACQUELINE**  
Shoppers' Corner  
Open Door  
WABD, New York, N. Y.
- SUTTON, GRADY**  
The Egg And I  
CBS-TV
- SWAN, JIMMY**  
Jimmy Swan Show  
WFOR, Hattiesburg, Miss.
- SWANSON, CARL**  
Mr. Sunshine Show  
WRUN, Utica, N. Y.
- SWENSON, KARL**  
Mr. Chameleon, Our Gal Sunday  
CBS  
Lorenzo Jones  
NBC
- T —
- TABLER, BOB**  
Time For Tabler  
KBOR, Brownsville, Texas
- TACY, ED**  
Ed Tacy Show  
WGAC, Augusta, Ga.
- TAYLOR, DENNY**  
Denny Taylor Trio  
WHIZ, Zanesville, Ohio
- TAYLOR, FRANK W.**  
Chronoscope  
CBS-TV
- TAYLOR, KENT**  
Boston Blackie  
NBC-TV
- TAYLOR, MARY LEE**  
NBC
- TEDROW, IRENE**  
Meet Corliss Archer  
CBS-TV
- TEMPLE, PICK**  
WTOP-TV, Washington, D. C.
- TENNESSEE JAMBOREE**  
WSM-TV, Nashville, Tenn.
- TERKLE, STUDS**  
Voice Of The Terkle  
WENR, Chicago, Ill.
- TETLEY, WALTER**  
The Great Gildersleeve  
NBC
- THEIS, FRANK**  
Classics Country Style  
WRHC, Jacksonville, Fla.
- THOMAS, AL**  
Al's Jamboree  
WAGC, Chattanooga, Tenn.
- THOMAS, DANNY**  
B. Jan. 16, 1915; Deerfield, Mich.; All Star Revue; Colgate Comedy Hour, NBC-TV; Motion Pictures-Warner Bros., RCA-Victor Recording Contract
- THOR, LARRY**  
Broadway's My Beat  
CBS
- THORSEN, ETHEL**  
The Ethel Thorsen Show  
WABD, New York, N. Y.
- THREE SUNS TRIO**  
NBC
- TIERNEY, WALSH**  
Teen Age Time  
WICY, Malone, N. Y.
- TILLER, TED**  
Mr. I. Magination  
CBS-TV
- TILLSTROM, BURR**  
Kukla, Fran And Ollie  
NBC-TV
- TOMPKINS, JOAN**  
This Is Nora Drake  
CBS
- TORRES, LUPE**  
Spanish Program  
KTXC, Big Spring, Texas
- TOTTER, AUDREY**  
Meet Millie  
CBS
- TRABEL, HELEN**  
All Star Revue  
NBC-TV
- TREMAINE, LES**  
The Women In My House  
NBC
- TRENT, SBIL**  
Let's Pretend  
CBS
- TRIPP, PAUL**  
Mr. I. Magination  
CBS-TV
- TRUMBULL, MARGARET**  
The Big Show  
NBC  
The Screen Director's Playhouse  
NBC
- TUCKER, SOPHIE**  
All Star Revue  
NBC-TV
- TURNER, DEAN**  
Turners Turntable  
KWBC, Ft. Worth, Texas
- TURNER, ZEB**  
WEAM, Arlington, Va.
- TURNER, ZEBE**  
WBAL, Baltimore, Md
- TUTTLE, WESLEY**  
Tuttle Time  
KFVD, Los Angeles, Calif
- TWEDELL, FRANK**  
The Egg And I  
CBS-TV
- TYLER, DICK**  
The Aldrich Family  
NBC-TV
- TYLER, JUDY**  
Howdy Doody  
NBC-TV
- TYLER, TOM**  
Fairmeadows USA  
NBC-TV
- V —
- VALENTINE, GRACE**  
Stella Dallas  
NBC
- VALENTINE, JACK**  
Jack Valentine Show  
WBAP, Fort Worth, Texas  
Barn Dance  
WBAP-TV, Fort Worth, Texas
- VALLEE, RUDY**  
Texaco Star Theater  
NBC-TV



## Radio and Television Artists

### VALLEY TROUBADOURS

WGSA, Columbus, Ga.

### VANCE, VIVIAN

I Love Lucy

CBS-TV

### VANDER PLOEG, FRANKIE

Quiz Kids

CBS-TV

### VANDERPYL, JEAN

Father Knows Best

NBC

### VAN DEVENTER, FRED

Twenty Questions

Du Mont

### VAN PATTEN, DICK

Mama

CBS-TV

### VOLA, VICKI

Mr. District Attorney

NBC

## — W —

### WAGONER, PORTER

Porter Wagoner Show

KWTO, Springfield, Mo.

### WALDO, JANET

Meet Corliss Archer

CBS

### WALL, LUCILLE

Lorenzo Jones

NBC

### WALLACE, MIKE

Mike And Buff

CBS-TV

### WARNER, GERTRUDE

The Shadow

MBS

### WATERMAN, WILLARD

The Great Gildersleeve

NBC

### WATSON, TOMMY

KMOX, St. Louis, Mo.

### WEAVER, DOODLES

Doodles Weaver Show

NBC-TV

### WEBB, JACK

Dragnet

NBC

### WEBB, STANLEY

Crime Photographer

CBS-TV

### WEEKS, BARBARA

Young Dr. Malone

CBS

### WEIT, DWIGHT

Second Mrs. Burton

CBS

### WELLES, ORSON

The Black Museum (MGM)

MBS

### WE T, ROOKS

My Friend Irma

CBS-TV

### WESTFALL, KAY

B. April 10, Chicago, Ill.; Bob

And Kay, WENR-TV; Oh Kay,

ABC-TV; 4 Star Revue, NBC-TV

### WESTMAN, NYDIA

Young Mr. Bobbin

NBC-TV

### WESTMORELAND, PAUL

Western Hit Parade

KCRA, Sacramento, Calif.

### WEVER, NED

Young Widder Brown

NBC

Under Arrest

MBS

### WHISPERING STRINGS

WLOH, Princeton, W. Va.

### WHITE, BERNIE

Bernie White

WFGM, Fitchburg, Mass.

### WHITFIELD, ANNE

The Phil Harris-Alice Faye

Show

NBC

### WHITLEY, RAY

WMEX, Boston, Mass.

### WILDER, JAMES

Howdy Neighbor

WFRP, Savannah, Ga.

### WILKERSON, WALT

Merry Morning Melodies

WJMA, Orange, Va.

### WILLIAMS, CURLY

Georgia Peach Pickers

WHMA, Anniston, Alabama

### WILLIAMS, CURLY

Radio Rodeo

WOAI, San Antonio, Texas

TV Dude Ranch

WOAI-TV, San Antonio, Texas

### WILLIAMS, FLORENCE

Front Page Farrell

NBC

### WILLIAMS, JIMMY

Bill Dawes Show

WCPO-TV, Cincinnati, Ohio

### WILLIAMS, SPENCER, JR.

Amos 'n' Andy

CBS-TV

### WILLIS, RICHARD

Here's Looking At You

NBC-TV

### WILSON, EARL

Stage Entrance

Du Mont

### WILSON, ED

The Country Show

WFEC, Miami, Fla.

### WILSON, FREDDY

Freddy Wilson Show

KYMA, Yuma, Ariz.

### WILSON, HAPPY &

HIS GOLDEN RIVER BOYS

WAPI, WAFM-TV, Birmingham, Ala.

### WILSON, JANE

Celebrity Time

CBS-TV

### WILSON, LOIS

The Aldrich Family

NBC-TV

### WILSON, MARIE

My Friend Irma

CBS-TV

### WINCHELL, PAUL

B. Dec. 21, 1923, New York,

N. Y.; The Paul Winchell & Jerry

Mahoney Show, NBC-TV; The

Milton Berle Show, NBC-TV;

The Kate Smith Show, CBS-TV;

The Colgate Comedy Hour with

Ezio Pinza, NBC-TV; Ted Mack's

Amateur Hour, NBC-TV

### WINSLOWE, PAULA

The Life of Riley

NBC

### WINTERS, GWENNIE

The Gwennie Winters Show

WRYO, Rochester, Pa.

### WISEMAN, MAC

The Mac Wiseman Show

WPAQ, Mt. Airy, N. C.

### WIZIARDE, FRANK

KFRM, KMBC, Kansas City,

Mo.

### WOLFE, MIRIAM

Let's Pretend

CBS

### WONG, ANNA MAY

Mme. Liu Tsong

Du Mont

### WOOD, PEGGY

Mama

CBS-TV

### WOODARD, TOMMY

KVLF, Coral Gables, Fla.

### WOOLLEY, MONTE

The Magnificent Montague

NBC

### WORKMAN, DAVE

Joe Klare's Korn Krib

KVON, Napa, Calif.

### WRAGGE, BETTY

Pepper Young's Family

NBC

### WRIGHT, BEN

Pursuit

CBS

### WRIGHT, GEORGE

Crime Photographer

CBS-TV

### WRIGHTSON, EARL

Paul Whiteman Revue, ABC-TV;

Earl Wrightson's At Home Show,

ABC-TV; Musicland, U. S. A.,

CBS; Guest "The Big Show,"

NBC; Guest-NBC Symphony, NBC

### WYNN, ED

B. Nov. 9, 1886, Philadelphia,

Pa.; Colgate Comedy Hour, NBC-

TV; All Star Revue, NBC-TV

## — Y —

### YANEY, "SKEETS"

KMOX, St. Louis, Mo.

### YODELIN, SLIM CLARKE

WARE, Ware, Mass.

### YOUNG, AGNES

Aunt Jenny

CBS

### YOUNG, ALAN

B. November 19, North Shield,

Northumberland, England; Alan

Young Show, CBS-TV; M. a. a.

Pictures

### YOUNG CARLETON

The Whisper

NBC

### YOUNG, EVE

Eve Young Show

NBC

### YOUNG, ROBERT

Father Knows Best

NBC

### YOURMAN, ALICE

Adventures of Archie Andrews

NBC

## — Z —

### ZEMBRUSKI, VICTOR

Polish Eagles

WAVZ, New Haven, Conn.

### ZERBE, LAWSON

B. Portland, Ore.; Gangbusters,

CBS; Counterspy, NBC; Gabby

Hayes, Mysterious Traveller,

Peter Salem, Joseph Cotten

Show, MBS; Wm. Gargan Show,

NBC

### ZIMMERMAN, CARL CAPT.

The Big Picture

CBS-TV



ROBERTA QUINLAN

# VOCAL ARTISTS

RADIO AND TELEVISION  
—their work during 1951



— A —

**AARTHUN, JOHAN**  
Song Of The Country  
KING, Seattle, Wash.

**ABBOTT, MARGIE**  
Marge & Tony  
KSTL, St. Louis, Mo.

**ADAMS, JACK**  
Jack Adams Show  
WYMC, Mt. Carmel, Ill.

**ADDISON, AL**  
Al Addison's Westernaires  
CHUB, Nanaimo, B. C., Can.

**AIKEN, DICK**  
Dick Aiken Sings  
WTRR, Sanford, Fla.

**ALBERT, C. E.**  
Un Quart D'Heure Avec  
CJFP, Riviere Du Loup, P.  
Que., Canada

**ALEXANDER, DURELLE**  
The Durelle Show  
WBAP-TV, Fort Worth, Texas

**ALLAN, FRANK**  
Frank Allan Show  
WEAV, Plattsburg, N. Y.

**ALLEN, TOMMY**  
Tommy Allen Show  
KOMA, Oklahoma City, Okla.

**ALMAGUER, ROSITA**  
On The Alamo  
WOAI-TV, San Antonio, Texas

## ANDERSON, LES (CARROT TOP)

B. Feb. 20, 1921, Siloam Springs,  
Arkansas; "Carrot Top" Ander-  
son TV Show; Star of "Town  
Hall" Radio Show, NBC; Record-  
ing Artist for Decca.

**ANDREW SISTERS**  
Colgate Comedy Hour  
NBC-TV

**ANTHONY, RAY & HIS  
CHORUS**  
Perry Como Show  
CBS-TV

**ARCHER, GENE**  
WNBW, Washington, D. C.

## ARDEN, TONI

Texaco Star Theater, NBC-TV;  
Sinatra Show, CBS-TV; Colgate  
Hour, NBC-TV; Bob Hope Show,  
NBC-TV; Columbia Records

**ARMISHAW, ETHEL**  
The Old Songs  
CHUB, Nanaimo, B. C., Can.

**ARO, BOBBY**  
Vagabond Serenader  
WHLB, Virginia, Minn.

**ASHBY, ALVAN**  
Toast 'N' Coffee  
WGBF, Evansville, Ind.

**ASHMAN, MIKE**  
Evening Serenade  
KROH, Lihue, Kauai, Hawaii

**ATNIP, IVAN**  
Western Serenaders  
KVNJ, Logan, Utah

**ATTER, VIRGINIA**  
WMBR-TV, Jacksonville, Fla.

**AUSTIN, DON**  
WHOW, Clinton, Ill.

— B —

**BABBITT, HARRY**  
Bandstand Revue  
KTLA, Los Angeles, Calif.

**BAINES, BEVERLY**  
KPDN, Pampa, Texas

**BAKER, JEANNIE**  
J. B. Show  
WLBG, Laurens, S. C.

**BAKER, JOY**  
WBZ, Ponca City, Okla.

**BALL, GEORGE**  
Quittin' Time  
WXYZ, Detroit, Mich.

**BALLARD, KAY**  
Mel Torme Show  
CBS-TV

**BALLARD, LYN**  
Big Bear Dollar Derby  
WLW-C, Columbus, Ohio

**BARBER SISTERS**  
Barber Sisters  
WKOK, Sunbury, Pa.

**BARCLAY, FRANK**  
WJNC, Jacksonville, N. C.

**BARFIELD, WARREN**  
Barfield & Scott  
WPTF, Raleigh, N. C.

**BARLOW, JERRY**  
Hi-Neighbors  
KLOU, Lake Charles, La.

**BARNES, WAYNE**  
The Old Corral  
KGPB, Flagstaff, Ariz.

**BARTON, EILEEN**  
The Bill Goodwin Show  
NBC-TV

**BARTON, JOHN & CLARA**  
WHOW, Clinton, Ill.

**BASH, TROY**  
Troy Sings  
WKAY, Glasgow, Ky.

**BEARD, JEAN**  
Jean Beard Show  
WFAL, Fayetteville, N. C.

**BEARDSDALE, PAT**  
Songs Of The Golden West  
KLPM, Minot, N. Dak.

**BECKETT, RON & DOUG**  
Ranger's Cabin  
CKNW, New Westminster,  
B. C., Canada

**BELL, BOB**  
Breakfast Frolic  
KFH, Wichita, Kans.

**BELLAMY, TOMMY**  
Happy Valley Serenade  
WKAY, Glasgow, Ky.

**BENTLEY, JUNE**  
Lake Club Show  
WMAV, Springfield, Ill.

## BENZELL, MIMI

The Railroad Hour  
The Pet Milk Show  
NBC

**BERNIER, DAISY**  
Fred Waring Show  
CBS-TV

**BETTINGER, JACK**  
WTOL, Toledo, Ohio

**BIRCH, TOMMYE**  
KMOX, St. Louis, Mo.

**BIRD, ROBERT C.**  
Tuning In With Fletcher  
WRAL, Raleigh, N. C.

**BLACKWOOD BROS.**  
WMPB, Memphis, Tenn.

**BLAIR, LOIS**  
KROS, Clinton, Iowa

**BLACUN, J. W.**  
Youth In Religion  
WCOA, Pensacola, Fla.

**BOLAND, NORMAN**  
Uncle Norm.  
WFBG, Altoona, Pa.

**BOSCH, HENRY G.**  
Smilin' Time  
Henry Bosch Sings  
WFUR, Grand Rapids, Mich.

**BOUCK, LOUIS**  
Name The Song  
WMTG, Vancevue, Ky.

**BOUDREAU, ELIZABETH**  
Curtain Time  
WMEX, Boston, Mass.

**BOWMAN, LOIS**  
Lois Sings  
KJFJ, Webster City, Iowa

**BRAY, CURLY**  
Buddies Of Airlines  
WHBF-TV, Rock Island, Ill.

**BRENE, PAT**  
Pat Brene Show  
KTUL, Tulsa, Okla.

**BREES, BUD**  
The Bud Brees Show  
WPEN, Philadelphia, Pa.

**BRIGHT, WELDON**  
Weldon Bright Show  
KGNC, Amarillo, Texas

**BRITT, ELTON**  
The Elton Britt Show  
NBC

**BROCK, KATHOLEEN**  
Say It With Music  
KIBL, Beeville, Texas

**BROOKS, ELOISE**  
1 O'clock Jump Time  
KCOK, Tulare, Calif.

**BROOKS, GLORIA**  
WKRC-TV, Cincinnati, Ohio

**BRYANT, JAY**  
Jam & Jive  
KOCA, Kilgore, Texas

**BUNA QUARTET**  
KFDM, Beaumont, Texas

**BURNS, FREDDIE**  
WHBQ, Memphis, Tenn.

**BUSH, BARBARA**  
Song Premier  
WNHC-TV, New Haven, Conn.

**BUSH, DON & HELEN**  
Don & Helen  
WBAP, WBAP-TV, Fort  
Worth, Texas

**BUSSE, GLORIA**  
Gloria Sings  
WDOK, Cleveland, Ohio

**BUTCHER, JACK**  
Saturday Roundup  
KWPC, Muscatine, Iowa

**BUTLER, WARDE**  
Coffee Club  
WHIZ, Zanesville, Ohio

**BUZZ & BILL**  
Buzz & Bill  
WJAS, Pittsburgh, Pa.



## Vocal Artists—Radio-Television

### — C —

**CABE, WILLARD**  
The Gospelaires  
WLET, Toccoa, Ga.

**CAHILL, ROBERT**  
WOW, WOW-TV, Omaha, Nebr.

**CAMERON, BARBARA**  
Dave And Barbara  
WKRC, Cincinnati, Ohio

**CANOVA, JUDY**  
(Mrs. Philip Rivero)  
B. Nov. 20, 1916, Jacksonville, Florida; Under Contract to NBC, Radio; Motion Picture, Republic

**CANTOR, EDDIE**  
(See Radio-TV Artists)

**CAPLE, BETTY**  
The Caples  
KVN1, Coeur D'Alena, Idaho

**CARAGHER, JIMMY**  
WMBD, Peoria, Ill.

**CARMEN, DIK**  
Date At Six  
WNHC-TV, New Haven, Conn.

**CARON, ESTELLE**  
Vive La Canadienne  
CKCH, Hull, Que., Canada

**CARR, NANCY**  
WGN, Chicago, Ill.

**CARROLL, JIMMY**  
Musicland U. S. A.  
CBS  
Most Important People  
Dumont

**CARROLL, TOMMY**  
WMBR-TV, Jacksonville, Fla.

**CARSON, JACK**  
B. Oct. 27, 1910, Carman, Manitoba, Canada; "All Star Revue," NBC-TV

**CARSON, KEN**  
Garry Moore Show  
CBS-TV

**CARSON, MARTHA**  
Midday Merry-Go-Round  
WNOX, Knoxville, Tenn.

**CARTER, ELMER**  
Bit of Ireland  
WHAY, New Britain, Conn.

**CARTER, WES**  
Dinner Bell  
WKNX, Saginaw, Mich.

**CASON, MARION**  
Marion Cason  
WAIR, Winston-Salem, N. C.

**CHAPEL, BETE**  
Garraway At Large  
NBC-TV  
WNBQ, Chicago, Ill.

**CHAPPELL, BOB**  
Piano Talks  
KXOX, Sweetwater, Texas

**CHASE, DALE**  
Iowa Troubadour  
KOEL, Oelwein, Iowa

**CHENOWETH, LAVADA**  
KBNZ, La Junta, Colo.

**CHEROKEE, JACK (HENLEY, LEWIS)**  
Cherokee Jack Show  
KMO, Tacoma, Wash.

**THE CHORDETTES**  
Arthur Godfrey Morning Show  
Arthur Godfrey And His Friends  
CBS-TV

**CHO CINGERS**  
Listen To Labor  
WBCO, Birmingham-Bessemer, Ala.

**CLAIRE, DOROTHY**  
Paul Winchell-Jerry Mahoney Show  
Henry Morgan Show  
NBC-TV

**CLAIR, JUDY**  
Coffee 'n' Cakes  
WXYZ-TV, Detroit, Mich.

**CLAIRE, TIPPY**  
Tippy And Clyde  
WARD, Johnstown, Pa.

**CLARK, AL**  
The Al Clark Show  
KOTA, Rapid City, S. Dak.

**CLEMENTS, ZOE**  
Man From Music Mountain  
WPAI, Birmingham, Ala.

**CLEMMONS, ETHEL KING**  
Ethel King Clemmons Show  
KGIN, Glenwood Springs, Colo.

**CLINE, BEA**  
Bea Cline Sings  
WWOD, Lynchburg, Va.

**CLITES, MINOR**  
KRES, St. Joseph, Mo.

**COBIA, VIRGIL**  
KCJB, Minot, N. Dak.

**COLBY, MARION**  
The Doodles Weaver Show  
NBC-TV

**COLE, LYNN**  
Star Room  
KPRC-TV, Houston, Texas

**COLELLA, AL**  
Lunchtimers  
WBRE, Wilkes-Barre, Pa.



# TONY MARTIN

*To the Radio and Television Editors Throughout the Nation . . .*

*Thanks.*



## Vocal Artists—Radio-Television

### COLLINS, DOROTHY

Your Hit Parade  
NBC, NBC-TV

### COLORADO PETE

KMBC, KFRM, Kansas City,  
Mo.

### COLTON, CLARENCE

Morning Melodies  
CKTE, St. Catharines, Ont.,  
Canada

### COMO, PERRY

Perry Como Show  
CBS-TV

### CONDON, BOB

KIMA, Yakima, Wash.

### CONFER, JIMMY

Baron Elliott Octet  
WCAE, Pittsburgh, Pa.

### CONTE, JOHN

John Conte's Little Show  
NBC-TV

### COOK, DONNA

Serenade In The Night  
KGA Spokane, Wash.

### COOK, JOE

Frolie Time  
KGGF, Coffeyville, Kans.

### COOK, SUE

Singing with Sue  
KSPT, Sandpoint, Idaho

### COOKE, JACK

Jack Cooke Sings  
CKCK, Regina, Sask., Canada

### COOLEY, JOHN

Your Singing Host  
WEAM, Arlington, Va.

### COOPER, GENEVA

Geneva Cooper  
WINN, Louisville, Ky.

### CORNWALL, ARTHUR

Memory Time  
WGCD, Chester, S. C.

### CORNWELL, GIN

Gin Cornwell Show  
KWFT, Wichita Falls, Texas

### CORVO, JOHNNY

Song Premier  
WNHC-TV, New Haven, Conn.

### COTTEY, MICKEY

Mickey Cottey  
KMA, Shenandoah, Iowa

### COURY, ROSELLE

Roselle Coury  
WCOU, Lewiston, Maine

### COYLE, JERRY

Rollin With Stone  
WRGB, Schenectady, N. Y.

### CRAWFORD, NAOMI

KMOX, St. Louis, Mo.

### CRIST, PHIL

Club 1300  
WFBR, Baltimore, Md.

### CROCKER, CHARLES

KFBI, Ranch Boys  
KFBI, Wichita, Kans.

### CROOK, MARIAN

Dream Train  
KOWH, Omaha, Nebr.

### CROSBY, BOB

Club 15  
CBS

— D —

### DAHLSTROM, EARL

The Earl Dahlstrom Show  
KLIX, Twin Falls, Idaho

### DANA, JOE

Dana on Discs  
KOY, Phoenix, Ariz.

### DANN, ROGER

The Bill Goodwin Show  
NBC-TV

### DAVIDSON, LOREN

Scandin Barn Dance  
KOMO, Seattle, Wash.

### DAVIES, EDWARD

WMAQ, Chicago, Ill.

### DAVIS, DONNA

Mon. Musical  
Sun. Serenade  
WDAY, Fargo, N. Dak.

### DAVIS, GEORGE

The Singing Miner  
WKIC, Hazard, Ky.

### DAVIS, "HONEY"

Magie Va'ley Jamboree  
WTHP, Charleston, W. Va.

### DAVIS, JANETTE

Arthur Godfrey Morning Show  
CBS-TV

### DAWN, MARION

Club 1300  
WFBR, Baltimore, Md.

### DAY, DENNIS

The Dennis Day Show  
NBC

### DEAN, BILLY

Missouri Valley Barn Dance  
WNAX, Yankton, S. D.

### DEANE, JUDY

Judy Deane Show  
KNBC, San Francisco, Calif.

### DEEL, SANDRA

Date On Broadway  
WABD, New York, N. Y.

### DEER, JIMMY

The Jimmy Deer Show  
WDAK, Columbus, Ga.

## TONI ARDEN

Columbia Records

Texaco Star Theatre

Sinatra Show

Colgate Hour

Toast of The Town

Bob Hope Show

Edgar Bergen Show

Guest on Every Top  
TV and Radio Show

Direction MCA

Star Management —

Gerard W. Purcell



## Vocal Artists—Radio-Television

### DEHLIN, ERIC

Dehlin Dozen  
WGIV, Charlotte, N. C.

### DeLAND, JIM

Jim DeLand Show  
WWJ-TV, Detroit, Mich.

### DELINE, JIM AND HIS GANG

WSYR, Syracuse, N. Y.

### DEL MAR, DOLORES

Just For You

WIAS, Pittsburgh, Pa.

### DE LONG, HOWARD

Memory Lane  
WENT, Gloversville, N. Y.

### DEWITT, KAY

Kay Sings  
WLBZ, Bangor, Maine

### DIAZ, LUIS ALFONSO

Canciones Para Ti  
WPRP, Ponce, Puerto Rico

### DICK, BOBBY

"Marlingaires" Western & Hillbilly

WREN, Topeka, Kansas

### DICK, GERALDINE

"Marlingaires" Western & Hillbilly

WREN, Topeka, Kansas

### DIESING, ANNE

Grant Wilson Show  
WXEL, Cleveland, Ohio

### DOGGETT E. LLOYD

KELD, El Dorado, Ark.

### DOWNEY, JACK

Music Shop  
WONS, Hartford, Conn.

### DUCAN, TOMMY

Tommy Duncan Show  
KTRB, Modesto, Calif.

### DUDLEY, LEON

Leon Dudley Show, Hammond  
Harmonies

### DUGUAY, JEANETTE

Jeanette Duguay Sings  
CFNB, Fredericton, New Brunswick, Canada

### DUKE, JENNY

Tune Talk  
WEAR, Pensacola, Fla.

### DUNHAM, BURT

Friendly Time  
WNAX, Yankton, S. D.

### DUNIGAN, GERTRUDE

The Dunigans  
WJTN, Jamestown, N. Y.

### DUNIGAN, JACK

The Dunigans,  
WTJN, Jamestown, N. Y.

### DUNLAP, MILAN

WBBZ, Ponce City, Okla.

### DUNN, JOHN

John Dunn Sings  
WLOH, Princeton, W. Va.

### DUNN, PAT

Pat Dunn Sings  
WDAF, Kansas City, Mo.

## — E —

### EANES, JIM & SHENANDOAH

VALLEY BOYS  
WBTM, Danville, Va.

### EATON, JACK

Jack Eaton Show  
KWKW, Pasadena, Calif.

### EDWARDS, AL

Nash's Coffee Time

Musically Yours  
WDAY, Fargo, N. Dak.

### EMERSON, VI

Vi Emerson Show  
CHML, Hamilton, Canada

### ESTELLE, DELORES

Delores Estelle Show  
WJRY, New Orleans, La.

### ESTES, DON

Music City, U. S. A.  
WSM-TV, Nashville, Tenn.

### EVANS, WHITEY

Harvest Hands  
WDGY, Minneapolis, Minn.

## — F —

### FANTAISISTES, JEAN-LUC

Les Camarades  
CKCH, Hull, Que., Canada

### FARNELL, AUDREY

Music To Remember  
CHNS, Halifax, Nova Scotia,  
Canada

### FARRELL, SKIP

WMAQ, Chicago, Ill.  
Big City Serenade

### NBC

### FATS, HAPPY

Song By Happy Fats  
KROF, Abbeville, La.

### FIELD, KAY

S' Prize Party  
WIRE, Indianapolis, Ind.

### FISHER, JOE & RUSS

Party Line  
WKOT, Bowling Green, Ky.

### FLOWERS, SALLY

Meetin' Time At Moore's  
WLW-C, Columbus, Ohio



## THE HEATHERTONES

THE BERT PARKS SHOW  
3:30 to 4:00 P.M. — CBS-TV

Mon., Wed., Fri.

Management: Peter Dean • CO. 5-0790



## BETTY ANN GROVE

THE BERT PARKS SHOW

3:30 to 4:00 P.M. — CBS-TV

Mon., Wed., Fri.

### STOP THE MUSIC

8-9 P.M., Thurs. — WJZ-TV

Management: Peter Dean • CO. 5-0790

## Vocal Artists—Radio-Television

### FOLEY, RED

The Red Foley Show  
Prince Albert Grand Ole Opry  
NBC

### FONTANE SISTERS

Perro Como Show  
CBS-TV

### FORAN, JIM

Gal About Town & A Guy  
KGST, Fresno, Calif.

### FRY, BETTY

Hard Strings  
WGPA, Bethlehem, Pa.

### FRYE, MAUREEN

Third Call  
WWJ, Detroit, Mich.

### — G —

### GARDNER, JUNE

Musical Clock  
WFBL, Syracuse, N. Y.

### GEARHART, VIRGINIA & LIVINGSTON

Fred Waring Show  
CBS-TV, Fayetteville, Tenn.

### GILLETTE, MARION

Let's Take A Holiday  
WJR, Detroit, Mich.

### GLASS, BILL

The Glass Showcase  
KRMG, Tulsa, Okla.

### GLASS, CATHERINE

It's Time For Music  
WFLO, Farmville, Va.

### GLENN, RAY

Ray Glenn Presents  
KGIW, Alamosa, Colo.

### GLENN, TONY

Marge & Tony  
KSTL, St. Louis, Mo.

### GOLETTE, NELLY

WOR-TV, New York, N. Y.

### GOODE, GLORIA

WXYZ-TV, Detroit, Mich.

### GORDON, PHIL

Four O'Clock Frolic  
WDSU-TV, New Orleans, La.

### GRADY, DON

Don Grady Show  
WHAU, Haverhill, Mass.

### GREER, FRANCES

Musiland U. S. A.  
CBS

### GRIGGS, DICK

WVLN, Olney, Ill.

### GRIM, CHARLES

WIEL, Elizabethtown, Ky.

### GROVE, BETTY ANN

The Bert Parks Show  
NBC-TV

### — H —

### HAGAMAN, CHARLES

Midday Merry-Go-Round  
WNOX, Knoxville, Tenn.

### HAGGART, BUD

The Blue Chasers  
WFDF, Flint, Mich.

### HALDENBY, HAROLD, MRS.

At Home With Ladies  
CKNX, Wingham, Ont., Can.

### HALEOKE

Arthur Godfrey Morning Show  
Arthur Godfrey And His  
Friends  
CBS-TV

### HALTOWN, CHIEF

Pony Express  
WFIL-TV, Philadelphia, Pa.

### HALL, WENDELL

Wendell Hall Reflections  
WBKB, Chicago, Ill.

### HAMILTON, WARD

Coffee Club  
WWNY, Watertown, N. Y.

### HANMANS, LILY JO

Lily Jo Sings  
KWNW, Wenatchee, Wash.

### HANNY, RUTH

Jack & Jean  
KARE, St. Joseph, Mo.  
Atchinson, Kans.

### HANSON, BURT

Breakfast With Bob  
WCCO, Minneapolis, Minn.

### HARRIS, JACK

Third Call  
WWJ, Detroit, Mich.

### HARTMAN, HOWARD

The Howard Hartman Show  
KPRC, Houston, Texas

### HASKELL, JACK

Garroway At Large  
NBC-TV

### HAYES, BILL

Your Show of Shows  
NBC-TV

### HAYMES, BOB

The Bob Haymes Show  
WNEW, New York, N. Y.  
Date On Broadway

WABD, New York, N. Y.

### HEATHERTON, RAY

Heatherton House  
WOR, New York, N. Y.



## LANNY ROSS

1951-52

40 Concerts ✓

12 TV Shows ✓

250 Mutual Broadcasts ✓

115 East 53rd St., New York City



## JUNE VALLI

RCA VICTOR RECORDING ARTIST

"Stop the Music"

**Vocal Artists—Radio-Television**

**HEATHERTONES**

Bert Parks Show  
CBS-TV

**HILL, ED**

Radio Club  
WPAD, Paducah, Ky.

**HIT PARADERS**

Your Hit Parade  
NBC, NBC-TV

**HOLDEN, JACK**

Jack & Frances  
WEAS, Atlanta-Decatur, Ga.

**HORNE, LENA**

Colgate Comedy Hour  
NBC-TV

**HOWARD, PAUL**

Club Miscellaneous  
WTRF, Belaire, Ohio

**HUDSON, HENRY**

Hudson's Serenader's  
KOVE, Lander, Wyo.

**HUFFMAN, JULE**

Meet The Ladies  
WCPO-TV, Cincinnati, Ohio

**HUND, BOB**

WLW-T, Cincinnati, Ohio

**HUTSON, LEE**

WIEL, Elizabethtown, Ky.

— I —

**IRA AND CHARLES LOUVIN**

WMPS, Memphis, Tenn.

**IRVING, BOB**

Sunny Side  
WMAY, Springfield, Ill.

— J —

**JACKSON, EDDIE**

All Star Revue  
NBC-TV

**JACOBS, BILL**

Mr Song  
WKBY, Richmond, Ind.

**JEFFRIES, BILL**

TV Song Shop  
WFMY-TV, Greensboro, N. C.

**JEFFRIES, JOAN**

KMTV, Omaha, Nebr.

**JENSEN, PATSY**

Rockabye Lady  
KELK, Elko, Nevada

**JOHNSON, DON**

Rendezvous with Don  
WOND, Pleasantville, N. J.

**JOHNSON, JUDY**

Show of Shows, NBC-TV.

**JOHNSON, STAN**

KBRO, Bremerton, Wash.

**JORDAN, GIL**

Jordan Jingles  
KVCV, Redding, Calif.

— K —

**KANE, RICHARD**

Hit Parade  
WUSN, Charleston, S. C.

**KAYE, ELAINE**

The Bon Ton Show  
WMUR, Manchester, N. H.

**KEITH, JANE**

Jane Keith Sings  
KALB, Alexandria, La.

**KENDALL, FRED**

Fred Kendall Show  
WJR, Detroit, Mich.

**KERR, ANITA**

Anita Sings  
WMAK, Nashville, Tenn.

**KING, JIM**

Me and My Organ  
WILM, Wilmington, Del.

**KING, JOHNNY**

Man Around The House  
WWJ-TV, Detroit, Mich.

**KINNEY, WENDAL**

Studies In Black & White  
KMO, Tacoma, Wash.

**KIRK, RED**

WIMA, Lima, Ohio

**KIRSTEN, DOROTHY**

The Railroad Hour  
NBC

**KUHN, ROBERT**

Songs By Bob  
WILE, Cambridge, Ohio

— L —

**LANE, FRANCEY**

Easy Does It  
NBC-TV

**LANGFORD, FRANCES**

Star Time  
Du Mont

**LANSON, SNOOKY**

Your Hit Parade  
NBC, NBC-TV

**LANZA, MARIO**

The Mario Lanza Show  
NBC

*BEST WISHES!*

**PATSY LEE**

**"DON McNEILL'S BREAKFAST CLUB"**



## Vocal Artists—Radio-Television

### LEE, LINDA

Songs By Linda Lee  
WHAZ, Troy, N. Y.

### LEE, MEL

Mel Lee Program  
KTTR, RoLa, Mo.

### LEE, PATSY

B. March 26, 1928, Berkeley, Calif.; Don McNeill's Breakfast Club, ABC, Chicago.

### LEE, PEGGY

The Peggy Lee Show  
CBS

Steven Allen Show

CBS-TV

### LEMASTER, MARY JANE

WMBD Peoria, Ill.

### LINN, ROBERTA

Lawrence Welk  
KTLA, Los Angeles, Calif.

### LOACH, JEAN

LePetit Cafe  
WWJ-TV, Detroit, Mich.

### LOOMIS, CAROL

Studio A  
WKTG, Thomasville, Ga.

### LOU, MARY

Southern Maid Show  
WRBL, Columbus, Ga.

### LOUDON, DOROTHY

Big Time

CBS

### LOUIS, JOHN

WSAZ-TV, Huntington, W. Va.

### LUND, ART

Ken Murray Show  
CBS-TV

### LYNCH, CHRISTOPHER

Voice Of Firestone  
NBC, NBC-TV

## — M —

### MACK, JIMMY

Piano Portraits  
WHFB, Benton Harbor, Mich.

### McDONALD, JET

Remember This Date  
NBC-TV

### MacKENZIE, GISELE

Club 15

CBS

### MacRAE, GORDON

Railroad Hour

NBC

### MARINE, JOE

Fred Waring Show  
CBS-TV

### THE MARINERS

Arthur Godfrey Morning Show

Arthur Godfrey And His

Friends

CBS-TV

### MARTIN, TONY

B. Dec. 25, 1913, Oakland, Cal.;  
Carnation Hour; The Tony Martin Show, CBS; Colgate Musical Comedy Hour, NBC-TV; Motion Pictures; Recordings.

### MARTINEZ, BLANCA L. DE

WORA, Mayaguez, P. R.

### MASIELLO, JOE

WOV, New York, N. Y.

### MASSEY, CURT

Curt Massey Show

MBS

Curt Massey Time

CBS

### McCLURE, BOB

Let's Make Music  
WTAX, Springfield, Ill.

### McDONALD, LOUISE

Songs By Louise McDonald  
WRFD, Worthington, Ohio

### McINTIRE, RUSS

Songs By Russ McIntire  
WSTP, Salisbury, N. C.

### McPHAIL, JIMMY

Songs By Jimmy McPhail  
WUST, Bethesda, Md.

### MELLO-LARKS

Broadway Open House  
Doodles Weaver Show

NBC-TV

Mel Torme Show

CBS-TV

### MELTON, JAMES

Ford Festival

NBC-TV

### MERRIDEW, REG

Reg and Henry

WGAR, RITA

### MERSMAN, RITA

Coffee Club

WCPO-TV, Cincinnati, Ohio

### MILNE, NANCY

Milne & Townsend

WDBJ, Roanoke, Va.

### MILLER, PAUL

Songs To Remember

KREO, Indio, Calif.

### MITCHELL, WM., JR.

Musical Clock

WFLB, Syracuse, N. Y.

### MORATH, MAX

Max is Back

KVOR, Colorado Springs, Colo.

### MORGAN, JANE

The Girl From Paris

NBC

### MORRIS, CHARLOTTE

You Name It

WJJD, Chicago, Ill.

### MORRISON, BOB

S' Prize Party

WIRE, Indianapolis, Ind.

### MULLIN, DIANE

Diane Comes Calling

WKAL, Rome, N. Y.

### MURDOCH, PEGGY

A Guy, A Gal, & A Song

WIND, Chicago, Ill.

### MURRAY, JOHNNIE

Murray Matinee

WMAK, Nashville, Tenn.

### MUSSARD, FLOYD

Songs By Floyd

WRFD, Worthington, Ohio

## — N —

### NELSON, JOHANNA

Johanna Sings

WOND, Pleasantville, N. J.

### NEVINS, NATALIE

Strictly For The Girls

WCAU, Philadelphia, Pa.

### NEWLAND, PETE

WIMA, Lima, Ohio

### NEWLIN, BETTY

Songs By Betty Newlin

WRBY, Camt, Ill.

### NO NAME TRIO

We three

WPBC, Minneapolis, Minn.

### NOEL, DICK

WLW, WLW-TV, Cincinnati, Ohio

### NOLTON, JOHNNY

Johnny Nolton Show

WFAA, Dallas, Texas

### NOVAK, MILDRED

Millie Novak Sings

WPIC, Sharon, Pa.

### NYLAND, RALPH

Big Time

CBS

## — O —

### OGBURN, RUTH

WHY, Jacksonville, Fla.

### O'HERN, RICHARD

WHK, Cleveland, Ohio

### O'NEAL, HELEN

WBTY, Charlotte, N. C.

### OWEN, PEGGY

Breakfast With Big

WJTN, Jamestown, N. Y.

### OWENS, JACK

Jack Owens Show

KNX, Los Angeles, Calif.

## — P —

### PADLEY, JEANETTE

Date With Jeanette

WHIT, New Bern, N. C.

### PAIGE, CONA

Date At Six

WNHC-TV, New Haven, Conn.

### PALMER, JANE

Jim Deland Show

WWJ-TV, Detroit, Mich.

### PALMER, MARY

Top o' the Morning

WGBA, Columbus, Ga.

### PARENT, JEANINE

Meet Jeanine

WFAU, Augusta, Maine

### PARKER, DEE

Musical Treasures

WXYZ, Detroit, Mich.

### PARKER, RANDALL

Randall Parker Sings

WKBV, Richmond, Ind.

### PATTERSON, CREAM

Patter by Patterson

WONS, Hartford, Conn.

### PEEBLES, JOSAPHINE

Jo Peebles Show

WHHH, Warren, Ohio

### PHILLIPS, JO

Jo Phillips Show

WHSB, Hartsville, S. C.

### PHILLIPS, RALPH

Club 1300

WFBR, Baltimore, Md.

### PIAZZA, MARGUERITE

Your Show Of Songs

NBC-TV

Metropolitan Opera Co.

### PICKENS, JANE

Pickens Party

NBC

### POST, BILL

Telemart

KSL-TV, Salt Lake City, Utah

### POTTER, PENNY

Talent Time

KCOK, Tulare, Calif.

### POULIN, DENISE

Reverie Musicale

CRCH, Hull, Que., Canada

### PRATT, TOMMY

Tea-time with Tommy

KEEN, San Jose, Calif.

### PRICE, GEORGE

Big Time

CBS

### PRICE, VIVIAN

Sunday Sing

WMEV, Marion, Va.

### PRYER, CHARLENE

Charlene's Party Line

WJVA, South Bend, Indiana

## Vocal Artists—Radio-Television

**PRYOR, HARLEY**  
KUBC, Montrose, Colo.

**PUDNEY, EARLE**  
Earle Pudney Show  
WGY, Schenectady, N. Y.

### — Q —

**QUINLAN, ROBERTA**  
Mohawk Showroom  
NBC-TV

**QUINLAN, ROBERTA**  
Mohawk Showroom  
NBC-TV

**QUINN, BENNY**  
Rainbow Review  
KSUB, Cedar City, Utah

**QUIRK, PHIL**  
Lunchtimers  
WBRE, Wilkes-Barre, Pa.

**QUIST, ZOLA**  
Sons of Your Heart  
KOVO, Provo, Utah

### — R —

**RAINS, CARL**  
Melody Masters  
WDXI, Jackson, Tenn.

**RAND, KELLY**  
Kelly Rand Show  
WJMR, New Orleans, La.

**RANGERS, TRIO**  
KFAB, Omaha, Nebr.

**REED, LUCY**  
Musicana  
NBC

**REGAN, PHIL**  
The Phil Regan Show  
NBC

**REISENAUER SISTERS**  
KDIX, Dickinson, N. Dak.

**REYNOLDS, BRAD**  
The Brad Reynolds Show  
Hostess House Party  
KGW, Portland, Oregon

**REZKOR, JOHNNY**  
WKRC-TV, Cincinnati, Ohio

**RHODES, BOB**  
Lee Kelton Orchestra  
WJAS, Pittsburgh, Pa.

**RICH, CHUCK**  
WHOW, Clinton, Ill.

**RICHARDS, DONALD**  
The Jack Carter Show  
Broadway Open House  
NBC-TV

**RICHARDS, TRUDY**  
WINS, New York, N. Y.

**RICHMOND, ROBERT**  
"Marlingaires" Western &  
Popular

**WREN, Topeka, Kansas**

**RING, BILL**  
Taysee Time  
KWTO, Springfield, Mo.

**RISEING SUN GOSPEL SINGERS**  
WVCG, Coral Gables, Fla.

**ROBBINS, GEORGE**  
Listen While You Lunch  
WEER, Buffalo, N. Y.

**ROBERTS, MARTY**  
WDZ, Decatur, Ill.

**ROBINSON, BILL**  
Robinson To You  
WPAA, Parkersburg, W. Va.

**ROESE, RAY**  
Dinner Date  
WBNS, Columbus, Ohio

**ROGERS, HAZEL**  
Hazel Rogers  
WVNN, Louisville, Ky.

**ROGERS, ROY**  
B. Nov. 5, 1912, Cincinnati, Ohio; Radio — NBC Coast-to-Coast and Canada; TV-NBC Coast-to-Coast; RCA Victor Recording Artist; Motion Pictures, "Son of Paleface," Paramount.

**ROLLING FIVE**  
Rolling Five (Negro Qt.)  
KSFJA, Nacogdoches, Texas

**ROSS, LANNY**  
B. Jan. 19, 1906, Seattle, Wash.; Lanny Ross Show, MBS; Jackie Gleason, DuMont; Kate Smith, NBC; General Mills, CBS; General Electric, CBS; Pepsi-Cola, CBS.

**ROSS, RON**  
Ronnie Ross Show  
KSL, Salt Lake City, Utah

**ROWELL, GLENN**  
WLW, Cincinnati, Ohio

**ROYAL GOSPEL SINGERS**  
WVCG, Coral Gables, Fla.

**ROYAL JUBILEERS**  
Royal Jubileers  
WPBC, Minneapolis, Minn.

**RUBLE, JERRY**  
WPRC, Lincoln, Ill.

**RUCKER, JOAN**  
Joan Sings  
WTND, Orangeburg, S. C.

**RUDOLPH, WESLEY**  
REA Reporter  
WKCT, Bowling Green, Ky.

**RUNTZ, NORMAN**  
Songtime  
CJGX, Yorkton, Sask., Canada

**RUSSELL, CONNIE**  
Garraway At Large  
NBC-TV

**RUSSELL, JACK**  
Your Show Of Shows  
NBC-TV

**RYNO, BARBARA**  
Words and Music  
KUKI, Ukiah, Calif.

### — S —

**SARGENT, KENNY**  
Kenny Sargent Show  
WHHM, Memphis, Tenn.

**SARGENT, MICHAEL**  
Music Michael Please  
WBIW, Bedford, Ind.

**SCHAFFER, ROY**  
KWRE, Warrenton, Mo.

**SCHEVE, BOB**  
Club Matinee  
WJZ-TV, New York, N. Y.

**SCOTT, PATRICIA**  
CKLN, Nelson, B. C., Canada

**SCOTT, ROMAINE**  
WPA, Pottsville, Pa.

**SEABURY, LEVI**  
Moonlight Blues  
KWTX, Waco, Texas

**SELF, JIMMY**  
KICA, Clovis, N. M.

**SHARVER QUARTET**  
The Sharver Program  
KTAT, Frederick, Okla.

**SHAY, DOROTHY**  
Jack Benny Show  
CBS-TV

**SHEA, MERRILL**  
Merrill Sings  
WLAM, Lewiston, Maine

**SHELTON, BANNER**  
Banner Shelton Sings  
WGCD, Chester, S. C.

**SHORE, DINAH (Mrs. George Montgomery)**  
B. March 1, 1917, Winchester, Tenn.; The Tide Show, Sponsored by Tide, CBS (Radio); The Dinah Shore Show, Sponsored by Chevrolet, NBC-TV; Motion Pictures, "Aaron Slick From Punkin Crick" for Paramount.

**SIMMS, GINNY**  
Jack Smith-Dinah Shore-Ginny Sings Show  
CBS

**SINAIKO, DON**  
WKOW, Madison, Wis.

**SLIM AND MARY**  
Western Varieties  
KFQQ, St. Joseph, Mo.

**SLOCUM, WILL**  
Wand'ring Minstrel  
KPOJ, Portland, Oregon

**SMILEY, BETTY**  
Gift Shop of the Air  
WCAE, Pittsburgh, Pa.

**SMITH, ARTHUR**  
Carolina Corner Store  
WBT, Charlotte, N. C.

**SMITH, CARL**  
Carl Smith Show  
CBS

**SMITH, CHERRY KAY**  
Cherry Kay Smith  
WRGA, Rome, Ga.

**SMITH, CHESTER**  
Chester Smith Hour  
KTRB, Modesto, Calif.

**SMITH, FRED**  
KSTP, Minneapolis-St. Paul, Minn.

**SMITH, HOWARD (QUINTET)**  
Garry Moore Show  
CBS-TV

**SMITH, JACK**  
Jack Smith-Dinah Shore-Ginny Sings Show  
CBS

**SMITH, MELISSA**  
On The Alamo  
WOAL-TV, San Antonio, Tex.

**SNARY, BILL**  
A Guy, A Gal, & A Song  
WIND, Chicago, Ill.

**SNYDER, BOB**  
Bob & Gene  
WFBG, Altoona, Pa.

**THE SONGFELLOWS**  
WHO, Des Moines, Iowa

**SONGSMITHS**  
Garraway At Large  
NBC-TV

**SPELMAN, MARIAN**  
WLM-T, Cincinnati, Ohio

**SPELTZ, BERNADINE**  
Bernie Sings  
WFHR, Wisconsin Rapids, Wis.

**STACY, JEAN**  
Songs By Jean Stacy  
KTAT, Frederick, Okla.

**STARKEY, ROY**  
Silhouettes Of The West  
WBKB, Chicago, Ill.

**STEBER, ELEANOR**  
Voice of Firestone  
NBC, NBC-TV

**STECHOW, JUDY**  
Judy Sings  
WJER, Dover, Ohio

**STEELMAN, STUART**  
WHO, Des Moines, Iowa

## Vocal Artists—Radio-Television

**STEENROD, ANNE**  
WPTW, Piqua, Ohio

**STENDAHL, RUTH**  
Scandia Barn Dance  
KOMO, Seattle, Wash.

**STEPHENS, DICK**  
D. S. Sings

**CKLN, NELSON, B. C., Canada**

**STEVENS, GARY**  
TV Showcase

WRGB, Schenectady, N. Y.

**STEPHENS, GINNY**  
Say It With Music  
WCAU, Philadelphia, Pa.

**STEVENS, HERB**  
Lee Kelton Orchestra  
WJAS, Pittsburgh, Pa.

**STEVENS, RISE**  
Voice Of Firestone  
NBC, NBC-TV

**STEWART, CLAIRE**  
Claire Stewart Show  
WFAA, Dallas, Texas

**STOTTS, BOB**  
Bob Stotts  
KMA, Shenandoah, Iowa

**STRAND, NORM**  
Can You Sing It  
WSAV, Savannah, Ga.

**STRAUGHMAT, SHIRLEY**  
Songs With Shirley  
WVMC, Mt. Carmel, Ill.

**STREET, DAVE**  
Broadway Open House  
NBC-TV

**THE STROLLERS (4)**  
CKCK, Regina, Sask., Canada

**SUITS, GORDON**  
Suits' Song Shop  
KGNC, Amarillo, Texas

**SULLIVAN, LEE**  
Date In Manhattan  
NBC-TV

**SULLIVAN, RONNIE (MISS)**  
WBVP, Beaver Falls, Pa.

**SUNSHINE TRIO**  
WBWB, Burlington, N. C.

**SWANSON, BYRON**  
Serenade In The Night  
KGA, Spokane, Wash.

**SWEET, SALLY**  
Harvest Hands  
WDGY, Minneapolis, Minn.

**SWEETLAND, SALLY**  
Big Time  
CBS

**SWIRENGA, JOHN**  
Hymns Of The Morning  
WHTC, Holland, Mich.

### — T —

**TAGLIAVINI, FERRUCCIO**  
Telephone Hour  
NBC

**TAYLOR, BOB**  
On The Alamo  
WOAI-TV, San Antonio, Tex.

**TERRELL, TOMMY**  
Starlite Time  
WGAR, Cleveland, Ohio

**TEXTOR, KEITH & SYLVIA**  
Fred Waring Show  
CBS-TV

**THEBOM, BLANCHE**  
Telephone Hour  
NBC

**THOMAS, CLYDE**  
American Songs  
WPOX, Milwaukee, Wis.

**THOMAS, DANNY**  
(See Radio Artists)

**THOMAS, THOMAS L.**  
Voice Of Firestone  
NBC, NBC-TV

**THREE BEAUS AND THE PEEP**  
John Conte's Little Show  
NBC-TV

**TIBBS, HAROLD**  
The Studio Hour  
CFKI, Fort Frances, Ontario, Canada

**TILLMAN, TINY**  
KMBC-KPRM, Kansas City, Mo.

**TILTON, MARTHA**  
Curt Massey Show  
MBS

Curt Massey Time  
CBS

**TOLAND, DON**  
Don Toland Sings  
KICD, Spencer, Iowa

**TORME, MEL**  
Mel Torme Show  
CBS-TV

**TOWNE, MARILYN**  
Breakfast with Marilyn  
WNLK, Norwalk, Conn.

**TRENERRY, ANN**  
Girl With A Song  
KIMA, Yakima, Wash.

**TURNER, DALLAS**  
Songs Of The West  
KWJJ, Portland, Oregon

**TURNER, S.**  
Music For Sunday Afternoon  
CFOS, Owen Sound, Ont., Can.

### — U —

**UPSON, DAVE**  
WKRC, Cincinnati, Ohio

**UPTON, DON**  
Don Upton Show  
WLYA, Lynchburg, Va.

### — V —

**VALLEY BOYS**  
WBVP, Beaver Falls, Pa.

**VALLI, JUNE**  
B. June 30, 1930, New York, N. Y.; Stop the Music, ABC; Broadway To Hollywood, DuMont; Ezio Pinza Show, NBC-TV; Big Show, NBC; Fashion Model, DuMont; Cavalcade of Bands, DuMont; Mike & Buff, CBS-TV; RCA Victor Show, NBC-TV; Headline Clues, WABD.

**VAN ALSTYNE, CHUCK**  
Happy Valley Boy  
WKBI, St. Marys, Pa.

**VANDERBILT, EILEEN**  
Songs By Eileen  
WFPA, Plant City, Fla.

**VANDYKE, KEITH**  
Piano Melodies  
WATA, Boone, N. C.

### — W —

**WAGNER, ANNE**  
Songs By Ann Wagner  
WFPM-TV, Indianapolis, Ind.

**WALKER, DUSTY**  
Chef Milani Show  
KNBH, Hollywood, Calif.

**WALKER, MADELINE**  
WOW, WOW-TV, Omaha, Nebr.

**WANER, EMMA**  
Starlite Serenade  
KODY, North Platte, Nebr.

**WARD, JIM**  
Western Jamboree  
KGST, Fresno, Calif.

**WARE, GILBERT**  
Meditations  
KONO, San Antonio, Texas

**WARENSKJOLD, DOROTHY**

B. San Francisco, Calif.; Ford Festival, NBC-TV; Railroad Hour, NBC; Standard Hour, NBC; Firestone Hour, NBC & NBC-TV.

**WATSON, DELORES**  
Music City, USA  
WSM-TV, Nashville, Tenn.

**WAYNE, EDDY**  
Eddy Wayne Show  
WHKK, Akron, Ohio

**WEBB, HELEN**  
Sooner Shindig  
WKY-TV, Oklahoma City, Okla.

**WEBB, RED**  
RW Show  
WLBG, Laurens, S. C.

**WESSELS, MAX H.**  
Continental Variety  
WWRL, Woodside, N. Y.

**WEST, NADINE**  
Breakfast Frolie  
KFH, Wichita, Kans.

**WESTON, KIM**  
Wakin' With Weston  
KFEQ, St. Joseph, Mo.

**WESTON, PAUL**  
Organ Interludes  
WATA, Boone, N. C.

**WHEATLEY, JOAN**  
Fred Waring Show  
CBS-TV

**WHIT & NICK**  
Bunkhouse Jamboree  
KHUZ, Borger, Texas

**WHITING, MARGARET**  
Railroad Hour  
NBC

**WICKBERG, RALPH**  
CKY, Winnipeg, Manitoba, Canada

**WIETING, MARGE**  
Street Of Dreams  
WFIL, Philadelphia, Pa.

**WILLIAMS, BILLY QUARTET**

Your Show Of Shows  
NBC-TV

**WILLIAMS, EDDIE**  
Eddie Williams Show  
KDAL, Duluth, Minn.

**WILSON, CAROLE**  
Basin St. Serenade  
WRGA, Rome, Ga.

**WILSON, EILEEN**  
Your Hit Parade  
NBC, NBC-TV

**WILSON, FREDDY**  
Freddy Wilson Show  
KYMA, Yuma, Ariz.

**WILSON, PAT**  
Homemaker's HobNob  
WBNS-TV, Columbus, Ohio

**WRIGHTSON, EARL**  
Musicland U. S. A.  
CBS

### — Z —

**ZEIDMAN, IRVING**  
Irving Sings  
KNOE, Monroe, La.

**ZEIGNER, MARIE**  
Songs By Marie Zeigner  
KRSN, Los Alamos, N. Mexico



# AL HELFER

## **BASEBALL**

Mutual Game of the Day  
World Series  
All-Star Game

## **FOOTBALL**

Mutual Game of the Week  
Rose Bowl  
East Vs. West All-Star Game  
Army Vs. Navy

## **SPORTS DIGEST—MBS**

*Personal Rep.*

## **CHICK VINCENT**

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

EL. 5-0734



# SPORTS COMMENTATORS

## RADIO AND TELEVISION

—their work during 1951



### — A —

**ADAMS, TONY**  
Sports Tonight  
WCAX, Burlington, Vt.

**AGRESTA, PHIL**  
Sports Special  
WBT, Charlotte, N. C.

**ALAN, STEVE**  
Spotlight On Sports  
KOKX, Keokuk, Iowa

**ALDERTON, GEO.**  
WJIM, Lansing, Mich.

**ALDRIDGE, MAHLON**  
KFBU, Columbia, Mo.

**ALEXANDER, ALEX**  
Coachella Valley Sports  
Round-Up  
KREO, Indio, Calif.

**ALEXANDER, ED**  
Highlights  
KXOX, Sweetwater, Texas

**ALLAIN, ORREN**  
Sports  
WKAN, Kankakee, Ill.

**ALLBRIGHT, NAT.**  
Sports Hi-Way  
WEAM, Arlington, Va.

**ALLCORN, BILL**  
Football  
KBWD, Brownwood, Texas

**ALLEN, KIRBY**  
KXEO, Mexico, Mo.

**ALLEN, LEE**  
Inside Angle On Sports  
KYW, Philadelphia, Pa.

**ALLEN, MEL**  
B. Feb. 14, 1913, Birmingham, Ala.; N. Y. Yankee Baseball, Home Of Champions Network; Notre Dame Football, DuMont; World Series, MBS; All Star Game, MBS; Orange Bowl, CBS; Triple Crown, NBC, CBS.

**ALLEN, PERCE**  
Perce Allen  
CKOC, Hamilton, Canada

**ALLEN, WAYNE**  
Sports Page  
KSEL, Lubbock, Texas

**ALLINGHAM, JOHN**  
CKNB, Campbellton, N. B., Canada

**AMBROSE, HANNY**  
Speaking Of Sports  
WTAG, Worcester, Mass.

**ANDERSON, DICK**  
Dick's On At Six  
WEOA, Evansville, Ind.

**ANDERSON, DUG**  
Reports On Sports  
KFYR, Bismarck, N. D.

**ANDERSON, TOM**  
Sports Roundup  
WLDY, Ladysmith, Wis.

**ANGWIN, PERCY**  
Just Outdoors  
WSKI, Montpelier, Vt.

**ANTHONY, GEORGE**  
Sports Parade  
WOND, Pleasantville, N. J.

**ANZIVINO, JOE**  
Sports Parade  
KGMB, Honolulu, Hawaii

**ARMSTRONG, CARL B.**  
WIAM, Williamston, N. C.

**ARMSTRONG, WM.**  
Sports Views  
WOMI, Owensboro, Ky.

**ARNOLD, FULTON**  
Sports Roundup  
WTTM, Trenton, N. J.

**ARO, SAM**  
Giant Jottings  
WMCA, New York, N. Y.

**ASH, KEN**  
WHAV, Haverhill, Mass.

**ARTHUR, DON**  
Gettelman Sports  
WDUZ, Green Bay, Wis.

**AUCLAIR, GASTON**  
CJSO, Sorel, Que., Canada

**AUSLEY, WALLY**  
WNAO, Raleigh, N. C.

### — B —

**BACHRACH, TOM**  
KDHL, Faribault, Minn.

**BAILEN, H. C.**  
KSAM, Huntsville, Texas

**BAILEY, CHARLEY**  
WEBR, Buffalo, N. Y.

**BAILEY, CHUCK**  
WHBU, Anderson, Indiana

**BAIR, PAUL**  
The AM Sportscast  
WEOA, Evansville, Ind.

**BAKER, DICK**  
Dick Baker Show  
WSAI, Cincinnati, Ohio

**BAKER, NELSON**  
The N. B. Show  
WFBR, Baltimore, Md.

**BAKER, RAY**  
WVLN, Oimey, Ill.

**BALCH, FRANK**  
Sports Notebook  
WJOY, Burlington, Vermont

**BALTER, SAM**  
KLAC-TV, Los Angeles, Calif.

**BARBER, RED**  
G. E. Football Roundup  
CBS

**BARKER, EDDIE**  
KRLD, Dallas, Texas

**BARKLEY, PETE**  
Radio Sports Page  
KGNO, Dodge City, Kansas

**BARRINGTON, JAY**  
Sports Final  
WDAF-TV, Kansas City, Mo.

**BARTON, DALE**  
Sports Roundup  
KCIH, Carroll, Iowa

**BARRY, GUY**  
National Sports Parade  
WCOJ, Coatesville, Pa.

**BATES, MARVIN**  
Sports Round-Up  
WGBF, Evansville, Ind.

**BAYEUR, ROLAND**  
Les Sports En Revue  
CKVL, Verdun, Que., Canada

**BEGG, WENDELL**  
Sports Page  
KSDN, Aberdeen, S. D.

**BELCHER, ROD**  
All Sports  
KOL, Seattle, Wash.

**BELL, JACK**  
Sports Line Up  
KDET, Center, Texas

**BELL, MONTE C.**  
KADA, Ada, Okla.

**BELL, TED**  
KRSC, Seattle, Wash.

**BELLINGER, STEVE**  
Sports Sidelights  
WVMC, Mt. Carmel, Ill.

**BENDER, BOB**  
Sports  
WGY, Schenectady, N. Y.

**BENDER, CHIEF**  
Sports Parade  
WGAC, Albany, Ga.

**BENDER, TED**  
This Week In Sports  
KTM, El Paso, Texas

**BENNETT, DEAN**  
Local Sports  
KSL-TV, Salt Lake City, Utah

**BENSON, DICK**  
Sports Digest  
WIRC, Hickory, N. C.

**BERDAN, BIRD**  
Sport Shots  
WEAV, Plattsburg, N. Y.

**BERGER, JEAN**  
Sportsnews  
CKBL, Matane, Que., Canada

**BERGESEN, CHUCK**  
WFDF, Flint, Mich.

**BERMAN, AL**  
The Al Berman Show  
WEVD, New York, N. Y.

**BERNDT, IRVING A.**  
WRAC, Williamsport, Pa.

**BIEDRZYCKI, TOM**  
Tip Off On Sports  
KRJF, Miles City, Montana

**BLACK, JAY**  
Dixie Sports Special  
WDNI, Jackson, Tenn.

**BLACKBURN, BOB**  
Sports Edition  
KFX, Portland, Oregon

**BLOUNT, BOB**  
Sports Review  
KPAN, Hereford, Texas

**BLUE, IRA**  
KGO, San Francisco, Calif.  
ABC

**BODIE, ARMAND**  
BC Sports Review  
WSOC, Charlotte, N. C.

**BODNEY, AL**  
Football Prophet  
KDSH, Boise, Idaho

**BOGGS, OTIS**  
WRUF, Gainesville, Fla.

**BOGYO, JIM**  
Sports Roundup  
CHUB, Nanaimo, B. C., Can.

**BOHNHOFF, ED**  
10:20 Sports Club  
KILQ, Grand Forks, North Dakota

## Sports Commentators—Radio-Television

- |  |   |  |
|--|---|--|
| <p><b>BOICE, CHUCK</b><br/>KVAN, Vancouver, Wash.</p> <p><b>BOLAND, CHARLIE</b><br/>KRLD, Dallas, Texas</p> <p><b>BOLAND, JOE</b><br/>Football<br/>WCFL, Chicago, Ill.</p> <p><b>BOND, HARRIS</b><br/>WTXL, Springfield, Mass.</p> <p><b>BOSTIC, TOM C.</b><br/>KIMA, Yakima, Wash.</p> <p><b>BOWER, BOB</b><br/>Sportscaall<br/>WTIP, Charleston, W. Va.</p> <p><b>BOWMAN, DUKE</b><br/>Sports Shorts<br/>KWFT, Wichita Falls, Texas</p> <p><b>BOWMAN, HUGH</b><br/>Sportslines<br/>CJOY, Guelph, Ont., Canada</p> <p><b>BOWSER, BEN</b><br/>Davis Sports<br/>WACB, Kittanning, Pa.</p> <p><b>BOX, VES</b><br/>KRLD-TV, Dallas, Texas</p> <p><b>BOYD, DON</b><br/>Sports Roundup<br/>WCLO, Jamesville, Wis.</p> <p><b>BOYLE, BILL</b><br/>Down The Line In Sports<br/>WPCF, Panama City, Fla.</p> <p><b>BRACHER, BERNIE</b><br/>Sports Slants<br/>WAVE-TV, Louisville, Ky.</p> <p><b>BRADLEY, JACK</b><br/>The Sports Journal<br/>WSAZ, WSAZ-TV, Huntington,<br/>W. Va.</p> | <p><b>BRANSON, TODD</b><br/>Play By Play<br/>WWCA, Gary, Ind.</p> <p><b>BRAY, DICK</b><br/>Baurarian News Roundup<br/>WCPO, WCPO-TV, Cincinnati,<br/>Ohio</p> <p><b>BREMSEMER, LYELL</b><br/>KFAB, Omaha, Nebr.</p> <p><b>BREWER, CHAS.</b><br/>WHIN, Gallatin, Tenn.</p> <p><b>BRICKHOUSE, JACK</b><br/>WGN, WGN-TV, Chicago, Ill.</p> <p><b>BRITT, JIM</b><br/>Football, Baseball<br/>MBS</p> <p><b>BRITTON, JACK</b><br/>WHBQ, Memphis, Tenn.</p> <p><b>BROCKMAN, DON</b><br/>Sports Report<br/>WJON, St. Cloud, Minn.</p> <p><b>BRODE, BUDDY</b><br/>Sports Roundup<br/>WNAE, Norristown, Pa.</p> <p><b>BROMBERG, LESTER</b><br/>Fight Follow Up<br/>CBS-TV</p> <p><b>BROMBERG, VERN</b><br/>Hawkeye Sports Journal<br/>KCHA, Charles City, Iowa</p> <p><b>BROOKS, BILL</b><br/>Sports Round-Up<br/>WEBJ, Brewton, Ala.</p> <p><b>BROOKS, BOB</b><br/>Sports Parade<br/>Sports Story<br/>KCRG, Cedar Rapids, Iowa</p> | <p><b>BROOME, G. EARL</b><br/>WHED, Washington, N. C.</p> <p><b>BROWN, AL</b><br/>Sports Review<br/>WWSC, Glens Falls, N. Y.</p> <p><b>BROWN, BILL</b><br/>Kendall News &amp; Sports Review<br/>WETA, Batavia, N. Y.</p> <p><b>BROWN, BILL</b><br/>Sports Picture<br/>WTVN, Columbus, Ohio</p> <p><b>BROWN, FRED</b><br/>Sports Reporter<br/>WLOS, Asheville, N. C.</p> <p><b>BROWN, GLENN</b><br/>Brown Sportscaast<br/>KVET, Austin, Texas</p> <p><b>BROWN, HARRY</b><br/>Sports Extra<br/>WKLP, Poughkeepsie, N. Y.</p> <p><b>BRUBAKER, TOM</b><br/>Baseball<br/>KSSP, Sulphur Springs, Texas</p> <p><b>BRUNELL, JOHN</b><br/>Sports Final<br/>WDEV, Waterbury, Vt.</p> <p><b>BRYAN, BILL</b><br/>Sports Review<br/>KTOW, Oklahoma City, Okla.</p> <p><b>BRYANT, TED</b><br/>Sports Final<br/>KRLC, Lewiston, Idaho</p> <p><b>BRYSON, JOHN</b><br/>Sports Review<br/>WENR, WENR-TV, Chicago,<br/>Ill.</p> <p><b>BUCHANAN, BRUCE</b><br/>WMPD, Wilmington, N. C.</p> |
|--|---|--|

# Thanks NBC

## RADIO DAILY — TELEVISION DAILY

Friday, September 21, 1951

• • • Following extended negotiations, Bill Stern has been signed to a new three-year contract by NBC. Actually, Bill's present contract with NBC does not expire until next March, but to sew him up for the future, since they knew that both CBS and ABC were after him, NBC tore up Bill's old pact and gave him a new one starting immediately. Under the terms of his new contract, Stern is guaranteed a minimum of \$350,000 for the next three years. Under the new pact, he assumes the new title of sports editor.

# Bill Stern

## VARIETY

Wednesday, September 19, 1951

# Bill Stern's 500G 3-Year NBC Pact

Bill Stern, NBC sports director, has negotiated a new three-year deal with the network, although the present one doesn't expire until next March. Under the new pact, Stern will forsake his administrative functions to devote his time exclusively to broadcasting and telecasting.

New contract gives Stern a minimum guarantee of \$500,000 over the three-year span. That amount has approximated his total gross under the old agreement, but under the new terms it permits Stern an opportunity to shoot for higher than the minimum stakes.

Stern will do some of the Westinghouse-sponsored grid games under the NCAA formula. Whether or not he gets the Rose Bowl assignment under the Gillette NBC exclusivity is still problematical.

## Sports Commentators—Radio-Television

### — C —

**BUDDE, BOOTS**  
Boots Budde Looks At Sports  
WIBV, Belleville, Ill.

**BUETEL, FRANK**  
WLOL, Minneapolis, Minn.

**BULLETT, "BUCKY"**  
Sports Trail  
WMNB, North Adams, Mass.

**BUPP, BOB**  
WPTW, Piqua, Ohio

**BURGESS, JACK**  
WOSC, Fulton, N. Y.

**BURGMAN, HORST F.**  
KOPR, Butte, Montana

**BURKE, GORDON**  
Sports Calendar  
KULA, Honolulu, Hawaii

**BURNES, BOB**  
Sportscaster  
KMOX, St. Louis, Mo.

**BURR, CHARLES C.**  
Sports Excerpts  
WXRA, Buffalo, N. Y.

**BURT, JIM**  
Sports Final  
KELO, Sioux Falls, South  
Dakota

**BYRUM, BUCK**  
All Sports Play-By-Play  
WIRJ, Humboldt, Tenn.

**BYRNE, BOB**  
KDB, Santa Barbara, Calif.

**BYERS, WAYNE**  
Play-By-Play  
Panorama Of Sports  
WATG, Ashland, Ohio

**BUTTERFIELD, RAY**  
What's New In Sports  
WLOX, Biloxi, Miss.

**CAIN, CLAUDE**  
Basketball On The Air  
KID, Idaho Falls, Idaho

**CAMMAROTA, ED**  
Ed Cammarota Sports Show  
WEEU, Reading, Pa.

**CAMPBELL, BILL**  
WCAU, Philadelphia, Pa.

**CAMPBELL, BUD**  
Sports Forecast  
WIND, Chicago, Ill.

**CAMPBELL, DAVE**  
WAFM-TV, Birmingham, Ala.

**CAMPBELL, JOHN**  
Review  
KXLL, Missoula, Montana

**CAMPBELL, MAL**  
Sports Parade Final  
WUCM, Cumberland, Md.

**CAMPBELL, NEENIE**  
Caravan of Sports  
WMCK, McKeesport, Pa.

**CAMPERSON, BILL**  
Sportsmen's Corner  
WHOL, Allentown, Pa.

**CAMPOFREDA, NICK**  
Washington Senators  
Baseball  
WAAM, Baltimore, Md.

**CANAVAN, BOB**  
KSET, El Paso, Texas

**CANHAM, ERWIN**  
ABC

**CARAY, HARRY**  
Sports Extra  
WIL, St. Louis, Mo.

**CARL, LEONARD**  
Sports Parade  
KMA, Shenandoah, Iowa

**CARMACK, BOB**  
Sportlight  
KBIX, Muskogee, Okla.

**CARNEGIE, TOM**  
Sportswire  
WIRE, Indianapolis, Ind.

**CARPENTER, JIM**  
Sports Roundup  
WKBB, Dubuque, Iowa

**CARROLL, HARRY**  
Today's Sports  
WANS, Anderson, S. C.

**CARSON, JAMES C.**  
KWBM, Williston, N. Dak.

**CARSON, TOM**  
Carson With Sports  
JWJ, Cleveland, Ohio

**CARTER, DON**  
Sportlight  
CHAT, Medicine Hat, Alberta,  
Canada

**CARTER, RONNIE**  
Play By Play  
KNEM, Nevada, Mo.

**CARTY, DEL**  
Sports Roundup  
WWGP, Sanford, N. C.

**CARVIN, EDDIE**  
WMSA, Massena, N. Y.

**CASE, JACK**  
Sports Roundup  
WWNY, Watertown, N. Y.

**CASEY, BOB**  
Sports Final  
WDGY, Minneapolis, Minn.

**CASPER, TEE**  
Sports Director  
KCUL, Fort Worth, Texas



**Guy Le Bow**

WPIX  
WABD  
WJZ-TV

STRAUSS STORES  
REPORT "GREATEST SALES"

GOLD SEAL SATURDAY ROUNDUP  
"ATTAINED HIGHEST WPIX PULSE RATING"

New York Rangers  
**HOCKEY** MADISON SQ. GARDEN

"TODAY'S BASEBALL"

NEW YORK  
WORLD-TELEGRAM  
and SUN

"TAKE A TIP FROM ME"

"WARM-UP TIME" • "SPORTS EXTRA"

**BERT  
LEE**  
**WMGM**  
"The Call Letters  
of the Stars"  
NEW YORK



## Sports Commentators—Radio-Television

- CAUDILL, CARL B.**  
Sports Review  
WFTC, Kinston, N. C.
- CAULEY, AL**  
Harry Gold Sports Final  
CJAD, Montreal, Quebec, Can.
- CAVANAUGH, JOE**  
Sports Scene  
WARD, Johnstown, Pa.
- CHALMERS, JAMES**  
Speaking For Sports  
WEIM, Fitchburg, Mass.
- CHAMBERLAIN, CARL**  
Sports  
WABC, Rochester, N. Y.
- CHAMBERLAIN, GUS**  
Sports Review  
WDEF, Chattanooga, Tenn.
- CHAPMAN, ELBERT**  
Sportscaast  
KGIW, Alamosa, Colo.
- CHARLES, AL**  
WAYB, Waynesboro, Va.
- CHARVAT, JACK**  
Tonights Sports  
KTUL, Tulsa, Okla.
- CHEDWICK, CRAIG**  
The Scoreboard  
WHOD, Homestead, Pa.
- CHERRY, CHARLES**  
Sports Mike  
KTOH, Lihue, Kauai, Hawaii
- CHERRY, FREEMAN**  
Spotlight  
WKAY, Glasgow, Ky.
- CHRISTENSEN, DUANE**  
Sportscaast  
KVNU, Logan, Utah
- CHRISTIE, GEO.**  
Sport's Show  
WFEA, Manchester, N. H.
- CHRISTOFFERSON, AL**  
Sportscaast  
KTRF, Thief River Falls, Minn.
- CLARK, JUSTIN**  
Sports Stardust  
WWXL, Peoria, Ill.
- CLAWSON, LEW**  
Sports  
WWVA, Wheeling, W. Va.
- CLAYTON, DEAN**  
Sports Parade  
KBOE, Oskaloosa, Iowa
- CLEAR, BILL**  
Sports  
WRTA, Altoona, Pa.
- CLEFTON, ROD**  
Sports Spotlight  
KHQ, Spokane, Wash.
- CLEMENS, BOB**  
Clemens Sportscaast  
KENO, Las Vegas, Nevada
- CLEMENS, JOE**  
KLIX, Twin Falls, Idaho
- CLOVER, CARLOS**  
Sports Director  
KRIG, Odessa, Texas
- COBURN, HUGH**  
Let's Look 'Em Over  
WBLJ, Dalton, Ga.
- COGGINS, JIMMIE**  
Along The Sports Trail  
WKDK, Newberry, S. C.
- COLE, BENJAMIN**  
WORA, Mayaguez, P. R.
- COLE, JOE**  
WEAB, Greer, S. C.
- COLEMAN, KEN**  
Sports Journal  
WNEB, Worcester, Mass.
- COLES, ED**  
Play-By-Play  
WSSB, Durham, N. C.
- COLLARD, RENE**  
Radio-sport CKCV  
CKCV, Quebec, Canada
- COLLIE, VIN**  
Sports Round-Up  
WERI, Westerly, R. I.
- COLLINS, DAVID**  
WRFD, Worthington, Ohio
- COLLINS, JERRY**  
Sports Spotlight  
WJBC, Bloomington, Ill.
- COLLINS, JUD**  
Touchdown Prevue  
WSM-TV, Nashville, Tenn.
- COLLINS, SID**  
WIBC, Indianapolis, Ind.
- COMBS, HOOT**  
WVLK, Versailles & Lexington, Ky.
- COMEAU, DENNY**  
CJLS, Yarmouth, N. S., Can.
- COMPTON, AL**  
Sports Review  
WCKB, Dunn, N. C.
- CONNOR, LUIS VISOT**  
Pagina Deportiva Ultimas Noticias  
WPRP, Ponce, Puerto Rico
- CONNOR, DAVE**  
WBAL-TV, Baltimore, Md.
- CONRADE, STEVE**  
WDOD, Chattanooga, Tenn.
- COOK, GORDON**  
CFRB, Toronto, Ont., Canada
- COOK, HAROLD**  
KICA, Clovis, N. M.
- COONEY, JAMES J.**  
Great Moments Sports  
WJNC, Jacksonville, N. C.
- CORBETT, KEN**  
KLWT, Lebanon, Mo.
- CORLEY, BILL**  
WBNS, Columbus, Ohio
- CORRIGALL, NED B.**  
All Sport  
CKRD, Red Deer, Alberta, Can.
- CORSIDILL, CHUCK**  
Sports Spotlite  
KBKW, Aberdeen, Wash.
- COSTELLO, ED**  
World of Sports  
KOSA, Odessa, Texas
- COWELL, ED**  
Speaking of Sports  
WJHL, Johnson City, Tenn.
- COX, JIM**  
Hockey-Lacrosse  
CKNW, New Westminster, B. C., Canada
- COZAD, FLOYD V.**  
WDYK, Cumberland, Md.
- CRADDOCK, JACK**  
Baseball, Football, Basketball  
WCVI, Connellsville, Pa.
- CRAFT, STAN**  
Football-Basketball  
KXRO, Aberdeen, Wash.
- CRAIG, WILLIAM**  
Sports World  
WATA, Boone, N. C.
- CRAMER, CRIS**  
Sports Report  
WCHV, Charlottesville, Va.
- CRAWFORD, VERN**  
Fish N' Tackle  
WJNO, W. Palm Beach, Fla.
- CREIGHTON, HARRY**  
WGN, WGN-TV, Chicago, Ill.
- CRISTIL, JACK**  
All Sports  
WROX, Clarksdale, Miss.
- CROGHAN, JOE**  
WBAL, WBAL-TV, Baltimore, Md.
- CROSIAR, FRANK**  
Sports Director  
WHOT, South Bend, Ind.
- CROWLEY, BILL**  
Spotlight On Sports  
WARA, Attleboro, Mass.
- CROWLEY, PAUL C.**  
WJPD, Ishpeming, Mich.
- CRUM, JIMMY**  
WRFD, Worthington, Ohio
- CRYSDALE, JOE**  
Scoreboard  
CKEY, Toronto, Ont., Canada
- CUDAHY, BILL**  
Sports Personalities  
CHVC, Niagara Falls, Ont., Canada
- CULLINGS, BOB**  
Sportscaast  
WINR, Binghamton, N. Y.
- CUNO, ERNIE**  
News Views & Clues From The World of Sports  
WSYR, Syracuse, N. Y.
- CURRIE, BILL**  
WHPE, High Point, N. C.
- CUMMINS, JACK**  
Jack of All Sports  
WTVJ, Miami, Fla.
- CUMMINS, RAY**  
Sports Review  
WMBL, Moorehead City, N. C.
- CUMMINS, TAIT**  
Sports Digest  
WMT, Cedar Rapids, Iowa

### — D —

- DABOUL, JOE**  
Sports Hi-Lights  
WIRY, Plattsburg, N. Y.
- DADAY, JOHN**  
Sports Matinee  
WGPA, Bethlehem, Pa.
- DA GROSSA, JOHN "OX"**  
Speaking of Sports  
WCAU, Philadelphia, Pa.
- DAHL, DON**  
On The Sidelines  
KDAL, Duluth, Minn.
- DAIN, ROLAND**  
Spotlite On Sports  
KAUS, Austin, Minn.
- DALEY, BILL**  
News & Sports Before Noon  
KEYD, Minneapolis, Minn.
- DALY, JACK**  
CKOY, Ottawa, Ont., Canada
- DANCY, KEITH**  
CFCF, Montreal, Que., Canada
- DANES, SPENCER**  
Play-By-Play  
WKBV, Richmond, Ind.
- DANIEL, DAN**  
Sports Journal  
WHOO, Orlando, Fla.
- DAVIES, BOB**  
Football, Baseball, Basketball  
KMUR, Murray, Utah
- DAVIS, BILL**  
Sports Final  
WLOW, Norfolk, Va.
- DAVIS, CHAS.**  
Sports Report  
WMIE, Miami, Fla.
- DAVIS, DICK**  
Speaking of Sports  
WFIN, Findlay, Ohio
- DAVIS, GENE**  
Spotlight  
WDOK, Cleveland, Ohio



## Sports Commentators—Radio-Television

### DAVIS, GEOFF

B. July 26, 1918, Edmonton, Alta., Can.; Sports Director, WINS, New York, N. Y.

### DAVIS, IY

Sports Digest  
WJXN, Jackson, Miss.

### DAVIS, JIM

What's What In The Land Of Sports

### DAVIS, JOHNNY

WKPT, Kingsport, Tenn.

### DAVIS, JOHNNY

The Sportsman  
WUSJ, Lockport, N. Y.

### DAVIS, LES

Today In The World Of Sports  
WNAX, Yankton, S. D.

### DAVIS, NORM

WRUF, Gainesville, Fla.

### DAVY, FRED

Sports Final  
WJAS, Pittsburgh, Pa.

### DAW, W.

Sports Deal  
CFOS, Owen Sound, Ont., Can.

### DAWSON, BUD

WQUA, Moline, Ill.

### DEAN, DIZZY

Yankee Baseball Games  
WABD, New York, N. Y.  
Game Of The Day  
MBS

### DIENES, NAY

Sports Time  
KMMJ, Grand Island, Nebr.

### DELANEY, BOB

WHDH, Boston, Mass.

### DELANEY, ROBERT

WCVA, Culpeper, Va.

### DENTON, BILL

Football Scoreboard—Football  
Prophet

### DENTON, BILL

Rainier Sports Reel  
Marching Thru Sports  
KPQ, Wenatchee, Wash.

### DERR, JOHN

Sports Roundup  
CBS

### DESILET, LEROY

News In Sports  
KYAK, Yakima, Wash.

### DESMOND, CONNIE

Football Roundup  
CBS

### DE VICTOR, MARTY

WBNS, Columbus, Ohio

### DEVINE, JACK

In The Sportlight  
CJBQ, Belleville, Ont., Canada

### DeYOANNES, MUNDO

Sports By DeYoannes  
WHLB, Virginia, Minn.

### DIAB, GEORGE

Play By Play  
Sports Reel  
WTRF, Bellaire, Ohio

### DICKSON, WILFORD

KGFF, Shawnee, Okla.

### DIEHL, BILL

Dealing It Out  
WGH, Newport News, Va.

### DIEHM, VICTOR C.

WAZL, Hazleton, Pa.

### DIHLMANN, HENRY

KROS, Clinton, Iowa

### DILLON, FRED

Sports Review  
WCMA, Corinth, Miss.

### DILON, GENE

Sports Review  
WCMW, Canton, Ohio

### DILLON, LENNY

Today In Sports  
WFAS, White Plains, N. Y.

### DITTERT, ED

World of Sports  
Sportstime  
KRIC, Beaumont, Texas

### DIX, JACK

Sports Call, Sports Quiz  
WHSY, Hattiesburg, Miss.

### DINON, MASON

Sports Parade  
KICD, Spencer, Iowa

### DOLAN, FRANK

All Outdoors  
WKOP, Binghamton, N. Y.

### DOMMER, WILLIAM

Time In For Sports  
WONW, Defiance, Ohio

### DONLEY, RED

Sports Today  
The Week In Sports  
WSTV, Steubenville, Ohio

### DOPP, CLAY

Sports Desk  
WXEL, Cleveland, Ohio

### DORE, BILL

KBRO, Bremerton, Wash.

### DOUGHERTY, CHUCK

Sports Final  
WETH, Williamson, W. Va.

### DOUGLAS, SCOTT

Wrestling, MB5-TV; Boxing, CB5-TV; All Sports.

### DOUGLAS, STEVE

A Kid And A Dog  
WNBW, Washington, D. C.

### DOYLE, VINCE

Picture In Sports  
WJVA, South Bend, Ind.

### DRAPER, LARRY

Today's Sports  
WEIR, Weirton, W. Va.

### DRENNAN, JERRY

KEYE, Perryton, Texas

### DREW, E. R.

CKLB, Oshawa, Ont., Canada

### DUDLEY, JIMMY

WERE, Cleveland, Ohio

### DUGGAN, TOM

WMAQ, Chicago, Ill.

### DUGGAN, TOM

WNIQ, Chicago, Ill.

### DUMONT, HERMEL

The Week In Sports  
CJEM, Edmundston, N. B.  
Canada

### DUNBAR, WALTER

Time For Sports  
WBET, AM & FM, Brockton,  
Mass.

### DUNPHY, DON

Trotting Races  
WABD

### DURKIN, RALPH

Sports Final  
WDAF, Kansas City, Mo.

### DYER, BILL

Baltimore Bullets  
Basketball  
WAAM, Baltimore, Md.

## — E —

### EAKINS, PHIL

Sportsreel  
KEPO, El Paso, Texas

### EATON, TOM

Today In Sports  
WREB, Holyoke, Mass.

### EDWARDS, BILL

Sportscast  
KGNC, Amarillo, Texas

### EDWARDS, BILL

KLEF, Houston, Texas

### EDWARDS, BOB

Sport Roundtable  
KPOA, Honolulu, Hawaii

### EGAN, GAIL

Sports Desk  
WXEL, Cleveland, Ohio

### EHLEKES, NED

WMTR, Morristown, N. J.

### EHRlich, GEORGE

Sports Whirl  
WINH, Laconia, N. H.

### ELAMON, JAMES C.

KOT'A, Kikore, Texas

### ELBRECHT, PAUL

Play-By-Play  
WCDL, Carbondale, Pa.

### ELLIOTT, DOYCE

KCRS, Midland, Texas

### ELLIOTT, OWEN

Sports Review  
WSBT, South Bend, Ind.

### ELLIS, KEN

Sports with Ken Ellis  
CFPL, London, Ontario, Can.

### ELLIS, STEVE

Giant Jottings  
WMCA, N. Y., N. Y.

### ELLSON, WM.

WBFT-TV, Rock Island, Ill.

### ELSON, BOB

Sports & Comments  
WBKB, Chicago, Ill.

### ELSTON, BOB

KIOA, Des Moines, Iowa

### ENGLANDER, BYRON

Local Sports  
WGBB, Freeport, N. Y.

### ENKROTH, DICK

Newsports  
WL0L, Minneapolis, Minn.

### ENSLEY, HAROLD

Fisherman's Friend  
KIMO, Independence, Mo.

### ERHARD, CHARLES

WHIS, Bluefield, W. Va.

### ESSICK, LU

WGNL, Wilmington, N. C.

### ESTELLE, RICHARD

WTVB, Coldwater, Mich.

### ESTES, JAMES L.

WRHI, Rock Hill, S. C.

### ETRANKS, BLAIR

Sports Review  
WTAR, Norfolk, Va.

### EVANS, L. C. "LEN"

Sports On A Spree  
Sports In Five  
CHLO, St. Thomas, Ont., Can.

### EVANS, RUSH

Speaking of Sports  
KSEK, Pittsburg, Kans.

### EWART, DON

Sportscycle  
CFGP, Grand Prairie, Alberta,  
Canada

## — F —

### FALKENSTEIN, MAX

Tops In Sports  
WREN, Topeka, Kans.

### FALLO, FRANK

WMEX, Boston, Mass.

### FANCHER, K. L.

Sports Review  
KPDN, Pampa, Texas

### FARIS, CLINT

The Sports Review  
WGTM, Wilson, N. C.

### FARRELL, MAURY

WAFM-TV, Birmingham, Ala.

### FARRINGTON, FRANK

KFAM, St. Cloud, Minn.

### FARRIOR, BILL

In The Sportlight  
WFB, Fayetteville, N. C.

### FARRIS, JOE

Sports Billboard  
WGKY, Charleston, W. Va.

## Sports Commentators—Radio-Television

- FAULCONER, J. B.**  
WLAB, Lexington, Ky.
- FEES, HAL**  
KSEY, Seymour, Texas
- FEILDING, LEONARD**  
Play-By-Play  
WPLI, Jackson, Tenn.
- FELDMAN, CHIC**  
Sports Extra  
WSCR, Scranton, Pa.
- FERGUSON, BOB**  
Sports Desk  
WBOW, Terre Haute, Ind.
- FERGUSON, JOHN**  
Sports  
WAFB, Baton Rouge, La.
- FERRIS, JACK**  
Sports Time  
WSDR, Sterling, Ill.
- FINCH, HOWARD**  
WJIM, Lansing, Mich.
- FINEGAN, JIMMIE**  
Sportraits & Wrestling  
WHAS-TV, Louisville, Ky.
- FINGER, HOWARD**  
Sports Page  
WSAM, Saginaw, Mich.
- FINLAYSON, JOHN L., JR.**  
KCOM, Sioux City, Iowa
- FIRMIN, JAMES H.**  
Play By Play  
WMOX, Metropolis, Ill.
- FISHER, CARL**  
Sports Roundup  
CKSF, Cornwall, Ont., Canada
- FISHER, EDDIE**  
Sports Parade  
WWBZ, Vineland, N. J.
- FISHER, HANK**  
Hank Fisher On Sports  
WIRL, Peoria, Ill.
- FISHER, WILFRED**  
The Sportlight  
WMTC, Vandevle, Ky.
- FITZ, STEPHEN**  
WSNY, Schenectady, N. Y.
- FITZGERALD, FRANK**  
WHLS, Port Huron, Mich.
- FLEMING, JACK**  
Today In Sports  
All Play-By-Play  
WAJR, Morgantown, W. Va.
- FLINDERS, DON**  
KLIX, Twin Falls, Idaho
- FLORA, EARL**  
Florascope  
WBNS-TV, Columbus, Ohio
- FLYNN, GENE**  
Sportscast  
WORC, Worcester, Mass.
- FLYNN, JOHN**  
N. Y. Sports  
WICY, Malone, N. Y.
- FLYNN, TONY**  
Looking Up  
WJPG, Green Bay, Wis.
- FORSELL, RON**  
Speaking Of Sports  
KKLE, Ellensburg, Wash.
- FOSTER, TERRY**  
Sports Parade  
WHBL, Sheboygan, Wis.
- FOURNIER, JOHNNY**  
The Sportsman  
WTRY, Plattsburg, N. Y.
- FOWLER, BILL**  
Field of Sports  
WBAT, Marion, Ind.
- FOX, BILL**  
Sports Roundup  
KSTA, Coleman, Texas
- FOX, WM. F., JR.**  
Fox's Den  
WIBC, Indianapolis, Ind.
- FRAZIER, HAL**  
Sports Final  
WSTP, Salisbury, N. C.
- FREEMAN, CARROLL**  
Sports Extra  
KOMA, Oklahoma City, Okla.
- FRENCH, BOB**  
French On Sports  
WWCA, Gary, Ind.
- FRIEDRICK, FRANK**  
WWOL, Buffalo, N. Y.
- FRIEND, GEORGE**  
WPLA, Plant City, Fla.
- FRINK, BILL**  
WSGW, Saginaw, Mich.
- FROH, DAVE**  
Sports Corner  
WILS, Lansing, Mich.
- FUNSTON, JOHN**  
Fanfare  
CHNS, Halifax, Nova Scotia,  
Canada

### — G —

- GAGE, FRED**  
WIBA, Madison, Wis.
- GAINES, JERRY**  
Sports Today  
WHAT, Philadelphia, Pa.
- GAINES, WALT**  
WIEL, Elizabethtown, Ky.
- GALBREATH, DON**  
Sports Parade  
KTEL, Walla Walla, Wash.
- GALLACHER, BOB**  
Sports Review  
WJMJ, Philadelphia, Pa.
- GALLICO, BOB**  
Sports Report  
WDAR, Savannah, Ga.
- GALLIVAN, DANIEL L.**  
Wildroot Sportscast  
Nu-Way Sportscast  
CJCH, Halifax, N. S., Canada
- GANS, ALAN**  
Inside Angle On Sports  
KYW, Philadelphia, Pa.
- GARCIA, PEDRO JUAN**  
Panorama Deportivo  
WPRP, Ponce, Puerto Rico
- GARDNER, BILL**  
Scoreboard  
WWPA, Williamsport, Pa.
- GARDNER, DON**  
Sports Director  
WKBN, Youngstown, Ohio
- GARRIOCK, TOMMY**  
Late Sports Roundup  
CKTB, St. Catharines, Ont.,  
Canada
- GARWOOD, JOHN**  
Sports In Review  
WNBZ, Saranac Lake, N. Y.
- GATES, JIM**  
Sports of All Sorts  
WFBG, Altoona, Pa.
- GEE, STAN**  
WGAR, Cleveland, Ohio
- GEORGE, BILL**  
Sports Final  
KSTV, Stephenville, Texas
- GEORGE, ED**  
Tomorrow's Headlines in  
Sports  
WSAN, Allentown, Pa.
- GIBB, BART**  
Speaking of Sport  
CFRN, Edmonton, Alberta,  
Canada
- GIBBS, RON**  
Forecasts  
WTAX, Springfield, Ill.
- GIBBONS, JAMES L.**  
WMAL, WMAL-TV, Wash-  
ington, D. C.
- GILLESPIE, EARL**  
Play-By-Play Sports  
WEMP, Milwaukee, Wis.
- GILLHAM, DICK**  
Sports Final  
WDAF-TV, Kansas City, Mo.
- GILMORE, BOB**  
WCPO, Cincinnati, Ohio
- GIVENS, GLEN**  
Sports Today  
KTAT, Frederick, Okla.
- GLAZER, PETE**  
Sports Digest  
WSAP, Portsmouth, Va.
- GLEASON, JAMES**  
WNBH, New Bedford, Mass.
- GLENN, RALPH**  
Sports Digest  
WMID, Atlantic City, N. J.
- GLICKMAN, MARTY**  
WMGM, New York, N. Y.
- GOESSER, JOE**  
Gazing At Sports  
KFZ, Fond Du Lac, Wis.
- GOLLDAY, C. LESLIE**  
Sports Special  
WEPM, Martinsburg, W. Va.
- GOOD, BILL**  
Bill Good Sports Review  
CBR, Vancouver, B. C., Can.
- GOOD, GENE, JR.**  
Good Reports on Sports  
KOCO, Salem, Oregon
- GOODING, RALPH**  
Sports Parade  
WRFW, Eau Claire, Wis.
- GOODRICH, BILL**  
Tops In Sports  
WSLI, Jackson, Miss.
- GORDON, BILL**  
WENT, Gloversville, N. Y.
- GORMAN, ED**  
Sports  
WJLK, Asbury Park, N. J.
- GOULD, LESTER L.**  
Sport Hi-Lites  
WJNC, Jacksonville, N. C.
- GOURLIE, BUD**  
Sports Shots  
WWOD, Lynchburg, Va.
- GOWDY, CURT**  
WHDH, Boston, Mass.
- GRAHAM, BILL**  
WAZL, Hazleton, Pa.
- GRANT, BOB**  
World Of Sports  
KRNK, Roseburg, Oregon
- GRAY, GEORGE**  
WTAW, College Station, Texas
- GRAYMOUNT, STUART**  
Special Events  
KRIO, McAllen, Texas
- GREBE, JIM**  
Football, Baseball, Basketball  
KMUR, Murray, Utah
- GREEN, JOHNNY**  
KFVD, Fort Dodge, Iowa
- GREENFIELD, WESLEY**  
Sports Review  
WJER, Dover, Ohio
- GREENHOE, BOB**  
Play By Play  
WHTC, Holland, Mich.
- GREENWOOD, KEN**  
Sports Topics  
Sunday Nite Quarter Back  
KFOR, Lincoln, Nebr.
- GREER, GORDON**  
WMRF, Lewiston, Pa.
- GREGG, M. L. "TORV"**  
The Sportscast  
CKNX, Wingham, Ont., Can.

## Sports Commentators—Radio-Television

- GREHAN, JAMES**  
Sports Show  
WLNA, Peeksskill, N. Y.
- GRIFFIN, CLEVE**  
KIOX, Bay City, Texas
- GRIFFITH, DON**  
Sports Page  
WCOA, Pensacola, Fla.
- GRIFFITHS, DAVE**  
Sportscenter of The Air  
WARM, Scranton, Pa.
- GRIFFITHS, WILLIAM J.**  
WKRT, Sports Desk  
WKRT, Cortland, N. Y.
- GRIGSBY, W. W.**  
WMBH, Joplin, Mo.
- GRIMBERG, WARREN**  
Local Games  
KAST, Astoria, Oregon
- GRIMI, JOSEPH E.**  
WILE, Cambridge, Ohio
- GROSS, DON**  
Sports Director  
KFBS, Joplin, Mo.
- GROSSMAN, DICK**  
Sportscope  
Coaches Corner  
WHRN, Syracuse, N. Y.
- GRUBBS, WALTER B.**  
World Sports  
KVMC, Colorado City, Texas
- GUIDO, JOE**  
Sports Final  
WESB, Bradford, Pa.
- GUINAN, JACK**  
WQAN, Scranton, Pa.
- GUOKAS, MATT**  
Sports Extra  
WPEN, Philadelphia, Pa.
- GUTHRIE, WILLARD**  
Sports Director  
KWRO, Coquille, Oregon
- H —
- HACK, PAUL**  
Sports Roundup  
CKPR, Fort William, Ont.,  
Can.
- HALL, CHARLES**  
Sports Roundup  
WWNC, Asheville, N. C.
- HALL, HALSEY**  
Time Out For Sports  
WCCO, Minneapolis, Minn.
- HALLECK, MARK**  
Football Games  
WKLO, Louisville, Ky.
- HALYARD, O. C., JR.**  
WYLK, Versailles & Lexington, Ky.
- HAMILTON, KEN**  
WEBQ, Harrisburg, Ill.
- HAMRICK, HAL**  
Sports Review  
WAIR, Winston-Salem, N. C.
- HAMRICK, HOWARD**  
WRNL, Richmond, Va.
- HANAN, MARC**  
Great Moments In Sports  
KXO, El Centro, Calif.
- HANEX, BOB**  
Ky. Sports Review  
W5FC, Somerset, Ky.
- HANKINS, JIM**  
Sports Roundup  
WMOK, Metropolis, Ill.
- HANSON, ED**  
Let's Talk Sports  
WFER, Wisconsin Rapids, Wis.
- HANSON, HARLEY**  
The Sports Digest  
ZOTA, Rapid City, S. Dak.
- HARMON, TOM**  
KNX, Los Angeles, Calif.
- HARRISON, SHELBY**  
Sports of the Air  
WTAX, Springfield, Ill.
- HARRIS, JACK**  
Sports Parade  
WNOI, Norfolk, Va.
- HARRIS, WALT**  
Pigskin Preview  
KFRG, San Francisco, Calif.
- HARRIS, WES**  
Sports Circus  
WGAY, Silver Spring, Md.
- HARRISON, BOB**  
Sports Director  
WHNC, Henderson, N. C.
- HARRISON, CHARLES H.**  
Play-By-Play  
KBOA, Kennett, Mo.
- HART, HAL**  
Sports Summary  
WOC, Davenport, Iowa  
Hart of Sports  
WOC-TV, Davenport, Iowa
- HARTMAN, ROME**  
Sportscope  
WIRK, W. Palm Beach, Fla.
- HASEL, JOE**  
Joe Hasel Sports  
ABC
- HASSE, WARREN**  
KPDN, Pampa, Texas
- HATCH, JACK**  
Sport Spotlight  
KSPT, Sandpoint, Idaho
- HAUGHTON, JIM**  
Report On Sports  
WHAT, Philadelphia, Pa.
- HAWKEY, BOB**  
Todays Sports  
WJNO, W. Palm Beach, Fla.
- HAWKINS, VERN**  
Sports Spotlight  
KWTO, Springfield, Mo.
- HAYDEN, FRANK**  
WTCO, Campbellsville, Ky.
- HAYDEN, WILF**  
CHNO, Sudbury, Ont., Canada
- HEALY, DAN**  
Sports Round Up  
WBRK, Pittsfield, Mass.
- HEARN, "CHICK"**  
"Chick" Hearn On Sports  
WEEK, Peoria, Ill.
- HEILBRONER, LOU**  
WCPS, Sports  
WCPS, Tarboro, N. C.
- HELFER, AL**  
B. Sept. 26, 1909, Pittsburgh, Pa.; Sports Voice of the MBS; Baseball: Mutual Game of the Day, World Series, All-Star Game; Football: Mutual Game of the Week, Rose Bowl, East vs. West, All-Star Game, Army vs. Navy; Sports Digest; All MBS
- HEMANN, CHUCK**  
WCUE, Akron, Ohio
- HENDRICKSON, BOB**  
WAGE, Syracuse, N. Y.
- HENRICH, TOMMY**  
Tommy Henrich Sports  
WJZ-TV, New York, N. Y.
- HENRY, JOHN**  
KVOO, Tulsa, Okla.
- HERNON, PAT**  
Football, Basketball  
WQOW, Madison, Wis.
- HERRICK, SHERB**  
Sports  
WXKW, Albany, N. Y.
- HEWETT, DROOMY**  
Play-By-Play  
CHVC, Niagara Falls, Ont.,  
Canada
- HEWEY, IRA L.**  
Spotlighting The Sportlight  
WHAL, Greenfield, Mass.
- HEWITT, BILL**  
Play-By-Play  
CKFH, Toronto, Ont., Canada
- HEWITT, WARREN**  
Today in Sports  
KIRK, Kirksville, Mo.
- HICKLING, LEE**  
Sports Reports  
WDOS, Oneonta, New York
- HICKMAN, HERMAN**  
NBC
- HIELSCHER, C. N.**  
KORA, Bryan, Texas
- HIGHTOWER, BILL**  
Sports Scope  
KXOL, Fort Worth, Texas
- HILL, BOB**  
WANE, Ft. Wayne, Ind.
- HILL, DON**  
Spotlight on Sports  
WPAB, Parkersburg, W. Va.
- HILL, EDDIE**  
Sports Finals  
WRR, Dallas, Texas
- HILL, JOE**  
WLW-C, Columbus, Ohio
- HODGES, JIM**  
Sportscaster  
KWRO, Coquille, Oregon
- HODGES, RUSS**  
Scoreboard  
WABD, New York, N. Y.  
Russ Hodges Sports  
WJZ-TV, New York, N. Y.
- HOEMKE, RAY**  
Kingspin Corners  
WKBW, Buffalo, N. Y.
- HOFFMAN, GIBBY**  
Sports Story  
WBEI, St. Marys, Pa.
- HOGAN, BILL**  
Sports Final  
WEWO, Laurinburg, N. C.
- HOGAN, LARRY**  
Speaking Of Sports  
KSRO, Santa Rosa, Calif.
- HOLAND, CHARLIE**  
KRLD-TV, Dallas, Texas
- HOLECKO, ANDY**  
Speaking of Sports  
WICA, Ashtabula, Ohio
- HOOPEE, JACK**  
Report On Sports  
WHGB, Harrisburg, Pa.
- HOOPER, D. L.**  
WBSR, Pulaski, Tenn.
- HORNER, JACK**  
Hornor's Corner  
KSTP, Minneapolis-St. Paul, Minn.
- HOWARD, DON**  
Sports Parade  
WLBE, Leesburg, Fla.
- HOWARD, HARRY**  
KIEM, Eureka, Calif.
- HOWARD, WILLIAM, JR.**  
Play By Play  
Sports Extra  
WBTM, Danville, Va.
- HOWLETT, BILL**  
KVNI, Coeur D'Alene, Idaho
- HOYT, WAITE**  
Waite Hoyt Show  
WCPO-TV, WCPO, Cincinnati, Ohio
- HUDDLESTON, WALTER DEE**  
Sports Review  
WKCT, Bowling Green, Ky.
- HUGGINS, C. ROBERT**  
CFAB, Windsor, N. S., Canada



## Sports Commentators—Radio-Television

**HUGGINS, C. ROBERT**  
CKEN, Kentville, N. S., Can.

**HULL, DICK**  
Let's Talk Sports  
WFRP, Savannah, Ga.

**HUNTER, HERB**  
Baseball Warm-Up  
Winter League  
KMON, Great Falls, Montana

**HUNTINGTON, CLAY**  
KTBI, Tacoma, Wash.

**HURST, JACK**  
Sport Page of The Air.  
WNXT, Portsmouth, Ohio

**HURST, MICHAEL**  
Accent on Sports  
WTBO, Cumberland, Md.

**HURT, MURRAY**  
Sportscast  
WGIL, Galesburg, Ill.

**HURT, ZACK**  
KFJZ, Fort Worth, Texas

**HUSING, TED**  
Ted Husing Sport Show  
NBC-TV, WMGM, New York, N. Y.

**HYMAN, ED**  
Live Wrestling  
WOAI-TV, San Antonio, Texas

### — I —

**IHLENFELD, WARREN**  
Sports Spotlight  
WISR, Butler, Pa.

**INGSTAD, BOB**  
Play-By-Play  
KOVC, Valley City, N. Dak.

**INKOL, BILL**  
Sports Spotlight  
CJCS, Stratford, Ont., Canada

**IRELAND, MILLARD**  
News Man  
KOMO, Seattle, Wash.

**IRVINE, JACK**  
Sports Final  
KOOS, Coos Bay, Oregon

### — J —

**JACKSON, BILL**  
WCOG, Greensboro, N. C.

**JACKSON, DICK**  
Sports Roundup  
WEIR, Weirton, W. Va.

**JACKSON, HAL**  
Sports Page  
WUST, Bethesda, Md.

**JACKSON, LEE**  
WAPQ, Chattanooga, Tenn.

**JACOBS, PAUL**  
WHK, Cleveland, Ohio

**JAMES, DENNIS**  
Wrestling With Dennis James  
WABD, New York, N. Y.

**JARVIS, BILL**  
Bill Jarvis Reports Sports  
KVG B, Great Bend, Kans.

**JAY, ALLAN**  
Sports Digest  
Sports Roundup  
WKVA, Lewistown, Pa.

**JAY, BILL**  
Sports Parade  
WNOX, Knoxville, Tenn.

**JENKINS, ED**  
Sports Parade  
KOEL, Oelwein, Iowa

**JOBES, JAMES N.**  
Sinclair Sportscast  
KOFO, Ottawa, Kansas

**JOHNSON, ARV**  
KCJB, Minot, N. Dak.

**JOHNSON, ED**  
WSMI, Litchfield, Ill.

**JOHNSON, LEN**  
WKIB, Sports Mike  
WKIB, Iron River, Mich.

**JOHNSON, MONROE**  
Play-By-Play  
KMHL, Marshall, Minn.

**JOHNSON, MORRIS**  
Tops In Sports  
KBUR, Burlington, Iowa

**JOHNSON, TINY**  
Sports Parade  
WLPO, La Salle, Ill.

**JOHNSON, WARREN**  
Sports Eye  
WPF B, Middletown, Ohio

**JONES, BOB**  
Sports High-Lights  
WSPR, Springfield, Mass.

**JONES, DICK**  
RULP, El Campo, Texas

**JONES, EARL D.**  
Sports Edition  
WFTM, Maysville, Ky.

**JONES, GORDON**  
Sportscope  
WCMB, Lemoyne, Pa.

**JONES, SLEW**  
Sports News  
WAPP, McComb, Miss.

**JORDAN, AL**  
Sport Special  
CKWX, Vancouver, B. C. Can.

**JORDAN, "TINY" JOE**  
Sports Edition  
WSAL, Logansport, Ind.

**JOYCE, JOHNNY**  
WPAQ, Mt. Airy, N. C.

**JOYNER, JACK**  
Sports Newsreel  
WBIR, Knoxville, Tenn.

**JUDKINS, HARLAN**  
Sports Review  
KTUL, Tulsa, Okla.

### — K —

**KABER, RUSS**  
Today In Sports  
KOVC, Valley City, N. Dak.

**KALBER, FLOYD**  
KMTV, Omaha, Nebr.

**KALLAY, ED**  
Sports Headlines  
WAVE, Louisville, Ky.

**KANE, JACK**  
Sports Director  
WHEB, Portsmouth, N. H.

**KASE, MAX**  
Sports Showkase  
WNEW, New York, N. Y.

**KAUFMAN, SAM**  
Human Side of Sports  
WOL, Washington, D. C.

**KAUFMANN, GEORGE F.**  
Sports Hobbies  
The Sports Parade  
KBMW, Wapneton, N. D.

**KEATING, BILL**  
Sports Revue  
WHYN, Holyoke, Mass.

**KEILBACK, J.**  
CKY, Winnipeg, Manitoba, Canada

**KEILEY, BOB**  
Loyola Football Games  
KNBH, Hollywood, Calif.

**KELLY, GENE**  
Baseball, Basketball  
MBS

**KELLY, HAL**  
Sports Roundup  
CKEY, Toronto, Ont., Canada

**KENNEDY, ED**  
Sports Eye  
WKRC, Cincinnati, Ohio

**KENNEDY, JAS. L.**  
Sports' Round-Up  
WGCD, Chester, S. C.

**KENNEDY, JOHN**  
Sports Parade  
KFYO, Lubbock, Texas

**KENNY, FRED**  
Grandstand & Bandstand  
WPWA, Chester, Pa.

**KEPPENBROCK, JIM**  
KSFA, Sports  
KSFA, Nacogdoches, Texas

**KESSENICH, RAYMOND**  
Sports Roundup  
WBKV, West Bend, Wis.

**KIEL, LYMAN**  
At The Sports Desk  
WBCK, Battle Creek, Mich.

**KIGGINS, LARRY**  
Highlights in Sports  
WLAU, Laurel, Miss.

**KILGORE, GORDON**  
KDTH, Dubuque, Iowa

**KIMBLE, VANCE**  
Sports Final  
KBST, Big Spring, Texas

**KINCAID, FRED**  
Sports Extra  
KPLT, Paris, Texas

**KING, BILL**  
Sports Scrapbook  
WTAD, Quincy, Ill.

**KING, JAN**  
Sports Director  
WEAY, Plattsburg, N. Y.

**KING, JIM**  
Sports Parade  
KDMO, Carthage, Mo.

**KING, MANUEL**  
Sportscasting  
KBOR, Brownsville, Texas

**KIRBY, GENE**  
Game of The Day  
MBS

**KIRBY, LEE**  
Sports Spotlight  
WBT, Charlotte, N. C.  
Stag Session  
WBTV, Charlotte, N. C.

**KIRMEYER, MIKE**  
KAVE, Carlsbad, N. M.

**KLEIN, DON**  
Play-By-Play  
KIBE, Palo Alto, Calif.

**KLIEWER, L. W.**  
Sport Spotlight  
WVEC, Hampton, Va.

**KNEVEL, JOHN**  
KIMA, Yakima, Wash.

**KOESTER, TONY**  
Sports Final  
KFBK, Sacramento, Calif.

**KOGAN, JACK**  
KRAM, Las Vegas, Nevada

**KOVENCHON, GEO.**  
KNUJ, New Ulm, Minn.

**KRAMER, WILLIAM J.**  
WILE, Cambridge, Ohio

**KRSHKA, FRANK**  
Sports Leads  
KOJM, Havre, Montana

**KULMAN, ARTHUR**  
KWLK, Longview, Wash.

### — L —

**LABRANCHE, ERNEST H.**  
WCCM, Lawrence, Mass.

**LACHENMEIER, RUDY**  
Sports Page Final  
KGW, Portland, Oregon



## Sports Commentators—Radio-Television

- LaFRANCHISE, CHARLIE**  
KPOJ, Portland, Oregon
- La GRANBE, JEAN**  
Valparaiso, Michigan City, Ind.
- LAING, ART**  
CKLW, Detroit, Mich.
- LANDIS, LYLE B.**  
Play-By-Play  
WKAI, Macomb, Ill.
- LANE, DICK**  
Wrestling, Boxing  
KTLA, Los Angeles, Calif.
- LANE, J. K., JR.**  
World of Sports  
KHER, Hillsboro, Texas
- LANGLOIS, BERNARD**  
Nouvelles Sportives  
CJBR, Rimouski, Quebec, Can.
- LASK, BILL**  
Sports Roundup  
KDDD, Dumas, Texas
- LAURIE, BILL**  
KNET, Palestine, Texas
- LAWRENCE, JAMES H.**  
Football, Basketball, Baseball  
KOVO, Provo, Utah
- LAWSON, JERRY**  
WJOC, Jamestown, N. Y.
- LAYER, BRUCE**  
KPRC-TV, Houston, Texas
- LAYMAN, EARLE**  
WPRC, Lincoln, Ill.
- LEACH, ROBERT E.**  
WPGW, Portland, Ind.
- LEAKE, BUS**  
Sports Review  
Basketball Games — Football Games  
WDNE, Elkins, W. Va.
- LEAMING, JIM**  
Sports Shots Football, Basketball, Baseball
- LEAVITT, MEL**  
Inside Of Sports  
WDSU-TV, New Orleans, La.
- LeBOW, GUY**  
B. June 11, 1916, N. Y. C., N. Y.; Strauss Stores Sport Special, WABD; Play Ball Quiz, WPIX; Sportscope, WPIX; Sportswhirl, WOR-TV; Saturday Roundup, WPIX; Latin Carnival, WJZ-TV.
- LECIUS, EDWARD**  
Sports Hilites  
WOTW, Nashua, N. H.
- LEDFORD, CAWOOD**  
Speaking Of Sports  
WHLN, Harlan, Ky.
- LEE, BARNEY**  
Sports Roundup  
WJLB, Detroit, Mich.
- LEE, BOB**  
KICK, Springfield, Mo.
- LEE, BRUCE**  
WHIT, New Bern, N. C.
- LEE, BERT**  
Take A Tip From Me, Warm-up Time, Sports Extra, WMGM, New York, N. Y.
- LEE, FRANK**  
Sports Journal  
WMN, Fairmont, W. Va.
- LEE, MIKE**  
WEDO, McKeesport, Pa.
- LeFEBRE, DON**  
WINA, Charlottesville, Va.
- LEIBMAN, NED**  
Sports Spotlight  
KSRV, Ontario, Oregon
- LEIGHTON, AL**  
Sport Spotlight  
KLIZ, Brainerd, Minn.
- LENNON, PAUL**  
Sports Digest  
WTTs, Bloomington, Ind.
- LENON, JOHN**  
Sportscope  
KGKB, Tyler, Texas
- LENTZ, ART**  
WISC, Madison, Wis.
- LeSUEUR, PERCE**  
Perce LeSueur  
CKOC, Hamilton, Canada
- LEWIS, BARNEY**  
WLDs, Jacksonville, Ill.
- LEWIS, ED**  
Sports Digest  
KFJX, Grand Junction, Colo.
- LEWIS, JACK**  
Sportslight  
WTYR, Richmond, Va.
- LIGHTCAP, JACK**  
Parade of Sports  
NBC
- LILLICO, DICK**  
Sport Spotlight Sportdesk  
CHAB, Moose Jaw, Sask., Canada
- LINDSAY, BILL FRANK**  
Local Football  
KELT, Electra, Texas
- LING, MIKE**  
Sports Spotlight  
KRBC, Abilene, Texas
- LINTHICUM, WALTER**  
WBAL-TV, Baltimore, Md.
- LIFEZ, HARRIS**  
Inside of Sports  
Sports Parade  
WBPZ, Lock Haven, Pa.
- LIPTON, JOE**  
Sports Roundup  
WANS, Anderson, S. C.
- LITZINGER, RAY**  
Short Sports Report  
KIT, Yakima, Wash.
- LIVINGSTON, SAM**  
Down Sports Ave.  
WKYB, Paducah, Ky.
- LLORENS, SANTIAGO**  
WORA, Mayaguez, P. R.
- LLOYD, BOB**  
Week's Sport  
KWRE, Warrenton, Mo.
- LLOYD, BOB**  
Sports Review  
WBLY, Appleton, Wis.
- LLOYD, VINCE**  
WGN, WGN-TV, Chicago, Ill.
- LOCHNER, ART**  
Spotlight On Sports  
WLEA, Hornell, N. Y.
- LOCKE, ROBERT**  
WBBW, Youngstown, Ohio
- LOEBE, BARNEY**  
Miss. Sports  
WNAG, Grenada, Miss.
- LOHMEIER, WM.**  
WHBF-TV, Rock Island, Ill.
- LOMAX, STAN**  
WOR, WOR-TV, New York, N. Y.
- LOMBARDI, SAM**  
The Sportlite  
WMUS, Muskegon, Mich.
- LONG, PAUL**  
Football Predictions  
WESC, Greenville, S. C.
- LOWE, WALT**  
Football Scoreboard  
KDSH, Boise, Idaho
- LOWRIE, BOB**  
Sports Roundup  
KFPQD, Anchorage, Alaska
- LUDGATE, GEORGE**  
Round Town  
CHEX, Peterborough, Ont., Canada
- LUKE, HARRY**  
WMBG, Richmond, Va.
- LUNDQUIST, ELDY**  
Sports Today  
WTRC, Elkhart, Ind.
- LUSK, BERNIE**  
KROC, Rochester, Minn.
- LUNCI, BUD**  
Sports Close-Up  
WWJ-TV, Detroit, Mich.
- LYNN, JAMES**  
Sports Review  
WVCH, Chester, Pa.
- LYTLE, BILL**  
Sportscope  
WCNT, Centralia, Ill.

— Mc —

- McADOO, DICK**  
Sports Roundup  
WGBG, Greensboro, N. C.
- McALEECE, GERALD**  
KDTH, Dubuque, Iowa
- McALLISTER, ROY**  
WHMA, Anniston, Alabama
- McBRIDE, BILL**  
WOW-TV, Omaha, Nebr.
- McCANN, BOB**  
Sports Parade  
KMYC, Billings, Montana
- McCARTHY, JIM**  
On The Sports Scene  
WBRE, Wilkes-Barre, Pa.
- McCARTHY, TOM**  
Late Sports  
WOND, Pleasantville, N. J.
- McCLELLAND, PAUL**  
Sport's Round-Up  
WGM, Gutney, Ill.
- McCLOY, GEORGE**  
Sports Round Up  
CJOB, Winnipeg, Manitoba
- McCLURE, BOB**  
KWNR, Reno, Nevada
- McCOLGAN, BILL**  
Sports Director  
WENJ, Youngstown, Ohio
- McCORMICK, JACK**  
Sports Parade  
KRSN, Los Alamos, N. Mexico
- McCORMICK, JOHN**  
KDB, Santa Barbara, Calif.
- McCRACKEN, JARRELL**  
KWTX, Waco, Texas
- McCUTCHEON, DON M.**  
Sports Final  
KTHR, Hood River, Oregon
- McFARLAND, RICK**  
Sports Review  
WLAK, Lakeland, Fla.
- McGEHAN, JOHN**  
WISC, Madison, Wis.
- McGINLEY, CHARLIE**  
All Good Sports  
WSVA, Harrisburg, Va.
- McGOWAN, MALCOLM**  
Sports Digest  
CFNB, Fredericton, N. B., Canada
- McGRATH, ED**  
Ed McGrath Sports Show  
WsPA, Spartansburg, S. C.
- McINTYRE, JIM**  
Sportslants  
WNN, Louisville, Ky.
- McKECHNIE, JIM**  
Sportslants  
Sports Report  
WENE, Binghamton-Endicott, N. Y.

## Sports Commentators—Radio-Television

- McKENZIE, STAN  
Sports Parade  
KWED, Seguin, Texas
- McKINNON, BILL  
Shell Digest  
WBNS, Columbus, Ohio
- McKNIGHT, WES  
CFRB, Toronto, Ont., Canada
- McLAUGHLIN, JAMES  
St. Croix Sports Round Up  
WSHB, Stillwater, Minn.
- McLINN, STONEY  
Sports Parade  
WHIP, Philadelphia, Pa.
- McNAMARA, JIM  
This Week In Sports  
WALA, Mobile, Ala.
- McNAMARA, LAWRENCE  
Sports News  
WNBC  
Sports Spotlight  
WNHC-TV, New Haven, Conn.
- McNEIL, DAVE  
Sportscope  
WCRB, Waltham, Mass.
- McVAY, BOB  
Speaking of Sports  
KFJL, Klamath Falls, Oregon
- McWILLIAMS, HAL  
KCMC, Texarkana, Texas-Ark.
- M —
- MACDONALD, JOHN  
CKOY, Ottawa, Ont., Canada
- MacKENZIE, KEITH  
Sportspage  
CJRL, Kenora, Ont., Canada
- MacKENZIE, WENDELL C.  
WMOU, Berlin, N. H.
- MacLEAN, JOHN  
Sports Roundup  
WPDQ, Jacksonville, Fla.
- MACLEMM, JAMES C.  
WTVB, Coldwater, Mich.
- MacLEOD, TOM  
Sports Parade  
KYJC, Medford, Oregon
- MacPHERSON, STEWART  
WCCO, Minneapolis, Minn.
- MAGRINI, BUD  
Play By Play Sports Games  
KSBY, Santa Rosa, Calif.
- MALDEN, KEN  
"Sports Huddle"  
WHEE, Boston, Mass.
- MANDRAKE, CHUCK  
Sportraits  
WICA, Ashtabula, Ohio
- MANN, CARL  
Sportscoast  
KNUZ, Houston, Texas
- MANNING, TOM  
Sport Show  
WNBK, Cleveland, Ohio
- MANSFIELD, BOB  
Daily Sports Reports  
WKIC, Hazard, Ky.
- MARGET, MANNY  
Sport Shorts  
KVOX, Moorhead, Minn.
- MARINO, JOHN  
Sports Review  
WHAT, Philadelphia, Pa.
- MARKS, JOE  
Sports Roundup  
CFAC, Calgary, Alberta, Can.
- MARLOW, DOUG  
All Out For Sports  
KWAT, Watertown, S. Dakota
- MARRONE, MIKE  
Johnsonburg Sports  
WKBI, St. Marys, Pa.
- MARSH, ROY S.  
Sports Review  
WHLF, South Boston, Va.
- MARSHALL, NORM  
CHML, Hamilton, Canada
- MARTIN, BOB  
Martin's Sportsfolio  
WMUR, Manchester, N. H.
- MARTIN, DICK  
Sports Parade  
WCMI, Ashland, Ky.
- MARTIN, HERBIE  
Sports Parade  
WKBI, St. Marys, Pa.
- MARTIN, JIM  
WDYK, Cumberland, Md.
- MARTIN, MAURY  
6:30 Sports  
KXGN, Glendive, Montana
- MARTIN, TINY  
Tiny Martin's Sport Show  
WFNC, Fayetteville, N. C.
- MARTIN, WHITNEY R.  
Sports Parade  
WCMI, Ashland, Ky.
- MARTZ, DON  
CKCR, Kitchener, Ont., Canada
- MASON, JOE  
Sports and Play-By-Play  
WLEE, Richmond, Va.
- MASON, WILLIAM C.  
Spotlight on Sports  
KDIX, Dickinson, No. Dak.
- MATTHEWS, TOM  
WCLA, Ludington, Mich.
- MAYNARD, BILL  
KPTS, Springfield, Mo.
- MAXORAL, RADAMES  
Publicidad Mayoral  
WPAB, Ponce, Puerto Rico
- MAYES, WENDELL, JR.  
KBWD, Brownwood, Texas
- MAYS, BOB  
KLIF, Dallas, Texas
- MAZER, BILL  
"Sports Extra"  
WKBW, Buffalo, N. Y.
- MEALY, TOM  
WTTN, Watertown, Wis.
- MEHAFFEY, JAY  
Hi Lites In Sports  
KOSA, Odessa, Texas
- MEHL, ERNIE  
Ernie Mehl Sports  
WDAF, Kansas City, Mo.
- MEIER, EVANS  
Sports Roundup  
WJAG, Norfolk, Nebr.
- MERCER, JOHN P.  
WHAP, Hopewell, Va.
- MERCER, BILL  
KMUS, Muskogee, Okla.
- MERRILL, JACK  
Today in Sports  
KOLS, Pryor, Okla.
- MERRIMAN, DONALD W.  
Sports Page  
WHDL, Olean, N. Y.
- METZGER, DON  
Sports Parade  
WMAM, Marinette, Wis.
- MEYER, AL  
All Sports  
KPOW, Powell, Wyo.
- MICHAEL, RAY  
Sports Beat  
WNBW, Washington, D. C.
- MILLER, FRANK  
Sports Parade  
KSID, Sikeston, Mo.
- MILLER, GENE  
Gene Miller On Sports  
KOVE, Lander, Wyo.
- MILLER, IRV  
"The World of Sports"  
WDLB, Marshfield, Wis.
- MILLER, SKIP  
Sports Director  
WJSW, Altoona, Pa.
- MILLER, STRETCH  
Sports Extra  
WLL, St. Louis, Mo.
- MILLER, VAN C.  
6:15 Sports  
WFBC, Dunkirk, N. Y.
- MILLS, BILL  
WPTW, Piqua, Ohio
- MILTON, JUD  
KSJB, Jamestown, N. Dak.
- MINSHALL, BILL  
Football Scoreboard  
KRMG, Tulsa, Okla.
- MITCHELL, JAMES H.  
WCVS, Springfield, Ill.
- MITCHELL, JEAN  
CKCR, Kitchener, Ont., Canada
- MITTAN, RAY  
WHRB, Benton Harbor, Mich.
- MOEN, JOE  
Moen 'Em Down  
WBEL, Beloit, Wis.
- MOFIELD, RAY  
Sports Hi-Lites  
WPAD, Paducah, Ky.
- MOLEN, SAM  
Sports Director  
KFRM - KMBC, Kansas City, Mo.
- MONROE, BOB  
Last Night In Sports  
KCHA, Charles City, Iowa
- MONROE, S. W.  
WMBR, Myrtle Beach, S. C.
- MOON, HAROLD  
WISE, Asheville, N. C.
- MOORE, BILL  
WNJR, Newark, N. J.
- MOORE, JERRY  
"Spotlighting Sports"  
WKOK, Sunbury, Pa.
- MOORE, TED  
Sports Diary  
KTRI, Sioux City, Iowa
- MOOREHEAD, TOM  
"Tom Moorehead Sports Show"  
WFIL, Philadelphia, Pa.  
"Name The Star"  
WFIL-TV, Philadelphia, Pa.
- MORAN, GUSSIE  
"Kelley-Moran Show"  
KNBH, Hollywood, Calif.
- MORAN, JACK  
Sports Beat  
Football Forecasts  
KVER, Albuquerque, N. Mex.
- MOREHOUSE, EUGENE  
Sports Director  
WVNR, Beckley, W. Va.
- MORELAND, HARRY A.  
Sports Cast  
KCRV, Caruthersville, Mo.
- MOREY, ROBERT F.  
75 Sportscast  
WOKZ, Alton, Ill.
- MORGAN, ED  
KBON, Omaha, Nebr.
- MORGAN, EM  
Sports Story  
KPGW, Pasco, Wash.
- MORLAN, CLIFF  
Sports Review  
KBUN, Bemidji, Minn.
- MORLEY, MIKE  
WRIB, Providence, R. I.
- MORRIS, BOB  
Sports Page  
KBRL, McCook, Nebraska
- MORRIS, JIM  
Pigskin Parade  
WTON, Staunton, Va.
- MORRIS, LEO  
Sports Highlights  
KRHD, Duncan, Okla.

## Sports Commentators—Radio-Television

— O —

**MORTON, EARL**  
Looking At Sport  
CHNS, Halifax, Nova Scotia,  
Can.

**MOSS, DAVID A.**  
Piscesin Salute  
WESC, Greenville, S. C.

**MOSTELLER, JERRY G.**  
WAKE Sports Round-up  
WAKE, Greenville, S. C.

**MOTLEY, RAY**  
WMOH, Hamilton, Ohio

**MULLINAX, W. A.**  
Sport Scoreboard  
WESC, Greenville, S. C.

**MURDOCK, HOWARD**  
La Porte Sports  
WIMS, Michigan City, Ind.

**MURPHY, BOB**  
Sports By Murphy  
KOCY, Oklahoma City, Okla.

**MURPHY, BOB**  
WXYZ-TV, Detroit, Mich.

**MURPHY, ED**  
Sports Page  
WWEQ, Hornell, N. Y.

**MURPHY, TOM**  
KWCR, Cedar Rapids, Iowa

**MURRAY, DON**  
Sports Review  
WDBJ, Roanoke, Va.

**MUZZY, JIM**  
WBEBC, Canton, Ohio

**MYERS, KENT**  
Sports Events  
KSUB, Cedar City, Utah

— N —

**NAGLE, JERRY**  
WHTN, Huntington, W. Va.

**NAGLER, AL**  
WJBK, Detroit, Mich.  
"Sports Camera"  
WJBK-TV, Detroit, Mich.

**NAKEL, PAUL**  
WJMO, Cleveland, Ohio

**NEAL, BOB**  
Today In Sports  
WERE, Cleveland, Ohio

**NEALON, CLARK**  
"Clark Nealon"  
KPRC-TV, Houston, Texas

**NEINAS, "CHUCK"**  
Play-By-Plays  
WDLB, Marshfield, Wis.

**NELSON, JOHNNY**  
Sports Corner  
WESB, Bradford, Pa.

**NESSITT, DICK**  
WOR-TV, New York, N. Y.

**NEWMAN, JACK**  
WIBA, Madison, Wis.

**NEY, CHUCK**  
KAYL, Storm Lake, Iowa

**NIAGRO, JOE**  
Sports-A-Tune  
WIBG, Philadelphia, Pa.

**NICHOLS, DICK**  
Great Moments In Sports  
KGA, Spokane, Wash.

**NICKELSON, DICK**  
Sports Rock  
WEAR, Pensacola, Fla.

**NORMAN, DICK**  
Sports Spotlight  
WMAN, Mansfield, Ohio

**NORMAN, HAL**  
Speaking of Sports  
WLCR, Torrington, Conn.

**NORWINE, JACK**  
Sportscaster  
KMOX, St. Louis, Mo.

**NUENT, JACK**  
Sportscast  
KASM, Albany, Minn.

**O'BRIEN, DON**  
"Sports Beat"  
WDGY, Minneapolis, Minn.

**O'BRIEN, JERRY**  
Sports Edition  
WPIB, Providence, R. I.

**O'CARA, ROGER**  
WBEBC, Pittsfield, Mass.

**O'BELL, VIRGIL**  
Cavalcade of Sports  
WGRO, Bay City, Mich.

**OLIVER, W. D.**  
Football Bandstand  
KVMC, Colorado City, Texas

**OLSON, DANNY**  
Sports Final  
KSUM, Fairmont, Minn.

**OLMARA, BILL**  
"King's Sport Camera"  
KING, Seattle, Wash.  
Baseball, Hockey, Football  
KING-TV, Seattle, Wash.

**ORR, W.**  
Sports On Parade  
WVOS, Liberty, N. Y.

**ORUM, BILL**  
Sports By Bill Orum  
KCRC, Enid, Okla.

**OSBORNE, ED**  
Sports Parade  
WMSC, Columbia, S. C.

**OSBORN, GENE**  
Sports  
KXEL, Waterloo, Iowa

**OVERTON, DAVE**  
Let's Look At Sports  
WSM-TV, Nashville, Tenn.

**OWENS, MOREY**  
Sports Review  
WROK, Rockford, Ill.

— P —

**PAGE, ELLIOT**  
Page On Sports  
WSKI, Montpelier, Vt.

**PAIGE, CARL**  
Nevada Sports Slants  
KLAS, Las Vegas, Nevada

**PAIGE, ERIK**  
WCAV, Norfolk, Va.

**PARKER, JOHNNY**  
WJLM, Lansing, Mich.

**PARKS, DARYL**  
Ringside Roundup  
WKRC-TV, Cincinnati, Ohio

**PARKS, DEL**  
10th Inning  
WPEN, Philadelphia, Pa.

**PARMET, GUS**  
Scoreboard Of The Air  
WHIM, Providence, R. I.

**PATRICK, VAN**  
Sportscripts  
Sports Final  
WJR, Detroit, Mich.

**PATISON, JIM**  
Sports Revue, Round Up  
WDAD, Indiana, Pa.

**PAYNE, JACK**  
Sports Director  
WOW, Omaha, Nebr.  
WOW-TV, Omaha, Nebr.

**PECK, CLAIR**  
World of Sports  
KRUL, Corvallis, Oregon

**PENNEWELL, RALPH**  
Sports Varieties  
WWIN, Baltimore, Md.

**PEPE, JOHNNY**  
Sports Review  
WPIC, Sharon, Pa.

**PERRIN, KEYES**  
Ruppert Sports Parade  
WROW, Albany, N. Y.

**PERRY, LINC**  
KBRO, Bremerton, Wash.

**PERRY, TUT**  
Sports Supplement  
WCDL, Carbondale, Pa.

**PERRY, WES**  
Sports Review  
KLUF, Galveston, Texas

**PETERKS, BOB**  
WAFB, Baton Rouge, La.

**PETERSON, EDDIE**  
Sports Review & Prevue  
KSUB, Cedar City, Utah

**PETERSON, GENE**  
Sportlites  
WLAV, Grand Rapids, Mich.

**PETERSON, GEORGE A.**  
Time For Sports  
WTFW, St. Johnsbury, Vt.

**PETTACK, KEITH**  
Sports On Parade  
KXGI, Fort Madison, Iowa

**PIHLEN, BOB**  
Sports Page Of The Air  
WJOL, Joliet, Ill.

**PIERSON, BILL**  
Sports Corner  
WHKK, Akron, Ohio

**PIGGOTT, JOE**  
News & Sports  
WLRP, New Albany, Ind.

**PIPHER, BILL**  
Parade Of Sports  
WIOU, Kokomo, Ind.

**PITENGER, DICK**  
Sport News  
WFBM, Indianapolis, Ind.

**PLATT, BILL**  
WBBZ, Ponca City, Okla.

**POPE, BILL**  
WABY, Albany, N. Y.

**PORTER, BEN**  
Sport Shorts  
WGOV, Valdosta, Ga.

**PORTER, C. W.**  
WJRI, Lenoir, N. C.

**PORTON, BOB**  
Great Moments In Sports  
KRSS, Los Alamos, N. Mexico

**POUCHER, J. WAYNE**  
Sports Headlines  
WCOS, Columbia, S. C.

**POUNDER, RAY**  
Basketball  
KXRN, Renton, Wash.

**POWERS, JIMMY**  
Cavalcade of Sports  
NBC-TV

**POWERS, PERCY, JR.**  
Sports Roundup, Local  
Baseball  
Local Football  
WBEBC, Jackson, Miss.

**PREUSS, RUSS**  
Sportscast  
KTTR, Rolla, Mo.

**PRIDDY, JOHN**  
Spot Sports  
KRIG, Odessa, Texas

**PRIMM, BUDDY**  
All Local Sports  
WCEC, Rocky Mount, N. C.

**PRINCE, BOB**  
Case Of Sports  
WJAS, Pittsburgh, Pa.

**PRYOR, BILL**  
Spotlight On Sports  
WNEF-TV, Binghamton, N. Y.  
WNEF, Binghamton, N. Y.

**PUGLIA, JOSEPH**  
Sport Shorts  
WLIO, East Liverpool, Ohio



## Sports Commentators—Radio-Television

**PURSER, JIM**  
Spotlight On Sports  
WMIX, Mt. Vernon, Ill.

### — Q —

**QUICK, GERALD**  
WHSC, Hartsville, S. C.  
**QUINN, JACK**  
Sports Editor  
WMBD, Peoria, Ill.

### — R —

**RABER, ALAN D.**  
Sports Digest  
WKAP, Allentown, Pa.  
**RAFUSE, BRUCE**  
CKBW, Bridgewater, Nova Scotia, Canada  
**RAIHALL, BILL**  
Speaking of Sports  
WNCC, Barnesboro, Pa.  
**RAINER, CHUCK**  
Sports Extra  
WCHV, Charlottesville, Va.  
**RAMPTON, CLARE**  
Sports  
KWWL, Waterloo, Iowa  
**RAWLINSON, "CHUCK"**  
Sizing Up Sports  
WNOW, York, Pa.  
**REED, DON**  
Speaking of Sports  
KWBG, Boone, Iowa  
**REEVE, RAY**  
Sports Parade  
WRAL, Raleigh, N. C.  
**REID, DENNIS**  
Sportscast  
CKOV, Delowa, B. C., Canada  
**REID, JIM**  
BC Sports Review  
WPTF, Raleigh, N. C.  
**REINHOLDT, BOB**  
Sportscaster  
KWIN, Ashland, Oregon  
**REINHILARD, LEO**  
CHFA, Edmonton, Alberta, Canada  
**RENAUD, CHARLES**  
Through The Sportsglass  
CKFI, Fort Frances, Ontario, Canada  
**RENAUD, GERRY**  
Bonsior Les Sportifs  
VKCH, Hull, Que., Canada  
**RHODES, RICHARD A.**  
WAYB, Waynesboro, Va.  
**RICH, AL**  
Highlights And Sports  
WLOH, Princeton, W. Va.  
**RICHARDS, BILL**  
Sports Special  
WESA, Charleroi, Pa.  
**RIDENOUR, PAUL**  
Sports Spotlight  
WADE, Wadesboro, N. C.  
**RIFENBURG, DICK**  
Sports Review  
WBEN, Buffalo, N. Y.  
**RIGNEY, TOM**  
KWWL, Waterloo, Iowa  
**RILEY, CHAD**  
Riley Sports Review  
WJPB, Fairmont, W. Va.  
**RILEY, RIKK**  
10:20 Sports Club  
KILO, Grand Forks, N. Dak.  
**RILEY, WALTER J.**  
Sport Highlights  
WVET, Rochester, N. Y.  
**RINEMAN, JOHN**  
Inside Story On Sports & Sports Special  
WLAN, Lancaster, Pa.

**RIVAS, CARLOS**  
Sports Camera  
KPOA, Honolulu, Hawaii  
**RIVAS, RAFAEL SOLER**  
WORA, Mayaguez, P. R.  
**ROBERT, ANDRE**  
CKAC, Montreal, Canada  
**ROBERTS, DON**  
WKNE, Keene, N. H.  
**ROBERTS, JUD**  
KGFL, Roswell, New Mexico  
**ROBERTSON, BOB**  
Sports Hillites  
KMO, Tacoma, Wash.  
**ROBINSON, MAX**  
Reports On Sports  
WJTN, Jamestown, N. Y.  
**ROBINSON, STAN**  
Sportslight  
WTNS, Coshocton, Ohio  
**ROBINSON, WELDON**  
JaX Sports  
KRIS, Corpus Christi, Texas  
**ROCHE, BOYD**  
WPRC, Lincoln, Ill.  
**RODD, HAL**  
CJOR, Vancouver, B. C., Can.  
**RODERICK, BOB**  
Spotlight On Sports  
KGXC, Sidney, Montana  
**ROEGELE, DAVE**  
Sportscast  
CROK, Penticton, B. C., Can.  
**ROGERS, RALPH**  
WQAL, San Antonio, Texas  
**ROGNE, BREW**  
KRAM, Las Vegas, Nevada  
**ROHN, BILL**  
The Sports Gallery  
KSOO, Sioux Falls, So. Dak.  
**ROLLASON, FRED**  
WEBW, Youngstown, Ohio  
**ROMAN, JUAN B.**  
WPAB, Ponce, Puerto Rico  
**ROMANCE, ED**  
Sports Parade  
WPPA, Pottsville, Pa.  
**ROSCOE, PAUL**  
KRES, St. Joseph, Mo.  
**ROSEHILL, DAVID**  
Sports Edition  
WDEM, Providence, R. I.  
**ROSS, EARL**  
Looking At Sport  
CRCW, Moncton, N. B., Can.  
**ROTH, DICK**  
Sports Parade  
WGPC, Albany, Ga.  
**ROYAL, PAUL**  
Local Sports  
KSL-TV, Salt Lake City, Utah  
**RUGGLES, DONALD E.**  
Sportsman  
WSSV, Petersburg, Va.  
**RUGGLES, FOLEY**  
WCTT, Corbin, Ky.  
**RUSSELL, BOB**  
Russell's Scoreboard  
KFEQ, St. Joseph, Mo.  
**RUSSELL, DAVE**  
Southwest Grid Chart  
KFPDM, Beaumont, Texas  
**RUTA, JOHN**  
Sports Program  
WHLN, Niagara Falls, N. Y.  
**RUYLE, DON**  
The Sportsman  
WBYS, Canton, Ill.  
**RYAN, AL**  
Sport Call  
KURV, Edinburg, Texas  
**RYAN, JIM**  
745 A Sportcast  
KWPC, Muscatine, Iowa  
**RYAN, JOE**  
WALL, Middletown, N. Y.

**RYAN, TOMMY**  
Let's Play Ball  
KANA, Anaconda, Montana

### — S —

**SADLER, JOHN**  
Spotlight On Sports  
WSVS, Crewe, Va.  
**SALSBURG, JOSEPH H.**  
Play-By-Play  
WARM, Scranton, Pa.  
**SAMMON, JOE**  
Sports Round Up  
WBRK, Pittsfield, Mass.  
**SAMUELSON, PEARLY**  
KNEL, Brady, Texas  
**SANDLER, JACK**  
Sports Trail  
KOWH, Omaha, Nebr.  
**SASCH, WILL**  
Sports Parade  
5 Star Sports Final  
WBIV, Bedford, Ind.  
**SAUNDERS, ERNIE**  
Sport Page of The Air  
WCHS, Charleston, W. Va.  
**SAUNDERS, LLOYD**  
CKCK, Regina, Sask., Canada  
**SAUTER, DAVE**  
Spotlight On Sports  
WSAR, Fall River, Mass.  
**SAVAGE, GUY**  
Sports Scoreboard  
KXYZ, Houston, Texas  
**SAVARD, RAUL**  
Chronique Sportive  
CJFP, Riviere Du Loup, P. Que., Canada  
**SAVITT, "DUKE"**  
Sports Memories  
WFGM, Fitchburg, Mass.  
**SAWYER, TED**  
Sportscap  
WKNE, Keene, N. H.  
**SCHROEDER, PAUL**  
Michigan City Sports  
WIMS, Michigan City, Ind.  
**SCHURMAN, BOB**  
Parade of Sports  
CJRW, Summerside, Prince Edward Island, Canada  
**SCOTT, MARK**  
WCAV, Norfolk, Va.  
**SCOTT, RAY**  
WCAE, Pittsburgh, Pa.  
**SCOTT, TED**  
Sports Parade  
KULA, Hono'ulu, Hawaii  
**SEARLES, NEIL**  
Sports Pace  
WFOX, Milwaukee, Wis.  
**SEARS, BILL**  
WCAU, Philadelphia, Pa.  
**SEDA, JOSE**  
Sports Commentary  
WIPR, San Juan, P. R.  
**SENYCZKO, ED**  
WTTT, Port Huron, Mich.  
**SGAMBATI, FRED**  
Sports Scores  
CKFH, Toronto, Ont., Canada  
**SHANER, BUD**  
Speaking of Sports  
KOLN, Lincoln, Nebr.  
**SHANK, LEW**  
Sports Parade  
KWYO, Sheridan, Wyo.  
**SHANNON, GEORGE**  
The Roundup  
WTKM, Meridian, Miss.  
**SHAVER, DANNY**  
The Sportsman  
WHHH, Warren, Ohio



## Sports Commentators—Radio-Television

- SHELLY, BOB**  
Sportspace Of The Air  
WMRC, Greenville, S. C.
- SHELTON, FLOYD**  
Sports On Parade  
KSTA, Coleman, Texas
- SHEPARD, LARRY**  
Sports Talk  
KBIZ, Ottumwa, Iowa
- SHEPHERD, W.**  
KBNZ, La Junta, Colo.
- SHERMAN, BARRY**  
Sports Parade  
WSCR, Scranton, Pa.
- SHERMAN, BILL**  
Sports Roundup  
WCRB, Waltham, Mass.
- SHERMAN, BUD**  
Sports Roundup  
WBAP, Fort Worth, Texas  
Sports With Sherman  
WBAP-TV, Ft. Worth, Texas
- SHERMAN, EUGENE E.**  
KCOM, Sioux City, Iowa
- SHEREK, JIM**  
Sports To Now  
KFGO, Fargo, N. D.
- SHIVELY, DICK**  
Sports Extra  
WJPS, Evansville, Ind.
- SHOOP, EDWIN**  
WGCT, Gettysburg, Pa.
- SHOWERS, HAL**  
WQUA, Moline, Ill.
- SHRINER, TED**  
Sportscast  
KTJS, Hobart, Okla.
- SHERSHIRE, BILL**  
Scoreboard  
WCHA, Chambersburg, Pa.
- SHUBINSKI, JAKE**  
Sports Digest  
KHUZ, Borger, Texas
- SHUDD, ROY**  
WTRY, Troy, N. Y.
- SHULTS, DAN**  
Sports Parade  
KREL, Baytown, Texas
- SHUMATE, GENE**  
KSD, Des Moines, Iowa
- SIMAN, MIKE**  
WDZ, Decatur, Ill.
- SIMPSON, JIM**  
WTOP-TV, Washington, D. C.
- SIMPSON, NORM**  
WWOOD, Lynchburg, Va.
- SIMS, FRANK**  
Let's Be Frank  
WKMH, Dearborn, Mich.
- SINDIK, GEORGE**  
WKRQ, Mobile, Ala.
- SINGER, LAN**  
Sports Talk  
WXGI, Richmond, Va.
- SINGER, PAUL L.**  
KDWT, Stamford, Texas
- SLATER, SAM**  
Sports Time  
WCOM, Parkersburg, W. Va.
- SLATER, WOODY**  
4-Pages In Sports  
KUGN, Eugene, Oregon
- SLATTERY, JACK**  
WEIM, Elmira, N. Y.
- SMITH, ART**  
Sports Trail  
WFRO, Fremont, Ohio
- SMITH, BILL**  
Sports Review  
WMFR, High Point, N. C.
- SMITH, BOB**  
Parade Of Sports  
NBC
- SMITH, BOB**  
Bob Smith Sports Review  
WOOD, Grand Rapids, Mich.
- SMITH, C. V.**  
Sports Review  
WGWR, Asheville, N. C.
- SMITH, DALE**  
Top O' Sports  
KFJB, Marshalltown, Iowa
- SMITH, DALE**  
WMRF, Lewistown, Pa.
- SMITH, FRANK**  
KHUM, Eureka, Calif.
- SMITH, GORDIE**  
CFBC, St. John, N. B., Can.
- SMITH, JOE**  
Sports Roundup  
WARD, Johnstown, Pa.
- SMITH, L. O.**  
Hi School Sports  
KOWB, Laramie, Wyo.
- SMITH, SIEG**  
Sieg Smith Sports  
WGR, Buffalo, N. Y.
- SNOWDON, CHARLES T.**  
Sports Director  
WPLH, Huntington, W. Va.
- SOMMERKAMP, PAUL**  
WCKY, Cincinnati, Ohio
- SORRILL, BILL**  
Sports Tour  
WGN, Knoxville, Tenn.
- SPANN, OWEN**  
Sports Spotlight  
WTOB, Winston-Salem, N. C.
- SPECIAL, JOHNNY**  
Sports Special  
KGBC, Galveston, Texas
- SPAGUE, ED**  
KTMS, Santa Barbara, Calif.
- SPRY, GENE PAUL**  
Sports Roundup  
WKAI, Macomb, Ill.
- SQUIRES, SANDY**  
This Week In Sports  
WDOS, Oneonta, N. Y.
- STANLEY, AL**  
WIMA, Lima, Ohio
- STAPLES, GEORGE**  
KSCV, Richfield, Utah
- STARR, FRANK**  
Frank Starr Sportscast  
CJAD, Montreal, Quebec, Can.
- STATHAM, TOM**  
Sports Parade  
Hockey & Baseball Broadcasts  
CFJR, Brockville, Ont., Can.
- STEELE, DON**  
An Eye On Sports  
WFUR, Grand Rapids, Mich.
- STEELE, JOHN**  
Univ. & Hi School Basketball  
KOWB, Laramie, Wyo.
- STEELEMAN, BOB**  
Sports Director  
KOL, Omaha, Nebr.
- STEMMLER, NICK**  
Front Page Stories  
WRUN, Utica, N. Y.
- STEPHENSON, BILL**  
Sportscasts  
CKDA, Victoria, B. C., Canada
- STERN, BILL**  
Colgate Sports Newsreel NBC  
Star Night At The Astor  
NBC-TV  
Remember This Date, NBC-TV
- STERN, JOHNNY**  
Sports  
KLER, Rochester, Minn.
- STEVENS, DON**  
WEOL, Elyria-Lorain, Ohio
- STICHT, BOB**  
Football Scoreboard  
WHHM, Memphis, Tenn.
- STIMMERS, REX**  
Spice Of The Sports News
- STODDER, KEN**  
Sports Journal  
KTKT, Tucson, Arizona
- STOGNER, EARL**  
Sportscast  
WBVA, Danville, Va.
- STONE, CLAIR**  
Sports  
WBAY, Green Bay, Wis.
- STONE, PHIL**  
Sports Capsules, Sports  
Roundtable  
CHUM, Toronto, Ont., Canada
- STORRY, ED**  
WNAO, Raleigh, N. C.
- STOUT, ALLEN**  
Sports Parade  
WROL, Knoxville, Tenn.
- STRAIN, STAN**  
KWNW, Wenatchee, Wash.
- STRATTON, DICK**  
WMBR-TV, Jacksonville, Fla.
- STREET, MALCOLM**  
Sports Parade  
WAPL, Anniston, Alabama
- SUGAR DADDY**  
Negro Sportscope  
WBCO, Birmingham-Bessemer, Ala.
- SULLIVAN, JIM**  
Sports Spots  
CFOR, Orillia, Ont., Canada
- SUMMERVILLE, P.**  
OKLB, Oshawa, Ont., Canada
- SURRATT, JOHNNY**  
Sports Time  
WGIW, Charlotte, N. C.
- SUTHER, BUD**  
Sports Camera  
KGLO, Mason City, Iowa
- SUTERFIELD, PHIL**  
Sportraits  
WHAS-TV, Louisville, Ky.
- SWAN, BOB**  
Spotlight on Sports  
WORL, Boston, Mass.
- SWANSON, BOB**  
Sports Final  
WCAM, Camden, N. J.
- SWASEY, BILL**  
Speaking Of Sports  
WGVA, Geneva, N. Y.



- TABNER, DOUG**  
Sports Tab  
WTOB, Toledo, Ohio
- TAGGART, BYRON**  
Hockey Roundup  
WKRC, Cincinnati, Ohio
- TANSADEY, JOHN**  
Sports Hilites  
Piskin Panel  
KERG, Eugene, Oregon
- TATUM, EDDIE**  
WPAQ, Mt. Airy, N. C.
- TEAGUE, BILL**  
Sports Highlights  
KWKC, Abilene, Texas
- TEMPLETON, DINK**  
Sports Page  
KERC, San Francisco, Calif.
- TERFLER, DICK**  
Three-Ring Sports  
WTMA, Charleston, S. C.
- TERMIN, JOE**  
Speaking of Sports  
WCPA, Clearfield, Pa.
- TERRY, BOB**  
Sports Express  
KSTL, St. Louis, Mo.
- TERRY, CHEM**  
Wrestling  
WBAP, WBAP-TV, Fort Worth, Texas

## Sports Commentators—Radio-Television

- TERRY, HUB**  
Spotlighting Sports  
Sports Final  
WIS, Columbia, S. C.
- THEERINGER, GEORGE**  
Sports Roundup  
WRBL, Columbus, Ga.
- THOMAS, DON**  
WJKO, Springfield, Mass.
- THOMAS, FRANK**  
WABG, Greenwood, Miss.
- THOMAS, GLENN**  
Sports Parade  
WJEJ, Hagerstown, Md.
- THOMPSON, BILL**  
In The Spotlight  
KUTA, Salt Lake City, Utah
- THOMPSON, BOB**  
Sports Patrol  
WBBB, Burlington, N. C.
- THOMPSON, CHUCK**  
Sports Special  
WITH, Baltimore, Md.
- THOMPSON, GEORGE**  
Sportsreel  
WBGR, Jesup, Ga.
- THORNTON, HARRY**  
Prep F. B. Play  
WAGC, Chattanooga, Tenn.
- THORTON, RALPH**  
Pieskin Payoff  
KVOP, Plainview, Texas
- TOAL, FRANK**  
Johnstown Sports  
WCRO, Johnstown, Pa.
- TODD, RICHARDS**  
WLBG, Laurens, S. C.
- TORGERSON, STAN**  
Sports Hillites  
WBIZ, Eau Claire, Wis.
- TOSTI, PHIL**  
Sports Digest  
WKAL, Rome, N. Y.
- TOWNSEND, CHET**  
Parade Of Sports  
WJPF, Herrin, Ill.
- TOZIER, HOWARD**  
Speaking Of Sports  
WARA, Attleboro, Mass.
- TRABER, JIM**  
World Of Sports  
KVIC, Victoria, Texas
- TRACE, BOB**  
Koehlers Sports Review  
WMGW, Meadville, Pa.
- TRANTER, CHARLES**  
WNAE, Warren, Pa.
- TRAYNOR, HAROLD J.**  
KQV, Pittsburgh, Pa.
- TRUITT, ROLLIE**  
Sports Arena  
KWJJ, Portland, Oregon
- TRUSSELL, JAKE**  
Sports Column Of The Air  
KINE, Kingsville, Texas
- TUCKER, JOE**  
Sports Special  
Sports Review  
WWSW, Pittsburgh, Pa.
- TURNER, ROBERT**  
WHAM, WHAM-TV,  
Rochester, N. Y.
- TYLER, WAYNE**  
World Of Sports  
WLVA, Lynchburg, Va.
- TYSON, TY**  
Ty Tyson  
WWJ, Detroit, Mich.
- U —
- ULRICK, ED**  
WLOK, Lima, Ohio
- UNGER, DICK**  
WKYB, Paducah, Ky.
- UTLEY, MAL**  
Sports  
WOPI, Bristol, Tenn.
- V —
- VAGNER, JACK C.**  
Skelly Spts. Rpt.  
KRAL, Rawlins, Wyo.
- VALENTI, FRANK**  
Sports Review  
KHON, Honolulu, Hawaii
- VAN, BILL**  
Scores & Highlights  
KFDM, Beaumont, Texas
- VAN AKERS, TREVOR**  
Sports Review  
WKOY, Bluefield, W. Va.
- VAN ROBY, CLIFTON**  
Van Roby Local  
WTBO, Cumberland, Md.
- VAN SANT, JOHN T.**  
Sports Chat  
WSAN, Allentown, Pa.
- VAN VOORHIS, HOWARD**  
WLBR, Lebanon, Pa.
- VAUGHAN, WALTER**  
KTAN, Sherman, Texas
- VEIDT, BILL**  
Sports Scoreboard  
KHAS, Hastings, Nebr.
- VENNER, FRANK**  
Sports Highlights  
Sports Page  
WSPD-TV, Toledo, Ohio
- VEST, GEO.**  
World Of Sports  
KJFJ, Webster City, Iowa
- VEY, JOHN**  
Sports In Your Community  
CFNB, Fredericton, N. B., Can.
- VICK, DICK**  
KGEZ, Kalispell, Montana
- VICKLAND, ART**  
Football Forecast  
KTBC, Austin, Texas
- VIDNOVIC, SAM**  
Scholastic News  
WMCK, McKeesport, Pa.
- VINEY, HY**  
Sports Digest  
CFCN, Calgary, Alberta, Can.
- VOGEL, GEORGE**  
Sports Review  
KCOW, Alliance, Nebr.
- W —
- WADDELL, KEN**  
KXXX, Colby, Kansas
- WAGNER, BOB**  
Sports Review  
WHIZ, Zanesville, Ohio
- WAGNER, JAY**  
Sports Parade  
WLEC, Sandusky, Ohio
- WALDEN, WARREN**  
TV Sports Page  
WJAR-TV, Providence, R. I.
- WALKER, BOB**  
KWTX, Waco, Texas
- WALKER, HAL**  
Last Word In Sports  
WMAW, Milwaukee, Wis.
- WALKER, J. V.**  
Parade of Sports  
WJPF, Herrin, Ill.
- WALLACE, JACK**  
Sports Final  
KBST, Big Spring, Texas
- WALSH, FRANK J.**  
Sports Commentator  
WBCM, Bay City, Mich.
- WALSH, GEORGE**  
Walsh Looks 'Em Over  
WFIL-TV, Philadelphia, Pa.
- WALSH, LLOYD P.**  
Sportspage  
WGAT, Utica, N. Y.
- WALSHAK, DAVID**  
Cavalcade of Sports  
KCTI, Gonzales, Texas
- WALTON, EARL**  
Sports Roundup  
WJZM, Clarksville, Tenn.
- WALTON, LUKE**  
Sports Director  
WISH, Indianapolis, Ind.
- WALTON, RAY**  
Sports Pace  
WTBG, Philadelphia, Pa.
- WARD, BILL**  
WHOW, Clinton, Ill.
- WARDEN, AL**  
Patrolling The Sports  
Highway  
KLO, Ogden, Utah
- WARNER, MEL**  
Bandstand Of Sports  
WCCE, Rocky Mount, N. C.
- WARREN, JIM**  
Sportsspecial  
WMAK, Nashville, Ten.
- WATERMAN, BERNIE**  
News & Sports  
WMAV, Springfield, Ill.
- WATERS, PHIL**  
Pieskin Prophet  
KOOS, Coos Bay, Oregon
- WATERS, VIC**  
Who Beat Who  
CJOR, Vancouver, B. C., Can.
- WATSON, E.**  
Sports Highlight  
CFOS, Owen Sound, Ont., Can.
- WATSON, CHARLIE**  
Sports Roundup  
KBOA, Kennett, Mo.
- WATSON, DRANE**  
WDUN, Gainesville, Ga.
- WATTRICK, DON**  
Sports Parade  
WXYZ - WXYZ - TV, Detroit, Mich.
- WEATHERWAX, BEN K.**  
KGY, Olympia, Wash.
- WEAVER, BILL**  
Sports Headlines  
WDAY, Fargo, N. Dak.
- WEAVER, HANK**  
Hank Weaver's Press Room  
KECA-TV, Hollywood, Calif.
- WEAVER, RICK**  
Spotlite On Sports  
WCEN, Mt. Pleasant, Mich.
- WEGGELAND, R. D.**  
Football Time  
Football Prophet  
KVMV, Twin Falls, Idaho
- WELBORNE, CURT**  
Play-By-Play  
WGBG, Greensboro, N. C.
- WELLS, DARYL**  
CHML, Hamilton, Canada
- WELLS, J.**  
CKY, Winnipeg, Manitoba, Canada
- WESLEY, DON**  
WGGH, Marion, Ill.
- WEST, BOB**  
WGAI, Elizabeth City, N. C.
- WEST, WINDY**  
Sports Preview  
KSEM, Moses Lake, Wash.
- WESTBROOK, TED**  
Commentary  
WKBY, Richmond, Ind.
- WESTERMEIER, BOB**  
Sports Spotlight  
WCSI, Columbia, Indiana
- WESTERVELT, RICHARD**  
WHWB, Rutland, Vermont

## Sports Commentators—Radio-Television

- WESTON, DON**  
Westerner's Sports Corral  
KGVO, Missoula, Mont.
- WHALEN, ED**  
Sports Director  
CJOC, Lethbridge, Alberta,  
Canada
- WHEELER, JOHN WHIT**  
KHTT, Lampasas, Texas
- WHEELER, RICHARD**  
Sport News  
KTBB, Tyler, Texas
- WHITAKER, JACK**  
Sport Shots  
WCAU, Philadelphia, Pa.
- WHITAKER, TOM**  
The Sportscope  
WKXN, Saginaw, Mich.
- WHITE, BILL**  
Sports Page  
KTIP, Porterville, Calif.
- WHITE, DICK**  
Sports News  
KPKW, Pasco, Wash.
- WHITE, GEORGE**  
Sports  
WFAA, Dallas, Tex.
- WHITMORE, TOM**  
Spotlight on Sports  
WHIR, Danville, Ky.
- WHITTIER, CHUCK**  
Chuck Whittier's Sports  
WILK, Wilkes-Barre, Pa.
- WILCOX, GEORGE**  
KWBU, Corpus Christi, Texas
- WILCOX, PAUL**  
WGAR, Cleveland, Ohio
- WIDMAN, RALPH**  
Sports  
WFAA, Dallas, Texas
- WIENENBURG, JACK**  
WKNK, Muskegon, Mich.
- WILFONG, CHARLES E.**  
Sports World  
WATA, Boone, N. C.
- WILHITE, SAM**  
Sam Wilhite Sports  
KBRC, Mount Vernon, Wash.
- WILLIAMS, AL**  
WEVE, Eveleth, Minn.
- WILLIAMS, BOB**  
Sports Final  
WHIM, Williamsburg, Pa.
- WILLIAMS, CHARLES**  
KWNO, Winona, Minn.
- WILLIAMS, DOC**  
Sports Digest  
WADC, Akron, Ohio
- WILLIAMS, GARNET**  
Today In Sports  
WROY, Carmi, Ill.
- WILLIAMS, PETE**  
Sportsman Hr.  
WAGC, Chattanooga, Tenn.
- WILLIAMSON, HADLEY**  
Sportsparade  
WSIC, Statesville, N. C.
- WILLS, HARRY**  
Sports Round Up  
WHLB, Virginia, Minn.
- WILSON, BERT**  
Basket Ball & Football
- WILSON, CHUCK**  
WBVP, Beaver Falls, Pa.
- WILSON, JOE**  
Game Of The Day  
MBS
- WILSON, JOE**  
Today In Sports  
WBKB, Chicago, Ill.
- WILSON, JOHN**  
Spotlight On Sports  
Sports Roundup  
WELQ, Farmville, Va.
- WINGATE, CHARLES J.**  
Play-By-Play  
WPLI, Jackson, Tenn.
- WISEMAN, HARRY**  
Devoted To Sports, Sports  
Desk, Let's Talk Sports  
WSLS, Roanoke, Va.
- WISMER, HARRY**  
Sports Highlights, Radio-TV,  
Mutual, WOR, WOR-TV for Gen-  
eral Tire and Rubber Co.
- WITTE, BUD**  
All Play by Play  
WDUZ, Green Bay, Wis.
- WOLPART, ED**  
WFPG, Atlantic City, N. J.
- WOOD, EARL**  
WHAM-TV, Rochester, N. Y.
- WOOD, ROBERT**  
Sports Notebook  
KORN, Mitchell, South Dakota
- WOODS, JIM**  
Jim Woods Sports  
WAGA, Atlanta, Ga.
- WOODSIDE, SAM**  
Sports Round-Up  
WHCU, Ithaca, N. Y.
- WRATHER, LOU**  
Sports Spotlight  
WENK, Union City, Tenn.
- WRIGHT, DAVE**  
Sports Editor  
CKBB, Barrie, Ont., Canada
- WRIGHT, JEFF**  
Sports Review  
WKCT, Bowling Green, Ky.
- WRIGHT, JOE**  
The Wright Side Of Sports  
WKHM, Jackson, Mich.
- WULCHIN, STEVE**  
WHAP, Hopewell, Va.
- WYATT, ARCHIE**  
WCTT, Corbin, Ky.
- WYLIE, BOB**  
Sports Hi-Lights  
WAKR, Akron, Ohio
- WYMAN, MAL**  
KALL, Salt Lake City, Utah

### — Y —

- YATES, CARL**  
Bowling Reporter  
WACB, Kittanning, Pa.
- YOUNG, JOY**  
WERC, Erie, Pa.
- YOUNGBLOOD, WES**  
Sports Page  
KSEL, Lubbock, Texas

### — Z —

- ZABEL, JIM**  
Sportsmen's Corner  
WHO, Des Moines, Iowa
- ZIMMERMAN, BOB**  
KSIL, Sportsight  
KSIL, Silver City, New Mexico

WHY IS **AP**  
THE BEST?

BECAUSE—**AP** has more news correspondents, more news  
bureaus, more miles of news wire than any other  
news service.



# TRANSCRIPTION LIBRARIES GROWING

By ROBERT W. FRIEDHEIM, General Manager, World Broadcasting System, Inc.

ONE of the most significant developments in the radio picture during the past year has been the growth in importance of transcription library firms—a growth which has occurred because the stations subscribing to such services have as a result significantly increased their revenues.

Today the library service firms are producing a top grade of program, are presenting foremost talent “names,” and are producing unique, sure-fire sales tools in the form of special programming aids for station subscribers.



Friedheim

The result is that business is 'way up. National sponsors, such as Sears-Roebuck, Borden's, General Electric, Schlitz, Coca-Cola, Timken Roller Bearing, Ford, Rexall, and many others, have sizeably increased their budgets for locally produced library shows; regional advertisers such as Wiedemann Brewing Company and Michigan Bell Telephone Company are similarly investing increased budgets in library programming; and important local advertisers, such as A. B. Sutherland Company, leading department store in Lawrence, Mass., Teamsters' Union of Philadelphia, and Louisville Home Federal Savings & Loan Association, are also putting heavier money than ever before into such shows as “Chapel By The Side Of The Road,” “Freedom Is Our Business,” “Homemaker Harmonie,” “Forward America,” “Dick Haymes Show,” and many of the other important library shows.

As a result, more stations than ever before are subscribing to services such as are offered by the World Broadcasting System, Inc., because such services are of tremendous aid to the stations' sales departments.

At a minimum of cost, station subscribers to library services can today solicit new business from all types of advertisers—national, regional, or local, with confidence that what they have to offer to prospective customers compares favorably with anything else such advertisers can choose from.

For example, a salesman for a World affiliate can offer such “names” as Raymond Massey, Robert Montgomery, Lanny Ross, Walter Huston, Dick Haymes, and many other stars of front-line caliber as stars of well-produced shows built around them.

He can also offer slick productions such as “Homemaker Harmonies,” with great appeal to women, special holiday shows such as “Miracle At Christmas” starring Thomas Mitchell, and other programs built for special occasions and holidays, with which he can easily attract sponsors.

Thus, with more stations subscribing for library services, and with more sponsors buying library programs and features and ringing a merry tune on the cash register as a result, the entire library service field is prospering.

\* \* \*

Still another reason why transcription library firms have grown in importance and prestige during the past year, is the fact that we have been in the forefront in developing important public service features and in creating good will for the entire radio industry.

For example, quite recently World distributed to its member stations as well as to non-subscribers who requested it, a series of transcriptions made by 10 of the nation's foremost spiritual leaders of all religions and denominations, urging listeners to “Go To Church.” The response has been tremendous, and in hundreds of cases the stations featuring these transcriptions have had their stature in their communities raised to new heights through applause from local church dignitaries and other interested citizens who place high value upon the moral regeneration of this nation.

Industry-wise, transcription library services have initiated campaigns such as World's “Wherever You Go There's Radio” series, which not only reminded listeners and advertisers of the many advantages offered by the local station, but of the radio medium as a whole. Who can doubt that by serving its stations in this fashion, the library firms have also served all levels of the radio industry?

\* \* \*

Thus, the library service industry is moving forward, confident that it can do its part in creating exciting new programs and money-making sales ideas for its stations.



# NEWS COMMENTATORS

RADIO AND TELEVISION

—their work during 1951



## — A —

**AGRONSKY, MARTIN**  
ABC  
**AKERS, BOB**  
World News  
KRIC, Beaumont, Texas  
**ALAMPI, PHIL**  
ABC  
**ALCOTT, CARROLL**  
Carroll Alcott & The News  
WINS, New York, N. Y.  
**ALEXANDER, JACK**  
Around The World In News  
CKOY, Ottawa 4, Ont., Can.  
**ALEXANDER, PAUL**  
World Tonight  
KSL-TV, Salt Lake City, Utah  
**ALLEN, CLARE**  
WEBR, Buffalo, N. Y.  
**ALLEN, GEORGE**  
WBVP, Beaver Falls, Pa.  
**ALLEN, PHILLIP**  
KOLL, Omaha, Nebr.  
**ALLEN, SPENCER**  
WGN-TV, Chicago, Ill.  
**ALLEN, THEO.**  
Timely Topics  
CKPR, Fort William, Ont.,  
Canada

**ALLEVA, HARRY**  
WBUD, Morrisville, Pa.  
**ALLEY, J. LANDSEY**  
Week In Review  
WKQY, Bluefield, W. Va.  
**ALLIS, SARAH**  
Turners Falls News  
WHAI, Greenfield, Mass.  
**ALT, JIM**  
Front Page News  
WKRC-TV, Cincinnati, Ohio  
**ANDREWS, CARL**  
Carl Andrews Reports  
WDBJ, Roanoke, Va.  
**ANDREWS, H. G.**  
Dispelling The Fog  
WARD, Johnstown, Pa.  
**ANSTAETT, CARROLL**  
WHDL, Olean, N. Y.  
**ANTHONY, DICK**  
News Editor  
KDAL, Duluth, Minn.  
**ANTHONY, JULIAN**  
ABC  
**ARMATTA, WILBUR**  
Penthouse Journal  
KCOH, Houston, Texas  
**ARMSTRONG, CARL B.**  
WIAM, Williamston, N. C.

**ARTHUR, BILLY**  
Billy Arthur Speaks  
WJNC, Jacksonville, N. C.  
**ARTHURS, WINFRED C.**  
Buckeye Briefs  
WRFD, Worthington, Ohio  
**AVERY, CHARLES**  
WFPG, Atlantic City, N. J.

## — B —

**BACK, GUNNAR**  
WMAL, Washington, D. C.  
Crossfire  
ABC  
**BACKUS, ED**  
WHFB, Benton Harbor, Mich.  
**BAILEY, JIM**  
Capitol Comment  
WCEN, Mt. Pleasant, Mich.  
**BAILEY, TRAV**  
8:00 A.M. News  
WHLB, Virginia, Minn.  
**BAIR, PAUL**  
Paul Bair And The News  
WEOA, Evansville, Ind.  
**BAIRD, DORWIN**  
Around Home  
CJOR, Vancouver, B. C., Can.  
**BAKER, JOHN**  
WBFC, Canton, Ohio

10th Year — NBC

Newscafter

Monday through Friday

~~~~~  
"2:55 P.M. News"  
NBC Network  
(Lucky Strike Cigarettes)

"6:00 P.M. News"  
Ruppert Knickerbocker Beer and  
Participating

"11:00 P.M. News"  
(Shell Oil Company)

Also Current:

Telephone Hour  
Meredith Willson's Music Room  
"So Proudly We Hail"  
U. S. Army

LEx. 2-1100, CI. 7-8300



KENNETH BANGHART

# News Commentators—Radio-Television

## **BANGHART, KENNETH**

2:55 P.M. News, 6:00 P.M. News,  
11:00 P.M. News, Telephone  
Hour, Meredith Willson's Music  
Room, So Proudly We Hail, NBC

## **BARNES, VIC**

Vic Barnes Show  
WCFL, Chicago, Ill.

## **BARRIAULT, ARTHUR**

NBC  
News

## **BASSINDALE, BOB**

News With Bassindale  
WBAP-TV, Fort Worth, Tex.

## **BASSO, NICK**

Tri-State Reporter  
WSAZ, Huntington, W. Va.  
The News Picture  
WSAZ-TV, Huntington, W. Va.

## **BAUER, NORM**

Behind The Headlines  
KSPT, Sandpoint, Idaho

## **BAUKHAGE, H. R.**

MBS

## **BEATY, MORGAN**

World News  
WNBW, Washington, D. C.

## **BEAUPRE, ROBERT**

Local News  
WJOY, Burlington, Vt.

## **BEAUREGARD, MARCEL**

Les Nuovelles  
CKVL, Verdun, Que., Can.

## **BEN-ISRAEL, SHELOMO**

Review Of The News Of The  
Week

## **BEVLD, New York, N. Y.**

## **BENNETT, EARL**

Local Newscast  
WGIL, Galesburg, Ill.

## **BEREZNEY, STEVE**

Story Behind The Headlines  
WAJR, Morgantown, W. Va.

## **BERGER, JEAN**

Newscast  
CKBL, Matane, Prov., Que.,  
Canada

## **BERING, CONRAD, JR.**

Farm & Home  
KFDM, Beaumont, Texas

## **BIRGHAM, JOHN W.**

Brigham & The News  
KCOM, Sioux City, Iowa

## **BLACK, JAY**

WDIX, Jackson, Tenn.

## **BLACK, TEMPLE**

News Roundup  
WDSU-TV, New Orleans, La.

## **BLANCHARD, DOC**

Todays News  
WLIN, Merrill, Wis.

## **BOGDEN, HILARY**

News  
WJAS, Pittsburgh, Pa.

## **BOGEN, HARVEY**

The Morning News  
WFAA, Dallas, Texas

## **BOGGS, RAN**

Between The Lines  
WMTC, Vanceleve, Ky.

## **BOLTON, PAUL**

Straight Texas  
KTBC, Austin, Texas

## **BOND, BUD**

KBRO, Bremerton, Wash.

## **BOOHER, EVELYN**

Local News  
WOPI, Bristol, Tenn.

## **BORNE, GLADYS**

News Thru I's Of A Woman  
WISR, Butler, Pa.

## **BOSMAN, JOHN**

WINS, New York, N. Y.

## **BOSTIC, TOM**

KIMA, Yakima, Wash.

## **BOWLER, JAMES V.**

Bowler Views The News  
WPEN, Philadelphia, Pa.

## **BOWMAN, BOB**

Behind The News  
CFBC, St. John, N.B., Canada

## **BRAKEN, PHIL**

Braken Reports The News  
WJPB, Fairmont, W. Va.

## **BRANCH, TAYLOR**

WRR, Dallas, Texas

## **BREEN, EDWARD**

KVFD, Fort Dodge, Iowa

## **BRENNAN, ED.**

Covering Calumet  
WWCA, Gary, Ind.

## **BREWTON, ERIC**

WEAB, Greer, S. C.

## **BRIGGS, STEVEN**

WTTV, Bloomington, Ind.

## **BRIGHT, KEITH**

Morning & Evening Editions  
Of The News  
WJBC, Bloomington, Ill.

## **BRINKLEY, DAVID**

Camel News Caravan  
NBC-TV

## **BROADLEY, KARL**

News At Noon  
It Happened Today  
WHTN, Huntington, W. Va.

## **BROOKS, CLIFF**

Our Town  
WGBF, Evansville, Ind.

## **BROOKS, GIL**

News Parade  
WKNA, Charleston, W. Va.

## **BROOKS, NED**

Sunoco Three-Star Extra  
NBC

## **BROUGHMAN, GLEN**

WQUA, Moline, Ill.

## **BROWN, CECIL**

MBS

## **BROWN, FRANK R.**

World Digest  
KTIP, Porterville, Calif.

## **BROWN, HONEY**

Housewives Houseparty  
WHCO, Birmingham-Bessemer,  
Ala.

## **BRUNER, ROBERT**

Noon News  
WIOU, Kokomo, Ind.

## **BRYSON, CONKEY**

KTSM, El Paso, Texas

## **BRYSON, LYMAN**

News, Thinking Out Loud  
CBS

## **BULLEN, REED**

News  
KVNU, Logan, Utah

## **BURDETTE, WINSTON**

CBS

## **BURKE, J. FRANK, SR.**

Citizens In Action  
KFVD, Los Angeles, Calif.

## **BURKE, MERE**

Highlights From The  
Headlines  
WLPO, La Salle, Ill.

## **BURKLUND, TED**

Tomorrow's News Tonight  
WSAL, Logansport, Ind.

## **BURLEY, DON**

WBBZ, Ponca City, Okla.

## **BURNS, BILL**

KQV, Pittsburgh, Pa.

## **BURNS, JOSEPH**

World News—Today  
WNHC-TV, New Haven, Conn.

## **BUSBY, HORACE**

As One Texan Sees It  
KTBC, Austin, Texas

## **BUSLEE, HENRY**

WISC, Madison, Wis.

## **BUTLER, CORT**

KITE, San Antonio, Texas

## **BUTLER, JAMES C.**

Maclin News  
CFAC, Calgary, Alberta, Can.

## **BYERS, WAYNE**

Between Lines  
WATG, Ashland, Ohio

## **BYRNE, PAT**

6:00 P.M. News  
CFJR, Brockville, Ont., Can.

## **BYRNES, JIM**

Look At News  
WTMS, Michigan City, Ind.

## **BYRON, JAMES A.**

WBAF, Fort Worth, Texas

— C —

## **CALMER, NED**

CBS

## **CADDELL, RAYMOND**

The News  
WHSC, Hartsville, S. C.

## **CAMPBELL, BREWSTER**

Press Conference  
WXYZ, Detroit, Mich.

## **CANADAY, EWING**

News Room  
WKY-TV, Oklahoma City,  
Okla.

## **CANTU, JOSE**

Programa Popular  
KBOR, Brownsville, Texas

## **CARAKER, GEORGE**

KCJB, Minot, N. Dak.

## **CARAKER, GEORGE**

KSJB, Jamestown, N. Dak.

## **CARDEN, VINCE**

Veteran Affairs  
WVMI, Biloxi, Miss.

## **CARINO, BILL**

Flying A News  
WKBI, St. Marys, Pa.

## **CARLSON, RICHARD**

Week In Review  
WCDD, Carbondale, Pa.

## **CARNEY, KEN**

Gen. Paint News  
KHON, Honolulu, Hawaii

## **CARROLL, JIM**

Man About Town  
KWYO, Sheridan, Wyo.

## **CARSON, JAMES C.**

Behind The News  
KWMB, Willison, N. Dak.

## **CARTER, SHELAH**

KJR, Seattle, Wash.

## **CARVER, JOHN**

John. Carver Commentary  
KWKW, Pasadena, Calif.

## **CASSIDY, HENRY**

News  
NBC

## **CEDERBERG, CARL**

News By Cederberg  
WWJ, Detroit, Mich.

## **CHAPMAN, FRED**

6:00 News  
WILK, Wilkes-Barre, Pa.

## **CHAPP, TONY**

WDAF-TV, News  
WDAF-TV, Kansas City, Mo.

## **CHARLES, ALBERT**

Final Edition  
KEX, Portland, Oregon

## **CHASE, CEDRIC, JR.**

WCRB, Waltham, Mass.

**News Commentators—Radio-Television**

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| <p><b>CHASE, JACK</b><br/>WCOP, Boston, Mass.</p> <p><b>CHENEY, RAY</b><br/>Newswire<br/>WCSS, Amsterdam, N. Y.</p> <p><b>CHRISTENSEN, LOWELL</b><br/>Lowell Christensen Reports<br/>The News<br/>WDLB, Marshfield, Wis.</p> <p><b>CHRISTIE, GEO.</b><br/>Old Crusader<br/>WFEA, Manchester, N. H.</p> <p><b>CLANCY, HAL</b><br/>Hal Clancy Reports The News<br/>WHDH, Boston, Mass.</p> <p><b>CLARE, VAN</b><br/>CKLW, Detroit, Mich.</p> <p><b>CLARK, HAL</b><br/>KWIE, Kennewick, Wash.<br/>Hal Clark And The News</p> <p><b>CLARK, JAMES</b><br/>6:30 News<br/>WWJ-TV, Detroit, Mich.</p> <p><b>CLARK, RAY</b><br/>WOW, WOW-TV, Omaha, Neb.</p> <p><b>CLAY, RICHARD</b><br/>WKTV, Utica, N. Y.</p> <p><b>CLEARY, JOSEPH M.</b><br/>News Review<br/>WESB, Bradford, Pa.</p> <p><b>CLIFFORD, JACK</b><br/>7:30 Local<br/>KRIC, Lewiston, Idaho</p> <p><b>CLINE, CLAY, JR.</b><br/>The Morning News<br/>WJZM, Clarksville, Tenn.</p> <p><b>CLOS, JEAN</b><br/>Clos Look At The News<br/>WKLO, Louisville, Ky.</p> | <p><b>CLOUGH, L. D.</b><br/>Star Reporter<br/>KLUF, Galveston, Texas</p> <p><b>COCHRAN, HARRY</b><br/>Tri-State Report<br/>WEIR, Weirton, W. Va.</p> <p><b>COLE, BRAD</b><br/>News Behind The News<br/>KOOS, Coos Bay, Oregon</p> <p><b>COLEMAN, ARCH</b><br/>The Editor<br/>WEEB, Southern Pines, N. C.</p> <p><b>COLLINGWOOD, CHARLES</b><br/>CBS-TV</p> <p><b>COLLINS, FRED</b><br/>News<br/>NBC</p> <p><b>COLLINS, WAYNE</b><br/>Universal Reporter<br/>KGMB, Honolulu, Hawaii</p> <p><b>COLVIN, WALTER</b><br/>5:15 P.M. News<br/>KNUZ, Houston, Texas</p> <p><b>COMBS, GEORGE HAMILTON</b><br/>WMGM, New York, N. Y.</p> <p><b>CONAWAY, RAY</b><br/>Conaway Reports<br/>KTHT, Houston, Texas</p> <p><b>CONDON, GLENN</b><br/>This Week In Oklahoma<br/>KRMG, Tulsa, Okla.</p> <p><b>CONNOR, GEO. W.</b><br/>Man Next Door<br/>KVAN, Vancouver, Wash.</p> <p><b>CONNOR, TOM</b><br/>Hometown News<br/>WIRL, Peoria, Ill.</p> | <p><b>CONSIDINE, BOB</b><br/>On The Line With Bob<br/>Conside<br/>NBC, NBO-TV</p> <p><b>CORCORAN, JOHN</b><br/>Corcoran Speaking<br/>WFLL, Philadelphia, Pa.</p> <p><b>CASTA, ROBERT</b><br/>PAA News<br/>KGMB, Honolulu, Hawaii</p> <p><b>COSTELLO, BILL</b><br/>News, White House<br/>Correspondent<br/>CBS</p> <p><b>COSTELLO, ED</b><br/>Behind The News<br/>KOSA, Odessa, Texas</p> <p><b>COWART, SARA</b><br/>WROX, Clarksdale, Miss.</p> <p><b>COX, EARL</b><br/>CKBB, Barrie, Ont., Canada</p> <p><b>CRADDOCK, JACK</b><br/>Connellsville Commentary<br/>WCVI, Connellsville, Pa.</p> <p><b>CROGHAN, JOE</b><br/>WBAL, Baltimore, Md.</p> <p><b>CRONKITE, WALTER</b><br/>WTOP-TV, Washington, D. C.</p> <p><b>CROWELL, JIM</b><br/>WPRC, Lincoln, Ill.</p> <p><b>CUMMISKEY, JOE</b><br/>WAGE, Syracuse, N. Y.</p> <p><b>CUNNINGHAM, BILL</b><br/>MBS</p> <p><b>CURRY, MYRON</b><br/>WISC, Madison, Wis.</p> <p><b>CURTIS, MARK</b><br/>KWRN, Reno, Nev.</p> |
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## LOUELLA PARSONS

Every Tuesday  
CBS NETWORK  
6:30-6:35 PST

SPONSORED BY

LUSTRE CREME SHAMPOO

## News Commentators—Radio-Television

**CUSTER, JOE**  
Hawaii & The World Today  
KHON, Honolulu, Hawaii

**CUTLER, KEITH**  
World Today  
CJOR, Vancouver, B.C., Can.

### — D —

**DABECCO, HENRY**  
6:15 P.M. News  
WJAS, Pittsburgh, Pa.

**DAFOE, LLOYD**  
Hamilton Headlines  
CHML, Hamilton, Canada

**DALTON, KENNETH G.**  
990 Commentator  
WBET, AM & FM, Brockton, Mass.

**DALY, JOHN**  
John Daly News  
WJZ-TV, New York, N. Y.

**DANES, SPENCER**  
WKBV, Richmond, Ind.

**DARBY, VAN B.**  
Local News  
WVYO, Pineville, W. Va.

**DAUGHTON, RALPH**  
WCAV, Norfolk, Va.

**DAVIS, EIMER**  
ABC

**DAVIS, REX**  
KMOX, St. Louis, Mo.

**DAY, CHARLES**  
Charles Day's News, 6:00 P.M. News  
WGAR, Cleveland, Ohio

**DAY, JOHN**  
World News Roundup  
WHDH, Boston, Mass.

**DEBNAM, W. E.**  
Debnam Views The News  
WPTF, Raleigh, N. C.

**DECKER, BEN**  
WIRK, W. Palm Beach, Fla.

**DEEGAN, JOHNNY**  
Special Events & Newscaster  
WHUM, Reading, Pa.

**DENSMAN, JOHN**  
WJR, Detroit, Mich.

**DEVINE, MAURICE**  
Commentary of the Day's News  
WERL, Westerly, R. I.

**DINNEEN, JOSEPH**  
What Goes On There  
WHEE, Boston, Mass.

**DIX, JACK**  
News  
WHSY, Hattiesburg, Miss.

**DOOLEY, JACK**  
11 P.M. News  
WGAR, Cleveland, Ohio

**DOTY, LOCKWOOD**  
World News Roundup  
NBC

**DOWNES, BILL**  
News  
CBS

**DREIER, ALEX**  
NBC  
WMAQ, Chicago, Ill.  
WNBQ, Chicago, Ill.

**DUGAS, PAUL J.**  
Today's News & You  
WTWN, St. Johnsbury, Vt.

**DUNCAN, BILL**  
Sun News  
CKNW, New Westminster, B.C., Canada

**DUNCAN, JIM**  
Behind The News  
KSIL, Silver City, New Mexico

**DUQUESNE, ALBERT**  
CKAC, Montreal, Canada

**DUVALL, BUDD**  
KAYL, Storm Lake, Iowa

**DWORSKAK, GEORGE**  
Notes On St. Albans  
WWSR, St. Albans, Vt.

### — E —

**EARLE, GLENN**  
Earl's News  
KPAC, Port Arthur, Texas

**EASTMAN, BOB**  
Home Folks Reporter  
KOMA, Oklahoma City, Okla.

**EDWARDS, FRANK**  
MBS

**EDWARDS, DOUGLAS**  
Douglas Edwards And The News  
CBS-TV

**EDWARDS, JOHN**  
ABC

**EDWARDS, ROSS**  
W. Va. News  
WCHS, Charleston, W. Va.

**EICKMEYER, ROBERT**  
Voice Of The Tri-State Press  
WTAD, Quincy, Ill.

**EID, LEIF**  
Late News  
WNBW., Washinton, D. C.  
Pro and Con  
NBC

**ELIOT, MAJOR**  
MBS

**ELLIOT, IAN A.**  
News & Views  
KRJF, Miles City, Mont.

**ELLIOT, PAUL**  
Observations In The News  
WKNK, Muskegon, Mich.

**ENGLER, CLIFF**  
KFRC, San Francisco, Calif.

**ERICKSON, ROGER**  
Noon News  
WSHB, Stillwater, Minn.

**ERIN, BILL**  
KLER, Rochester, Minn.

**ERWIN, JOHN R.**  
Mid-Morn. News  
KOKX, Keokuk, Iowa

**EVANS, RALPH**  
Nite Desk  
KBMM, Bozeman, Mont.

**EVERSOLE, JACK**  
Daily Review  
WKAY, Glastow, Ky.

**EVJUE, WIL T.**  
WEMP, Milwaukee, Wis.

### — F —

**FACENDA, JOHN**  
4:30 News; 6:40 News; Bull-dog Edition; Night Extra  
WIP, Philadelphia, Pa.

**FAHEY, JOHN**  
KGA, Spokane, Wash.

**FAIRBURN, T. J.**  
Noontime News  
WLDS, Jacksonville, Ill.

**FALGE, C. J.**  
Falge News  
WLDY, Ladysmith, Wis.

**FALK, EDWIN L.**  
KWWL, Waterloo, Iowa

**FANCHER, K. L.**  
KPDN, Pampa, Texas

**FARRELL, MAURY**  
WAFM-TV, Birmingham, Ala.

**FELSHER, ARNOLD**  
WBVP, Beaver Falls, Pa.

**FERGUSON, JOHN**  
WAFB, Baton Rouge, La.

**FERNE, ROBERT**  
KITE, San Antonio, Texas

**FINCH, HOWARD**  
News  
WJIM, Lansing, Mich.

**FIRMAN, JAMES H.**  
The Way I See It  
WMOK, Metropolis, Ill.

**FLAHERTY, PAT**  
News Bulletins  
KPRC-TV, Houston, Texas

**FLANDERS, DOROTHY**  
Social Notes  
KIMO, Independence, Mo.

**FLEMING, JAMES**  
Voices And Events  
NBC

**FOGARTY, JACK**  
WCPO, WCPO-TV, Cincinnati, Ohio

**FORBES, E. GILBERT**  
Forbes News  
WFBM, WFBM-TV, Indianapolis, Ind.

**FOSTER, CEDRIC**  
MBS

**FOX, BILL**  
WPTW, Piqua, Ohio

**FRAKER, WILLIAM**  
WRHC, Jacksonville, Fla.

**FRANCES, AL**  
WHBC, Canton, Ohio

**FRANK, BOB**  
WOC - WOC - TV, Davenport, Iowa

**FRANKLIN, JOHN**  
News With John Franklin  
KYW, Philadelphia, Pa.

**FRANKLIN, WATTS**  
WIEL, Elizabethtown, Ky.

**FRASER, GORDON**  
ABC

**FREDERICK, PUALINE**  
ABC

**FREEMAN, DOUGLAS S. DR.**  
WRNL, Richmond, Va.

**FRIEDRICK, FRANK**  
WWOL, Buffalo, N. Y.

**FRIESEN, J. P.**  
Local News  
CKPR, Fort William, Ont., Canada

**FROMKE, RICH**  
U.N. Today & World Report  
KTIN, Denver, Colo.

**FROMME, CALEN**  
WBAL, WBAL-TV, Baltimore, Md.

### — G —

**GAFFANEY, L. L.**  
Week's Review  
KOLS, Pryor, Okla.

**GAINES, WALT**  
WIEL, Elizabethtown, Ky.

**GALLIFORD, WALTER**  
WSAP, Portsmouth, Va.

**GALLOWAY, GRAHAM**  
These Our Maritimes  
CKEL, Truro, Nova Scotia, Canada

**GALVIN, HAROLD**  
WPFB, Middletown, Ohio

**GARDNER, DON**  
ABC

**GARDNER, HI**  
MBS



## News Commentators—Radio-Television

- GARRED, BOB**  
ABC
- GARRETT, WALLY**  
Sun News  
CKNW, New Westminster,  
B. C., Canada
- GARRETSON, JOSEPH**  
Joseph Garretson & The News  
WSAI, Cincinnati, Ohio
- GAYMAN, VAUGHN**  
At Noon Today  
WKBB, Dubuque, Iowa
- GEBNER, BENJAMIN**  
WEVD, New York, N. Y.
- GEORGE, A. II.**  
9-30 News  
KOTA, Rapid City, S. Dak.
- GEORGE, NICK**  
KWWL, Waterloo, Iowa
- GERRETY, JIM**  
What They're Saying On Main  
St.  
WBTA, Batavia, N. Y.
- GIBSON, PHIL**  
WMBD, Peoria, Ill.
- GILKERSON, YANK**  
News Roundup  
WDSU-TV, New Orleans, La.
- GINGELL, GEORGE**  
State of The Nation  
WRBL, Columbus, Ga.
- GIVNEY, JOHN J.**  
John Givney & The News  
WTRY, Troy, N. Y.
- GLADDING, AL**  
York Journal of The Air  
WNOW, York, Pa.
- GLEASON, JOHN H.**  
WIMS, Michigan City, Ind.
- GODDARD, DON**  
News  
NBC-TV
- GODON, DICK**  
News Headlines  
KHQ, Spokane, Wash.
- GODWIN, EARL**  
Earl Godwin's Washington  
NBC
- GOLDEN, SID**  
O'Mar News  
WBNS, Columbus, Ohio
- GOODE, MICHAEL J.**  
People's Lobby  
WNHC, New Haven, Conn.
- GRACIANI, ANGEL RIVERA**  
WORA, Mayaguez, P. R.
- GRAHAM, GORDON**  
WIBC, Indianapolis, Ind.
- GRANT, LEE**  
Preview Of Tomorrow  
KOLS, Pryor, Okla.
- GRANT, TAYLOR**  
ABC
- GRAU, PHIL**  
Phil Grau  
WEMP, Milwaukee, Wis.
- GRAY, CARL R.**  
As I See It  
WPCF, Panama City, Fla.
- GREEN, H. E.**  
News & Interviews  
KFKA, Greeley, Colo.
- GREENE, LORNE**  
Around The World In News  
CKEY, Toronto, Ont., Canada
- GREENWOOD, ROBERT E.**  
Bob's Eye View Of The News  
WFGM, Fitchburg, Mass.
- GREER, BEN**  
Evening Edition  
WFMY-TV, Greensboro, N. C.
- GRESS, BILL**  
WOC, WOC-TV, Davenport, Ia.
- GRIFFIN, CLEVE**  
KIOX, Bay City, Texas
- GRIFFIN, MICHAEL**  
The News & You  
WBAY, Green Bay, Wis.
- GRIM, GEORGE**  
WCCO, Minneapolis, Minn.
- GRINNELL, C. W.**  
Page One  
WSKI, Montpelier, Vt.
- GRONDIN, FREDDY**  
News Of The Day  
CHRL, Roberval, Que., Can.
- GROSS, LOUIS**  
The World Today  
MFMJ, Philadelphia 7, Pa.
- GRUBBS, WALTER B.**  
World News  
KVMC, Co.orado City, Texas
- GUINASSO, JOHN J.**  
Pioneer Valley Community  
News  
WJKO, Springfield, Mass.
- GUTHRIE, WARREN**  
Sohio Reporter  
WXEL, Cleveland, Ohio

— H —



**WALTER KIERNAN**

ABC  
NBC-TV  
DUMONT-TV

MILFORD, CONN.

Milford 2-4239



**JOHN CAMERON SWAYZE**

N.B.C.

## News Commentators—Radio-Television

- HAINLINE, JOSEPH**  
WJR, Detroit, Mich.
- HALL, BILL**  
Local News  
WLIO, East Liverpool, Ohio
- HALL, EARL**  
One Man's Opinion  
KGLO, Mason City, Iowa
- HALL, FRANK**  
RCA Victor Newsreel  
WFL-TV, Philadelphia, Pa.
- HALL, HELEN**  
MBS
- HALLOCK, MEL**  
You And The News  
KMON, Great Falls, Mont.
- HALTERMAN, KENNETH**  
WCUE, Akron, Ohio
- HAMILTON, KEN**  
Mid-Afternoon News  
WEBQ, Harrisburg, Ill.
- HANDLAN, JOE**  
Pure Oil News  
WCOM, Parkersburg, W. Va.
- HARDY, GLENN**  
Newspaper Of The Air  
KNBH, Hollywood, Calif.
- HARKNESS, RICHARD**  
NBC  
WNBW, Washington, D. C.
- HARLING, MAURICE**  
Headlines With Harling  
WCOA, Pensacola, Fla.
- HARRIS, HERSHEL**  
Behind The Headlines  
CHVC, Niagara Falls, Ont.,  
Canada
- HART, BILL**  
WPEB, Middletown, Ohio
- HARTER, LINCOLN**  
Lincoln Harter, RFD No. 1  
WPWA, Chester, Pa.
- HARTLEY, HOWARD**  
Hitting The Headlines  
WTAN, Clearwater, Fla.
- HARTMAN, FRED**  
Local News  
KREL, Baytown, Texas
- HARVEY, PAUL**  
ABC  
WENR, WENR-TV, Chicago,  
Ill.
- HASEL, JOE**  
ABC
- HASLER, JOE**  
News Of The Day  
Evening News Round-Up  
KBIX, Muskogee, Okla.
- HAYES, SAM**  
MBS
- HEATTER, GABRIEL**  
MBS
- HEFFRON, NORM**  
Hillside News  
KOTA, Rapid City, S. Dak.
- HEMANN, CHARLES**  
WCUE, Akron, Ohio
- HENDRY, JOHN**  
Headlines With Hendry  
KSEK, Pittsburg, Kans.
- HENLE, RAY**  
Sunoco Three-Star Extra  
NBC
- HENLEY, DAVE**  
Program Director  
KFGO, Fargo, N. D.
- HENRY, DR. H. D.**  
3 Weekly  
WHKY, Hickory, N. C.
- HENRY, BILL**  
MBS
- HENTEN, EARL**  
Arr'd News Roundup  
WHLB, Virginia, Minn.
- HERRING, CHARLES**  
The World Today  
KING-TV, Seattle, Wash.
- HERSON, BILL**  
Coffee In Washington  
NBC
- HESS, CLYDE**  
News Analysis  
WTAG, Worcester, Mass.
- HICKS, GEORGE**  
News  
Theatre Guild On The Air  
NBC
- HIGBIE, LES**  
MBS
- HIGGINBOTHAM, CHRIS**  
News Views  
CKCK, Regina, Sask., Canada
- HILL, EDWIN C.**  
ABC
- HILL, LILLARD**  
WBAP, WBAP-TV, Fort  
Worth, Texas
- HILL, LUKE**  
12 Noon News  
KNUZ, Houston, Texas
- HILLEGAS, FRED**  
WSYR, Syracuse, N. Y.
- HILLMAN, WILLIAM**  
MBS
- HILTON, CHUCK**  
News Of The Nation  
KGLO, Mason City, Iowa
- HILTON, DELMAR**  
KLWT, Lebanon, Mo.
- HINDERER, STEVE**  
WLAP, Lexington, Ky.
- HINES, ALBERT**  
The Sage  
WEKR, Fayetteville, Tenn.
- HINES, LINDLEY**  
Night News Editor  
KMOX, St. Louis, Mo.
- HINKLE, CHUCK**  
World Review  
KWTX, Waco, Texas
- HINKLE, T. B.**  
KRAM, Las Vegas, Nevada
- HINSHAW, FRED**  
News  
WLBC, Muncie, Ind.
- HIXSON, GLEN**  
Voice of News  
Voice of People  
WJAG, Norfolk, Nebr.
- HODGE, FREDERICK G.**  
Behind The Headlines  
WTVB, Coldwater, Mich.
- HOFFMAN, GIBBY**  
Nimrod's Corner  
Noontime News  
WKBI, St. Marys, Pa.
- HOLLE, EVERETT**  
WAFM-TV, Birmingham, Ala.
- HOLLENBECK, DON**  
News  
CBS & CBS-TV
- HOLLOWAY, HUBERT**  
I See Today With Holloway  
WLW, Cincinnati, Ohio
- HOLMGREN, LOIS R.**  
WJPD, Ishpeming, Mich.
- HOLMQUIST, HARRY**  
KDB, Santa Barbara, Calif.
- HOOKER, JOE**  
Morning News  
Noontime News  
Early Evening News  
WGRD, Grand Rapids, Mich.
- HOOLEY, JOHN**  
WHAM, Rochester, N. Y.
- HOPKINS, DONALD K.**  
WATN Scoreboard  
WATN, Watertown, N. Y.
- HOPPE, HENRY**  
WUSN, Charleston, S. C.
- HOSS, DAVE**  
Editorially Speaking  
KSLM, Salem, Oregon
- HOWARD, BRUCE A.**  
News Commentary  
CKOK, Penticton, B. C., Can.
- HOWELL, REX**  
Week In Review  
KEXJ, Grand Junction, Colo.
- HUARD, GEORGES**  
All Newscasts  
CKCH, Hull, Que., Canada
- HUDDLESTON, WALTER DEE**  
Kentucky Review  
WKCT, Bowling Green, Ky.
- HUGHES, BILL**  
Gangway Reporter  
CKNW, New Westminster,  
B. C., Canada
- HUMBERT, BILL**  
Humbert Views The News  
KPAS, Banning, Calif.
- HUMPHERYS, BOB**  
Report To Valley  
KSRV, Ontario, Oregon
- HUNT, RAY**  
KONO, San Antonio, Texas
- HUNTLEY, CHET**  
Chet Huntley Views The News  
KECA-TV, Hollywood, Calif.
- HURLBUT, JIM**  
WNBQ, Chicago, Ill.
- HURLEIGH, R. F.**  
MBS
- HURLEIGH, ROBERT F.**  
WGN, Chicago, Ill.
- HURLEY, JIM**  
Washington, Inside Out  
KVLB, Abilene, Texas
- HUSTLER, WILLIAM**  
This Week  
CFAC, Calgary, Alberta, Can.
- HUTCHINS, HAROLD**  
Neighborhood Newsreel  
WWNH, Rochester, N. H.



- IDAR, ED**  
KTXX, Austin, Texas
- IZZARD, WESLEY S.**  
News Review  
KGNC, Amarillo, Texas



- JACKSON, ALLAN**  
News  
CBS, CBS-TV
- JACOBS, DICK**  
WHHM, Memphis, Tenn.
- JAMES, JOHN**  
News  
WMCK, McKeesport, Pa.
- JANSEN, EDWARD**  
KRAM, Las Vegas, Nevada
- JENKINS, RON**  
Spotlight Reporter  
WSOC, Charlotte, N. C.
- JESSEE, RANDALL**  
Community Forum  
WDAF-TV, Kansas City, Mo.
- JOHNSON, WAYNE**  
WERE, Cleveland, Ohio
- JOHNSON, WILLIAM**  
Local News  
WCEC, Rocky Mount, N. C.
- JONES, ARTHUR**  
Jones Views The News  
WFOJ, Milwaukee, Wis.

## News Commentators—Radio-Television

**JONES, BOB**  
News Editor  
WHHM, Memphis, Tenn.

**JONES, FOREST C.**  
You & Your Congress  
WJRI, Lenoir, N. C.

**JONES, ORLAN**  
Trinity Valley  
News Review  
KREL, Baytown, Texas

**JORDAN, HARRY**  
(5 Minutes of News Every  
Hour On The Hour)  
KING, Seattle, Wash.

**JOSEPH, MICHAEL**  
Around The Globe  
WTNS, Coshocton, Ohio

**JOURDAIN, LORRAINE**  
Inform. Francaises  
CKBL, Matane, Que., Canada

**JOYCE, BILL**  
WJTN, Jamestown, N. Y.

**JOYCE, JOHNNY**  
Nonday News  
WPAQ, Mt. Airy, N. C.

### — K —

**KALBER, FLOYD**  
KMTV, Omaha, Nebr.

**KALTENBORN, H. V.**  
Kaltenborn Edits The News  
Pure Oil News Time  
NBC

**KAUFMAN, LOUIS L.**  
WCAE, Pittsburgh, Pa.

**KAUFMAN, ROBERT**  
Local News  
WISR, Butler, Pa.

**KAVANAGH, WALTER**  
One Hour of News  
KOWH, Omaha, Nebr.

**KELLY, EARL R.**  
Commentary  
WWNY, Watertown, N. Y.

**KELLY, GEORGE W.**  
WEB, Johnson City, Tenn.

**KENNEDY, JOHN B.**  
ABC

**KENNON, LES**  
Behind The News  
KDMO, Carthage, Mo.

**KENNY, H. B.**  
Cappy Kenny News  
WCOM, Parkersburg, W. Va.

**KERLIN, J. C.**  
What Goes On Here  
WGBP, Evansville, Ind.

**KESSLER, DAVID E.**  
WHAM-TV, Rochester, N. Y.

**KIERNAN, WALTER**  
ABC

**KILLICK, LAWRENCE F.**  
Vt. News Roundup  
WCAX, Burlington, Vt.

**KING, DAVE**  
Tydol News  
Chevrolet News  
WBPZ, Lock Haven, Pa.

**KING, JAN**  
Supper Edition of The News  
WEAV, Plattsburg, N. Y.

**KING, MARY B.**  
Woman Views News  
KKLA, Pasadena, Calif.

**KIPLINGER, AUSTIN**  
WENR, WENR-TV, Chicago,  
Ill.

**KIRBY, BOB**  
Day In Review  
WLA-V, Grand Rapids, Mich.

**KIRBY, LEE**  
WBTV, News  
WBTV, Charlotte, N. C.

**KLISE, ROD**  
Shell's Dinner Edition of the  
News  
KHQ, Spokane, Wash.

**KNELL, JACK**  
News Digest, Jack Knell and  
The News  
WBT, Charlotte, N. C.

**KNIEVEL, JOHN**  
KIMA, Yakima, Wash.

**KOGAN, JACK**  
KRAM, Las Vegas, Nevada

**KRAFT, RANDY**  
Bulletin News  
WCAU, Philadelphia, Pa.

**KRAHLING, ROBERT**  
WHBC, Canton, Ohio

**KREGELOH, HUBERT**  
Understand The Peace  
WSPR, Springfield, Mass.

**KRUEGER, BILL**  
News Editor  
KDAL, Duluth, Minn.

**KRUPP, ROGER**  
Newscast  
WDGY, Minneapolis, Minn.

### — L —

**LAND, ALLAN**  
WHIZ, Zanesville, Ohio

**LANGFITT, MERRILL**  
RFD 960  
KMA, Shenandoah, Iowa

**LANSING, GERRY**  
5-Star Final  
KPRC-TV, Houston, Texas

**LAPLANTE, J. OMER**  
WIRY, Plattsburg, N. Y.

**LARKIN, JACK**  
Noon News  
WLIN, Merrill, Wis.

**LARSEN, WHITEY**  
Sunset & Final Editions Of  
The News  
WNAX, Yankton, S. D.

**LARUE, BILL**  
KNET, Palestine, Texas

**LAWRENCE, DAVID**  
NBC

**LECIUS, EDWARD**  
Voice of Community  
WOTW, Nashua, N. H.

**LEE, LYLE**  
WIOK, Lima, Ohio

**LEHMAN, PAUL S.**  
Paul S. Lehman News  
WKVA, Lewistown, Pa.

**LENHART, PHIL**  
WAKR, Akron, Ohio

**LEOPOLD, DAVE**  
WEBR, Buffalo, N. Y.

**LESUEUR, LARRY**  
CBS

**LEWIS, FULTON, JR.**  
MBS

**LOHMAN, PHILIP H.**  
An Economist Views The  
News  
WJOY, Burlington, Vt.

**LONG, CHET**  
Looking With LONG  
WBNS-TV, Columbus, Ohio  
Gas Co. News  
WBNS, Columbus, Ohio

**LONG, MARCUS DR.**  
News Analysis  
CKFH, Toronto, Ont., Canada

**LORRING, REX**  
6 O'Clock Report  
CHML, Hamilton, Canada

**LOTT, TED**  
KSAM, Huntsville, Texas

**LOUGHNANE, DONALD**  
One Hour Of News  
KOWH, Omaha, Nebr.

**LUNDBERG, DAN**  
KKLA, Pasadena, Calif.

**LYNOTT, EDWARD**  
News At Ten  
WJON, St. Cloud, Minn.

### — Mc —

**McARTHUR, WILLIAM**  
Radio News  
WOCB, W. Yarmouth, Mass.

**McBEE, KEITH**  
WBAL-TV, Baltimore, Md.

**McBRIDE, MARY MARGARET**  
ABC

**McCANN, DICK**  
KRON, Omaha, Nebr.

**McCARTHY, CHARLES F.**  
WNBC, New York, N. Y.

**McCARTHY, TOM**  
WKRC, Cincinnati, Ohio

**McCORMICK, ROBERT**  
NBC

**McDONALD, JOSEPH**  
WLBR, Lebanon, Pa.

**McGAVERN, DON**  
WEDO, McKeesport, Pa.

**McGEE, BILL**  
CKCR, Kitchener, Ont., Can.

**McGIBNEY, DONALD**  
KSO, Des Moines, Iowa

**McGOVERN, DAN**  
McGovern's Radio Column  
KXRN, Renton, Wash.

**McGOVERN, JAMES**  
Newscast  
WDGY, Minneapolis, Minn.

**McGUANE, GENE**  
News & Weather  
KSL-TV, Salt Lake City, Utah

**McINTYRE, JIM**  
Kentuckiana News  
WINN, Louisville, Ky.

**McLAREN, J. G.**  
Tomorrow's Headlines Today  
CKFT, Fort Frances, Ontario,  
Canada

**McLAUGHLIN, JAMES**  
News  
WSHB, Stillwater, Minn.

**McLEAN, BOB**  
WLYN, Lynn, Mass.

**McLEAN, JACK**  
Evansville Story  
WJPS, Evansville, Ind.

**McLEAN, JACK**  
WXRA, Buffalo, N. Y.

**McMILLEN, GENE**  
Evening News Roundup  
KRAL, Rawlins, Wyo.

**McMURRAY, SCOTT**  
In Your Neighborhood  
Man About Town  
WSTV, Steubenville, Ohio

**McMURTRY, BURT**  
It Seems To Me  
KMO, Tacoma, Wash.

**McWHORTER, DON**  
Fort Pitt News  
Luck In Sports  
WBKL, Clarksburg, W. Va.

### — M —

**MacCORMACK, JACK**  
Local Scene  
WIRK, W. Palm Beach, Fla.

**MACG, AL**  
News In The World Today  
WBBI, Newark, N. J.

**MALLOY, PAUL**  
News' Lighter Side  
KTUL, Tulsa, Okla.



## News Commentators—Radio-Television

### MALONE, TED

ABC

### MANESS, FRED

WINS, New York, N. Y.

### MARBLE, HARRY

News Of The Night  
ABC-TV

### MARK, JOHN

News  
KFOR, Lincoln, Nebr.

### MARKEL, HAZEL

MBS

### MARKS, GARNET

Fashion News  
KUTA, Salt Lake City, Utah

### MARE, DALE

WKMh, Dearborn, Mich.

### MARSHALL, REX

Sunday Matinee  
WABD, New York, N. Y.

### MARTIN, BOB

News Of Your Neighbors  
KWTX, Waco, Texas

### MARTIN, JIM

Sports Editor  
WDYK, Cumberland, Md.

### MARTIN, JIM

Jim Martin And The News  
WGAR, Cleveland, Ohio

### MARTIN, LARRY

Daily Newscasts  
CHUM, Toronto, Ont., Can.

### MARTIN, LUTHER W.

Behind The News  
KTTH, Rola, Mo.

### MARTIN, MILLIE

Women's View  
WEIR, Weirton, W. Va.

### MARTIN, N. R.

World News  
WFNC, Fayetteville, N. C.

### MARTYN, GILBERT

KTLA Newsreel  
Final Edition  
KTLA, Los Angeles, Calif.

### MASON, JESS

The Country Editor  
KGW, Portland, Oregon

### MASON, WALTER J.

The Editor Speaks  
WPAR, Parkersburg, W. Va.

### MATLOCK, STAN

WKRC, Cincinnati, Ohio

### MEALY, TOM

WTTN, Watertown, Wis.

### MEIER, EVANS

Noon News  
WJAG, Norfolk, Nebr.

### MELTON, FRANKLIN

WDXI, Jackson, Tenn.

### MELTON, ORKIN

KSOO, Sioux Falls, S. Dak.

### MEYER, ED

WDYK, Cumberland, Md.

### MICHAEL, DON

WMIX, Mt. Vernon, Ill.

### MILLER, NOAH

Talk Of The Town  
The Bedford Story  
WBIW, Bedford, Ind.

### MILLHOUSE, GLENN

KGEZ, Kalispell, Mont.

### MIREUR, THOMAS J.

Today In Brownsville  
KBOR, Brownsville, Texas

### MITCHELL, WALTER

Overnight News  
WADE, Wadesboro, N. C.

### MITTEN, WILLIAM F.

WCCM, Lawrence, Mass.

### MONROE, BILL

WDSU-TV Reports  
WDSU-TV, New Orleans, La.

### MONTGOMERY, DEAN

Voice Of The People  
KELO, Sioux Falls, S. Dak.

### MORALES, ARTURO

Int'l Panorama  
WIPR, San Juan, P. R.

### MORAWSKI, IGNACE

WLIB, New York, N. Y.

### MORGAN, MURRAY

Tacoma Report  
KTBI, Tacoma, Wash.

### MORGAN, ROY E.

Special Events  
WILK, Wilkes-Barre, Pa.

### MORGAN, THOMAS P.

WQV, New York, N. Y.

### MORRISON, HERB

KQV, Pittsburgh, Pa.

### MORRISON, WILLIAM

WNA, Charlottesville, Va.

### MORROW, ROBERT

KOEL, Lelwein, Iowa

### MOSS, DAVID A.

Spotlight Reporter  
WESC, Greenville, S. C.

### MULCAHY, HENRY

Lowell News Of The Night  
WOTW, Nashua, N. H.

### MUNGHAM, DICK

CKBB, Barrie, Ont., Canada

### MUNSON, CHESTER

WEAB, Greer, S. C.

### MURPHY, BILL

WAKR, Akron, Ohio

### MURROW, EDWARD R.

Edward R. Murrow With The  
News  
CBS

See It Now  
CBS-TV

## — N —

### NAHAS, FRED

Tomorrow's History  
KXYZ, Houston, Texas

### NEIL, JACK

KTRM, Beaumont, Texas

### NELSEN, M. L.

WHO, Des Moines, Iowa

### NELSON, BOB

WBBZ, Ponca City, Okla.

### NELSON, ROBERT C.

Shell News  
WUZ, Green Bay, Wis.

### NELSON, TED

Noon News Review  
KVER, Albuquerque, N. Mex.

### NICHOLS, LES

MBS

### NIX, MARTIN D.

WRY, Plattsburg, N. Y.

### NOGUEIRA, ROBERT

Commentary Of The News  
KIBL, Beeville, Texas

### NORTON, DON

KNET, Palestine, Texas

### NUNN, BILL

Chevrolet Dealers News  
WCHV, Charlottesville, Va.

### NUNN, VERNON

News At Midday  
WVMC, Mt. Carmel, Ill.

## — O —

### OBERLIN, RICHARD

WHAS-TV, Louisville, Ky.

### O'BRIEN, LEO

The News & You  
WRGB, Schenectady, N. Y.

### O'BRIEN, TOM

Matter Of Fact  
KHBC, Hilo, Hawaii

### O'CONNELL, TERRY

CKCR, Kitchener, Ont., Can.

### O'CONNOR, GEORGE

City Desk  
WINR, Binghamton, N. Y.

### O'CONNOR, LEN

WMAQ, Chicago, Ill.

### O'CONNOR, LEONARD

WNBQ, Chicago, Ill.

### O'DELL, TERENCE

CKLV, Detroit, Mich.

### ODSON, ROBERT L.

WMOH, Hamilton, Ohio

### ONCKEN, E. J.

Nevada News Digest  
KENO, Las Vegas, Nevada

### OSGOOD, DICK

WXYZ, Detroit, Mich.

### OTTO, F. O'BERT

WCPL, Cincinnati, Ohio  
Special Telecasts  
WCPO-TV, Cincinnati, Ohio

### OVERTON, GEORGE

KMUS, Muskogee, Okla.

### OWENS, RAYMOND

Today's News  
WFBL, Syracuse, N. Y.

## — P —

### PARKER, CHARLES

Background  
WLW, Cincinnati, Ohio

### PARKER, JACK

Town Crier  
WSAM, Saginaw, Mich.

### PARKER, LAURENCE M.

KRES, St. Joseph, Mo.

### PARKER, PAUL

Breakfast Headlines  
WGNI, Wilmington, N. C.

### PARSONS, LOUELLA

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### PAULE, VERNE

Evansville Story  
WJPS, Evansville, Ind.

### PEARSON, DREW

ABC  
World News Roundup  
NBC

### PEDACE, JAMES V.

Around The Town  
WICH, Norwich, Conn.

### PEELE, HERBERT

WGAI, Elizabeth City, N. C.

### PENBERTON, FRED

Overseas Reporter  
KCSF, Cornwall, Ont., Can.

### PENFIELD, AID

Today In S. C.  
WIS, Columbia, S. C.

### PENNER, RAY

WCAV, Norfolk, Va.

### PENWELL, NORM

Under The Dome  
KBMN, Bozeman, Mont.

### PEPPER, BILL

Pepper And The News  
WRNS-TV, Columbus, Ohio

### PERRIN, KEYES

590 Covers The News  
WROW, Albanv, N. Y.

### PETERSON, DREXEL

KVFD, Fort Dodge, Iowa

### PETERSON, ELMER

Elmer Peterson And News  
KNBH, Hollywood, Calif.

### PETERSON, GENE

Breakfast Table News  
WLAV, Grand Rapids, Mich.



## News Commentators—Radio-Television

**PETERSON, JIM**  
KALL, Salt Lake City, Utah

**PETTI, RALPH**  
Headline News  
WJAS, Pittsburgh, Pa.

**POWELL, CHARLIE**  
Local News  
WCSI, Columbus, Ind.

**POWER, TOM**  
Editor's Notebook  
WMUR, Manchester, N. H.

**PRICE, GRANT**  
News  
KXEL, Waterloo, Iowa

**PRICE, JOHN**  
John Price News  
WKAT, Miami Beach, Fla.

### — R —

**RADFORD, JACK R.**  
Shell Daily News  
CFJR, Brockville, Ont., Can.

**RALEIGH, JOHN**  
WCAU, Philadelphia, Pa.

**RAMOS, RALPH**  
While You Slept  
KFDM, Beaumont, Texas

**RANDALL, JIM**  
KFSB, Joplin, Mo.

**RANDALL, PORTER**  
KFJZ, Fort Worth, Texas

**RANDALL, WILLIAM**  
What Do You Think  
KWPC, Muscatine, Iowa

**RANEY, WALTER**  
Noontime News  
WABD, New York, N. Y.

**RASH, BRYSON**  
WMAL-TV, Washington, D. C.  
ABC

**READE, JOHN COLLINGWOOD**  
CFRB, Toronto, Ont., Can.

**REID, PAUL**  
Behind The News  
CHEX, Peterborough, Ont., Canada

**REILLY, JOHN E.**  
WMEX, Boston, Mass.

**REUSS, REV. BASIL**  
Let's Think About It  
WBAY, Green Bay, Wis.

**REN, JOE**  
WLOK, Lima, Ohio

**RICHARDS, JOHN**  
KITE, San Antonio, Texas

**RICHARDSON, COL. W. F.**  
World News  
WPCF, Panama City, Fla.

**RICHMOND, FRAN**  
Avisco News  
WGMW, Meadville, Pa.

**RIDENOUR, GORDON M.**  
WELM, Elmira, N. Y.

**RIEHL, ALLAN**  
City Desk  
WOKZ, Alton, Ill.

**RIGGS, TED**  
News  
KCOH, Houston, Texas

**RIVAS, ROGELIO RAMOS**  
Mirando El Mundo  
WPRP, Ponce, Puerto Rico

**ROBERTS, BILL**  
Town Crier Of The Air  
KXYZ, Houston, Texas

**ROBERTS, CLETE**  
KLAC-TV, Los Angeles, Calif.

**ROBERTS, DAVID L.**  
Roberts Previews The News  
WVET, Rochester, N. Y.

**ROBERTS, PETER**  
News  
NBC, NBC-TV

**ROBINSON, CALVIN**  
WOOD, Lynchburg, Va.

**ROBINSON, STAN**  
Tribune News  
WTNS, Coshocton, Ohio

**RODDY, JIM**  
North Country News  
WEAV, Plattsburgh, N. Y.

**ROGERS, JACK**  
KBRO, Brenton, Wash.

**ROGERS, JACK**  
News By Rogers  
KBRL, McCook, Nebraska

**ROMANO, TOM**  
WNHC TV News  
WNHC-TV, New Haven, Conn.

**ROSS, JACK**  
WHAM, Rochester, N. Y.

**ROUSSEAU, BEE**  
(Language Announcer—French)  
WMOU, Berlin, N. H.

**ROWL, DICK**  
KSPA, Nacogdoches, Texas

**RUNKLE, HAL**  
WPTW, Piqua, Ohio

**RUNYON, BOB**  
Runyon Reporting  
WOOD, Grand Rapids, Mich.

**RUSSELL, DAVE**  
Gladiola News  
KFDM, Beaumont, Texas

**RYAN, MICHAEL**  
This News This Morning, The  
News At Noon  
WLEA, Hornell, N. Y.

**RYAN, PHIL J.**  
Inland Newsreel  
CBT, Grand Falls, Nfld., Can.

**RYKEN, JOHN**  
What Do You Think  
KLAS, Las Vegas, Nevada

### — S —

**ST. GEORGE, DORIAN**  
Nightcap News  
WJZ-TV, New York, N. Y.

**SALINER, PAUL B.**  
Natl. Editor  
WLIO, East Liverpool, Ohio

**SALMON, E. T. DR.**  
CKOC, Hamilton, Canada

**SANCHEZ, ALBERTO**  
Labor News  
WIPR, San Juan, P. R.

**SAUNDERS, MARY B.**  
The Woman's Angle  
KRFJ, Miles City, Montana

**SAVAGE, BOB**  
KLUF, Galveston, Texas

**SCHEYING, KARL**  
Behind Today's News  
WLAN, Lancaster, Pa.

**SCHLEIFER, KEN**  
Local Newscast  
WGIL, Galesburg, Ill.

**SCHNEIDER, RICHARD**  
News In Review  
WLAN, Lancaster, Pa.

**SCHNEIDER, WALLACE**  
Duquesne Highlights  
WTVN, Columbus, Ohio

**SCHOENBRUN, DAVID**  
CBS

**SCHROYER, LAWRENCE**  
WPRC, Lincoln, Ill.

**SCHWARTZ, MORRISON**  
Garyland News  
WWCA, Gary, Ind.

**SCHWEER, ROLAND**  
KRIO, McAllen, Texas

**SCULLY, FRANCES**  
ABC

**SEEL, CHARLES**  
WFPG, Atlantic City, N. J.

**SEIBELS, GREN**  
Gren Seibels Reports  
WMSC, Columbia, S. C.

**SEVAREID, ERIC**  
News And News Analysis  
CBS  
WTOP-TV, Washington, D. C.

**SHANKLETTE, JAMES**  
News And Comment  
WTGO, Campbellsville, Ky.

**SHADEL, BILL**  
News  
CBS

**SHAND, JOHN V.**  
Eyes On The Time  
WTVR, Richmond, Va.

**SHAW, CHARLES**  
WCAU, Philadelphia, Pa.

**SHELDON, WYN**  
News  
WVVA, Wheeling, W. Va.

**SHELLEY, JACK**  
WEG, Des Moines, Iowa

**SHELTON, BANNER**  
Farm Time  
WGCD, Chester, S. C.

**SHEPARD, LARRY**  
Inside The News  
KBIZ, Ottumwa, Iowa

**SHERWOOD, DON**  
WIMA, Lima, Ohio

**SHELDON, A. T.**  
Noon News  
WLDY, Ladysmith, Wis.

**SHINN, JUNEAU H.**  
Report to the Valley  
KLIX, Twin Falls, Idaho

**SHREK, JIM**  
News Editor  
KFGO, Fargo, N. D.

**SHORE, HAL**  
WMSG, Saginaw, Mich.

**SHRINER, TED**  
KTJS, Hobart, Okla.

**SIMPSON, JAMES D.**  
Local News Roundup  
WESC, Greenville, S. C.

**SINCLAIR, GORDON**  
CFPC, Montreal, Que., Can.

**SINGISER, FRANK**  
MBS

**SLATTERY, JOE**  
KWTO, Springfield, Mo.

**SLICHTER, HARRY**  
News Comments By Harry  
Slichter  
KDTH, Dubuque, Iowa

**SLOANE, J. S.**  
KNEL, Brady, Texas

**SMITH, ART**  
Noontime News  
WNAX, Yankton, S. D.

**SMITH, BILL**  
City Edition  
WINN, Louisville, Ky.

**SMITH, BOB ROSS**  
Breakfast Table News  
WLBG, Laurens, S. C.

**SMITH, COURTNEY**  
Courtney Smith & The News  
WEOA, Evansville, Ind.

**SMITH, HOWARD K.**  
CBS

**SMITH, JAY**  
10 O'Clock Wire  
WIOU, Kokomo, Ind.

**SMITH, L. O.**  
Regional Commentary  
KOWB, Laramie, Wyo.

**SMITH, LOREN C.**  
WARE, Ware, Mass.

## News Commentators—Radio-Television

**SMITH, RALPH**  
Early Morning News  
WIBL, Peoria, Ill.

**SMITS, LEE**  
Lee Smits  
WXYZ, Detroit, Mich.

**SNYDER, G. GILBERT**  
Die Eunnernaus  
WEEU, Reading, Pa.

**SOKOLSKY, GEORGE**  
ABC

**SOLWAY, L.**  
CKLB, Oshawa, Ont., Canada

**SPARKS, GORDON A.**  
WEXL, Royal Oak, Mich.

**SPIVACK, CHARLES**  
WFPG, Atlantic City, N. J.

**SPRAGG, GRAYDON H.**  
Franklin Co. News  
WHAI, Greenfield, Mass.

**STADLER, GLEN**  
Glen Stadler & The News  
KERG, Eugene, Oregon

**STANSELL, CHAS. V.**  
News Commentary  
WDAF, Kansas City, Mo.

**STAPLES, GEORGE**  
Background For Peace And  
War  
K SVC, Richfield, Utah

**STARNE, C. L.**  
Sumter County News  
WLBE, Leesburg, Fla.

**STEELE, JOHN**  
Local News Hi Lites  
KOWB, Laramie, Wyo.

**STEELE, JOHN**  
John Steele Commentary  
KRMG, Tulsa, Okla.

**STEELMAN, JOHN**  
Battle Report  
NBC-TV

**STERNBERGER, ESTELLE M.**  
WLIB, New York, N. Y.

**STEVEN, PEEL**  
CFCF, Montreal, Que., Can.

**STEWART, FRED**  
News Round-Up  
WGCD, Chester, S. C.

**STEWART, H. L. DR.**  
Review Of Week's News  
CHNS, Halifax, Nova Scotia,  
Canada

**STEWART, MURRAY**  
KSOO, Sioux Falls, S. Dak.

**STEWART, WILLIAM V.**  
This Week  
WPBC, Minneapolis, Minn.

**STODELLE, JACK**  
KWRN, Reno, Nevada

**STUCKENRATH, ROBERT**  
Stuckenrath & The News  
WKVA, Lewistown, Pa.

**STUTES, MARION**  
News Editor  
WJIM, Lansing, Mich.

**SUGAR DADDY**  
Negro News  
WBCO, Birmingham-Bessemer,  
Ala.

**SULLIVAN, PAUL**  
KALL, Salt Lake City, Utah

**SUMMERS, SCOTT**  
Tar Heel News  
WNAO, Raleigh, N. C.

**SWAYZE, JOHN  
CAMERON**  
Camel News Caravan  
Watch The World  
Who Said That?  
NBC-TV

**SWIFT, GLADYS**  
Gladys Swift  
WHGB, Harrisburg, Pa.

**SYLVESTER, BOB**  
Today's View On Today's  
News  
K SVC, Richfield, Utah

### — T —

**TANNER, ERNIE**  
Community Reporter  
WGA Y, Silver Spring, Md.

**TAYLOR, GEORGE**  
Report To Trenton  
WTTM, Trenton, N. J.

**TAYLOR, HENRY J.**  
ABC

**TAYLOR, PAUL**  
News With Paul Taylor  
KYW, Philadelphia, Pa.

**TAYLOR, VESTAL C.**  
Editorially Speaking  
WFNC, Fayetteville, N. C.

**TEMBY, BRITT**  
The Local Front  
WKNX, Saginaw, Mich.

**TEMPLE, ALVIS H.**  
Day In Review  
WKCT, Bowling Green, Ky.

**TERRY, BILL**  
WMBR-TV, Jacksonville, Fla.

**THAW, BOB**  
WTHH, Port Huron, Mich.

**THEERINGER, GEORGE**  
News & Views  
WRBL, Columbus, Ga.

**THOMAS, LOWELL**  
News  
CBS

**THOMAS, W. G.**  
WBGR, Jesup, Ga.

**THOMAS, W. J.**  
News & Comment  
WCPA, Clearfield, Pa.

**THOMPSON, BUD**  
KFYO, Lubbock, Texas

**THOMPSON, FRANK**  
Journal Of The Air  
WBLK, Clarksburg, W. Va.

**THOMPSON, GEORGE**  
WBGR, Jesup, Ga.

**THOMPSON, RAY**  
KROC, Rochester, Minn.

**THOMPSON, TED**  
Ted Thompson Talking  
WNAR, Norristown, Pa.

**THOMSEN, CHRISTIE**  
Coffee With Christie  
WBEL, Beloit, Wis.

**THOMSEN, JACK**  
KROS, Clinton, Iowa

**THORGENSON, ED**  
Evening Edition  
WABD, New York, N. Y.

**THURSTON, GEORGE**  
Night Editor  
WSVA, Harrisonburg, Va.

**TIDEMANN, WARNER C.**  
Headlines Of Tomorrow  
WJBC, Bloomington, Ill.

**TITCHENER, DOROTHY**  
WENE, Binghamton-Endicott,  
N. Y.

**TODD, RICHARDS**  
Mid-Morning News  
WLBG, Laurens, S. C.

**TOLSON, ED**  
KTAN, Sherman, Texas

**TORINUS, JOHN**  
Tonight's Press-Gazette  
WJPG, Green Bay, Wis.

**TORPEY, BILL**  
Community News  
WARA, Attleboro, Mass.

**TOTTEN, HAL**  
Tri-State News & Commentary  
KOXX, Keokuk, Iowa

**TRAP, ROBERT J.**  
Between The Lines  
WFUR, Grand Rapids, Mich.

**TRAVIS, EDWARD C.**  
WGH, Newport News, Va.

**TRETHEWEY, J. V.**  
CFPL, London, Ontario, Can.

**TRIMBOLI, JOSEPH**  
WTTTS, Bloomington, Ind.

**TRIPP, BOB**  
Local News  
WFAA, Dallas, Texas

**TROUT, ROBERT**  
World News With Robert  
Trout  
CBS

**Who Said That?**  
NBC-TV

**TRUE, HAROLD**  
News By True  
WWJ, Detroit, Mich.

**TULLY, PETE**  
The Maine Scene  
WRDO, Augusta, Maine

**TURNER, ULMER**  
Behind The Headlines  
Ulmer Turner & The News  
WBKB, Chicago, Ill.

### — U —

**UEBELHART, JAMES**  
Uebelhart & The News  
WSPD-TV, Toledo, Ohio

**UTLEY, CLIFTON**  
News  
NBC  
WNBQ, WMAQ, Chicago, Ill.

### — V —

**VACCA, JOHN**  
Between The Lines  
KOSA, Odessa, Texas

**VAN CAMP, GREGG**  
Red Top Headliner  
WJAJ, Morgantown, W. Va.

**VAN DE CAR, HAROLD M.**  
Van De Car & The News  
WSNY, Schenectady, N. Y.

**VANDERCOOK**  
KSPA, Nacogdoches, Texas

**VARNUM, GEORGE**  
Noon News  
WPIT, Pittsburgh, Pa.

**VICK, DICK**  
KGEZ, Kalispell, Mont.

**VIDNOVIC, SAM**  
Scholastic News  
WMCK, McKeesport, Pa.

**VINROOT, FRED**  
News Analysis  
WGIV, Charlotte, N. C.

**VON BERGEN, JOHN**  
John Von Bergen & The News  
WARM, Scranton, Pa.

**VON LEUWEN, KARL**  
Noon News Round-Up  
KRIC, Beaumont, Texas

### — W —

**WACKO, J.**  
CKLB, Oshawa, Ont., Canada

**WALKER, DANTON**  
MBS

**WALLACE, BILL**  
The People Speak  
WREB, Holyoke, Mass.

**News Commentators—Radio-Television**

- WALLACE, EDWARD R.**  
News  
WNBK, Cleveland, Ohio
- WALSII, FRANK J.**  
News Editor  
WBCM, Bay City, Mich.
- WANTACH, J.**  
WWOL, Buffalo, N. Y.
- WARNER, ALBERT**  
Sunoco Three-Star Extra  
NBC
- WARREN, BOB**  
News  
NBC
- WARREN, C. V.**  
Behind The News  
KJFJ, Webster City, Iowa
- WASHBURN, SHERMAN**  
First Edition  
KEX, Portland, Oregon
- WASS, BOB**  
WERE, Cleveland, Ohio
- WATKINS, R. L., JR.**  
Between The Lines  
KSIM, Silkeston, Mo.
- WATSON, BROOKS**  
WMBD, Peoria, Ill.
- WAYMAN, KEN**  
News  
KFOR, Lincoln, Nebr.
- WEATHERWAX, BEN K.**  
How About This?  
KBKW, Aberdeen, Wash.
- WEAVER, HANK**  
ABC
- WECKERLE, JOE**  
WMOH, Hamilton, Ohio
- WESTBROOK, TED**  
WKBY, Richmond, Ind.
- WIFELEK, MARSHA**  
Talk Today  
WSAI, Cincinnati, Ohio
- WIFELEK, ROBERT J.**  
WHOL, Allentown, Pa.
- WHITAKER, JIM**  
News  
WWVA, Wheeling, W. Va.
- WHITE, HYLAND**  
WLBR, Lebanon, Pa.
- WHITE, TOM**  
Four Star Final  
WBAL-TV, Baltimore, Md.
- WICK, PETE**  
As I See It  
KIT, Yakima, Wash.
- WILLESON, RONALD**  
MAXWELL  
Community News  
WARA, Attleboro, Mass.
- WILLIAMS, DOC**  
WADC, Akron, Ohio
- WILLIAMSON, HADLEY**  
Eyes of Iredell  
WSIC, Statesville, N. C.
- WILLS, JOE**  
Joe Wills & News  
KXOL, Fort Worth, Texas
- WILSON, BOB**  
Review Of The News  
NBC-TV
- WILSON, PHIL**  
WQUA, Moline, Ill..
- WINCHELL, WALTER**  
ABC
- WINGATE, JOHN**  
News Today  
WOR-TV, New York, N. Y.
- WISEMAN, CLYDE**  
Jersey Farm Hr.  
WOKZ, Alton, Ill.
- WITMAN, SHEPHERD L.**  
Today's Top Story  
WXEL, Cleveland, Ohio
- WOOD, EARL**  
WHAM-TV, Rochester, N. Y.
- WOODS, BILL**  
KWBU, Corpus Christi, Texas
- WORKMAN, W. D., JR.**  
Carolina Digest  
WIS, Columbia, S. C.
- WORKHOVEN, MERRILL**  
WOW, WOW-TV, Omaha,  
Nebr.
- WUNSCH, HAROLD**  
This Week In The Copper City  
WKAL, Rome, N. Y.

— Y —

- YATES, CARL**  
Bowling Reporter  
WACB, Kittanning, Pa.
- YOUNG, GEORGE**  
WIBC, Indianapolis, Ind.

— Z —

- ZAIMES, CHARLEY**  
WALL, Middletown, N. Y.
- ZIEBARTH, E. W.**  
WCCO, Minneapolis, Minn.
- ZURICH, SAM**  
WBTV News  
WBTV, Charlotte, N. C.

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1480 Club

**ACKERMAN, EARL**  
Radio Rhythm Ranch  
KDIX, Dickinson, No. Dak.

**ADAMS, "CHUCK"**  
Sunrise Salute  
WTAN, Clearwater, Fla.

**ADAMS, JOE**  
Negro Disc Jockey  
KOWL, Santa Monica, Calif.

**ADAMS, ROBERT**  
1230 Club  
WBSM, New Bedford, Mass.

**AKER, DICK**  
1400 Club  
KDWT, Stamford, Texas

**ALBERGHINI, HAROLD**  
Down On The Farm  
WCOW, Lewiston, Maine

**ALCALA, ED**  
1940 Frolic  
KAFF, Petaluma, Calif.

**ALDRIDGE, RAY**  
Big Ray-Western  
KGYW, Vallejo, Calif.

**ALEXANDER, KURT**  
Roll Jordan  
WEAS, Atlanta-Decatur, Ga.

**ALFORD, DICK**  
Strollin with Alford  
KXLR, Little Rock, Ark.

**ALLAN, FRANK**  
The Ole Rounder  
WEAV, Plattsburg, N. Y.

**ALLARD, BOB**  
Rhapsody In Rhythm  
KSDN, Aberdeen, S. D.

**ALLDAY, JAMES**  
WJBB, Haleyville, Ala.

**ALLEN, AL**  
NF's Jive Till Five  
KXLR, Little Rock, Ark.

**ALLEN, BILL**  
Designs In Melody  
WHTC, Holland, Mich.

**ALLEN, BOB**  
"RFD Request"  
WJAY, Mullins, S. C.

**ALLEN, CHARLES**  
Old Timer  
WUSN, Charleston, S. C.

**ALLEN, JERRY**  
Words N Wax  
WEAN, Kankakee, Ill.

**ALLEN, LEN**  
Dawnbusters  
KLO, Ogden, Utah

**ALLEN, LLOYD**  
Morning Melodies  
KGIW, Alamosa, Colo.

**ALLEN, PAUL**  
Paul's Perch  
KOY, Ottawa, Ont., Canada

**ALLEN, TOMMY**  
Variety Store  
KOMA, Okla. City, Okla.

**ALLEN, WAYNE**  
950 Club  
KSEL, Lubbock, Texas

**ALLISON, DALE**  
KBNZ, La Junta, Colo.

**ALLISON, STEVE**  
Steve Allison Show  
WPEN, Philadelphia, Pa.

**ALMERICO, TONY**  
Tony Almerico Show  
WJMR, New Orleans, La.

**ALTMAN, LEN**  
Happy Birthday  
WSAR, Fall River, Mass.

**ALTON, GENE**  
CJLS Yarmouth N. S. Canada

**AMOS JOHN**  
Moods In Music  
KAVL Lancaster, Calif.

**AMSBERRY, BOB**  
Squirrel Cage  
KEX, Portland, Oregon

**ANDERSON, DON**  
Top of the Evening  
WDAF, Kansas City, Mo.

**ANDERSON, ERNIE**  
Caravan Of Music  
Record Revue  
WHIM, Providence, R. I.

**ANDERSON, JOE**  
Swedish Disk Jockey  
WQUA, Moline, Ill.

**ANDERSON, JOHN**  
Sunday Blues  
WBAT, Marion, Ind.

**ANDERSON, KIRK G.**  
Club 1240  
WSSV, Petersburg, Va.

**ANDERSON, MILTON**  
Clock Watchers  
WJAS, Pittsburgh, Pa.

**ANDERSON, ROY**  
Late Date  
KOCA, Kilgore, Texas

**ANDERSON, TOM**  
Night Special  
WLDY, Ladysmith, Wis.

**ANDREWS, DON**  
WSGW, Saginaw, Mich.

**ANDREWS, GENE**  
Syncopated Sundial  
WVEC, Hampton, Va.

**ANDREWS, JOHN**  
Music In The Night  
KTBB, Tyler, Texas

**ANSON, BILL**  
Hollywood Bandstand  
KFWB, Hollywood, Calif.

**ANSBRO, GEORGE**  
Manhattan Maharajah  
ABC

**ANTHONY, BOB**  
The Tulsa Ballroom  
KRMG, Tulsa, Okla.

**ARAZAMENDI, FRANCISCO**  
910 Club  
WPRP, Puerto Rico

**ARBUCKLE, BRYANT**  
Clock Spinner  
KURV, Edinburg, Texas

**ARM, TOM**  
WSTV, Steubenville, Ohio

**ARMBRISTER, RANDY**  
Western Star Time  
WYVE, Wytheville, Va.

**ARMEY, JOE**  
Saturday Nite Record Party  
KWIL, Albany, Oregon

**ARNOLD, CHARLES**  
Yawn Patrol  
WAFB, Baton Rouge, La.

**ARNOLD, DONALD**  
WNAE, Warren, Pa.

**ARNOTT, P.**  
KNUJ, New Ulm, Minn.

**ARO, BOBBY**  
Coffee Club  
WHLB, Virginia, Minn.

**ARROL, IAN**  
Dinner Bell  
CFCN, Calgary, Alberta, Can.

**ARTEK, MALCUM**  
You Name It  
WYOK, Sunbury, Pa.

**ARTUR, DOUG**  
Danceland  
WIRG, Philadelphia, Pa.

**ASHTON, KEITH**  
Moonial  
KALL, Salt Lake City, Utah

**ATKINSON, GORD**  
Words and Music  
CHUM, Toronto, Ont., Canada

**AUSTIN, DICK**  
CKCR, Kitchener, Ont., Can.

**AUSTIN, DON**  
WHOW, Clinton, Ill.

**AUSTIN, RUSTY**  
WBUD, Morrisville, Pa.

**AVILA, MANUEL**  
Mexico Canta (Mexican Pgm.)  
KWBC, Ft. Worth, Texas

### — B —

**BABCOCK, BILLY**  
Platter Party  
WJAS, Pittsburgh, Pa.

**BABCOCK, SAM**  
KFBS, Joplin, Mo.

**BACKLIN, JIM**  
KCJB, Minot, N. Dak.

**BACON, BOB**  
Bacon For Breakfast  
Rhythm And Rhyme  
WBRE, Wilkes-Barre, Pa.

**BAER, MAX**  
Max Baer Show  
KFBK, Sacramento, Calif.

**BAILEY, JIM**  
1240 Jukebox  
KRDU, Dinuba, Calif.

**BAILEY, JIM**  
I Dee Clare  
WCEN, Mt. Pleasant, Mich.

**BAILEY, WILLIAM D.**  
Pop Shop  
WELB, Fayetteville, N. C.

**BAINTER, BILL**  
Just Released  
KIT, Yakima, Wash.

**BAKER, BILL**  
Hillbilly Jamboree  
WEBQ, Harrisburg, Ill.

**BAKER, BILL**  
560 Club  
WMIK, Middleboro, Ky.

**BAKER, DEAN**  
550 Roundup  
KCRS, Midland, Texas

**BAKER, DICK**  
WGN, Chicago, Ill.

**BAKER, FRANK**  
House Party  
WALA, Mobile, Ala.

**BAKER, GEORGE**  
By George  
WESA, Charleroi, Pa.

## Disc Jockeys—Radio-Television

- BAKER, JAMES**  
Coffee Caravan  
KBWD, Brownwood, Texas
- BAKER, JOE**  
Nighthawk  
WATG, Ashland, Ohio
- BAKER, PAUL**  
Club 800  
WLAD, Danbury, Conn.
- BAKKE, HAL**  
Talkin of Tunes  
KLIF, Dallas, Texas
- BALCH, BILL**  
Dawnbuster  
WKYB, Paducah, Ky.
- BALDWIN, TOM**  
WIEL, Elizabethtown, Ky.
- BALE, NORMAN**  
900 Club  
KALT, Atlanta, Texas
- BALLARD, GEORGE**  
Dancing Party  
WJHL, Johnson City, Tenn.
- BALTZER, LARRY**  
Please Play  
KHUZ, Borser, Texas
- BANAS, CARL**  
Wax, Wit & Weather  
CJOY, Guelph, Ont., Canada
- BANFIELD, BOB**  
Sunrise Serenade  
WEIR, Weirton, W. Va.
- BANKS, BILL**  
Bill's Bull  
KSPT, Sandpoint, Idaho
- BANKS, LEW**  
Luncheon Hillbilly Parade  
WJIV, Savannah, Ga.
- BARAN, HENRY**  
Designs For Dancing  
WVEC, Hampton, Va.
- BARBER, DON**  
Today's Top Five  
WGBS, Miami, Fla.
- BARGER, DALEL**  
WEAR, Pensacola, Fla.
- BARKLEY, JIM**  
News & Music From The Boys  
KSUM, Fairmont, Minn.
- BARLOW, JAY**  
WHIN, Harlan
- BARNETT, DON**  
Don's Dance Date  
KENI, Anchorage, Alaska
- BARR, DWIGHT**  
Teen Time Tunes  
WLBC, Muncie, Ind.
- BARRETT, DICK**  
Sunset Serenade  
CJOY, Guelph, Ont., Canada
- BARRON, LEE**  
Hello Beautiful  
KSWI, Council Bluffs, Iowa
- BARRY, GENE**  
Barry-Go-Round  
Swing With Wing  
WING, Dayton, Ohio
- BARRY, JACK**  
Jack Barry Show  
WKAT, Miami Beach, Fla.
- BARRY, JOHN**  
WTTM, Trenton, N. J.
- BARRY, NICK**  
Tip Top Tunes  
WCMW, Canton, Ohio
- BARTELL, PAUL**  
Fox Club  
WFOX, Milwaukee, Wis.
- BARTHEL, BURR**  
Club 1090  
KING, Seattle, Wash.
- BARTLETT, RAY**  
Groovle's Boogie  
KWKH, Shreveport, La.
- BARTON, HAL**  
Synopation Time  
WTAD, Quincy, Ill.
- BARTON, JOHN**  
WHOW, Clinton, Ill.
- BARUCH, ANDRE**  
WNBC, New York, N. Y.
- BARUTH, JACK**  
WGVM, Greenville, Miss.
- BASEHORE, JOHN**  
John Basehore Show  
WGET, Gettysburg, Pa.
- BASH, OTTO**  
Jump School  
WHOP, Hopkinsville, Ky.
- BATEMAN, DOUGLAS**  
Pleasure, Inc.  
WLIO, East Liverpool, Ohio
- BATEY, HUGH**  
Music 'Til Midnight  
WPDQ, Jacksonville, Fla.
- BATTERS, CHARLES**  
Batters Platters  
WRC, Washington, D. C.
- BAUER, RUSS**  
Alarm Clock Club  
County Party Line  
KJFJ, Webster City, Iowa
- BAUM, HARRY**  
Request Party  
WSSB, Durham, N. C.
- BAUMGART, RED**  
1240 Club  
KRAL, Rawlins, Wyo.
- BAXTER, GORDON**  
Baxter's Garden  
KPAC, Port Arthur, Texas



## DAVE MILLER

— o —

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DISC JOCKEY

Circle 6-9208

## Disc Jockeys—Radio-Television

- |                                                                                        |                                                                                          |                                                                                        |
|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <b>BEACH, DICK</b><br>Wax Works<br>WICA, Ashtabula, Ohio                               | <b>BEGUE, JOHN</b><br>John Begue Show<br>WTAX, Springfield, Ill.                         | <b>BERDAN, BIRD</b><br>900 Club<br>WEAY, Plattsburg, N. Y.                             |
| <b>BEARD, SAM</b><br>Sam Beard Show<br>WPTF, Raleigh, N. C.                            | <b>BEINERT, TED</b><br>Sophisticated Swingtime<br>WBV, Belleville 1.                     | <b>BERG, HAL</b><br>Clubtime<br>WILK, Wilkes-Barre, Pa.                                |
| <b>BEARDSLEY, BASIL</b><br>Polka Time<br>WJER, Dover, Ohio                             | <b>BELANGER, LOUIS</b><br>CKAC, Montreal, Canada                                         | <b>BERLIN, PAUL</b><br>Dinner Date<br>Mission in Music<br>KNUZ, Houston, Texas         |
| <b>BEASLEY, BUZZ</b><br>Man On The Beat<br>WUST, Bethesda, Md.                         | <b>BELL, BOB</b><br>Supper-time Serenade<br>Music For Relaxation<br>WHKY, Hickory, N. C. | <b>BERLY, BILL</b><br>Berry's Bandstand<br>WBBO, Orlando, Fla.                         |
| <b>BEAULIEU, ROBERT</b><br>Music For Days<br>CJEM, Edmondston, N. B.,<br>Canada        | <b>BELL, GABBY</b><br>Best by Request<br>WTNB, Birmingham, Ala.                          | <b>BERRY, BOB</b><br>Melody Time<br>WOTW, Nashua, N. H.                                |
| <b>BEAUMONT, JOE</b><br>Hep Parade<br>WJAT, Swainsboro, Ga.                            | <b>BELMAN, DAVE</b><br>KNGS, Handford, Calif.                                            | <b>BERTRAND, BOB</b><br>Bob Bertrand Show<br>KIOA, Des Moines, Iowa                    |
| <b>BEAUPRE, WALTER</b><br>Music For Folks Who Get<br>Lonesome<br>WCOU, Lewiston, Maine | <b>BENCE, BOB</b><br>Rise & Shine<br>KHJ, Los Angeles, Calif.                            | <b>"BESS"</b><br>Siesta Session<br>WKBI, St. Marys, Pa.                                |
| <b>BECK, AL</b><br>Stamps For Shoppers<br>KKOL, Fort Worth, Texas                      | <b>BENDER, TED</b><br>Hits & Headlines<br>KTSM, El Paso, Texas                           | <b>BESSE, HARRY</b><br>Main Stem Derby<br>KSWL, Council Bluffs, Iowa                   |
| <b>BECKER, HARRY L.</b><br>Morning Theater<br>KIMO, Independence, Mo.                  | <b>BENNETT, LEO</b><br>Sat. Nite Jamboree<br>WNEC, New Haven, Conn.                      | <b>BEST, DOUG</b><br>Best on Wax<br>KFMB, San Diego, Calif.                            |
| <b>BEECHER, DON</b><br>Music Unlimited<br>WJPS, Evansville, Ind.                       | <b>BENNETT, RAY</b><br>Records With Ray<br>KGA, Spokane, Wash.                           | <b>BEWICK, DOUG</b><br>WSPR, Springfield, Mass.<br>Trading Post                        |
| <b>BEECHAM, SIR THOMAS</b><br>WQXR, New York, N. Y.                                    | <b>BENSON, BOB</b><br>Bob Benson Show<br>WBIZ, Eau Claire, Wis.                          | <b>BIDDLE, JERRY</b><br>Alarm Clock Club<br>KBRS, Springdale, Ark.                     |
| <b>BEGHOLD, KEN</b><br>Early Bird<br>WGBI, Scranton, Pa.                               | <b>BENSON, DICK</b><br>RFD 630<br>WIRC, Hickory, N. C.                                   | <b>BIGLEY, DAVE AS SUNRIVER</b><br>DAVE<br>Melody Round-Up<br>KMON, Great Falls, Mont. |
| <b>BEGIN, JEAN-PAUL</b><br>CHFA, Edmonton, Alberta,<br>Canada                          | <b>BENSON, JERRY</b><br>Western Roundup<br>WGAT, Utica, N. Y.                            | <b>BILL, GLEN</b><br>The Sundial<br>WTSP, St. Petersburg Fla.                          |
|                                                                                        | <b>BENUM, ARNOLD</b><br>Benum's Beanery<br>KITC, San Bernardino, Calif.                  |                                                                                        |

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**BILLINGSLEY, BILL**  
After Hours  
WADE Wadesboro N. C.

**BINGHAM, EARL**  
Best on Wax  
KWIK, Pocatello, Idaho

**BIRDAS, GEORGE**  
Record Varieties  
WJNA, Peekskill, N. Y.

**BIRDSALL, JOHN**  
Top O' The Morning  
KWAT, Watertown, S. Dak.

**BISHOP, EDDIE**  
Hillbilly Fever  
WVMI, Biloxi, Miss.

**BITTERMAN, JACK**  
Best On Wax  
WABB, Mobile, Ala.

**BLACK, ALAN**  
Polka Party  
WPIT, Pittsburgh, Pa.

**BLACK, JAY**  
Matinee With Jay  
WDXI, Jackson, Tenn.

**BLACK, JOHNE**  
Great Day  
KGB, San Diego, Calif.

**BLACKMON, TEDDY**  
WJMO, Cleveland, Ohio

**BLAIR, ED**  
WQXI, Atlanta, Ga.

**BLAKE, ALIX**  
Stardreams  
WABY, Albany, N. Y.

**BLAKE, WIN**  
WKXL, Concord, N. H.

**BLANCHARD, LOWELL**  
Musical Clock  
WNOX, Knoxville, Tenn.

**BLAND, SAM**  
WCEC, Rocky Mount, N. C.

**BLEVINS, KEN**  
WTHF, Port Huron, Mich.

**BLOCK, MARTIN**  
Make Believe Ballroom  
WNEW, New York, N. Y.

**BLONDAHL, OMAR**  
Breakfast With Omar  
CFRN, Edmonton, Alberta,  
Canada

**BLUM, GEORGE**  
Alarm Clock Club  
KORN, Mitchell, South Dakota

**BODNER, GEORGE**  
Melody Mill  
WRFD, Worthington, Ohio

**BOHACK, BILL**  
Band Box  
WPAT, Paterson, N. J.

**BOIVIN, JAY**  
1370 Streamliner  
WFEA, Manchester, N. H.

**BOLIN, ART**  
Swing Session  
WARM, Scranton, Pa.

**BOLLINGER, GENE**  
Musical ABC's  
KCSJ, Pueblo, Colo.

**BOLLINGER, JIM**  
JB Time, Parade Of Hits  
WINN, Louisville, Ky.

**BOLLWINKEL, CAL**  
Great Day Show  
WHPB, Benton Harbor, Mich.

**BONN, TED**  
The Ted Bonn Show  
WKLV, Blackstone, Va.

**BONNER, ED**  
St. Louis Ballroom  
KXOK, St. Louis, Mo.

**BOONE, JOE**  
Moonlight Melodies  
WMVG, Milledgeville, Ga.

**BORT, KEN**  
Snake River Stampede  
KFSD, Nampa, Idaho

**BOSTIC, JOE**  
Harlem Serenade  
WLIB, New York, N. Y.

**BOSWORTH, CHET**  
Alarm Clock  
1340 Club  
WIRY, Plattsburg, N. Y.

**BOUCHIER, EUGENE P.**  
Boucher's Backroom  
KCUM, Sioux City, Iowa

**BOULEY, BOB**  
Musical Grab Bag  
WACE, Springfield-Chicopee,  
Mass.

**BOWER, BOB**  
Music In The Nite  
WTIP, Charleston, W. Va.

**BOWSER, BILL**  
3-B Time  
WFLB, Fayetteville, N. C.

**BOWTON, DON**  
Musical Clock  
WROK, Rockford, Ill.

**BOYD, BILL**  
Music Of The Masters  
KTXC, Big Spring, Texas

**BOYD, JOHN**  
Showcase  
WTOD, Toledo, Ohio

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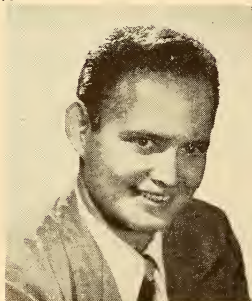
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**BOYD, TOM**

Juke Box Sat. Nite  
WCHV, Charlottesville, Va.

**BRACKIN, JOHN**

Mail Order Music  
Howdy Neighbors  
WTBF, Troy, Ala.

**BRADLEY, CURT**

WCNT, Bandwagon  
WCNT, Centralia, Ill.

**BRADLEY, DICK**

WQXR, New York, N. Y.

**BRADLEY, DON**

Fanfare  
WKAN, Kankakee, Ill.

**BRADLEY, MACK**

Musical Spree  
WQBC, Vicksburg, Miss.

**BRADLEY, ROBERT E.**

Bradley's Bandstand  
KCOM, Sioux City, Iowa

**BRADLEY, WES**

Yawn Patrol, Melody Corner  
KRDO, Colorado Springs, Colo.

**BRADSHAW, TOM**

550 Club  
KOPR, Butte, Montana

**BEALSON, WM.**

WEPG, Atlantic City, N. J.

**BRANCH, MARION**

Free For All  
KVAN, Vancouver, Wash.

**BRANCH, NEAL**

1240 Club  
WBIR, Knoxville, Tenn.

**BRANSON, BRUCE**

Branson Show  
KOH, Reno, Nevada

**BRAY, BOB**

Bob Bray Show  
WINR, Binghamton, N. Y.

**BRAZIER, HAL**

Breakfast Club  
WSTP, Salisbury, N. C.

**BRENNER, PAUL**

Requestfully Yours  
WAAT, Newark, N. J.

**BRINT, JOHN**

CKNX, Wingham Ont., Canada

**BRIEN, PEYTON**

WJIG, Tullahoma, Tenn.

**BRIENEN, DON**

Record Party  
WHSC, Hartsville, S. C.

**BRINGER, ERNEST**

Ernie "The Whip"  
WMBY, New Orleans, La.

**BRINKLEY, JACK**

WLS, Chicago, Ill.

**BRISCOE, ROY**

WSTV, Steubenville, Ohio

**BRITTON, BILL**

Bill Britton Show  
WNLK, Norwalk, Conn.

**BROCK, ART**

Melody Matinee  
KCOK, Tulare, Calif.

**BROCK, RAY**

Fox Club  
WBYY, Appleton, Wis.

**BRODE, BUDDY**

Joke Box Jamboree  
WNAR, Norristown, Pa.

**BRODERS, SPANK**

Platter Pantry  
KCRG, Cedar Rapids, Iowa

**BROKAW, C. W.**

Your Request  
KGIW, Alamosa, Colo.

**BROMBERG, VERN**

Melody Merchant  
KCHA, Charles City, Iowa

**BROOK, NAT**

K'Mou Along & Listen  
KMON, Great Falls, Mont.

**BROOKS, FOSTER**

Foster Brooks Show  
WAVE, Louisville, Ky.

**BROOKS, KEN**

Off The Record  
KWIL, Albany, Oregon

**BROOKS, KIRBY**

Kirby Brooks Show  
WQAM, Miami, Fla.

**BROWN, BERNARD**

Sittin' In  
WAPQ, Chattanooga, Tenn.

**BROWN, BILL**

Sleepy Bill  
WMSC, Columbia, S. C.

**BROWN, BILL**

AM 1230 Club  
WNEB, Worcester, Mass.

**BROWN, DOUGLAS**

KNEL, Brady, Texas

**BROWN, FRED**

Skyway Serenade  
WLOS, Asheville, N. C.

**BROWN, GORMAN**

Dinner Date  
KKIN, Visalia, Calif.

**BROWN, HONEY**

WBGO, Birmingham-Bessemer,  
Ala.

**BROWN, NELSON**

WNLC, New London, Conn.

**BROWN, PAUL**

Morning Clock Watcher  
KVMC, Colorado City, Texas

**BROWN, PAUL**

Housewife Special  
WMGW, Meadville, Pa.



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- BROWN, PEN**  
Pen Brown Show  
WTAG, Worcester, Mass.
- BROWN, PHIL**  
Midnight Jamboree  
WGAA, Columbus, Ga.
- BROWN, RICHARD**  
Brown's Waxworks  
WSNY, Schenectady, N. Y.
- BROWN, SAM**  
Music Hall  
WARL, Arlington, Va.
- BROWN, TED**  
Ted Brown's Show  
WMGM, New York, N. Y.
- BROWN, WARREN**  
Warren Brown Show  
KPQ, Wenatchee, Wash.
- BROWNE, TOM**  
Platter Party  
WMEV, Marion, Va.
- BROWNELL, JIM**  
Brownell For Breakfast  
WCEN, Mt. Pleasant, Mich.
- BROWNELL, LARRY**  
Larry Brownell Show  
WHHH, Warren, Ohio
- BRUCE, RAMON**  
Snap Club  
Snay With Ramon  
WHAT, Philadelphia, Pa.
- BRUGGEMAN, YERN**  
KULA, Honolulu, Hawaii
- BRUNS, GENE**  
Diggin  
KWED, Seguin, Texas
- BRUTON, BILL**  
Rhythm On The Range  
KBMY, Billings, Mont.
- BRYANT, AL**  
Polk Count Express  
WSIR, Winter Haven, Fla.
- BRYANT, FLOYD**  
Early Bird  
KFXD, Nampa, Idaho
- BRYANT, GEORGE**  
George Bryant Show  
WSAI, Cincinnati, Ohio
- BRYANT, KEN**  
Austin Radio Clock  
KAUS, Austin, Minn.
- BRYANT, WILLIE**  
WHOM, New York, N. Y.
- BUCKLEY, NIEL**  
Requestfully Yours  
WPFB, Middletown, Ohio
- BUCHLER, JACK**  
Madison Top Tunes  
Billboard Hit Parade  
WKOW, Madison, Wis.
- BUHELMAN, CLINT**  
Musical Clock  
WBEN, Buffalo, N. Y.
- BUKER, NORMAN K.**  
Melody Matinee  
WLAM, Lewiston, Maine
- BULL, FRANK**  
America Dances  
KFWB, Hollywood, Calif.
- BULLINGTON, BILL**  
Melody Time  
KREI, Farmington, Mo.
- BURCH, BOB**  
KGHF, Pueblo, Colo.
- BURFORD, WILLIAM R.**  
Morning On The Mahoning  
WHHH, Warren, Ohio
- BURGESS, FRANK**  
Request Performance  
WHMA, Anniston, Alabama
- BURGESS, RALPH**  
Breakfast With Burgess  
WGAA, Columbus, Ga.
- BURGESS, TOM**  
Saturday Matinee  
WMSC, Columbia, S. C.
- BURKA, BUD**  
The Daybreaker Matinee  
WTPP, Charleston, W. Va.
- BURKE, RAY**  
Late Date  
WAIR, Winston-Salem, N. C.
- BURLEY, DON**  
Teen Age Jamboree  
WBBZ, Ponca City, Okla.
- BURNE, AL**  
Turntable Terrace  
WHEE, Boston, Mass.
- BURNS, BILL**  
Club 560  
WQAM, Miami, Fla.
- BURNS, DARREL**  
Seven To Two  
KXLE, Ellensburg, Wash.
- BURNS, STAN**  
WPAT, Paterson, N. J.
- BURT, GARLAND**  
1430 Club  
WLAK, Lakeland, Fla.
- BURTON, ROBERT**  
Breakfast With Burton  
WEEK, Peoria, Ill.
- BURWELL, TED**  
WCKB, Dunn, N. C.
- BUSLEE, HENRY**  
Top O' The Morning  
WISC, Madison, Wis.



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HAVE THE  
BEST,  
WHY BE  
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AP

## Disc Jockeys—Radio-Television

- BUTTERS, HARLEY**  
News And Music 'Till Midnight  
WROK, Rockford, Ill.
- C —
- CADWELL, CLYDE**  
Morning Call  
KFVD, Los Angeles, Calif.
- CAFFERTY, TOM**  
Roundup  
KOH, Reno, Nevada
- CALCOATE, GORDON**  
KIOX, Bay City, Texas
- CALDWELL, LARRY**  
The Milkman  
WPIC, Sharon, Pa.
- CALLAGHAN, JOHN**  
WBEC, Pittsfield, Mass.
- CAMB, BILL**  
Jury For Breakfast  
The Bill Camb Show  
WBBC, Flint, Mich.
- CAMERON, DON**  
Make Believe Ballroom  
CJAD, Montreal Quebec Can.
- CAMERON, FRANK**  
Call To Breakfast  
Hits For Mrs.  
WHA V, Haverhill, Mass.
- CAMPBELL, D.**  
Straight Review  
CFOS, Owen Sound, Ont. Can.
- CAMPBELL, DICK**  
Top Of The Morning  
WDVA, Danville Va.
- CAMPBELL, JACK**  
After Hours  
KFBI, Wichita, Kans.
- CAMPBELL, ROBERT**  
Club Time  
WVMI, Biloxi, Miss.
- CAMPEN, L. K.**  
Dancing Party  
KYAK, Yakima, Wash.
- CANAMAR, BUD**  
Hill Billy Parade  
WMIK, Middleboro, Ky.
- CANBY, EDWARD T.**  
New Recordings  
WNYC, New York, N. Y.
- CANNON, STEVE**  
KBUN, Bemidji, Minn.
- CANNON, WIN**  
Radio Rancher  
KPO, Wenatchee, Wash.
- CANTRELL, JOE**  
Disks of Gaiety  
KWAL, Wallace, Idaho
- CAPPS, JIMMY**  
Our Best To You  
WPTF, Raleigh, N. C.
- CARD, NORMAN R.**  
WLAM Bandstand  
WLAM, Lewiston, Maine
- CARDEN, JOHN**  
Carden's Dixie Inn  
WJBC, Bloomington, Ill.
- CAREY, RALPH**  
KOLL, Omaha, Nebr.
- CARLE, BENNY**  
WPAI, Birmingham, Ala.
- CARLEY, JIM**  
Carley's Corner  
WPIN, Clearwater, Fla.
- CARLO, BILL**  
WEDO, McKeesport, Pa.
- CARLSON, CARL**  
Dream Time  
KTIP, Porterville, Calif.
- CARLSON, LES**  
Magazine of Air  
WROX, Clarksdale, Miss.
- CARMELLA, LARRY**  
Midnight Merry Go Round  
KMO, Tacoma, Wash.
- CARNEY, JACK**  
Studio Party  
KPLT, Paris, Texas
- CARNEY, JAMES**  
Jazz With Jim  
CKLN, Nelson, B. C., Canada
- CARPENTER, BILL**  
The Daybreaker  
WGY, Schenectady, N. Y.
- CARROLL, HARRY**  
Carolina In Morning  
WANS, Anderson, S. C.
- CARROLL, RAY**  
WHOM, New York, N. Y.
- CARTER, BILL**  
740 Club  
WIRJ, Humboldt, Tenn.
- CARTER, BOB**  
Free For All  
KDB, Santa Barbara, Calif.
- CARTER, CAL**  
Musical Clock  
KAMD, Camden, Ark.
- CARTER, ED**  
Ed Carter Show  
WACE, Springfield-Chicopee, Mass.
- CARTER, LeROY**  
Carter's Clambake  
KCTX, Childress, Texas
- CARTER, TONY**  
Wake Up East Alabama  
WAUD, Auburn, Ala.
- CARTER, VAL**  
Joy A La Carter  
WJOY, Burlington, Vermont
- CARTER, WM.**  
1430 Club  
KLO, Ogden, Utah
- CARTY, DEL**  
Teen Time Tunes  
WWGP, Sanford, N. C.
- CASE, KEN**  
WOW, Omaha, Nebr.
- CASE, LEE**  
Your Grocer  
WITH, Baltimore, Md.
- CASEY, CASS**  
Angelus  
WVGL, Buffalo, N. Y.
- CASPERSON, CARL**  
KDAL, Duluth, Minn.
- CASTER, CHARLES**  
Requestfully Yours  
KVCV, Redding Calif.
- CAUDILL, CARL B., JR.**  
Causell's Carnival  
WFTC, Kingston, N. C.
- CAVANAGH, LLOYD**  
Cab's Corner  
CKCL, Truro, Nova Scotia, Canada
- CAVANAUGH, JOE**  
Joe Cavanaugh Show  
WARD, Johnstown, Pa.
- CEBULA, PAUL**  
WAZL, Hazleton, Pa.
- CHAMBERLAIN, DONALD L.**  
Club Fantasy  
KHBC, Hilo, Hawaii
- CHAMBERLIN, BRUCE**  
WHOT, South Bend, Ind.
- CHAMBERS, PAT**  
Gulf Coast Serenade  
WFLA, Tampa, Fla.
- CHANDLER, MIMI**  
Coffee Time  
WVLK, Versailles & Lexington, Ky.
- CHANEY, BILL**  
\$1,000,000, Ballroom  
KEEN, San Jose, Calif.
- CHAPMAN, DICK**  
Disc Derby  
KFRU, Columbia, Mo.
- CHAPMAN, JACK**  
Songs You Remember  
KTSM, El Paso Texas
- CHAPMAN, JERRY**  
Lowe  
WIRE, Indianapolis, Ind.
- CHAPMAN, REID**  
Chuckles Open House  
WISH, Indianapolis, Ind.
- CHARLES, AL**  
The Charles Thing  
WABC, Waynesboro, Va.
- CHARLES, PRESTON**  
Top Five  
WAGA, Atlanta Ga.
- CHARLIE, DAVIS**  
Alarm Clock Revue  
WAPX, Montgomery, Ala.
- CHASE, EDDY**  
CKLW, Detroit, Mich.
- CHASE, ILKA**  
Ilka Chase Show  
ABC
- CHENEY, JOHN**  
KBRO, Bremerton, Wash.
- CHERHAULT, GEORGE**  
Chernault Show  
WLSL, Roanoke, Va.
- CHERRY, HUGH**  
Cherry At 10  
Here's Cherry  
WMAK, Nashville, Tenn.
- CHILDS, LELAND**  
Musical Clock  
WAGA, Montgomery, Ala.
- CHIODO, JEFF**  
WBVP, Beaver Falls, Pa.
- CHRISTENSON, ELMER**  
Swing To 12:00  
WSHB, Stillwater, Minn.
- CHRISTY, AL**  
Syncopated Clock  
WDAF, Kansas City, Mo.
- CLAAR, JIM**  
For Members Only  
WGBA, Edingham, Ill.
- CLARK, NEAL**  
Musical Matinee  
WONW, Defiance, Ohio
- CLARE, BOB**  
Here Comes Charlie  
KYNO, Fresno, Calif.
- CLARK, BILL**  
Caravan of Music  
Hoosier Ho-down  
WJCD, Seymour, Ind.
- CLARK, CHRIS**  
Record Session  
WRJM, Newport, R. I.
- CLARK, COTTONSEED**  
Cottonseed Clark (Western—  
6 hours Daily)  
KVSM, San Mateo, Calif.
- CLARK, DAVE**  
Anything Goes  
CJGX, Yorkton, Sask., Canada
- CLARK, GORDON**  
Gordon's Recordings  
KRIC, Beaumont, Texas
- CLARK, JAMES**  
Coffee With Clark  
WWGP, Sanford, N. C.
- CLARY, CHARLES**  
KRLD, Dallas, Texas
- CLAUSEN, BOB**  
Borden's Bouquet  
KGLO, Mason City, Iowa
- CLAUSER AL**  
Morning Ramble  
KTUL, Tulsa, Okla.
- CLAYTON, BOB**  
Boston Ballroom  
WHDH, Boston, Mass.
- CLAYTON, BOB**  
Waytin' for Clayton  
WPIN, St. Petersburg, Fla.
- CLARY, ED**  
Yawwin' In Mawin'  
KOSE, Osceola, Ark.



## Disc Jockeys—Radio-Television

- CLEMENT, GORDON**  
Yawning At Dawning  
WBCK, Battle Creek, Mich.
- CLEMENT, JOHN**  
Carnival of Rhythm  
KELO, Sioux Falls, South Dakota
- CLEMENTS, CARTER**  
WHAY, Open House  
WHAY, New Britain, Conn.
- CLIFTON, JACK**  
WADC, Akron, Ohio
- CLIFTON, JACK**  
Clifton's House Party  
JWV, Cleveland, Ohio
- CLOCK, CHARLIE**  
Sat. Nite Record Room  
WMFT, Florence, Ala.
- CLOONEY, NICK**  
Fleming County Matinee  
WFTM, Maysville, Ky.
- CLOSE, BILL**  
Close to You  
KOY, Phoenix, Ariz.
- COBURN, PAUL**  
Coburns Carousal  
KXNU, Logan, Utah
- COCKRELL, CLEM**  
Platter Matter  
WKCT, Bowling Green, Ky.
- COCKROFT, LOUISE**  
Collector's Corner  
KGBM, Honolulu, Hawaii
- CODY, DEL**  
The Korn Krib  
KA, Spokane, Wash.
- CODY, WAYNE**  
KALL, Salt Lake City, Utah
- COKE, DAL**  
1360 Club  
KMOD, Modesto, Calif.
- COKER, WILL**  
Fony Express  
KFDM, Beaumont, Texas
- COLE, ALAN**  
Music In The Mood  
WRUN, Utica, N. Y.
- COLE, BRAD**  
Mixing Bowl  
KOOS, Coos Bay, Oregon
- COLE, DON**  
Platter Pantry  
WSWN, Belle Glade, Fla.
- COLE, FRED B.**  
Carnival of Music  
WHDH, Boston, Mass.
- COLE, GORDON**  
WAUX, Waukesha, Wis.
- COLE, JOE**  
WEAB, Greer, S. C.
- COLE, MAX**  
Wake Up New York  
WOV, New York, N. Y.
- COLE, TRACY**  
Disc Digest  
WWSR, St. Albans, Vermont
- COLEMAN, DICK**  
Let's Get Acquainted  
WLBE, Leesburg, Fla.
- COLEMAN, STARLING**  
Top Tunes  
WJAY, Jacksonville, Fla.
- COLGAN, FRED**  
Music For You  
WGEM, Quincy, Ill.
- COLKITT, JERRY**  
Club 960  
KALE, Richland, Wash.
- COLLIER, W. C.**  
WROD, Daytona Beach, Fla.
- COLLINS, AL "JAZZBO"**  
Collins on A Cloud & Purple Grotto  
WNEW, New York, N. Y.
- COLLINS, DAVID**  
Designs In Music  
WSCR, Scranton, Pa.
- COLLINS, PAUL**  
Pick-A-Polka  
KFRD, Rosenberg, Texas
- COLLINS, TIM**  
Collins Corner  
KABC, San Antonio, Tex.
- COMEAU, DENNY**  
CJLS, Yarmouth, N. S., Can.
- COMPTON, AL**  
WKKB, Dunn, N. C.
- CONYBEARE, ROD**  
The Corner  
CJOY, Guelph, Ont. Canada
- CONNELL, PAT**  
Let's Go Places  
KGVO, Missoula, Montana
- CONNER, TED**  
Ted Conner Show  
WFMJ, Youngstown, Ohio
- CONOVER, WILLIS**  
1260 Club  
WWDC, Washington, D. C.
- COOK, FRANK**  
Frank Your Musical Cook  
KXRN, Renton, Wash.
- COOK, JACK**  
WNOK, Columbia, S. C.
- COOK, JIMMY**  
Country Boy  
WGBA, Columbus, Ga.
- COOK, RICHARD**  
Cookie's Capers  
WMDN, Midland, Mich.
- COOK, VERN**  
Timekeeper & 980 Melody Lane  
WTRY, Troy, New York
- COOK, WES**  
KRES, St. Joseph, Mo.
- COOLEY, FRANK**  
Frank Cooley Show  
KWJJ, Portland, Oregon
- COOLEY, JOHN**  
WEAM, Arlington Va.
- COONTZ, EDDIE**  
Morning Watch  
KTUL, Tulsa, Okla.
- COOPER, ALEX**  
KXLA, Pasadena, Calif.
- COOPER, DRAYTON**  
Old Potentate  
WLBG, Laurens, S. C.
- COOPER, JOE**  
WQUA, Moline Ill.
- COOPER, K. D.**  
From Studio C  
KSEI, Pocatello, Idaho
- COOPER, STAN**  
Hayloft Hoedown  
KRUL, Corvallis, Oregon
- COOPWOOD, JESSE**  
Stompin' Room  
WVCA, Gary, Ind.
- COPE, FRANK C.**  
Ole Lazy Man  
WMLC, Greenville S. C.
- CORBETT, KEN**  
KLWT, Lebanon, Mo.
- CORLEY, BOB**  
WQXI, Atlanta, Ga.
- CORNWELL, BLAINE**  
First Five  
KWFT, Wichita Falls, Tex.
- CORTEZ, CARLOS**  
Monacita  
KDIA, Auburn Calif.
- COTE, ST. GEORGE**  
St.-George Cote' Show  
CKCV, Quebec Canada
- COURTENAY, DIRK**  
WMAQ, Chicago, Ill.
- COURTNEY, ERNIE**  
Percolator Parade  
CJBQ, Belleville, Ont., Canada
- COVINGTON, DICK**  
WHBQ Memphis Tenn.
- COWAN, JIM**  
Club 630  
KIDO, Boise, Idaho
- COX, FORREST**  
Wake Up Mississippi  
WRBC, Jackson, Miss.
- COX, STAN**  
Saddle Pals  
KONO, San Antonio, Texas
- CRAGER, BOB**  
WWCO, Waterbury, Conn.
- CRAIG, REG**  
Sunrise Jamboree  
WEBJ, Brewton, Ala.
- CRAIG, WILLIAM**  
1450 Club  
WATA, Boone, N. C.
- CRAIN, MARVIN**  
KNET, Palestine, Texas
- CRAYNE, CAMPBELL**  
Morning In Montgomery  
WMON, Montgomery, W. Va.
- CRAWFORD, GEORGE**  
District Matinee  
WOL, Washington, D. C.
- CRAWFORD, RICE**  
Tops in Hillbilly  
WAPX, Montgomery, Ala.
- CREWS, BILL**  
Bill Crews, Show  
KVIC, Little Rock, Ark.
- CREWS, JIMMY**  
Mail Order Music  
WATM, Atmore, Ala.
- CRISSEY, DONALD E.**  
Rumpus Room  
WFCB, Dunkirk, N. Y.
- CRIST, JIM**  
Morning In Maryland  
WFBR, Baltimore, Md.
- CROCKETT, CHARLEY**  
The Crockett Show  
KHON, Honolulu, Hawaii
- CROTHERS, DENNY**  
Denny Crothers Show  
CKTB, St. Catharines, Ont., Canada
- CROUTER, WALLY**  
CFRB, Toronto, Ont., Canada
- CROWELL, GEORGE**  
Club 930  
KHJ, Los Angeles, Calif.
- CROWLEY, DICK**  
WJTM, Lansing, Mich.
- CRUICFIELD, DOUG**  
WLOH, Princeton, W. Va.
- CULLEN, JACK**  
Owl Prowl  
CKNW, New Westminster, B. C., Canada
- CUMMINGS, ALAN**  
Rise & Shine Club  
KRSC, Seattle, Wash.
- CUNNINGHAM, WILLIAM**  
Insomnia Inn  
WARC, Rochester N. Y.
- CURRAN, HARRY**  
Rhythm Roundup, Breakfast Bandwagon  
WHUC, Hudson, N. Y.
- CURRAN, VIN**  
Deuces Wild  
WKAT, Miami Beach, Fla.
- CURRIE, EBEN**  
Sunrise Serenade  
WABM, Houlton, Maine
- CURTIS, DAN**  
C'mon and Dance Bandwagon  
WIP, Philadelphia, Pa.
- CURTIS, GEORGE**  
560 Revue  
WGAN, Portland, Maine
- CURTIS, KENNETH**  
Alarm Klok  
KOWB, Laramie, Wyo.



## Disc Jockeys—Radio-Television

- CURTIS, JIM**  
Night Watch  
WHAY, New Britain Conn.
- CURTIS, MARK**  
KWRN, Reno, Nevada
- CURTIS, RONALD EZZO**  
Coffee With Curtis  
WFBL, Syracuse, N. Y.
- CURTIS, DEAN**  
KDHL, Faribault, Minn.
- D —
- DABOUL, JOE**  
Melody Time  
WIRY, Plattsburg N. Y.
- DACRE, GEORGE**  
Georgie's Orgy  
WFNC, Fayetteville, N. C.
- DALE, BILLY**  
Dunkin' Doughnuts  
WTAO, Cambridge, Mass.
- DALE, REX**  
Make Believe Ballroom  
WKCY, Cincinnati, Ohio
- DANE, DUDLEY**  
KFAM, St. Cloud Minn.
- D'ANGELO, ARNOLD**  
WAGE, Syracuse, N. Y.
- D'ANGELO, MIKE**  
1490 Club  
WMGW, Meadville, Pa.
- DANIEL, NATHAN**  
Date With Nate  
KTFY, Brownfield, Texas
- DANIELS, PAUL**  
Matinee  
WWNH, Rochester, N. H.
- DANIELSON, JIM**  
Open House  
Drugstore Cowboy  
KSLM, Salem, Oregon
- DARIEN, FRANK, JR.**  
Frank's Juke Box  
KSJO, San Jose, Calif.
- DARY ALAN**  
Dary Go Round  
WORL, Boston, Mass.
- DAT, GEORGE**  
Daytime  
KERO, Bakerfield, Calif.
- DAUGHERTY, "DOC"**  
1250 Luncheon Club  
WNOW, York, Pa.
- DAUGHERTY, JIM**  
For You By Request  
WGPA, Bethlehem, Pa.
- DAUM, KENNETH**  
Up & At 'em  
WBKV, West Bend, Wis.
- DAVID, TOBY**  
The Toby David Show  
CKLW, Detroit, Mich.
- DAVIS, AVERY**  
Jive Til Five (Colored)  
WPLI, Jackson, Tenn.
- DAVIS, BILL**  
Sheriff Davis  
WLOW, Norfolk, Va.
- DAVIS, C. JAMES**  
All Colored Review  
WHNC, Henderson, N. C.
- DAVIS, CHUCK**  
Chuck Davis Show  
KOMA, Oklahoma City, Okla.
- DAVIS, COUNT CONNIE**  
Highway of Melody  
KWRE, Warrenton, Mo.
- DAVIS, DON**  
Open House  
KERC, San Francisco, Calif.
- DAVIS, DON**  
Sat. Nite Dance Party  
WLW, Cincinnati, Ohio
- DAVIS, ED**  
WFPG, Atlantic City, N. J.
- DAVIS, EDDIE**  
Eddie Davis Show  
KFAB, Omaha, Nebr.
- DAVIS, GENE**  
Gene Davis Show  
WDOK, Cleveland, Ohio
- DAVIS, GEOFF**  
B. July 26th, 1918, Edmonton, Canada; Singing Battle Royal, WINS; Battle of the Baritones, WINS
- DAVIS, HY**  
Ranch Party  
WJXX, Jackson, Miss.
- DAVIS, JACK**  
Jack Davis Show  
WPDQ, Jacksonville, Fla.
- DAVIS, SANDY**  
Rise & Shine  
WICA, Ashtabula, Ohio
- DAVIS, WALT**  
KSET, El Paso, Texas
- DAWES, BILL**  
WCPO, Cincinnati, Ohio
- DAWSON, BILL**  
Original Dancing Party  
WGKY, Charleston, W. Va.
- DAWSON, BILL**  
Burnt Toast & Coffee Time  
WNXT, Portsmouth, Ohio
- DAWSON, CHUCK**  
KXLQ, Bozeman, Mont.
- DAWSON, TOM**  
Critic  
KGBC, Galveston, Texas
- DAY, GENE**  
Musical Merry-Go-Round  
WABG, Greenwood, Miss.
- DAY, LARRY**  
WGAT, Utica N. Y.
- DAY, RALPH**  
WSMI, Litchfield, Ill.
- DEAD, JOHN**  
Alarm Clock Club  
WDNC, Durham, N. C.
- DEAL, JACK**  
The Jack Deal Show  
WHCU, Ithaca, N. Y.
- DEAN, BARRY**  
Music Matinee  
WELI, New Haven, Conn.
- DEAN, MARTHA**  
Early Risers  
WJJD, Chicago, Ill.
- DE COY, ROBERT**  
Dizgin With Ducky  
WMRY, New Orleans, La.
- DEE, MARY**  
Movin' Around  
WHOD, Homestead, Pa.
- DEE, TOMMY**  
Rise & Shine  
WSBT, South Bend, Ind.
- DEHAVEN, BOB**  
Friendly Time  
WCO, Minneapolis, Minn.
- DEMING, CHARLIE**  
WKPT, Kingsport, Tenn.
- DENGLER, BOBBY**  
KVRH, Salida, Colo.
- DERRICK JIM**  
1570 Club—Swing Out Sweet  
Music  
WPLA, Plant City, Fla.
- DESJARDINS-CARSON, MARCELLE**  
Musique Au Choix  
CKBL, Matane, Que., Canada
- DESMOND, WARREN**  
Musical Train  
KLO, Ogden, Utah
- DeVON, D. L.**  
The Spinning Wheel  
Music In The Morning  
KWNW, Wenatchee, Wash.
- "DEWEY"**  
KVOX, Moorhead, Minn.
- DICKENS, JOHN**  
980 Special  
CFPL, London, Ontario, Can
- DICKINSON, ED**  
Request Hour  
KELK, Elko, Nev.
- DICKSON, BOB**  
1390 Club  
KULP, El Campo, Texas
- DIFFEE, BILL**  
Moonlite Capers  
WFNS, Burlington, N. C.
- DILLINGHAM, FRANK**  
Breakfast Express  
WBLJ, Dalton, Ga.
- DINGMAN, BOB**  
Dunkin With Dingman  
WENT, Gloversville, N. Y.
- DINSMORE, ED**  
Luncheon Club  
WBEN, Buffalo, N. Y.
- DIONDI, DICK**  
KSYL Alexandria La.
- DISALVO, HUGO**  
The Disalvo Show  
WIOU, Kokomo, Ind.
- DISIMONE, GENE**  
Clockwatcher  
WRYO, Rochester, Pa.
- DIXON, DARRELL**  
Requestfully Yours  
Record Review  
WHIZ, Jasper, Ind.
- DIXON, PAUL**  
WCPO, Cincinnati, Ohio
- DOAK, BILL**  
Timekeeper  
KCOH, Houston, Texas
- DOBBS, GENE**  
Platter Parade  
WTMC, Ocala, Fla.
- DOBBS, HARVEY**  
Date With Dobbs  
CHUM, Toronto, Ont. Canada
- DOBSON, GEORGE**  
Alarm Clock Club  
KALT, Atlanta, Texas
- DODD, MIKE**  
WBAC, Cleveland, Tenn.
- DODSON, WILLIAM**  
Kick, Springfield, Mo.
- DOGGETTE, HARRY**  
Musical Mixup  
WBCU, Union, South Carolina
- DOLAN, TOM**  
1400 Club  
WJZM, Clarksville, Tenn.
- DOLL, BOB**  
The 1450 Club  
WDLB, Marshfield, Wis.
- DOHM, BILL**  
Flamingo Club  
CKTE, St. Catharines, Ont., Canada
- DONALD, JACK**  
Jack Donald Show  
WCRO, Johnstown, Pa.
- DONNELL, JACK**  
What's New  
WGRC, Louisville, Ky.
- DORE, BILL**  
KBRO, Bremerton, Wash.
- DORMAN, KEN**  
Ken's Discs  
KGXN, Sidney, Montana
- DORROL, NICK**  
Ft. Bragg Show  
WFAL, Fayetteville, N. C.
- DOTY, BILL**  
Spins 'n' Needles  
KCSJ, Pueblo, Colo.
- DOUGHERTY, CHUCK**  
Rise 'N Shine  
WBTH, Williamson, W. Va.

## Disc Jockeys—Radio-Television

- DOUGLAS, MERLE**  
KWTO, Springfield, Mo.
- DOWLING, BILL**  
Modern Melodies  
WACB, Kittanning, Pa.
- DOWNER, A. D.**  
You Name It Round Up  
KDET, Center, Texas
- DOWNEY, JACK**  
Music Shop and Wax Works  
WNS, Hartford, Conn.
- DOWNE, HARRY**  
WSTC, Stamford Conn.
- DOWNING DYER P.**  
KGY Olympia Wash.
- DOWNS LEE**  
KNET, Palestine, Texas
- DREHER, G. TURNER**  
Club 620  
KWAL, Wallace, Idaho
- DRUM, DEWEY**  
Early Riders Club  
WSOC, Charlotte, N. C.
- DRURY, RAY**  
Platter Date  
WSPR, Springfield, Mass.
- DUFOUR, YVON**  
Bal Chansonnette  
CKCH, Hull, Que., Canada
- DUKE, TOMMY**  
Country Store  
WULA, Eufaula, Ala.
- DUMAS, ROLAND**  
Tops In Pops  
WMAS, Springfield, Mass.
- DUMIT, ED**  
KMUS, Muskogee Okla.
- DUMONT HERMEL**  
Turntable  
CJEM, Edmundston, N. B., Canada
- DUNBAR, EDWARD**  
Cousin Ed  
WBBQ, Augusta, Ga.
- DUNBECK, BILL**  
Date With A Disc  
CFGP, Grande Prairie, Alberta, Canada
- DUNCAN, COYAL**  
Dusty Duncan (Western)  
KXOB, Stockton, Calif.
- DUNCAN, JIM**  
Requestfully Yours  
WEBQ, Harrisburg, Ill.
- DUNLAP, DAN**  
Kayhit Klub  
KHIT, Lampasas, Texas
- DUNLAP, DAVID**  
WAEB, Allentown, Pa.
- DUNN, BOB**  
KUKI Ukiah Calif.
- DURAND TOM**  
WTTM, Trenton, N. J.
- DURMA, ED**  
Melody Mart  
WSCR, Scranton, Pa.
- DUTTON, DICK**  
Platter Party  
WJCM, Sebring, Fla.
- DVORAK, GEO.**  
George Dvorak's Bandstand  
KFI, Los Angeles, Calif.
- DWELLEY, DALE**  
Lasson Round-Up  
KSUE, Susanville, Calif.
- DYER, BOB**  
Hall Of Records  
WKXX, Saginaw, Mich.
- E —
- EARLE, BOB**  
KSO, Des Moines Iowa
- EARLE LOWELL**  
Dixie Jubilee  
WGBA, Columbus, Ga.
- EARLY, CHRISTMAS**  
Christmas Early Show  
KPOA, Honolulu, Hawaii
- EASON, DICK**  
Eason & Friends  
KREL, Baytown, Texas
- EAST, LEN**  
"Melody Mill"  
KRVN, Lexington, Nebr.
- EATON, GORDON**  
Music Made In U. S. A.  
WCCO, Minneapolis, Minn.
- EATON, JACK**  
CKBB, Barrie, Ont., Canada
- EBBERT, DICK**  
Coffee Club  
KTIP, Porterville, Calif.
- EBOCH, SID**  
Waltz Time  
WRTA, Altoona, Pa.
- ECKMAN, RAYMOND**  
WBGR, Jesup, Ga.
- EDENS, ACE**  
1240 Club  
WEBJ Brewton Ala.
- EDMONDS HARRY**  
Wake Up And Smile  
WHAK, Rogers City, Mich.
- EDWARDS BOB**  
Juke Box Review  
KPKW, Pasco, Wash.
- EDWARDS, TOM**  
Good Morning Odessa  
KOSA, Odessa, Texas
- EDWARDSON, BILL**  
Stars in the Afternoon  
WNAB, Bridgeport, Conn.
- EGERT, DON**  
Melody, Inc.  
KWAT, Watertown, S. Dak.
- EGGERT, GEO.**  
Dawn Patrol  
WFBG, Altoona, Pa.
- EICHER BOB**  
Mr. Bones  
WKYB, Paducah, Ky.
- EIGEN, JACK SHOW**  
WGMG, New York, N. Y.
- ELICOTT, CHUCK**  
Atomic Boogie  
WMGY, Montgomery, Ala.
- ELLIOTT, BILL**  
Bill Elliott Show  
KYNO, Fresno, Calif.
- ELLIOTT, BILL**  
Bill Elliott Show  
KAFF, Bakersfield, Calif.
- ELLIOTT, BOB**  
KJAY, Topeka, Kans.
- ELLIOTT, GLENN**  
Glenn Elliott Show  
WPEO, Peoria, Ill.
- ELLIS, LOU**  
1490 Club  
WKAY, Glasgow, Ky.
- ELLISON PAUL**  
Swing Club  
WBTH, Williamson, W. Va.
- ELLSWORTH, JACK**  
WALK, Patchogue, L. I., N. Y.
- ELYOT, GENE**  
KWRN, Reno, Nevada
- EMBODY DICK**  
Western Jamboree  
KGGF, Coffeyville, Kans.
- EMERY, MERLE**  
WGGH, Marion, Ill.
- ENDICOTT, WM.**  
Best On Wax  
KBRC, Mount Vernon, Wash.
- ENO, JACK**  
One For The Money  
WEBR, Buffalo, N. Y.
- ERCK, LOU**  
1230 Club  
KSST, Sulphur Springs, Tex.
- ERICHSON, BOB**  
Bedford Bandstand  
WBWF, Bedford, Ind.
- ERICKSON, ROGER**  
Platter Patter Patter  
WSHB, Stillwater, Minn.
- ERNE, LITTLE**  
WGAY Story Time  
WGAY, Silver Springs, Md.
- ERWIN, JIM**  
Smilin' Time  
WMIX, Mt. Vernon, Ill.
- ESCAGNE KEARNEY**  
Hayride Jamboree  
KANE, New Iberia, La.
- ESSICK, LOU**  
The 1340 Club  
WGN1, Wilmington, N. C.
- ESTELLE, RICHARD**  
Blue Room  
WTVB, Coldwater, Mich.
- ESTES, DAVE**  
KWTO, Springfield, Mo.
- EVANS, AL**  
Platter Palace  
KGCN, Amarillo, Texas
- EVANS, BILL**  
Bill Evans Show  
WCPL, Chicago, Ill.
- EVANS, BILL**  
WGN Chicago Ill.
- EVANS, CHARLES**  
Matinee Showcase  
KORA, Bryan, Texas
- EVANS, FRANK**  
Musical Clock  
KRSN, Los Alamos, N. Mexico
- EVANS, JEFF**  
Musical Clock  
WLDY, Ladysmith, Wis.
- EVANS, JONES**  
Top Of The Sports  
WBAX, Wilkes-Barre, Pa.
- EVANS, MARK**  
WTOP Washington D. C.
- EVANS, NORMAN**  
WGMS, Washington, D. C.
- EVANS, RONNIE**  
WILM, Wilmington, Del.
- EVANS, STEVE**  
After Hours  
KRUL, Corvallis, Oregon
- EWING, CLIFF**  
Kookin At Coffee Time  
KOOK, Billings, Mont.
- EYRE, AL**  
Shoppers Special  
WTOR, Torrington, Conn.
- ERYICH, DICK**  
Matinee Frolic  
WSIR, Winter Haven, Fla.
- EZELL PAPIO**  
Wax Museum  
KTOH, Lihue, Kauai, Hawaii
- F —
- FABELO, RUBEN**  
Spanish D/J  
WALT, Tampa, Fla.
- FAGAN, BILL**  
Start With A Whistle  
WEOA, Evansville, Ind.
- FALCON, BOB**  
WGMS, Washington, D. C.
- FALLON, JACK**  
Musical Matinee  
KFBI, Wichita, Kans.
- FALLO, TOM**  
WDYK, Cumberland, Md.
- FANNING, WM.**  
Your Favorite Tune  
KWLK, Longview, Wash.

## Disc Jockeys—Radio-Television

- FAREY, EDWARD C.**  
Spinner Sanctum  
CKDA, Victoria, B. C., Canada
- FARKAS, REMY**  
WQXR, New York, N. Y.
- FARMER, JON**  
Early Worm  
WAGA, Atlanta, Ga.
- FARRAR, WAYNE**  
Variety Parade  
KMAE, McKinney, Texas
- FARRELL, MAURY**  
WAPI, Birmingham, Ala.
- FARRELL, REED**  
Spins & Needles  
KGBC, Galveston, Texas
- FAREN, EDDY**  
Hill Billy Hits  
KBWD, Brownwood, Texas
- FARRON, ED**  
Night Shift  
WKLO, Louisville, Ky.
- FAUCHER, RALPH**  
Record Session  
WMRO, Aurora, Ill.
- FAULK, LINK**  
WCKB, Dunn, N. C.
- FAULKNER, CHARLES**  
Mid-Nite Frolics  
WJBP, Fairmont, W. Va.
- FAULKNER, WILLIAM**  
Bill Faulker Show  
WISH, Indianapolis, Ind.
- FAUSH, DEACON**  
WBCO, Birmingham-Bessemer, Ala.
- FAZZIN, ART**  
Top O' The Morn  
WAKR Akron Ohio
- FEENEY, EUGENE**  
Club 690  
WHLM, Bloomsburg Pa.
- FELMER, FRANK**  
890 Club  
WHNC, Henderson, N. C.
- FELLOWS, R. C.**  
Hill-billy  
WROD, Daytona Beach Fla.
- FELTON BILL**  
Recreation Room  
WHBY, Appleton, Wis.
- FERGUSON, CHUCK**  
Cougar Capers  
KTHT, Houston, Texas
- FERRUZZA, MICHAEL**  
Half 'n Half  
WJER, Dover Ohio
- FERRY, DEXTER**  
Rambin Rythem  
KENA, Mena, Ark.
- FIELDS, GUYLER P.**  
Coffee Club  
WRHI, Rock Hill, S. C.
- FILKINS, LARRY**  
Coffee-time & Ladies Choice  
KSCB, Liberal, Kans.
- FINCH, BUD**  
Coffee Club  
WELI, New Haven, Conn.
- FINCH, DEE**  
(Rayburn & Finch)  
Anything Goes  
WNEW, New York, N. Y.
- FINE, MEL**  
Matinee At Midnight  
WERC, Erie, Pa.
- FINLEY STUART**  
Capitol Scrapbook  
WRC, Washington, D. C.
- FINN, LEO**  
Spin With Finn and The Leo  
Finn Show  
WMMW, Meriden, Conn.
- FINN, MICHAEL**  
Finn Fare  
WEOA, Evansville, Ind.
- FISHER, BILL**  
Fisher Tri One  
WOTO, Ft. Wayne, Ind.
- FISHER, HOWIE**  
WHOT, South Bend, Indiana
- FISHER, JACK**  
Platter Party  
KAFY, Bakersfield, Calif.
- FISHER, JOE**  
Hillbilly Shindig  
KRHD, Duncan, Okla.
- FISHER, JOHN**  
WCLT, Newark, Ohio
- FISHER, JOHN**  
Juke Box Revue  
WOTW, Nashua, N. H.
- FISHER MORLIN**  
Alarm Clock Club  
KSDN, Aberdeen, S. D.
- FISHER "TINY"**  
Clockwatcher  
WEIR, Weirton, W. Va.
- FISK, JIM**  
Lucky Lager Dancetime  
KCNA, Tucson, Ariz.
- FITTS, LOU**  
Music In The Air  
WLNH, Laconia, N. H.
- FITZGERALD, MIKE**  
Early Worm Program  
CHUM, Toronto, Ont., Canada
- FITZ-WALLACE**  
Anything Goes  
WSNY, Schenectady, N. Y.
- FLAGLER FRANK**  
Morning Serenade  
WDDL, Olean, N. Y.
- FLANAGAN, PAUL**  
Record Man  
Tri-City Ballroom  
WTRY, Troy, N. Y.
- FLEMING, BRUCE**  
WPAQ, Mt. Airy, N. C.
- FLEMING, JACK**  
Tea & Trumpets  
WJAJ, Morgantown, W. Va.
- FLETCHER, FRED**  
Tempus Fugit  
WRAL, Raleigh, N. C.
- FLOOD, JOE**  
Upsee Daisy  
KTIN, Denver, Colo.
- FLOYD, PHIL**  
CFGP, Grande Prairie, Alberta, Canada
- FLYNN, HOWARD**  
Howard Flynn Show  
KMPC, Los Angeles, Calif.
- FOLAND, MYLES**  
Poland Show  
WMBD, Peoria, Ill.
- FORD, ART**  
Milkman's Matinee  
WNEW, New York, N. Y.
- FORD, LOYD**  
Western Frolick  
KAYS, Hays, Kans.
- FORD, MILTON Q.**  
Milton Q. Ford Show  
WWDC, Washington, D. C.
- FORBES, BOB**  
Musical Alarm Clock  
WJMX, Florence, S. C.
- FOISY, MAURICE**  
Penthouse Party  
CJCH, Halifax, N. S., Canada
- FOREESTER, ROY**  
Hillbilly Hoedown  
KPOC, Pocatontos Ark.
- FORSTER, LEE**  
The Lee Forster Show  
WLLD, Niagara Falls, N. Y.
- FORSTER, ROGER**  
WIBA, Madison, Wis.
- FORTNER, VIRG**  
Revolving Stage  
KBMW, Wabpton, N. D.
- FOSTER JIMMY**  
Showcase  
WWOL, Buffalo, N. Y.
- FOSTER, MARK**  
Western Swingtime  
KIMO, Independence, Mo.
- FOSTER, TERRY**  
Home Folks Frolics  
WHBL, Sheboygan Wis.
- FOWLER BILL**  
Bill's Band Box  
WBIAT, Marion, Ind.
- FOWLER, BILL**  
Musical Clock  
WGPC, Albany, Ga.
- FOWLER, JAMES**  
Musical Caravan  
WGPC, Albany, Ga.
- FOWLES, KEITH**  
WAGM, Presque Isle, Maine
- FOX, BILL**  
Melody Ranch  
KXRO, Aberdeen, Wash.
- FOX, DAVID**  
WICH, Norwich, Conn.
- FRANCE SHIRLEY MAY**  
Juke Box Matinee  
WSAR, Fall River, Mass
- FRANCIS, AL**  
Fun With Francis  
WKST, New Castle, Pa.
- FRANCIS, JOE**  
House Party  
WHNC, New Haven, Conn.
- FRANK, BEECHER**  
Continental Room  
WKLO, Louisville, Ky.
- FRANKLIN, BOB**  
690 Club  
KGGF, Coffeyville, Kans.
- FRANKLIN, JOE**  
Joe Franklin Record Shop—ABC
- FRAY, JACQUES**  
WOXR, New York, N. Y.
- FREDERICKS, HAL**  
Song and Dance Parade  
KKOK, St. Louis, Mo.
- FREEMAN, DOUGLAS**  
CFAB, Windsor, N. S. Canada
- FREEMAN, DOUGLAS**  
CFAB, Windsor, N. S., Canada
- FREEMAN, DOUGLAS**  
CKEN, Kentville, N. S., Can.
- FREEMAN, WALTER**  
Rise 'n Shine  
WULA, Eufaula, Ala.
- FREW, JOHN**  
WRFC, Athens, Ga.
- FREY, BILL**  
Frey's Follies  
KSPT, Sandpoint, Idaho
- FRIBLEY, JOE**  
Celebrity Time  
KTBS, Shreveport, La.
- FRISHCNECKT, LEE**  
Let's Get Together With Records  
KID, Idaho Falls, Idaho
- FROH, DAVE**  
Club 1320  
WLS, Lansing, Mich.
- FROST, ALAN**  
KVRH, Salida, Colo.
- FROST, ROBERT**  
Panini Pete  
KMVI, Wailuku, Maui T. H
- FURHRMAN DON**  
Don Fuhrman Show  
KWIK, Pocatello, Idaho
- FULLER, CHUCK**  
740 Club  
WORZ, Orlando, Fla.



## Disc Jockeys—Radio-Television

### FULLER, LORENZO (LARRY)

Harlem Frolics  
WLIB, New York, N. Y.

### FULMER, BOB

WTM, Trenton, N. J.

### FULTON, BOB

Music For The Mrs.  
KERG, Eugene, Oregon

### FURNACE, RANDY

Record Rendezvous  
Requestfully Yours  
WBYS, Canton, Ill.

### FUSCO, DAN

Morning Date With Danny  
WRUN, Utica, N. Y.

### FUSS, DICK

Club 707  
KRAI, Colo.

## — G —

### GAGNON, NORMAND

Cabaret De L'Air  
CHRL, Roberval, Que. Canada

### GAINES JERRY

Jerry Gaines Show  
WHAT, Philadelphia, Pa.

### GAINES, SAMMY

Uncle Sammy's Serenade  
WLET, Toccoa, Ga.

### GAINES, WALT

WIEL, Elizabethtown Ky.

### GALE, JACK

The Jack Gale Show  
WTBO, Cumberland, Md.

### GALGON, PAUL F.

Morning Go Round  
WKAP, Allentown, Pa.

### GALLAGHER, BOB

Hits Of The Day  
WJMJ, Philadelphia, Pa.

### GALLAGHER GEORGE

Nite Owl Club  
CJOB, Winnipeg, Manitoba,  
Canada

### GALLAHER, EDWARD

WTOP, Washington, D. C.

### GALLICO, BOB

Club 1409  
WDAR, Savannah, Ga.

### GANTZ, GEORGE

Record Party  
KAYS, Hays, Kans.

### GAR, GRACE

America's Youngest Negro  
Disc-Jockey

WBCO, Birmingham-Bessemer,  
Ala.

### GARCLA, BOB

KWTC, Barstow, Calif.

### GARCLA, GENE

Unk Gene  
WALT, Tampa, Fla.

### GARCIA, "Squeezer"

Border Bombshell  
KBOR, Lansing, Texas

### GARDNER, DICK

Accent On Music  
WLS, Lansing, Mich.

### GARDNER, BING

Gardner's Radio Guide  
KGST, Fresno, Calif.

### GARDNER, CLIFFORD

Wake Up Winnipeg  
CJOB, Winnipeg, Manitoba,  
Canada

### GARDNER, JACK

Sagebrush Symphony  
WBIP, Booneville, Miss.

### GARDNER, GUY

Guy's Guests  
KCOH, Houston, Texas

### GARLAND, HOWARD

Here's Garland  
KFMB, San Diego, Calif.

### GARNETT, PAUL

Music Shop  
WPAW, Pawtucket R. I.

### GARR BILL

Bill Garr Show  
KWKW, Pasadena, Calif.

### GARRETT, GENE

Make Mine Music  
WVMC, Mt. Carmel, Ill.

### GARRIS, LOU

Top o the Morning  
WTNB, Birmingham, Ala.

### GARWOOD, JOHN

Off The Record  
WNBZ, Saranac Lake, N. Y.

### GARY, ANDY

WNOK, Columbia, S. C.

### GARY, JOHN

Dawn Patrol  
WCDD, Carbondale, Pa.

### GASQUE, KENNETH

Off The Record  
WJAY, Mullins, S. C.

### GASTON, LYLE

KSWO, Lawton, Okla.

### GASTON, MARK

Oklahoma Jamboree  
KSIW, Woodward, Okla.

### GAY, CONNIE B.

Town & Country Time  
WARRL, Arlington, Va.

### GAY, DON

High Jinks & Early Worm  
KRUL, Corvallis, Oregon

### GEASY GEORGE

Tune Toppers  
WJEJ, Hagerstown, Md.

### GELLOTT, DICK

Richard With Records  
WCLO, Janesville, Wis.

### GENE, GENIAL

Genial Gene Show  
WGIV, Charlotte, N. C.

### GENSER, CHARLES

Sunriser Club  
KXO El Centro, Calif.

### GENTILE, LARRY

Gentile Houseparty  
WJBK, Detroit, Mich.

### GENTRY, AL

KROF, Abbeville, La.

### GENTRY, BILL

1240 Club  
WCHV, Charlottesville, Va.

### GENTRY, BID

Alarm Clock Club  
WKOY, Bluefield, W. Va.

### GEORDAN, NORMAN

Chime Time, Housewives  
Music Shop

WTHI, Terre Haute Ind.

### GEORGE, BILL

Housewives Hour  
KSTV, Stephenville, Texas

### GEORGE, BILL

Let George Do It  
KTER, Terrel, Texas

### GEORGE, LOYD

Musical Clock  
KFRU, Columbia, Mo.

### GERMOND, WM. S.

Bill's Show  
WWYO, Pineville, W. Va.

### GEYER, GEORGE

Cinderella Ballroom  
WARA, Attleboro, Mass.

### GHIORSE, LARRY

Platter Patter  
WBET, AM & FM, Brockton,  
Mass.

### GIBBONS, JAMES

WMAL, Washington, D. C.

### GIBBS, JOHN

KQV, Pittsburgh, Pa.

### GIBNEY, JOE

Ol' Joe's Klux Club  
KLIX, Twin Falls, Idaho

### GIBSON, CURT

Disc Jockey  
WPLH, Huntington, W. Va.

### GIBSON, JACK

House That Jack Built  
KFYO, Lubbock, Texas

### GIBSON, JACK

WLOU, Louisville Ky.

### GIBSON, PAT

Record Rendezvous  
WHSC, Hartsville, S. C.

### GILBERT, DICK

Dick Gilbert Show  
KTYL, Mesa, Ariz.

### GILL, CIET

Jam A Ditty  
WGBG, Greensboro, N. C.

### GILLESPIE, LOU

Knothead Club  
KPAS, Banning, Calif.

### GILLIAM, BOB

Platters & Patter  
KWNO, Winona, Minn.

### GILLIS, BILL

Rhythm At Random  
WAFB, Baton Rouge, La.

### GLIMORE, BRUCE

Hi Neighbor  
WHSY, Hattiesburg, Miss.

### GIRANI, JOE

Joe Girand Show  
WTHT, Hartford, Conn.

### GIVENS, GLEN

Rhythm Roundup  
KTAT, Frederick, Okla.

### GLASSMAN, JOE

WDBL, Springfield, Tenn.

### GLEBA, TOM

Mr. Melody  
WBNS, Columbus, Ohio

### GLYNN, JOHN

Melody Clock  
WIRA, Ft. Pierce, Fla.

### GOLDBERG, BARNEY

KRAM, Las Vegas, Nevada

### GOLDEN, RAY

Ray Golden Show & Memory  
Melodies

KSTN, Stockton, Calif.

### GOLDERMANN, ROBERT

Your D J R G  
WEAU, Augusta, Maine

### GONSALVES, ED

Clockwatchers Society  
WCMB, Lemoyne, Pa.

### GOOD, GENE, JR.

Good Wanderin'  
KOCO, Salem, Oregon

### GOODMAN, DAVE

Humor Club  
KANE, New Iberia, La.

### GOODMAN, SAM

Yawn Patrol  
WCOM, Parkersburg, W. Va.

### GOODWIN, ART

WAGE Syracuse N. Y.

### GORDER, KEITH

Club 1310  
KFKA, Greeley, Colo.

### GORDON, BILL

WHK, Cleveland, Ohio

### GORDON, DWIGHT

Record Round-Up  
WJCD, Seymour, Ind.

### GORDON, LLOYD

Luncheon Club  
Kiddie Korner

WESB, Bradford, Pa.

### GORDON, PHIL

1280 Club  
WOV, New York, N. Y.

### GORDON, PHIL

Afternoon Swing Session  
WWRL, Woodside, N. Y.

### GOUGH GAYNE

WMRA, Myrtle Beach, S. C.



## Disc Jockeys—Radio-Television

- GOULD, AAY**  
11th Hr. Dancetime—National  
Record Mart
- WMCB**, McKeesport, Pa.
- GOUNDER, JACK**  
Jack Gounder Show  
WEEU, Reading, Pa.
- GOVE, ELLIOTT**  
Club 570  
WSYR, Syracuse, N. Y.
- GOVERN, DENIS**  
We Shall Have Music  
KCRV, Caruthersville, Mo.
- GRAHAM, BILL**  
WAZL, Hazleton, Pa.
- GRAHAM, BILL**  
Off Record  
WKBC, N. Wilkesboro, N. C.
- GRAHAM, DON**  
930 Club  
WSLI, Jackson, Miss.
- GRAMS, JOHN**  
1330 Club  
WHBL, Sheboygan, Wis.
- GRANDPAPPY**  
Country Store  
WFXL, Springfield, Mass.
- GRANT, BOB**  
Night Watch  
KRNK, Roseburg, Oregon
- GRANT, HAROLD**  
Wax Museum  
KBMW, Wahpeton, N. D.
- GRANT, JOHNNY**  
Johnny Grant Show  
KMPC, Los Angeles, Calif.
- GRANT, LARRY**  
Vagabond House & Notebook  
KHON, Honolulu, Hawaii
- GRANT, LEE**  
Western Jamboree  
Pryor, Okla.
- GRANT, LLOYD**  
Musical Almanac  
WMAX, Yankton, S. D.
- GRANT, MILT**  
Cavalcade  
WINX, Washington, D. C.
- GRANT, MILT**  
Milt Grant Show  
WOL, Washington, D. C.
- GRANT, RAY**  
Western Jamboree  
KCTI, Gonzales, Texas
- GRATTON, BILL**  
Wake Up To Music  
WOC, Davenport, Iowa
- GRAY, BARRY**  
Barry Gray Show  
WMCA, New York, N. Y.
- GRAY, CLIFF**  
Reveille Revels  
WSPA, Spartansburg, S. C.
- GRAY, HUGH**  
WDZ Decatur Ill.
- GRAY, JOHN**  
Gray's Array  
WDOD, Chattanooga, Tenn.
- GRAY, REEVES M.**  
WBHP, Huntsville, Ala.
- GRAYMOUNT, STUART**  
Club 910  
KRIO, McAllan, Texas
- GREAVES, ALEC**  
All Star Western Revue  
KTOW, Oklahoma City, Okla.
- GREEN, ART**  
Make Believe Bal'room  
WME, Miami, Fla.
- GREENE, JOHN C.**  
Hillbilly Star Time  
WRHL, Rock Hill, S. C.
- GREENE, KEN**  
Rhythm At Random  
WZWN, St. Johnsbury, Vt.
- GREENHOW, TOMMY**  
Tommy Greenhow Show  
KMTU, Murray, Utah
- GREENWAY, ELLIS**  
1340 Club  
Wake Up Lenoir  
WJRI, Lenoir, N. C.
- GRENNAN, ED**  
Ed Grennan Show  
WQUA, Moline, Ill.
- GRIFFIN, DEAN**  
Platter Party  
WHSY, Hattiesburg, Miss.
- GRIFFIN, DAN**  
WGTM, Wilson, N. C.
- GRIFFITH, CHARLIE**  
Music Out Of The Night  
WTAD, Quincy, Ill.
- GRIMES, CHARLIE**  
Nitchhawk  
WSSB, Durham, N. C.
- GRISWOLD, JACK**  
What's New  
WCSS, Amsterdam, N. Y.
- GROSS, SIDNEY**  
International Jazz Club  
ABC
- GROVE, LYNDON**  
Mailbag  
CHAB, Moose Jaw, Sask., Can.
- GUEST, GARDON**  
G.G. Jamboree  
KHBR, Hillsboro, Texas
- GUIDI, HUGH**  
WTOP, Washington, D. C.
- GUNDERSON, DALE**  
Off The Record  
KBBW, Aberdeen, Wash.
- GUNN, DICK**  
Early Risers Club  
KSUB, Cedar City, Utah
- GUTHRIE, WILLARD**  
KWRO, Coquille, Oregon
- GUY JUAN, PIAU**  
Telephone Requests  
KTOH, Lihue, Kauai, Hawaii
- GWYN, BOB**  
Wake Up Austin  
KVET, Austin, Texas
- GWYNN, EASY**  
WIBC, Indianapolis, Ind.
- H —
- HAACKE & JOHNSON**  
Haacke & Johnson Show  
KDIX, Dickinson, No. Dak.
- HADLEY, BILL**  
Homemakers' Serenade  
WPJB, Providence, R. I.
- HAEVIE, BOB**  
Club 800  
CJAD, Montreal, Quebec, Can.
- HAGAN, STAN**  
The Stan Hagan Show  
KANS, Wichita, Kans.
- HAGEMAN, DICK**  
Here's Hageman  
WKRC, Cincinnati, Ohio
- HAGERMAN, CHAS.**  
WKLA, Ludington, Mich.
- HAGGART, BUD**  
Musically Yours  
WFDF, Flint, Mich.
- HAGGERTY, FRED**  
WFPG, Atlantic City, N. J.
- HAHN, DALE**  
Breakfast Melodies  
KLIZ, Brainerd, Minn.
- HAINES, WHITEY**  
Music After Midnight  
CRCW, Moncton, N. B., Can.
- HALE, "Hot-Rod"**  
WBCO, Birmingham-Bessemer,  
Ala.
- HALE, PHIL**  
Phil Hale Show  
WKNB, New Britain, Conn.
- HALL, BILL**  
Hot and Sweet  
CKPR, Fort William, Ont.,  
Canada
- HALL, BUD**  
Bud's Music Hall  
WKLF, Clanton, Ala.
- HALL, E. R.**  
KELD, El Dorado, Ark.
- HALL JOHN**  
1490 Club  
WESB, Bradford, Pa.
- HALL, STUART**  
1450 Club  
WHIT, New Bern, N. C.
- HALSTEAD, CHARLES E.**  
Carlos Ranchero  
Club 1490  
KDIA, Auburn, Calif.
- HAM, DON**  
1940 Frolic  
KAFP, Petaluma, Calif.
- HAMILTON, BOB**  
The Hamilton Show  
KHON, Honolulu, Hawaii
- HAMILTON, BOB**  
Top Twenty At 1280  
WDSU, New Orleans, La.
- HAMILTON, LEE**  
Man About Midnight  
CKF, Montreal, Que., Canada
- HAMLETT, JIM**  
Cactus, Jim  
KFXM, San Bernardino, Calif.
- HAMMOND, GEORGE**  
1450 Club  
KAMD, Camden, Ark.
- HAMRICK JOHNEY**  
WQXL, Atlanta, Ga.
- HANAN, MARC**  
Serenade In The Night  
KXO, El Centro, Calif.
- HANCOCK, CHUCK**  
860 Club  
KFA, Nacogdoches, Texas
- HANDSHAW, JAY**  
Sunrise Serenade  
WKOP, Binghamton, N. Y.
- HANEY, BOB**  
Yawn Patrol  
WSPC, Somerset, Ky.
- HANKIN, WALLY**  
Wally Hankin Time  
WMBO, Auburn, N. Y.
- HANKINS, JIM**  
920 Special  
WMOK, Metropolis, Ill.
- HANLON, TOM**  
Merry-Go-Round  
KNX, Los Angeles, Calif.
- HANNA, RICK**  
Rise 'N Shine  
WBUT, Butler, Pa.
- HANNON, JACK**  
On The Town  
KELO, Sioux Falls, South Da  
kota
- HANOVER, PAUL**  
Hi Neighbors  
CHEML, Hamilton, Canada
- HANSON, CURT**  
Serenade To An Alarm Clock  
WBIZ, Eau Claire, Wis.
- HANSON, HERBERT**  
Records of The West  
KRJF, Miles City, Montana
- HARBAUGH, VIC**  
Club 1000  
KSTA, Col'eman, Texas
- HARDIE, JIM**  
Excuse For Listening  
WOMI, Owensboro, Ky.
- HARDIN, RAY**  
Coffee Time  
WCOV, Montgomery, Ala.

## Disc Jockeys—Radio-Television

- HARDING, TED**  
Ted Harding Show  
WNOR, Norfolk, Va.
- HARDY CARROLL**  
Sunrise Scrapbook  
WDO5, Oneonta, N. Y.
- HARE, BILL**  
Notes 'Til Nine  
KMA, Shenandoah, Iowa
- HARKIN, RED**  
Red Harkins Show  
KTYL, Mesa, Ariz.
- HARLES'S LESS**  
Rhythm On Range  
KSN, San Francisco, Calif.
- HARLEY, CY**  
Al Knight-All Night  
KITC, San Bernardino, Calif.
- HARLEY, BOB**  
WMOH, Hamilton, Ohio
- HARLEY, DICK**  
Midnight Flyers  
WEDC, Chicago, Ill.
- HARPER, JERRY**  
Coffee Club-Here's Harper  
WKOW, Madison, Wis.
- HARRIS, BUDDY**  
Music Bar & Midnight Grinder  
WRR, Dallas, Texas
- HARRIS, CHAZ**  
Rise 'n' Shine  
WJHP, Jacksonville, Fla.
- HARRIS, HERB**  
WQXI, Atlanta, Ga.
- HARRISON, JACK**  
The Record Shop  
WGRD, Grand Rapids, Mich.
- HARSHAW, DICK**  
WISE, Asheville, N. C.
- HART, BILL**  
Spinning Wheel  
WPFB, Middletown, Ohio
- HART, JIM**  
Zanzibar Disc Jockey Show  
KLAS, Las Vegas, Nev.
- HART, MAURICE**  
Straight From The Heart  
KFWB, Hollywood, Calif.
- HART, WINK**  
Let's Dance  
WHUC, Hudson, N. Y.
- HARVEY, ED**  
WCAU, Philadelphia, Pa.
- HARVEY, J. BOYD**  
Boyd Harvey Show  
KSMN, Mason City, Iowa
- HARVEY, JACK**  
Club 18  
WCAM, Camden, N. J.
- HARVEY, LEO**  
CBT, Grand Falls, Nfld., Can.
- HARVEY, LLOYD**  
The Moe Show  
WIRL, Peoria, Ill.
- HARVEY, PAT**  
Music As You Like It  
KHMO, Hannibal, Mo.
- HARVEY, TOM**  
WIBG, Philadelphia, Pa.
- HASELTINE, FRED**  
WRNL, Richmond, Va.
- HASTINGS, JACK**  
WPBC, Minneapolis, Minn.
- HASTON, LESTER**  
WZOB, Fort Payne, Ala.
- HATCH, ED**  
Melody House  
WLYN, Lynn, Mass.
- HATHAWAY, SKIP**  
Skip-A-Long Show  
KUGN, Eugene, Oregon
- HATHAWAY, LEN**  
Hurdy-Gurdy Show  
WJOC, Jamestown, N. Y.
- HAUSMAN, BILL**  
Juke Box Review  
WHLI, Wheeling, W. Va.
- HAWKINS, BOB**  
Bob Hawkins Show  
KWJB, Gobe, Ariz.
- HAWKINS, TOM**  
Downbeat 78  
CHLO, St. Thomas, Ont. Can.
- HAWKINS, TOM**  
Happy Hour  
WFBZ, Baltimore, Md.
- HAWLEY, SHERWOOD**  
Strictly On Record  
WCHA, Chambersburg, Pa.
- HAYDEN, FRANK**  
WTCO, Campbellsville, Ky.
- HAYES, GARY**  
Platter Playhouse  
KYMR, Yuma, Ariz.
- HAYNES, ART**  
Art's Gallery  
WMSC, Columbia, S. C.
- HAYWARD, R.**  
Workin With Wax  
VOCM, St. John's, Nfld., Can.
- HAYWORTH, HERB**  
Good Morning  
WOWO, Ft. Wayne, Ind.
- HAZLETT, NATHAN**  
Night Cap  
WMAN, Mansfield, Ohio
- HEAD, BYRON**  
KOIL, Omaha, Nebr.
- HEALY, DAN**  
Mr. Plus Presents  
WBRK, Pittsfield, Mass.
- HEALY, GARY**  
WPBC, Minneapolis, Minn.
- HEBENSTREIT, CARL**  
Hour Of Harm  
KTEL, Walla Walla, Wash.
- HEBERT, BUD**  
Plain & Fancy  
KVOL, Lafayette, La.
- HEDER, PAUL**  
Asst.  
KNGS, Handford, Calif.
- HELGESON, BOB**  
Friendly Time  
Spins & Needles  
KSOO, Sioux Falls, South Dakota
- HENDERSON HANDY**  
RFD 1050 Party  
WRFW, Eau Claire, Wis.
- HENDERSON, SKITCH**  
WNBC, New York, N. Y.
- HENDRICKS, JIM**  
KWBB, Wichita, Kans.
- HENDRIX, CLIFF**  
Rise and Shine  
KCSJ, Pueblo, Colo.
- HENNINGS, PAUL**  
Paul Hennings Show  
WNOR, Norfolk, Va.
- HENRY, CARL**  
WRIB, Providence, R. I.
- HENRY, BILL**  
Bill's Bandwagon  
WDAK, Columbus, Ga.
- HENRY, GIL**  
KING's Open House  
KING, Seattle, Wash.
- HENRY, MARV**  
Hoop-Dee-Deo  
WL0L, Minneapolis, Minn.
- HENSON, DOUG**  
7:30 Local  
WJMJ, Philadelphia, Pa.
- HENSON, DWIGHT**  
Teen Time  
KBOE, Oskaloosa, Iowa
- HENSON, GERRY**  
Here's Henson  
WMAY, Springfield, Ill.
- HENTOFF, NAT**  
WMEX Boston, Mass.
- HERBERT, JACK**  
Alarm Clock  
WGR0, Bay City, Mich.
- HERMANSFELD, ART**  
After Hours  
KBMW, Wahpeton, N. D.
- HERRIN, WINDY**  
Musical Clock  
WCOF, Savannah Ga.
- HERRING, BILL**  
Tune Factory  
KWTX, Waco, Texas
- HERSON, BILL**  
Time Keeper  
WRC, Washington, D. C.
- HESS, BOB**  
Rural Round-Up  
Sunnyside Up  
KLRA, Little Rock, Ark.
- HESS, BOB**  
Coffee Time  
KPAN, Hereford, Texas
- HESS, JIM**  
Cowboy Jubilee  
WKGK, Knoxville, Tenn.
- HESTERMAN, BILL**  
Requestful Yours  
KMUR, Murray, Utah
- HEUBENER, CUT**  
Your All-Night Record Man  
KHON, Honolulu, Hawaii
- HICKLING, LEE**  
Request Granted  
WDO5, Oneonta, N. Y.
- HICKOK, BILL**  
Alarm Clock Club  
WKKW, Albany, N. Y.
- HICKOK, LACEY**  
WBAC, Cleveland, Tenn.
- HICKS, BOB**  
Time & Tune Parade  
Merry Go Round  
KLRA, Little Rock, Ark.
- HIGGINS, CLYDE**  
WSTV, Steubenville, Ohio
- HIGGINS, JIM**  
Here's Higgins  
WNNY, Watertown, N. Y.
- HIGHTOWER, BILL**  
Texas Time  
KXOL, Fort Worth Texas
- HIGLEY, BILL**  
Willy Wah  
KBRW, Aberdeen, Wash.
- HILDRETH, BOB**  
The Waxworks  
WVCG, Coral Gables, Fla.
- HILL, BOB**  
Platter Club  
WANE, Ft. Wayne, Ind.
- HILL, DAVID G.**  
Dave Hill Show  
CKDA, Victoria, B. C., Canada
- HILL, LARRY**  
Western Wax  
WJCM, Sebring, Fla.
- HILL, TED**  
KMUS, Muskogee, Okla.
- HINDMAN, BILL**  
Bill's Blue Room  
WC0L, Columbus, Ohio
- HINES, SOUPY**  
The Soupy Hines Show  
WJW, Cleveland, Ohio
- HIRSCH, WOODY**  
Wax & Relax With Woody  
KBIZ, Ottomwa, Iowa
- HITE, BOB**  
KWBG, Boone, Iowa

## Disc Jockeys—Radio-Television

- HIXSON, GLEN**  
Todays Top Tunes  
W.A.G. Norfolk, Nebr.
- HODGES, GENE**  
Say It With Music  
WHED, Washington, N. C.
- HODGES, JIM**  
KWRO, Coquille, Oregon
- HODGES, JOHN**  
Anything Goes  
CJRL, Kenora, Ontario, Can.
- HOFER, DAVE**  
Hymn Request  
KRDU, Dinuba, Calif.
- HOFF, HOLLIS**  
Homespun Harmony  
KGDE, Ferguson Falls, Minn.
- HOFFARD, ALLEN**  
1570 Club  
KFGR, Forest Grove, Oregon
- HOGAN, ED**  
Tune Test  
WFAA, Dallas, Texas
- HOGAN, JAY**  
KRLD, Dallas, Texas
- HOGAN, MARTY**  
Musical Merry Go Round  
WCFL, Chicago, Ill.
- HOGAN, MARTY**  
Stars On Parade  
WJJD, Chicago, Ill.
- HOGAN SPIKE**  
Friendly Trail  
KXA, Seattle, Wash.
- HOIPKEMIER, DALE**  
Melody Island  
K.A.D.A., Ada, Okla.
- HOLEN, DONALD**  
Your The Doctor  
KRJF, Miles City Mont.
- HOLIDAY, JOHNNY**  
Rise ' Shine  
KOY, Phoenix, Ariz.
- HOLLAND, BOB**  
WMOU, Berlin, N. H.
- HOLLISTER, RIC**  
The Beachcomber  
WOND, Pleasantville, N. J.
- HOLLORAN, L. P.**  
1450 Club  
KWEM, Williston, N. Dak.
- HOLMES, JACK**  
Jack Holmes Show  
WLOW, Norfolk, Va.
- HOLMES, RICHARD**  
WILM, Wilmington, Del.
- HOLT, DAN**  
WTCO, Campbellsville, Ky.
- HOMMEL, BEN**  
WBLK, Clarksburg, W. Va.
- HONAKER, RAY**  
Coffee Club  
WSAP, Portsmouth, Va.
- HOOVER, B. L.**  
WESR, Telaski, Tenn.
- HOPKINS, BILL**  
Hop Time  
KJR, Seattle, Wash.
- HORN, BOB**  
KIMA, Yakima, Wash.
- HORN, BOB**  
Valley Forge Stardust Time  
WPIL, Philadelphia, Pa.
- HORNBECKER, HARRY**  
Tel-A-Tune  
KANA, Anaconda, Mont.
- HORTON, ROBERT**  
Half Hour Of Harmony  
WKTM, Mayfield Ky.
- HORWOOD, J.**  
Musical Matinee  
VOCM, St. John's, Nfld., Can.
- HOUFBERG, HOLLY**  
Holly's Sun-Up Follies  
KLIX, Twin Falls, Idaho
- HOUGLUM, ROBERT L.**  
Swingshift  
KIHRR, Hood River, Oregon
- HOOK, DON**  
WPTW, Piqua, Ohio
- HOURLIGAN, HAP**  
1st Call  
WILS, Lansing, Mich.
- HOUTZ, MARYIN**  
Old Top Rail  
KMAN, Manhattan, Kans.
- HOWARD, BOB**  
Music Room  
WLEC, Sandusky, Ohio
- HOWARD, BOB**  
House Party  
WWSO, Springfield, Ohio
- HOWARD, DON**  
KSDO, San Diego, Calif.
- HOWARD, HERBERT**  
My Best To You  
WJHL, Johnson City, Tenn.
- HOWARD, PAUL**  
Paul Howard Show, Top O'  
Morning  
WTRF, Bellaire, Ohio
- HOWARD, W. J.**  
Midnight Son  
WGRC, Louisville, Ky.
- HOWARD, NED**  
WMAQ, Chicago, Ill.
- HOWARD, WILLIAM T., JR.**  
Piedmont Special  
WBEM, Danville, Va.
- HOWELL, JACK**  
Off The Record  
WPCF, Panama City, Fla.
- HOYLE, SONY**  
According To Hoyle, Hayloft  
Jamboree  
WHKY, Hickory, N. C.
- HUCKABA, DICK**  
Open House Party  
WDSG, Dyersburg, Tenn.
- HUDSON, FLOYD**  
KELD, El Dorado, Ark.
- HUDSON, HARVEY**  
Harvey Hudson Show  
WLEE, Richmond, Va.
- HUDSON, RUBY STEIN**  
WHHM, Memphis, Tenn.
- HUGGINS, HANK**  
Cornbread Matinee  
WENK, Union City, Tenn.
- HUGHES, CLAUDE**  
Sunny Side Of Street  
KNEX, McPherson, Kans.
- HUGHES, JACK**  
Merry-Go-Round  
WBOW, Terre Haute, Ind.
- HUGHES, TOM**  
Mail Bag  
WSLS, Roanoke, Va.
- HULL, DICK**  
Make Believe Danceland  
WFEP, Savannah, Ga.
- HUME, ART**  
Breakfast Show & Hume On  
The Range  
WLYN, Lynn, Mass.
- HUNKA, RON**  
Ron's Rendezvous  
CHAB, Moose Jaw, Sask.,  
Canada
- HUNNICUT, CLIFF, JR.**  
Dancing Party  
WJAT, Swainsboro, Ga.
- HUNNICUTT, MIKE**  
Top of the Morning  
WOL, Washington, D. C.
- HUNT, RALPH**  
Coffeetime Musicale  
WFAU, Augusta, Maine
- HUNTER, AL**  
Town & Country  
CFJR, Brockville, Ont., Can.
- HUNTER, AL**  
KSDO, San Diego, Calif.
- HUNTER, DAN**  
The Minute Man  
WFDE, Flint, Mich.
- HUNTER, STEVE**  
P. M. Getogether  
WNDB, Daytona Beach, Fla.
- HUNTLEY, CURLEY**  
Curley's Cornerb  
WKLF, Clanton, Ala.
- HURST, ED & GRADY, JOE**  
950 Club  
WEN, Philadelphia, Pa.
- HURT, ZACK**  
KFJZ, Fort Worth Texas
- HUSAK JOHN**  
This Is The Time  
WKBB, Dubuque, Iowa
- HUSING, TED**  
Ted Husing's Bandstand  
WGMG, New York, N. Y.
- HUTCHINSON, BILL**  
Wax Brks  
KPDN, Pampa, Texas
- HUTCHINSON, HARDY**  
Flying Discs  
KGMB, Honolulu, Hawaii
- HUTCHINSON, RAY**  
Ray's Song Shop  
WVET, Rochester, N. Y.
- HVESTIS, LOWELL**  
Club 1240, Teen Topics, Best  
on Wax, Sweet & Lowell  
CARW, Summerside, Prince  
Edward Island, Canada
- HYDEN, BILL**  
Music On The Sunny Side  
KRMG, Tulsa, Okla.

— I —

- IDE, CARL**  
Jazz Revue  
WNJR, Newark, N. J.
- IHLENFELD, WARREN**  
Take It Easy  
WISR, Butler, Pa.
- IRVING, BOB**  
Irving Serving  
WMA Y Springfield Ill.
- IRVING, JAY**  
Music for Moderna  
KVON, Napa, Calif.
- IRVING, PAUL**  
Midnight Flyers  
WEDC, Chicago, Ill.
- IVES, JIM**  
You Name It  
WINR, Binghamton, N. Y.

— J —

- JACKSON, BILL**  
The B. J. Show  
WCOG, Greensboro N. C.
- JACKSON, BOB**  
Please Play  
KHUZ, Borser, Texas
- JACKSON, DON**  
Hillbilly Heaven  
KTB, Tyler, Texas
- JACKSON, JACK**  
Hillbilly Hit Parade  
WGOV, Valdosta, Ga.
- JACKSON, SANDY**  
Sandy Jackson Show  
KOWH, Omaha, Nebr.
- JACOBS, FRED**  
WNAH Nashville, Tenn.
- JACOBSON, GENE**  
Musical Merrygoround  
KFGR, Forest Grove, Oregon
- JAGT, GUY VANDER**  
Sunnyside Of Street  
WHTC, Holland, Mich.
- JAMES, ALLAN**  
WRFD Worthington, Ohio



## Disc Jockeys—Radio-Television

- JAMES, BRIEN**  
Clockwatcher  
KCRG, Cedar Rapids, Iowa
- JAMES, DON**  
860 Club  
KTRB, Modesto, Calif.
- JAMISON, DICK**  
WDYK Cumberland, Md.
- JANN, HARRY**  
The Platter Man  
KFGO, Fargo, N. D.
- JARVIS, AL**  
KLAC, Los Angeles, Calif.
- JARVIS, JOHNNY**  
Breakfast Melodies  
WJVA, South Bend Ind.
- JARY, NORMAN**  
Club 1240  
CJCS, Stratford, Ont., Canada
- JEFFERS, "SLEEPY"**  
Magic Valley Jamboree  
WTLP, Charleston, W. Va.
- JENKINS, ROBERT E.**  
KGY, Olympia, Wash.
- JENNINGS, GORDON**  
Hillbilly Fever  
WKOY, Bluefield, W. Va.
- JENSEN, FRED**  
Freddie's File  
KXRN, Renton, Wash.
- JENSEN, PAUL**  
Gloombusters  
KOLN, Lincoln, Nebr.
- JENSEN, RAN**  
Package From Parkers  
WOC, Davenport, Iowa
- JENSEN, WALT**  
Record Rendezvous  
KSJB, Jamestown, N. Dak.
- JESSEN, DICK**  
Requestfully Yours  
WCVI, Connellsville, Pa.
- JEWELL, JAMES**  
Yawn Club  
KTBI, Tacoma, Wash.
- JEWELL, WAYNE**  
Hub Cap Caravan  
Eight O'Clock Date  
WBBC, Flint, Mich.
- JOBES, JAMES N.**  
Varsity Drag  
KOFO, Ottawa, Kansas
- JOHNS, OLIVER**  
Postcard Parade  
KWSH Club  
KWSH, Holdenville, Okla.
- JOHNSON, ART**  
1340 Club  
WLDY, Ladysmith, Wis.
- JOHNSON, BILL**  
Dinner Bell  
WROL, Knoxville, Tenn.
- JOHNSON, BOB**  
Musical Clock  
KFOR, Lincoln, Nebr.
- JOHNSON, DICK**  
Swing Shift  
WHLB, Virginia, Minn.
- JOHNSON, IRWIN**  
Early Worm  
WBNS, Columbus, Ohio
- JOHNSON, JOHNNY**  
All Night Record Show  
CKNW, New Westminster,  
B. C., Canada
- JOHNSON, JOE**  
WPAQ, Mt. Airy, N. C.
- JOHNSON, KIMBERLEY**  
Top Of The Morning  
WLNA, Peekskill, N. Y.
- JOHNSON LEN**  
Music Moods  
WIKB, Iron River, Mich.
- JOHNSON, LOU**  
KTQE, Mankato, Minn.
- JOHNSON, RON**  
1230 Club  
KALG, Alamogordo, N. M.
- JOHNSON, RON**  
Ye Olde Record Shoppe  
WBEX, Chillicothe, Ohio
- JOHNSON, ROOSEVELT**  
Roosevelt's Record Club  
WERD, Atlanta, Ga.
- JOHNSON, TED**  
Sleepyhead Ted  
WXYZ, Detroit, Mich.
- JOHNSON, TINY**  
Afternoon Jamboree  
WLPO, La Salle, Ill.
- JOHNSON, TRAVIS**  
Blue Dreamer  
WIRK, W. Palm Beach, Fla.
- JOHNSON, WALLY**  
Platter Parade  
KFQC, St. Joseph, Mo.
- JOHNSTON, EDDIE**  
Record Shop  
WTRP, Bellaire, Ohio
- JOHNSTON, JOHNNY**  
The Ebony Express  
WFEC, Miami, Fla.
- JOHNSTON, PAUL**  
KGEZ, Kalispell, Mont.
- JOHNSTON, WAYNE**  
KSET, El Paso, Texas
- JOINER, JERRY**  
Good Yawnin' Joiner's Corner  
WTOK, Meridian, Miss.
- JONES, AL**  
Al Jones's Show  
WRR, Dallas, Texas
- JONES, ARCHDALE**  
WBAL, Baltimore, Md.
- JONES, BOB**  
Jones Junction  
KFAB, Omaha, Nebr.
- JONES, BOB**  
Groans By Jones  
WGBG, Greensboro, N. C.
- JONES, DANA**  
WBEC, Pittsfield, Mass.
- JONES, "DOC"**  
Jones Boy  
WBET, AM & FM, Brockton,  
Mass.
- JONES, KEN**  
WHTN, Huntington, W. Va.
- JONES, MAL**  
1010 Club  
WAPF, McComb, Miss.
- JONES, R. D.**  
On The Beam  
KORA, Bryan, Texas
- JONES, RALPH**  
Timekeeper  
WMBG, Richmond, Va.
- JORDAN, BILL**  
Pol'ka Time  
WDAD, Indiana, Pa.
- JORDAN, BOB**  
WCUE, Akron, Ohio
- JORDAN, TONY**  
Tony Jordan Show  
KELK, Elko, Nev.
- JOSEPH, EDDY**  
Eddy Joseph Show  
Popular Music  
WHLB, Niagara Falls, N. Y.
- JOY, ART**  
Doug Pitch  
KIEM, Eureka, Calif.
- JOYCE, JOHNNY**  
WPAQ Mt. Airy, N. C.
- K —
- KALBERER, GEORGE**  
Vacationland Calling  
KDAL, Duluth, Minn.
- KARANT, MARTIN**  
WKPT, Kingsport, Tenn.
- KARRENBAR, BILL**  
WHBC, Canton, Ohio
- KAUFMAN TED**  
Record Rendezvous  
WCMI, Ashland, Ky.
- KAVANAUGH, DAN**  
Kavanaugh Kalling  
WKRT, Cortland, N. Y.
- KAY, ANDY**  
Top Of The Morning  
KVEC, San Luis Obispo, Calif.
- KAY BOB**  
Disk Jockey Contest  
WAVE, Louisville, Ky.
- KAY, LARRY**  
Moonlight Serenade  
KCMJ, Palm Springs, Calif.
- KAY, LARRY**  
Top O' Morning  
WHPA, Hopewell, Va.
- KAY, WALTER**  
Wait Kay Show  
WDOK, Cleveland, Ohio
- KERR, BOB**  
Afternoon Concert With Bob  
Kerr  
CFCN, Calgary, Alberta, Can.
- KESSENICH, RAYMOND**  
1470 Review  
WBKV, West Bend, Wis.
- KEYSER, WARREN**  
WILM, Wilmington, Del.
- KEARNEY, GERRY**  
Tune Factory  
WFEA, Manchester, N. H.
- KEEP, BARNEY**  
Barney Keep Show  
KEX, Portland, Oregon
- KELMAN, ED**  
Record Time  
KBMN, Bozeman, Montana
- KELLER, NORM**  
WMOH, Hamilton, Ohio
- KELLER, O. J., JR.**  
Juke Box Serenade  
WPAK, Springfield, Ill.
- KELLEY, LUTHER**  
KBST, Big Spring, Texas
- KELLY, DAN**  
1400 Club  
WRDO, Augusta, Maine
- KELLY, TOM**  
WJMS, Ironwood, Mich.
- KELPE, HENRY**  
KOIL, Omaha, Nebr.
- KENNEDY, JOHN**  
Kennedy's Korner  
KFYO, Lubbock, Texas
- KENNEDY, LEE**  
WIN, Olney Ill.
- KENNEDY, MICHAEL**  
Musical Matinee  
KTOW, Oklahoma City, Okla.
- KENNEDY, TERRY**  
Spins And Need'es  
WBCB, Battle Creek, Mich.
- KENT, ALAN**  
WOR, New York, N. Y.
- KENT, BOB**  
By Request  
WMEV, Marion, Va.
- KENT, GEORGE**  
Kents Korner  
WSAP, Portsmouth, Va.
- KENT, GEORGE**  
Kent's Corner  
WTAR, Norfolk, Va.
- KENT, TONY**  
Sundialers, Club  
KSMA, Santa Maria, Calif.
- KIBBE, THOMAS**  
WHWB, Rutland, Vermont
- KIBBY, GORDON**  
The Gordon Kibby Show  
Knights Of The Turntable  
WFUR, Grand Rapids Mich.



## Disc Jockeys—Radio-Television

- KIHN, ED**  
Noon Hour Clock  
KIAS, Hastings, Nebr.
- KIMBRELL, JAY**  
WRXO, Roxboro, N. C.
- KING, BILL**  
Off The Record  
KSCV, Richfield, Utah
- KING, BOB**  
Night Editor  
WNAX, Yankton, S. D.
- KING, CHARLES**  
Time And The Place  
WKAL, Rome, N. Y.
- KING, FULTON**  
Coffee Pot  
WTON, Staunton, Va.
- KING, GLEN**  
KLX, Oakland, Calif.
- KING, JIM**  
At Your Request  
KDMO, Carthage, Mo.
- KING, JOSH**  
Chum Valley  
CHUM, Toronto, Ont., Canada
- KING NELSON**  
Daily Hit Parade & Jamboree  
WKY, Cincinnati, Ohio
- KING KO**  
King of the Disc-Jockeys  
WBCO, Birmingham-Bessemer, Ala.
- KING, PAUL**  
1400 Club  
KKN, Visalia, Calif.
- KING, WALLACE**  
The Wally King Show  
WATR, Waterbury, Conn.
- KINNAMON, RAY**  
Ray Kinnamon Show  
WATL, Atlanta, Ga.
- KINNEY, BOB**  
Breakfast In Dixie  
WDOB, Chattanooga, Tenn.
- KIPPENBROCK, JAMES**  
Open House  
KSFA, Nacogdoches, Texas
- KIRBS, KEN**  
Kol'eketions  
WGAP, Maryville-Alcoa, Tenn.
- KIRBY, ALBERT**  
Musical Party  
WRGA, Rome, Ga.
- KIRBY, TED**  
Hillbilly Hits  
WZOB, Fort Payne, Ala.
- KIRK, ROGER T.**  
Chicken House  
WJNC, Jacksonville, N. C.
- KIRVEN, ROY**  
Nite Hawk Show  
WGCD, Chester, S. C.
- KIRWAN, JIM**  
1350 Club  
WNLK, Norwalk, Conn.
- KISER, CHES**  
Moonlight Serenade  
WWIN, Baltimore, Md.
- KISER, JIMMY**  
Luncheon With Music  
WSOC, Charlotte, N. C.
- KITCHEN, CORKY**  
Melody Lane  
WKLV, Blackstone, Va.
- KJAR, JOE**  
Waxward Ho!  
KSL, Salt Lake City, Utah
- KLARKE, JOE**  
1540 Club  
WATH, Athens, Ohio
- KLAVAN, GENE**  
WTOP, Washington, D. C.
- KNEVEL, JOHN**  
Rocket Rhythms  
KIMA, Yakima, Wash.
- KNIGHT, FRANK**  
WARE, Ware, Mass.
- KNIGHT, KEN**  
WTCO, Campbellsville, Ky.
- KNIGHT, TOM**  
Dance Hour  
WRHL, Rock Hill, S. C.
- KOBAK, ED**  
Kobak's Korn  
WTWA, Thomson, Ga.
- KOCH, TOM**  
Long Thomas Show  
CHUB, Nanaimo, B. C., Canada
- KOESLING, LARRY**  
ABC Club  
KCHA, Charles City, Iowa
- KOHMEYER, ROBERT**  
Top Tunes  
WKXY, Sarasota, Fla.
- KOLTUN, RUTH**  
Club 1150  
WJBO, Baton Rouge, La.
- KOPLIN, MERT**  
Mert's Record Adventures  
MBS
- KOSAK, JOE**  
WVIN, Olney, Ill.
- KOSTER, HEBB**  
Krollers With Koster  
Request Time  
WKRT, Cortland, N. Y.
- KOVACIC, FRANK**  
Jukebox Jamboree  
KMVI, Wailuku, Maui, T. H.
- KRAMER, CLAUDE**  
This 'N' That  
KARE, Atchinson, Kans., St. Joseph, Mo.
- KRASNE, BYRON**  
By The By  
KOLN, Lincoln, Nebr.
- KRELL, FRED**  
Fred Krell Show  
WSAM, Saginaw, Mich.
- KROSKE, BILL**  
WMCK, McKeesport, Pa.
- KRUSE, RUSS**  
Juke Box Review  
KSDN, Aberdeen, S. D.
- KULZ, ROBERT**  
Morning and Afternoon  
Roundup  
WHBO, Tampa, Fla.
- KUNZ, CARL J., JR.**  
WHAZ, Troy, N. Y.
- KUREGER, RALPH**  
Coffee Time  
WCSS, Amsterdam, N. Y.
- KUTAN, DICK**  
Farm Market Jamboree  
WSAL, Logansport, Ind.
- KYLE, JACK**  
Night Flight  
CKWX, Vancouver, B. C., Canada

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- LaBARR, FRANK**  
Music After Midnight  
Musical Waiter  
WBE, Wilkes-Barre, Pa.
- LABOE, ART**  
Teen Timers Matinee  
KGFJ, Hollywood, Calif.
- LACONI, JOE**  
1580 Club  
WBUT, Butler, Pa.
- LACY, JACK**  
Listen To Lacy  
WINS, New York, N. Y.
- LaFRANCHISE, CHARLIE**  
The Hop  
KPOJ, Portland, Ore.
- LaMAR, JACK**  
Housewives Serenade  
WCAM, Camden, N. J.
- LAMBERT, EDDIE**  
The E. L. Show  
WEAT, Lake Worth, Fla.
- LAMBERT, ROG**  
Insomna Club  
WSAM, Saginaw, Mich.
- LAMERE, ROY**  
Your Boy Roy  
WFHR, Wisconsin Rapids, Wis.
- LANDERS, BOB**  
Melody Ballroom  
WFBR, Baltimore, Md.
- LANDFEAR, DEAN**  
Off The Record  
WMT, Cedar Rapids, Iowa
- LANG, DAVID**  
Time-News-Temperature  
WHLs, Port Huron, Mich.
- LANGSTON, HARRY**  
Harry The Hoosier  
WWCA, Gary, Ind.
- LANTZ, CLIFF**  
Valley Bandstand  
KREO, Indio, Calif.
- LARICK, DWIGHT**  
Dance On Downbeat  
WKOZ, Kosciusko, Miss.
- LARKE, STAN**  
Mail Bag  
CFOR, Orillia, Ont., Canada
- LARSON, BEN**  
Happy Days  
WRFW, Eau Claire, Wis.
- LARSON, PAUL**  
Timekeeper  
WNEB, Worcester, Mass.
- LASK, BILL**  
Tumbleweed Tempos  
KDDD, Dumas, Texas
- LATHAM, GARRY**  
1400 Club  
WZAI, Clarksville, Tenn.
- LAURENSEN, GARY**  
1240 Club  
KSUE, Susanville, Calif.
- LAVERTY, BOB**  
Yours By Request  
KWSD, Mt. Shasta, Calif.
- LAWRENCE, BOB**  
Bob Lawrence, Show  
KVIC, Little Rock, Ark.
- LAWRENCE, LAWRENCE Q.**  
Lawrence Q. Lawrence Show  
WCOP, Boston, Mass.
- LAWRENCE, MILTON**  
We Say Good Night  
WSGN, Birmingham, Ala.
- LAWSON, RALPH**  
Hill Billy Jump  
WZIP, Covington, Ky.
- LAYTON, DOUG**  
Platter Parade  
WAUD, Auburn, Ala.
- LEA, ROD**  
After Hours  
WVOD, Lynchburg, Va.
- LEA, ROGER**  
WDVA, Jamboree  
WDVA, Danville, Va.
- LEACH, ROBERT E.**  
WPGW, Portland, Ind.
- LEAZOR, PERRY (NEGRO)**  
1490 Club  
WSTP, Salisbury, N. C.
- LEBBY, BARBARA**  
Melody Shop  
WACB, Kittanning, Pa.
- LEE, AL**  
Music Ala Lee  
KVMV, Twin Falls, Idaho
- LEE, BOB**  
Melody Time  
WPEO, Peoria, Ill.
- LEE, BRUCE**  
WHIT, New Bern, N. C.

## Disc Jockeys—Radio-Television

- LEE, HARRY**  
Coffee Shop  
WVID, Atlantic City, N. J.
- LEE, MIKE**  
WEDO, McKeesport, Pa.
- LEE, TOM**  
Dance Time  
WMRA, Myrtle Beach, S. C.
- LEFFINGWELL, JOHN**  
WNLC, New London, Conn.
- LeGoff, JACK**  
Jack LeGoff Show  
WFMJ, Youngstown, Ohio
- LEINHOFF, HENRY**  
WMPA  
KWED, Seguin, Texas
- LEIGHTON, JERRY**  
Datin' With Leighton  
WSAZ, Huntington, W. Va.
- LEITCH, BOB**  
Rise 'N Shine  
KCOC, Hamilton, Canada
- LENAY, WILL**  
Will Lenay Show  
WSAI, Cincinnati, Ohio
- LEUSON, DICK**  
KBUN, Bemidji, Minn.
- LEONARD, BOB**  
Club A.M.  
WBIS, Bristol, Conn.
- LESTER, JACK**  
Jack Lester Show  
WENR, Chicago, Ill.
- LESTER, MICKEY**  
Mickey Lester Show  
CKEY, Toronto, Ont., Canada
- LETCHER, SKIP**  
Skip Letcher Show  
CHVC, Niagara Falls, Ont., Canada
- LEVITT, AL**  
Let's Get Acquainted  
KEEN, San Jose, Calif.
- LEVITT, BOB**  
Bob's Curfew Club  
KTRB, Modesto, Calif.
- LEWIS, FRED**  
Coffee For Two  
WJNO, W. Palm Beach, Fla.
- LEWIS, HAL**  
J. Akuhead Pupule  
KHON, Honolulu, Hawaii
- LEWIS, JIMMY**  
Jimmy Lewis Show  
KNUZ, Houston, Texas
- LEWIS, MILT**  
WIBC, Indianapolis, Ind.
- LEWIS, RALPH**  
930 Club  
WTAD, Quincy, Ill.
- LEWIS, ROBERT Q.**  
Robert Q.'s Waxworks  
CBS
- LEYDEN, BILL**  
The Bill Leyden Show  
KFWB, Hollywood, Calif.
- LEZOTTE, GEORGE**  
Mid-Day Serenade  
WAVZ, New Haven, Conn.
- LIBUTTI, GEORGE**  
Melody Matinee  
WRNY, Rochester, N. Y.
- LILLIBRIDGE, SAMMY**  
KCLW, Hamilton, Texas
- LINDAMOOD, RONNIE**  
Morning Mailbag  
WYVE, Wytheville, Va.
- LINDLEY, BOB**  
Rumpus Room  
KELP, El Paso, Texas
- LINDSAY, BILL FRANK**  
Soap 'n The Saddle  
KELT, Electra, Texas
- LINDSAY, JAMES**  
Listen With Lindsay  
KRIC, Beaumont, Texas
- LINEBERRY, WARREN**  
WBOB, Galax, Va.
- LINKOUS, MEL**  
Saturday Dance Party  
WSLS, Roanoke, Va.
- LINN BANDEL**  
At Home With Bandel Linn  
WSPB, Sarasota, Fla.
- LINN, CLARE**  
Clare "Shoulders" Linn  
WKMH, Dearborn, Mich.
- LINN, KEN**  
Music Room  
WLW, Cincinnati, Ohio
- LINN, PHILLIP**  
KWRO, Coquille, Oregon
- LINTON, PETE**  
Pete's Pop Parade  
KNOE, Monroe, La.
- LIPTON, JOE**  
Late Riser's Reveille  
WANS, Anderson, S. C.
- LISLE, KENN**  
WPRC, Lincoln, Ill.
- LITCHFIELD, LITCH**  
Uncle Litch Daybreak Jam-boree  
WKBC, N. Wilkesboro, N. C.
- LITTLE, IDA**  
Little Ida Time  
WTOB, Winston-Salem, N. C.
- LITZINGER, RAY**  
Melody Club  
KIT, Yakima, Wash.
- LLOYD, BOB E.**  
Bob E. Lloyd Show  
WTFH, Hartford, Conn.
- LLOYD, FRED**  
Breakfast Fracas  
KOMO, Seattle, Wash.
- LOCKHART, JOHN**  
Off The Record  
KRSN, Los Alamos, N. Mexico
- LOCHNER, ART**  
You Ask For It  
WLEA, Hornell, N. Y.
- LOCKWOOD, GLEN**  
Record Party  
KOOK, Billings, Mont.
- LOEBE, BARNEY**  
Uncle Barney  
WNAG, Grenada, Miss.
- LOGAN, BILL**  
1310 Club  
KOKX, Keokuk, Iowa
- LOMAX, KEN**  
KUGN Carousel  
KUGN, Eugene, Oregon
- LOMKE, DAVE**  
Club 600  
KSBJ, Jamestown, N. Dak.
- LONG, BUCK**  
Buck's Back Room  
WABB, Mobile, Ala.
- LONG, ELMER**  
Moments Of Melody  
WVCH, Chester, Pa.
- LONG, KENNETH**  
Late Riser's Club  
WGAN, Portland, Maine
- LONG, MATT**  
Open House  
KGB, San Diego, Calif.
- LONGACRE, JAY**  
Teen Time Tantrums  
WBAT, Marion, Ind.
- LONGWORTH, WM.**  
Musical Matinee  
WGBI, Scranton, Pa.
- LOPEZ, JOE**  
Memory Song Man  
WIOD, Miami, Fla.
- LOUDEN, ROD**  
Magic In Music  
KPOJ, Portland, Oregon
- LOUTHER, JOHN**  
Timekeeper Show  
WKAL, Rome, N. Y.
- LOUNSBERRY, JIM**  
Record Shop  
WIND, Chicago, Ill.
- LOWE, JACKSON**  
Jackson Lowe Program  
WINX, Washington, D. C.
- LOWE, JIM**  
The Lowe Down  
WENR, Chicago, Ill.
- LOWE, WALT**  
Disc Jockey Jamboree  
KSUB, Cedar City, Utah
- LOWERY, BILL**  
Let's Have Fun  
WGST, Atlanta, Ga.
- LOWREY, BYRON**  
Coffee Club  
KWTX, Waco, Texas
- LOWRY, KEN**  
Pop O the Morning  
WGTA, Summersville, Ga.
- LOWRY, MICKEY**  
Mickey's Madhouse  
WGTA, Summersville, Ga.
- LOWRY, ROBERT A.**  
13-20 Club  
KVMC, Colorado City, Texas
- LOYE, DAVID**  
KOCY, Oklahoma City, Okla.
- LOZIER, JACK**  
General Store  
KRIS, Corpus Christi, Texas
- LUCAS, BEN**  
Talk Of Town  
WEGA, Rome, Ga.
- LUCAS, MARK**  
Mark & Remarks  
WTNS, Coshocton, Ohio
- LUKKA, JOE**  
Your Favorite & Mine  
KREL, Baytown, Texas
- LUECK, KEN**  
Best on Wax  
WDNB, Daytona Beach, Fla.
- LUKENS, NED**  
Jack the Bellboy  
WEAS, Atlanta-Decatur, Ga.
- LUNDBERG, WYN**  
Melody Mill  
KRVN, Lexington, Nebr.
- LUNDQUIST, VERNON**  
620 Club  
WROL, Knoxville, Tenn.
- LUPO, JIM**  
Juke Box Review  
WLAQ, Rome, Ga.
- LUPTON, JOHN**  
Lupton's Matinee & Spinner  
Sanctum  
WLAN, Lancaster, Pa.
- LYNCH, BILL**  
Bill Lynch Show  
WRYO, Rochester, Pa.
- LYNN, BOB**  
Bob Lynn Show  
WWPB, Miami, Fla.
- LYNN, DAVE**  
Yawn Patrol  
WGAP, Maryville-Alcoa, Tenn.
- LYNN, JACK**  
Morning Watch  
KVER, Albuquerque, N. Mex.
- LYNN, JAMES**  
Melody Manor  
WVCH, Chester, Pa.
- LYNN, RONNY**  
Melody Range  
WKNX, Saginaw, Mich.
- LYON, EDISON**  
Melody Round-Up  
RWLK, Longview, Wash.

## Disc Jockeys—Radio-Television

- LYON, JOHN**  
Lyon's Den  
WBBQ, Augusta, Ga.
- LYONS, JIMMY**  
Discapades  
KNBC, San Francisco, Calif.
- Me —
- McALLISTER, DON**  
Yours Sincerely  
WDBO, Orlando, Fla.
- McANULTY, BOB**  
Record Party  
KWJJ, Portland, Ore.
- MacBRIAR, WALLACE**  
1240 Spot  
WJON, St. Cloud, Minn.
- McBRIDE, GORDON**  
Littlefork Calling  
CFKI, Fort Frances, Ontario,  
Canada
- McBRIDE, LESTER**  
KGLU, Safford, Ariz.
- McCALL, EARL**  
Cavalcade of Music  
KVL, Alpine, Texas
- McCALL, GEORGE**  
Request On Call  
Spins & Needles  
WEEU, Reading, Pa.
- McCALL, JACK**  
KSYL, Alexandria, La.
- McCANN, BOB**  
Wax Works  
KBMV, Billings, Montana
- McCANN, TOM**  
Easy Listening  
KJR, Seattle, Wash.
- McCARL, BOB**  
Poor Bob's Almanac  
KRNR, Roseburg, Oregon
- McCARTHY, LARRY**  
WJBB, Haleyville, Ala.
- McCARTHY, RED**  
Platter Chatter  
WHGB, Harrisburg, Pa.
- McCARTY, BOB**  
920 Club  
KFXX, Grand Junction, Colo.
- McCAULEY, JOE**  
Dawn Patrol  
WIP, Philadelphia, Pa.
- McCLEAN, PHIL**  
WERE, Cleveland, Ohio
- McCLENDON, RAY**  
Platter Paradise  
WGSV, Guntersville, Ala.
- McCOY, RONNIE**  
KFEL, Kilocycle Club  
KFEL, Denver, Colo.
- McCULLOUGH, DICK**  
WRFC, Athens, Ga.
- McCULLOUGH, SCOT**  
Disc Derby  
KXXX, Colby, Kansas
- McCURCHAN, KEN**  
Spinners, Sanctum  
WIKY, Evansville, Indiana
- McDANIEL, GRANT**  
Candlelight Serenade  
KDSH, Boise, Idaho
- McDANIELS, "ACE"**  
Trailers Trails  
KALE, Richland, Wash.
- McDANIELS, WINFRED**  
Mac At The Record Rack  
KLFY, Lafayette, La.
- McDEVITT, LEO**  
1230 Club  
WBSM, New Bedford, Mass.
- McDONALD, AL**  
Al Mac's Music-Al  
KOTA, Rapid City, S. Dak.
- McDONALD, HOWARD**  
KXLQ, Bozeman, Montana
- McDONALD, RUSTY**  
KSWO, Lawton, Okla.
- McDOWELL, FRED**  
Fred Mack Show  
CKOR, Pentton, B. C., Can.
- McDOWELL, LYNN**  
WJBB, Haleyville, Ala.
- McENANEY, JAMES**  
WNLC, New London, Conn.
- McFADDEEN, A. T.**  
A. T.'s Night Club (Colored)  
WPLI, Jackson, Tenn.
- McFADDEEN, JIM**  
Call A Tune  
KGEM, Boise, Idaho
- McFARLAND, HARRY**  
Teen Time Tunes  
KSIW, Woodward, Okla.
- McFARLANE, MONTY**  
Monty's Music  
WJOR, Vancouver, B. C., Can.
- McGARRY, MAC**  
Mac McGarry Show  
WRC, Washington, D. C.
- McGAVIN, BOB**  
Midnight Special  
CFRN, Edmonton, Alberta,  
Canada
- McGILL, LAWRENCE**  
1240 Club  
WFTM, Maysville, Ky.
- McGREW, DANGEROUS DAN**  
WLBG, Laurens, S. C.
- McGUIRE, CHARLES**  
The Digger Show  
WOPI, Bristol, Tenn.
- McGUIRE, MAC**  
Start The Day Right-Matinee  
McGuire  
WIP, Philadelphia, Pa.
- McGUREN, MAC**  
Concert Musicale  
KGDE, Fergus Falls, Minn.
- McHALE, BOB**  
Polka Party  
WSCR, Scranton, Pa.
- McHALE, LARRY**  
Mac's Mansions  
KALB, Alexandria, La.
- McINTIRE, RUSS**  
Platter Party  
WSTP, Salisbury, N. C.
- McINTOSH, HUGH**  
Club 1350  
KRLC, Lewiston, Idaho
- McKASSON, CHUCK**  
Hillbilly Jamboree  
WGBF, Evansville, Ind.
- McKAY, JAMES**  
Melody Time  
WFEW, Seale, Ala.
- McKAY, KEITH**  
CFJR, Brockville, Ont., Can.
- McKECHNIE, BILL**  
Timeteller  
WALT, Tampa, Fla.
- McKEE, BOB**  
WQXI, Atlanta, Ga.
- McKEEHAN, BOB**  
Arizona Hayride  
KCNA, Ariz.
- McKENZIE, ED**  
Jack The Bellboy  
WJBK, Detroit, Mich.
- McKINNON, BOB**  
1050 Club  
WRFS, Alexander City, Ala.
- McLAUGHLIN, BOB**  
KLAC, Los Angeles, Calif.
- McLEAD, D.**  
"Hell" Alley Band Wagon  
CFOS, Owen Sound, Ont., Can.
- McMASTERS, JAY**  
WMEX, Boston, Mass.
- MacMILLAN, ERNEST, SIR**  
Sir Ernest Plays Favorites  
CKEY, Toronto, Ont., Canada
- McMILLAN, VALERIE**  
KSL, Salt Lake City, Utah
- McMILLEN, JIM**  
WCKB, Dunn, N. C.
- McNAMARA, FRANK**  
Frank McNamara Show  
WMNB, North Adams, Mass.
- McNEALL, CHUCK**  
KCLS, Flagstaff, Ariz.
- McNEELEY, MARTY**  
McNeeley & Music  
WJR, Detroit, Mich.
- McNEIL, DEAN**  
Blues At Sunrise (Negro  
Pgm.)  
KWBC, Ft. Worth, Texas
- McNEIL, ROBIN**  
Insomnia Inc.  
CJCH, Halifax, N. C., Canada
- McNEILLY, JOE**  
Mailbox Roundup  
WSFC, Somerset, Ky.
- McVEAN, BILL**  
Smoke Rings  
CKOC, Hamilton, Canada
- M —
- MACK, BILL**  
Bill Mack Show  
KWFT, Wichita Falls, Texas
- MACK, BILL**  
Denmark Music Time  
WEDC, Chicago, Ill.
- MACK, JIMMY**  
WHFB, Benton Harbor, Mich.
- McKE, JOHNNY**  
All Request Jamboree  
KBOA, Kennett, Mo.
- MACRAE, JOHN**  
WABI, Bangor, Maine
- "THE MAD IRISHMAN"**  
WIMS, Michigan City, Ind.
- MADDON, EDWARD**  
WLBR, Lebanon, Pa.
- MAGEE, ROGER**  
Off The Record  
WWNR, Beckley, W. Va.
- MAGILL, MAURY**  
Maury Magill Show  
WBBW, Youngstown, Ohio
- MAHL, JACK**  
On The Town  
WKBW, Buffalo, N. Y.
- MAHONEY, JOHN**  
Bandstand  
WJTN, Jamestown, N. Y.
- MAHONEY, WM.**  
Record Rack  
WNCC, Barnesboro, Pa.
- MAILLET, CHUCK**  
Tik Tok Club  
WFLO, Farmville, Va.
- MAIN, RALPH**  
Requestfully Yours  
KXGN, Glendive, Mont.
- MAINZ, JOE**  
KEBE, Jacksonville, Texas
- MALCOLM, BERNARD**  
Best On Wax  
WLNA, Peekskill, N. Y.
- MALLORY, TROY**  
Red, Hot N' Blues  
KTBS, Shreveport, La.
- MALONEY, JERRY**  
Maloney At The Mike  
WTRC, Elkhart, Ind.
- MALMAIS, NORMAND**  
CKGN, Quebec, Canada
- MALTZ, MILTON**  
Cass Kaid  
WKHM, Jackson, Mich.
- MANCHESTER, DOUG**  
CKBB, Barie, Ont., Canada



## Disc Jockeys—Radio-Television

- MANFRIN, JIM**  
WSPC, Anniston, Ala.
- MAXNIG, RAY**  
The Ray Manning Show  
KSTL, St. Louis, Mo.
- MAPHET, DICK**  
Dream Time  
KTMS, Santa Barbara, Calif.
- MARION, ARMAND**  
Les Amis De Charlotte  
CKVL, Verdun, Que., Canada
- MARKLE, TINY**  
Factory Whistles  
WAVZ, New Haven, Conn.
- MARSHALL, CURT**  
Dee Jay Open House  
WCRA, Effingham, Ill.
- MARSHALL, JERRY**  
The Music Hall  
WNEW, New York, N. Y.
- MARSHALL, ROBERT**  
Record Jury  
WGBS, Miami, Fla.
- MARTIN, BOB**  
Record Roundup  
WALT, Tampa, Fla.
- MARTIN, BOB**  
Martin's Matinee  
WMUR, Manchester, N. H.
- MARTIN, CHUCK**  
Dancing In The Dark  
WGAU, Athens, Ga.
- MARTIN, ED**  
Martin's Music Shop  
WBBB, Burlington, N. C.
- MARTIN, GEORGE**  
WKSJ, Pulaski, Tenn.
- MARTIN, JOE**  
Jolly Joe Show  
Musical Almanac  
KMMJ, Grand Island, Neb.
- MARTIN, JOHNNY**  
WLOU, Louisville, Ky.
- MARTINEZ, AL**  
Discapades  
WKIP, Poughkeepsie, N. Y.
- MARVIN, ED**  
Best On Wax  
WOCB, W. Yarmouth, Mass.
- MASI, MARIE**  
Rhythm Parade Time  
WBBI, Newark, N. J.
- MASINGILL, LUTHER**  
Sun Dial and Loafin' with  
Luther  
WDEF, Chattanooga, Tenn.
- MASON, BUD**  
News and Music Time  
WETA, Batavia, N. Y.
- MAST, BENNY**  
Hillbilly House Party  
WATA, Boone, N. C.
- MATHEWS, PETE**  
Rise And Shine  
WSAZ, Huntington, W. Va.
- MATTHEWS, SAM**  
Rural Rhythm  
KGKB, Tyler, Texas
- MATHEWSON, DON**  
Don's Showcase  
WAMS, Wilmington, Del.
- MATTISON, HANK**  
Hillbilly Hit Parade  
KRHD, Duncan, Okla.
- MAUNSELL, DAVE**  
Coke Party  
WSKI, Montpelier, Vt.
- MAXWELL, BOB**  
Bob Maxwell  
WWJ, Detroit, Mich.
- MAY, MIKE**  
Platters For Your Pleasure  
WCSI, Columbus, Indiana
- MAYALL, GENE**  
Melody Time  
WBYS, Canton, Ill.
- MAYER, BILL**  
Mayer Of The Morning  
WGAR, Cleveland, Ohio
- MAYO, BEN**  
WHIN, Gallatin, Tenn.
- MAYRAND, WARD**  
Midday Matinee-Rhythm  
Romp  
WHAK, Rogers City, Mich.
- MEACHAM, TOM**  
WJIG, Tullahoma, Tenn.
- MEARIAN, MIKE**  
Club 1080  
WXRA, Buffalo, N. Y.
- MEDINA, ALEJANDRO**  
Producer of Spanish Programs  
KBMX, Coalinga, Calif.
- MELODY, JOE**  
Spins And Needles  
KBKI, Alice, Texas
- MELTON, BARD**  
Early Birds  
KENI, Anchorage, Alaska
- MELTON, DAVE**  
Melton's Mad House  
KOEL, Oelwein, Iowa
- MENKE, ED**  
Yawn Patrol  
WISR, Butler, Pa.
- MENTZER, EARL**  
Turn Table Time  
WJEC, Hagerstown, Md.
- MERCHANT, BILL**  
Breakfast Turntable  
WKBZ, Muskegon, Mich.
- MERRILL, JACK**  
Relay Quiz  
KOLS, Pryor, Okla.
- MERRY, DEAN**  
Dream Dust  
WESB, Bradford, Pa.
- MESSER, NORM**  
WKXL, Concord, N. H.
- METHVEN, JEFF**  
Musical Clock  
KPLT, Paris, Texas
- METZ, DON**  
Wake Up Singing  
KVOL, Lafayette, La.
- MEYERLING, LARRY**  
KUBC, Montrose, Colo.
- MEYERS, DON**  
WFEN, Findlay, Ohio
- MEYERS, ED**  
Country Style  
Tops In Music  
KMMJ, Grand Island, Neb.
- MEYERS, JACK**  
WOW, Omaha, Nebr.
- MICHAEL, JAY**  
Jay Michael Show  
WPIT, Pittsburgh, Pa.
- MICHAEL, ROBERT**  
Variety Matinee  
WRTA, Altoona, Pa.
- MILES, JOE**  
Announcer-Engineer  
WMNC, Morganton, N. C.
- MILLER, BILL**  
Top O Morning  
KLKC, Parsons, Kans.
- MILLER, BRUCE**  
WKRQ, Mobile, Ala.
- MILLER, CLIFF**  
Matinee with Miller  
KBUC, Corona, Calif.
- MILLER, DAVID L.**  
B. June 18, 1911, New York City,  
N. Y.; Bar 93 Ranch, WPAT;  
Dave Miller Show, WPAT; Record  
Room, WPAT; Off the Record—  
Art Ford, WPIX.
- MILLER, DICK**  
The Ole Hep Cat  
WRBC, Jackson, Miss.
- MILLER, DON**  
KNUJ, New Ulm, Minn.
- MILLER, ED**  
Musical Nitecap  
WKNA, Charleston, W. Va.
- MILLER, GENE**  
Record Rodeo  
KOVE, Lander, Wyo.
- MILLER, GEORGE**  
Mystery Matinee  
KADA, Ada, Okla.
- MILLER, HOWARD**  
H. M. Show  
WIND, Chicago, Ill.
- MILLER, IRV.**  
Requestfully Yours  
WDLB, Marshfield, Wis.
- MILLER, LeROY**  
The LeRoy Miller Club  
WFIL, Philadelphia, Pa.
- MILLER, RICK**  
KWBW, Hutchinson, Kans.
- MILLER, ROSS**  
Juke Box Jingles  
WTRC, Hartford, Conn.
- MILLER, TED**  
WBEC, Pittsfield, Mass.
- MILNER, ART**  
Record Shop  
WHIM, Providence, R. I.
- MILSOP, JOSEPH**  
Joe's Show  
WCPA, Clearfield, Pa.
- MILTON, BOB**  
Bob Milton Show  
KGLO, Mason City, Iowa
- MIMS, BILL**  
The Yawn Patrol  
WATL, Atlanta, Ga.
- MIMS, SLIM**  
Uncle Ugly  
WJMX, Florence, S. C.
- MITCHEL, BILL**  
Mitchell's Musical Morning  
WRBL, Columbus, Ga.
- MOFFATT, RALPH**  
Nite Notes  
WDG-Y, Minneapolis, Minn.
- MODELAND, VERN**  
KWBG, Boone, Iowa
- MOHER, BILL**  
Friendly Time  
WDAY, Fargo, N. Dak.
- MOLNARO, LARRY**  
Polka Party  
WNAJ, Norristown, Pa.
- MONACO, DEL**  
WUSJ, Lockport, N. Y.
- MONROE, JOHN**  
Ayem Mayhem — Camptown  
Radio  
KENT, Shreveport, La.
- MONSON, PAUL**  
Melody Express  
WMAJ, Springfield, Mass.
- MONTGOMERY, JOHN**  
WICC, Bridgeport, Conn.
- MONTGOMERY, PAUL**  
Morning Musicale  
WNAO, Raleigh, N. C.
- MOON, DICK**  
KWBW, Wichita, Kans.
- MOONEY, FRANK**  
WHUM, Reading, Pa.
- MOONEY, JESS**  
Morning Varieties  
WDAR, Savannah, Ga.
- MOORE, JERRY**  
Rise and Shine  
WKOK, Sunbury, Pa.
- MOORE, RICHARD**  
KGFF, Shawnee, Okla.
- MORAGA, PEDRO**  
Melodias Mananeres  
KFN, Phoenix, Ariz.



## Disc Jockeys—Radio-Television

- MORE, UNCLE TOM**  
Uncle Tom's Jamboree  
WNOX, Knoxville, Tenn.
- MORLAND, HARRY A.**  
Cuz Coffee Club  
KCRV, Caruthersville, Mo.
- MORELL, HAL**  
Wake Up & Live  
KOCS, Ontario, Calif.
- MORGAN, BOB**  
Music Shop  
Best On Wax  
WMBO, Auburn, N. Y.
- MORGAN, HAL**  
Musical Inn, Morgan's Manor  
WGAR, Cleveland, Ohio
- MORGAN, STAN**  
Rise 'n Shine  
WARA, Attleboro, Mass.
- MORISSEY, TOM**  
Dance Time  
WNAG, Grenada, Miss.
- MR. MORNING**  
Mr. Morning  
WCOL, Columbus, Ohio
- MORRIS, BILL**  
Studio Party  
WLAQ, Rome, Ga.
- MORRIS, CHUCK**  
KMO, Tacoma, Wash.
- MORRIS, JAMES**  
Ranchers Hour  
KLMX, Clayton, New Mexico
- MORRIS, LEROY**  
RFO—1230  
WEAR, Pensacola, Fla.
- MORRIS, ROY**  
Yrs. Til Midnite  
WAGC, Chattanooga, Tenn.
- MORRISSEY, WILLIAM S.**  
WCCM, Lawrence, Mass.
- MORROW, JACK**  
WIBC, Indianapolis, Ind.
- MORSE, CHUCK**  
EGEZ, KallsPELL, Mont.
- MORTIMER, AL**  
Of The Record  
WRAK, Williamsport, Pa.
- MOSES, BOB**  
Night Watch  
KFYR, Bismarck, N. D.
- MOTT, BOB**  
Music for You  
KFXM, San Bernardino, Calif.
- MOUNTEER, JOHN**  
850 Club  
WXXW, Albany, N. Y.
- MOWERS, ROBERT**  
Spinner's Sanctum  
WGAN, Portland, Maine
- MOYLE, WIL**  
Musical Clock  
WWPA, Williamsport, Pa.
- MUCCI, JOHN**  
Moonlight Serenade  
WKOP, Binghamton, N. Y.
- MUELLER, RALPH**  
Time & Tunes  
WHBO, Tampa, Fla.
- MULLALLY, DON**  
Caledonia Capers  
WTWN, St. Johnsbury, Vt.
- MULLINAX, WALLY**  
Ebony Swing Club  
WESC, Greenville, S. C.
- MULLINS, MOON**  
Moon's Music  
WJMO, Cleveland, Ohio
- MUNDEN, GROVER**  
740 Club  
WMBL, Morehear City, N. C.
- MUNRO, RED**  
Fun Dial  
WTMA, Charleston, S. C.
- MUNROE, GEORGE**  
Musical Eye Opener  
KFDM, Beaumont, Texas
- MUNT, PAUL**  
KBON, Omaha, Nebr.
- MURDOCK, JIM**  
The Lazy Hour  
KCKY, Coolidge, Ariz.
- MURPHEY, DAN**  
Mid-Day Melodies  
KTEL, Walla Walla, Wash.
- MURPHREE, JACK**  
Strictly Informal  
WOMI, Owensboro, Ky.
- MURPHY, AL**  
CFBC, St. John, N. B., Can.
- MURPHY, DAVE**  
Dave Murphy Show  
WSPB, Sarasota, Fla.
- MURPHY, ED**  
Timekeeper  
WSYR, Syracuse, N. Y.
- MURPHY, JOHN (PAT)**  
WREY, Reidsville, N. C.
- MURPHY, TOM**  
Musical Circus  
WGRV, Charleston, W. Va.
- MURRAY, HUGH**  
Bernies, Bandwagon  
KPOS, Merced, Calif.
- MURRAY, JOE NIE**  
Murray At One  
Murray-Go-Round  
WMAK, Nashville, Tenn.
- MURRAY, PAT**  
Words & Music  
CFPL, London, Ontario, Can.
- MURRAY, ROY**  
Murray-go-Round  
WATR, Waterbury, Conn.
- MURRAY, HAL**  
Ole Hired Hand  
WSKY, Asheville, N. C.
- MUSIC, BEN**  
KSO, Des Moines, Iowa
- MUXFELD, FRED**  
Twin City Turn Tables  
WJBC, Bloomington, Ill.

### — N —

- NABORS, TED**  
Top O' The Morning  
KTHT, Houston, Texas
- NAPIER, BYRON**  
Night Watch  
KCRC, Enid, Okla.
- NAUGHTON, RUSS**  
Shoppers Special  
WDRG, Hartford, Conn.
- NAUGLE, DAVE**  
KFJZ, Fort Worth, Texas
- NAYLON, LARRY**  
Requestfully Yours  
KOPO, Tucson, Ariz.
- NEAL, BILL**  
Yawn Patrol  
WCAV, Norfolk, Va.
- NEAL, BOB**  
Bob Neal's Farm  
WMP5, Memphis, Tenn.
- NEELD, HUGH**  
Club 1230  
KSEY, Seymour, Texas
- NEILAN, RAY**  
Request Matinee  
WKNB, New Britain, Conn.
- NEILL, JIMMIE**  
Spinner's Sanctum  
KVER, Albuquerque, N. Mex.
- NEIME, WALDER**  
Breakfast Club  
WMBL, Morehear City, N. C.
- NELSKOG, WALLY**  
Wally's Music Makers  
KRSC, Seattle, Wash.
- NELSON, ART**  
Sunny-Side-Up  
KLIF, Dallas, Texas
- NELSON, CHAS.**  
Requestfully Yours  
WFBG, Altoona, Pa.
- NELSON, CY**  
Half Music-Half Nelson  
WGIL, Galesburg, Ill.
- NELSON, ED**  
KTOE, Mankato, Minn.
- NELSON, JACK**  
590 Club  
WLVA, Lynchburg, Va.
- NESSBITT, BARRY**  
Breakfast with Barry  
CFPH, Toronto, Ont., Canada
- NETTLETON, DICK**  
At Your Command  
KVAN, Vancouver, Wash.
- NEWMAN, BERNIE**  
Breakfast Party  
WENE, Binghamton-Endicott, N. Y.
- NEWMAN, JAMES A.**  
Tops in Pops—Nonsense With Newman  
KFAL, Fulton, Mo.
- NEWSOM, OSCAR**  
Rise & Shine  
WFGS, Tifton, Ga.
- NEWSOME, BUCK**  
Melody Corner  
KYMA, Yuma, Ariz.
- NEWSOME, GIL**  
Bandstand Revue and First Five  
KWK, St. Louis, Mo.
- NEWTON, GAY RICHARD**  
Classical Music  
KELT, Electra, Texas
- NIAGRO, JOE**  
Anything But Swing  
WDBG, Philadelphia, Pa.
- NICHOLS, NICK**  
Rhythm Ranch  
WPLA, Plant City, Fla.
- NICHOLSON, JOHN**  
Club 120  
WTMC, Ocala, Fla.
- NIDIFFIER, RANDOLPH**  
WBEJ, Elizabethton, Tenn.
- NIERSBACH, BILL**  
Breakfast With Bill  
WKBV, Richmond, Ind.
- NILOCIA, HARRY**  
Mid-Day Serenade  
WJRW, New Orleans, La.
- NILES, DAVID**  
Music You Want  
WEVD, New York, N. Y.
- NOBLE, BOB**  
Breakfast with Bob  
WSAV, Savannah, Ga.
- NOBLES, GENE**  
Dance Hour  
WLAC, Nashville, Tenn.
- NOEL, MICHEL**  
CKAC, Montreal, Canada
- NOLAN, TIM**  
Sundial  
KXKZ, Houston, Texas
- NOLAN, TOM**  
Crossroad Store  
WGLS, Decatur, Ga.
- NORDSTROM, KEN**  
WPBC, Minneapolis, Minn.
- NORGARD, BOB**  
Polka Time  
WFRQ, Fremont, Ohio
- NORMAN, GENE**  
The Gene Norman Show  
KFWB, Hollywood, Calif.
- NORMAN, ROBERT**  
Mailbag Matinee  
WHDL, Olean, N. Y.

## Disc Jockeys—Radio-Television

**NORMAN, RUSS**  
Traffic Jamboree  
KING, Seattle, Wash.

**NORMAN, STAN**  
Hits & Encores  
KTUC, Tucson, Ariz.

**NORRIS, RANDY**  
Random Ranch  
KEYD, Minneapolis, Minn.

**NORTH, PETER**  
Rise and Shine  
CJCS, Stratford, Ont., Canada

**NORVAL, BUD**  
Breakfast Serenade  
WFOR, Hattiesburg, Miss.

**NOVEL, J. WALTER**  
Popular Tune Time  
KDJV, Sanger, Calif.

**NOVELLO, MIKE**  
Mailbox  
WLEE, Richmond, Va.

**NUGENT, JACK**  
Jack's Juke Box  
KASM, Albany, Minn.

**NUSSBAUM, MORT**  
WHAM, Rochester, N. Y.

— O —

**O'BANNON, GENE**  
680 Music Shop  
KABC, San Antonio, Tex.

**O'BRIAN, DONALD P.**  
Western Jamboree  
Ten Ten Club  
KCHL, Chillicothe, Mo.

**O'BRIEN, DAVE**  
Relay Quiz  
WDXI, Jackson, Tenn.

**O'BRIEN, JIM**  
Morning Jamboree  
WMRO, Aurora, Ill.

**O'BRIEN, TOM**  
Club 93  
WPAT, Paterson, N. J.

**O'DONNELL, BOB**  
Insomnia Inn  
WSYR, Syracuse, N. Y.

**OLINCHAS, MANNY**  
Fiesta Time  
KTKT, Tucson, Ariz.

**OLBERTS, LEO**  
Hillbilly Hits  
KALB, Alexandria, La.

**OLINGER, DICK**  
Musical Clock  
WDAD, Indiana, Pa.

**OLIVE, GRAY**  
Toast and Coffee  
WWOOD, Lynchburg, Va.

**OLIVER, JERRY**  
Open House  
KRXL, Roseburg, Ore.

**OLSON, BOB**  
WJMS, Ironwood, Mich.

**OLSON, DWIGHT**  
Hit Tunes  
WJPS, Evansville, Ind.

**OLSON, NATE**  
Music of The West  
KOOS, Coos Bay, Oregon

**O'NEILL, DICK**  
Melody & Rhythm Time  
WCVS, Springfield, Ill.

**O'NEILL, JOHNNY**  
WREV, Reidsville, N. C.

**O'REILLY, MIKE**  
Atomic Boogie  
WJXN, Jackson, Miss.

**OSBORN, OZZIE**  
WFBM, Indianapolis, Ind.

**OSTBERG, BOB**  
1580 Club  
WFGM, Fitchburg, Mass.

**OUTLAW, DICK**  
WILM, Wilmington, Del.

**OWEN, ALAN**  
Music Room  
WMID, Atlantic City, N. J.

**OWENS, LARRY**  
Just Records  
WTOB, Toledo, Ohio

**OWENS, TOM**  
1330 Club  
KFH, Wichita, Kans.

— P —

**PAGE, BOB**  
Musical Roundup  
KCTX, Childress, Texas

**PACKARD**  
Early Risers Club  
KMOD, Modesto, Calif.

**PAGE, ELLIOT**  
Saturday Date  
WSKI, Montpelier, Vt.

**PAGE, SAM**  
Page's Party  
WNBF, Binghamton, N. Y.

**PAIGE, ERIK**  
850 Club  
WCAV, Norfolk, Va.

**PAINTER, DICK**  
After Hours Stuff  
KVGB, Great Bend, Kansas

**PALLAN, ART**  
Record Hits  
WWSW, Pittsburgh, Pa.

**PALMER, DUKE**  
Remember  
KBOR, Brownsville, Texas

**PALMER, JAMES**  
Musical Showcase  
KSDM, Sikeston, Mo.

**PALO, GEORGE**  
KBUN, Bemidji, Minn.

**PAQUETTE, PIERRE**  
A Chaque Refrain, son His-  
toire  
CJBR, Rimouski, Quebec, Can.

**PARCHMAN, EARLE**  
WJLM, Lansing, Mich.

**PARKE, TOM**  
KWTC, Barstow, Calif.

**PARKER, AL**  
Anything Goes  
WJJD, Chicago, Ill.

**PARKER, DAN**  
WTUX, Wilmington, Del.

**PARKER, EDDIE**  
Morning Express  
WGN, Knoxville, Tenn.

**PARKER, ERIC**  
570 Club  
WMAM, Marinette, Wis.

**PARKER, JOHN**  
Parker's Playhouse  
WBTM, Danville, Va.

**PARKER, KEN**  
1250 Club  
WDVA, Danville, Va.

**PARKER, PAUL**  
The Double P Show  
WGN1, Wilmington, N. C.

**PARKER, ROYAL**  
Royal Record Review  
WASA, Havre De Grace, Md.

**PARKS, AL**  
Jukebox Serenade  
WKAI, Macomb, Ill.

**PARKS, DON**  
Record Party  
WLXC, La Crosse, Wis.

**PARRISH, JOHN**  
Music Man  
WVLC, Versailles & Lexing-  
ton, Ky.

**PARSONS, ALFRED**  
WNAV, Annapolis, Md.

**PARSONS, BEN**  
Dancing Party  
WREL, Columbus, Ga.

**PARTRIDGE, DICK**  
1250 Club  
WTMA, Charleston, S. C.

**PATRICK "PAT"**  
Lunch Call  
WERD, Atlanta, Ga.

**PATTEN, BOB**  
WABI, Bangor, Maine

**PATTERSON, CREAM**  
Connecticut Ballroom  
WONS, Hartford, Conn.

**PATTERSON, JIM**  
By Jimmy  
WBT, Charlotte, N. C.

**PATTISON, JIM**  
1450 Club  
WDAD, Indiana, Pa.

**PAUL, SYD**  
Coffee Pot  
WHOL, Allentown, Pa.

**PAYNE, BRUCE**  
WBGO, Birmingham-Bessemer,  
Ala.

**PEARL, SUMNER**  
Summer Time  
WDEM, Providence, R. I.

**PEARS, TOM**  
Crossroads Jamboree  
KVOL, Lafayette, La.

**PEARSON, AL**  
Melody Ranch  
KSRO, Santa Rosa, Calif.

**PEARSON, JOHNNY**  
The Johnny Pearson Show  
KOWH, Omaha, Nebr.

**PEARSON, ROSEMARY**  
Kiddie Request Time  
WJPB, Fairmont, W. Va.

**PECK, GALE**  
Platter Party  
KTIP, Porterville, Calif.

**PEER, LEE**  
Western Request  
KELK, Elko, Nevada

**PEISS, ED**  
Ballroom  
KOOK, Billings, Mont.

**PENDERGRAST, WILLIAM**  
Requestfully Yours  
WNEB, New Bedford, Mass.

**PENNEY, ED**  
Penney Serenade  
WTAO, Cambridge, Mass.

**PERAZZO, DON**  
KBON, Omaha, Nebr.

**PERKINS, GENE**  
Blue Jean Jamboree  
KIDO, Boise, Idaho

**PERKINS, RAY**  
The Ray Perkins Show  
KFEL, Denver, Colo.

**PERRIN, KEYES**  
WROW Ballroom  
WROW, Albany, N. Y.

**PERRY, BILL**  
Man Who Came To Breakfast  
WPJB, Providence, R. I.

**PERRY, BOB**  
Bob Perry's Melody Merry-Go-  
Round  
WLAW, Boston-Lawrence,  
Mass.

**PERRY, CHARLES**  
Music Around The Clock  
WWSR, St. Albans, Vermont

**PERRY, DICK**  
WBOB, Galax, Va.

**PETERS, BOBBY**  
Bobby Peters Show  
WBAP, Fort Worth, Texas

## Disc Jockeys—Radio-Television

- PETERS, JOHN**  
Dawnbusters  
WFDX, Clarksburg, W. Va.
- PETERSON, ARNOLD**  
Musical Revueille  
WATW, Ashland, Wis.
- PETERSON, DALECE**  
Studio Party  
KASH, Eugene, Oregon
- PETERSON, ROLFE**  
Peerson's Party  
KOVO, Provo, Utah
- PETERSON, WALTER**  
Wake Up With Walt  
KELP, El Paso, Texas
- PETRICH, LEE**  
Cowboy Jamboree  
KONO, San Antonio, Texas
- PETTACK, KEITH**  
Mississippi Valley Concert  
KXGI, Fort Madison, Iowa
- PETAY, FRAN**  
Music Hall  
WJR, Detroit, Mich.
- PETERSEN, LEON**  
The Big Eight  
WISC, Madison, Wis.
- PFEIFFER, KEITH**  
Western Caravan  
KFJB, Marshalltown, Iowa
- PHILIPPER, BILL**  
Musical Nightkap  
WKAP, Allentown, Pa.
- PHILLIPPE, GENE**  
WKID, AM & FM, Urbana, Ill.
- PHILLIPS, CHARLES**  
Juke Box Revue  
WBBB, Burlington, N. C.
- PHILLIPS, CHUCK**  
Sunrise Serenade  
WMAW, Milwaukee, Wis.
- PHILLIPS, DEWEY**  
WBHQ, Memphis, Tenn.
- PHILLIPS, ED**  
WRFU, Gainesville, Fla.
- PHILLIPS, K.**  
CKLB, Oshawa, Ont., Canada
- PHILLIPS, MERVIN**  
Club 940  
CJGX, Yorkton, Sask., Canada
- PHILLIPS, PHIL**  
1260 Bandstand  
WNXT, Portsmouth, Ohio
- PHILLIPS, ROS**  
Klub Kare  
KARE, Atchinson, Kans.; St. Joseph, Mo.
- PHILLIPS, STEVE**  
TNT Show  
WKIO, Springfield, Mass.
- PHILLIPS, WALTER**  
WCPO, Cincinnati, Ohio
- PICCOLO, DON**  
Don Piccolo Show  
WKBL, St. Marys, Pa.
- PICKEL, CHARLIE**  
Music Mill  
WBIR, Knoxville, Tenn.
- PICKREM, CONRAD**  
Rhythm Rambles  
WFEB, Sylacauga, Ala.
- PICUS, LARRY**  
A Train  
WCOP, Savannah, Ga.
- PIERCE, BARRETT**  
Barrett Pierce Show  
KWBW, Corpus Christi, Texas
- PIERCE, BILL**  
Record Shop  
WORC, Worcester, Mass.
- PIERCE, JOE**  
Tops In Pops  
WFAA, Dallas, Texas
- PIERCE, JOHN**  
Soft Lights & Sweet Music  
CJBL, Kenora, Ont., Canada
- PIFER, DON**  
All  
KDAC, Fort Bragg, Calif.
- PIGFOOT, PETE**  
Pigfoot Pete's Jamboree  
WOKO, Albany, N. Y.
- PIKE, BILL**  
Pike's Corner  
CHUB, Nanaimo, B. C., Can.
- PILGRIM, FRANK**  
Tornado Special  
WLAU, Laurel, Miss.
- PINKLY, CARSON**  
Sundial Club  
KAVL, Lancaster, Calif.
- PLATIS, GEO.**  
A Radio Program  
KENO, Las Vegas, Nevada
- PLATT, DAVID M.**  
Music For A Sunday Evening  
In Record Time  
WKLV, Blackstone, Va.
- PLATTEN, JACK**  
The Jack Platten Show  
WFEC, Miami, Fla.
- PLUMBER, GAYLORD**  
Musical Matinee  
KOFO, Ottawa, Kans.
- POLAND, SAM**  
Musical Matinee  
WCHS, Charleston, W. Va.
- POLMAN, NORM**  
Polman Train of Music  
WMMW, Meriden, Conn.
- POOLE, BOB**  
Poole's Paradise  
MBS
- POOLE, ROBERT D.**  
Poole's Party Line  
WMBC, Greenville, S. C.
- POPE, BILL**  
You Name It We Play It  
WABY, Albany, N. Y.
- PORTER, DON**  
Don Porter Show  
KGO, San Francisco, Calif.
- POSKA, AL**  
Midnight Flyer  
KFI, Los Angeles, Calif.
- POTET, SANDY**  
Ricky's Request  
KFJI, Klamath Falls, Oregon
- POTTER, DICK**  
Dick's Doghouse  
WMPS, Memphis, Tenn.
- POTTER, PETER**  
Platter Parade  
KFWB, Hollywood, Calif.
- POWELL, LARRY**  
WIMS, Michigan City, Ind.
- POWELL, KENNETH C.**  
WELM, Elmira, N. Y.
- POWERS, JOSEPH**  
WNAV, Annapolis, Md.
- POWERS, TED**  
Power House  
WDEV, Waterbury, Vt.
- POWERS, VERN**  
WDBL, Springfield, Tenn.
- PRATHER, BOB**  
Hayloft Jamboree  
WIRJ, Humboldt, Tenn.
- PRATT, JAY**  
Jay Juke Box  
KLKC, Parsons, Kans.
- PRENEVOST, WILLIAM**  
1400 Club—Melody Showcase  
WATW, Ashland, Wis.
- PRENTICE, JOSEPH**  
WAE, Allentown, Pa.
- PREST, BOB**  
Melody Tune 3-4 P.M.  
WWHG, Hornell, N. Y.
- PRESTON, ART**  
1400 Club  
WIDE, Biddeford, Maine
- PRESTON, WALTER**  
Show Shop  
WOR, New York, N. Y.
- PREVATT, DENNIS**  
Swing Shift  
WJHP, Jacksonville, Fla.
- PRICE, PAUL**  
Priceless Hour  
WANE, Ft. Wayne, Ind.
- PRICE, WILEY**  
Rhythm & Blues (Colored)  
KSTL, St. Louis, Mo.
- PRIMI, BUDDY**  
WPCB, Rocky Mount, N. C.
- PRICE, DAVE**  
Clock Watcher  
WRBW, Buffalo, N. Y.
- PROCTOR, HARLAN**  
Hold Everything  
WCAO, Baltimore, Md.
- PROVOST, JEAN-MARIE**  
Parade Chansonette  
CKBL, Matane, Que., Canada
- PRYOR, BILL**  
Pryor's Party  
WNBP, Binghamton, N. Y.
- PRYOR, CACTUS**  
Midway of Music  
KTEC, Austin, Texas
- PUCKETT, TRUMAN**  
Southern Jubilee  
WJLD, Bessemer, Ala.
- PUGIA, JOSEPH**  
Battle Of The Bands  
WLIO, East Liverpool, Ohio
- PULSIFER, WILLIAM**  
CFAB, Windsor, N. S., Can.
- PULSIFER, WILLIAM**  
KREN, Kentville, N. S., Can
- PURELL, JOSE A. COSTAS**  
Musical Cocktail  
WPRP, Ponce, Puerto Rico
- PURNELL, CHARLES**  
WILM, Wilmington, Del.
- PUTMAN, DON**  
Put & Jiggs  
WBZ, Ponca City, Okla.
- PYLE, JACK**  
Musical Clock  
KYW, Philadelphia, Pa.



- QUAKENBUSH, JACK**  
Record Session  
WLRP, New Albany, Ind.



- RADER, DON**  
WHTN, Huntington, W. Va.
- RADKE, JACK**  
WSDR, Sterling, Ill.
- RAHDERS, PAUL**  
Merry Go Round  
KANA, Anaconda, Mont.
- RAHERE, EARL**  
Juke Box  
WLAK, Lakeland, Fla.
- RAIFORD, BOB**  
A Call For Music  
WMSC, Columbia, S. C.
- RAINES, LEB**  
WHIN, Gallatin, Tenn.
- RAINEY, BRUCE**  
KSYL, Alexandria, La.
- RALPH, DON**  
Coffee Club  
KSTN, Stockton, Calif.
- RAMPY, C. W.**  
1600 Club  
KMAE, McKinney, Texas
- RAMSEY, RAY**  
Breakfast With The KREW  
KREW, Sunnyside, Wash.



## Disc Jockeys—Radio-Television

- RAMSAY, RAY**  
Spin A Platter  
WHIR, Danville, Ky.
- RANDALL, DALE R.**  
KWVL, Waterloo, Iowa
- RANDLE, BILL**  
Bill Randle Show  
WERE, Cleveland, Ohio
- RANDOLPH, DAVID**  
Music For The Connoisseur  
WNYC, New York, N. Y.
- RANDOLPH, VINCE**  
Coffee Club  
WGOV, Valdosta, Ga.
- RAST, MIKE**  
Dancetime  
Dr. Jive  
WCOB, Columbia, S. C.
- RAYEN, GEORGE**  
KWRO, Coquille, Oregon
- RAWLINSON, "CHUCK"**  
Matinee Music Hall  
WNOW, York, Pa.
- RAY, BENTON**  
Requests For You  
KXOX, Sweetwater, Texas
- RAY, BOB**  
Bob Ray Show  
WIRK, W. Palm Beach, Fla.
- RAY, CURT**  
KMOX, St. Louis, Mo.
- RAYBURN, GENE**  
(Rayburn & Finch)  
Anything Goes  
WNEW, New York, N. Y.
- RAYCEE, DEL**  
Best On Wax  
WWSC, Glens Falls, N. Y.
- RAYMOND, C. STARR**  
KWVL, Waterloo, Iowa
- RAYMOND, JOE**  
WIAM, Williamston, N. C.
- RAYNER, RAY**  
Rayner Shine  
WOOD, Grand Rapids, Mich.
- RAYNES, L. CURTIS**  
Music Box  
KWIN, Ashland, Oregon
- RAZEY, DON**  
The Best On Wax  
WTBO, Cumberland, Md.
- REAGAN, GAIL**  
KCMC, Texarkana, Texas-Ark.
- REBER, DON**  
Don Reber Calling  
KVNU, Logan, Utah
- REDABAUGH, HAROLD**  
1240 Club  
KRDO, Colorado Springs, Colo.
- REED, KERMIT**  
WDUN, Gainesville, Ga.
- REED, LYNN**  
Lynn's Inn  
KFOR, Lincoln, Nebr.
- REESE, CARL**  
WCUE, Akron, Ohio
- REEVES, DAVID**  
Swing Shift  
WNEK, Macon, Ga.
- REEVES, JACK**  
Western Music Hall  
KSTV, Stephenville, Texas
- REEVES, JIM**  
Judge Rhythm's Court  
WPWA, Chester, Pa.
- REGAN, BOB**  
The Bob Regan Show  
KCBQ, San Diego, Calif.
- REGAN, JIM**  
Jim's Juke Box  
CKCL, Truro, Nova Scotia,  
Canada
- REGAN, JOHN**  
WJPD, Ishpeming, Mich.
- REGAN, MATT**  
Morning Melodies  
WETA, Batavia, N. Y.
- REICHLING, DON**  
Midnight Music Maker  
KWAL, Wallace, Idaho
- REID, BILL**  
Bill Reid Show  
WEOL, Elyria-Lorain, Ohio
- REID, CLARK**  
Request Review  
WAKR, Akron, Ohio
- REID, FRANK**  
Turntable Terrace  
WTAN, Clearwater, Fla.
- REID, RICHARD**  
Spinner Sanctum  
WENA, Charleston, W. Va.
- REID, WALLY**  
KXLQ, Bozeman, Montana
- REIDY, PAUL**  
Musical Clock  
WFIG, Sumter, S. C.
- REIGHARD, RICK**  
Matinee Melodies  
WHKK, Akron, Ohio
- REILLY, ED**  
Melody Circus  
WBRY, Waterbury, Conn.
- REISING, KEITH**  
1570 Club  
WLRP, New Albany, Ind.
- REMINGTON, JACK**  
Jack Remington Show  
WBRC, Cincinnati, Ohio
- RENAUD, CHARLES**  
Wake Up Everyone  
CKFI, Fort Frances, Ontario,  
Canada
- RENCH, KENNY**  
WPTW, Piqua, Ohio
- RENO, WALT**  
WIMA, Lima, Ohio
- RENZ, BYRON**  
WJPD, Ishpeming, Mich.
- RESETAR, JOE**  
Polka Party  
WGPA, Bethlehem, Pa.
- REXREAD, ROBERT**  
Request Review  
WJER, Dover, Ohio
- REYNOLDS, CLIF**  
Record Shop  
WGUU, Bangor, Maine
- REYNOLDS, FRED**  
WGN, Chicago, Ill.
- REYNOLDS, JOE**  
Western Jamboree  
KPDN, Pampa, Texas
- REYNOLDS, RUSSELL**  
Sundial  
WCUM, Cumberland, Md.
- REYNOLDS, STEVE**  
Steve Reynolds Show  
WSAL, Logansport, Ind.
- RHOADS, JERRY**  
Records At Random  
KSLI, Silver City, New Mexico
- RHODES, BOB**  
Solid Senders  
WHOO, Orlando, Fla.
- RHODES, DUSTY**  
Saturday Night Jamboree  
KWIE, Kennewick, Wash.
- RHODES, DUSTY**  
WSGW, Saginaw, Mich.
- RHODES, ROY**  
Cajun Clambake  
KWSL, Lake Charles, La.
- RICE, RICHARD**  
Wake Up  
WTOO, Toledo, Ohio
- RICHARDS, ERNIE**  
Hillbilly Hotel  
WMMT, McMinnville, Tenn.
- RICHARDS, MALCOLM**  
Malcolm Richards Show  
WSAI, Cincinnati, Ohio
- RICHARDS, PERK**  
Yawn Patrol  
WNAB, Bridgeport, Conn.
- RICHARDS, TOMMY**  
Sunrise Jamboree  
Alarm Clock Club  
KRED, Duncan, Okla.
- RICHARDSON, J. P.**  
Club 990  
KTRM, Beaumont, Texas
- RICHARDSON, JIM**  
Yawn Patrol  
KHIT, Lampasas, Texas
- RICHARDSON, JIM**  
Alarm Clock Club  
WYMC, Mt. Carmel, Ill.
- RICHARDSON, PORTER**  
Western Roundup  
KYMC, Colorado City, Texas
- RICHARDSON, TED**  
WMOH, Hamilton, Ohio
- RICHBOURG, JOHN**  
Record Parade  
WLAC, Nashville, Tenn.
- RICHMOND, ROBERT**  
Bob Richmond Show  
WREN, Topeka, Kansas
- RICHMUND, HYLE**  
WUSJ, Lockport, N. Y.
- RICKENBACKER, ACE**  
On The Record  
WSPA, Spartansburg, S. C.
- RIDDLE, WILLIAM**  
3 R's  
WBBQ, Augusta, Ga.
- RILEY, CHAD**  
Platter Party  
WJFB, Fairmont, W. Va.
- RILEY, JAY**  
Coffee Time  
WMOK, Metropolis, Ill.
- RINGLER, EVELYN**  
Date With Diane  
WHIS, Bluefield, W. Va.
- RIPLEY, RONALD**  
Night Watch  
KBWD, Brownwood, Texas
- RITCHEY, BUCK**  
Harmony Hoedown  
Sagebrush Serenade  
Chuckwagon Jamboree  
KVI, Seattle, Wash.
- ROACH, JACK**  
Havloft Jamboree  
WMUS, Muskegon, Mich.
- ROBBINS, BOBBIE**  
Tyndall Turntables  
WPCF, Panama City, Fla.
- ROBERTS, CAM**  
Man About Midnight  
CHNO, Sudbury, Ont., Canada
- ROBERTS, DON**  
Robbies Bop Shop & Musical  
Scrapbook  
WCMJ, Ashland, Ky.
- ROBERTS, DON**  
Music Shop  
WKNE, Keene, N. H.
- ROBERTS, EARL**  
Hept Time  
KOSE, Osceola, Ark.
- ROBERTS, JAY**  
WIAM, Williamston, N. C.
- ROBERTS, SAM**  
WBHU, Anderson, Indiana
- ROBERTSON, FELIX**  
Music wth Felix  
WMGY, Montgomery, Alabama
- ROBERTSON, TRAFTON**  
Sunrise Serenade  
WTAR, Norfolk, Va.



## Disc Jockeys—Radio-Television

— S —

- ROBINSON, CARL**  
Rhythm Rampage  
WGST, Bethesda, Md.
- ROBINSON, DAVE**  
Early Bird Show  
WASA, Havre De Grace, Md.
- ROBINSON, MEL**  
Record Club  
CHEX, Peterborough, Ont.,  
Canada
- ROBINSON, PARKS**  
Milkman's Matinee  
WRLD, West Point, Ga.
- ROBISON, RON**  
Chief Announcer  
CJOC, Lethbridge, Alberta,  
Canada
- ROCHE, BOYD**  
WPRC, Lincoln, Ill.
- ROCKE, LOUIS J.**  
Ris'n' With Rocke  
WCAX, Burlington, Vt.
- RODERICK, BOB**  
Rod 'n The Records  
KGCC, Sidney, Montana
- RODERICK, JACK**  
Time To Dance  
KPKA, Greeley, Colo.
- RODMAN, DAVID**  
Dave Rodman Show  
WJEM, Fitchburg, Mass.
- ROEBUCK, JOHN**  
Milkman's Matinee  
WARD, Johnstown, Pa.
- ROGERS, AL**  
Al Rogers Show  
KGNC, Amarillo, Texas
- ROGERS, CHARLIE**  
KTAR, Phoenix, Ariz.
- ROGERS, CLIFF**  
Melody Round Up  
WHKK, Akron, Ohio
- ROHN, JIM**  
It's Dawn Again  
ESJB, Jamestown, N. Dak.
- ROMAN, ROY**  
WWCO, Waterbury, Conn.
- ROMANCE, ED**  
Band Stand  
WPPA, Pottsville, Pa.
- ROMINE, ROD**  
You're The Doctor  
KWBL, Williston, N. Dak.
- ROPPLO, MIKE**  
Record Rambling  
KENT, Shreveport, La.
- ROSE, DON**  
Club FM  
WHPB, Benton Harbor, Mich.
- ROSEHILL, DAVID**  
Records and Rosehill  
WDEM, Providence, R. I.
- ROSS, AL**  
WBAL, Baltimore, Md.
- ROSS, BILL**  
Bill Ross Show  
WIOD, Miami, Fla.
- ROSS, CHARLIE**  
WMOU, Berlin, N. H.
- ROSS, DON JOHN**  
Reveille With Ross  
WJTN, Jamestown, N. Y.
- ROSS, JULES**  
Jules Ross Show  
CKNW, New Westminster,  
B. C., Canada
- ROSS, KAL**  
Kal Ross Show  
WOR, New York, N. Y.
- ROSS, WALT**  
1380 Club  
KSRV, Ontario, Oregon
- ROSTOCK, RALPH**  
Good Morning Neighbor  
WPPA, Pottsville, Pa.
- ROTH, HENRY**  
Saturday Night Party  
WGTF, Gettysburg, Pa.
- ROTHMAN, LEE**  
Jockey's Choice  
WWXL, Peoria, Ill.
- ROUND, WILLIAM**  
Best On Wax  
WNBH, New Bedford, Mass.
- ROWAND, ALF**  
Alarm Clock  
WHLL, Wheeling, W. Va.
- ROWE, RED**  
Red Rowe Rancho  
KFWB, Hollywood, Calif.
- ROWLAND, DON**  
Dance Parade  
WFNC, Fayetteville, N. C.
- ROWLEY, TOM**  
George F. Jumborec  
WENE, Binghamton-Endicott,  
N. Y.
- RUBENDALL, EV.**  
Beyond Control  
WRAK, Williamsport, Pa.
- RUDD, BILL**  
KDHL, Faribault, Minn.
- RUDD, CHUCK**  
Down Melody Lane  
CJAV, Port Alberni, B. C.,  
Canada
- RUDOLPH, HOWARD**  
Melody Market  
WTH, Baltimore, Md.
- RUFF, BILL**  
Ruff's Waxworks  
KOLO, Reno, Nevada
- RUMORE, JOE**  
Round-Up Time  
WVOK, Birmingham, Ala.
- RUPPE, ED**  
Clockwatcher  
WOSC, Fulton, N. Y.
- RUSK, RUSTY**  
Sweet & Hot  
KOCA, Kilgore, Texas
- RUSS, JOE**  
WEVE, Eveleth, Minn.
- RUSSELL, BILL**  
Russell's Records  
KSEK, Pittsburgh, Kansas
- RUSSELL, CY**  
Burnt Toast and Coffee  
WVCG, Coral Gables, Fla.
- RUSSELL, DON**  
Take The Break  
Du Mont
- RUSSELL, JIM**  
WGTM, Wilson, N. C.
- RUSSELL, VERNE**  
At Your Command
- RUSSELL, WEBB**  
WHBC, Canton, Ohio
- RYAN, BILL**  
950 Coffee Club  
WORLD, Boston, Mass.
- RYAN, DAN**  
Ryan's Review  
WBBW, Youngstown, Ohio
- RYAN, JACK**  
WHUM, Reading, Pa.
- RYAN, JOE**  
WALL, Middletown, N. Y.
- RYAN, MIKE**  
The Mike Ryan Show  
WLEA, Hornell, N. Y.
- RYERSE, JAY**  
Concert Hour  
WWGS, Tifton, Ga.
- RYNO, STANLEY**  
KUKI, Ukiah, Calif.
- SAFFORD, TED**  
WHYN, Holyoke, Mass.
- SAHM, BILL**  
WHOT, South Bend, Ind.
- SALLEY, JOE**  
Record Rendezvous  
WATH, Athens, Ohio
- SALTER, BOB**  
Bob Sailer Show  
KDSH, Boise, Idaho
- SAMPSON, BILL**  
Bill Sampson Show  
KWKW, Pasadena, Calif
- SAMS, FERRY**  
WBEJ, Elizabethton, Tenn.
- SAMUELS, GERALDINE**  
(NEGRO)  
Little Liza  
WRHC, Jacksonville, Fla.
- SANDEFUR, HUGH**  
Hugh Sandefur Show  
WSON, Henderson, Ky.
- SANDERS, AL**  
Record Room  
KTMS, Santa Barbara, Calif.
- SANDERS, DALTON**  
1340 Club  
KBRS, Springdale, Ark.
- SANDERS, GEORGE**  
Dream Time  
KFVD, Los Angeles, Calif.
- SANDERS, JACK**  
930 Club  
WSLI, Jackson, Miss.
- SANDY, KEITH**  
Make Believe Ballroom  
CKEY, Toronto, Ont., Canada
- SANDERS, LEON**  
Hill Billy K'Det Club  
KDET, Center, Texas
- SANDY, SAGEBRUSH**  
Record Ranch  
KOKX, Keokuk, Iowa
- SANFORD, CHUCK**  
Yawn Patrol  
WGUY, Bangor, Maine
- SAPP, MARK**  
Top Of The Morning  
KGPH, Flagstaff, Ariz.
- SATTLER, KEITH**  
Maric of Music  
WEIM, Fitchburg, Mass.
- SAUNDERS, ALLEN**  
Alarm Clock Club  
WCHA, Chambersburg, Pa.
- SAUNDERS, BRUCE**  
Record Shop  
WSBT, South Bend, Ind.
- SAXON, JAMES**  
The Jim Session  
KRIC, Beaumont, Texas
- SCANLON, JACK**  
WICC, Bridgeport, Conn.
- SCHEYING, KARL**  
Variety Time  
WLAN, Lancaster, Pa.
- SCHLEIFER, KEN**  
Kenny's Cupboard  
WGIL, Galesburg, Ill.
- SCHMIDT, ELMAR**  
Washington Parade  
KWRE, Warrenton, Mo.
- SCHNEELY, LARRY**  
Time On My Hands  
KGPH, Flagstaff, Ariz.
- SCHNECK, W. LEROY**  
WNAE, Warren, Pa.
- SCHOLLES, CHARLIE**  
Mailbox Roundup  
WKTM, Mayfield, Ky.

## Disc Jockeys—Radio-Television

- SCHOLZ, BOB**  
No Business Like Scholz Business  
WBEL, Beloit, Wis.
- SCHOOCCRAFT, BILL**  
Smile Awhile  
WEAT, Lake Worth, Fla.
- SCHORNIC, BOB**  
KLWT, Lebanon, Mo.
- SCHRIEBER, JACK**  
Chris and Jack Show  
WRJM, Newport, R. I.
- SCHRIENER, RAY**  
WRNL, Richmond, Va.
- SCHROCK, ALLAN N.**  
Requestfully Yours  
KFJB, Marshalltown, Iowa
- SCHROEDER, ART**  
WIBA, Madison, Wis.
- SCHULZ, MARVIN**  
KAAA, Red Wing, Minn.
- SCOTT, AL B.**  
KCLW, Hamilton, Texas
- SCOTT, BILL**  
Mail Order Melodies  
KSCB, Liberal, Kans.
- SCOTT, BOB**  
The Bob Scott Show  
WIOU, Kokomo, Ind.
- SCOTT, DALE**  
Groovys Boogie  
WJHO, Opelika, Ala.
- SCOTT, GREAT**  
WHHM, Memphis, Tenn.
- SCOTT, JOE**  
Music Before Midnight  
Scott's Best  
WBRE, Wilkes-Barre, Pa.
- SCOTT, P.**  
CKY, Winnipeg, Manitoba, Canada
- SCOTT, SAMUEL**  
Musical Nitecap  
WWNR, Beckley, W. Va.
- SCOTT, TED**  
Swap Shop  
CJCS, Stratford, Ont., Canada
- SCOTT, TED**  
Popular Hour  
KULA, Honolulu, Hawaii
- SEALS, BROWNIE**  
Juke Box Review  
KSTA, Coleman, Texas
- SEAMAN, DON**  
WKNK, Muskegon, Mich.
- SEARS, BILL**  
WCAU, Philadelphia, Pa.
- SEARS, ZENAS**  
920 Special  
WGST, Atlanta, Ga.
- SEIDNER, M. L.**  
In The Mood  
KBUR, Burlington, Iowa
- SELF, JIMMY**  
Western Caravan  
KICA, Clovis, N. M.
- SELLECK, JOHNNY**  
Records, Inc.  
KLPY, Lafayette, La.
- SELLEY, ART**  
WBEJ, Elizabethton, Tenn.
- SEVERSEN, LEN**  
Rhythm At Random  
KONP, Port Angeles, Wash.
- SEYMOUR, BOB**  
Bobbie With Robin  
WKMH, Dearborn, Mich.
- SHADDOX, LEON**  
Doc. Sunshine Show  
KHQZ, Harrison, Ark.
- SHADDUCK, JIM**  
Musical Matinee  
KARE, Atchison, Kans.; St. Joseph, Mo.
- SHAE, SHIRLEY**  
The Sleepy Time Gal  
CFAC, Calgary, Alberta, Can.
- SHANLEY, GIB**  
1290 Club  
WTRF, Bellaire, Ohio
- SHANNON, BILL**  
Homemakers Harmonies  
KWKC, Abilene, Texas
- SHANNON, JIM**  
KQV, Pittsburgh, Pa.
- SHAPIRA, J.**  
CKY, Winnipeg, Manitoba, Canada
- SHARP, BILL**  
KRES, St. Joseph, Mo.
- SHARP, IRVING**  
Daily Dozen  
WDBJ, Roanoke, Va.
- SHARPE, ED**  
Rhythm Clinic, Gospel Train  
WNEX, Macon, Ga.
- SHAVER, DUSTY**  
The Dusty Shaver Show  
WBSC, Bennettsville, S. C.
- SHAW, CHARLES**  
Memories In Melody  
WOLF, Syracuse, N. Y.
- SHAW, EARL**  
Dreamtime  
WRAL, Raleigh, N. C.
- SHAW, ED**  
Shaw Business  
WFLA, Tampa, Fla.
- SHAW, JOHN**  
Dance Parade  
WGBF, Evansville, Ind.
- SHEAHAN, WALT**  
590 Club  
WROW, Albany, N. Y.
- SHEELER, MARK**  
Blues Chaser Club  
KSJO, San Jose, Calif.
- SHELDON, HERB**  
Herb Sheldon Show  
ABC
- SHELL, BRUCE**  
Rural Roundup  
WTAM, Atmore, Ala.
- SHELTON, BANNER**  
Hillbilly Time  
WGCD, Chester, S. C.
- SHELTON, JAMES**  
KTAN, Sherman, Texas
- SHEPHERD, JEAN**  
Jean Shepherd Show  
KYW, Philadelphia, Pa.
- SHEPHERD, W.**  
KBNZ, La Junta, Colo.
- SHEPPARD, AARON**  
Concert Hall  
WCMA, Corinth, Miss.
- SHEPPARD, STAN**  
Musically Yours  
Best On Wax  
WMBO, Auburn, N. Y.
- SHERMAN, BILL**  
Bill Sherman Time  
WCRB, Waltham, Mass.
- SHERMAN, BILL**  
Session With Sherman  
WPAR, Parkersburg, W. Va.
- SHERMAN, RAY**  
1450 Club  
WLEC, Sandusky, Ohio
- SHERWOOD, CLINT**  
Session  
KSNAN, San Francisco, Calif.
- SHIELDS, HERB**  
Sorghum & Sagebrush  
Turntult On The Turntable  
KLBW, La Grande, Oregon
- SHIELDS, LARRY**  
Jive from 3 to 5  
WFRP, Savannah, Ga.
- SHINE, BILL**  
Music At Nine With Shine  
KXLE, Ellensburg, Wash.
- SHORT, DOUG**  
Saturday Matinee  
CFAC, Calgary, Alberta, Can.
- SHOWERS, HAL**  
Showers Till Midnight  
WQUA, Moline, Ill.
- SHREVE, THERON**  
Elmer's Tunes  
WLAJ, Grand Rapids, Mich.
- SHRUM, CAT**  
Cal Shrum Show  
WMAJ, Springfield, Ill.
- SID, SYMPHONY**  
Symphony Sid  
ABC
- SIGMON, BARNEY**  
Hillbilly Hit Parade  
WHKY, Hickory, N. C.
- SIKNA, PAUL**  
WSMI, Litchfield, Ill.
- SILBERT, BILL**  
Bill Silbert Show  
WWJ, Detroit, Mich.
- SILLERY, GEO.**  
Musical Clock  
CKPR, Port Williams, Ont., Canada
- SILVERA, ED**  
Ed Silvera Show  
WISC, Madison, Wis.
- SIMMONS, JACK**  
Musical Train  
WCVA, Culpeper, Va.
- SIMON, ERNIE**  
Simply Simon  
WENR, Chicago, Ill.
- SIMON, SY (NEGRO)**  
Sy's Session  
KVON, Napa, Calif.
- SIMPSON, ART**  
Nite Watchman  
KWNW, Wenatchee, Wash.
- SIMPSON, JIMMY**  
J. S. Show  
WESC, Greenville, S. C.
- SIMPSON, JOHN**  
Sunrise Serenade  
WCOM, Parkersburg, W. Va.
- SIMS, MAURIE**  
WTUX, Wilmington, Del.
- SIRY, ED**  
Club P. M.  
WBS, Bristol, Conn.
- SITTER, CARL BAN**  
Caravan  
WOHL, Bradenton, Fla.
- SKAFF, NED**  
The Clockwatcher  
WCHS, Charleston, W. Va.
- SKILLERN, KEN**  
Club 1230  
KSEY, Seymour, Texas
- SKILTON, DAN**  
Spotlite Songs  
WAPO, Chattanooga, Tenn.
- SLACK, DEAN**  
Mostly Music  
WCAX, Burlington, Vt.
- SLACK, VAN**  
The Mailbag  
WMMT, McMinnville, Tenn.
- SLAGLE, JOHNNY**  
Johnny Slagle  
WXYZ, Detroit, Mich.
- SLATTERY, JACK**  
WELM, Elmira, N. Y.
- SLIGH, CHARLES**  
Requestfully Yours  
WBSC, Bennettsville, S. C.
- SMEDLEY, JOE**  
Rise and Shine  
WGLS, Decatur, Ga.
- SMITH, BEAT**  
Turntable Time  
KTTR, Rolla, Mo.

## Disc Jockeys—Radio-Television

- SMITH, BILL**  
Housewives Houseparty &  
Hillbilly Hayride  
WSFA, Montgomery, Ala.
- SMITH, BILL**  
WAMS, Open House  
WAMS, Wilmington, Del.
- SMITH, BOB**  
Hot Air  
CBR, Vancouver, B. C., Can.
- SMITH, BOB**  
WRUF, Gainesville, Fla.
- SMITH, C. V.**  
Here's To The Ladies  
WGWR, Asheboro, N. C.
- SMITH, CRAIG**  
All  
KDAC, Fort Bragg, Calif.
- SMITH, CURLY**  
Radio Rodeo  
WGAY, Silver Spring, Md.
- SMITH, DALE**  
WMRF, Lewistown, Pa.
- SMITH, DICK**  
Rise & Shine  
WORC, Worcester, Mass.
- SMITH, ED**  
Wake Up And Live  
KGKB, Tyler, Texas
- SMITH, FLETCHE**  
Alarm Clock Club  
WAIR, Winston-Salem, N. C.
- SMITH, GEO.**  
Open House  
KSM, Salem, Oregon
- SMITH, JACK**  
Musical Heaven  
KNOE, Monroe, La.
- SMITH, JACK**  
Relaxin' 'Wit' Jaxon  
KTKR, Taft, Calif.
- SMITH, LEE**  
WLOU, Louisville, Ky.
- SMITH, LOUIS J.**  
(Elmer Snodgrass)  
Wake Up With WAKE  
WAKE, Greenville, S. C.
- SMITH, MILDRED**  
WTCO, Campbellsville, Ky.
- SMITH, RALF**  
Morning Melodies  
WIKB, Iron River, Mich.
- SMITH, ROBERT E.**  
Theater of Melody  
WTIC, Hartford, Conn.
- SMITH, ROLLIN**  
WSTC, Stamford, Conn.
- SMITH, RONNY**  
WBEJ, Elizabethton, Tenn.
- SMITH, SEALY**  
All-Request Club  
KWKC, Abilene, Texas
- SMYTHE, PETE**  
Smythe's General Store  
KTLN, Denver, Colo.
- SNOWDEN, ALAN**  
County Roundup  
KVVC, Ventura, Calif.
- SNYDER, CHARLES**  
WBPZ, Lock Haven, Pa.
- SOBOL, JOHNNIE**  
Clockwatcher's Club  
WILK, Wilkes-Barre, Pa.
- SOMMER, BILL**  
Melody Unlimited  
WKST, New Castle, Pa.
- SORENSEN, STEVE**  
Melody Cruise  
KTBL, Tacoma, Wash.
- SOVICKI, JAMES**  
Indian River Ranch  
WIRA, Ft. Pierce, Fla.
- SPACE, PHIL**  
Phil Space Show  
WREB, Holyoke, Mass.
- SPANN, OWEN**  
The Morning Man  
WTOB, Winston-Salem, N. C.
- SPARKMAN, ERNEST**  
WKIC, Hazard, Ky.
- SPEAKS, BOB**  
Hillbilly Hit Parade  
WTNS, Coshocton, Ohio
- SPEICHT, DICK**  
Music  
KXGI, Fort Madison, Iowa
- SPIEGLE, STAN**  
Doodlebug Theater  
KXRO, Aberdeen, Wash.
- SPOG, EDDIE**  
Tune & Tempo 7-9:30 A.M.  
WWHG, Hornell, N. Y.
- SPOTTS, RALPH L.**  
Bar Nome Raneh  
WTRR, Sanford, Fla.
- SPRINGER, HAROLD**  
WMBH, Joplin, Mo.
- SPRY, DON**  
After Hours  
KFJB, Marshalltown, Iowa
- SPRY, GENE**  
Musical Cloak  
WKAI, Macomb, Ill.
- STABECK, THURSTON**  
Request Time  
WCFV, Clifton Forge, Va.
- STAMBUCK, WALLY**  
CJOC, Lethbridge, Alberta,  
Canada
- STAMPS, MACK**  
Man And The Mood  
WNAO, Raleigh, N. C.
- STAPLETON, JIM**  
Record Parade  
WLV, Lynchburg, Va.
- STARBUCK, BERYL**  
Ballroom  
WMT, Cedar Rapids, Iowa
- STARKE, CHARLIE**  
Charlie Starke's Music  
Shoppe  
WINS, New York, N. Y.
- STARWYCK, STEVE**  
Platter Party  
KDRH, Fayetteville, Ark.
- STATEMAN, NORMAN H.**  
Sepia Variety Hour  
WFTC, Kinston, N. C.
- STATZ, ANDY LYNN**  
KAYL, Storm Lake, Iowa
- STEBBINS, ROGER**  
WERC, Erie, Pa.
- STEELE, BOB**  
Morning Watch  
WTIC, Hartford, Conn.
- STEELE, DON**  
Koffee Konzert  
WFUR, Grand Rapids, Mich.
- STEELE, TED**  
Ted Steele Show  
WMCA, New York, N. Y.
- STELMAN, BOB**  
KOIL, Omaha, Nebr.
- STEIN, REX**  
Request Time  
WLDS, Jacksonville, Ill.
- STELL, BILL**  
Original Mailbag  
WSVS, Crewe, Va.
- STELLING, JACK**  
Music That Wins  
WJPG, Green Bay, Wis.
- STEPHENS, JIM**  
Dixie Roundup  
WIUY, Jacksonville, Fla.
- STEPHENS, MIKE**  
Accent on Records  
CKCW, Moncton, N. B., Can.
- STERLING, KIETH**  
Make Believe Ballroom  
CROY, Ottawa, Ont., Canada
- STERMER, HERMAN**  
Cowpuncher  
KCON, Conway, Ark.
- STEIN, JOHNNY**  
Midnite Meadeap  
KLER, Rochester, Minn.
- STERNICK, MIKE**  
Carnivade Of Gospel Songs  
WHIL, Newark, N. J.
- STEVENS, AL**  
Al Stevens Show  
WWIN, Baltimore, Md.
- STEVENS, ALDEN G.**  
WICH, Norwich, Conn.
- STEVENS, CHUCK**  
Yawn Patrol  
WPAW, Pawtucket, R. I.
- STEVENS, TOM**  
Bar Nothing (Western)  
KXLA, Pasadena, Calif.
- STEVENSON, STEVE**  
Jam & Jive  
KBQE, Monroe, La.
- STEVENSON, THURMOND**  
Best On Wax  
WKDK, Newberry, S. C.
- STEWART, BILL**  
CFBC, St. John, N. B., Can.
- STEWART, BILL**  
Bill Stewart Show  
KWKW, Pasadena, Calif.
- STEWART, BILL**  
Bill Stewart Show  
WHEE, Boston, Mass.
- STEWART, FRED**  
Stewart On Discs  
WGCD, Chester, S. C.
- STEWART, TOM**  
Tunetown  
KTAT, Frederick, Okla.
- STEWERT, BOB**  
Hit the Deck  
WBRY, Waterbury, Conn.
- STIFEL, LES**  
Turntable Terrace  
WMMN, Fairmont, W. Va.
- STILWILL, JACK**  
WLS, Chicago, Ill.
- STOBBE, DEAN**  
P  
WDUN, Gainesville, Ga.
- STOCKLOSS, BOB**  
Hillbilly Hits  
KURV, Edinburg, Texas
- STODELLE, JACK**  
KWRN, Reno, Nevada
- STOCKEL, RALPH**  
KROS, Clinton, Iowa
- STOGNER, EARL**  
Whirl with Earl  
WDVA, Danville, Va.
- STOKES, ERNEST**  
Saturday Jamboree  
WHSB, Fortsville, S. C.
- STOKKE, DICK**  
Breakfast Fracas  
KOMO, Seattle, Wash.
- STONE, BILL**  
WBAC, Cleveland, Tenn.
- STONE, DAVID**  
Old Correl  
KSEL, Lubbock, Texas
- STONER, JAY**  
KBUN, Bemidji, Minn.
- STORR, BILL**  
The Record Room  
WLET, Toconga, Ga.
- STORY, RALPH**  
Ralph Story Show  
KNX, Los Angeles, Calif.
- STRAND, NORM**  
The Strand Stand  
WSAV, Savannah, Ga.
- STRICKLAND, WILLIAM**  
Juke Box  
WIRA, Ft. Pierce, Fla.



## Disc Jockeys—Radio-Television

**STROH, BOB**  
Melody Manor  
WCOG, Greensboro, N. C.

**STRUCKELL, JOHN**  
Wonderful Music  
WOND, Pleasantville, N. J.

**STUART, ALLEN**  
Dynamic Cavalcade  
ABC

**SUGAR, DICK**  
Record Of The Day  
WEVD, New York, N. Y.

**SULLIVAN, DENNIS**  
Musical Clock—Musical Matinee  
Musical Bee  
WFBL, Syracuse, N. Y.

**SUMMERVILLE, P.**  
CKLB, Oshawa, Ont., Canada

**SURBER, DENNIS**  
Western Time  
KPAN, Hereford, Texas

**SURRATT, JOHN G.**  
Doughouse  
WGIV, Charlotte, N. C.

**SUTTON, BILL**  
Say It With Music  
KYOS, Merced, Calif.

**SUTTON, LEE**  
Hillbilly Jamboree  
KMA, Shenandoah, Iowa

**SUTTON, TOMMY**  
WING, Dayton, Ohio

**SWAIN, CHARLES**  
Yawn Patrol  
KGVO, Missoula, Mont.

**SWANEY, HAL**  
Matinee Melodies  
WDE, Biddeford, Maine

**SWANSON, BOB**  
Bob Swanson Show  
WISC, Madison, Wis.

**SWANSON, GREG**  
KXEO, Mexico, Mo.

**SWARTZ, BOB**  
Bob Swartz Matinee  
KHQ, Spokane, Wash.

**SWARTZ, FRANK**  
Spin-It Club  
WFRO, Fremont, Ohio

### — T —

**TABER, WILLIAM**  
Hotcakes and Coffee  
KONP, Port Angeles, Wash.

**TACY, ED**  
Ed Tacy Hour  
WGAC, Augusta, Ga.

**TALBOTT, JOHN**  
Johnny's Jamboree  
KBIZ, Ottumwa, Iowa

**TAPLIN, TAP**  
Time, News, Tunes  
WEBR, Buffalo, N. Y.

**TAPP, GORD**  
What's On Tapp  
CHML, Hamilton, Canada

**TASNADY, JOHN**  
Grandfather's Jukebox  
KERG, Eugene, Oregon

**TATE, HAL**  
B. August 4, 1912, Boswell, Pa.;  
Hal Tate's TV Disc Jockey Show;  
Who's Talking?: Hal Tate's Variety Show, WB'V-TV; The Hal Tate Show, WAIT.

**TATUM, EDDIE**  
WPAQ, Mt. Airy, N. C.

**TAYLOR, CLAUDE**  
Supper Club  
WIUY, Jacksonville, Fla.

**TAYLOR, HENRY**  
WPAQ, Mt. Airy, N. C.

**TAYLOR, JOHN**  
Records At Random  
WIKY, Evansville, Indiana

**TAYLOR, ROCKY**  
Insomniac's Parade  
WLOX, Biloxi, Miss.

**TEAMER, EDDIE**  
WHHM, Memphis, Tenn.

**TERFLER, DICK**  
Downbeat Club  
WGAC, Augusta, Ga.

**TERRY, BILL**  
Money For Music  
KRIO, McAllen, Texas

**TERRY, CHEM**  
570 Club  
WBAP, Fort Worth, Texas

**TERRY, ROBERT**  
Moonlight Serenade  
WEXL, Royal Oak, Mich.

**TESH, ROBERT**  
WRXO, Roxboro, N. C.

**THAYER, JACK**  
Swing Club  
WLOL, Minneapolis, Minn.

**THIERIAN, LARRY**  
930 Matinee Club  
WREB, Holyoke, Mass.

**THIELE, DUKE**  
Poppa Stoppa  
WJMR, New Orleans, La.

**THOMAS, BERNIE**  
Variety Time  
WJVA, South Bend, Ind.

**THOMAS, BILL**  
KDTH, Dubuque, Iowa

**THOMAS, DON**  
1600 Club  
WJKO, Springfield, Mass.

**THOMAS, GORDON**  
Musically Yours  
WWPA, Williamsport, Pa.

**THOMAS, JOHN**  
Words & Music  
WROX, Clarksdale, Miss.

**THOMAS, LLOYD**  
Radio Record Center  
KHAS, Hastings, Nebr.

**THOMAS, MAC**  
All Night Dance Party  
CKFH, Toronto, Ont., Canada

**THOMAS, MAC**  
Swingmaster  
KGST, Fresno, Calif.

**THOMAS, NEWTON**  
1330 Club  
WMBG, Richmond, Va.

**THOMAS, RICK**  
Dream Train  
WARM, Scranton, Pa.

**THOMASON, JIMMY**  
Western Jamboree  
KAFY, Bakersfield, Calif.

**THOMPSON, CHUCK**  
Chuck & Elmer & Rhythm Time  
WFOR, Hattiesburg, Miss.

**THOMPSON, GAIL**  
Round Up Time  
WFLB, Fayetteville, N. C.

**THOMPSON, GENE**  
KROC, Rochester, Minn.

**THOMPSON, JAMES**  
Citizen X  
WPPA, Pottsville, Pa.

**THOMPSON, JERRY**  
Musical Clock  
WVMI, Biloxi, Miss.

**THOMPSON, RON**  
Corn Bread Matinee  
WWSO, Springfield, Ohio

**THOMPSON, RUSS**  
Dream Time  
CJBQ, Belleville, Ont., Canada

**THORNBOAG, OLIVER**  
Natural Jones  
WAGA, Atlanta, Ga.

**THORNTON, HARRY**  
The Milkman  
WAGC, Chattanooga, Tenn.

**THURSTON, DON**  
Sunrise Sixty  
WTWN, St. Johnsbury, Vt.

**TUFTS, PETE**  
Billion \$ Ballroom  
KTUC, Tucson, Ariz.

**TUNIS, HAL**  
Hal Tunis Show  
WGMG, New York, N. Y.

**TUPPER, HOWARD**  
Time For Tub  
WGY, Schenectady, N. Y.

**TURK, A.**  
1240 Club  
WVOS, Liberty, N. Y.

**TURNER, JIM**  
Supper Club  
WSTP, Salisbury, N. C.

**TURNER, RAY**  
1450 Club  
WNBZ, Saranac Lake, N. Y.

**TURNER, TINY**  
Dixie Play Party  
WFRG, Reidsville, N. C.

**TUTEN, RON**  
Saturday Night Dancing Party  
WPDQ, Jacksonville, Fla.

**TWIGG, ROLAND**  
WTUX, Wilmington, Del.

**TYLER, NOAH**  
Noah's Ark  
WWPB, Miami, Fla.

**TYLER, WAYNE**  
Wake Up With Music  
WADE, Wadesboro, Va.

**TYSON, DAVEY**  
Wake Up With Davey  
WCAE, Pittsburgh, Pa.

### — U —

**UMBACH, BOB**  
Atomic Boogie Hour  
WJLD, Bessemer, Ala.

**"UNCLE PETE"**  
Hoedown  
WADE, Wadesboro, N. C.

**UNDERHILL, LEO**  
Breakfast Time  
WKY, Cincinnati, Ohio

**UNDSETH, JOHN**  
KCJB, Minot, N. Dak.

**UPTON, DON**  
Don Upton Show  
WLVA, Lynchburg, Va.

**URBAN, JOHN**  
Record Session  
WWNY, Watertown, N. Y.

**USHANA, DAVE**  
1020 Club  
WPEO, Peoria, Ill.

### — V —

**VACCA, JOHN**  
Memory Melody Time  
KOSA, Odessa, Texas

**VAN POPPEL, JOE**  
Marmalade Matinee  
CHELO, St. Thomas, Ont., Can.

**VAUGHAN, WALTER**  
KTAN, Sherman, Texas

**VEAL, C. SPEED**  
Easy Listinin'  
WJAY, Jacksonville, Fla.

**VEIDT, BILL**  
Variety Time  
KHAS, Hastings, Nebr.



## Disc Jockeys—Radio-Television

**VESTA AND KATE**  
Hits for the Mrs.  
WKBL, St. Marys, Pa.

**VIAL, ART**  
1510 Club  
KOCs, Ontario, Calif.

**VICKERS, AL**  
Juke Box  
WCPS, Tarboro, N. C.

**VINCENT, JOE**  
Music At Your Command, Jet  
Jive  
WHOS, AM-FM, Decatur, Ala.

**VINSON, BUD**  
Johnny Dugan Time  
WOAL, San Antonio, Texas

**VOGT, KENNETH**  
Yawn Patrol  
WFOX, Milwaukee, Wis.

### — W —

**WADDELL, KEN**  
Triple-X Ranch  
KXXX, Colby, Kansas

**WADE, JESSE**  
Sunrise Serenade  
KTTS, Springfield, Mo.

**WALKER, ALLAN**  
Tops In Pops  
WOKZ, Alton, Ill.

**WALKER, BOB**  
Top Bands  
WCLO, Janesville, Wis.

**WALKER, DONNA**  
Town Talk  
WKAY, Glasgow, Ky.

**WALKER, FLETCH**  
Rise and Shine  
WHMA, Anniston, Ala.

**WALKER, HAL**  
Around The Town  
WMAW, Milwaukee, Wis.

**WALKER, JIMMY**  
Walker Presents  
KPOA, Honolulu, Hawaii

**WALLACE, FORREST**  
Forrest Wallace Show  
KFAL, Fulton, Mo.

**WALRATH, GLENN**  
Dawn Patrol  
WARC, Rochester, N. Y.

**WALSH, BLAINE**  
Just Plain Blaine  
WJPG, Green Bay, Wisc.

**WALSH, DON**  
KFAM, St. Cloud, Minn.

**WALSH, GORDON**  
Club Matinee  
WGH, Newport News, Va.

**WALSHAK, DAVID**  
1450 Club  
KCTL, Gonzales, Texas

**WALTERS, GLENN**  
WAEB, Allentown, Pa.

**WALTERS, BILL**  
Melody Matinee  
WMAM, Marinette, Wis.

**WALTHALL, TUBBY**  
Serenade  
WJMA, Orange, Va.

**WALTON, GEORGE**  
Spinner's Sanctum  
KVOR, Colorado Springs, Colo.

**WAMBACH, PETE**  
Pete Wambach Show  
WCMB, Lemoigne, Pa.

**WANKE, HUGH**  
Morning Musical Clock  
WCAO, Baltimore, Md.

**WARD, BILL**  
The Doghouse  
CKWX, Vancouver, B. C.,  
Canada

**WARD, BILL**  
WHOW, Clinton, Ill.

**WARD, BILL**  
Rebel Ranch  
WUSN, Charleston, S. C.

**WARD, FRANK**  
Platter Parade  
WXRA, Buffalo, N. Y.

**WATSON, JACK**  
Jack's Record Shop  
WJVB, Jacksonville Beach,  
Fla.

**WAX, JERRY**  
WALL, Middletown, N. Y.

**WAYME, FRANK**  
Hi Ladies  
WVCH, Chester, Pa.

**WAYNE, CURT**  
Music Hall  
WNEW, New York, N. Y.

**WAYNE, ROSEMARY**  
Rosemary Wayne Spins  
WJJD, Chicago, Ill.

**WAYNE, STU**  
Stu Wayne Show  
WPEN, Philadelphia, Pa.

**WAYT, BILL**  
Magic in Melody  
KOCO, Salem, Oregon

**WEATHERLY, MARVIN**  
Platter Parade  
WJNC, Jacksonville, N. C.

**WEAVER, BOB**  
KERN, Bakersfield, Calif.

**WEAVER, ROBYN**  
Robyn Weaver Show  
WIRL, Peoria, Ill.

**WEAVER, WALTER**  
1280 Club  
WONW, Defiance, Ohio

**WEBB, GERALD**  
Melody Matinee  
KYAK, Yakima, Wash.

**WEBB, T. CHARLES**  
Music by Request  
KVOA, Tucson, Ariz.

**WEBSTER, DAVE**  
Heart Beat  
WJNO, W. Palm Beach, Fla.

**WEBSTER, JAMES**  
Melody Ballroom  
WCUM, Cumberland, Md

**WEBSTER, KURT**  
Midnight Dancing Party  
WBT, Charlotte, N. C.

**WEEKLY, EARL**  
The Earl  
WSVA, Harrisonburg, Va.

**WEGMAN, BILL**  
WGEM, Quincy, Ill.

**WELL, BUD**  
Matinee with Aubrey  
KENO, Las Vegas, Nevada

**WEIVODA, CLYDE**  
Telephone Request  
KASM, Albany, Minn.

**WELCH, COOPER**  
Club 1310  
KFKA, Greeley, Colo.

**WELCH, EDWARD**  
1490 Club  
KORN, Mitchell, South Dakota

**WELCH, JACK**  
KUBC, Montrose, Colo.

**WELLER, HANK**  
Sagebrush Cowboy's Show  
WKTG, Thomasville, Ga.

**WELLS, BOB**  
970 Show  
WEBR, Buffalo, N. Y.

**WELLS, HANK**  
WAX Works  
KHQZ, Harrison, Ark.

**WELSBACHER, RICHARD**  
WCLT, Newark, Ohio

**WENDELL, BUD**  
Wendell's Waxworks  
WJMO, Cleveland, Ohio

**WENDEY, DUDLEY**  
Out West Special  
KOVE, Lander, Wyo.

**WERY, BOB**  
Announcer-Engineer  
WANC, Morganton, N. C.

**WESLEY, DON**  
WGGH, Marion, Ill.

**WILLIAMS, MARC**  
Spin The Platter & Marc Time  
WTTs, Bloomington, Ind.

**WILLIAMS, MEREDITH**  
The First Five  
KVOR, Colorado Springs, Colo.

**WILLIAMS, VINCE**  
Vince Williams Show  
ABC

**WILLIAMSON, HOWARD**  
Howard's Bandstand  
KICA, Clovis, N. M.

**WILLIAMSON, JAMES S.**  
Rhythm Hour  
WTRR, Sanford, Fla.

**WYNN, PAUL**  
Wynn's Inn  
WEWO, Laurinburg, N. C.

### — Y —

**YALOWEY, NICK**  
TNT Review-Clock Watcher  
WITZ, Jasper, Ind.

**YORKE, WALLY**  
Swing Inn  
CHWK, Chilliwack, B. C.,  
Canada

**YOST, BOB**  
Breakfast with Bob  
WBRK, Pittsfield, Mass.

**YOUNG, AL**  
1230 Club  
WCMA, Corinth, Miss.

**YOUNG, FRED**  
KRAM, Las Vegas, Nevada

**YOUNG, GARY**  
Gary's Show  
WVVO, Pineville, W. Va.

**YOUNG, J. N., JR.**  
Rhythm Express  
KBST, Big Spring, Texas

**YOUNG, O. C.**  
Rise & Shine  
WHIS, Bluefield, W. Va.

**YOUNG, PAUL**  
KIOX, Bay City, Texas

**YOUNGBLOOD, JIM**  
Home Hour  
WPAD, Paducah, Ky.

**YOUNT, CHUCK**  
1490 Club  
WKBV, Richmond, Ind.

**YUNKER, JAMES**  
Coffee Time  
KVEC, San Luis Obispo, Calif.

### — Z —

**ZELICH, MARK**  
Off The Record  
WATW, Ashland, Wis.

**ZIEGLER, RICHARD**  
Record Reville  
WEDM, Fitchburg, Mass.

**ZIMMERMAN, HARRY**  
Record Rodeo  
KEYD, Minneapolis, Minn.

**ZINKAND, PHIL**  
970 Club  
WWSW, Pittsburgh, Pa.

**ZOGG, HAL**  
Parade of Mod. Amer. Music  
KUTA, Salt Lake City, Utah



## Geoff Davis

ANNOUNCER  
SPORTSCASTER  
DISK JOCKEY

SPORTS DIRECTOR  
WINS NEW YORK

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ATLANTIC REFINING COMPANY  
OVER THE HOME OF CHAMPIONS NETWORK  
OF THE NEW YORK YANKEES

# ANNOUNCERS — MC'S

## RADIO AND TELEVISION

—their work during 1951



### — A —

**ABBOTT, BOB**  
KAUS, Austin, Minn.

**ABBOTT, BUD**  
WEAS-TV, Louisville, Ky.

**ABBOTT, WARREN**  
KWSH, Holdenville, Okla.

**ACKERMAN, EARL**  
KDIX, Dickinson, No. Dak.

**ADAMS, CEDRIC**  
What's New?  
Your Home Town  
WCCO, Minneapolis, Minn.

**ADAMS, MILTON**  
WBTM, Danville, Va.

**ADAMS, RAY**  
WKNX, Saginaw, Mich.

**ADEMY, JOHN**  
WCAO, Baltimore, Md.

**ADKINS, JACK**  
KPDS, Portland, Oregon

**AHLES, BILL**  
WGFT, Gettysburg, Pa.

**AIKEN, JIM**  
WEOL, Elyria-Lorain, Ohio

**ALARIE, RICHARD**  
WPAW, Pawtucket, R. I.

**ALDI, ALDO**  
WOV, New York, N. Y.

**ALEXANDER, AL**  
KHMO, Hannibal, Mo.

**ALEXANDER, JACK**  
WDSU-TV, New Orleans

**ALLBRIGHT, NAT**  
WEAM, Arlington, Va.

**ALLEN, BOB**  
WJAY, Mullins, S. C.

**ALLEN, DAVE**  
WJED, Hagerstown, Md.

**ALLEN, GEORGE**  
WBVP, Beaver Falls, Pa.

**ALLEN, MEL**  
(See Sports Commentators)

**ALLEN, PETE**  
WCKY, Cincinnati, Ohio

**ALLERTON, LEE**  
WLBC, Muncie, Ind.

**ALLINGHAM, JOHN**  
CKNB, Campbellton, N. B.,  
Canada

**ALLISON, JOE**  
WSM-TV, Nashville, Tenn.

**ALSPAUGH, WILLIAM**  
WRAL, Raleigh, N. C.

**ALTON, GENE**  
CJLS, Yarmouth, N. S., Can.

**ALVAREZ, JOSE MANUEL**  
WIPR, San Juan, P. R.

**ALVES, JOHNNY**  
KTRM, Beaumont, Texas

**ANDERSON, ALEX**  
WSKI, Montpelier, Vt.

**ANDERSON, BILL**  
CFBC, St. John, N. B., Can.

**ANDERSON, DON**  
WDAF, Kansas City, Mo.

**ANDERSON, EMIL**  
WKGX, Knoxville, Tenn.

**ANDERSON, JACK**  
WMRO, Aurora, Ill.

**ANDERSON, JOE**  
WQUA., Moline, Ala.

**ANDERSON, JOHN**  
WBAT, Marion, Ind.

**ANDERSON, WARREN**  
KTXC, Big Spring, Texas

**ANDREWS, DAVID**  
KFRM, Kansas City, Mo.

**ANDREWS, DAVID**  
KNBC, Kansas City, Mo.

**ANNAND, FRANK**  
WCHS, Charleston, W. Va.

**ANSBRO, GEORGE**  
Manhattan Maharajah, ABC  
John Daly TV News, WJZ-TV

**ANTOINE, TEX**  
Children's Theatre  
Weather By Wethbee  
NBC-TV

**APP, JIM**  
WVOD, Lynchburg, Va.

**APPLE, IRA**  
WACB, Kittanning, Pa.

**ARENBURG, FRED**  
CKBW, Bridgewater, Nova  
Scotia, Canada

**ARENS, WALLY**  
CFCN, Calgary, Alberta, Can.

**ARMSTRONG, TOM**  
WGAR, Cleveland, Ohio

**ARNOTT, P.**  
KNUJ, New Ulm, Minn.

**ARO, BOBBY**  
WHLB, Virginia, Minn.

**ARTER, MALCUM**  
WKOK, Sunbury, Pa.

**ARTHUR, DOUG**  
WIBG, Philadelphia, Pa.

**ASHBURN, RON**  
WNOX, Knoxville, Tenn.

**ASHLEY, M.**  
WLBG, Laurens, S. C.

**ATKINSON, GORD**  
CHUM, Toronto, Ont., Can.

**ATWATER, F. KENT**  
WJRI, Lenoir, N. C.

**AUSTIN, BOB**  
KSDO, San Diego, Calif.

**AUSTIN, BOB**  
WCTT, Corbin, Ky.

**AUSTIN, DON**  
WHOW, Clinton, Ill.

**AUSTIN, FLETCHER**  
Tap The Barrel  
WBTY, Charlotte, N. C.

**AYCOCK, JIM**  
WJMB, Brookhaven, Miss.

**AYCOCK, ROBERT**  
WDXI, Jackson, Tenn.

### — B —

**BADGLEY, BILL**  
CKTE, St. Catharines, Ont.,  
Canada

**BAGWELL, KEN**  
Saturday Swings  
KXYZ, Houston, Texas

**BAILEY, GENE**  
KGBC, Galveston, Texas

**BAILEY, HOWARD**  
CFCN, Calgary, Alberta, Can.

**BAILEY, JACK**  
Queen For A Day  
MBS

**BAINTER, JACK**  
WIBA, Madison, Wis.

**BAINTER, WILLIAM**  
KIT, Yakima, Wash.

**BAKER, ART**  
You Asked For It, ABC; Dinah  
Shore Show, NBC

**BAKER, CLIFFORD**  
WCPO, Cincinnati, Ohio

**BAKER, DAVE**  
WELM, Elmira, N. Y.

**BAKER, DAVE**  
WUST, Bethesda, Md.

**BAKER, DEAN**  
ECRS, Midland, Texas

**BAKER, JAMES**  
KBWD, Brownwood, Texas

**BALDRIDGE, ALAN**  
WCSI, Columbus, Ind.

**BALE, NORMAN**  
KALT, Atlanta, Texas

**BALINT, STEVE**  
WXRA, Buffalo, N. Y.

**BALLESTEROS, CATIN**  
WIPR, San Juan, P. R.

**BALTZER, LARRY**  
KHUZ, Berger, Texas

**BANKS, BILL**  
KSPT, Sandpoint, Idaho

**BANKS, DAVE**  
WENK, Union City, Tenn.

**BANN, BOB**  
KWSO, Wasco, Calif.

**BARBER, PETER**  
CJOB, Vancouver, B. C.

**BARKLEY, JIM**  
KSUM, Fairmont, Minn.

**BARNES, DICK**  
KNEM, Nevada, Mo.

**BARNES, TEDDY**  
WKR, Fayetteville, Tenn.

**BARNES, WILLIAM**  
CBT, Grand Falls, Nfld., Can.

**BARNETT, DON**  
KENI, Anchorage, Alaska

**BARNETT, RUSSELL**  
WKMH, Dearborn, Mich.

**BAROODY, FRANK**  
WEFA, Manchester, N. H.

**BARR, DWIGHT**  
WLBC, Muncie, Ind.

**BARRETT, RAY**  
Bringing Up Mother  
NBC-TV

**BARRICK, JOHN**  
WKAY, Glasgow, Ky.

**BARRY, JACK**  
Life Begins At Eighty  
WJZ-TV  
Juvenile Jury  
NBC-TV

**BARRY, JOHN**  
WTTM, Trenton, N. J.

**BARRY, NICK**  
WGMW, Canton, Ohio





ED HERLIHY



**Announcers—M-C's**

**BARRY, NORMAN**  
WMAQ, Chicago, Ill.  
**BARTELL, ED**  
KQV, Pittsburgh, Pa.  
**BARTON, FRANK**  
KNBH, Hollywood, Calif.  
**BARTON, HAL**  
WTAD, Quincy, Ill.  
**BARTON, JOHN**  
CKRD, Red Deer, Alberta,  
Canada  
**BARTON, JOHN**  
WHOW, Clinton, Ill.  
**BASELEON, GEORGE**  
WEEK, Peoria, Ill.  
**BASSETT, JOHN**  
WNEB, Worcester, Mass.  
**BASSMAN, DON**  
KCRS, Midland, Texas  
**BATEMAN, DOUGLAS**  
WLIO, East Liverpool, Ohio  
**BATEMAN, JUNE**  
WLIO, East Liverpool, Ohio  
**BATSON, GAY**  
WDSU-TV, New Orleans, La.  
**BAUERNEFIND, LOUIS**  
KCLX, Colfax, Wash.  
**BAUM, HARRY**  
WSSB, Durham, N. C.  
**BAXTER, CHARLES**  
WTO, Toledo, Ohio  
**BAY, W. RICHARD**  
KMTV, Omaha, Nebr.  
**BEAL, KING**  
KXEL, Waterloo, Iowa  
**BEARDSLEY, BASIL**  
WJER, Dover, Ohio  
**BEASLEY, IRENE**  
Grand Slam  
CBS

**BEAULIEU, ROBERT**  
CJEM, Edmundston, N. B.,  
Canada  
**BEAUMONT, PERRY**  
WLOK, Lima, Ohio

**BECK, JACKSON**  
(See Artists Section)

**BECKMAN, FREDERIC**  
WLW-C, Columbus, Ohio  
**BEDFORD, PAUL**  
WFMJ, Youngstown, Ohio  
**BEFEE, JOHN**  
WKAN, Kankakee, Ill.  
**BEECHAM, WALLACE**  
WKSJ, Pulaski, Tenn.  
**BEECHER, DON**  
WJPS, Evansville, Ind.  
**BEGUE, JOHN**  
Holiday For Two  
WTAX, Springfield, Ill.  
**BEINERT, TED**  
WIBV, Belleville, Ill.  
**BEKAS, TONY**  
WHGB, Harrisburg, Pa.  
**BELL, MONTE C.**  
KADA, Ada, Okla.  
**BELLAH, MILTON**  
WDAR, Savannah, Ga.  
**BELLAIRS, MAL.**  
WCFE, Chicago, Ill.  
**BENDT, JACK**  
WKLO, Louisville, Ky.  
**BENNETT, LEN**  
WNHC-TV, New Haven, Conn.  
**BENSON, BOB**  
KYW, Philadelphia, Pa.  
**BENSON, BOB**  
WBIZ, Eau Claire, Wis.

**BENSON, DICK**  
WIRC, Hickory, N. C.  
**BENSON, HAL**  
Household Quizzer  
WMPJ, Memphis, Tenn.  
**BENSON, HERB**  
WHKK, Akron, Ohio  
**BENSON, RED**  
Take A Number  
MBS  
**BENSON, RUSS**  
WIBV, Belleville, Ill.  
**BERGER, GENE**  
WOL, Washington, D. C.  
**BERGER, JEAN**  
CKBL, Matane, Que., Canada  
**BERGERON, HENRI**  
CKH, Hull, Que., Canada  
**BERNARD, ARMAND**  
WERI, Westerly, R. I.  
**BERNIEF, GUS**  
WMUR, Manchester, N. H.  
**BERTRAND, BOB**  
KIOA, Des Moines, Iowa  
**BETTINGER, JACK**  
WTO, Toledo, Ohio  
**BIANCHI, CONSTANTINE**  
WJPD, Ishpeming, Mich.  
**BICHL, KEN**  
WLEC, Sandusky, Ohio  
**BIGLER, TOM**  
WILK, Wilkes-Barre, Pa.  
**BILLINGSLEY, BILL**  
WADE, Wadesboro, N. C.  
**BILLINGSLEY, BOB D.**  
KVAL, Brownsville, Texas  
**BISHARA, JOSEPH**  
WKOP, Binghamton, N. Y.  
**BIRSCOE, ROY**  
WSTV, Steubenville, Ohio

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## Announcers—M-C's

- BISHOP, DIANA**  
CFAB, Windsor, N. S., Canada  
CKEN, Kentville, N. S., Can.
- BISHOP, GEORGE**  
CJAD, Montreal, Quebec, Can.
- BJORNSON, BJORN**  
CKOK, Pentticton, B. C., Can.
- BLACK, JOE**  
WHE, Cleveland, Ohio
- BLACK, R. LEE**  
KIMA, Yakima, Wash.
- BLAINE, JAMES**  
WIBC, Indianapolis, Ind.
- BLAINE, JIMMY**  
Stop The Music  
ABC-TV  
Speidel Show  
NBC-TV
- BLAIR, FRANK**  
WNBW, Washington, D. C.
- BLAIR, HARRY**  
WMDN, Midland, Mich.
- BLAIS, YVON**  
CKAC, Montreal, Canada
- BLAKE, BRUCE**  
WHKK, Akron, Ohio
- BLAKE, CHARLES**  
WSON, Henderson, Ky.
- BLAKE, WIN**  
WKXL, Concord, N. H.
- BLEASDALE, IRVINE**  
WICA, Ashtabula, Ohio
- BLOOM, LYNN**  
WKVA, Lewistown, Pa.
- BLOOM, MAURY**  
WXRA, Buffalo, N. Y.
- BLOWER, CHUCK**  
KTKT, Tucson, Arizona
- BODIE, ARMAND**  
Mama Goes A-Shopping
- WSOC, Charlotte, N. C.
- BODNER, GEORGE**  
WRFD, Worthington, Ohio
- BOECKMANN, JOHN**  
WTYC, Rock Hill, S. C.
- BOGYO, JIM**  
CHUB, Nanaimo, B. C., Can.
- BOLDT, VIC**  
KVIC, Victoria, Texas
- BOLIN, BOB**  
WTYC, Rock Hill, S. C.
- BOLLINGER, JIM**  
Classified Column of the Air  
WINN, Louisville, Ky.
- BOLLWINKEL, CAL**  
WFFB, Benton Harbor, Mich.
- BONDARIN, A.**  
KFOR, Lincoln, Nebr.
- BONN, THEODORE, JR.**  
WKLK, Blackstone, Va.
- BOREELLI, RALPH**  
WJMJ, Philadelphia, Pa.
- BOSLEY, LYLE**  
WXXW, Albany, N. Y.
- BOSTIC, TOM C.**  
KIMA, Yakima, Wash.
- BOTHE, RON**  
KFZ, Fond Du Lac, Wis.
- BOTTORFF, GERRY**  
WKLO, Louisville, Ky.
- BOUCHIER, EUGENE P.**  
KCOM, Sioux City, Iowa
- BOUCK, LOUIS**  
WMTC, Vanleve, Ky.
- BOURQUE, WARREN**  
WERI, Westerly, R. I.
- BOWER, BOB**  
WTIP, Charleston, W. Va.
- BOWERS, CLIFF**  
CKRD, Red Deer, Alberta, Can.
- BOWLES, AL**  
KYAK, Yakima, Wash.
- BOWMAN, DUKE**  
KWFT, Wichita Falls, Texas
- BOWMAN, GUY**  
WJBR-TV, Detroit, Mich.
- BOWMAN, JOHN**  
WDOV, Dover, Dela.
- BOWMAN, STANLEY**  
WCMB, Lemoyne, Pa.
- BOZEMAN, JOHNNY**  
WDBL, Springfield, Tenn.
- BRADLEY, DON**  
WJOL, Joliet, Ill.
- BRADLEY, HARVEY**  
WBTA, Batavia, N. Y.
- BRADLEY, LYLE**  
WTRY, Troy, N. Y.
- BRADSHAW, BILL**  
WCKY, Cincinnati, Ohio
- BRAHON, DON**  
WLDS, Jacksonville, Ill.
- BRAMAH, BILL**  
CFOR, Orillia, Ont., Canada
- BRAMHALL, BILL**  
WEMP, Milwaukee, Wis.
- BRAND, FRANK**  
CKPR, Fort William, Ont.,  
Canada
- BRANSON, TODD**  
WWCA, Gary, Ind.
- BRERAULT, ROBERT**  
WMNB, North Adams, Mass.
- BRECHT, LESTER**  
KBOR, Brownsville, Texas
- BREEN, JERRY**  
WKLA, Ludington, Mich.
- BRENNAN, TOM**  
KXLA, Pasadena, Calif.

**BEN  
GRAUER**

●  
NBC

Radio

TV



## Announcers—M-C's

- BRETZ, KEITH**  
KRMG, Tulsa, Okla.
- BREVIK, ERNIE**  
WDAY, Fargo, N. Dak.
- BRINKLEY, JACK**  
WLS, Chicago, Ill.
- BROCK, RAY**  
WBHY, Appleton, Wis.
- BRODE, BUDDY**  
WNAR, Norristown, Pa.
- BROKAW, C. W.**  
KGIW, Alamosa, Colo.
- BROOKS, FOSTER**  
WAVE-TV, Louisville, Ky.
- BROWN, ANDY**  
WGWR, Ashboro, N. C.
- BROWN, BILL**  
WEDO, McKeesport, Pa.
- BROWN, BOB**  
WOC, Davenport, Iowa
- BROWN, FRANK R.**  
KTIP, Porterville, Calif.
- BROWN, HARRY**  
WKIP, Poughkeepsie, N. Y.
- BROWN, HONEY**  
WBCO, Birmingham-Bessemer, Ala.
- BROWN, LYAL**  
CKCK, Regina, Sask., Canada
- BROWN, MORGAN**  
WELM, Elmira, N. Y.
- BROWN, PAUL**  
KVMC, Colorado City, Texas
- BROWN, TED**  
Paul Winchell-Jerry Mahoney Show  
NBC-TV
- BROWN, WADE**  
KOLS, Pryor, Okla.
- BROWN, WOODBRIDGE B.**  
WHAT, Greenfield, Mass.
- BROWNE, TOM**  
WMEV, Marion, Va.
- BROWNING, DOUGLAS**  
ABC Late News  
Champion Roll Call  
ABC
- BRUBAKER, TOM**  
KSST, Sulphur Springs, Tex.
- BRUCE, JACK**  
WNAX, Yankton, S. D.
- BRUGGEMAN, VERN**  
KULA, Honolulu, Hawaii
- BRUNNER, LARRY**  
WCPO, Cincinnati, Ohio
- BRUTON, BILL**  
KBYZ, Billings, Montana
- BRYAN, GEORGE**  
Arthur Godfrey's Talent Scouts  
CBS-TV
- BRYANT, EDWARD**  
WFBL, Syracuse, N. Y.
- BRYANT, TED**  
KRLC, Lewiston, Idaho
- BUCKLEY, BILL**  
WCBS, Charleston, W. Va.
- BUCKLEY, NIEL**  
WFPB, Middletown, Ohio
- BUDD, MILTON**  
WMBD, Peoria, Ill.
- BULLER, RICHARD**  
WKMH, Dearborn, Mich.
- BULLINGTON, BILL**  
KREI, Farmington, Mo.
- BURDICK, GORDON**  
KCLX, Colfax, Wash.
- BURGESS, DAN**  
WMSA, Massena, N. Y.
- BURGESS, TOM**  
Top Your Neighbor  
WMSC, Columbia, S. C.
- BURKA, BUD**  
WTFB, Charleston, W. Va.
- BURKE, GORDON**  
KULA, Honolulu, Hawaii
- BURKHARDT, KENNETH**  
KSIM, Sikeston, Mo.
- BURLEY, DON**  
WBBZ, Ponca City, Okla.
- BURNS, ALLEN**  
WMPS, Memphis, Tenn.
- BURNS, STAN**  
Club 93, WPAT; Protam Quiz, Glad Tidings, South Africa—Land of Contrasts, This Is Australia, Club Car in the Clouds, etc.
- BURT, JIM**  
KELO, Sioux Falls, South Dakota
- BURWELL, TED**  
WCKB, Dunn, N. C.
- BUSLEE, HENRY**  
WISC, Madison, Wis.
- BUTHERUS, ED**  
KGW, Portland, Oregon
- BUTLER, WARDE**  
WHIZ, Zanesville, Ohio
- BYRNE, PAT**  
CFJR, Brockville, Ont., Can.

— C —

**CADELL, RAYMOND**  
WHSC, Hartsville, S. C.

**ANNOUNCER**  
"BIG STORY"

**NARRATOR**  
"CAVALCADE  
OF  
AMERICA"



**CY HARRICE**

**HOST**  
ON  
"HOLLYWOOD  
PLAYHOUSE"  
  
"SATURDAY  
NIGHT  
THEATRE"  
AND  
"SUNDAY  
NIGHT  
THEATRE"  
  
NBC-TV

## Announcers—M-C's

- CALCOATE, GORDON**  
KIOX, Bay City, Texas
- CALDWELL, SAM**  
Garden Gate  
CBS
- CALHOUN, JOHN**  
WFLO, Farmville, Va.
- CALTON, JOHN**  
WERC, Erie, Pa.
- CALVERT, BOB**  
WDYK, Cumberland, Md.
- CAMPBELL, HOWARD**  
KSMN, Mason City, Iowa
- CAMPOFREDA, NICK**  
WAAM, Baltimore, Md.
- CANNON, JOHN**  
City Hospital  
CBS
- CANNON, STEVE**  
KBUN, Bemidji, Minn.
- CAPLETTE, DOUGLAS**  
KXO, El Centro, Calif.
- CAPPS, BOB**  
KDMO, Carthage, Mo.
- CAREY, RON**  
KTLN, Denver, Colo.
- CARL, LEONARD**  
KMA, Shenandoah, Iowa
- CARLE, BENNY**  
WAFM-TV, Birmingham, Ala.
- CARLE, LARRY**  
WOND, Pleasantville, N. J.
- CARLISLE, BOB**  
WCMB, Lemoyne, Pa.
- CARLSON, BOB**  
KIRX, Kirksville, Mo.
- CARLSON, RUFUS**  
KVI, Seattle, Wash.
- CARNAHAN, HERB**  
KTJS, Hobart, Okla.
- CARNEY, JACK**  
KPLT, Paris, Texas
- CARPENTER, ROBERT E.**  
WKBB, Dubuque, Iowa
- CARPENTER, KEN**  
Bing Crosby Show  
CBS
- CARR, ROY**  
WLOL, Minneapolis, Minn.
- CARROLL, TOMMY**  
WMBR-TV, Jacksonville, Fla.
- CARSON, JAMES C.**  
KWBM, Williston, N. Dak.
- CARTER, FRANK**  
WPEN, Philadelphia, Pa.
- CARTER, JERRY**  
WKIP, Poughkeepsie, N. Y.
- CARTER, LeROY**  
KXTX, Childress, Texas
- CARTY, BILL**  
WIP, Philadelphia, Pa.
- CASE, NELSON**  
B. Feb. 3, 1910; Long Beach, Calif.; Lowell Thomas, CBS; Ken Murray, CBS-TV; Pulitzer Prize Playhouse, ABC-TV; Robt. Montgomery Presents, NBC-TV; Mel Torme - Peggy Lee, CBS-TV; Amah and the Night Visitors, NBC-TV.
- CASHIN, MICHAEL**  
CKEY, Toronto, Ont., Canada
- CASSELMAN, CHET**  
KERN, Bakersfield, Calif.
- CATUDAL, JACQUES**  
CKAC, Montreal, Canada
- CAUDILL, CARL B., JR.**  
WFPC, Kinston, N. C.
- CAVANAUGH, JOE**  
WARD, Johnstown, Pa.
- CHAMBERLAIN, GUS**  
WDEF, Chattanooga, Tenn.
- CHAMBERS, STAN**  
KTLA, Los Angeles, Calif.
- CHAMPLIN, GLEN**  
KEYD, Minneapolis, Minn.
- CHAPMAN, DICK**  
KFRU, Columbia, Mo.
- CHAPMAN, ED**  
WKRG, Mobile, Ala.
- CHASE, BUD**  
WKRC-TV, Cincinnati, Ohio
- CHASE, BUD**  
WKRC-TV, Cincinnati, Ohio
- CHASE, EDDIE**  
WOOD, Grand Rapids, Mich.
- CHASE, GENE**  
WIL, St. Louis, Mo.
- CHASE, TOM**  
WOW, Omaha, Nebr.
- CHASE, WARD**  
WBAY, Green Bay, Wis.
- CHERNAULT, GEORGE**  
WSLS, Roanoke, Va.
- CHESNEY, JOE**  
CKNW, New Westminster, B. C., Canada
- CHESSER, ALEC**  
KITE, San Antonio, Texas
- CHESTER, LLOYD**  
CKCW, Moncton, N. B., Can.
- CHILDERS, PERRY CLINTON**  
WEAB, Greer, S. C.
- CHILES, LOUIS**  
WROL, Knoxville, Tenn.
- CHOATE, HANFORD**  
KWNW, Wenatchee, Wash.

# RAY MORGAN

ANNOUNCER

M. C.

AMERICAN INVENTORY — *NBC-TV*

AMERICA'S TOWN MEETING — *ABC-TV*

CRUSADE IN THE PACIFIC — *ABC-TV*



## Announcers—M-C's

- CHRISTENSEN, DON**  
WHBL, Sheboygan, Wis.
- CHRISTENSEN, WALT**  
KVOX, Moorhead, Minn.
- CHRISTENSON, ELMER**  
Happy Music  
WSHB, Stillwater, Minn.
- CHRYSLER, AL**  
CKCR, Kitchener, Ont., Can.
- CLARK, BILL**  
WJCD, Seymour, Ind.
- CLARK, BUD**  
KOOK, Billings, Montana
- CLARK, DAN**  
KVBG, Great Bend, Kansas
- CLARK, GORDON**  
KRIC, Beaumont, Texas
- CLARK, JAMES**  
WWGP, Sanford, N. C.
- CLARKE, BARRIE**  
Club 1430  
CHEX, Peterborough, Ont., Canada
- CLAUSEN, BOB**  
KGLO, Mason City, Iowa
- CLAYTON, JOHN**  
KWNO, Winona, Minn.
- CLAYTON, TOM**  
WLLH, Lowell-Lawrence, Mass.
- CLEARWATER, WINFIELD**  
WPMY-TV, Greensboro, N. C.
- CLEAVER, JIM**  
WBCK, Battle Creek, Mich.
- CLEAVER, MARSHALL S.**  
WKAP, Allentown, Pa.
- CLETON, ROD**  
KHQ, Spokane, Wash.
- CLINE, CLAY, JR.**  
WJZM, Clarksville, Tenn.
- COCHRAN, BILL**  
Buck Rogers  
ABC-TV
- COLE, BRAD**  
KOOS, Coos Bay, Oregon
- COLE, GRADY**  
WBT, Charlotte, N. C.
- COLE, PETER**  
WTVJ, Miami, Fla.
- COLEMAN, CHARLES**  
WGKV, Charleston, W. Va.
- COLEMAN, LES**  
WFAI, Fayetteville, N. C.
- COLEMAN, PAUL**  
WINR, Binghamton, N. Y.
- COLLIER, RALPH**  
WHAM, Rochester, N. Y.
- COLLING, BOB**  
CHLO, St. Thomas, Ont., Canada
- COLLINS, DAVE**  
WSCR, Scranton, Pa.
- COLLYER, BUD**  
Break The Bank  
ABC, NBC  
Beat The Clock  
CBS-TV
- COLTRANE, DANIEL W.**  
KOFO, Ottawa, Kansas
- COMBES, RALPH**  
KFPE, St. Joseph, Mo.
- COMEAU, DENNY**  
CJLS, Yarmouth, N. S., Can.
- COMO, HUNTER**  
KPAL, Duluth, Minn.
- COMPTON, AL**  
WCKB, Dunn, N. C.
- CONDIT, ED**  
Magie Cottage  
Du Mont  
Early Morning News  
WABD
- CONDON, STUART**  
KGNC, Amarillo, Texas
- CONNERS, BOB**  
WKBL, St. Marys, Pa.
- CONRADE, STEVE**  
WDOB, Chattanooga, Tenn.
- COOK, BOB**  
WAKR, Akron, Ohio
- COOK, RUSS**  
WHBY, Appleton, Wis.
- COOK, WARREN**  
WANE, Ft. Wayne, Ind.
- COOK, WES**  
KRES, St. Joseph, Mo.
- COOK, WILLIAM A.**  
KWRO, Coquille, Oregon
- COOKE, ART**  
CHLO, St. Thomas, Ont., Can.
- COOKE, DWIGHT**  
People's Platform  
You And The World  
CBS
- COOLEY, SPADE**  
(See Radio-TV Artists)
- COOPER, CLEM**  
WMFD, Wilmington, N. C.
- COOPER, JOE**  
WQUA, Moline, Ill.

# KEVIN KENNEDY

YOUR ESSO REPORTER — 7:00-7:15 P.M.

MON. THRU SAT.

TV

WPIX

TV

**COMMENTATOR**

N. Y. KEFAUVER  
HEARING  
IT HAPPENED  
THIS WEEK  
MATINEE NEWSREEL  
IN THE COURSE OF  
HUMAN EVENTS  
TELEVISIONS OF THE  
NEWS  
SIX GUN PLAYHOUSE  
LEAVE IT TO PAPA  
SPORTS PAGE

**RADIO**

SPORTS HEADLINES  
ATLANTIC  
REFINING CO.  
WALNUT TOBACCO CO.  
PRINCETON FOOTBALL



Murray Hill 2-1234

**SALESMAN**

NASH-KELVINATOR  
KRUEGER BEER  
B. F. GOODRICH  
TORINO  
PALMOLIVE  
STRAUSS STORES  
PAUL WHITEMAN SHOW  
COAST TO COAST  
LARAINÉ DAY SHOW  
COLGATE  
COMEDY HOUR  
CURTISS-WRIGHT  
AERONAUTICS  
RICE-CHEX  
RYBUTOL  
BEECHNUT GUM

## Announcers—M-C's

**CORBETT, JOHN**  
Breakfast At The Lenox  
WBN, Buffalo, N. Y.

**CORBETT, KEN**  
KLWT, Lebanon, Mo.

**CORBIN, LOU**  
WFBK, Baltimore, Md.

**CORDIC, REGE**  
WWSW, Pittsburgh, Pa.

**CORRIGALL, NED**  
CKRD, Red Deer, Alberta, Can.

**CORRIGAN, JOHN**  
CKOY, Ottawa, Ont., Canada

**CORTEZ, CARLOS**  
KDLA, Auburn, Calif.

**COSLETT, FRANKLIN D.**  
WBRE, Wilkes-Barre, Pa.

**COSTA, JOE**  
WKBB, Dubuque, Iowa

**COSTLEY, JAN**  
WJNR, Binghamton, N. Y.

**COVINGTON, DICK**  
WHBQ, Memphis, Tenn.

**COWELL, ED**  
WJHL, Johnson City, Tenn.

**COWNDEN, MAURICE**  
CJAV, Port Alberni, B. C.,  
Canada

**COX, JIM**  
CKNW, New Westminster,  
B. C., Canada

**COX, R. WAYNE**  
KCHI, Chillicothe, Mo.

**CRABB, BOB**  
CKOC, Hamilton, Canada

**CRAFT, STAN**  
KXRO, Aberdeen, Wash.

**CRAIG, CHARLES**  
WHBC, Canton, Ohio

**CRAIG, NANCY**  
Nancy Craig Show  
WJZ-TV

**CRAIG, WILLIAM**  
WATA, Boone, N. C.

**CRAIN, MARVIN**  
KNET, Palestine, Texas

**CRANE, STEVE**  
WZIP, Covington, Ky.

**CRAWFORD, BOB**  
KALL, Salt Lake City, Utah

**CRAWFORD, GENE**  
WGBF, Evansville, Ind.

**CRAWFORD, V.**  
WJNO, W. Palm Beach, Fla.

**CRSWELL, DICK**  
KIOA, Des Moines, Iowa

**CRISSEY, DONALD E.**  
WFCB, Dunkirk, N. Y.

**CRISWELL, WILLIAM**  
WCUM, Cumberland, Md.

**CROCKER, BETTY**  
Betty Crocker Magazine Of  
The Air  
ABC  
Betty Crocker Star Matinee  
WJZ-TV

**CROSS, MILTON**  
Metropolitan Opera  
Piano Playhouse  
Met Opera Auditions  
ABC

**CRUTCHFIELD, DOUG**  
WLOH, Princeton, W. Va.

**CURBERLY, DAN**  
The Line-Up  
CBS

**CULBER, CAL**  
KFYR, Bismarck, N. D.

**CULLEN, BILL**  
This Is Nora Drake, CBS.

**CUMMINGS, PATTI**  
The Continental  
CBS-TV

**CURRAN, BERNARD**  
CJCH, Halifax, N. S., Canada

**CURRY, BILL**  
WTYC, Rock Hill, S. C.

**CURRY, DON**  
KHUZ, Borger, Texas

**CURTIS, ALAN**  
Coffee With Curtis  
WFGM, Fitchburg, Mass.

**CURTIS, MARK**  
KWRN, Reno, Nevada

### — D —

**DAHL, DON**  
KDAL, Duluth, Minn.

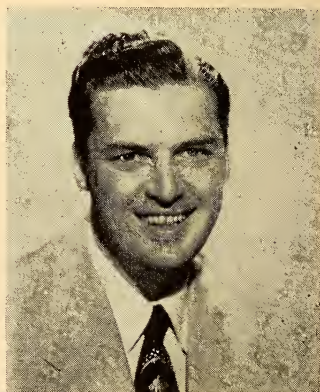
**DAHLSTROM, CARL**  
KTUR, Turlock, Calif.

**DAIL, AMBERT**  
WGH, Newport, News, Va.

**DAILEY, TOM**  
Recall It & Win  
KWK, St. Louis, Mo.



**BUD COLLYER**



**WALTER HERLIHY**

M.C.

The Dione Lucas Show — WJZ-TV

Fun With Food — WJZ-TV

## Announcers—M-C's

**DANA, LES**

Town Topics  
WSPD, Toledo, Ohio

**DANIELS, PAUL**

WVNH, Rochester, N. H.

**DARGAN, TOM**

KING-TV, Seattle, Wash.

**DAUGHERTY, JIM**

WGPA, Bethlehem, Pa.

**DAUM, KENNETH**

WBKV, West Bend, Wisc.

**DAVIDSON, WILLIAM J.**

KECA-TV, Hollywood, Calif.

**DAVIS, ARCHIE**

WFHR, Wisconsin Rapids, Wis.

**DAVIS, BILLY**

WDSG, Dyersburg, Tenn.

**DAVIS, CHARLES**

WERL, Westerly, R. I.

**DAVIS, DAN**

WCKY, Cincinnati, Ohio

**DAVIS, DON**

KFRC, San Francisco, Calif.

**DAVIS, DON**

WLW-TV, Cincinnati, Ohio

**DAVIS, EDDIE**

KFAB, Omaha, Nebr.

**DAVIS, GEOFF**

(see Sports Commentators).

**DAVIS, GEORGE**

WRBL, Columbus, Ga.

**DAVIS, HY**

WJXN, Jackson, Miss.

**DAVIS, JOHNNY**

KICA, Clovis, N. M.

**DAVIS, JOHNNY**

WUSJ, Lockport, N. Y.

**DAVIS, L. WAYNE**

WAKE, Greenville, S. C.

**DAVIS, NORM**

WRUF, Gainesville, Fla.

**DAVY, FRED**

WJAS, Pittsburgh, Pa.

**DAWES, HARVEY**

CKCK, Regina, Sask., Canada

**DAWSON, BILL**

WNXT, Portsmouth, Ohio

**DAWSON, JACK**

CFRB, Toronto, Ont., Canada

**DAY, GENE**

WABG, Greenwood, Miss.

**DAY, JACK**

WFBR, Baltimore, Md.

**DAY, ROLAND**

WAFB, Baton Rouge, La.

**DEANE, BUDDY**

Swing Class

WTH, Baltimore, Md.

**DEANE, JERRY**

KXEL, Waterloo, Iowa

**DECKER, BEN**

WIRK, W. Palm Beach, Fla.

**DEEGAN, BILL**

CFCF, Montreal, Quebec, Can.

**DEEGAN, JOHNNY**

WHUM, Reading, Pa.

**DE FAX, RICHARD**

WTVE, Coldwater, Michigan

**DeHAVEN, BOB**

Breakfast With Bob

Friendly Time

WCCO, Minneapolis, Minn.

**DeLANEY, ROBERT**

WCVA, Culpeper, Va.

**DELING, JIM**

WSYR, Syracuse, N. Y.

**DERICK, JIM**

WPLA, Plant City, Fla.

**DeSHANE, MEL**

KAUS, Austin, Minn.

**DICKINSON, ED**

KELK, Elko, Nevada

**DICKSON, JOHNNY**

KBON, Omaha, Nebr.

**DIEBEL, DICK**

KVAL, Brownsville, Texas

**DILLON, GENE**

WCMW, Canton, Ohio

**DILWORTH, SCOTT**

WJOL, Joliet, Ill.

**DINSMORE, ED**

Breakfast At The Lenox

WBEN, Buffalo, N. Y.

**DISIMONE, GENE**

WRYO, Rochester, Pa.

**DISNEY, RUFUS**

WCTT, Corbin, Ky.

**DIXON, BOB**

B. April 8, 1911, Stamford,

Conn.; Sheriff Bob Dixon Show,

DuMont TV; Perry Mason, CBS;

Edward R. Murrow, CBS; Life Can

Be Beautiful, NBC.

**DIXON, DARRELL**

WITZ, Jasper, Ind.

**DIXON, MASON**

KICD, Spencer, Iowa



**FRANK GALLOP**



**NELSON CASE**

MANAGEMENT: MCA



## Announcers—M-C's

- DOAK, BILL**  
KCOH, Houston, Texas
- DOBBS, HARVEY**  
CHUM, Toronto, Ont., Canada
- DOBSON, GEORGE**  
KALT, Atlanta, Texas
- DODD, MIKE**  
WBAC, Cleveland, Tenn.
- DOODS, DARWIN**  
KDSH, Boise, Idaho
- DODSON, WILLIAM**  
KICK, Springfield, Mo.
- DOLAN, TOM**  
WJZM, Clarksville, Tenn.
- DONAHUE, TOM**  
WIBG, Philadelphia, Pa.
- DONLEY, RED**  
WSTV, Steubenville, Ohio
- DONNELLY, JIM**  
WCOJ, Coatesville, Pa.
- DORNHUBER, HENRY**  
WCVA, Culpepper, Va.
- DOSTAR, TOM**  
WAGA, Atlanta, Ga.
- DOUGHERTY, CHUCK**  
WBTH, Williamson, W. Va.
- HOLGLAS, HUGH**  
Hollywood Sound Stage  
CBS
- DOUGLAS, SCOTT**  
Fireside Theater; Dinah Shore;  
Swift Show; Chevrolet Show,  
NBC-TV; Easy Aces, Du Mont.
- DOWLING, WILLIAM**  
WACB, Kittanning, Pa.
- DOWNEY, ROB**  
WSAM, Saginaw, Mich.
- DOWNS, HUGH**  
WNBQ, Chicago, Ill.
- DOWNS, LEE**  
KNET, Palestine, Texas
- DOYLE, JIM**  
Modern Concert Hall  
KSLI, Silver City, New Mexico
- DOYLE, JOHN**  
KILO, Grand Forks, North  
Dakota
- DOYLE, VINCE**  
WJVA, South Bend, Ind.
- DRAPER, LARRY**  
WEIR, Weirton, W. Va.
- DREW, CHARLES**  
WVLC, Versailles & Lexing-  
ton, Ky.
- DROUBAY, PAUL**  
KID, Idaho Falls, Idaho
- DUANE, BILL**  
WLS, Chicago, Ill.
- DUDLEY, DICK**  
Rockabye, Dudley  
NBC
- DUEMKE, KARL**  
KXGN, Glendive, Montana
- DUFOUR, YVON**  
CKCH, Hull, Que., Canada
- DUFRESNE, PIERRE**  
CKCH, Hull, Que., Canada
- DUGAS, PAUL J.**  
WTWN, St. Johnsbury, Vt.
- DUKAS, JAMES**  
WPAR, Parkersburg, W. Va.
- DULANE, CHUCK**  
WGAY, Silver Spring, Md.
- DULL, JAMES**  
WBAX, Wilkes-Barre, Pa.
- DUMONT, HERMEL**  
CJEM, Edmundston, N. B.,  
Canada
- DUNCAN, JIM**  
WEBQ, Harrisburg, Ill.
- DUNFIELD, LEONARD**  
CKEN, Kentville, N. S., Can
- DUNFIELD, LEONARD C.**  
CFAB, Windsor, N. S., Canada
- DUNHAM, JOHN**  
WBKB, Chicago, Ill.
- DUNLAP, DAVID**  
WAEB, Allentown, Pa.
- DUNNICLIFF, JOHN**  
KTRF, Thief River Falls,  
Minn.
- DURAND, TOM**  
WTTM, Trenton, N. J.
- DURANT, ROLLAND**  
WICY, Malone, N. Y.
- DURMA, ED**  
WSCR, Scranton, Pa.
- DUVAL, JACQUES**  
CKCV, Quebec, Canada
- DYER, BILL**  
WKOK, Sunbury, Pa.
- DYER, BOB**  
WKNX, Saginaw, Mich.

— E —

- EAKINS, PHIL**  
KEPO, El Paso
- EARLE, BOB**  
KSO, Des Moines, Iowa
- EASON, DICK**  
KREL, Baytown, Texas



**JOHNNY OLSEN**

RUMPUS ROOM (TV)  
KIDS & CO. (TV)  
BREAK THE BANK (AM)



**REX MARSHALL**



## Announcers—M-C's

**EASTMAN, JIM**  
WMMT, McMinnville, Tenn.

**ECKMAN, RAYMOND**  
WBGR, Jesup, Ga.

**EDELL, BOB**  
WROK, Rockford, Ill.

**EDGAR, GEORGE**  
KXRN, Renton, Wash.

**EDWARDS, BILL**  
KGO-TV, San Francisco, Calif.

**EDWARDS, DICK**  
KREW, Sunnyside, Wash.

**EDWARDS, TOM**  
KOSA, Odessa, Texas

**EDWARDS, JOHN**  
WIP, Philadelphia, Pa.

**EDWARDS, RALPH**  
B. June 13, 1913, Merino, Colo.;  
Truth Or Consequences, NBC;  
This Is Your Life, NBC; Ralph  
Edwards TV Show, NBC-TV.

**ELBERS, DICK**  
WFAS, White Plains, N. Y.

**ELLINGSON, DON**  
KGEZ, Kalispell, Montana

**ELLIOT, JACK**  
KTTS, Springfield, Mo.

**ELLIOT, FRANCIS**  
WREY, Reidville, N. C.

**ELLIOT, PETER**  
CJBQ, Belleville, Ont., Canada

**ELLISON, PAUL**  
WBTH, Williamson, W. Va.

**ELLISON, WM.**  
WBFB, Rock Island, Ill.

**ELYOT, GENE**  
KWRN, Reno, Nevada

**EMERICK, BOB E.**  
B. Dec. 9, 1915, Tacoma, Wash.;  
Gus Lesnevich vs. Bob Emerick  
Show, WOR; Buddy Rogers Show,  
WOR; Share the Wealth, NBC;  
Bill Goodwin Show, NBC-TV.

**EMERY, MERLE**  
WGGH, Marion, Ill.

**EMERY, RALPH**  
WLAV, Grand Rapids, Mich.

**EMERY, RALPH**  
WNAH, Nashville, Tenn.

**ENGLER, BOB**  
KOL, Seattle, Wash.

**ERIKSON, LEO**  
KYAN, Vancouver, Wash.

**ERTVSS, PAUL**  
WTKL, Springfield, Mass.

**ERWIN, GEORGE**  
KPFZ, Fort Worth, Texas

**ESSIG, VINCENT**  
WKAN, Kankakee, Ill.

**ESSICK, LOU**  
WGNL, Wilmington, N. C.

**EVANS, BOB**  
WSSB, Durham, N. C.

**EVANS, JEFF**  
WLDY, Ladysmith, Wis.

**EVANS, ROBLEY**  
WHK, Cleveland, Ohio

**EVANS, STAN**  
KSWO, Lawton, Okla.

**EVANS, THOMAS**  
KGMB, Honolulu, Hawaii

**EWING, CLIFF**  
KOOK, Billings, Montana

— F —

**GABIEN, LOUIS**  
WARC, Rochester, N. Y.

**FACENDA, FRANK**  
WVEC, Hampton, Va.

**FACENDA, JOHN**  
WIP, Philadelphia, Pa.

**FAGAN, BILL**  
WEOA, Evansville, Ind.

**FAGAN, PAT**  
WEBR, Buffalo, N. Y.

**FAHRINGER, HAROLD**  
WETA, Batavia, N. Y.

**FAIR, JIM**  
WJZ-TV, New York, N. Y.

**FANCHER, K. L.**  
KPDN, Pampa, Texas

**FAREY, EDWARD C.**  
CKDA, Victoria, B. C., Canada

**FARIS, CLINT**  
WGTM, Wilson, N. C.

**FARRELL, BILL**  
KMHL, Marshall, Minn.

**FARRELL, FRANK**  
Footlights & Kleiglites  
NBC-TV

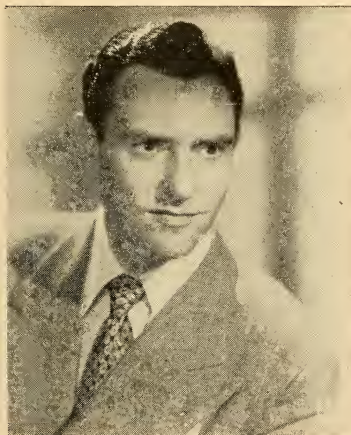
**FARREN, EDDY**  
KBWD, Brownwood, Texas

**FARRINGTON, GLEN**  
WTAX, Springfield, Ill.

**FAUCHER, RALPH**  
WMRO, Aurora, Ill.

**FAULK, LINK**  
WCKB, Dunn, N. C.

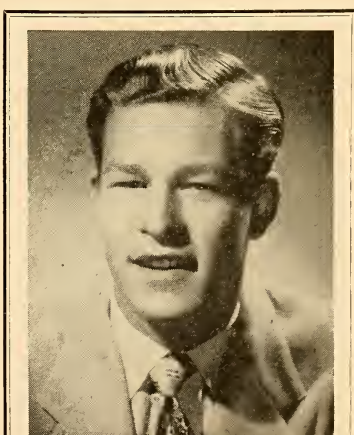
**FAUSH, DEACON**  
WBCO, Birmingham-Bessemer,  
Ala.



### MORT LAWRENCE

ANNOUNCER — EMCEE — NARRATOR  
RADIO — TELEVISION — FILMS

LE. 2-1100



### DICK STROUT

HOLLYWOOD  
Announcer — Narrator and Co-Owner  
**RICHARD STROUT PRODUCTIONS**

Box 2261, Hollywood 28      Capitol 0767  
Also: 507 Fifth Avenue, New York

## Announcers—M-C's

**FEELEY, FRANK**  
Frank's Film Funnies  
WDAF-TV, Kansas City, Mo.

**FEEHLY, EUGENE**  
WHLM, Bloomsburg, Pa.

**FELIX, JIM**  
WELL, Philadelphia, Pa.

**FELLERS, CHUCK**  
KBIZ, Ottumwa, Iowa

**FELTHAM, LYALL**  
CJAV, Port Alberni, B. C.,  
Canada

**FELTON, BILL**  
WHEY, Appleton, Wis.

**FENDER, HARRY**  
KXOK, St. Louis, Mo.

**FENNEMAN, GEORGE**  
B. Nov. 10, 1919, Pekin, China;  
"You Bet Your Life," NBC, NBC-  
TV; "Dragnet," NBC; "The Per-  
fect Husband," ABC.

**FIELD, ELLIOT**  
WKAT, Miami Beach, Fla.

**FIELD, ROBERT V.**  
KVAL, Brownsville, Texas

**FIELDS, LEE**  
KPOW, Powell, Wyo.

**FINAN, JOE**  
WPIC, Sharon, Pa.

**FINDLAY, JIM**  
CFRN, Edmonton, Alberta,  
Canada

**FINE, MEL**  
WERC, Erie, Pa.

**FINLAYSON, JOHN L., JR.**  
KCOM, Sioux City, Iowa

**FINN, MICHAEL**  
WEOA, Evansville, Ind.

**FISHER, MERLIN**  
KSDN, Aberdeen, S. Dak.

**FISHER, NORM**  
KGEZ, Kalispell, Montana

**FITZGERALD, ED**  
WOOD, Grand Rapids, Mich.

**FITZGERALD, JOHN**  
WXEL, Cleveland, Ohio

**FITZGERALD, MIKE**  
CHUM, Toronto, Ont., Canada

**FITZGERALD, PAT**  
KNOK, Columbia, S. C.

**FITZMAURICE, MICHAEL**  
B. April 28, 1908; Chicago, Ill.  
Sammy Kaye Show, CBS-TV;  
Whispering Streets, ABC; Live  
Like a Millionaire, NBC, CBS-TV;  
All Star Revue, NBC-TV; Flying  
Tigers, DuMont.

**FLETCHER, TOM**  
WHK, Cleveland, Ohio

**FLETCHER, WARREN**  
KUTA, Salt Lake City, Utah

**FLINT, WALT**  
WGPC, Albany, Ga.

**FLOOD, BILL**  
Wendy Warren and the News  
CBS

**FLYNN, ARTHUR**  
WLAW, Boston & Lawrence,  
Mass.

**FORD, ART**  
The Art Ford Show  
NBC-TV

**FORD, DOUG**  
WHIS, Bluefield, W. Va.

**FORMAN, WIN**  
WARM, Scranton, Pa.

**FORSELL, RON**  
KXLE, Ellensburg, Wash.

**FOSTER, ROGER**  
Gangbusters  
CBS

**FORTIN, JEAN JACQUES**  
CHRL, Roberval, Que., Can.

**FORTNER, VIRG**  
KBMW, Wahpeton, N. D.

**FOSTER, MARK**  
KIMO, Independence, Mo.

**FOSTER, TERRY**  
WHBL, Sheboygan, Wis.

**FOUTS, W. C.**  
KSEA, Birthday Party  
KSPA, Nacogdoches, Texas

**FOWLER, BILL**  
WBAT, Marion, Ind.

**FOWLER, JAMES**  
WGPC, Albany, Ga.

**FOX, BILL**  
KSTA, Coleman, Texas

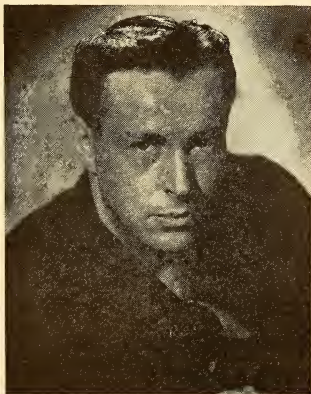
**FOX, JAMES**  
WCAY, Norfolk, Va.

**FOX, VERNON**  
WEAB, Greer, S. C.

**FRADETTE, PAUL**  
CKBL, Matane, Que., Canada

**FRANCIS, JOE**  
WNHC-TV, New Haven, Conn.

**FRANCIS, ROACHARD**  
WMDN, Midland, Mich.



**SCOTT DOUGLAS**

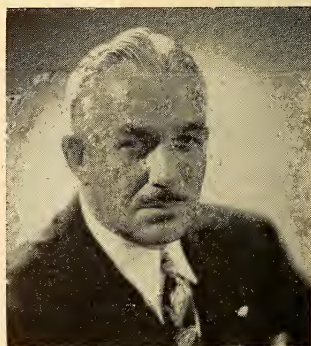
ANNOUNCER - ACTOR - M.C.

**TELEVISION**

Fireside Theatre — NBC-TV  
Dinah Shore Show — NBC-TV

**RADIO**

Hallmark Playhouse — Leads  
Stars Over Hollywood — Leads



**NORMAN ROSS**  
★ **WMAQ CHICAGO**

|                         |          |
|-------------------------|----------|
| "EARLY NORMAN ROSS"     | 1 year   |
| "NORTH WESTERN RAILWAY" | 15 years |
| "OSCAR MAYER"           | 5 years  |
| "HERE'S NORMAN ROSS"    | 4 years  |

**★ WGN CHICAGO**

NORTHERN TRUST CO. 2 years

MC'ing 16 hours  
of sponsored programs weekly

## Announcers—M-C's

**FRANK, DON**  
W PEN, Philadelphia, Pa.

**FRANKLIN, BOB**  
KGW, Portland, Oregon

**FRANKLIN, DON**  
WBBC, Canton, Ohio

**FRASER, GORDON**  
TV News  
WJZ-TV  
Gordon Fraser News  
ABC

**FRAZIER, BOB**  
WMMN, Fairmont, W. Va.

**FREDERICKS, JACK**  
WKTV, Utica, N. Y.

**FREDERICKS, PAT**  
WMAY, Springfield, Ill.

**FREEMAN, HERB**  
WFBN, Findlay, Ohio

**FREEMAN, RALPH**  
WJR, Detroit, Mich.

**FREEMAN, WALTER**  
WULA, Eufaula, Ala.

**FRENCH, DON**  
KVFD, Fort Dodge, Iowa

**FROEMMING, BOB**  
WRFW, Eau Claire, Wis.

**FROGGE, JOHN**  
WGBB, Freeport, N. Y.

**FROH, DAVE**  
WILS, Lansing, Mich.

**FRY, NORMAN**  
CKNX, Wingham, Ont., Can.

**FULLER, LORENZO**  
WLIB, New York, N. Y.

**FULLER, ROBERT**  
WBET, AM & FM, Brockton, Mass.

**FULMER, BOB**  
WTTM, Trenton, N. J.

**FURNACE, RANDY**  
WBYS, Canton, Ill.

### — G —

**GAIL, FRANK**  
WKMH, Dearborn, Mich.

**GAINES, WALT**  
WIEL, Elizabethtown, Ky.

**GALLAGHER, ROGER**  
WMCA, New York, N. Y.

**GALLAGHER, ROY**  
WMCK, McKeesport, Pa.

**GALLAHER, EDDIE**  
Sun Dial  
WITH, Baltimore, Md.

**GALLOP, FRANK**  
Lights Out, Broadway Open  
House, NBC-TV

**GANBLING, JOHN**  
WOR, New York, N. Y.

**GAMLIEL, ELI**  
WLIB, New York, N. Y.

**GAR, GRACE**  
America's Youngest Negro  
Disc-Jockey  
WBCO, Birmingham-Bessemer,  
Ala.

**GARDINER, DON**  
News  
Monday Morning Headlines  
ABC

**GARNER, JIM**  
WDEF, Chattanooga, Tenn.

**GARRETT, JIM**  
WJR, Detroit, Mich.

**GARRETT, LEN**  
KVAN, Vancouver, Wash.

**GARWOOD, JOHN**  
WNEZ, Saranac Lake, N. Y.

**GASQUE, KENNETH**  
WJAY, Mullins, S. C.

**GASTON, LYLE**  
KSWO, Lawton, Okla.

**GATE, JAMES**  
WFBG, Altoona, Pa.

**GAUGHN, JIM**  
WJAG, Norfolk, Nebr.

**GAYMAN, PARKER**  
KFRC, San Francisco, Calif.

**GEHNICH, ARNOLD**  
WCOJ, Coatesville, Pa.

**GELLOTT, DICK**  
WCLO, Janesville, Wis.

**GENTRY, BUD**  
WKOY, Bluefield, W. Va.

**GEORGE, CAL**  
CKWX, Vancouver, B. C.,  
Canada

**GEORGE, LEE**  
WMBH, Joplin, Mo.

**GEORGE, LOYD**  
KFRU, Columbia, Mo.

**GERMAN, LOU**  
WOTW, Nashua, N. H.

**GERMOND, WM. J.**  
WWYO, Pineville, W. Va.

**GIRNEY, HAL**  
KNBH, Hollywood, Calif.



### GEORGE FENNEMAN

Radio and TV

Groucho Marx Show—"YOU BET YOUR LIFE"  
Radio: "DRAGNET" — NBC  
Master of Ceremonies in the Lansburgh Prod.  
"THE PERFECT HUSBAND"  
ABC — Mon. - Fri. -  
Coast to Coast

Motion Pictures:  
Starring  
"EARTHQUAKE LAKE"  
"THE THING" — RKO



### PHIL TONKEN

ACTOR - ANNOUNCER - M.C.

PRIVATE FILES OF MATTHEW BELL  
MUTUAL NEWSREEL  
ROD & GUN CLUB  
"NEMO" WEATHER REPORTER

RADIO

TV



## Announcers—M-C's

**GIBSON, JIM**  
CJOB, Winnipeg, Manitoba,  
Canada

**GIBSON, PAT**  
WHSC, Hartsville, S. C.

**GIBSON, JACK**  
WLOU, Louisville, Ky.

**GIELOW, VERNE**  
KVFD, Fort Dodge, Iowa

**GIEFORD, SAM**  
WHAS-TV, Louisville, Ky.

**GILBERT, AL V.**  
WIBA, Madison, Wis.

**GILBERT, JACK**  
WSBT, South Bend, Ind.

**GILBERT, JOHN**  
WRR, Dallas, Texas

**GILLIGAN, ROY**  
Original Amateur Hour  
WKRC, Cincinnati, Ohio

**GILMORE, ART**  
Dr. Christian

**GIVENS, BILL**  
KYW, Philadelphia, Pa.

**GLEANSON, BOB**  
KBRO, Bremerton, Wash.

**GLEBA, TOM**  
WBNS-TV, Columbus, Ohio

**GLOVER, LARRY**  
CKCK, Regina, Sask., Canada

**GOARD, FRED**  
WHBF-TV, Rock Island, Ill.

**GOODMAN, JOHNNY**  
KTHT, Houston, Texas

**GOODWIN, BILL**  
Burns & Allen  
CBS-TV

**GOODWIN, GLENN**  
KSO, Des Moines, Iowa

**GORDON, BILL**  
WENT, Gloversville, N. Y.

**GORDON, BILL**  
WGTM, Wilson, N. C.

**GORDON, DWIGHT**  
WJCD, Seymour, Ind.

**GORDON, JOHN**  
CKLW, Detroit, Mich.

**GORDON, LEE**  
KPRC-TV, Houston, Texas

**GORDON, LLOYD**  
WESE, Bradford, Pa.

**GOSS, FRANK**  
Hallmark Playhouse  
CBS

**GOTTLIEB, DICK**  
KPRC-TV, Houston, Texas

**GOUGH, GAINES**  
WMRA, Myrtle Beach, S. C.

**GOULD, JAY**  
WMCK, McKeesport, Pa.

**GOUNDER, JACK**  
WEEU, Reading, Pa.

**GRADY, CHARLES**  
WIMA, Lima, Ohio

**GRAHAM, BILL**  
WAZL, Hazleton, Pa.

**GRAHAM, DICK**  
WMD, Atlantic City, N. J.

**GRAHAME, DICK**  
WGH, Newport News, Va.

**GRAND, DICK**  
KTKT, Tucson, Arizona

**GRANT, BOB**  
KRNK, Roseburg, Oregon

**GRANT, HAL**  
WDBJ, Roanoke, Va.

**GRANT, HAROLD**  
KBMW, Wahpeton, N. D.

**GRANT, HAMILTON**  
CJAD, Montreal, Quebec, Can.

**GRANT, JOE**  
WADC, Akron, Ohio

**GRANT, LEE**  
KOLS, Pryor, Okla.

**GRANT, LLOYD**  
WNAX, Yankton, S. D.

**GRANT, PETER**  
WLW, WLW-T, Cincinnati,  
Ohio

**GRATTON, BILL**  
WOC, WOC-TV, Davenport,  
Iowa

### GRAUER, BEN

B. June 2, 1908, New York;  
Moderator—It's a Problem, NBC-  
TV; MC—See For Yourself,  
NBC-TV; U. S. Royal Showcase,  
NBC-TV; Eleanor Roosevelt Pro-  
gram, NBC; NBC Symphony-Tos-  
canini, NBC-AM-TV; First Army  
Program—Headquarters N. Y.,  
NBC-TV.

**GRAVES, HAL**  
WENE, Binghamton-Endicott,  
N. Y.

**GRAVINA, PETER**  
WNYC, New York, N. Y.

**GRAY, GEORGE**  
WTAW, College Station, Texas

**GRAY, HUGH**  
WDZ, Decatur, Ill.

**GRAY, JOHN**  
WPOD, Chattanooga, Tenn.

**GRAY, JOHN**  
WFBL, Syracuse, N. Y.

**GRAYSON, JAY**  
WBAL-TV, Baltimore, Md.

**GRAYSON, NICK**  
WEIR, Wairton, W. Va.

**GREARE, JOSEPH**  
WHBF-TV, Rock Island, Ill.

**GREAVES, ALEC**  
KTOW, Oklahoma City, Okla.

**GREEN, HAL**  
WHLI, Niagara Falls, N. Y.

**GREENE, DON**  
WVSU, Crewe, Va.

**GREENFIELD, WESLEY**  
WJER, Dover, Ohio

**GREENWOOD, DEL**  
WGBF, Evansville, Ind.

**GREER, ROY**  
KSAM, Huntsville, Texas

**GREGORY, BILL**  
WOND, Pleasantville, N. J.

**GRENNAN, ED**  
WQUA, Moline, Ill.

**GREWE, FRED**  
WCHV, Charlottesville, Va.

**GRIFFITH, FRED**  
WTP, Charleston, W. Va.

**GRIFFITH, DALE**  
WENE, Binghamton-Endicott,  
N. Y.

**GRIFFITH, LES**  
ABC Late News  
Family Circle  
ABC

**GRIFFITHS, BILL**  
WKRT, Cortland, N. Y.

**GRIGSBY, W. W.**  
WMBH, Joplin, Mo.

**GRIMM, JOSEPH E.**  
WILE, Cambridge, Ohio

**GRISWOLD, JACK**  
WCSS, Amsterdam, N. Y.

**GUIDI, HUGH**  
Wtop-TV, Washington, D. C.

**GUIDI, JOE**  
WCAV, Norfolk, Va.

**GUNDERMANN, GREY**  
WICY, Malone, N. Y.

**GUNN, GEORGE**  
Opera Interviews  
Dr. Gino  
ABC

**GUSTAFSON, ROGER**  
WKBW, Buffalo, N. Y.

**GUSTAFSON, WARREN**  
KAAA, Red Wing, Minn.

**GUY, PAUL**  
CHFA, Alberta, B. C., Canada

**GWYN, BOB**  
KLIF, Dallas, Texas

**GWYN, JACK**  
KRLD, KRLD-TV, Dallas, Tex.

### — H —

**HAASER, CHARLES**  
WMAS, Springfield, Mass.

**HADDON, JOHN**  
WHIM, Bloomsburg, Pa.

**HAGEMAN, DICK**  
WKRC-TV, Cincinnati, Ohio

**HAGGART, BUD**  
WFDF, Flint, Mich.

**HAINES, MARLIN**  
KEPO, El Paso, Texas

**HALE, HOT-ROD**  
WBCO, Birmingham-Bessemer,  
Ala.

**HALEY, PAT**  
WMCK, McKeesport, Pa.

**HALEY, TOM**  
Haley Daily  
WNBK, Cleveland, Ohio

**HALL, HORTON**  
WBOE, Galax, Va.

**HALL, JOHN**  
WESB, Bradford, Pa.

**HALLOCK, TED**  
KPOJ, Portland, Oregon

**HALSTEAD, CHARLES E.**  
KDIA, Auburn, Calif.

**HALVERSON, JARED**  
WLLH, Lowell-Lawrence,  
Mass.

**HAMILTON, GENE**  
Sammy Kaye Sunday Serenade  
Marriage For Two  
ABC

**HAMILTON, WARD**  
WNY, Watertown, N. Y.

**HAMBICK, EARL**  
WKBW, Buffalo, N. Y.

**HANCOCK, DON**  
Love Of Life  
CBS-TV

**HANLY, JOHN**  
WOL, Washington, D. C.

**HANNA, RICK**  
WBUT, Butler, Pa.

**HANNES, ART**  
Toast of the Town  
CBS-TV

**HANSEN, BOB**  
KTRI, Sioux City, Iowa

**HANSEN, MILLARD**  
WJOL, Joliet, Ill.

**HANSON, CURT**  
WBIZ, Eau Claire, Wis.

**HANSON, GLEN**  
WDAY, Fargo, N. Dak.

**HARBAUGH, VIC**  
KSTA, Coleman, Texas

**HARDIN, CHUCK**  
WIEL, Elizabethtown, Ky.

**HARDY, CARROLL**  
WDOS, Oneonta, N. Y.

**HARLEY, BOB**  
WMOH, Hamilton, Ohio

**HARLEY, DICK**  
WEDC, Chicago, Ill.

**HARRICE, CY**  
B. March 1, 1915, Chicago, Ill.;  
The Big Story, Cavalcade of  
America, NBC; Kings Row, CBS;  
Hollywood Playhouse, WNBT;  
Saturday Night Theater, Sunday  
Night Theater, WNBT; First  
Hundred Years, CBS.



## Announcers—M-C's

- HARRILL, NELSON**  
WGWR, Asheboro, N. C.
- HARRIS, DEAN**  
WAGE, Syracuse, N. Y.
- HARRIS, LEE**  
KIOA, Des Moines, Iowa
- HARRIS, RADIE**  
Radio Harris Starlines  
CBS
- HARRIS, WALT**  
KFRC, San Francisco, Calif.
- HARRIS, WES**  
WGAY, Silver Spring, Md.
- HARRISON, BOB**  
WHNC, Henderson, N. C.
- HARSHAW, DICK**  
WISE, Asheville, N. C.
- HART, BILL**  
WPF6, Middletown, Ohio
- HART, JOHN**  
WLLH, Lowell-Lawrence,  
Mass.
- HART, WINK**  
WHUC, Hudson, N. Y.
- HARTMAN, RUDY**  
WPTM, Nanaimo, B. C., Can.
- HARVEY, J. BOYD**  
KSMN, Mason City, Iowa
- HARVEY, LEO**  
CBT, Grand Falls, Nfld., Can.
- HARVEY, LLOYD**  
WIRL, Peoria, Ill.
- HARVEY, NEIL**  
WFIL-TV, Philadelphia, Pa.
- HASSETT, EMMETT, JR.**  
KROS, Clinton, Iowa
- HASTINGS, JACK**  
WPEC, Minneapolis, Minn.
- HASTINGS, LOU**  
WOAI, San Antonio, Texas
- HATCH, ED**  
WLYN, Lynn, Mass.
- HATFIELD, LANSING**  
WSKY, Asheville, N. C.
- HATHAWAY, SKIP**  
Skip-A-Long  
KUGN, Eugene, Oregon
- HAVEMAN, TOM**  
KBRC, Mount Vernon, Wash.
- HAVIG, DEAN**  
KMO, Tacoma, Wash.
- HAWKINS, LEM**  
KFGO, Fargo, N. D.
- HAYDEN, FRANK**  
WTCO, Campbellsville, Ky.
- HAYES, BRUCE**  
WRR, Dallas, Texas
- HAYES, EARL**  
WJBK-TV, Detroit, Mich.
- HAYES, GEORGE**  
Sunday News  
Literally Speaking  
ABC
- HEAD, BYRON**  
KOIL, Omaha, Nebr.
- HEALY, DAVID**  
KIXL, Dallas, Texas
- HEFNER, A. J.**  
WMBO, Auburn, N. Y.
- HELMERS, DALE**  
KSEK, Pittsburg, Kansas
- HENDERSON, EUGENE**  
WOW-TV, Omaha, Nebr.
- HENDERSON, LARRY**  
KNET, Palestine, Texas
- HENDERSON, SKITCH**  
Talent Search, NBC-TV; Skitch  
Henderson Show, NBC
- HENDRYX, GENE**  
KVLF, Alpine, Texas
- HENLEY, HAROLD**  
WOPI, Bristol, Tenn.
- HENRY, RALPH**  
KGNC, Amarillo, Texas
- HENSON, JERRY**  
WMAY, Springfield, Ill.
- HENSON, RUSSELL**  
WCTT, Corbin, Ky.
- HERLIHY, ED**  
Horn & Hardart Children's Hour  
Date In Manhattan  
NBC-TV
- HERLIHY, WALTER**  
The Dione Lucas Show, Fun  
With Food, Holiday Hints, Ladies  
Daily, WJZ-TV.
- HERMANSFELD, ART**  
KEMW, Wahpeton, N. D.
- HERNDON, AL**  
WBAL-TV, Baltimore, Md.
- HERNON, PAT**  
WKOW, Madison, Wis.
- HESINGTON, CHUCK**  
KWTO, Springfield, Mo.
- HESS, BOB**  
KPAN, Hereford, Texas
- HESTER, JEFF**  
WSLI, Jackson, Miss.
- HEURICH, WAYNE**  
WLAN, Lancaster, Pa.
- HEWITT, WARREN**  
KIRX, Kirksville, Mo.
- HICKLING, LEE**  
WDOS, Oneonta, N. Y.
- HICKMAN, HENRY**  
WFBR, Baltimore, Md.
- HICKOK, LACEY**  
WBAC, Cleveland, Tenn.
- HICKS, FRANK**  
WHBF, Rock Island, Ill.
- HICKS, JOHN**  
Langford-Ameche Show  
WJZ-TV
- HIESTAND, JOHN**  
Meet Corliss Archer  
CBS  
Allan Young Show  
CBS-TV
- HIGBEE, ARTHUR**  
KSUB, Cedar City, Utah
- HIGDON, MAURIE**  
WGMS, Washington, D. C.
- HIGGINS, CLYDE**  
WSTV, Steubenville, Ohio
- HIGHAM, LEO**  
KID, Idaho Falls, Idaho
- HILDEBRAND, JIM**  
KHMO, Hannibal, Mo.
- HILL, BILL**  
KSDO, San Diego, Calif.
- HILL, EARL**  
Coffee Club  
WCDD, Carbondale, Penn.
- HILL, ED**  
WMOK, Metropolis, Ill.
- HILL, JOE**  
WLW-C, Columbus, Ohio
- HILLE, DALTON**  
WMUS, Muskegon, Mich.
- HINKLE, CHUCK**  
KWTX, Waco, Texas
- HITE, BOB**  
Fred Waring Show  
CBS-TV
- HIVES, ARTHUR**  
Star Program Of Good Music  
CKFH, Toronto, Ont., Canada
- HODGE, ALAN**  
CJOR, Vancouver, B. C., Can.
- HOFFMAN, HOWARD**  
WXEL, Cleveland, Ohio
- HOGAN, JACK**  
WVMC, Mt. Carmel, Ill.
- HOGAN, JAY**  
KRLL-TV, Dallas, Texas
- HOLDEN, JACK**  
WLS, Chicago, Ill.
- HOLECKO, ANDY**  
WICA, Ashtabula, Ohio
- HOLIDAY, GORDON**  
Take The Break  
Du Mont
- HOLLE, EVERETT**  
WAFM-TV, Birmingham, Ala.
- HOLLORAN, L. P.**  
KWMB, Williston, N. Dak.
- HOLMAN, CLIFF**  
WDEV, Waterbury, Vt.
- HOLMES, ROBERT D.**  
KAST, Astoria, Oregon
- HOLMES, TED**  
WBRK, Pittsfield, Mass.
- HOLT, DAN**  
WTCO, Campbellsville, Ky.
- HOLTIN, GEORGE**  
WREI, St. Marys, Pa.
- HOLTZ, THOMSON**  
KFAB, Omaha, Nebr.
- HOOD, TAL**  
WTAO, Cambridge, Mass.
- HOOKER, ROBERT**  
KTRM, Beaumont, Texas
- HOOPER, CHARLES**  
WDOK, Cleveland, Ohio
- HOOPER, D. L.**  
WKSJ, Pulaski, Tenn.
- HORNBER, FLOYD**  
WRJ, Humboldt, Tenn.
- HORST, RICHARD**  
WRAK, Williamsport, Pa.
- HORTON, ROBERT**  
WFTM, Mayfield, Ky.
- HOUGLUM, ROBERT L.**  
KIHJ, Hood River, Oregon
- HOOK, DON**  
WPTW, Piqua, Ohio
- HOULE, MARCEL**  
CKBL, Matane, Que., Canada
- HOULIHAN, WILLIAM**  
WEEK, Peoria, Ill.
- HOURLIGAN, HAP**  
WLS, Lansing, Mich.
- HOWARD, DON**  
KSDO, San Diego, Calif.
- HOWARD, PAUL**  
WTRF, Bellaire, Ohio
- HOWARD, PHIL**  
WADC, Akron, Ohio
- HOWARD, WED**  
WNQO, Chicago, Ill.
- HOWARD, WILLIAM T., JR.**  
KBTM, Danville, Va.
- HOWELL, WAYNE**  
Broadway Open House  
NBC-TV  
Musical Merry-Go-Round  
NBC  
Stars Review The Hits  
NBC  
Bringing Up Mother  
NBC-TV
- HOWLETT, BILL**  
KVNI, Coeur D'Alene, Idaho
- HOY, WALLACE, D.**  
WGVM, Greenville, Miss.
- HUARD, GEORGES**  
CKCH, Hull, Que., Canada
- HUBBARD, DAVE**  
WOAI-TV, San Antonio, Tex.
- HUBBARD, EDDIE**  
WIND, Chicago, Ill.
- HUCKABA, DICK**  
WDSG, Dyersburg, Tenn.
- HUDSON, HARVEY**  
WLEE, Richmond, Va.

## Announcers—M-C's

**HUFF, OSCAR**  
WSAM, Saginaw, Mich.

**HUGH, IVOR**  
Big Brother Bill's Kiddie Corner  
WCCC, Hartford, Conn.

**HUGHES, LEE**  
KRSN, Los Alamos, N. Mexico

**HUGHES, TOM**  
WSLS, Roanoke, Va.

**HULL, WARREN**  
Strike It Rich  
NBC

**HUME, ART**  
WLYN, Lynn, Mass.

**HUMPHREYS, DAN**  
WPFB, Middletown, Ohio

**HUNT, IRWIN**  
WLEC, Sandusky, Ohio

**HUNTER, AL**  
KSDO, San Diego, Calif.

**HUNTER, CLARENCE**  
CKBW, Bridgewater, Nova Scotia, Canada

**HUNTER, GEORGE**  
WXYZ-TV, Detroit, Mich.

**HURST, MICHAEL**  
WTBO, Cumberland, Md.

**HUTCHINSON, HARDY**  
KGMB, Honolulu, Hawaii

### — I —

**IHLENFELD, WARREN**  
WISR, Butler, Pa.

**IRELAND, MILLARD**  
KOMO, Seattle, Wash.

**IRVINE, JACK**  
KOOS, Coos Bay, Oregon

**IRVING, BOB**  
WMAF, Springfield, Ill.

**IRVING, PAUL**  
WEDC, Chicago, Ill.

**IRWIN, TOM**  
KNEM, Nevada, Mo.

**ISSACS, JIMMIE**  
KRBC, Abilene, Texas

**IVES, ROBERT**  
WFBL, Syracuse, N. Y.

### — J —

**JACKSON, BILL**  
KVIC, Victoria, Texas

**JACKSON, BOB**  
KHUZ, Borger, Texas

**JACKSON, JAY**  
Lux Video Theater  
CBS-TV

**JACKSON, JESSE**  
KCRS, Midland, Texas

**JACOBS, JOHN**  
Stars In The Air  
CBS

**JACOBS, JOHN**  
WDUN, Gainesville, Ga.

**JAEGER, WILFRED H.**  
WHHH, Warren, Ohio

**JAFFE, SYD**  
WNHC-TV, New Haven, Conn.

**JAMES, ALLAN**  
WRFD, Worthington, Ohio

**JAMES, ART**  
WKMH, Dearborn, Mich.

**JAMES, BRIEN**  
KCRG, Cedar Rapids, Iowa

**JAMES, DENNIS**  
Old Gold Original Amateur Hour  
NBC-TV

**JAMES, DICK**  
KCMC, Texarkana, Texas-Ark.

**JAMES, STEVE**  
WHEE, Boston, Mass.

**JANAVER, RICHARD**  
Cafe Istanbul  
ABC

**JANSEN, EDWARD**  
KRAM, Las Vegas, Nevada

**JARVIS, AL**  
KLAC, Los Angeles, Calif.

**JAY, ALLAN**  
WKVA, Lewistown, Pa.

**JEFFERS, GEORGE**  
WTIP, Charleston, W. Va.

**JEFFERIES, MORGAN**  
KRIS, Corpus Christi, Texas

**JEFFREY, LEWIS**  
KMTV, Omaha, Nebr.

**JENKINS, WAYNE**  
WBOW, Terre Haute, Indiana

**JENSEN, BOB**  
KOVC, Valley City, N. Dak.

**JENSEN, ERVING**  
KCOW, Alliance, Nebr.

**JENSEN, FRED**  
KXRN, Renton, Wash.

**JENSEN, PAUL**  
KOLN, Lincoln, Nebr.

**JENSEN, RAN**  
WOC, WOC-TV, Davenport, Iowa

**JENSEN, WALT**  
KSJB, Jamestown, N. Dak.

**JESSEN, DICK**  
WCVI, Connellsville, Pa.

**JOBES, HERBERT M.**  
KOFO, Ottawa, Kansas

**JOHNSON, ARV**  
KCJB, Minot, N. Dak.

**JOHNSON, BILL**  
KSUM, Fairmont, Minn.

**JOHNSON, BILL**  
WTAR, Norfolk, Va.

**JOHNSON, BOB**  
WAJR, Morgantown, W. Va.

**JOHNSON, CONRAD**  
KCUL, Fort Worth, Texas

**JOHNSON, DANA**  
WVMC, Mt. Carmel, Ill.

**JOHNSON, DEAN**  
St. Croix Jamboree  
WSHB, Stillwater, Minn.

**JOHNSON, DICK**  
WHLB, Virginia, Minn.

**JOHNSON, ED**  
WHAV, Haverhill, Mass.

**JOHNSON, FRANK**  
KOH, Reno, Nevada

**JOHNSON, HERB**  
KSMI, Salem, Oregon

**JOHNSON, JOE**  
WPAQ, Mt. Airy, N. C.

**JOHNSON, KARLETON**  
KDIX, Dickinson, No. Dak.

**JOHNSON, LEN**  
WKFB, Iron River, Mich.

**JOHNSON, ROYCE**  
KDDD, Dumas, Texas

**JOHNSON, VERNON**  
KRSN, Los Alamos, N. Mexico

**JOHNSTON, ALLEN**  
KTSM, El Paso, Texas

**JOHNSTON, DANE**  
CKCR, Kitchener, Ont., Can.

**JOHNSTON, JAMES**  
WLS, Chicago, Ill.

**JOHNSTONE, FRANK**  
KFRC, San Francisco, Calif.

**JOLLS, TOMMY**  
WUSJ, Lockport, N. Y.

**JONES, ART**  
Isaman Talent Revue

**JONES, BOB**  
KOTA, Rapid City, S. Dakota

**JONES, BOB**  
WBAL-TV, Baltimore, Md.

**JONES, DEL**  
KHQ, Spokane, Wash.

**JONES, DON**  
The Record Room  
WLEA, Hornell, N. Y.

**JONES, GENE**  
KJSK, Columbus, Nebr.

**JONES, JOHN PAUL**  
United Or Not  
WJZ-TV

**JONES, ROD**  
WJNC, Jacksonville, N. C.

**JONES, TED**  
Night Beat  
KNUZ, Houston, Texas

**JORDAN, MARK**  
KECA-TV, Hollywood, Calif.

**JORDAN, TONY**  
KELK, Elko, Nevada

**JORGENSEN, FRED**  
KGO-TV, San Francisco, Calif.

**JOSEPH, EDDY**  
WHLN, Niagara Falls, N. Y.

**JOURARD, LEE**  
CJBQ, Belleville, Ont., Canada

**JOYCE, JOHNNY**  
WPAQ, Mt. Airy, N. C.

**JUSTICE, CHARLES**  
WEAM, Arlington, Va.

### — K —

**KAHLER, BILL**  
WAZL, Hazleton, Pa.

**KALNEUS, HARRY**  
WMBR-TV, Jacksonville, Fla.

**KANE, RICHARD**  
WUSN, Charleston, S. C.

**KAUFMANN, GEORGE F.**  
KBMW, Wahpeton, N. D.

**KAY, BARRY**  
CKNX, Wingham, Ont., Canada

**KAY, BOB**  
WAVE, WAVE-TV, Louisville, Ky.

**KAY, LARRY**  
WHPA, Hopewell, Va.

**KAYE, DEAN**  
CFCE, Montreal, Que., Canada

**KEECH, KELVIN**  
Brunch Time  
Kelvin Keech Show  
ABC

**KEELER, DAN**  
KSL-TV, Salt Lake City, Utah

**KEEP, BARNEY**  
KEX, Portland, Oregon

**KEIGHLEY, WILLIAM**  
Lux Radio Theater  
CBS

**KELNER, NORM**  
WMOH, Hamilton, Ohio

**KELLER, ROBERT**  
WLBK, Lebanon, Pa.

**KELLY, DON**  
WQAI, San Antonio, Texas

**KELLY, JOE**  
Quiz Kids  
NBC-TV

**KELPE, HENRY**  
KOIL, Omaha, Nebr.

**KENDRICK, JIM**  
KWTO, Springfield, Mo.

**KENNEDY, DON**  
WBVP, Beaver Falls, Pa.

**KENNEDY, HAL**  
KCJB, Minot, N. Dak.

**KENNEDY, JOHN**  
Lux Radio Theater  
CBS

**KENNEDY, KEVIN**  
Your Esso Reporter — 7:00-7:15 p.m.; N. Y. Kefauver Hearing; Matinee Newsreel; It Happened This Week; In The Course Of Human Events; Televiews Of The News, WPIX.

## Announcers—M-C's

- KENNEDY, TERRY**  
WBCK, Battle Creek, Mich.
- KENNEDY, TOM**  
WGMS, Washington, D. C.
- KENNEDY, WAYNE**  
WKAI, Macomb, Ill.
- KENNEY, STU**  
CKEY, Toronto, Ont., Canada
- KENT, BOB**  
WMEV, Marlon, Va.
- KENT, FRANK**  
WPEN, Philadelphia, Pa.
- KERR, BOB**  
Videosynacracies  
WDAF-TV, Kansas City, Mo.
- KERWOOD, ORIE**  
KMMJ, Grand Island, Nebr.
- KESSENICH, JOHN R.**  
WDUZ, Green Bay, Wis.
- KESSENICH, RAYMOND**  
WBKV, West Bend, Wis.
- KETTLE, GEORGE**  
KGIW, Alamosa, Colo.
- KIBBY, GORDON**  
WFUR, Grand Rapids, Mich.
- KIDD, GEORGE**  
CFRN, Edmonton, Alberta, Canada
- KIEL, LYMAN**  
WBCK, Battle Creek, Mich.
- KIERAN, JOHN**  
Treasures of New York  
NBC-TV
- KIERAN, WALTER**  
Family Circle  
ABC
- KILGORE, BOB**  
WHOO, Orlando, Fla.
- KILIAN, JIM**  
WAAM, Baltimore, Md.
- KILLPACK, LOVELL A., JR.**  
KOVO, Provo, Utah
- KING, CARL**  
(See Artists Section)
- KING, CHARLES**  
WKAL, Rome, N. Y.
- KINGSLEY, DON**  
KSJB, Jamestown, N. Dak.
- KING, JEAN PAUL**  
King's Truth  
KLAS, Las Vegas, Nevada
- KING, JIM**  
KDMO, Carthage, Mo.
- KING, JOHN REED**  
Chance Of A Lifetime  
ABC & ABC-TV  
Give & Take  
CBS-TV  
Ford Festival  
NBC-TV
- KING, JOHNNY**  
WWJ-TV, Detroit, Mich.
- KING, JOSH**  
CHUM, Toronto, Ont., Canada
- KING KO**  
King of The Disc-Jockeys  
WBGO, Birmingham-Bessemer, Ala.
- KING, ROY**  
WHLN, Harlan, Ky.
- KINNEY, BOB**  
WDOD, Chattanooga, Tenn.
- KIPPENBROCK, JAMES**  
Story Hour  
KSFA, Nacogdoches, Texas
- KIRBY, DURWARD**  
Garry Moore Show  
CBS-TV
- KIRKWOOD, JACK**  
Jack Kirkwood Show  
Don Lee  
Bob Hope Show  
NBC
- KIRVEN, ROY**  
WGCD, Chester, S. C.
- KIRWIN, BILL**  
WREN, Topeka, Kansas
- KISER, JOHN**  
WADE, Wadesboro, N. C.
- KITCHEN, CORKY**  
WKLV, Blackstone, Va.
- KITTLESON, CURT**  
KTQE, Mankato, Minn.
- KLESTINE, FRED**  
WWOL, Buffalo, N. Y.
- KLIEWER, L. W.**  
WVEC, Hampton, Va.
- KNAUSS, ZANE**  
Musical Clock  
WMGW, Meadville, Pa.
- KNELLY, CARL**  
KCLW, Hamilton, Texas
- KNIEVEL, JOHN**  
KIMA, Yakima, Wash.
- KNIGHT, FRANK**  
WARE, Ware, Mass.
- KNIGHT, FRED**  
WTBG, Philadelphia, Pa.
- KNIGHT, KEN**  
WTCO, Campbellsville, Ky.
- KOGAN, JACK**  
KRAM, Las Vegas, Nevada
- KRAMER, WILLIAM J.**  
WILE, Cambridge, Ohio
- KREUTZ, JACK**  
KTUR, Turlock, Calif.
- KRIEGEL, JAY**  
KNET, Palestine, Texas
- KRONSBURG, HERBERT**  
WFNC, Fayetteville, N. C.
- KROSKE, BILL**  
WMCK, McKeesport, Pa.
- KROUGH, RAY**  
WSDR, Sterling, Ill.
- KRUSE, RUSS**  
KSDN, Aberdeen, S. D.
- KRUYER, PAUL**  
WSBT, South Bend, Indiana
- KULNHÄUSEN, JAMES**  
KTBI, Tacoma, Wash.
- KULSETH, CLAYT**  
KBMW, Wahpeton, N. D.
- KULT, IRV**  
WDLB, Marshfield, Wis.
- KUNTZMAN, BILL**  
WSMI, Litchfield, Ill.
- KURALT, CHARLES**  
WBT, Charleston, N. C.
- KUREGER, RALPH**  
WCSS, Amsterdam, N. Y.
- L —
- LACONI, JOSEPH**  
WBUT, Butler, Pa.
- LAFLE, ALAN**  
WNAV, Annapolis, Md.
- LAMBERT, KEN**  
WLDL, Jacksonville, Ill.
- LAMBERT, M. DOW**  
KIMA, Yakima, Wash.
- LAMERE, ROY**  
WFHR, Wisconsin Rapids, Wis.
- LAMUTIS, ALEX**  
WGVA, Geneva, N. Y.
- LANAGAN, JAMES**  
WNBH, New Bedford, Mass.
- LAND, ALLAN**  
WHIZ, Zanesville, Ohio
- LAND, ZACK**  
WMAS, Springfield, Mass.
- LANDEN, SKIP**  
KTOW, Oklahoma City, Okla.
- LANDFEAR, DEAN**  
WMT, Cedar Rapids, Iowa
- LANE, DICK**  
KTLA, Los Angeles, Calif.
- LANE, J. K., JR.**  
KHBK, Hillsboro, Texas
- LANGFORD, CAMERON**  
CJOY, Guelph Ont., Canada
- LAPP, KEN**  
LPCN, Calgary, Alberta, Can.
- LARSEN, BOB**  
WEMP, Milwaukee, Wis.
- LARSON, BEN**  
WRFW, Eau Claire, Wis.
- LASSITER, CHAD**  
WIBC, Indianapolis, Ind.
- LAUNER, ED**  
KODY, North Platte, Nebr.
- LAURENCE, ED**  
CKCK, Regina, Sask., Canada
- LAWRENCE, JAMES H.**  
KOVO, Provo, Utah
- LAWRENCE, MORT**  
B. Dec. 4, 1914, Philadelphia, Pa.; Strike It Rich, CBS; Take A Number, Mutual; The Big Pay-off, NBC-TV; Inside the Doctor's Office, Mutual; Colgate Comedy Hour, NBC-TV; The Lone Ranger, WJZ-TV.
- LAWSON, FRANK**  
WCMI, Ashland, Ky.
- LAWSON, JOHN**  
CFOR, Orville, Ont., Canada
- LAYMAN, EARLE**  
WPRC, Lincoln, Ill.
- LEA, ROD**  
WWOD, Lynchburg, Va.
- LEA, ROGER**  
WDVA, Danville, Va.
- LEACH, ART**  
KOLS, Pryor, Okla.
- LEACH, BOB**  
WRUF, Gainesville, Fla.
- LEACH, ROBERT E.**  
WPGW, Portland, Indiana
- LEBLANC, DONALD**  
CJOY, Guelph, Ont., Canada
- LEBOEUF, MARCEL**  
CKCV, Quebec, Canada
- LEE, BRUCE**  
WHIT, New Bern, N. C.
- LEE, GARY**  
WNOK, Columbia, S. C.
- LEE, STEVE**  
KBOR, Brownsville, Texas
- LEE, TOM**  
WMRA, Myrtle Beach, S. C.
- LEEPER, JIMMY**  
WTVN, Columbus, Ohio
- LEFEBRE, BILL**  
WFBR, Baltimore, Md.
- LEFRANC, IVAN**  
WORA, Mayaguez, P. R.
- LEGOFF, JACK**  
WFMJ, Youngstown, Ohio
- LEIGHTON, BEN**  
KSTP, Minneapolis-St. Paul, Minn.
- LEIGHTON, ISABEL**  
How Did They Get That Way  
WJZ-TV
- LEIGHTON, JERRY**  
WSAZ, Huntington, W. Va.
- LEMON, OJ' DOC**  
WTVN, Columbus, Ohio
- LEMOND, BOB**  
Operation Underground. Our Miss Brooks. Meet Millie  
CBS
- LENAY, WILL**  
WSAI, Cincinnati, Ohio
- LENNON, PAUL**  
WTTV, Bloomington, Ind.
- LENNOX, JOHN**  
KGRB, Tyler, Texas
- LENUSON, DICK**  
KBUN, Bemidji, Minn.



## Announcers—M-C's

- LEONARD, BOB**  
WBIS, Bristol, Conn.
- LEONARD, JESSE**  
KEX, Portland, Oregon
- LEPAUD, JEAN**  
WMSA, Massena, N. Y.
- LEPAUD, GLENN**  
WOOD, Grand Rapids, Mich.
- LESNEVICH, GUS**  
Gus Lesnevich vs. Bob Emerick, WOR.
- LEWIS, CARL**  
KCOW, Alliance, Nebr.
- LEWIS, DICK**  
KVIC, Victoria, Texas
- LEWIS, F.**  
WJNO, W. Palm Beach, Fla.
- LEWIS, JOHN**  
WCAO, Baltimore, Md.
- LEWIS, RALPH**  
WTD, Quincy, Ill.
- LEWIS, ROBERT Q.**  
Robert Q's Waxworks  
CBS  
The Name's The Same  
WJZ-TV
- LIDDLE, BOB**  
KHQ, Spokane, Wash.
- LIEBMAN, JERRY**  
WPIC, Sharon, Pa.
- LIRGOIS, BILL**  
WJAM, Marinette, Wis.
- LIGGITT, PAUL**  
WHEF, Rock Island, Ill.
- LILLICO, DICK**  
CHAB, Moose Jaw, Sask., Can.
- LILLY, DON**  
WMAK, Nashville, Tenn.
- LINDER, CEC**  
CKTB, St. Catharines, Ont., Canada
- LINDLEY, BOB**  
KELP, El Paso, Texas
- LINDSAY, BILL FRANK**  
KELT, Electra, Texas
- LINDSAY, JAMES**  
KRIC, Beaumont, Texas
- LINFOOT, VICTOR**  
WEXL, Royal Oak, Mich.
- LING, CLYDE**  
WCAM, Camden, N. J.
- LINGLE, DICK**  
WFBM, WFBM-TV, Indianapolis, Ind.
- LINKLETER, ART**  
People Are Funny, CBS, NBC;  
House Party, CBS; Life With Linkletter, ABC-TV
- LINKOUS, MEL**  
WSLS, Roanoke, Va.
- LIN, CLARE**  
WCMH, Dearborn, Mich.
- LIN, SAM**  
WSAZ-TV, Huntington, W. Va.
- LIFEZ, HARRIS**  
WBPZ, Lock Haven, Pa.
- LITCHFIELD, LITCH**  
WKBC, N. Wilkesboro, N. C.
- LITTLE, ED**  
WEBR, Buffalo, N. Y.
- LITTLEJOHN, JIM**  
KMHL, Marshall, Minn.
- LIVICK, ART**  
WJMA, Orange, Va.
- LOYD, MORTON**  
KXEL, Waterloo, Iowa
- LOYD, RHONE**  
WPWA, Chester, Pa.
- LOYD, TED**  
KABC, San Antonio, Texas
- LOCKE, ED**  
WIP, Philadelphia, Pa.
- LODRINI, UGO**  
WJMJ, Philadelphia, Pa.
- LOEBE, BARNEY**  
WNAC, Grenada, Miss.
- LOFLIN, BOB**  
WAFM-TV, Birmingham, Ala.
- LOFTSNESS, RAY**  
Ray's Revue  
KS00, Sioux Falls, South Dakota
- LOMAX, KEN**  
KUGN Carousel  
KUGN, Eugene, Oregon
- LONGERGAN, VINCE**  
WDGY, Minneapolis, Minn.
- LONGACRE, JAY**  
WBAT, Marion, Ind.
- LORBER, DAVID C.**  
WLE, Cambridge, Ohio
- LOUGHNANE, DONALD**  
KOWH, Omaha, Nebr.
- LOUIS, JOHN**  
WSAZ-TV, Huntington, W. Va.
- LOUTHER, JOHN**  
WKAL, Rome, N. Y.
- LOW, JACK**  
KGFJ, Hollywood, Calif.
- LOWE, DON**  
Thoughts In Passing, ABC;  
Life Begins At 80, WJZ-TV
- LOWE, HOLLAND**  
WVNH, Rochester, N. H.
- LOWRY, ROBERT A.**  
KVMC, Colorado City, Texas
- LUCAS, CLYDE**  
WKTV, Utica, New York
- LUCAS, WILLIAM E.**  
KOLN, Lincoln, Nebr.
- LUCIAN, BOB**  
WBIS, Bristol, Conn.
- LUCK, LUCKY**  
KPOA, Honolulu, Hawaii
- LUDDEN, ALLEN**  
Mind Your Manners, NBC
- LUGT, JOHN**  
KSL-TV, Salt Lake City, Utah
- LUNDBOM, DEL**  
KGEM, Boise, Idaho
- LUPTON, JOHN**  
WLAN, Lancaster, Pa.
- LUSE, JACK**  
WANE, Ft. Wayne, Ind.
- LUTHER, EDDIE**  
CFRB, Toronto, Canada
- LYMAN, PETER**  
KAAA, Red Wing, Minn.
- LYNCH, BILL**  
WRYO, Rochester, Pa.
- LYNCH, FRANK**  
WOCB, W. Yarmouth, Mass.
- LYNKER, JOHN**  
WPAT, Paterson, N. J.
- LYNN, JACK**  
KVER, Albuquerque, N. Mex.
- LYNN, JAMES**  
WVCH, Chester, Pa.
- LYNN, RONNY**  
WKNX, Saginaw, Mich.

### — Me —

- McADOO, DICK**  
WGB, Greensboro, N. C.
- McALLISTER, ROY**  
WHMA, Anniston, Ala.
- McBEF, KEITH**  
WBAL-TV, Baltimore, Md.
- McBRIDE, BILL**  
WOW, WOW-TV, Omaha, Nebr.
- McBRIDE, GORDON**  
CKFI, Fort Frances, Ontario, Canada
- McCANN, BOB**  
KEMY, Billings, Mont.
- McCARL, BOB**  
KRRR, Roseburg, Oregon
- McCARTHY, JIM**  
WBRE, Wilkes-Barre, Pa.
- McCARTHY, JOSEPH**  
WRDO, Augusta, Maine
- McCAULEY, JOE**  
WIP, Philadelphia, Pa.
- McCLAIN, BUB**  
WVLK, Versailles & Lexington, Ky.
- McCLAIN, JIM**  
KIXL, Dallas, Texas
- McCLOY, GEORGE**  
CJOB, Winnipeg, Manitoba, Canada
- McCOY, JACK**  
Like Like A Millionaire, NBC
- McCURRY, R. J.**  
KREW, Sunnyside, Wash.
- McDANIELS, EARL**  
KFVD, Los Angeles, Calif.
- McDONNELL, STU**  
WMS, Michigan City, Ind.
- McDONALD, LARRY**  
WLS, Chicago, Ill.
- McDONOUGH, JIM**  
WHUC, Hudson, N. Y.
- McDOUGALL, DON**  
CJOB, Lethbridge, Alberta, Canada
- McEACHERN, LEE**  
WBHQ, Memphis, Tenn.
- McELWAIN, PHIL**  
KXRN, Renton, Washington
- McFARLANE, MONTY**  
CJOR, Vancouver, B. C., Can.
- McFARLIN, MAC, JR.**  
WDXI, Jackson, Tenn.
- McGINNIS, DALLAS**  
KXEL, Waterloo, Iowa
- McHUGH, DAN**  
WLBG, Laurens, S. C.
- McINTOSH, DON**  
KULP, El Campo, Texas
- McINTOSH, HUGH**  
KRIC, Lewiston, Idaho
- McINTURFF, DONN C.**  
WNAH, Nashville, Tenn.
- McKASSON, CHUCK**  
WGBF, Evansville, Ind.
- McKAY, DEL**  
KRXL, Roseburg, Ore.
- McKAY, TED**  
WMON, Montgomery, W. Va.
- McKINLEY, AL**  
"West's Best!"  
KNUZ, Houston, Texas
- McKINNEY, JIM**  
WMIX, Mt. Vernon, Tl.
- McKINNEY, JOE**  
KCMC, Texarkana, Texas-Ark.
- McLEAN, NORRIS**  
CKOK, Pontiac, B. C., Can.
- McLEOD, DON**  
WJBR, Detroit, Mich.
- McMASTERS, JAY**  
WMBX, Boston, Mass.
- McMILLEN, GENE**  
KRAL, Rawlins, Wyo.
- McMILLEN, JIM**  
WCKE, Dunn, N. C.
- McMULLEN, DON**  
KGVO, Missoula, Mont.
- McMURRY, JOHN**  
WHLN, Harlan, Ky.
- McNAMARA, JIM**  
WATA, Mobile, Ala.
- McNEIL, DON**  
Don McNeil's TV Club, WJZ-TV; Breakfast Club, ABC
- McNEILL, JOE**  
WSPC, Somerset, Ky.
- McNELLIS, MAGGIE**  
Say It With Acting; What's Playing?; WJZ-TV
- McOSKER, DARRELL**  
KODY, North Platte, Nebr.



## Announcers—M-C's

**McVAY, BOB**  
KFJI, Klamath Falls, Oregon

### — M —

**MABRY, BOB**  
WXYZ-TV, Detroit, Michigan

**MABRY, HARRY**  
WAFM-TV, Birmingham, Ala.

**MAC, CLARENCE**  
CFAC, Calgary, Alberta, Can.

**MacDUGALL, JOHN**  
Vaughn Monroe Show  
CBS-TV

**MACK, BERNIE**  
WMUR, Manchester, N. H.

**MACK, BILL**  
WEDC, Chicago, Ill.

**MACK, JIMMY**  
WHFB, Benton Harbor, Mich.

**MACK, JOHNNY**  
KBOA, Kennett, Mo.

**MACK, TED**  
Old Gold Original Amateur  
Hour, NBC-TV; Ted Mack Fan-  
ity, WJZ-TV.

**MACK, WAYNE**  
WDOK, Cleveland, Ohio

**MACKAY, JAMES**  
Dennis James, WJZ-TV; Sat-  
urday Morning News, ABC

**MAGUIRE, DICK**  
KFJI, Klamath Falls, Oregon

**MALCOLM, ANITA**  
WXRA, Buffalo, N. Y.

**MALONE, TED**  
Between The Bookends  
ABC

**MALOY, HENRY**  
WTRY, Troy, N. Y.

**MAREZ, MILTON**  
WKHM, Jackson, Mich.

**MANN, DAVE**  
WAGE, Syracuse, N. Y.

**MANN, NORMAND**  
KRIO, McAllen, Texas

**MANNS, BILL**  
WIP, Philadelphia, Pa.

**MANNING, DAVE**  
KGFI, Hollywood, Calif.

**MANUSH, GEORGE**  
WLAY, Muscle Shoals, Ala.

**MAPHET, DICK**  
KTMS, Santa Barbara, Calif.

**MARGET, MANNY**  
KVOK, Moorhead, Minn.

**MARKSTROM, STEVE**  
WLIN, Merrill, Wis.

**MARR, DALE**  
WKMH, Dearborn, Mich.

**MARSHALL, CURT**  
WCRA, Effingham, Ill

**MARSHALL, GEORGE**  
WJEJ, Hagerstown, Md.

**MARSHALL, REX**  
(See Artists Section)

**MARTIN, BILL**  
WHYN, Holyoke, Mass.

**MARTIN, ED**  
WBBB, Burlington, N. C.

**MARTIN, FRED**  
WHTC, Holland, Mich.

**MARTIN, GEORGE**  
WKSJ, Pulaski, Tenn.

**MARTIN, JOE**  
KCLX, Colfax, Wash.

**MARTIN, JOE**  
KMMJ, Grand Island, Nebr.

**MARTIN, JOHN**  
KLIZ, Brainerd, Minn.

**MARTIN, JOHNNY**  
WLou, Louisville, Ky.

**MARTINEZ, AL**  
WKIP, Poughkeepsie, N. Y.

**MARVIN, TONY**  
Arthur Godfrey And His  
Friends, CBS-TV

**MASON, GENE**  
WKCT, Bowling Green, Ky.

**MASON, JOE**  
WLEE, Richmond, Va.

**MASSIE, CHARLES**  
WNA, Charlottesville, Va.

**MASTERSON, JOHN**  
Live Like A Millionaire, CBS-  
TV

**MATHEWS, JIM**  
WKBV, Richmond, Ind.

**MATHEWS, PETE**  
WSAZ, Huntington, W. Va.

**MATTHEWS, JIM**  
People Are Funny, CBS

**MATTHEWS, TOM**  
WKLA, Ludington, Mich.

**MATTISON, CARL**  
WVBC, Glens Falls, N. Y.

**MATTISON, HENRY**  
KRHD, Duncan, Okla.

**MAUER, BOB**  
Rumpus Room, Du Mont

**MAUGANS, BILL**  
WBBZ, Ponca City, Okla.

**MAUREK, DEL**  
KDDD, Dumas, Texas

**MAUNSELL, DAVID**  
WSKI, Montpelier, Vt.

**MAWSON, RICHARD**  
KMVI, Wailuku, Maui, T. H.

**MAXWELL, ED**  
WMAM, Marinette, Wis.

**MAY, FRED**  
WARM, Scranton, Pa.

**MAYER, BRUCE**  
WJBK-TV, Detroit, Mich.

**MESSER, FRANK**  
WSKY, Asheville, N. C.

**MESSER, NORM**  
WKXL, Concord, N. H.

**METCALF, JAMES**  
WJAR-TV, Providence, R. I.

**METHVEN, JEFF**  
KPLT, Paris, Texas

**METZGER, DON**  
WMAM, Marinette, Wis.

**MEYER, BILL**  
WVLN, Olney, Ill.

**MEYER, MIKE**  
KRVN, Lexington, Nebr.

**MICHAEL, EDWARD**  
Una Mae Carlisle; Rogues Gal-  
lery, ABC

**MICHAEL, GEORGE**  
WWNH, Rochester, N. H.

**MICHAEL, RAY**  
WNBW, Washington, D. C.

**MICHAELS, ALAN**  
WNAR, Norristown, Pa.

**MILLER, ALLEN**  
KING, Seattle, Wash.

**MILLER, BILL**  
"Let's Make Music"

**MILLER, DON**  
WTAX, Springfield, Ill.

**MILLER, ED**  
WKNA, Charleston, W. Va.

**MILLER, IRV**  
WDLB, Marshfield, Wis.

**MILLER, JIM**  
WNBW, Washington, D. C.

**MILLER, MARVIN**  
Beulah, CBS

**MILLER, SKIP**  
WJSW, Altoona, Pa.

**MILLER, VAN C.**  
WFGB, Dunkirk, N. Y.

**MILLS, DEXTER**  
WDBJ, Roanoke, Va.

**MILLS, FRANK**  
WBAP, WBAP-TV, Fort  
Worth, Texas

**MILNE, JAMES T.**  
WNHC, New Haven, Conn.

**MILSOP, JOSEPH**  
WCFA, Clearfield, Pa.

**MILTON, RON**  
WKHM, Jackson, Mich.

**MINTON, MARK**  
KGVU, Greenville, Texas

**MITCHELL, WALT**  
KTBB, Tyler, Texas

**MITCHELL, ED**  
WDOV, Dover, Delaware

**MITCHELL, EVERETT**  
National Farm & Home Hour,  
NBC

**MONTGOMERY, DEAN**  
KELO, Sioux Falls, South  
Dakota

**MONTGOMERY, PAUL**  
WNAO, Raleigh, N. C.

**MOORE, ARLEN**  
WMTG, Andeve, Ky.

**MOORE, BRITT**  
KGCBC, Galveston, Texas

**MOORE, CHUCK**  
KPDQ, Portland, Oregon

**MOORE, JERRY**  
WKOK, Sunbury, Pa.

**MOORE, TOM**  
Ladies Fair, MBS

**MOREY, GEORGE**  
KDWT, Stamford, Texas

**MORELAND, HUGH**  
CKSF, Cornwall, Ont., Canada

**MORGAN, HAL**  
WLOK, Lima, Ohio

**MORGAN, RAY**  
American Inventory, NBC-TV;  
America's Town Meeting, ABC-  
TV; Crusade In The Pacific,  
ABC-TV.

**MORGAN, R. B.**  
WMBO, Auburn, N. Y.

**MORRIS, BAXTER**  
WHKP, Hendersonville, N. C.

**MORRIS, LEROY**  
WEAR, Pensacola, Fla.

**MORRIS, ROY**  
WAGC, Chattanooga, Tenn.

**MORRISON, HOWARD**  
WOPF, Bristol, Tenn.

**MORRISON, WILLIAM**  
WINA, Charlottesville, Va.

**MORSE, CHARLES**  
KPOW, Powell, Wyo.

**MOSS, LLOYD**  
WNYC, New York, N. Y.

**MOSTELLER, JERRY G.**  
WAKE, Greenville, S. C.

**MOUZAR, FRANCIS**  
CKBW, Bridgewater, Nova  
Scotia, Canada

**MOYER, BILL**  
CFNB, Fredericton, N. B., Can.

**MULLIGAN, RAY**  
WPAM, Pottsville, Pa.

**MULLINAX, W. A.**  
WESC, Greenville, S. C.

**MUNDEN, GROVER**  
WMBL, Morehead City, N. C.

**MUNZELL, SPECS**  
WIS, Columbia, S. C.

**MURPHEY, DAN**  
KTEL, Walla Walla, Wash.

**MURPHY, BOB**  
WJBK-TV, Detroit, Mich.

## Announcers—M-C's

**MURPHY, ED**  
WSYR, Syracuse, N. Y.  
**MURPHY, G. VINCENT**  
WKOP, Binghamton, N. Y.  
**MURPHY, JOHN**  
WFAW, Pawtucket, R. I.  
**MURPHY, WM. J.**  
WISE, Asheville, N. C.

**MURRAY, JAN**  
Songs For Sale, CBS-TV, AM;  
Milton Berle Show, NBC-TV; Ed  
Sullivan Show, CBS-TV.

**MURRAY, TOM**  
WIBV, Belleville, Ill.  
**MUSIC, REX**  
KSO, Des Moines, Iowa  
**MUSSER, WALTER J.**  
WBCM, Bay City, Mich.  
**MYERS, KENT**  
KSUB, Cedar City, Utah

### — N —

**NAKEL, PAUL**  
WJMO, Cleveland, Ohio  
**NASH, R. J.**  
KIOA, Des Moines, Iowa  
**NEAL, JIM**  
WSLI, Jackson, Miss.  
**NEELEY, BOB**  
WROY, Carmi, Ill.  
**NEELY, JOHN**  
KCOH, Houston, Texas  
**NEHRING, WALLY**  
WIRE, Indianapolis, Ind.  
**NEIBLING, ED**  
KTUL, Tulsa, Okla.  
**NEIDEL, CHUCK**  
WTXL, Springfield, Mass.  
**NEL, EVERETT**  
WEDO, McKeesport, Pa.  
**NELIN, CECIL**  
KNEL, Brady, Texas  
**NELSON, BOB**  
KFIZ, Fond Du Lac, Wis.  
**NELSON, JOHN**  
Live Like A Millionaire, Bride  
and Groom. CBS-TV  
**NELSON, STAN**  
KITE, San Antonio, Texas  
**NELSON, VERN**  
KTRI, Sioux City, Iowa  
**NESS, DON**  
WJAG, Norfolk, Nebr.  
**NEWBERRY, MACK**  
KPAC, Port Arthur, Texas  
**NEWCOMBE, ED**  
WJIM, Lansing, Mich.  
**NEWELL, JAMES**  
CKBW, Bridgewater, Nova  
Scotia, Canada  
**NEWHOUSE, SHELBY**  
WWJ-TV, Detroit, Mich.  
**NEWMAN, JAMES A.**  
KFAL, Fulton, Mo.  
**NEWTON, GAY RICHARDS**  
KELT, Electra, Texas  
**NICHOLS, JACK**  
WJPB, Fairmont, W. Va.  
**NICHOLSON, AL**  
CJRW, Summerside, Prince  
Edward Island, Canada  
**NICKSON, NICK**  
WARC, Rochester, N. Y.  
**NIDIFFIER, RANDOLPH**  
WBEJ, Elizabethton, Tenn.  
**NIELSON, WALTER A.**  
WNHC, New Haven, Conn.  
**NILSON, BILL**  
KING-TV, Seattle, Wash.  
**NOEL, DICK**  
The Plainclothes Man, Du  
Mont

**NOEL, JACK**  
WPTS, Bloomington, Ind.  
**NOLAN, JAS. W.**  
KIT, Yakima, Wash.  
**NORMAN, ROBERT**  
WHDL, Olean, New York  
**NORMAND, JACQUES**  
CKVL, Verdun, Que., Canada  
**NORRIS, JOE**  
WCRA, Effingham, Ill.  
**NORRIS, RANDY**  
KEYD, Minneapolis, Minn.  
**NORTHINGTON, JIMMY**  
WHKP, Hendersonville, N. C.  
**NORTON, DUKE**  
KFVD, Los Angeles, Calif.  
**NOVENSON, JOE**  
WFIL, Philadelphia, Pa.  
**NUMBY, JIM**  
KTBC, Austin, Texas  
**NUNN, BILL**  
WCHV, Charlottesville, Va.  
**NUSBAUM, MORT**  
WHAM-TV, Rochester, N. Y.

### — O —

**O'BRIEN, BILL**  
WSAR, Fall River, Mass.  
**O'BRIEN, JOE**  
WMCA, New York, N. Y.  
**O'DONNELL, BOB**  
WJMB, Brookhaven, Miss.  
**O'DONNELL, CHARLES**  
WCHA, Chambersburg, Pa.  
**ODOM, HOMER**  
KFDM, Beaumont, Texas  
**OGLIVIE, JACK**  
WJTN, Jamestown, N. Y.  
**OIEN, BERT**  
KLIZ, Brainerd, Minn.  
**OLIVE, GRAY**  
WYOD, Lynchburg, Va.  
**OLIVER, TELFORD K.**  
CKIN, Nelson, B. C., Canada  
**OLSEN, DELORES**  
KCUL, Fort Worth, Texas

**OLSEN, JOHNNY**  
B. Window, Minnesota; Johnny  
Olsen Luncheon Club, ABC;  
Break the Bank, ABC-NBC;  
Johnny Olsen Rumpus Room, Du-  
Mont; Kids and Company, Du-  
Mont.

**O'TOOLE, BILL**  
Kids And Company, Du Mont;  
Famous Jury Trials, Du Mont;  
Sign-Off News, WABD •  
**OVERTON, DAVE**  
WSM-TV, Nashville, Tenn.  
**OWEN, AL**  
WFNC, Fayetteville, N. C.  
**OWEN, ALAN**  
WMD, Atlantic City, N. J.  
**OWENS, BOB**  
KVOC, Moorhead, Minn.  
**OWNBY, LEN**  
WSSB, Durham, N. C.

### — P —

**PAGE, BOB**  
KCTX, Childress, Texas  
**PAINTER, DICK**  
KYGB, Great Bend, Kansas  
**PAKCKER, VICTOR**  
WLBI, New York, N. Y.  
**PALEE, LAWRENCE**  
CBO, Ottawa, Ontario, Canada  
**PALEN, DAN C.**  
KXGN, Glendive, Montana  
**PALMER, CLARK**  
WRFD, Worthington, Ohio

**PALMER, COY**  
KPDN, Pampa, Texas  
**PALMER, JAMES**  
KSIM, Sikeston, Mo.  
**PALO, GEORGE**  
KBUN, Bemidji, Minn.  
**PARKER, BILL**  
WNBF-TV, Binghamton, N. Y.  
**PARKER, JOHN**  
WBTM, Danville, Va.  
**PARKER, KEN**  
WDVA, Danville, Va.  
**PARKER, PAUL**  
WGNT, Wilmington, N. C.  
**PARKER, ROYAL**  
WASA, Havre De Grace, Md.  
**PARKS, BERT**  
Stop The Music, ABC & ABC-  
TV; Break The Bank, CBS-  
TV  
**PARSONS, ALFRED**  
WNAV, Annapolis, Md.  
**PARTRIDGE, GEORGE**  
Homaker Harmonies  
WINN, Louisville, Ky.  
**PATOFF, REGUS**  
WLAV, Grand Rapids, Mich.  
**PATRICK, JOE**  
KGFJ, Hollywood, Calif.  
**PATRICK, LAWRENCE Q.**  
WAIR, Winston-Salem, N. C.  
**PATTERSON, DUDLEY**  
CJOB, Winnipeg, Manitoba,  
Canada  
**PAUL, NICK**  
WOAL, San Antonio, Texas  
**PAUL, RALPH**  
Strike It Rich  
CBS  
Lights Out  
NBC-TV

### PAUL, SIDNEY

TV: Pulitzer Prize Playhouse,  
ABC; Lucky Strike Theater,  
NBC; The Clock, NBC; Martin  
Kane, NBC; Radio: Counterspy,  
NBC; Bobby Benson, MBS; Martin  
Kane, NBC; Under Arrest, MBS;  
Mysterious Traveler, MBS.

**PAULSEN, RAY**  
WJMS, Ironwood, Mich.  
**PAXTON, TOM**  
WKY-TV, Oklahoma City,  
Okla.  
**PAYNE BRUCE**  
WBCO, Birmingham-Bessemer,  
Ala.  
**PETERS, ROBERT F.**  
WFAS, White Plains, N. Y.  
**PETERSEN, JIM**  
KALL, Salt Lake City, Utah  
**PETERSON, ARNOLD**  
WATW, Ashland, Wis.  
**PATERSON, ART**  
WHRN, Syracuse, N. Y.  
**PETERSON, GEORGE**  
WBSC, Bennettsville, S. C.  
**PETERSON, WALTER**  
KELP, El Paso, Texas  
**PETRIE, ROBERT**  
WBHY, Appleton, Wis.  
**PETTEWAY, S. BRUCE**  
WFTC, Kinston, N. C.  
**PETTI, RALPH**  
WJAS, Pittsburgh, Pa.  
**PEIFFER, LEW**  
KFRC, San Francisco, Calif.  
**PEIFFER, KIETH**  
KFJB, Marshalltown, Iowa  
**POUTZ, SANDY**  
WHED, Washington, N. C.  
**PHELPS, KENNETH**  
WMFD, Wilmington, N. C.

## Announcers—M-C's

**PHILLIPPE, GENE**  
WKID, AM & PM, Urbana, Ill.

**PHILLIPS, BRAD**  
WINS, New York, N. Y.

**PIERCE, CHARLES**  
WVNY, Watertown, N. Y.

**PIERCE, RUSSELL**  
KGVL, Greenville, Texas

**PIGG, CALVIN**  
WTAW, College Station, Texas

**PIKE, BILL**  
CHUB, Nanaimo, B. C., Canada

**PINEO, JOHN S.**  
CFAB, Windsor, N. S., Canada

**PINEO, JOHN S.**  
CKEN, Kentville, N. S., Can.

**PIPPERT, PAUL**  
KMA, Shenandoah, Iowa

**PITENGER, DICK**  
WFBS-TV, Indianapolis, Ind.

**PLACAK, MARTIN**  
WBOW, Terre Haute, Ind.

**PLATT, DAVID M.**  
WKLV, Blackstone, Va.

**PROVOST, RICHARD**  
WWNY, Watertown, N. Y.

**PRYCE, DAVID**  
1230 Club, WCDD, Carbondale, Pa.

**PURCELL, CHARLES W.**  
WCAO, Baltimore, Md.

**PITENGER, JIM**  
WMIK, Mt. Vernon, Ill.

**PUTMAN, DON**  
WBZ, Ponca City, Okla.

**PYLANT, RUDY**  
KBOA, Kennett, Mo.

### — Q —

**QUAVE, MACKIE**  
WIS, Columbia, S. C.

**QUINLAN, TOM**  
KWBG, Boone, Iowa

**QUINN, DOMINIC**  
WFDF, Flint, Mich.

**QUINN, RAY**  
WPIK, Alexandria, Va.

### — R —

**RABER, ALAN D.**  
WKAP, Allentown, Pa.

**RAFFENBERGER, DON**  
WKVA, Lewiston, Pa.

**RAFFERTY, CARL**  
KSKK, Columbus, Nebr.

**RAINS, JACK**  
KTSM, El Paso, Texas

**RAMSELL, DON**  
KCRG, Cedar Rapids, Iowa

**RAMSEY, LU**  
KBKW, Aberdeen, Wash.

**RANDALL, DALE R.**  
KWVL, Waterloo, Iowa

**RANEY, WALTER**  
Noontime News; Double C Canteen; Bob Dixon Show; WABD, New York, N. Y.

**RATHE, BOB**  
KOKX, Keokuk, Iowa

**RAWSON, RONALD**  
Young Dr. Malone  
CBS

**RAYBURN, JOHNNY**  
WMBD, Peoria, Ill.

**REARDON, TOM**  
WABG, Greenwood, Miss.

**REBER, DON**  
KVNJ, Logan, Utah

**REYNOLDS, GENE**  
WBAP, WBAP-TV,  
Fort Worth, Texas

**RHODES, MIKE**  
KING, Seattle, Wash.

**RHONE, PAUL**  
WBRE, Wilkes-Barre, Pa.

**RICHARDS, BILL**  
WUSA, Charlevoix, Pa.

**RICHARDS, BILL**  
WGVV, Charleston, W. Va.

**RICHARDS, BOB**  
WAZL, Hazleton, Pa.

**RICHARDS, JOHN**  
CFNB, Fredericton, N. B., Canada

**RICHARDS, MALCOLM**  
WSAI, Cincinnati, Ohio

**RICHARDS, TOMMY**  
KRHD, Duncan, Okla.

**RICHARDSON, RUSS**  
CKOV, Colowna, B. C., Can.

**RICHARDSON, TED**  
WMOH, Hamilton, Ohio

**RICHMOND, ROBERT**  
WREN, Topeka, Kansas

**RICO, JOE**  
WWOL, Buffalo, N. Y.

**RILEY, DON**  
KSTP, Minneapolis-St. Paul, Minn.

**RILEY, JAY**  
WMOK, Metropolis, Ill.

**RILEY, L. C.**  
WJPB, Falmont, W. Va.

**RIPLEY, RONALD**  
KBWD, Brownwood, Texas

**ROACH, JACK**  
WMUS, Muskegon, Mich.

**ROBERTS, CHARLES**  
WGAR, Cleveland, Ohio

**ROBERTS, HOWDY**  
WMT, Cedar Rapids, Iowa

**ROBERTS, KEN**  
Frank Sinatra Show  
CBS

**ROBERTS, LARRY**  
KXRO, Aberdeen, Wash.

**ROEGL, WILLIAM**  
Charlie Wild, Private Detective  
CBS

**ROGERS, DON**  
WRIB, Providence, R. I.

**ROGERS, RALPH**  
WOAI, WOAI-TV, San Antonio, Texas

**ROGERS, WILLIAM**  
WFMV-TV, Greensboro, N. C.

**ROHN, JIM**  
KSJB, Jamestown, N. Dak.

**ROMAN, JOSEPH**  
WBAX, Wilkes-Barre, Pa.

**ROMANCE, ED**  
WPPA, Pottsville, Pa.

**ROMANO, TOM**  
WNHC-TV, New Haven, Conn.

**ROMERO, FRED**  
KTXX, Austin, Texas

**ROPP, JOHN**  
Melody Jackpot, WCOS, Columbia, S. C.

**ROSALES, MARTIN, JR.**  
KTXX, Austin, Texas

**ROSAMOND, ROBERT**  
WTBO, Cumberland, Md.

**ROSE, DON**  
WHFB, Benton Harbor, Mich.

**ROSS, AL**  
WBAL, Baltimore, Md.

**ROSS, ART**  
WCUE, Akron, Ohio

**ROSS, DON JOHN**  
WJTN, Jamestown, N. Y.

**ROSS, DUNDEE**  
KRMG, Tulsa, Okla.

**ROSS, IRVINE**  
CFCN, Calgary, Alberta, Can.

## ROSS, NORMAN

Northwestern Hour; Music That Sings; Here's Norman Ross; Early Norman Ross, WMAQ, Chicago, Ill.; The Northerners, WGN.

## ROSS, NORMAN

WNBO, Chicago, Ill.

## ROSS, PAUL

KRFD, Dallas, Texas

## ROSSI, GIANCARLO

WOV, New York, N. Y.

## ROTH, BEVIN

KONP, Port Angeles, Wash.

## ROTHMAN, LEE

WWXL, Peoria, Ill.

## ROWLIFFE, LEN

"Anything Goes"

CKFH, Toronto, Ont., Canada

## RUBY, JACK

KIMO, Independence, Mo.

## RUDOLPH WESLEY

WKCT, Bowling Green, Ky.

## RUNTZ, NORMAN

CJGX, Yorkton, Sask., Can.

## RUSK, CLAY

WHO, Des Moines, Iowa

## RUSSELL, BOB

Big Top, CBS-TV; Toast of the Town, CBS-TV; Rottie-Kazootie Club, NBC-TV; It's in the Bag, NBC-TV; Co-creator of "Live Like A Millionaire," NBC, CBS-TV; Creator of "Open Sesame"; Producer-Director-MC of "Miss Universe Pageant"; 1952 Long Beach, Calif.

## RUSSELL, DON

B. March 10, 1921, Stamford, Conn.; Take the Break; Cavalcade of Stars; Cavalcade of Bands; Cosmopolitan Theatre; DuMont; WABD, New York, N. Y.

## RUSSELL, LAVERNE

KUJ, Walla Walla, Wash.

## RUSSELL, TODD

Finders Keepers; Rottie Kazootie Club, NBC-TV

## RUTA, JOHN

WHL, Niagara Falls, N. Y.

## RUYLE, DON

WBYS, Canton, Ill.

## RYAN, JIM

KWPC, Muscatine, Iowa

## RYAN, MIKE

Alarm Clock Club

WLEA, Hornell, N. Y.

## RYAN, RAY

WFLO, Farmville, Va.

## RYAN, TOM

WROW, Albany, N. Y.

### — S —

## ST. GEORGE, DORIAN

11:00 PM TV News, WJZ-TV

## SCOTT, FRED

Captain Video

Hands Of Destiny

Du Mont

## SCOTT, JOHN

KGMB, Honolulu, Hawaii

## SCOTT, P.

CKY, Winnipeg, Manitoba, Canada

## SCOTT, WILLARD

KMOX, St. Louis, Mo.

## SEARLS, HAL

WDJY, Minneapolis, Minn.

## SECORD, DON

KXXX, Colby, Kansas



## Announcers—M-C's

- SEGUIN, CLAUDE**  
CKVL, Verdun, Que., Canada
- SEIFERT, CHARLES**  
KTTS, Springfield, Mo.
- SELF, JIMMY**  
KICA, Clovis N. M.
- SELLERS, WM.**  
WHIN, Gallatin, Tenn.
- SELLEY, ART**  
WBEJ, Elizabethton, Tenn.
- SETTERBERG, DOUG**  
KOMO, Seattle, Wash.
- SEVERSEN, LEN**  
KONP, Port Angeles Wash.
- DEWELL, DOUGLAS**  
KVOP, Plainview Texas
- SEYMOUR, DAN**  
We The People  
NBC-TV
- SHABOD, LOU**  
WCEC, Rocky Mount, N. C.
- SHADDOX LEON**  
KHOO, Harrison Ark.
- SHANAHAN, TOM**  
WEMP, Milwaukee, Wis.
- SHANK, LEW**  
KWYO, Sheridan, Wyo.
- SHANLEY, GIB**  
WTRF, Bellaire, Ohio
- SHARPLESS, CHARLIE**  
WVA, South Bend, Indiana
- SHAW, CHARLES**  
WOLF, Syracuse N. Y.
- SHAWN, STAN**  
Uncle Stan's Kiddieland  
WOLL, Boston, Mass.
- SHEA, FRAN**  
WREE, Holyoke, Mass.
- SHEEHAN, BOB**  
KSTL, St. Louis, Mo.
- SHEELEY, GEORGE E.**  
WMDN, Midland, Mich.
- SHELDON, HERB**  
Feb. 9, 1913, Brooklyn, New York; Herb Sheldon Show, WJZ-AM.
- SHELL, BILL**  
WJHL, Johnson City, Tenn.
- SHELL, TED**  
WBNS, Columbus, Ohio
- SHELLY, BOB**  
WMRC, Greenville, S. C.
- SHELTON, BANNER**  
WGCD, Chester, S. C.
- SHELTON, JIM**  
WIBC, Indianapolis Ind.
- SHEPARD, STAN**  
WMBQ, Auburn, N. Y.
- SHERER, EDDIE**  
WATG, Ashland, Ohio
- SHERMAN, JACK**  
WLLH, Lowell-Lawrence, Mass.
- SHERMAN, PAUL**  
WINS, New York, N. Y.
- SHERWIN, DOUG**  
KGLO, Mason City, Iowa
- SHIELDS, DANNY**  
Dancing With You  
WWIN, Baltimore, Md.
- SHIREK, JIM**  
KFGO, Fargo, N. D.
- SHOMETTE, BILL**  
WOAI-TV, San Antonio, Tex.
- SHOWERS, HAL**  
WQUA, Moline, Ill.
- SHRIVER, HARRY**  
WHED, Washington, N. C.
- SHUMWAY, ED**  
WCSI, Columbus, Ind.
- SHUMWAY, JIM**  
WPLA, Plant City, Fla.
- SIEMER, JOHN**  
WIOU, Kokomo, Ind.
- SILK, HIRAM**  
CBT, Grand Falls, Nfld., Can.
- SIMMONS, S. E.**  
KTUR, Turlock, Calif.
- SIMON, ERNIE**  
WBKB, Chicago, Ill.
- SIMS, FRANK**  
WKMH, Dearborn, Mich.
- SINDIK, GEORGE**  
WKRQ, Mobile, Ala.
- SLATER, BILL**  
Twenty Questions  
MBS
- SLATER, NORVELL**  
WFAA, Dallas, Texas
- SLATTERY, JACK**  
House Party  
CBS
- SLAYTON, GLENN**  
WEKR, Fayetteville, Tenn.
- SLOANE, ROBERT**  
The Big Story  
NBC, NBC-TV
- SLOUT, WILLIAM**  
WKHM, Jackson, Mich.
- SMITH, ART**  
WNEB, Worcester, Mass.
- SMITH, CLARENCE**  
WAUX, Waukesha, Wis.
- SMITH, DALE**  
KFJB, Marshalltown, Iowa
- SMITH, J. H.**  
CKLW, Hamilton, Texas
- SMITH, JIM**  
WEAR, Pensacola, Fla.
- SMITH, JOHN**  
CFRN, Edmonton Alberta, Canada
- SMITH, LEE**  
WLOU, Louisville Ky.
- SMITH, MILDRED**  
WTCO, Campbellsville, Ky.
- SMITH, MILLARD**  
WMRY, New Orleans, La.
- SMITH, P. B.**  
WGY, Schenectady, N. Y.
- SMITH, RALF**  
WIKB, Iron River, Mich.
- SMITH, RAY**  
WSON, Henderson, Ky.
- SMITH, RONNY**  
WBEJ, Elizabethton, Tenn.
- SNYDER, JACK**  
WFBG, Altoona, Pa.
- SOMMERVILLE, DICK**  
WTHH, Port Huron, Mich.
- SOUTHWICK, F. TOREY**  
WBCM, Bay City, Mich.
- SPARKMAN, ERNEST**  
WKIC, Hazard, Ky.
- SPENCER, STEWART**  
Buffet Time  
WCOS, Columbia, S. C.
- SPENGLER, KEN**  
WCVS, Springfield, Ill.
- SPINA, JOSEPH**  
WCPO, Cincinnati, Ohio
- SPRY, DON**  
KFJB, Marshalltown, Iowa
- SPRY, GENE**  
WKAI, Macomb, Ill.
- STABECK, THURSTON**  
WCFV, Clifton Forge, Va.
- SPAMBAUGH, HENRY**  
WWJ-TV, Detroit, Mich.
- STANFORD, RAYMOND**  
WJPB, Fairmont, W. Va.
- STANTON, BOB**  
Broadway Open House  
Mohawk Showroom  
NBC-TV
- STAPLETON, JIM**  
WLVA, Lynchburg, Va.
- STARBUCK, MARK**  
CKOY, Ottawa, Ont., Canada
- STARKE, RICHARD**  
Danger, CBS-TV; The Perry Como Show, CBS; Gangbusters, CBS; Pepper Young's Family, NBC; Walter Winchell, ABC.
- STARKEY, DALE**  
KOH, Reno Nevada
- STARR, LONNY**  
Wrestling  
WOR-TV, New York, N. Y.  
Ace Drummond  
WBET, New York, N. Y.
- STARR, RAYMOND C.**  
KKWL, Waterloo Iowa
- STASHER, DAVID**  
WJMO, Cleveland, Ohio
- STEFFES, ART**  
KWNO, Winona, Minn.
- STEIN, IRV**  
CJOB, Winnipeg, Manitoba, Canada
- STEPHENS, MIKE**  
CKCW, Moncton N. B., Canada
- STEPHENS, TEX**  
WMRY, New Orleans, La.
- STERLING, LUD**  
WLEE, Richmond, Va.
- STEVENS, BOB**  
Pursuit  
CBS
- STEVENS, JESS**  
WEOL, Elyria-Lorain, Ohio
- STEVENS, JIM**  
WLLH, Lowell-Lawrence, Mass.
- STEVENS, LARRY**  
KGMB, Honolulu, Hawaii
- STEWART, AL**  
KBRO, Bremerton, Wash.
- STEWART, BILL**  
WPBC, Minneapolis, Minn.
- STEWART, FRED**  
WGCD, Chester, S. C.
- STEWART, JOE**  
WDAF, Kansas City, Mo.
- STEWART, LEE**  
KFRM, Kansas City, Mo.
- STEWART, LEE**  
KMBC, Kansas City, Mo.
- STICHT, BOB**  
WHHM, Memphis, Tenn.
- STONER, JAY**  
KBUN, Bendji, Minn.
- STRATTON, DICK**  
WMBR-TV, Jacksonville, Fla.
- STRUBING, BILL**  
WBCU, Union, South Carolina
- STRICKLAND, JIM**  
KWIN, Ashland, Oregon
- STRONG, JACK C.**  
WESC, Greenville, S. C.
- STROTHMAN, BILL**  
KXLL, Missoula, Montana
- STROUT, RICHARD A.**  
B. July 28, 1930, Springfield, Mass.; Newscaster Armed Forces Radio Service, Hollywood All Indian Motorcycle Programs, NBC-TV; Wine Growers, Inc. Spots NBC-TV; Farm Credit Administration Programs, (ET); Thornton Burgess Nature Stories, (ET); Songs of Love, (ET); Dick Strout in Hollywood, (ET).
- STUART, JEAN**  
CKCH, Hull, Que., Canada



## Announcers—M-C's

**STUTES, MARION**  
WJMI, Lansing Mich.

**SUGAR, DADDY**  
WBCO, Birmingham-Bessemer, Ala.

**SULLIVAN, TIM**  
KSWI, Council Bluffs, Iowa

**SUMMERS, CHUCK**  
WLIN, Merrill, Wis.

**SWANSON, BOB**  
WISC, Madison, Wis.

**SWANSON, BOYD**  
KOL, Seattle, Wash.

**SWANSON, ROBERT**  
WCAM, Camden, N. J.

**SWARTZ, BOB**  
KHQ, Spokane, Wash.

**SWASEY, BILL**  
WGVA, Geneva, N. Y.

**SWITZER, BOB**  
CJAV, Port Alberni, B. C., Canada

**SYMONDS, JOHN**  
CFRN, Edmonton, Alberta, Canada

### — T —

**TABER, WILLIAM**  
KONP, Port Angeles, Wash.

**TAGGART, BYRON**  
Visit With Tag  
WKRC, Cincinnati, Ohio

**TALBOT, BEN**  
WKBC, N. Wilkesboro, N. C.

**TALBOT, BILL**  
KOL, Omaha, Nebr.

**TALL, MARTIN**  
WCRB, Waltham, Mass.

**TANIS, PETE**  
WVCA, Gary, Ind.

**TATUM, EDDIE**  
WPAQ, Mt. Airy, N. C.

**TAYLOR, BILL**  
KGEM, Boise, Idaho

**TAYLOR, DEAN**  
WDOS, Oneonta, New York

**TAYLOR, HENRY**  
WPAQ, Mt. Airy, N. C.

**TAYLOR, LEE**  
WMIE, Miami, Fla.

**TEAR, SIDNEY**  
WYVE, Wytheville, Va.

**TEMPLE, ROBERT**  
WOCB, W. Yarmouth Mass.

**TERFLER, DICK**  
WTMA, Charleston S. C.

**TERRY, BOB**  
KSTL, St. Louis, Mo.

**TETREAULT, ERNIE**  
WRGB, Schenectady, N. Y.

**THAXTON, LLOYD**  
Leave It To Lloyd  
WSPD-TV, Toledo, Ohio

**THERIAN, LARRY**  
WREB, Holyoke, Mass.

**THOMAS CHARLIE**  
WNAO, Raleigh N. C.

**THOMAS, DAVID**  
WDAF, Kansas City, Mo.

**THOMAS, DON**  
CKRD, Red Deer, Alberta, Can.

**THOMAS, FRANK**  
WABG, Greenwood Miss.

**THOMPSON DICK**  
WMOU, Berlin, N. H.

**THOMPSON, FRANK**  
WBLK, Clarksburg, W. Va.

**THOMPSON, JIM**  
KQV, Pittsburgh, Pa.

**THOMPSON, JIM**  
WPPA, Pottsville, Pa.

**THORNTON, HARRY**  
WAGC, Chattanooga, Tenn.

**THURSTON, FRANK**  
KICK, Springfield, Mo.

**TIBBETTS, DONN**  
WXLL, Concord, N. H.

**TIDMORE, WM. P.**  
WPPA, Pottsville, Pa.

**TIFFANY, AL**  
WLS, Chicago, Ill.

**TILLEY, ERYN**  
KMTV, Omaha, Nebr.

**TONKEN, PHILIP**  
Mutual Newsreel, MBS-WOR;  
"Nemo" Weather Reporter,  
WOR; Rod and Gun Club Of The  
Air, MBS.

### — W —

**WEIST, DWIGHT**  
Grand Slam  
CBS  
Sunday News Special  
CBS-TV

**WILCOX, JOHNNY**  
WIP, Philadelphia, Pa.

**WILFONG, CHARLES E.**  
WATA, Boone, N. C.

**WILKINS, PAT**  
KOOS, Coos Bay, Oregon

**WILL, WAYNE**  
KTOE, Mankato Minn.

**WILLET, SLIM**  
KRBC, Abilene, Texas

**WILLIAMS, BILL**  
WILK, Wilkes-Barre, Pa.

**WILLIAMS, BILL**  
WMFD, Wilmington, N. C.

**WILLIAMS, BOB**  
WHO, Des Moines, Iowa

**WILLIAMS, BY**  
WAJR, Morgantown, W. Va.

**WILLIAMS, DANNY**  
WKY-TV, Oklahoma City,  
Okla.

**WILLIAMS, JACK**  
WMIE, Miami, Fla.

**WILLIAMS, JIM**  
WHOW, Clinton, Ill.

**WILLIAMS, MARC**  
WTS, Bloomington, Indiana

**WILLIAMS, STAN**  
Top O' The Morning  
CHEX, Peterborough, Ont.,  
Canada

**WILLS, AL**  
WSPA, Spartansburg, S. C.

**WILLMAN, JACK**  
WMRY, New Orleans, La.

**WILLIAMS, JOHN**  
CJGX, Yorkton, Sask., Canada

**WILLS, PAUL**  
KMOX, St. Louis, Mo.

**WILSON, DON**  
Jack Benny Show  
CBS-TV

**WILSON, DOUG**  
WSLS, Roanoke, Va.

**WILSON, EARL**  
WLBH, Matoon, Ill.

**WILSON, GLEN**  
WPAR, Parkersburg, W. Va.

**WINTERS, JOHNNY**  
WBNS-TV, Columbus, Ohio

**WIRICK, AL**  
KGYW, Vallejo, Calif.

**WISE, EDDIE**  
WEBQ, Harrisburg, Ill.

**WISEMAN, CLYDE**  
Party Line  
WOKZ, Alton, Ill.

**WISEMAN, HARRY**  
WSLS, Roanoke, Va.

**WITTE, BU D**  
WDTZ, Green Bay Wis.

**WITTY, DICK**  
WLW, WLW-T, Cincinnati,  
Ohio

**WOLF, LOUIS F.**  
WLOX, Biloxi, Miss.

**WOLFE, AL**  
WHBG, Harrisburg, Pa.

**WOLSON, MIKE**  
WSCR, Scranton, Pa.

**WOOD, DAN**  
CFAC, Calgary, Alberta, Can.

**WOOD, JACK**  
WDZ, Decatur, Ill.

**WOOD, JIM**  
WGOV, Valdosta, Ga.

**WOOD, MIKE**  
CKCW, Moncton, N. B., Can.

**WOODS, CHARLES**  
Dream Harbor  
Henry J. Taylor  
ABC

**WOODWARD, ROSS**  
KSDH, Boise, Idaho

**WOODY, JIM**  
KSO, Des Moines, Iowa

**WOOTEN, DON**  
KWPC, Muscatine, Iowa

**WOOTEN, BILL**  
WIRC, Hickory, N. C.

**WRAY, W. HALL**  
WHMA, Anniston, Alabama

**WRIGHT, BOB**  
KVI, Seattle, Wash.

**WRIGHT, JOE**  
WKHM, Jackson, Miss.

**WRIGHT, JOHNNY W.**  
WMRC, Greenville, S. C.

**WRIGHT, KEN**  
KPKW, Pasco, Wash

**WRIGHT, NAT**  
WDOV, Dover, Del.

**WULCHIN, STEVE**  
WHA-F, Hopewell, Va.

**WYATT, ARCHIE**  
WCTT, Corbin, Ky.

**WYMER, JACK**  
WING, Dayton, Ohio

### — Y —

**YALOWEX, NICK**  
WITZ, Jasper, Ind.

**YORKE, JOE**  
WPAM, Pottsville, Pa.

**YOST, BOB**  
WBRK, Pittsfield, Mass.

**YOUNG, GARY**  
WVYO, Pineville, W. Va.

**YOUNG, JIMMY**  
KTHT, Houston, Texas

**YOUNG, PAUL**  
KIOX, Bay City, Texas

**YOUNGBLOOD, WES**  
KSEL, Lubbock, Texas

**YOUNGMAN, JIM**  
WESA, Charleroi, Pa.

**YOUNT, CHUCK**  
WKBY, Richmond, Ind.

### — Z —

**ZELIICH, MARK**  
WATW, Ashland, Wis.

**ZIMMERMAN, DAVE**  
WWJ, WWJ-TV, Detroit, Mich.

**ZIMMER, MORRIS**  
WSMI, Litchfield, Ill.

**LYN  
MURRAY**

Paramount  
Pictures

*Management*  
WM. MORRIS

**VICTOR  
YOUNG**

**ARCHIE BLEYER**



# ORCHESTRA LEADERS MUSICAL CONDUCTORS

and

## ORGANISTS

RADIO AND TELEVISION

—their work during 1951



### — A —

**ACKLEY, WAYNE**  
KRNT, Des Moines, Iowa

**ADLAM, BUZZ**  
KECA, KECA-TV, Los Angeles, Calif.

**AGNEW, JOHN KENWARD**  
WHKC, Columbus, Ohio

**ALBERT, CHARLES-EUGENE**  
CJFP, Riviere-DU-Loup, Que., Canada

**ALCOTT, HENRY**  
KYUM, Yuma, Ariz.

**ALFORD, KITTY**  
WRGA, Rome, Ga.

**ALLEN, JAMES**  
KEYD, Minneapolis, Minn.

**ALLEN, JAMES**  
WTJS, Jackson, Tenn.

**ANDERSON, ERNIE**  
WHIM, Providence, R. I.

**ANDREWS, GENE**  
WVEC, Hampton, Va.

**ANNO, MARY JEAN**  
WATW, Ashland, Wis.

**ANTONINI, ALFREDO**  
Musicland, U. S. A. CBS

**ARMBRUSTER, ROBERT**  
Music From Hollywood  
NBC

**AYERS, MITCHELL**  
Perry Como Show  
CBS-TV

**AYRES, NORMAN**  
WCSH, Portland, Me.

### — B —

**BAEKEY, W. E., JR.**  
WASA, Havre De Grace, Md.

**BAGIO, FERDY**  
CKNW, New Westminster, B. C., Canada

**BAKER, BETTY**  
KOIL, Omaha, Nebr.

**BALCH, FRANK**  
WJOY, Burlington, Vt.

**BALZER, FRITZ**  
WRC, Washington, D. C.

**BANCROFT, PIERSON**  
KTAR, Phoenix, Ariz.

**BARBERA, PAT**  
KCMJ, Palm Springs, Calif.

**BARCLAY, ALAN**  
WAMS, Wilmington, Del.

**BARDO, LYLE**  
KFRC, San Francisco, Calif.

**BARLOW, HOWARD**  
Voice of Firestone  
NBC, NBC-TV

**BARLOW, JERRY**  
KLOU, Lake Charles, La.

**BARRON, JOHN**  
CFGP, Grand Prairie, British Columbia, Canada

**BARTON, JOHN**  
WHOW, Clinton, Ill.

**BASH, OTTO**  
WHOP, Hopkinsville, Ky.

**BATE, CECIL**  
WWPB, Miami, Fla.

**BATEMAN, JUNE**  
WLIO, East Liverpool, Ohio

**BAUGH, GENE**  
WBAP, WBAP-TV, Fort Worth, Texas

**BAXTER, EDWARD**  
Chef Milani Show  
The Continental  
KNBH, Hollywood, Calif.

**BAXTER, LEO**  
WBOW, Terre Haute, Ind.

**BEALS, RAY H.**  
KVGK, Great Bend, Kans.

**BECKER, ALFRED**  
KOY, Phoenix, Ariz.

**BENNETT, WILLIAM**  
Song Premier  
Date At Six  
WNHC-TV, New Haven, Conn.

**BEQUE, JOHN**  
WTAX, Springfield, Ill.

**BERCOVITZ, ABE**  
KGW, Portland, Oregon

**BERGNER, CARL**  
WLAV, Grand Rapids, Mich.

**BEUKEMA, BOB**  
WFUR, Grand Rapids, Mich.

**BIGGS, E. POWER**  
CBS

**BILSKE, ROBERT F.**  
WNEB, Worcester, Mass.

**BLACK, FRANK**  
Ford Festival  
NBC-TV

**BLEYER, ARCHIE**  
Arthur Godfrey Morning Show  
Arthur Godfrey And His Friends  
CBS-TV

**BLOCH, RAY**  
Songs For Sale  
Toast Of The Town  
The Show Goes On  
CBS-TV  
Big Time, CBS

**BOISJOLI, JACQUES**  
CKAC, Montreal, Que., Canada

**BOISVERT, LOUIS**  
WBRY, Waterbury, Del.

**BOLENDER, RICHARD**  
WERK, Pittsfield, Mass.

**BOSTWICK, FRANK**  
WCLO, Janesville, Wis.

**BOSWORTH, CHESTER**  
WEAV, Plattsburg, N. Y.

**BOVERO, PHIL**  
KGO, San Francisco, Calif.

**BOYUM, JERRY**  
KROC, Rochester, Minn.

**BRADLEY, CURT**  
WCNT, Centralia, Idaho

**BRADLEY, HAROLD**  
WHLA, Niagara Falls, N. Y.

**BRADLEY, OSCAR**  
We The People  
NBC-TV

**BRADLEY, OWEN**  
WSM-TV, Nashville, Tenn.

**BRADY, WILLIAM P.**  
WEDC, Chicago, Ill.

**BRESTOFF, PHIL**  
Starlit Stairway  
WXYZ-AM-TV, Detroit, Mich.

**BROCKMAN, DAVID**  
Ford Festival  
NBC-TV  
Ken Murray Show  
CBS-TV

**BROWN, LES**  
The Bob Hope Show  
NBC

**BROWN, MAURICE**  
Let's Pretend  
CBS

**BURCH, BOB**  
KGHF, Pueblo, Calif.

**BURKE, JOE**  
WSCR, Scranton, Pa.

**BURKETT, MRS. KATHLEEN**  
KLPR, Oklahoma City, Okla.

**BURTZLOFF, MARY**  
WAGA, Atlanta, Ga.

**BUTLER, FRANKLIN**  
WRFC, Athens, Ga.

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

— C —

**CANDY, ERIC**  
CFRN, Edmonton, Alberta,  
Canada

**CANTELLI, GUIDO**  
NBC Symphony  
NBC

**CAPPEL, DWIGHT**  
WWSW, Pittsburgh, Pa.

**CARLE, LARRY**  
WOND, Pleasantville, N. J.

**CARN, DERWOOD**  
WJIM, Lansing, Mich.

**CARPENTER, ETHEL M.**  
WDBQ, Dubuque, Iowa

**CARPENTER, JAMES**  
KFBI, Wichita, Kan.

**CARTER, LOUISE**  
WFTM, Maysville, Ky.

**CASE, RUSS**  
Peggy Lee Show  
CBS

**CASEY, JEWELL**  
WSAV, Savannah, Ga.

**CHASINS, ABRAM**  
WQXR, New York, N. Y.

**CHESKIN, DAVID**  
WGR, Buffalo, N. Y.

**CHRISTIAN, CHARLES**  
KTOP, Topeka, Kan.

**CLARE, BOB**  
KYNO, Fresno, Calif.

**CLARK, ALLAN**  
WKY, WKY-TV, Oklahoma  
City, Okla.

**CLIFF, CHARLES**  
WNBW, Washington, D. C.

**CLITES, MINOR**  
KRES, St. Joseph, Mo.

**CLOUTIER, NORMAN**  
Summertime Serenade  
NBC

**COGGESHALL, A. O.**  
WGY, Sreenectady, N. Y.

**COLEMAN, CHARLES**  
WGKV, Charleston, W. Va.

**COLLINS, ART**  
CHUM, Toronto, Ont., Canada

**COLLINS, JERRY**  
WNOX, Knoxville, Tenn.

**COLLINS, PAUL**  
KFRD, Rosenberg, Texas

**COLLINS, SHIRLEY**  
WJIV, Savannah, Ga.

**COLTER, BERTRAM**  
WMUR, Manchester, N. H.

**COLWELL, VIRGINIA**  
WLDS, Jacksonville, Ill.

**COMISKEY, LILLIE MAE**  
KWFT, Wichita Falls, Texas

**CONRAD, CHRIS**  
WAGC, Chattanooga, Tenn.

**CONTI, ANTHONY**  
WLEU, Erie, Pa.

**COOK, JOE**  
KGGF, Coffeyville, Kan.

**COOLEY, JOHN**  
WEAM, Arlington, Va.

**COOPER, LOIS**  
WKYB, Paducah, Ky.

**CORNWALL, J. SPENCER**  
The Salt Lake Tabernacle  
Choir  
CBS

**COTE, BERT**  
WLAM, Lewiston, Me.

**COURAGE, ALEXANDER**  
Stars In The Air  
Hollywood Sound Stage  
Broadway's My Beat  
CBS

**COVINGTON, J. R., JR.**  
KNUZ, Houston, Texas

**CRAVEN, HAROLD**  
WHPE, High Point, N. C.

**CROOK, GEORGE**  
Organ Recital  
NBC

— D —

**D'ANA, VICTOR**  
WEBR, Buffalo, N. Y.

**DAUGHERTY, STAN**  
KMOX, St. Louis, Mo.

**DAVIDSON, JERRY**  
WKBW, Buffalo, N. Y.

**DAY, ROLAND**  
WAFB, Baton Rouge, La.

**DeCARO, AL**  
WKNB, New Britain

**DeLUGG, MILTON**  
Broadway Open House  
All Star Revue  
NBC-TV

**DEMJEN, MARY**  
WCHS, Charleston, W. Va.

*Jack Miller*

MUSICAL CONDUCTOR  
OF  
KATE SMITH SHOW  
KATE SMITH EVENING HOUR  
NBC-TV

FOR  
MUSICAL  
KNOW  
HOW



**HENRY SYLVERN**

"HANK" to you ...





... **Orchestra Leaders** ...

**DENNY, FRANCES**  
WAIR, Winston-Salem, North  
Dakota

**DeREMER, LIONEL H.**  
WBCM, Bay City, Mich.

**DeVOL, FRANK**  
B. Sept. 20, 1911, Moundsville,  
W. Va.; Frank De Vol's TV Show,  
KTTV; Conductor - Arranger 4th  
Year; Procter & Gamble Tide  
Show, CBS; Capitol Recordings.

**DeVON, D. L.**  
KWNW, Wenatchee, Wash.

**DIA, DICK**  
WQV, New York, N. Y.

**DI FANT, MARY**  
KMOD, Modesto, Calif.

**DILLARD, WALT**  
WCOR, Lebanon, Tenn.

**DITMARS, IVAN**  
The Continental  
Live Like A Millionaire  
CBS-TV

**DONALDSON, EARL**  
KALL, Salt Lake City, Utah

**DOOLEY, TED**  
KVCV, Redding, Calif.

**DOOP, BETTY, JEAN**  
KITO, San Bernardino, Calif.

**DOWNEY, JACK**  
WONS, Hartford, Conn.

**DRAGON, CARMEN**  
Railroad Hour  
NBC

**DRAKE, JOHN**  
WHNC, New Haven, Conn.

**DRAPER, NOEL**  
WKLTV, Blackstone, Va.

**DRUM, MEL**  
Quizeroo  
WTVN, Columbus, Ohio

**DUGAS, JERRY**  
KFEE, Jennings, La.

**DUKAS, JAMES**  
WPAR, Parkersburg, W. Va.

**DUKE, JERRY**  
KDDD, Dumas, Texas

**DUNAWAY, GEORGE**  
WDMG, Douglas, Ga.

**DUNNING, OWEN**  
KOIN, Portland, Oregon

**DUNSTEDTER, EDDIE**  
Pursuit  
Line-Up  
CBS

**DUTCHER, BILL**  
KWDM, Des Moines, Iowa

— **E** —

**EDGES, CLARENCE**  
WBAY, Green Bay, Wis.

**ELDERS, FRANK E.**  
WJPF, Herrin, Ill.

**ELLIOTT, BARON**  
WCAE, Pittsburgh, Pa.

**ELLIOTT, BILL**  
KAFY, Bakersfield, Calif.

**ELLIOTT, DEAN**  
KHUM, Eureka, Calif.

**EMMEL, JOHN**  
KWJJ, Portland, Oregon

**ENGLISH, RANDOLPH**  
WTRY, Troy, N. Y.

**ETTERS, CLARENCE**  
WBT, Charlotte, N. C.  
Tap The Barrel  
WBT, Charlotte, N. C.

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**WALTZ TIME**

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HA. 4-3779

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**EVANS, BARBARA**  
KTJS, Hobart, Okla.

**EVANS, WM.**  
KICA, Clovis, N. M.

**EXUM, LORETTA**  
WDAK, Columbus, Ga.

— **F** —

**FAIRCHILD, COOKIE**  
\$64 Question  
NBC

**FARRINGTON, GLADYS**  
WJOL, Joliet, Ill.

**FASZER, MARLENE**  
KCVB, Lodi, Calif.

**FESSLER, JEAN**  
WTAD, Quincy, Ill.

**FIEDLER, ARTHUR**  
Boston Pops Orchestra  
NBC

**FIELDING, JERRY**  
You Bet Your Life  
NBC, NBC-TV

**FIRENZE, PAUL**  
WFBL, Syracuse, N. Y.

**FLATH, P. HANS**  
KFRM, Kansas City, Mo.

**FLEISCHMAN, MARGARET**  
WSPB, Sarasota, Fla.

**FORD, JEAN**  
KABC, San Antonio, Texas

**FRANKLIN, JEAN**  
KATL, Houston, Texas

**FREEMAN, TONY**  
KNBC, San Francisco, Calif.

**FRAUL, CLAUDE**  
WVNN, Louisville, Ky.

**FRY, BETTY**  
WGPA, Bethlehem, Pa.

**FRY, RICHARD L.**  
CHNS, Halifax, Nova Scotia,  
Canada

**FRYDENLUND, MERA BALLIS**  
KDHL, Faribault, Minn.

**FRYE, J. ALLEN**  
KBKI, Alice, Texas

— **G** —

**GAINES, ROY E.**  
WLET, Toccoa, Ga.

**GALE, JACK**  
WTBO, Cumberland, Md.

**GALLICCHIO, JOSEPH**  
WNBQ, Chicago, Ill.  
Big City Serenade  
NBC

**GARRETT, MERLE**  
WGSA, Columbus, Ga.

**GARRETT, ROGER**  
WBNS-TV, Columbus, Ohio

**GART, JOHN**  
B. June 6, 1906, Poland; Paul  
Winchell - Jerry Mahoney Show,  
WNBT.

**GASQUE, KENNETH**  
WJAY, Mullins, S. C.

**GEYER, BILLY**  
WFDP, Flint, Mich.

**GIERSDORF, H. W.**  
Johnny On The Spot  
KRLD-TV, Dallas, Texas  
KRLD, Dallas, Texas

**GILES, BUDDY**  
KPAN, Hereford, Texas

**GILRONAN, ANN**  
KVAN, Vancouver, Wash.

**GIRARD, RAE**  
Tee Vee Waamboree  
WAAM, Baltimore, Md.

**GITZ, JEAN**  
KRDO, Colorado Springs, Colo.

**GLASSO, FRANK**  
WKAL, Rome, N. Y.

**GLUSKIN, LUD**  
Suspense  
CBS  
KNX, Los Angeles, Calif.

**GOLDBERG, LOUIS**  
WCOP, Boston, Mass.

**GOLDMAN, ABE**  
Grand Slam  
CBS

**GOODMAN, AL**  
Al Goodman's Musical Album  
NBC  
Colgate Comedy Hour  
NBC-TV

**GOTCH, ROBERT**  
KXOK, St. Louis, Mo.

**GOW, ARTHUR**  
KLZ, Denver, Colo.

**GRANT, MARJORIE**  
WWXL, Peoria, Ill.

**GRASSO, FRANK**  
WFLA, Tampa, Fla.



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HOT-LIPS**  
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**EARL  
SHELDON**

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CBS

**GREEN, BERNARD**  
Fat Man  
ABC  
Don Ameche's Holiday Hotel  
WJZ-TV

**GRINER, AL**  
Rumpus Room  
Du Mont

**GROSS, ALBERT**  
WKMH, Dearborn, Mass.

**GROULX, AURELE**  
CKCH, Hull, Que., Canada

**GROVE, BESS**  
WWNC, Asheville, N. C.

**GRUBBS, L. R.**  
KWTX, Waco, Texas

**GUERIN, LENABELLE**  
WSRS, Cleveland, Ohio

— H —

**HAINES, CLAUDE**  
KJBC, Midland, Texas

**HAMILTON, EILEEN**  
KXRX, San Jose, Calif.

**HAMMAN, CLARANCE**  
WJMR, New Orleans, La.

**HANNOCK, LOWELL**  
WWDC, Washington, D. C.

**HANSON, EARL BARR**  
WIOD, Miami, Fla.

**HARDMAN, GLENN**  
KTUL, Tulsa, Okla.

**HARLING, HUGH**  
KVEC, San Luis Obispo, Calif.

**HARRILL, NELSON J.**  
WGWR, Asheboro, N. C.

**HARRIS, THOMAS W.**  
WHUB, Cookeville, Tenn.

**HARRISON, HERBERT**  
KFBK, Sacramento, Calif.

**HART, JOAN**  
WICA, Ashtabula, Ohio

**HARTLEY, JAMES A.**  
WGGA, Gainesville, Ga.

**HARVEY, MARY**  
WGEM, Quincy, Ill.

**HATCH, WILBUR**  
I Love Lucy  
CBS-TV  
Our Miss Brooks  
CBS

**HAVENSTEIN, JEAN**  
WCPL, Carbondale, Pa.

**HAWERKAMP, DONALD**  
WMOK, Metropolis, Ill.

**HAYS, REX**  
WNAX, Yankton, S. D.

**HELGESON, BOB**  
KSOO, Sioux Falls, S. D.

**HENDERSON, MAX**  
WTAC, Flint, Mich.

**HENDERSON, SKITCH**  
Skitch's Scrapbook, Switch To  
Skitch, WNBC.

**HENNA'BERRY, ROBERT**  
WBEC, Pittsfield, Mass.

**HENNINGER, GEORGE**  
Mark Trail  
When A Girl Marries  
ABC

**HERRON, JOEL**  
WMGM, New York, N. Y.

**HESTERMAN, BILL**  
KMUR, Murray, Utah

**HIGGINS, WAYNE**  
WHEB, Portsmouth, N. H.

**HILL, J.**  
KLLX, Twin Falls, Idaho

**HILLMAN, ROC**  
KLAC, KLAC-TV, Hollywood,  
Calif.

**HOFF, CARL**  
Star Of The Family  
CBS-TV

**HOGAN, HARLAN**  
WSBT, South Bend, Ind.

**HOWELL, JEAN M.**  
WJNC, Jacksonville, N. C.

**HUBER, FRANK**  
WSNY, Schenectady, N. Y.

**HUBER, PAUL**  
WTVL, Waterville, Me.

**HUESTIS, LOWELL**  
CJRW, Summerside, Que., Can.

**HUGH, IVOR**  
WCC, Hartford, Conn.

**HUGHES, BETTY**  
KWSH, Wewaka, Okla.

**HUGHES, JAMES L.**  
KSKY, Dallas, Texas

**HUMPHREY, HARVEY**  
WPAT, Paterson, N. J.

**HURST, WILSON**  
KTHS, Hot Springs, Ark.



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**HUTTON, INA RAY**  
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KTLA, Los Angeles, Calif.  
**HYDE, WILLIAM, JR.**  
WLAG, La Grange, Ga.

— I —

**IHLENFELD, WARREN**  
WISR, Butler, Pa.  
**IHRKE, ELMER**  
WEMP, Milwaukee, Wis.  
**IMBROGLIO, JOSEPH**  
WFBR, Baltimore, Md.

— J —

**JACKSON, BOB**  
KHUZ, Borger, Texas  
**JACOBSON, GENE D.**  
KFGR, Forest Grove, Oregon  
**JAKLE, KEN**  
WLBH, Mattoon, Ill.  
**JENKINS, EARL**  
WZIP, Covington, Ky.  
**JENSEN, F. J.**  
KXRN, Renton, Wash.  
**JOHNSON, LAURA**  
WJMS, Ironwood, Mich.  
**JOHNSTON, EDDIE**  
WTRF, Bellaire, Ohio  
**JOHNSTON, W. R., JR.**  
WBIR, Knoxville, Tenn.  
**JONES, R. S.**  
KCMO, Kansas City, Mo.  
**JONES, RUTH LEE**  
WMIE, Miami, Fla.  
**JORDAN, ED**  
WNOK, Columbia, S. C.

— K —

**KAISER, ELMER**  
KSEM, Moses Lake, Wash.  
**KALER, RANDALL**  
WFAS, White Plains, N. Y.  
**KARANT, MARTIN**  
WKPT, Kingsport, Tenn.  
**KAYE, SAMMY**  
Sammy Kaye Variety Show  
CBS-TV  
**KEITH, JANE**  
KALB, Alexandria, La.  
**KELTON, LEE**  
WJAS, Pittsburgh, Pa.  
**KENNEDY, MARY L.**  
KSIX, Corpus Christi, Texas  
**KERN, GENETA**  
WKBY, Richmond, Ind.  
**KERK, ANITA**  
WMAK, Nashville, Tenn.  
**KEYSER, WARREN**  
WILM, Wilmington, Del.  
**KIBBEE, GORDON**  
Boulah  
CBS  
**KILEY, JOHN**  
WMEX, Boston, Mass.  
**KINGSBURY, CHET**  
Hilltop House  
CBS  
Search For Tomorrow  
CBS-TV  
**KOTTLER, MISCHA**  
WWJ, Detroit, Mich.  
**KOURY, REX**  
Stars Over Hollywood  
CBS

**KREBS, ELMER**  
WISN, Milwaukee, Wis.

— L —

**LA BRUNERIE, CATHERINE**  
KFEQ, St. Joseph, Mo.  
**LACHANCE, ROGER**  
CKCV, Quebec City, Que., Can.  
**LAIRD, JERE**  
KOLO, Reno, Nevada  
**LAMBERT, NORMAN**  
WLBZ, Bangor, Me.  
**LANDEMANN, PETE**  
WDSU, New Orleans, La.  
**LAUDEMANN, PETE**  
WDSU-TV, New Orleans, La.  
**LAVALLE, PAUL**  
Cities Service Band Of  
America  
NBC  
**LAVERY, DON**  
WJJD, Chicago, Ill.  
**LAVOIE, PAUL**  
**LEVY, HAROLD**  
Theater Guild On The Air  
NBC  
Theater Of Today  
CBS  
**LEVIN, SYLVAN**  
WOR, WOR-TV, New York,  
N. Y.  
**LEVINE, "DR." HENRY**  
**(HOT LIPS)**  
Basin St., NBC.  
**LEWIS, ANDRIENE**  
KMO, Tacoma, Wash.



**CHARLES PAUL**

*Conductor - Composer*

**MURRAY ROSS**

MUSICAL DIRECTOR - ORGANIST

COSMOPOLITAN THEATRE

NEWSSTAND THEATRE

EVELYN WINTERS

DREAM HARBOR



# ... Orchestra Leaders-Conductors-Organists—Radio-TV ...

**LEWIS, JEAN**  
KLIF, Dallas, Texas

**LIEBERT, DICK**  
Aunt Jenny  
Second Mrs. Burton  
CBS  
NBC

## LOMBARDO, GUY

Your Hit Parade, NBC; Hotel Roosevelt Grill, New York; F. W. Ziv Co. Transcriptions; Decca Records; Concerts.

**LOPEZ, VINCENT**  
Luncheon With Lopez  
NBC

**LORD, EDWARD J.**  
WDBO, Orlando, Fla.

**LOWELL, EUGENE**  
The Choraliars  
CBS

**LUBOFF, NORMAN**  
Railroad Hour  
Norman Luboff Choir  
NBC

**LUCAS, FRANK**  
WIL, St. Louis, Mo.

## — M —

**MACKAY, J. WRIGHT**  
WRAK, Williamsport, Pa.

**MADDEN, SAMMY**  
WFOK, Milwaukee, Wis.

**MALDEN, KEN**  
WHEE, Boston, Mass.

**MAPES, MARLON**  
WRR, Dallas, Texas

**MARCELLINO, MUZZY**  
House Party  
CBS

**MARCOTE, DON**  
WMAQ, WNBQ, Chicago, Ill.

**MARSHMAN, MARY**  
MARGARET  
KSFA, Nacogdoches, Texas

**MARTIN, FRANK**  
WITZ, Jasper, Ind.

**MARTIN, FREDDY**  
The Freddy Martin Show  
NBC-TV

**MENDELSON, FRED**  
WBNX, New York, N. Y.

**MERRICK, MAHLON**  
Jack Benny Show  
CBS-TV

**MILLER, IRVING**  
Meet Millie  
CBS

## MILLER, JACK

Kate Smith Show, Kate Smith Evening Hour, NBC-TV.

**MILLER, PATSY**  
WJEJ, Hagerstown, Md.

**MILLS, FELIX**  
Meet Corliss Archer  
CBS, CBS-TV

**MILSOP, JOSEPH**  
WCPA, Clearfield, Pa.

**MITROPoulos, DIMITRI**  
N. Y. Philharmonic Symphony  
CBS

**MOREL, JEAN**  
NBC Symphony  
NBC

**MORGAN, WAYNE**  
WMFR, High Point, N. C.

**MORRIS, FRANK**  
WJAX, Jacksonville, Fla.

**MORRIS, STEVE**  
WSIC, Statesville, N. C.

**MORROW, ROBERT**  
KOEL, Oelwein, Iowa

**MOYLE, WILL**  
WWPA, Williamsport, Pa.

**MUNCIE, CHARLES**  
Boston Symphony Orchestra  
NBC

## MURRAY, LYN

B. Dec. 6, 1909, London, England.  
Composer and Conductor; Hallmark Playhouse, CBS; Paramount Pictures.

## — N —

**NALLE, BILLY**

Mama  
CBS-TV

**NASH, BARNES**  
WHIS, Bluefield, W. Va.

**NEAL, PAUL**  
WBNS, Columbus, Ohio

**NEWMAN, BERNARD**  
WENE, Binghamton-Endicott,  
N. Y.

**NORMAN, RALPH**  
Quick As A Flash  
Family Circle  
ABC

**NORRIS, JULIA**  
WNMP, Evanston, Ill.

**NOVELL, SYL**  
WHAM-TV, Rochester, N. Y.

## — O —

**O'HARA, JEAN**  
WQAN, Saranton, Pa.

**OLSON, DANNY**  
KSTM, Fairmont, Minn.

**OLSON, WALLACE**  
WCCO, Minneapolis, Minn.

**O'NEILL, JOE**  
KVOO, Tulsa, Okla.

**OPPEL, JERRY**  
KOGT, Orange, Texas

**OPPEL, JERRY**  
KOLE, Port Arthur, Texas

**ORR, BILL**  
KEXO, Grand Junction, Colo.

**ORTON, ERWIN**  
Double Or Nothing  
NBC

**OSBORN, ORLEN**  
WORZ, Orlando, Fla.

**OSBORNE, KARL**  
WADC, Akron, Ohio

**OSBORNE, OZZIE**  
WMBD, Peoria, Ill.

**OVERSTREET, MAVIS**  
WLSL, Roanoke, Va.

**OWENS, HARRY**  
Harry Owens Royal Hawaiians  
KTLA, Los Angeles, Calif.

**OWENS, LARRY**  
WTOOD, Toledo, Ohio

## — P —

**PACE, BETTY**  
WIVY, Jacksonville, Fla.

**PAGE, DOROTHY E.**  
WPAV, Portsmouth, Ohio

**PALMER, GEORGE**  
Fashions In Music  
WNHC-TV, New Haven, Conn.

**PARKE, TOM**  
KWTC, Barstow, Calif.

**PARKER, LENORE**  
KTFI, Twin Falls, Idaho

**PARKER, ROBERT**  
KLRA, Little Rock, Ark.

## PAUL, CHARLES

Martin Kane Private Eye, NBC and NBC-TV; Mr. and Mrs. North, CBS; Mr. District Attorney, ABC and ABC-TV.

**PELLEGRINI, AL**  
Mel Torme Show  
CBS-TV

**PIASTRO, MISHEL**  
The Symphonette  
CBS

## — R —

**RAFFERTY, CARL**  
KJSK, Columbus, Nebr.

**RALPH, KINNEY**  
KLX, Oakland, Calif.

**RAMEY, A. MAX**  
CKBW, Bridgewater, Nova  
Scotia, Canada

**RANBALL, GORDIE**  
TV Showcase  
WRGB, Schenectady, N. Y.

**RAWSCH, ESTHER**  
WMT, Cedar Rapids, Iowa

## RIKEY, AL

Mic. Keen—8 Years; Kiddie Land Records; Decca Records.

**RIO, ROSA**

My True Story  
Marriage For Two  
ABC

**ROBERTS, LAWRENCE P.**  
KXRO, Aberdeen, Wash.

**ROBBINS, JOANNE**  
WAVZ, New Haven, Conn.

**ROBINSON, PAUL**  
KFRU, Columbia, Mo.

**ROGERS, DAVID**  
WHSC, Hartsville, S. C.

**ROGERS, EDDIE**  
Petite Concert  
NBC

**ROSCO, MICHAEL**  
WHOM, New York, N. Y.

## ROSS, MURRAY

The Strange Romance Of Evelyn  
Winters  
Dream Harbor  
ABC

**ROSS, ROY**

WNEW, New York, N. Y.

## — S —

**ST. GORGES, FERNANDO**  
CHRC, Quebec City, Que.,  
Canada

**SALB, JOHN**  
WTOP-TV, Washington, D. C.

**SALTER, BOB**  
KDSH, Boise, Idaho

## SALTER, HARRY

B. Sept. 14, 1906; Stop the Music, WJZ and WJZ-TV.

## SANFORD, CHARLES

Your Show of Shows, WNBT; Bob Hope Show, WNBT; Bea Lillie Show, WNBT; Jackie Gleason Show, WNBT.

**SARGANT, MICHAEL**  
WBIW, Bedford, Ind.

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

**SASLOWSKY, NICHOLAS**  
WEVD, New York, N. Y.

**SAVITT, LOUIS**  
WBRE, Wilkes-Barre, Pa.

**SCHARF, WALTER**  
The Phil Harris-Alice Faye Show  
NBC

**SCHMIDT, PAUL**  
KPRC, Houston, Texas

**SCHMITT, PAUL**  
KPRC-TV, Houston, Texas

**SCOTT, RAYMOND**  
Your Hit Parade  
NBC, NBC-TV

**SCOTT, WALTER**  
KMTV, Omaha, Nebr.

**SCOTT, WAYNE**  
WREL, Lexington, Va.

**SCHRAGER, RUDY**  
Lux Radio Theater  
CBS

**SHELDON, EARL**  
Musak Associated Transcriptions;  
Fashion Magic, CBS-TV.

**SHERWOOD, BOBBY**  
The Bert Parks Show  
NBC-TV, CBS-TV

**SHIELDS, DARLENE**  
WKAI, Macomb, Ill.

**SHOOP, DAVID**  
WHP, Harrisburg, Pa.

**SILFER, CARL**  
WAGE, Syracuse, N. Y.

**SLATERY, JACK**  
WELM, Elmira, N. Y.

**SMITH, BEASLEY**  
Carousel  
WSM-TV, Nashville, Tenn.

**SMITH, FRANCES**  
KOL, Seattle, Wash.

**SMITH, OTIS**  
KTAN, Sherman, Texas

**SNOWDEN, ELVA**  
WBEB, Fitzgerald, Ga.

**SOMERS, EDNA C.**  
WNLK, Norwalk, Conn.

**SONTAG, GEORGE**  
WOC-TV, Davenport, Iowa

**SOSNIK, HARRY**  
The Jack Carter Show  
NBC-TV

**SPAGNOLO, JUSTINA**  
WTUX, Wilmington, Del.

**PEAR, SAMMY**  
Cavalcade of Stars  
Du Mont, WABD, N. Y.

**STABLE, DICK**  
Colgate Comedy Hour  
NBC-TV

**STARBUCK, JAMES**  
Director Of Dances And Musical Numbers For "Your Show Of Shows," NBC-TV.

**STEGMEYER, WILLIAM**  
Langford-Ameche Show  
WJZ-TV

**STORDHAL, AXEL**  
Frank Sinatra Show  
CBS-TV

**STUART, ROBERT**  
WNOP, Newport, Ky.

**STUMPO, LOU**  
KDB, Santa Barbara, Calif.

**SUMMERS, BILL**  
WLBC, Muncie, Ind.

**SUTER, ANNA RAY**  
WTH, Baltimore, Md.

**SVELHA, WALT**  
WQAM, Miami, Fla.

**SYBLIRUD, JEROME**  
KMPC, Los Angeles, Calif.

**SYLVERN, HENRY**  
Sam Levenson Show  
This Is Show Business  
CBS-TV

— T —

**TAMBLYN, BOB**  
WCSC, Charleston, S. C.

**TANAKA, BERNICE**  
KULA, Honolulu, Hawaii

**TAUBMAN, PAUL**  
Bob and Ray, NBC; True Detective, Mutual; Benjamin Moore Paint Show, Mutual; Perry Mason, CBS; Penthouse Serenade, NBC, Mutual.

**THURLOW, DEAN**  
KLPB, Minot, Ohio

**TIETJEN, ANDREW**  
The Trinity Choir Of St. Paul's Chapel  
CBS

**TIMM, CHARLES**  
WSIV, Pekin, Ill.

**TINGLEY, IRVING**  
WBEL, Beloit, Wis.

**TOSCANINI, ARTURO**  
NBC Symphony  
NBC

**TRENDLER, ROBERT**  
WGN-TV, Chicago, Ill.

— U —

**UNDERWOOD, C. H.**  
WMBS, Uniontown, Pa.

**UNDERWOOD, KAY**  
KMAC, San Antonio, Texas

— V —

**VAN DRIEL, ROBERT**  
KGGM, Albuquerque, New Mexico

**VAN STEEDEN, PETER**  
Mr. District Attorney  
NBC

**VIAL, ART**  
KOCB, Ontario, Calif.

**VOLGER, THELMA**  
KWPC, Muscatine, Iowa

**VOORHEES, DONALD**  
The Telephone Hour  
NBC  
RCA Victor Show  
NBC-TV

— W —

**WACKS, LOU**  
WMCA, New York, N. Y.

**WALTER, BRUNO**  
NBC Symphony  
NBC

**WARD, JACK**  
Rocky King, Detective  
Du Mont  
Kraft Theater  
WNBT, New York

**WARING, FRED**  
Fred Waring Show  
CBS-TV

**WATTS, SAM**  
KWBB, Oakland, Calif.

**WAYNE, ROGER**  
WHLI, Hempstead, N. Y.

**WASHBURN, COUNTRY**  
Curt Massey Time  
CBS

**WEED, BUDDY**  
Family Circle  
ABC  
Buddy Weed Trio  
ABC  
Penthouse Party  
WJZ-TV

**WESTON, PAUL**  
Paul Weston Show  
CBS

**WHIPPLE, DOC**  
Ma Perkins  
CBS

**WHITE, BEVERLY**  
WISC, Madison, Wis.

**WHITE, FRANK**  
KMYR, Denver, Colo.

**WHITE, LEW**  
Hands of Destiny  
Du Mont, WABD, N. Y.

**WHITE, VIRGINIA**  
KMA, Shenandoah, Iowa

**WHITEHEAD, FRANKLIN**  
KPLC, Lake Charles, La.

**WHITELY, BOB**  
WLBE, Leesburg-Eustis, Fla.

**WHITEMAN, PAUL**  
Paul Whiteman Goodyear Revue  
WJZ-TV  
Paul Whiteman TV Teen Club  
WJZ-TV  
Paul Whiteman Teen Club  
ABC

**WILLSON, MEREDITH**  
The Big Show  
Meredith Willson's Music Room  
NBC

**WIRGIS, WILLIAM**  
Small Fry Club  
Du Mont

**WISEMAN, ROLAND**  
KCKY, Coolidge, Arizona

**WOOD, DELBERT**  
KFKA, Greeley, Colo.

— Y —

**YANDON, DEL**  
KXLY, Spokane, Wash.

**YOHE, CHARLES R.**  
WBOC, Salisbury, Md.

**YOUNG, VICTOR**  
B. Aug. 8, 1900, Chicago, Ill.;  
Wrote Musical Score for Stage Play "A La Carte"; Musical Director for Motion Pictures; Musical Director "Carnation Contented Hour," NBC.

— Z —

**ZACHER, GENE**  
WHAM-TV, Rochester, N. Y.

**ZIEGENBEIN, FLEDA**  
KFOR, Lincoln, Nebr.

**ZIMMERMAN, HARRY**  
KHJ, Los Angeles, Calif.

**ZIMMERMAN, PAUL E.**  
WMVA, Martinsville, Va.

# RADIO-TV WRITERS

Advertising Agency—Network—Free Lance



— A —

**AARON, JOHN**  
Edward R. Murrow News  
Program  
CBS

**ACE, GOODMAN**  
The Big Show  
NBC

**ADAMS, TED**  
Star Of The Family  
CBS-TV

**ADELMAN, JERRY**  
Meet Corliss Archer  
CBS

**ALSBERG, ARTHUR**  
Our Miss Brooks  
CBS

**AUCHINLOSS, GORDON**  
Refreshment Time  
CBS

— B —

**BAER, NORMAN**  
Date On Broadway  
WABD, New York, N. Y.

**BARRY, PETER**  
Charlie Wild, Private Detective  
CBS-TV

**BERNSTEIN, WALTER**  
Nash Airflyte Theater  
CBS-TV

**BIXBY, CARL**  
B. May 4, 1895, Worcester,  
Mass.; Life Can Be Beautiful,  
NBC

**BLAZER, GEORGE**  
Jack Benny Show  
CBS-TV

**BLOCK, HAL**  
Vaughn Monroe Show  
Ken Murray Show  
CBS-TV

**BOCH, JERRY**  
Mel Torme Show  
CBS-TV

**BOOTHE, BARBARA**  
Stage Entrance  
Du Mont

**BROCKHAUSEN, MAURICE C.**  
Flying Tigers  
Du Mont

**BURNS, GEORGE**  
George Burns and Gracie Allen Show  
CBS-TV

**BURNS, WILLIAM**  
Burns & Allen  
CBS-TV

**BURTON, HELENE**  
Betty Crocker Program  
CBS-TV

— C —

**CALDWELL, SAM**  
Garden Gate  
CBS

**CARROLL, CARROLL**  
Club 15  
CBS

**CARRINGTON, ELAINE**  
Rosemary  
CBS

**COOPER, HAL**  
Magic Cottage  
DuMont  
TV Baby Sitter  
WABD

**CURRAN, CHARLES**  
Assoc. with Seaboard Studios

— D —

**DEMMLING, BILL**  
Garry Moore Show  
CBS-TV

**DORFMAN, SID**  
Burns & Allen  
CBS-TV

**CARL  
BIXBY**

*Life Can Be Beautiful*

•  
*Television*  
•

Sturges Highway  
Southport, Conn.  
Fairfield 9-3275

**martin kane**

**private eye —**

**ted hedigar**

**Writer-Director . . .**

**Radio of Course**

# CARLTON E. MORSE

WRITER-PRODUCER

ONE  
MAN'S  
FAMILY  
(Radio)

ONE  
MAN'S  
FAMILY  
(TV)

I  
LOVE  
A  
MYSTERY  
(Radio)

THE  
WOMAN  
IN  
MY  
HOUSE  
(Radio)

## Radio-Television Writers

**DOUD, GIL**  
Yours Truly, Johnny Dollar  
CBS  
**DOUGALL, BERNIE**  
Newsstand Theater  
Mr. President  
ABC  
**DUDDY, LYN**  
Vaughn Monroe Show  
CBS-TV  
**DUDLEY, PAUL**  
Meet Frank Sinatra; Yours  
Truly, Johnny Dollar  
CBS

### — E —

**EDWARDS, BLAKE**  
The Line-Up  
CBS  
**ELLIS, ANTONY**  
Pursuit  
CBS  
**ETTINGER, ED**  
Sammy Kaye Sunday Serenade  
Dream Harbor  
ABC

### — F —

**FINE, MORTON**  
Broadway's My Beat  
CBS  
**FINN, HERB**  
Beulah  
CBS  
**FINN, MICKY**  
Carnation Family Party  
CBS  
**FOSTER, ROSEMARY**  
Mr. I. Magination  
CBS-TV  
**FOSTER, ROYAL**  
Ken Murray Show  
CBS-TV  
**FRAMER, WALT**  
Break the Bank, NBC; Glamour  
Manor, MBS, ABC; The  
Bleak Hood, MBS  
**FRANCK, ESTELLE**  
Famous Jury Trials, DuMont;  
Plainclothesman, DuMont  
**FRED, FRED**  
This Is New York  
The New York Story  
WCBS  
**FRIEDKIN, DAVID**  
Broadway's My Beat  
CBS  
**FUNT, JULIAN**  
Big Sister  
City Hospital  
Young Dr. Malone  
CBS

### — G —

**GABRIELSON, FRANK**  
Mama  
CBS-TV  
**GALANOV, TERRY**  
Plainclothesman,  
WAED-Dumont  
**GALEN, FRANK**  
My Friend Irma  
CBS-TV  
**GERSHON, ALICE**  
Margaret Arlen Program  
WCBS  
**GIBSON, DOUGLAS WOOD**  
The Clock, NBC-TV; Lights  
Out, NBC-TV; Actors Studio,  
ABC-TV; Originals for Lever  
Bros., Dumont  
**GLICKMAN, WILLIAM**  
Camel Caravan  
CBS  
**GOODWIN, NANCY**  
ABC-TV Staff Writer



## Radio-Television Writers

**GOULD, BERNI**  
Bert Parks Show  
CBS-TV

**GREN, JOHN**  
People Are Funny  
CBS

**GUDEL, JOHN**  
People Are Funny  
CBS

### — H —

**HARRISON, PAUL**  
Bert Parks Show  
CBS-TV

**HEDIGER, TED**  
Martin Kane, MBS-NBC

**HELM, HARVEY**  
Burns & Allen  
CBS-TV

**HENLEY, ARTHUR**  
Bob and Ray  
NBC  
Langford-Ameche Show  
ABC-TV

**HESS, JOHN D.**  
Love Of Life  
CBS-TV

**HENNING, PAUL**  
George Burns & Gracie Allen  
Show  
CBS-TV

**HEYWARD, LOUIS M.**  
Faye Emerson's Wonderful  
Town, CBS-TV; Gary Moore  
Show, CBS-TV

**HILL, DAVID**  
Talent Shop  
WABD, New York, N. Y.

**HOLFCENER, LARRY**  
Mel Torme Show  
CBS

**HOWARD, CY**  
My Friend Irma  
CBS-TV

### — J —

**JACOBS, SEAMAN**  
Ken Murray Show  
CBS-TV

**JACOBY, LOIS**  
The Ford Theater  
CBS-TV

**JEWELL, JAMES E.**  
Armstrong of The S. B. I.; The  
Silver Eagle, ABC

### — K —

**KANE, JOEL**  
Meet Millie  
CBS

**KATZMAN, JERRY**  
House I Live In Series, Radio  
Guild Workshop; WNYC

**KEATING, BARBARA**  
Margaret Arlen Program  
WCBS

**KEAN, EDWARD G.**  
Howdy Doody  
NBC-AM-TV

**KRONMAN, HARRY**  
Stars In The Air  
Hollywood Sound Stage  
CBS

### — L —

**LAYNE, ROBERT**  
Olson & Johnson Show  
TV & Ind. Motion Pictures

**LEWIS, AL**  
Our Miss Brooks  
CBS

**LILES, MARCIA DURANT**  
Mike And Buff  
CBS-TV

**LOWTHER, GEORGE**  
Captain Video  
Du Mont

### — M —

**MACK, NILA**  
Let's Pretend  
CBS

**MARCUS, ELLIS**  
Nash Airflyte Theater  
CBS-TV

**MARION, IRA**  
Hannibal Cobb, Metropolitan  
Opera Auditions of the Air,  
Milton Cross' Opera Album.  
Detour  
ABC

**McGIFFORD, JOHN**  
This Is New York  
The New York Story  
WCBS

**McLEOD, VICTOR IAN**  
(See Producers)

**MONROE, CHARLES**  
Peggy Lee Show  
CBS

**MORGAN, AL**  
This Is New York  
The New York Story  
WCBS

**MORROW, BILL**  
Bing Crosby Show  
CBS

**MORSE, CARLTON E.**  
I Love a Mystery, MBS; One  
Man's Family, NBC, NBC-TV

### — N —

**NEWMAN, ROBERT**  
City Hospital  
CBS

**NISS, STANLEY**  
Gangbusters  
CBS

### — O —

**O'FLAHERTY, MAGGIE**  
Curt Massey Time  
CBS

**OLDHAM, VERA**  
Modern Romances  
Newsstand Theater  
ABC

### — P —

**PERRIN, SAM**  
Joek Benny Program  
CBS-TV

**PEYSER, LOIS GREEN**  
Mike And Buff  
CBS-TV

**PHILLIPS, IRNA**  
Guiding Light  
Brighter Day  
CBS

**PICARD, JOHN**  
Wendy Warren And The News  
CBS

**PRINDLE, DON**  
James Melton, NBC-TV

**PROVO, FRANK**  
Wendy Warren And The News  
CBS

### — Q —

**QUIGLEY, ROBERT**

B. March 13; Producer, Jack  
Halley Show, NBC-TV; Head  
Writer, Victor Borge Show, NBC-  
TV; Stages & Writes General  
Electric, Bill Goodwin Show,  
NBC; Head Writer, Star Of The  
Family, NBC-TV; College Of  
Musical Knowledge, NBC-TV

### — R —

**RAPP, PHIL**  
Star Time  
Du Mont

**RICHTON, ADDY**  
Hilltop House  
CBS

**ROBINSON, CHARLES**  
The Big Town  
CBS-TV

**ROHAN, JACK**  
Headline Clues From Broad-  
way To Hollywood  
Du Mont

**ROSS, DON**  
Live Like A Millionaire, NBC,  
CBS-TV; Bride & Groom, CBS-  
TV

**ROTH, ROXY**  
Beulah  
CBS

### — S —

**SAKS, SOL**  
Beulah  
CBS

**SAVAGE, FRANK**  
Headline Clues From Broad-  
way To Hollywood  
Du Mont

**SCHWARTZ, DAVID K.**  
Alan Young Show  
CBS-TV

**SKLAR, MIKE**  
Modern Romances  
Newsstand Theater  
ABC

**SOLOMON, LEO**  
Alan Young Show  
CBS-TV

**SPIES, ADRIAN**  
Star Of The Family  
CBS-TV

**STANLEY, JACKSON**  
People Are Funny  
CBS

**STONE, LYNN**  
Hilltop House  
CBS

### — T —

**THOMSON, WALLACE**  
Mike And Buff  
CBS-TV

**TURNER, LLOYD**  
Time For Beany  
CBS-TV

### — W —

**WALLACH, GEORGE**  
U. N. Stamp Club, WNBT

**WHITTY, DON**  
Modern Romances  
Newsstand Theater  
ABC

### — Y —

**YOUNG, ALAN**  
Alan Young Show, CBS-TV

### — Z —

**ZOUSMER, JESSE**  
Edward R. Murrow, News Pro-  
gram  
CBS

# VOICE OF AMERICA—1951

By FOY D. KOHLER, Director of Office of International Broadcasting

**D**URING 1951 the Voice of America made significant progress toward the goals of the Campaign of Truth. This progress was reflected by increasing evidence of the impact of the broadcasts on listeners both behind the iron curtain and in the free world. During the past 12 months the Voice of America:

1. Added twenty new language services increasing its total from twenty-six to forty-six.
2. Increased daily programming time by about twenty hours, from thirty to fifty hours daily.
3. Expanded services to USIS radio operation overseas.
4. Improved transmitter coverage and heightened penetration of Soviet jamming.
5. Increased the effectiveness and improved the quality of its output.

The new broadcasts initiated by the Voice of America were beamed to areas not previously covered by the programs. Where previous programs to the USSR had been only in Russian and Ukrainian, other daily broadcasts were added in Georgian, American, Azerbaijani, Tatar, Turkestani, Lithuanian, Latvian and Estonian. Other programs were inaugurated to Albania, Finland, Israel and Portugal in their respective languages; to China in two additional dialects—Swatow and Amoy; to Japan and to South and South East Asia in Hindi, Urdu, Thai, Burmese and Malayan.

The Voice of America refined its program formats, made greater use of drama and documentary techniques and became markedly more outspoken and hard hitting. One of the principal themes was the success of the United Nations effort to repel the Chinese and North Koreans aggression in Korea.

The strengthening of the free world's defense was continually stressed both in news and commentary and major attention was given to exposing the fraudulent Soviet "peace" drive.

In addition to direct broadcasts, Voice



Kohler

of America expanded the development and distribution of transcribed platter programs tailored for local radio use overseas. Transcribed features were distributed regularly to some seventy posts. The monthly shipment of discs ranged from 12,000 to 16,000 to more than 400 destinations; from 2,000 to 4,000 scripts also were distributed overseas each month.

In the field of facilities the Voice of America network began to assume the proportions of a world-wide radio system as new facilities were put into operation and additional progress was made on other facilities at home and abroad. On the domestic scene the construction of curtain antennae progressed at six transmitter locations and ten additional studios were constructed and put into use. Overseas, Voice of America programs were carried by expanded relay facilities in Germany, Tangier, Greece, Hawaii and the Philippines. Additional British, Ceylon and Japanese relay facilities were used under lease or agreement. Other facilities and bases were in various stages of engineering completion, construction engineering development and site acquisition and negotiation. Work was advanced on that portion of the "Ring Plan" already approved by Congress. Under the "Ring Plan," which calls for a network of powerful relay bases girdling the globe, sites were selected for two projects and were in an advanced stage of negotiations for five others. Main Diesel equipment and transmitters for all plants were on order and contracts were awarded for two of the projects and tests completed of the first high-power transmitters at those installations. Additional overseas sites were negotiated on a preliminary basis in anticipation of funds requested from Congress for completion of the "Ring Plan." Project Vagabond, which involves the construction of a ship-borne radio relay system, was nearing completion at the year's end.

Penetration of Soviet jamming ranged as high as 75 per cent to 85 per cent in most areas of the USSR and averaged around 26 per cent in Moscow, where jamming was the heaviest. Progress was made in the development and installation of anti-jamming equipment designed to increase the penetration even further.

# RADIO-TV DIRECTORS

—and their work during 1951



— A —

- ABEL, RAY**  
Kitchen Kapers  
Dione Lucas  
WJZ-TV, New York
- ANDREWS, CLARK**  
Rogues Gallery  
Strange Romance of Evelyn  
Winters  
ABC
- ANDREWS, MARTIN**  
My True Story  
Newsstand Theater  
ABC
- ASHLEY, IRA**  
Grand Central Station  
CBS
- ATKINS, IRV**  
People Are Funny  
CBS
- AUERBACK, LARRY**  
Love Of Life  
CBS-TV

— B —

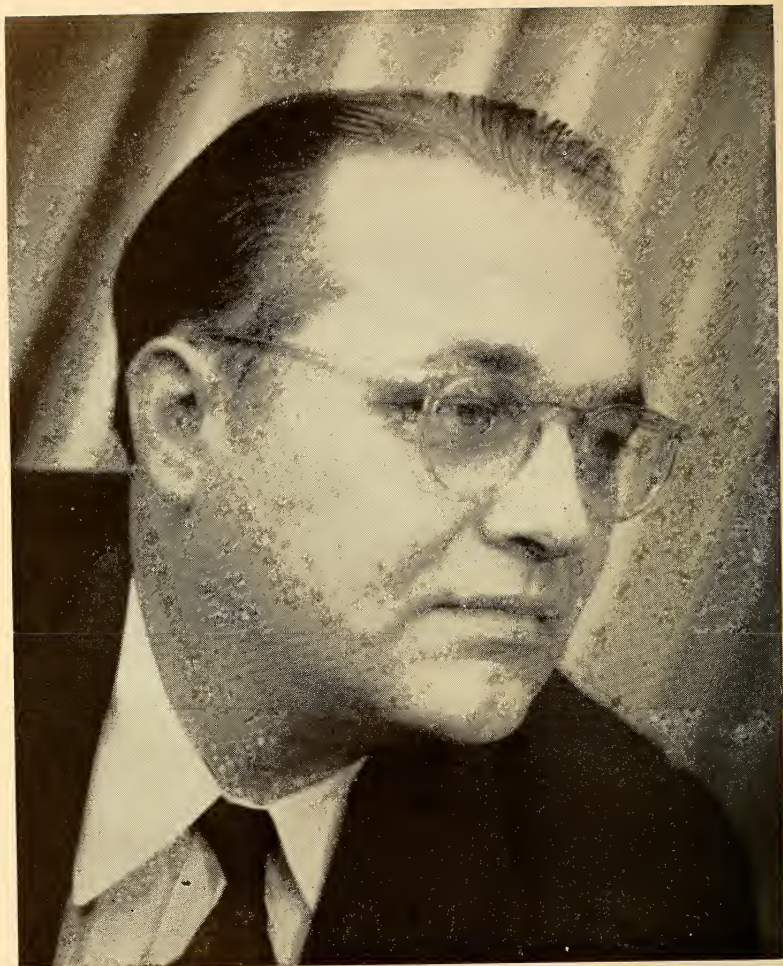
- BAIRD, THE**  
Whistling Wizzard  
CBS-TV
- BANNER, BOB**  
Fred Waring Show  
CBS-TV
- BASS, LEONARD L.**  
Gangbusters  
CBS
- BEAL, WILLIAM**  
Hollywood Screen Test  
Faith For Today  
ABC-TV
- BISHOP, CHARLES D.**  
Chance Of A Lifetime, Paul  
Whiteman TV Teen Club, Lang-  
ford-Ameche Show, ABC-TV
- BLEYER, BOB**  
Songs For Sale  
CBS-TV
- BROEMAN, STUART**  
Piano Playhouse
- Opera Album  
ABC
- BROWN, WILLIAM H.**  
Schlitz Playhouse  
CBS-TV
- BRYAN, WARREN**  
Space Cadet  
Mark Trail  
ABC
- BUNETTA, FRANK**  
Cavalcade of Stars  
Cavalcade of Bands  
Saturday Night At Meadow-  
brook  
Du Mont
- BURGGRAF, PAUL**  
Ted Mack Family Hour  
Crime With Father  
ABC-TV
- BURKE, MELVIN**  
Man Against Crime  
CBS-TV

GREY LOCKWOOD

NBC - TV

CLAY YURDIN





# CHUCK HOLDEN

ABC-TV

EXECUTIVE PRODUCER





**MARSHALL A. DISKIN**

ABC-TV  
DIRECTOR

STOP THE MUSIC  
REMOTES & SPECIAL EVENTS  
SUNDAY AT THE ZOO



**JEROME FRANKS**

DIRECTOR  
ON TRIAL

CLAIRE MANN GLAMOUR SHOW  
MYSTERIES OF CHINATOWN  
ABC-TV



**Lawrence Carra**

ABC-TV  
PRODUCER

PULITZER PRIZE PLAY HOUSE



**FREDRIC A. CARR**

DIRECTOR

HOLLYWOOD SCREEN TEST  
BETTER HOMES SHOW  
CLUB SEVEN  
ABC-TV



**Cort Steen**

ABC-TV  
DIRECTOR

CITY HOSPITAL  
TWO GIRLS NAMED SMITH  
BUCK ROGERS

**CHARLES S. DUBIN**

**Director**

**"Pulitzer Prize Playhouse"**

ABC—TV

**EDWARD J. NUGENT**

**Producer**

**Director**

ABC-TV



**Leslie Gorall**

ABC-TV  
DIRECTOR

LANGFORD-AMECHE SHOW  
ARTHUR MURRAY  
CRIME WITH FATHER



## Frederick Heider

ABC-TV  
PRODUCER - WRITER

Paul Whiteman Goodyear Revue  
Earl Wrightson "At Home" Show  
Ted Mack Family Hour



## Robert S. Massell

ABC-TV  
DIRECTOR

Life Begins At Eighty  
The Gayelord Hauser Program  
Langford-Ameche Show



## HERMAN LIVERIGHT

ABC-TV  
DIRECTOR

METROPOLITAN OPERA AUDITIONS  
FAITH FOR TODAY  
CHANCE OF A LIFETIME



## CHUCK BISHOP

*Director*

LANGFORD-AMECHE SHOW  
CHANCE OF A LIFETIME  
ABC-TV

## Radio-Television Directors

### — C —

**CARNEY, JACK**

Arthur Godfrey's Talent  
Scouts  
CBS-TV

**CARR, FREDRIC A.**

B. Nov. 1, 1918, Providence,  
R. I.; Blind Date, Hollywood  
Screen Test, Better Homes Show,  
Club Seven, Saturday At The  
Zoo, Orchid Room, Peter Donald  
& Co., Chance Of A Lifetime,  
ABC-TV

**CHARLES, DICK**

B. Feb. 24, 1919, Newark, N. J.;  
Sammy Kaye Sunday Serenade,  
ABC; Dream Harbor, ABC; Paul  
Whiteman Radio Teen Club, ABC;  
Your Dancing Party, ABC; The  
Three Suns Show, ABC

**CLAAR, JOHN**

Meet Corliss Archer  
CBS-TV

**CLAMPETT, BOB**

Time for Beany, CBS-TV

**CONRIED, HANS**

Stars Over Hollywood  
CBS

**COOK, FIELDER**

Lux Video Theater  
CBS-TV

**COYLE, HARRY**

Most Important People  
Rumpus Room  
Saturday Night At The Gar-  
den  
Twenty Questions  
Du Mont

**CURRAN,  
CHARLES W.**

Assoc. With Times Square Pro-  
ductions, Inc.

### — D —

**DANIELS, MARC**

I Love Lucy  
CBS-TV

**DEL VALLE, JAIME**

The Line-Up  
CBS

**DEMAREST, BILL**

Meet Me At Howie's  
ABC

**DEPEW, RICHARD**

Laraine Day Show  
Hollywood Screen Test  
ABC-TV

**DICK, HENRY**

Jack Berch  
Dulany Daily Double  
ABC

**DINEHART, ALAN**

Celebrity Time  
CBS-TV

**DISKIN, MARSHAL A.**

B. August 9, 1913; Stop The  
Music, Can You Top This, Sun-  
day At The Zoo, College Bowl,  
N. Y. Giants Football Huddle,  
Sports—Special Events, ABC-TV

**DOGDSON, WILLIAM**

Langford-Ameche Show  
ABC-TV

**DOYLE, ROBERT**

News & Special Events, Stop  
The Music, ABC-TV

**DUBIN, CHARLES S.**

B. Feb. 1, 1919, Brooklyn, N. Y.;  
Pulitzer Prize Playhouse, Tales  
of Tomorrow, Crime With Father,  
Two Girls Named Smith, Blind  
Date, Club Seven, ABC-TV

**DUERK, FRED**

Mary Margaret McBride  
Thy Neighbor's Voice  
ABC

**ROBERT DOYLE**

**Director**

**News and Special Events**

**ABC-TV**



**EDWARD NATHANSON**

**DIRECTOR  
ACTORS HOTEL  
MACY'S PARADE  
HORIZONS  
ABC-TV**



## Radio-Television Directors

— E —

### ELLIOTT, DAPHNE

B. April 5, 1924; Nash Air-Flyte Theater Of The Air, CBS; Treasury Men In Action, NBC-TV; The Big Story, NBC-TV

— F —

### FARNWORTH, SCOTT

Marriage For Two  
American Sports Page  
ABC

### FAY, PAT

Headline Clues From Broadway To Hollywood  
Hands Of Destiny  
Kids And Company  
Du Mont

### FISHBURN, ALAN M.

B. July 23, 1913, Montclair, N. J.; Sky King, MBS; Challenge, WGN-TV

### FRAILEY, PAUL M.

Ranger Joe  
CBS-TV

### FRANKS, JEROME

Jack Wirtsen's Songtime, On Trial, Billy Graham-Hour Of De-

cision, John Reed King-Tootsie Hippodrome, Claire Mann Glamour Show, Your Witness, Let There Be Stars, Marshal of Gun-sight Pass, The Johnny Grant Show, Mysteries of Chinatown, Produced Cerebral Palsy Tele-thon, ABC-TV

— G —

### GLUCKSMAN, ERNEST D.

B. March 21, 1902, Vienna, Austria; Martin and Lewis, NBC-TV; Donald O'Connor with Harpo Marx, NBC-TV; A G V A with Bob Hope, NBC-TV; Spike Jones, NBC-TV; Jack Carter (24 weeks), NBC-TV; Ben Blue (1 special Show), NBC-TV; Phil Silvers (1 special Show), NBC-TV

### GOOD, DICK

Lux Video Theater  
CBS-TV

### GOODMAN, MARTY

It Happens Every Day  
CBS

### GORALL, LESLIE

Langford-Ameche Show, Arthur Murray, Crime With Father, Tales of Tomorrow, Earl Wright-

son Show, Penthouse Party, ABC-TV

### GOULD, BERNI

Bert Parks Show  
CBS-TV

### GOULD, GEORGE

B. March 19, 1915, New York; Tom Corbett, Space Cadet, ABC; Tom Corbett, Space Cadet, NBC (Summer)

### GRAHAM, JOE

B. Sept. 15, 1916, Portsmouth, Ohio; Top Guy, It's Your Business, Whispering Streets, Modern Romances, ABC

### GREINER, BOB

When A Girl Marries  
Mr. District Attorney  
ABC

### GROSS, LLOYD

Mel Torme Show  
Man of The Week  
CBS-TV

— H —

### HAMILTON, BILL

Lone Journey  
ABC



## DICK CHARLES

Author-Composer

Producer-Director  
A. S. C. A. P.

EL. 5-6923

### On Television:

GENERAL ELECTRIC  
GENERAL FOODS  
GULF OIL  
LUCKY STRIKE  
NASH KELVINATOR

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Alex Leftwich

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New York, New York  
PLaza 3-1862



**CHARLES POLACHECK**

NBC-TV                  PRODUCER

"VOICE OF FIRESTONE"  
"RECITAL HALL"

ASSOCIATE PRODUCER  
"NBC OPERA THEATER"



**ALAN NEUMAN**

NBC-TV

DIRECTOR

**DICK SCHNEIDER**

NBC-TV

DIRECTOR

of

KATE SMITH DAYTIME SHOW



**DON HILLMAN**

NBC-TV

DIRECTOR

## Radio-Television Directors

### HARLAN, BOB

Family Circle  
Club Can Do  
ABC

### HARRISON, JEANNE

Director, Ziv and World

### HARRISON, PAUL

Bert Parks Show  
CBS-TV

### HAYES, JIM

City Hospital  
CBS

### HELLER, FRANKLIN

The Web  
What's My Line  
CBS-TV

### HENRY, BABETTE

Circuit Rider  
On Trial  
ABC-TV

### HILL, MARTY

House Party  
CBS

### HILLMAN, DONALD STUART

B. April 3, 1925, New York;  
Broadway Open House, Remem-  
ber This Date; New York Phil-

harmonic Concerts, Lewisohn  
Stadium, United Nations Tele-  
casts, Lake Success, N. Y., Mil-  
ton Berle Telethon, Around The  
Town, NBC-TV; Commercial Dir.  
For Show of Shows, Here's To  
Your Health, RCA's Background  
For Trouble (Submitted by NBC  
For The Peabody Award)

### HILLMAN, JACK

Lives Of Harry Lime  
Chance Of A Lifetime  
ABC

### HOBIN, CHARLES W.

B. November 12, 1923, Evanston,  
Ill.; Show of Shows, NBC-TV;  
Garroway At Large, NBC; Wayne  
King Show, NBC

### HUNT, LEE

The M & M Candy Carnival  
CBS-TV

## — K —

### KENNEY, H. WESLEY

Universal Homemaking  
Rocky King, Detective  
Magic Cottage  
Du Mont

### KRONMAN, HARRY

Stars In The Air  
Hollywood Sound Stage  
CBS

## — L —

### LANGAN, DONALD

Assoc. With Times Square Pro-  
ductions, Inc.

### LEFTWICH, ALEX

B. Feb. 13, 1910, Philadelphia,  
Penna. Faye Emerson Show, CBS;  
Ika Chase Show, CBS; Kyle Mc-  
Donnell Show, DuMont; Film  
Commercials; General Electric,  
Lucky Strike, Gulf Oil, Super-  
visor of Production

### LEFTWICH, ED

Live Like A Millionaire  
CBS-TV

### LEVY, RALPH

Burns & Allen  
CBS-TV

### LEWIS, AL

Our Miss Brooks  
CBS

### LEWIS, ELLIOT

Broadway's My Beat  
Suspense  
Pursuit  
CBS

### LINKROUM, DICK

Alan Young Show  
CBS-TV

# Daphne Elliott

## DIRECTOR

## "The Big Story"

NBC-TV

# ALAN M. FISHBURN

Writer - Director - Producer

CURRENT

"SKY KING"—America's top-ranking  
juvenile AM program  
— (MBS) — (DERBY  
FOODS)

"CHALLENGE"—Chicago's top-ranking  
musical-dramatic TV  
program — (WGN-TV)  
(DREWRY LTD.)

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• • •  
**Radio-Television Directors**  
 • • •

**LIVERIGHT, HERMAN**

Metropolitan Opera Auditions,  
 Faith For Today, Success Story,  
 Chance Of A Lifetime, ABC-TV

**LOCKWOOD, GREY**

NBC-TV

**LOWE, DAVID**

Famous Jury Trials  
 Court Of Current Issues  
 What's The Story  
 DuMont  
 Talent Shop  
 Recipe For Happiness  
 WABD

**LYONS, DICK**

Lyrical Speaking  
 Kelvin Keech  
 WJZ, New York

— M —

**MacCULLUM, BILL**

Against The Storm  
 Original Amateur Hour  
 ABC

**MACK, HELEN**

Meet Corliss Archer  
 CBS

**MAGNER, MARTIN**

Lamp Unto My Feet  
 CBS-TV

**MANDEVILLE, BETTY**

B. June 18, 1910, Mora, Minn.;  
 The F.B.I. In Peace and War,  
 CBS

**MANKOFF, BILL**

Meet Millie  
 CBS

**MARCEAU, BILL**

The Plainclothes Man  
 DuMont  
 Starring The Editors  
 WABD

**MARSHALL, BILL**

Metropolitan Opera  
 Valiant Lady  
 ABC

**MASSELL, ROBERT S.**

B. Sept. 7, 1916, New York,  
 N. Y.; Life Begins At Eighty,  
 The Gaylord Hauser Program,  
 Langford-Ameche Show, ABC-TV

**McCONNELL, JIM**

Mystery Theater  
 Walter Winchell  
 ABC

**McKNIGHT, TOM**

Beulah  
 CBS

**McLEOD, VICTOR IAN**

(See Producers)

**MOORE, KINGMAN T.**

B. Sept. 13, 1919, Macon, Ga.;  
 Colgate Comedy Hour, Starring  
 Martin-Lewis; Abbott & Costello;  
 Donald O'Connor; Chesterfield  
 Sound Off Time Starring Bob  
 Hope, NBC-TV

— N —

**NATHANSON,  
 EDWARD**

Actors Hotel, Macy's Parade,  
 Horizons, ABC-TV Market Melo-  
 dies, The Fitzgeralds, WJZ-TV

**NEUMAN, ALAN**

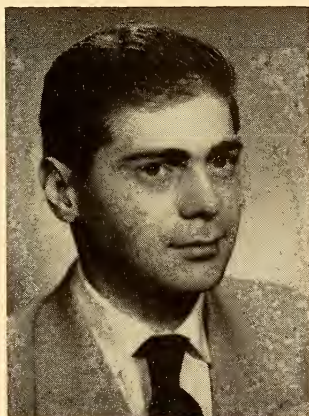
NBC Opera, Kate Smith Hour,  
 Broadway Open House, Here's To  
 Your Health, Van Camp Little  
 Show, City At Midnight, Dag-  
 mar's Canteen, NBC-TV

**NOBLE, BOB**

Great Adventure  
 Gillette Fights  
 ABC

**NOCKS, ARNOLD**

Small Fry Club  
 Shadow Of The Cloak  
 DuMont



**BARRY SHEAR**  
**DUMONT - TV**  
 DIRECTOR OF  
**"NOT FOR PUBLICATION"**  
 Starring Jerome Cowan  
**"QUICK ON THE DRAW"**



**JOE GRAHAM**  
 WRITER - DIRECTOR  
 Currently Directing:  
**"WHISPERING STREETS"**  
**"TOP GUY"**  
**"IT'S YOUR BUSINESS"**



## Radio-Television Directors

Ethel Thorsen Show  
WABD  
Eloise Salutes The Stars  
WABD

### **NUGENT, EDWARD JAMES**

B. Feb. 7, 1904, N. Y. C., N. Y.;  
Chico Marx College Bowl, Pulitzer  
Prize Playhouse, Theater Of  
Romance, Life Begins At Eighty,  
ABC-TV

— P —

### **PAUL, BYRON**

This Is Show Business  
Sam Levenson Show  
CBS-TV

### **PEYSER, JOHN**

Stork Club  
CBS-TV

### **PIONA, TONY**

Dancing Party  
Vince Williams  
WJZ, New York

### **POLK, LEE**

Morning Chapel  
WABD, New York, N. Y.

### **POTTASCH, ALAN**

Charlie Wild, Private Detective  
Tom Corbet, Space Cadet  
ABC-TV

### **POWERS, CHARLES**

Author Meets The Critics  
On Trial  
ABC-TV

### **PRESSMAN, DAVID**

Chrysler-T-Men In Action  
ABC-TV  
Borden's-T-Men In Action  
NBC-TV  
Nash-Airflyte  
Westinghouse-Summer  
Playhouse  
CBS-TV

— R —

### **RITTER, DICK**

Stop The Music  
America's Town Meeting Of  
The Air  
ABC

### **ROBBIE, SEYMOUR**

Half Pint Party  
ABC-TV  
Eva Gabor Show  
WJZ-TV

### **ROBSON, WILLIAM N.**

Operation Underground  
CBS

— S —

### **SAUNDERS, N. JAMES**

Woman's Club  
Wrestling With Dennis James  
DuMont  
Kitchen Fare  
WABD

### **SCANLAN, WALTER**

Headline Edition  
News Of Tomorrow  
ABC

### **SCHNEIDER, DICK**

Kate Smith Daytime Show  
NBC-TV

### **SCHWAB, JR., LAURENCE**

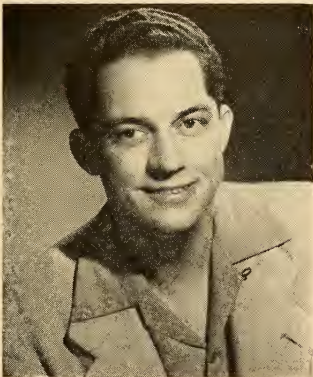
B. March 31, 1922, New York;  
Lights Out, NBC-TV; Prod.-Dir.  
The Amazing Mr. Malone, ABC

### **SCIBBEAT, JOSEPH**

Schlitz Playhouse  
CBS-TV

### **SEAMAN, WILLIAM**

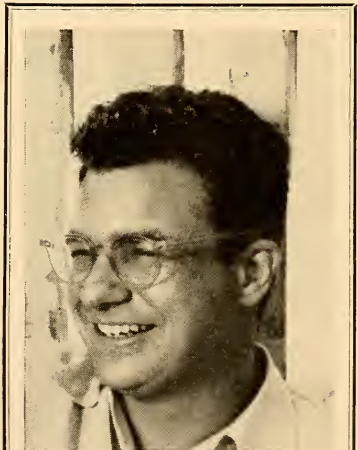
Stage Entrance  
DuMont  
Take The Break  
DuMont  
Double C Canteen  
WABD



**KINGMAN T. MOORE**

NBC  
TV Director  
for

**MARTIN and LEWIS**  
**ABBOTT and COSTELLO**  
**BOB HOPE**



**LAURENCE SCHWAB, JR.**

Producer — Director  
TV

## Radio-Television Directors

### SEGAL, ALEX

Pulitzer Prize Playhouse  
Hollywood Screen Test  
ABC-TV

### SHEAR, BARRY

Not For Publication, Starring  
Jerome Cowan; Quick On The  
Draw, The Hazel Scott Show,  
Newsweek Views The News, Du-  
Mont; Seven Years Du Mont TV  
Head Cameraman And Technical  
Director

### SHOPE, ROGER

Celebrity Parade For Cerebral  
Palsy  
The Fitzgeralds  
WJZ-TV, New York

### STEDMAN, BILL

Herb Sheldon  
Betty Crocker Magazine Of  
The Air  
ABC

### STEEN, CORT

B. July 14, 1918, Pittsburgh, Pa.;  
City Hospital, Two Girls Named  
Smith, Buck Rogers, Blind Date,  
Hollywood Screen Test, ABC-TV

### STERLING, BILL

Al Pearce Show  
CBS-TV

### STEVENS, ROBERT

Suspense  
CBS-TV

### SUSSAN, HERBERT

Ken Murray Show  
CBS-TV

## — T —

### TELFORD, FRANK

Schlitz Playhouse  
CBS-TV

### THOMAS, KEITH

Kathi Norris Show  
WABD, New York, N. Y.

### TINNEY, JOSEPH L.

The Big Top  
CBS-TV

### TORMEY, BOB

Greatest Story Ever Told  
Tea And Crumpets  
ABC

## — V —

### VINCENT, CHICK

B. August 29, 1912, Bronx, N. Y.;  
Pepper Young's Family, NBC;  
Magazine Theater, MBS

## — W —

### WALLACH, GEORGE

Director Of News And Special

Events, WNBC-WNBT; Date In  
Manhattan, WNBT; Inside Pho-  
tography With Wendy Barrie,  
WABD

### WARBURTON, CHARLES

My True Story  
ABC

### WARSHAW, EMANUEL

Dennis James Show  
Solo Drama  
WJZ-TV

### WEIST, GEORGE

Family Circle  
ABC

### WHITING, JUDD

Mike And Buff  
CBS-TV

### WHORF, RICHARD

My Friend Irma  
CBS-TV

## — Y —

### YURDIN, CLAY

NBC-TV

## — Z —

### ZIRATO, BRUNO, JR.

Peggy Lee Show  
CBS

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enced than any other  
news service . . . more  
than 100 years collect-  
ing and distributing  
news.

jeanne harrison

# RADIO-TV PRODUCERS

Network & Independent



— A —

**ALDERMAN, GORDON J.**  
WHRN, Syracuse, N. Y.

**ALLYN, BILL**  
Margaret Arlen  
CBS-TV

**ANDORN, SIDNEY**  
Audition Ambition  
WXEL, Cleveland, Ohio

**ARNELL, PETER**  
The Name's The Same, ABC-TV;  
Rate Your Mate, CBS; By Popu-  
lar Demand, CBS-TV. Produced  
in association with Goodson-  
Todman Productions

**AYERS, TED**  
Battle Report  
WNBW, Washington, D. C.

— B —

**BACH, BOB**  
Mel Torme Show  
CBS-TV

**THE BAIRDS**  
Whistling Wizzard  
CBS-TV

**BANNER, BOB**  
Fred Waring Show  
CBS-TV

**BARTON, CHARLES**  
Amos 'N' Andy  
CBS-TV

**BERNS, LARRY**  
Our Miss Brooks  
CBS

**BILLS, DICK**  
Hoffman Hayride  
KOB-TV, Albuquerque,  
New Mexico

**BLACK, HARRY**  
Sunday Matinee  
WXEL, Cleveland, Ohio

**BODWELL, PHILLIP**  
Fun At The Philharmonic  
WDAF-TV, Kansas City, Mo.

**BOOKER, BOB**  
WMBR-TV, Jacksonville, Fla.

**BOOTH, PHILIP**  
KECA-TV, Hollywood, Calif.

**BORDENKIRCHER, TOM**  
Sports Almanac  
Western Jamboree  
WSAZ-TV, Huntington, W. Va.

**BORGE, PAUL**  
KMTV, Omaha, Nebr.

**BRINLEY, ED**  
WOAI-TV, San Antonio, Texas

**BROWN, JOSEPH**  
American Forum  
WNBW, Washington, D. C.

**BURKE, CAROLINE**  
Masterpiece Playhouse; Red  
Feather Revue; Heralds Of Good  
Will; Around The Town; Vac-  
ation Wonderland; Watch The  
World; Operation Frontal Lobes,  
NBC-TV

— C —

**CADY, CHARLES**  
WBNS-TV, Columbus, Ohio

## ARTHUR B. MODELL

PRODUCER

DIONE LUCAS HOUR

DOMESTICALLY YOURS

WJZ-TV

● ● ● **Producers—Network-Independent** ● ● ●

**CARRA, LAWRENCE**  
 Pulitzer Prize Playhouse, ABC-TV

**CARTOON, ALLAN**  
 The Choralliers  
 The Symphonette  
 CBS

**CLAMPETT, BOB**  
 B. May 8, 1913, San Diego, Calif.; Time For Beany, KTLA; Paramount Tele. Prod, Inc., CBS-TV

**COHAN, ARNOLD**  
 Star Time, WNBT; Rootie Kazootic, WNBT, NBC-TV

**COOLEY, LEE**  
 B. San Francisco, Calif.; Perry Como Show, CBS-TV; Peggy Lee, CBS-TV; Mel Tormé, CBS-TV

**CORBETT, JOHN**  
 Ray's Roundup  
 WOOD, Grand Rapids, Mich.

**COWAN, LOUIS G.**  
 Quiz Kids, CBS-TV

**CROSBY, JOHN**  
 WHAM-TV, Rochester, N. Y.

**CROTHERS, GEORGE**  
 Church Of The Air  
 Invitation To Learning  
 CBS

**CURRAN, CHARLES W.**  
 Assoc. With Times Square Productions, Inc.

— D —

**DANIEL, OLIVER**  
 Musicland U. S. A.  
 CBS

**DEGAN, CARL**  
 Meet The Press  
 Safety Circus  
 WNBW, Washington, D. C.

**DIERKES, SHIELDS**  
 Jim De Land Show  
 Animal Fair  
 WWJ-TV, Detroit, Mich.

**DEL VALLE, JAIME**  
 The Line-Up  
 CBS

**DEVRIES, VAN BEUREN**  
 WMAL-TV, Washington, D. C.

— F —

**FASSETT, JAMES**  
 N. Y. Philharmonic Symphony  
 CBS

**FATES, GIL**  
 What's My Line  
 CBS-TV

**FINKEL, ROBERT S.**  
 KECA-TV, Hollywood, Calif.

**FOLEY, JR., GEO. F.**  
 Chrysler Bandstand, Tales of Tomorrow, Dining Out, ABC-TV; Coastguard on Parade, NBC

**FONDA, JAMES**  
 Amos 'N' Andy  
 CBS-TV

**FORD, MONTGOMERY PATERSON**  
 Sure As Fate, Westinghouse Summer Theater, The Egg And I, CBS-TV

**FORREST, ROBERT A.**  
 What In The World  
 CBS-TV

**FRAMER, WALT**  
 Strike It Rich  
 CBS-TV

**FRANK, NORMAN**  
 Star Of The Family  
 CBS-TV

**FRIENDLY, FRED**  
 See It Now  
 CBS-TV

**FROMMERT, PETER J.**  
 WJBK-TV, Detroit, Mich.

— G —

**GALEN, FRANK**  
 Meet Millie  
 CBS

**GERRY, ROGER**  
 Rocky King, Detective  
 WABD, New York, N. Y.

★

THE

**ARNOLD COHAN CORPORATION**

101 WEST 55 STREET NEW YORK 19 N. Y.

**ADVERTISING  
 TELEVISION  
 RADIO**



## Producers—Network-Independent

### GLUCKSMAN, ERNEST D.

B. March 21, 1902, Vienna, Austria; Martin and Lewis, NBC-TV; Donald O'Connor with Harpo Marx, NBC-TV; AGVA with Bob Hope, NBC-TV; Spike Jones, NBC-TV; Jack Carter (24 weeks), NBC-TV; Ben Blue (1 special show) NBC-TV; Phil Silvers (1 special show), NBC-TV

**GOODMAN, MARTY**  
It Happens Every Day  
CBS

**GOODSON, MARK**  
Beat The Clock, CBS-TV

**GOTLIEB, LESTER**  
The Show Goes On  
CBS-TV

**GRAMMER, BOB**  
WBAP-TV, Fort Worth, Tex.

**GREER, BEN**  
Let's Visit  
Variety Revue  
WFMY-TV, Greensboro, N. C.



**HALDI, JOHN**  
WBNS-TV, Columbus, Ohio

**HALIMAN, DONALD G.**  
All Local Wrestling  
WWJ-TV, Detroit, Mich.

**HAMMERSTEIN, TED**  
Headline Clues  
WABB, New York, N. Y.

**HARRELL, MARTIN**  
Grand Central Station  
CBS

**HARRINGTON, PAUL**  
WOW-TV, Omaha, Nebr.

**HARRIS, DAVID K.**  
WNHC-TV, New Haven, Conn.

**HARVILLE, CHARLES**  
Shopper's Guide  
TV Song Shop  
WFMY-TV, Greensboro, N. C.

**HATOS, STEFAN**  
Al Pearce Show  
CBS-TV

**HEIDER, FREDERICK**  
B. April 9, 1920, Milwaukee, Wis.; Paul Whiteman Goodyear Revue; Earl Wrighton "At Home" Show; Ted Mack Family Hour; Club Seven-Eadie And Rack; Arthur Murray Show, ABC-TV

**HELLER, FRANKLIN**  
The Web  
CBS-TV

**HERP, ED**  
Kid Bits  
WKRC-TV, Cincinnati, Ohio

**HILL, CHARLES**  
WTOP-TV, Washington, D. C.

**HILL, GEORGE**  
WMAL-TV, Washington, D. C.

**HOLDEN, CHUCK**  
Production Manager, CBS-TV,  
ABC-TV; Executive Producer,  
ABC-TV; 11 Years of Television  
—7,500 Shows

**HOLENBECK, BILL**  
KGO-TV, San Francisco, Calif.

**HOLLOWCHAK, Eugene**  
George Scott Show  
WWJ-TV, Detroit, Mich.

**HOLTON, LEONARD**  
Herb Shriner Time  
Gayelord Hauser  
ABC-TV

**HORNBACK, LEE**  
Paul Dixon Show  
WCPO-TV, Cincinnati, Ohio

**HOUGHTON, NORRIS**  
CBS Television Workshop  
CBS-TV

**HUBBARD, DAVE**  
WOAI-TV, San Antonio, Texas

**HUBBARD WILLIAM**  
Tennessee Jamboree  
WSM-TV, Nashville, Tenn.

**HUBER, BOB**  
The Storm  
WKRC-TV, Cincinnati, Ohio

**HUFFMAN, WILLIAM**  
Big Bear Dollar Derby  
WLW-C, Columbus, Ohio

**HUMBERT, FRANK AND ANNE**  
Mr. Chameleon  
Hearthstone Of The Death Squad  
CBS

# GEORGE WALLACH\*

PRODUCER-DIRECTOR

RADIO-TV

Director of News and

Special Events

WNBC-WNBT

\*(and friend)



**Producers—Network-Independent**

— I —

**IRVING, CHARLES**

Producer-Director: Search For Tomorrow, CBS-TV; Films: Blood-hound Mysteries, Three Little Words

**IRWIN, CAROL**

Mama  
CBS-TV

**IVES, JOHN**

Gangbusters  
CBS

— J —

**JACKSON, FELIX**

Schlitz Playhouse  
CBS-TV

**JACOBS, WALTER**

Meetin' Time At Moore's  
WLW-C, Columbus, Ohio

**JACOBSON, ARTHUR**

KMTV, Omaha, Nebr.

**JANIS, HAL**

Saturday Night Review, Your Show of Shows, Jack Carter Show, Frigidaire Series, Bob Hope Show, Jackie Gleason Show, NBC-TV

**JEWELL, JAMES E.**

Armstrong of the S.B.I., The Silver Eagle, ABC

**JOHNS, BOB**

WMBR-TV, Jacksonville, Fla.

**JONES, ROBERT**

WTOP-TV, Washington, D. C.

— K —

**KANE, PAUL**

Johns Hopkins Science Review  
WAAM, Baltimore, Md.

**KAUFMAN, HAL**

WOOD, Grand Rapids, Mich.

**KIMMEL, JESS**

Mike And Buff  
CBS-TV

**KLEISACKER, FRED R.**

Carousel  
WSM-TV, Nashville, Tenn.

**KRONMAN, HARRY**

Stars In the Air  
Hollywood Sound Stage  
CBS

**KUHL, CAL**

Lux Video Theater  
CBS-TV

— L —

**LADESICH, WILLIAM**

Videosyncracies  
WDAF-TV, Kansas City, Mo.

**LANDSBERG, KLAUS**

Frosty Frolics  
KTLA, Los Angeles, Calif.

**LANGAN, DONALD**

Assoc. With Times Square Productions, Inc.

**LAWLER, NORMAN**

WTVN, Columbus, Ohio

**LEFTWICH, ALEX**

Toast Of The Town, CBS-TV

**LEIGHTON, DERRICK**

News Of The Night  
CBS-TV

**LESCH, GOMER**

Videoquiz  
Secrets of Eve  
WFMY-TV, Greensboro, N. C.

**LEVY, RALPH**

Jack Benny Show  
Burns & Allen  
CBS-TV

**LEWIS, ELLIOT**

Broadway's My Beat  
Suspense  
CBS

**LEWIS, GENE**

Fashions In Motion  
KPRC-TV, Houston, Texas

**LEWIS, MARLO**

Steve Allen Show  
CBS-TV

**LIEBMAN, MAX**

Producer-Director Your Shows of Shows, NBC-TV

**GEORGE F. FOLEY, JR.**

**PRODUCTION OFFICE:**

Hotel Sherman Square  
70th Street and Broadway  
New York, N. Y.  
SUsquehanna 7-5377

**MAIN OFFICE:**

9 East 45th Street  
New York 17, N. Y.  
MUrray Hill 7-5354

**Producers—Network-Independent**

**LINKROOM, DICK**  
Alan Young Show  
CBS-TV

**LOEWI, BOB**  
Once Upon A Tune; Time For  
Reflection; Kitchen Fare, Du-  
Mont

**LUCAS, LYN**  
The Alec Gibson Show  
WTVJ, Miami, Fla.

**LUND, WM.**  
KMTV, Omaha, Nebr.

— **M** —

**MACK, HELEN**  
Meet Corliss Archer  
CBS, CBS-TV

**MANDEVILLE, BETTY**  
B. June 18, 1910, Mora, Minn.;  
The F.B.I. In Peace And War,  
CBS

**MANSFIELD, IRVING**  
Sam Levenson Show  
CBS-TV

**MARKS, SHERMAN**  
Bert Parks Show  
CBS-TV

**MARLOWE, ANN**  
B. July 6; Somerset Maugham,

NBC-TV & Radio; Maisie With  
Ann Sothern, CBS; The Fat Man,  
NBC; Theater Of The Mind,  
NBC-TV; The Judith Anderson  
Show; The F. Scott Fitzgerald  
Series

**MAZZIE, JACK**  
WOW-TV, Omaha, Nebr.

**McGARRETT,  
GEORGE**

Your Show Of Shows, Lights Out,  
The Robe, Jackie Gleason Show,  
Bob Hope Show, Frigidaire Series,  
NBC-TV

**McKNIGHT, TOM**  
Beulah  
CBS

**McLEOD, VICTOR IAN**

B. Aug. 2, 1906, Nampa, Idaho;  
Arthur Murray Show, ABC-TV;  
James Melton Ford Festival,  
NBC-TV

**MEIER, DON**  
WNBQ, Chicago, Ill.

**MELAMED, LOUIS**  
Peggy Lee Show  
Big Time  
CBS

**MELLOTT, BOB**  
Channel Threesters  
WBT, Charlotte, N. C.

**MODELL, ARTHUR B.**  
Dione Lucas Hour, Domestically  
Yours, Holiday Hints, ABC-TV

**MONTAGNE, ED. J.**  
Man Against Crime  
CBS-TV

**MORGAN, CAROLYN**  
WTOP-TV, Washington, D. C.

**MORSE, CARLTON E.**  
B. June 4, 1901, Jennings, La.;  
One Man's Family, NBC, KNBH;  
I Love A Mystery, Mutual Don  
Lee; The Woman In My House,  
NBC

**MULLER, KEN**  
New Orleans Cookbook  
WDSU-TV, New Orleans, La.

**MULVEY, BILL**  
TV Showcase  
WRGB, Schenectady, N. Y.

**MURRAY, KEN**  
Ken Murray Show  
CBS-TV

**MURROW, EDWARD R.**  
See It Now  
CBS-TV



**CAROLINE BURKE**

NBC-TV      Producer      Director



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in the field of human relations"

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WCBS-TV NETWORK

(2)

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**ISABEL REDMAN**

Producer

Special Award 1949  
PROTESTANT RADIO COMMISSION  
and Federated Theological Faculty Univ. of Chicago  
Mighty Monarch of the Air TV AWARD — 1951

**Producers—Network-Independent**

— N —

**NATHANSON,  
STUART M.**

Nov. 17, 1927, Detroit, Mich.;  
Adventures In Imagination,  
KTTV; Mickey O'Day Show,  
KECA-TV; Saturday Surprises,  
KHJ-TV

**NELSON, JOHN**

Live Like A Millionaire  
CBS-TV

**NELSON, RALPH**

Mama  
CBS-TV

**NIELSON, WALTER A.**

Conn. Spotlight  
WNHC-TV, New Haven, Conn.

**NUGENT,**

**EDWARD JAMES**

B. Feb. 7, 1904, N. Y. C., N. Y.;  
Paul Whiteman "Goodyear Re-  
view," Langford-Ameche Show,  
Ted Mack Family Hour, ABC-TV

— O —

**OPENSHAW, BYRON**

KSL-TV, Salt Lake City, Utah

**OPPENHEIMER, JESS**

I Love Lucy  
CBS-TV

**OSBORN, GENE**

Darts For Dough  
KPRC, Houston, Texas

— P —

**PARK, WARREN**

WJAR-TV, Providence, R. I.

**PEYSER, JOHN**

Steve Allen Show  
CBS-TV

**PIKE, LANNY**

WJBK-TV, Detroit, Mich.

**PINCUS, IRVING**

Mr. I. Magination, CBS-TV

**PINCUS, NORMAN**

Mr. I. Magination, CBS-TV

**POLACHECK, CHAS.**

Voice of Firestone, Recital Hall,  
NBC-TV, Assoc. Producer, NBC  
Opera Theater

**PREVATTE, NORMAN**

Tap The Barrel  
Junior Rancho  
WBTV, Charlotte, N. C.

**PUCK, LARRY**

Arthur Godfrey And His  
Friends  
Arthur Godfrey's Talent  
Scouts  
CBS-TV

— Q —

**QUINLAN, S. C.**

WBKB, Chicago, Ill.

— R —

**REAULEAUX, WALTER**

Thru The Kitchen Window  
WFBS-TV, Indianapolis, Ind.

**REDMAN, ISABEL**

Lamp Unto My Feet, CBS-TV

**REINEMUND, JOHN**

KMTV, Omaha, Nebr.

**RICHARDS, ALDEN**

KSL-TV, Salt Lake City, Utah

**ROACH, HAL, JR.**

Racket Squad  
CBS-TV

**ROBINSON, CHARLES**

The Big Town  
CBS-TV

**ROBSON, WILLIAM N.**

Operation Underground  
CBS

**ROESE, "UNCLE RAY"**

Jamboree  
WBNS-TV, Columbus, Ohio

**ROGSTAD, TOM**

Clipper Cappers  
KINK-TV, Seattle, Wash.

**RUBIN, JACK**

Break The Bank  
CBS-TV

**ERNEST D. GLUCKSMAN**

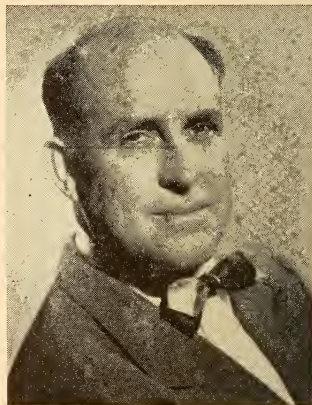
Producer-Director

"COLGATE COMEDY HOUR"

NBC-Hollywood

Martin and Lewis  
Donald O'Connor

Spike Jones  
A G V A



**VICTOR McLEOD**

TV

Writer - Producer - Director

CURRENTLY

James Melton's Ford Festival Show



**Producers—Network-Independent**

**RUFEL, AL**  
WSPD-TV, Toledo, Ohio

— S —

**SARROW, ED**  
Shopping For You  
WAAM, Baltimore, Md.

**SCALA, EDWARD**  
Do You Think  
TV Ranch Club  
WBNF-TV, Binghamton, N. Y.

**SCHAEFER, ARMAND**  
Gene Austry  
CBS-TV

**SCHECK, GEORGE**  
Star Time, WNBT

**SCHENCK, CHARLES**  
Love Of Life  
CBS-TV

**SCHULMAN, LEE**  
March On  
KING-TV, Seattle, Wash.

**SCHWAB, JR.,  
LAURENCE**  
(See Directors Section)

**SEGAL, ALEX**  
Celanese Theater  
ABC-TV

**SHARP, JAMES**  
WMBR-TV, Jacksonville, Fla.

**SPAN, AL**  
Songs For Sale  
CBS-TV

**SPERY, JOE**  
WNBQ, Chicago, Ill.

**STANTON,  
RONALD L.**  
B. Sept. 13, 1924; Adventures in  
Imagination, KTTV; Mickey O'-  
Day Show, KECA-TV; Saturday  
Surprises, KHJ-TV

**STERNFIELD, TOMMY**  
Juvenile Jamboree  
WRGB, Schenectady, N. Y.

**STOBER, J. ARTHUR**  
Paul Whiteman TV Teen Club  
WFIL-TV, Philadelphia, Pa.

**STOHL, HANK**  
Hollywood Spotlight Revue  
Tri-State Jamboree  
WSAZ-TV, Huntington, W. Va.

— T —

**TESSER, MANNING**  
WJAR-TV, Providence, R. I.

**THOMPSON, TOMMY**  
WBAP-TV, Fort Worth, Texas

**TODMAN, BILL**  
Beat The Clock, CBS-TV

**TRAYHERN, JIM**  
WHAM-TV, Rochester, N. Y.

— V —

**VANDA, CHARLES**  
The M & M Candy Carnival  
The Big Top  
CBS-TV

— W —

**WAGNEURST, WALTER**  
Pony Express  
WFIL-TV, Philadelphia, Pa.

**WALLACH, GEORGE**  
Today In New York, WNBT;  
Date In Manhattan, WNBT;  
U. N. Stamp Club, WNBT; In-  
side Photoplay with Wendy Bar-  
rie, WABD; Star Night At The  
Astor, WNBT

**WEIL, MYRON**  
Teey Story Club  
WTVJ, Miami, Fla.

**WEISS, HUBIE**  
Tulane Close-Up  
WDSU-TV, New Orleans, La.

**WILLIAMS, BOB**  
Meet The Ladies  
WCPO-TV, Cincinnati, Ohio

**WILSON, DAVE**  
WTVN, Columbus, Ohio

**WORKMAN, WM. R.**  
Man Of The Week  
CBS-TV

**WRIGHT, WYNN**  
Official Detective, Under Ar-  
rest, Crime Fighters, Mr.  
Mystery, MBS



**BETTY MANDEVILLE**

PRODUCER-DIRECTOR

"THE F.B.I. IN PEACE AND WAR"

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ASSOCIATE MICKEY FREEMAN

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# WOMEN COMMENTATORS

## HOME ECONOMISTS of U. S. TV and Radio Stations



### Alabama

Armand, Dorothy.....WCOV, Montgomery  
Bailey, Yancey.....WHMA, Anniston  
Barber, Boots.....WJBB, Haleyville  
Brock, Grace.....WABB, Mobile  
Brown, Honey.....WBCO, Birmingham-Bessemer  
Dennis, Mimi.....WPAI, Birmingham  
Elliot, Pat.....DAGF, Dothan  
Gordon, Sally.....WJLD, Bessemer  
Grund, Lynn.....WAUD, Auburn  
Henderson, Margaret.....WGSV, Guntersville  
Hollingsworth, Marie.....WLAY, Muscle Shoals  
Mayfield, Alice.....WSFA, Montgomery  
Mitchell, Betty.....WABB, Mobile  
Moore, Mary.....WEBJ, Brewton  
Niles, Helen.....WAPX, Montgomery  
Parrish, Helen.....WKLF, Clanton  
Plunkett A. Olive.....WZOB, Fort Payne  
Ramsey, Margaret.....WJEO, Opelika  
Spitler, Mimi.....WAFM-TV, Birmingham  
Mrs. Mimi Spitler.....WPAI, Birmingham  
Taylor, Teena.....WHMA, Anniston  
Vaughn, Grace.....WLAY, Muscle Shoals  
Whatley, Gail.....WJHO, Opelika

### Arizona

Botkin, Freda.....KNCA, Tucson  
Cooke, Effie.....KTAR, Phoenix  
Curtis, Marg.....KTYL, Mesa  
Gibson, Evelyn.....KTKT, Tucson  
Harrison, M. Lois.....KGLU, Safford  
Kay, Kathryn.....KVOA, Tucson  
Lopez, Laurie.....KFBN, Phoenix  
McBride, Bonita.....KGLU, Safford  
Millwee, Daphne.....KCKY, Coolidge  
Mittendorf, Virginia.....KOPO, Tucson  
Phillippi, Jane Mary.....KGPH, Flagstaff  
Saunders, B. C.....KGLS, Flagstaff  
Whiting, Fran.....KVOA, Tucson

### Arkansas

Cobb, Muriel.....KCON, Conway  
Edrington, M. Ann.....KOSE, Osceola  
Ingalls, Mary.....KGRH, Fayetteville  
Whellis, Wilma.....KPRS, Paragould  
Wimberly, Dorothy.....KVIC, Little Rock  
Winner, Jerry.....KSFA, Fort Smith

### California

Alex, Susan.....KSNAN, San Francisco  
Anthony, Ida May.....KHUM, Eureka  
Atkinson, Marion.....KKLA, Pasadena  
Bacher, Jeanne.....KGST, Fresno  
Earnes, Harriet.....KSRO, Santa Rosa  
Mrs. Blanche Beitz.....KIBE, Palo Alto  
Bowen, Jerry.....KKOC, Chico  
Bruce, Frances.....KVCV, Redding  
Carroll, Mary.....KCRA, Sacramento  
Curtis, Evelyn.....KSYC, Yreka  
DeVivier, Jeanne.....KFBB, Sacramento  
Devlin, Marion.....KVON, Napa  
Drew, Sally.....KHUM, Eureka  
Fant di, Mrs.....KMOD, Modesto  
Faszer, Marlene.....KQVR, Lodi  
Fowles, Olive.....KGYW, Vallejo  
Francisco, Mary.....KXO, El Centro  
Gamble, Lou Bonnie.....KCMJ, Palm Springs

Gardiner, Dorothy.....KTLA, Los Angeles  
Gregg, Mary.....KAFY, Bakersfield  
Guy, Corris.....KTLA, Los Angeles  
Halstead, Chas. (Mrs.).....KDLA, Auburn  
Hansen, Flo.....KFRE, Fresno  
Mrs. Heffernan.....KREO, Indio  
Hendrick, Peg.....KBUC, Corona  
Higbee, Hilda.....KTRB, Modesta  
Hogan, Lee "Lee Hogan Presents"  
Holden, Ann.....KNBH, Hollywood  
Holmes, Margaret.....KYNO, Fresno  
Hoyt, Betty "Foods For Thought"  
Hughes, Claire.....KNBH, Hollywood  
Hummell, Mildred.....KWKN, Pasadena  
Jackson, Louis (Mrs.).....KKIN, Visalia  
James, Frances.....KYOS, Merced  
Jarvis, Jan.....KIEM, Eureka  
Jason, Louise (Mrs.).....KSJO, San Jose  
Jewel, Izetta.....KYOS, Merced  
Johnson, Gene.....KCBQ, San Diego  
Kadel, Georgette.....KEFN, San Jose  
Keller, Eloise, Miss.....KWSO, Wasco  
King, Marjorie.....KDAC, Fort Bragg  
King, Mary Burke.....KGO-TV, San Francisco  
Lawson, Grace.....KKLA, Pasadena  
Lawson, Grace.....KECA-TV, Hollywood



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10:10 P.M. Sun. through Fri.

W N B Q  
NBC-TV

# . . . Woman Commentators—Home Economists—Radio-TV . . .

Lee, Jane—"Magazine of the Air"  
 KNBC, San Francisco

Lewis, Wilma . . . . . KAVL, Lancaster  
 Linder, Dottie . . . . . KAFP, Petaluma  
 Martin, Jean . . . . . KEEN, San Jose  
 Martin, Josephine . . . . . KPFC, San Francisco  
 Martin, Monica, "Matinee With Monica"  
 KTFP, Porterville

McAdoo, Mary . . . . . KECA-TV, Hollywood  
 Mitchell, Evelyn . . . . . KVEC, San Luis Obispo  
 Montgomery Lynn, Carol . . . . . KXOB, Stockton  
 Paige, Frances . . . . . KCR4, Sacramento  
 Potter, Penny . . . . . KCOK, Tulare  
 Putnam, Helen . . . . . KSRO, Santa Rosa  
 Read, Nancy . . . . . KCBQ, San Diego  
 Rogers, Marjorie . . . . . KOCs, Ontario  
 Ryan, Ric . . . . . KUBA, Yuba City  
 Schramm, Violet . . . . . KFPV, Los Angeles  
 Sharpe, Marjorie . . . . . KITC, San Bernardino  
 Stewart, Dru . . . . . KUKI, Ukiah  
 Stuart, Mary Lou . . . . . KISM, Eureka  
 Truax, Ann . . . . . KLLX, Oakland  
 Walker, Martha . . . . . KVON, Napa  
 Walker, Peggy . . . . . KDB, Santa Barbara  
 Waltz, W. Gwen . . . . . KSUE, Susanville  
 Wiley, Elizabeth . . . . . KSRO, Santa Rosa  
 Young, Norma . . . . . KSJ, Los Angeles

## Colorado

Brookshire, Gloria . . . . . KRDO, Colorado Springs  
 Collier, Laura . . . . . KUBC, Montrose  
 Ellkins, Mildred . . . . . KGHF, Pueblo  
 Ellen, Kaytee . . . . . KTLN, Denver  
 Hammer, Muriel . . . . . KEXO, Grand Junction  
 Kretschman, Lorraine . . . . . KUBC, Montrose  
 Lee, June . . . . . KFKJ, Grand Junction  
 Martin, Kay . . . . . KFEL, Denver  
 Mosier, Sue . . . . . KFKA, Greeley  
 McCluny, Isabelle . . . . . KVOR, Colorado Springs  
 McGavern, Marge . . . . . KBOL, Boulder  
 Shepherd, H. D. . . . . KBNZ, La Junta  
 Thomas, Peg . . . . . KFKJ, Grand Junction

## Connecticut

Berry, Diane . . . . . WLAD, Danbury  
 Colbert, Jean . . . . . WTIC, Hartford  
 Easton, Sally . . . . . WBIS, Bristol  
 Harding, Joan . . . . . WNLE, Norwalk  
 Hayes, May Bradshaw . . . . . WICC, Bridgeport  
 Hurlburt, Miriam C. . . . . WATR, Waterbury  
 Kimball, Elizabeth . . . . . WHAY, New Britain  
 King, Una . . . . . WTHF, Hartford  
 Komole, Elenor . . . . . WLAD, Danbury  
 Ludlam, Lillian . . . . . WLCR, Torrington  
 Malgren, Loys . . . . . WNHC-TV, New Haven  
 Morris, Helen . . . . . WONS, Hartford  
 Pattee, Betty . . . . . WKNB, New Britain  
 Porter, Jeanne . . . . . WELI, New Haven  
 Purrington, Anna K. . . . . WICH, Norwich  
 Robbins, Joanne . . . . . WAVZ, New Haven  
 Rothwell, Alice . . . . . WDRC, Hartford  
 Stephenson, Roz . . . . . WNHC-TV, New Haven  
 Talcott, Priscilla . . . . . WBRY, Waterbury  
 Young, Ruth . . . . . WKNB, New Britain

## Delaware

Ames, Toni . . . . . WTUX, Wilmington  
 Carroll, Mildred . . . . . WDOV, Dover  
 Price, Marjorie . . . . . WILM, Wilmington  
 Sideroff, Joan . . . . . WAMS, Wilmington

## Dist. of Col.

Banks, Dolly . . . . . WJNX, Washington  
 Blair, Anne . . . . . WGMS, Washington  
 Chisholm, Frances . . . . . WGMS, Washington  
 Crane, Ruth . . . . . WMAL-TV, Washington  
 Lee, Elinor . . . . . WTOP, Wash-TV, Washington  
 Osgood, Nancy . . . . . WRC, Washington  
 Osgood, Nancy . . . . . WNBW, Washington  
 Rindvold, Inga . . . . . WNBW, Washington

## Florida

Baneroff, Barbara . . . . . WMMB, Melbourne  
 Bians, Barbara . . . . . WYCG, Coral Gables  
 Butler, Jane . . . . . WGBS, Miami  
 Byron, Eva . . . . . WALT, Tampa  
 Carlson, Aino . . . . . WJAT, Lake Worth  
 Daly, Anne . . . . . WPDQ, Jacksonville  
 Davis, Jean . . . . . WNDB, Daytona Beach  
 Harrold, Deen . . . . . WRHC, Jacksonville  
 Hoskins, Phyllis . . . . . WMMB, Melbourne  
 Kinz, Joanne . . . . . WSPB, Sarasota  
 Lawbaugh, Vera (Mrs.) . . . . . WEAR, Pensacola  
 Mason, Mary . . . . . WJVB, Jacksonville Beach  
 McNeely, Beth . . . . . WTSP, St. Petersburg  
 Mead, Dottie . . . . . WSPB, Sarasota  
 Moody, Emily Winston . . . . . WFLA, Tampa  
 O'Day, Billie . . . . . WTOB, Miami  
 Pace, Betty . . . . . WJUY, Jacksonville  
 Porter, Clarine . . . . . WCOA, Pensacola  
 Protsman, Faith M. . . . . WNER, Live Oak  
 Roen, Marcia . . . . . WORZ, Orlando  
 Ruth, Helen "Holiday House" . . . . . WTVJ, Miami  
 Silver, Marjorie B. . . . . WTRA, Ft. Pierce  
 Smith, Nell . . . . . WMBR-TV, Jacksonville  
 Sith, Ruth . . . . . WHOO, Orlando  
 Smith, Winnie . . . . . WCOA, Pensacola  
 Tison, June . . . . . WALT, Tampa  
 Webster, Bernadine . . . . . WRKX, W. Palm Beach  
 Withee, Alice . . . . . WJHP, Jacksonville

## Georgia

Alfred, Kitty . . . . . WRGA, Rome  
 Candler, Barbara . . . . . WQXI, Atlanta  
 Daniel, Neil . . . . . WBGR, Jesup  
 Daugherty, Vivian . . . . . WGBA, Columbus  
 Davis, Etheldra . . . . . WLET, Toccoa  
 Davis, Mary Wilder . . . . . WTOG, Savannah  
 Dickens, Dean . . . . . WGST, Atlanta  
 Farmer, Helen . . . . . WRBL, Columbus  
 Fields, Geraldine . . . . . WAYX, Waycross  
 Flournoy, Rose . . . . . WRBL, Columbus  
 Handley, Gertrude . . . . . WDAK, Columbus  
 Harris, Dottie . . . . . WSAV, Savannah  
 Harris, Ruth . . . . . WATL, Atlanta  
 Harvey, Helen . . . . . WCOL, Columbus  
 Hatcher, Betty . . . . . WLET, Toccoa  
 Hayward, Joyce . . . . . WTWA, Thomson  
 Kent, Ruth . . . . . WSB-TV, Atlanta  
 Martin, Shirley . . . . . WQXI, Atlanta  
 Lewis, Kay . . . . . WBHB, Fitzgerald  
 Kralin, Kitty . . . . . WAYX, Waycross  
 Martin, Mary Anne . . . . . WRFC, Athens  
 Marshall, Sue . . . . . WDEC, Americus  
 Rose, Julia . . . . . WATL, Atlanta  
 Towles, Nadawah . . . . . WWGS, Tifton  
 Wood, Ellaine . . . . . WBML, Macon

## Idaho

Adamson, Norma . . . . . KWIK, Pocatello  
 Asper, Myrtle . . . . . KID, Idaho Falls  
 Bauer, Ione . . . . . KSPT, Sandpoint  
 Bean, Mildred . . . . . KLIX, Twin Falls  
 Cantrell, Jane . . . . . KWAL, Wallace  
 Grayson, June . . . . . KVNI, Coeur D'Alene  
 Haselmire, Carma . . . . . KLIX, Twin Falls  
 Kimball, Ann . . . . . KDSH, Boise  
 Lowry, Betty Jean . . . . . KGBM, Boise  
 MacBride, Doris . . . . . KSEI, Pocatello  
 McAllister, Ruth . . . . . KRPL, Moscow  
 Rossmiller, Marie . . . . . KSPT, Sandpoint  
 Tussing, Ann . . . . . KRCL, Lewiston

## Illinois

Anderson, Carol . . . . . WBYS, Canton  
 Aterbury, Barbara . . . . . WROY, Carmi  
 Best, La Verne . . . . . WTAX, Springfield  
 Bruemmer, Mary . . . . . WCVS, Springfield  
 Colwell, Virginia . . . . . WLDS, Jacksonville  
 CONNERS, DORSEY . . . . . WNBQ, Chicago  
 Crane, Martha . . . . . WLS, Chicago  
 Davis, Zona B. . . . . WCRA, Effingham



## . . . Woman Commentators-Home Economists—Radio-TV . . .

Dean, Martha.....WJJD, Chicago  
 Dilley, Mary.....WCVS, Springfield  
 Engle, Lura.....WLPO, La Salle  
 Gale, Virginia.....WGN, Chicago  
 Gayle, Pat.....WXL, Peoria  
 Gordon, Mimi.....WPC, Lincoln  
 Hanley, Lorraine.....WROK, Rockford  
 Hansen, Edith.....WMAJ, Springfield  
 Harper, Mary E.....WBEQ, Harrisburg  
 Harvey, Mary.....WGEM, Quincy  
 Hart, Elizabeth.....WMAQ, Chicago  
 Herriek, Lee.....WSIV, Pekin  
 Karney, Beulah.....WENR, WENR-TV, Chicago  
 Knight, Phyllis.....WHOW, Clinton  
 Knight, Phyllis.....WLBH, Mattoon  
 Lamb, Lois.....WSDR, Sterling  
 Luedeke, Florence.....WMBD, Peoria  
 Maddox, Mari-Lou.....WROY, Carmi  
 Merryfield, Mary.....WMAQ, Chicago  
 Merryfield, Mary.....WNBQ, Chicago  
 Middleton, Kay: Chicago Cooks With

Kay Middleton.....WGN-TV, Chicago  
 Moro, Barbara.....WENR-TV, Chicago  
 Murphy, Louise.....WQUA, Moline  
 Norman, Nancy.....WDZ, Decatur  
 Oberto, Betty.....WLPO, La Salle  
 Pope, Francis.....WBKB, Chicago  
 Rushing, Val.....WMOK, Metropolis  
 Sams, Effie L.....WRL, Peoria  
 Schuch, Marjorie.....WCRA, Effingham  
 Scott, Pat.....WHBF, WHBF-TV, Rock Island  
 Sexton, Marion.....WTAD, Quincy  
 Smith, Evelyn.....WSMI, Litchfield  
 Stewart, Virginia.....WOKZ, Alton  
 Talley, Elba.....WVMC, Mt. Carmel  
 Wetzler, Josephine.....WLS, Chicago  
 Zarley, Lois.....WJOL, Joliet  
 Zimmerman, Kathleen.....WOKZ, Alton

### Indiana

Bartlett, Susan.....WTTV, Bloomington  
 Beckman, Joan.....WWCA, Gary  
 Bleck, Ruth.....WIMS, Michigan City  
 Boles, Martha Jane.....WTRC, Elkhart  
 Buchanan, Frances.....WIMS, Michigan City  
 Campbell, Wanda.....WBOW, Terre Haute  
 Carr, Paula.....WIRE, Indianapolis  
 Daniels, Catherine.....WISH, Indianapolis  
 Edward, Fran.....WKBY, Richmond  
 Finn, Michael.....WEOA, Evansville  
 Fuller, Lenore.....WBAT, Marion  
 Cinn, Ann.....WSAL, Logansport  
 Glency, Shirley.....WIMS, Michigan City  
 Gohmann, Margaret.....WLRP, New Albany  
 Griffin, Catherine.....WJVA, South Bend  
 Heitger, Abbie.....WBIV, Bedford  
 Kelley, Grace.....WBAT, Marion  
 Kern, Geneta.....WKBY, Richmond  
 Maves, Dorothy.....WCSL, Columbus  
 Miller, Mary Liz.....WKBY, Richmond  
 Minnick, Frances.....WBIV, Bedford  
 Moore, Eleanor.....WSBT, South Bend  
 Ottersen, Louise.....WJVA, South Bend  
 Riley, Sue.....WHOT, South Bend  
 Shaw, Julie.....WGBF, Evansville  
 Wagner, Ann.....WFBM, Indianapolis  
 Weston, Jane.....WOWO, Ft. Wayne

### Iowa

Brady, Betty.....WHO, Des Moines  
 Burns, Roberta.....KBOE, Oskaloosa  
 Carlson, Beverly.....KFVD, Fort Dodge  
 Connell, Kay.....KCOM, Sioux City  
 Cook, Laetitia.....KXGI, Fort Madison  
 Dowd, Barbara.....KOKX, Keokuk  
 DuMond, Irene.....KXEL, Waterloo  
 Fisher, Alice E.....KBIZ, Ottumwa  
 Frank, Norida.....WOC-TV, Davenport  
 Given, Marge.....KWVL, Waterloo  
 Hansen, Edith.....KGLO, Mason City  
 Hubbard, Betty.....KWBG, Boone  
 Johnson, Owen.....KROS, Clinton

Leidendeker, Maxine.....KBIZ, Ottumwa  
 Wocall, Mary Louise.....WOC, Davenport  
 McFarland, Dorothy.....KCHA, Charles City  
 Montz, Wanda.....KWCR, Cedar Rapids  
 Murphy, Doris.....KMA, Shenandoah  
 Newkirk, Grace Lee.....KOEL, Oelwein  
 Rankin, Mary.....KFVD, Fort Dodge  
 Reid, Sue.....KCRG, Cedar Rapids  
 Roberts, Helen.....WMT, Cedar Rapids  
 Rochow, Gerri.....KOKX, Keokuk  
 Sr. Mary St. Clara, B.V.M.....WKBB, Dubuque  
 Shoemaker, Adella.....KMA, Shenandoah  
 Shorten, Martha.....KDTH, Dubuque  
 Shumate, Mae Floyd.....KSO, Des Moines  
 Smith, Iva.....KSWI, Council Bluffs  
 Stamp, Nona.....KROS, Clinton  
 Trowbridge, Betty.....KJFJ, Webster City  
 Volger, Thelma.....KWPC, Muscatine  
 Watts, Jack.....KAYL, Storm Lake  
 Wells, Betty.....KIOA, Des Moines

### Kansas

Brook, Mary.....KOFO, Ottawa  
 Brooks, Julie.....WREN, Topeka  
 Cade, Mrs. Mirium.....KTSW, Emporia  
 Clark, Helen.....KXXX, Colby  
 Elliott, Frances.....KGNQ, Dodge City  
 Fillingham, Joan.....KANS, Wichita  
 Friday, Ann.....KMAN, Manhattan  
 Johnston, Frances.....KCLQ, Leavenworth  
 King, Ethel Jane.....KFH, Wichita  
 MacDonald, Marie.....KFB, Wichita  
 McNutt, Lona.....KTSW, Emporia  
 Seymour, Marilyn.....KSEK, Pittsburg

### Kentucky

Adcock, Sue.....WKCT, Bowling Green  
 Allen, Betty.....WCMI, Ashland  
 Barthell, Lois.....WHLN, Harlan  
 Eilerman, Carmen.....WZIP, Covington  
 Ethridge, Mary Snow.....WHAS-TV, Louisville  
 Gifford, Marian.....WHAS-TV, Louisville  
 Green, Halene.....WMIK, Middleboro  
 Haan, Ruth.....WMTC, Vancelev  
 Hubert, Ann.....WAVE, WAVE-TV, Louisville  
 Jackson, Audrey.....WKCT, Bowling Green  
 Kelley, Marian.....WKLO, Louisville  
 Kelley, Marian.....WGRG, Louisville  
 Lowe, Kay.....WKLO, Louisville  
 Marshall, Shirley.....WAVE-TV, Louisville  
 Martin, Rosemary.....WNOP, Newport  
 Mauney, Ruth.....WCTE, Corbin  
 Maxwell, Better.....WLP, Lexington  
 McCormick, Dorothy.....WSON, Henderson  
 Miller, Elwanda.....WIGO, Campbellsville  
 Paxton, Pat.....WKYB, Paducah  
 Person, Violet.....WMTG, Vancelev  
 Potter, Clifford.....WOMI, Owensboro  
 Stuhl, Evelyn.....WPAD, Paducah  
 Walker, Donna.....WKAY, Glasgow  
 Weiler, Iouise.....WJNN, Louisville  
 Wood, Dorothy.....WFTM, Maysville  
 Woods, Carolyn.....WNGO, Mayfield

### Louisiana

Freese, Beth.....KNOE, Monroe  
 Cain, Judy.....KTBS, Shreveport  
 Fischer, Phyllis.....KALB, Alexandria  
 Lane, Laura.....WMRY, New Orleans  
 Lelong, Lise.....WJMR, New Orleans  
 Polizzotto, Flo.....WAFB, Baton Rouge  
 Prados, Mrs. James.....KSLO, Monroe  
 Smith, Joyce.....WDSU, WDSU-TV, New Orleans  
 Theaux, Mrs. R.....KVOL, Lafayette  
 Todd, Miss Jackie.....KJEF, Jennings

### Maine

Clements, Laurel.....WLBZ, Bangor  
 Deane, Beth.....WGUY, Bangor  
 Drivas, Chris.....WIDE, Biddeford



## . . . Woman Commentators-Home Economists—Radio-TV . . .

Faulkner, Mary . . . WRDQ, Augusta  
 Gibbs, Agnes . . . WFSH, Portland  
 Hanks, Margaret . . . WAFM, Houlton  
 Hanks, Margaret . . . WAGM, Presque Isle  
 Maine Agricultural Ext. Service . . . WABJ, Bangor  
 O'Connell, Nancy . . . WLAM, Lewiston  
 Rice, Catherine . . . WFAU, Augusta  
 Staples, Marguerite . . . WTVL, Waterville  
 Wadman, Dorothy . . . WGAN, Portland  
 Wiswell, Jeanne . . . WABM, Houlton

### Maryland

Brooks, Helen . . . WFBR, Baltimore  
 Chase, Penny . . . WAAM, Baltimore  
 Davis, Helen C. . . WCUM, Cumberland  
 Kent, Susan . . . WFBR, Baltimore  
 Landis, Mary . . . WBAL-TV, Baltimore  
 Lou, Anita . . . WASA, Havre De Grace  
 Martin, Mollie . . . WBAL, WBAL-TV, Baltimore  
 McCall, Bettie . . . WCAO, Baltimore  
 Rosenbaum, M. Virginia . . . WTBO, Cumberland  
 White, Frances . . . WUST, Bethesda  
 Whitecraft, Marie . . . WJEJ, Hagerstown

### Massachusetts

Bailey, Mildred . . . WCOP, Boston  
 Barton Betty . . . WNBH, New Bedford  
 Brown, Mae . . . WMAS, Springfield  
 Cartwright, Christine . . . WCCM, Lawrence  
 Chase, Julie . . . WTAG, Worcester  
 Connelly, Jeanne . . . WNEB, Worcester  
 Elwell, Jeva . . . WLYN, Lynn  
 Evans, Christine . . . WHDH, Boston  
 Flinders, Lyda . . . WTAG, Worcester  
 Fuller, Dorothy Harding . . . WBET, AM-FM, Brockton  
 Giza, Wanda M. . . WARE, Ware  
 Hall, Harriet . . . WBSM, New Bedford  
 Hetu, Ruth . . . WLYN, Lynn  
 Higginson, Rebekah . . . WMEX, Boston  
 Hope, Helen . . . WHYN, Holyoke  
 Johnson, Joyce . . . WCOB, W. Yarmouth  
 King, Dorothea . . . WSPR, Springfield  
 Kneeland, Eileen . . . WHAV, Haverhill  
 Marsh, Jan . . . WCRB, Waltham  
 Mason, Ruth . . . WREB, Holyoke  
 McKittrick, Dorothy . . . WEIM, Fitchburg  
 Minahan, Anne D. . . WLAW, Boston-Lawrence  
 Ostberg, Shirley . . . WFGM, Fitchburg  
 Prestes, Merlyn . . . WFGM, Fitchburg  
 Regas, Virginia . . . WJKO, Springfield  
 Robinson, Blanche . . . WCOB, W. Yarmouth  
 Seymour, Freddie . . . WBET, AM-FM, Brockton  
 Sherman, Jo . . . WARA, Attleboro  
 Taylor, Betty . . . WARA, Attleboro  
 Tindor, Olive Emslen . . . WHEE, Boston  
 Victor, Evelyn . . . WTAO, Cambridge  
 Wolfe, Madelaine . . . WEIM, Fitchburg

### Michigan

Anderson, Beth . . . WMDN, Midland  
 Beagle, Maude Stewart . . . WBBC, Flint  
 Carroll, Jo . . . WBCM, Bay City  
 Clayton, "Aunt Ida" . . . WSAM, Saginaw  
 Dimpel, Gertrude . . . WCEN, Mt. Pleasant  
 Franke, Dorothy . . . WLAV, Grand Rapids  
 Gezon, Marie . . . WFRU, Grand Rapids  
 Hepburn, Helen . . . WMUS, Muskegon  
 Hill, Jean . . . WHTC, Holland  
 Holmgren, Lois R. . . WJPD, Ishpeming  
 Hull, FF . . . WKLA, Ludington  
 Isaac, Rose . . . WJMS, Ironwood  
 Kay, Mary . . . WSGW, Saginaw  
 Keller, Connie . . . WCBK, Battle Creek  
 Klann, Marie . . . WHAK, Rogers City  
 Labbett, Myrtle . . . CKLV, Detroit  
 Lee, Gretchen . . . WOOD, Grand Rapids  
 Marshall, Jane . . . WTHH, Port Huron  
 McComb, Patricia . . . WSAM, Saginaw  
 McBride, Jane . . . WWJ, WWJ-TV, Detroit  
 Melrose, Edythe Fern . . . WXYZ, WXYZ-TV, Detroit

Million, Peg . . . WHFB, Benton Harbor  
 Mischke, Virginia . . . WHFB, Benton Harbor  
 Morgan, Mary . . . CKLV, Detroit  
 Orth, Dolores . . . WTVB, Coldwater  
 Tuttle, Lee . . . WLS, Lansing  
 Van Haver, Betty . . . WKNK, Muskegon  
 Vaughan, Kay . . . WCEN, Mt. Pleasant

### Minnesota

Aldrich, Darragh . . . WCCO, Minneapolis  
 Barzen, Katherine . . . KTRF, Thief River Falls  
 Bayne, Barbara . . . WLWL, Minneapolis  
 Bestch, Celia . . . WVEE, Eveleth  
 Brown, Liz . . . KDAL, Duluth  
 Butler, Gwendyth . . . KBUN, Bemidji  
 Dane, Dudley . . . KFAM, St. Cloud  
 Frydenlund, Mera Ballis . . . KDHL, Faribault  
 Keefe, Vera . . . KLER, Rochester  
 Knudson, Muriel . . . KRCC, Rochester  
 Krantz, Pat . . . KLIZ, Brainerd  
 Jo, Peggy . . . KGDE, Fergus Falls  
 McBride, Alys Mae . . . WHLE, Virginia  
 McCrady, Marjorie Ellis . . . KSTP, Minneapolis-St. Paul  
 McCrudden, Marilyn . . . WSHB, Stillwater  
 Miller, Mary . . . KRCC, Rochester  
 Pederson, Maurine . . . KTOE, Mankato  
 Richie, Rhona . . . WAAA, Red Wing  
 Stewart, Becky Ann . . . WPCB, Minneapolis  
 Webb, A. . . KSUM, Fairmont  
 Windon, Jane . . . KNUJ, New Ulm

### Mississippi

Allen, Nancy . . . WLAU, Laurel  
 Boyles, Letitia R. . . WGMV, Greenville  
 Cumberworth, Elva . . . WHSY, Hattiesburg  
 Giza, Jackson, Judy . . . WJXX, Jackson  
 Lee, Margery . . . WRBC, Jackson  
 McCorlke, Toni . . . WLOX, Biloxi  
 Surg, Helen . . . WRGX, Clarksdale

### Missouri

Baldwin, Battie . . . KMMO, Marshall  
 Callahan, Wanda . . . KTRT, Rolla  
 DeVaney, Maxine . . . WMBH, Joplin  
 Ellis, Caroline . . . KFRM, Kansas City  
 Ellis, Caroline . . . KMBC, Kansas City  
 Faye, Dorothy . . . WDAF, Kansas City  
 Goode, Nancy . . . KFRM, Kansas City  
 Goode, Nancy . . . KMBC, Kansas City  
 Graham, Dorothy . . . KFQE, St. Joseph  
 Hayes, Anne . . . KCMO, Kansas City  
 Henry, Dorothy . . . KNEM, Nevada  
 Hunt, Jean . . . KRES, St. Joseph  
 Jacobs, Louise . . . KLMO, Carthage  
 Jones, Lee . . . KIRX, Kirksville  
 Lynn, Kathryn . . . KPAL, Fulton  
 Martin, Lee . . . KSIM, Sikeston  
 Mason, Shirley . . . KFRU, Columbia  
 Sands, Fern . . . KWRE, Warrenton  
 Seiler, Faye . . . KFSE, Joplin  
 Sharpe, Barbara . . . KBOA, Kennett  
 Spalding, Martha . . . WDAF, Kansas City  
 Teed, Edna . . . KHMO, Hannibal

### Montana

Day, Erin . . . KGVO, Missoula  
 Fitzwater, Jean . . . KGEZ, Kalispell  
 Graybill, Shirlee . . . KMON, Great Falls  
 Hines, Kay . . . KBMY, Billings  
 Halvorson, Fay . . . KCXC, Sidney  
 Mansur, Charlotte C. . . KXGN, Glendive  
 McCartney, Maida . . . KOJM, Havre  
 Miller, Phyl . . . KGVO, Missoula  
 Ryan, Helen . . . KANA, Anaconda  
 Saunders, Mary B. . . KRJF, Miles City  
 Snyder, Gerry . . . KBMN, Bozeman  
 Thompson, Hazel . . . KRJF, Miles City

## . . . Woman Commentators-Home Economists—Radio-TV . . .

### Nebraska

Allison, Mayme . . . . . KBOM, Omaha  
 Bohlsen, Martha . . . . . WOV, WOW-TV, Omaha  
 Burbank, Vaunie . . . . . KODY, North Platte  
 Clarke, Helen . . . . . KMMJ, Grand Island  
 Crook, Marian . . . . . KOWH, Omaha  
 Jabenis, Elaine . . . . . WOV, Omaha  
 Lambert, Verona . . . . . KMTV, Omaha  
 Mekuda, Lydia . . . . . KFOR, Lincoln  
 Moore, Mary . . . . . WJAG, Norfolk  
 Perry, Jimmy . . . . . KMMJ, Grand Island  
 Sanderson, Elsie Neely . . . . . KOLN, Lincoln  
 Shay, Hester A. . . . . KCOW, Alliance  
 West, Belle . . . . . KOLL, Omaha  
 Wing, Jerry . . . . . KODY, North Platte

### Nevada

Allen, Judie . . . . . KLAS, Las Vegas  
 Gordon, Anilee . . . . . KLAS, Las Vegas  
 Masini, Tosca . . . . . KWRN, Reno  
 Smith, Roz . . . . . KOLO, Reno

### New Hampshire

Anderson, Myrtle . . . . . WMOU, Berlin  
 Ayer, Esther . . . . . WMUR, Manchester  
 Lasseboom, Adeline . . . . . WFEA, Manchester  
 Dumont, Elyllis . . . . . WHEB, Portsmouth  
 Mallory, Martha . . . . . WWNH, Rochester  
 Redington, Ruth . . . . . WKNE, Keene  
 Tovey, Vera . . . . . WKXL, Concord  
 Walker, Lillian . . . . . WLNH, Laconia

### New Jersey

Curtis, Peggy . . . . . WLK, Asbury Park  
 Freeland, Mildred . . . . . WMID, Atlantic City  
 Hartman, Hazel . . . . . WFPG, Atlantic City  
 Page, Pat . . . . . WPTM, Trenton  
 Powers, Louise . . . . . WNJR, Newark

### New Mexico

Ackroyd, Lorraine . . . . . KGFL, Roswell  
 Bush, Ricci . . . . . KVER, Albuquerque  
 Eager, Barbara . . . . . KOB-TV, Albuquerque  
 Erickson, Jule . . . . . KVER, Albuquerque  
 Goodman, Juanita . . . . . KICA, Clovis  
 McCaleb, Mildred . . . . . KLMX, Clayton  
 Seymour, Catherine . . . . . KRSN, Los Alamos  
 Shaw, Merilyn . . . . . KALG, Alamogordo

### New York

Adams, Susan . . . . . WABD, WABD-TV, New York  
 Anstaett, Anne . . . . . WHDL, Olean  
 Arch, Shirley . . . . . WHLD, Niagara Falls  
 Baldi, Diana . . . . . WOV, New York  
 Bartlett, Edna . . . . . WELM, Elmira  
 Bennett, Iva, Mrs. . . . . WNYC, New York  
 Bergin, P. . . . . WVOS, Liberty  
 Brady, Toni . . . . . WABY, Albany  
 Brooks, Martha . . . . . WGY, Schenectady  
 Burbank, Sara . . . . . WBNF, Binghamton  
 Burke, Lucy (Pennywise) . . . . . WBTA, Batavia  
 Caffrey, Julann . . . . . WABD, New York  
 Corson, Carolyn . . . . . WUSJ, Lockport  
 Craig, Nancy, "Woman of Tomorrow"  
 Nancy Craig Show . . . . . ABC, WJZ-TV  
 Crocker, Betty, "Betty Crocker Magazine  
 of the Air," ABC; Betty Crocker Star  
 Matinee . . . . . WJZ-TV  
 Deane, Martha . . . . . WOR, New York  
 DeBoth, Jessie, "Jessie DeBoth TV Notebook"  
 WJZ-TV  
 Dettinger, Alma . . . . . WOXR, New York  
 Douglas, Harriet . . . . . WOSC, Fulton  
 Dreyer, Ruth-Ann . . . . . WKIP, Poughkeepsie  
 Droeze, Elaine . . . . . WROW, Albany  
 Erickson, Catherine L. . . . . WJOC, Jamestown  
 Frederick, Pauline, "Pauline Frederick Show"  
 ABC  
 Gale, Marian . . . . . WWHG, Hornell

Gannon, Frances F., Mrs. . . . . WNYC, New York  
 Goren, Hannah Spector . . . . . WEVD, New York  
 Halpin, Josephine . . . . . WINS, New York  
 Harris, Barbara . . . . . WBNF-TV, Binghamton  
 Harvey, Mary . . . . . WKTV, Utica  
 Mrs. Horne . . . . . WKIP, Poughkeepsie  
 Huffman, Glenda . . . . . WEAU, Plattsburg  
 Humphreys, Mary Lou . . . . . WHRN, Syracuse  
 Imbun, Anne . . . . . WRUN, Utica  
 Jackson, Beatrice . . . . . WEAU, Pattsburgh  
 James, Ruth Ellington . . . . . WLIB, New York  
 Johnson, Maggie . . . . . WABD, WABD-TV, New York  
 Keane, Helen Faith . . . . . DuMont  
 Kenyon, Adele . . . . . WLNA, Peekskill  
 Kilgallen, Dorothy . . . . . WOR, New York  
 Kirk, Penny . . . . . WENT, Gloversville  
 Kraus, Betty . . . . . WIRY, Plattsburg  
 Lucas, Dionne, "Dionne Lucas Show"  
 WJZ-TV, New York

MacGregor, Joan . . . . . WCSA, Amsterdam  
 McBride, Mary Margaret . . . . . ABC  
 McCann, Dora & Alfred, Jr. . . . . WOR, New York  
 McCarthy, Josephine . . . . . WBNF, New York  
 McConnell, Jessie . . . . . WHLD, Niagara Falls  
 McKeever, Mary . . . . . WHAZ, Troy  
 Meredith, Georgia . . . . . WRGB, Schenectady  
 Morse, Margaret . . . . . WSNY, Schenectady  
 Neville, Helen . . . . . WKBW, Buffalo  
 Norris, Kathi . . . . . WABD, WBNF, New York  
 O'Connor, Ruth E. . . . . WFCE, Dunkirk  
 Parker, Betty . . . . . WXXK, Albany  
 Parr, Dorothy . . . . . WWNV, Watertown  
 Peepless, Trudy . . . . . WWOL, Buffalo  
 Reichardt, Jeannette . . . . . WPIX, New York  
 Robinson, Dottie Baker . . . . . WENE, Binghamton-  
 Endicott

Rogers, Ann . . . . . WHAM-TV, Rochester  
 Roosevelt, Mrs. F. D. . . . . WNBC, New York  
 Ross, Bonnie . . . . . WRGB, Schenectady  
 Rowe, Ruth . . . . . WOR-TV, New York  
 Samuelson, Connie . . . . . WJTN, Jamestown  
 Schneider, Joan . . . . . WFAS, White Plains  
 Scott, Betty . . . . . WARC, Rochester  
 Scully, Frances, "Frances Scully Show" . . . . . ABC  
 Sellers, Anna . . . . . WLEA, Hornell  
 Shanks, Dorothy . . . . . WEBR, Buffalo  
 Sherwood, Lorraine . . . . . WOR, New York  
 Slade, Jean . . . . . WHRN, Syracuse  
 Smart, Sally . . . . . WOR-TV, New York  
 Starkweather, Joan . . . . . WHAM, Rochester  
 Sternberger, Estelle M. . . . . WLIB, New York  
 Swanson, Gloria . . . . . WOR, New York  
 Thorsen, Ethel . . . . . WABD, New York  
 Titchener, Dorothy . . . . . WENE, Binghamton-Endicott  
 Wage, Gretchen . . . . . WAGE, Syracuse  
 Walling, Esther . . . . . WDOS, Oneonta  
 Walsh, Ada Woodworth . . . . . WRGB, Schenectady  
 Welles, Barbara . . . . . WOR, WOR-TV, New York  
 Winchell, Eileen . . . . . WKRT, Cortland  
 Work, Sally . . . . . WBEU, Buffalo

### North Carolina

Barclay, Fran . . . . . WJNC, Jacksonville  
 Beamer, Mildred . . . . . WATA, Boone  
 Bouer, Georgia . . . . . WHITE, New Bern  
 Bowers, Floye . . . . . WISE, Asheville  
 Callahan, Ellen . . . . . WWNC, Asheville  
 Campbell, Lanthé . . . . . WHKY, Hickory  
 Carroll, Leslie . . . . . WSSB, Durham  
 Covert, Effie . . . . . WWGP, Sanford  
 Crinfield, Virginia . . . . . WFGY-TV, Greensboro  
 Daye, Sunny . . . . . WLOS, Asheville  
 Faulk, Polly . . . . . WCKB, Dunn  
 Gibson, Avery . . . . . WTOB, Winston-Salem  
 Green, Patty . . . . . WSOC, Charlotte  
 Hartle, Polly . . . . . WAIR, Winston-Salem  
 Hunt, Connie . . . . . WGAI, Elizabeth City  
 Jackson, Lillie . . . . . WHED, Washington  
 Jarman, Frances . . . . . WDNC, Durham  
 Kopriver, Terry . . . . . WWGP, Sanford  
 Lewallen, Dorothy . . . . . WGWR, Asheville  
 Martin, Ann . . . . . WKBC, N. Wilkesboro  
 McIntyre, Susie, "Carolina Cookery"  
 WBTU, Charlotte

## • • • Woman Commentators-Home Economists—Radio-TV • • •

Ortell, Doris . . . . . WSSB, Durham  
 Parham, Virginia . . . . . WHNC, Henderson  
 Patton, Madelyn . . . . . WMNC, Morganton  
 Pressly, Harriet . . . . . WPTF, Raleigh  
 Rickard, Doris . . . . . WBBB, Burlington  
 Sabine, Anne . . . . . WHPK, Hendersonville  
 Sisk, Sandra . . . . . WCOG, Greensboro  
 Smith, Margaret A. . . . . WIRC, Hickory  
 Station, Margie . . . . . WCBC, Rocky Mount  
 Stoker, Carroll . . . . . WFMV-TV, Greensboro  
 Stone, Helen . . . . . WSTP, Salisbury  
 Tucker, Bunny . . . . . WCEC, Rocky Mount  
 Wooten, Nicky . . . . . WWGP, Sanford

Hughes, Betty . . . . . KWSH, Holdenville  
 Johnson, Sybil . . . . . WKY-TV, Oklahoma City  
 McCollough, Mary . . . . . KTJS, Hobart  
 Oikeman, Elizabeth . . . . . KTUL, Tulsa  
 Sims, Esther . . . . . WBBZ, Ponca City  
 Steel, Betty . . . . . KRHD, Duncan  
 Wheeler, Mary . . . . . KTAT, Frederick  
 Woods, Zelma Dean . . . . . KADA, Ada

### Oregon

Allen, Margaret . . . . . KSLM, Salem  
 Arnold, Gere . . . . . KUGN, Eugene  
 Atwater, Anita . . . . . KERG, Eugene  
 Bailey, Maude . . . . . KRCO, Prineville  
 Barkwell, Patsy . . . . . KWRO, Coquille  
 Carlson, Virginia . . . . . KERG, Eugene  
 Copenhaver, Carley . . . . . KWIL, Albany  
 Cronin, Marion . . . . . KFJL, Klamath Falls  
 Daniels, Clara . . . . . KWIN, Ashland  
 Fredericksen, Roxie . . . . . KPOJ, Portland  
 Irvine, Jane . . . . . KOOS, Coos Bay  
 Mathews, May . . . . . KRXL, Roseburg  
 McHugh, Patricia . . . . . KRUL, Corvallis  
 McShane, Lucille . . . . . KSRV, Ontario  
 Merritt, Lenore . . . . . KIHK, Hood River  
 Nidever, Laura . . . . . KASH, Eugene  
 Ristola, Mary . . . . . KAST, Astoria  
 Shank, Eleanor . . . . . KOOS, Coos Bay  
 West, Kay . . . . . KEX, Portland

### North Dakota

Anderson, Helen . . . . . KDIX, Dickinson  
 Graham, Marguerite . . . . . KDIX, Dickinson  
 Hadley, Cis . . . . . KCJB, Minot  
 Jensen, Peg . . . . . KILO, Grand Forks  
 Korbel, Winifred . . . . . KBMW, Wahpeton  
 Kounovsky, Rosella . . . . . KLPK, Minot  
 Mertens, Mary . . . . . KFGO, Fargo

### Ohio

Alexander, Marion . . . . . WADC, Akron  
 Allen, Audrey . . . . . WKRC, Cincinnati  
 Baird, Virginia . . . . . WJER, Dover  
 Baker, Barbara . . . . . WTDQ, Toledo  
 Bateman, June . . . . . WLIO, East Liverpool  
 Brown, Gloria . . . . . WNBK, Cleveland  
 Butler, Betty . . . . . WKRC-TV, Cincinnati  
 Byrne, Margi . . . . . WNBK, Cleveland  
 Carroll, Elaine . . . . . WKBN, Youngstown  
 Coates, Vivian . . . . . WATH, Athens  
 Con, Dorothy . . . . . WTOL, Toledo  
 Donses, Cathleen . . . . . WATG, Ashland  
 Dunn, Jo . . . . . WTRF, Belleaire  
 Erskine, Ernie . . . . . WCUE, Akron  
 Fletecher, Marian . . . . . WLOK, Lima  
 Foster, Fran . . . . . WHKK, Akron  
 Funnell, Mildred . . . . . WNBK, Cleveland  
 Gayle, Isleta . . . . . WCKY, Cincinnati  
 Graham, Lucille . . . . . WNXT, Portsmouth  
 Hanson, Eleanor . . . . . WHK, Cleveland  
 Hanzel, Betty . . . . . WBBW, Youngstown  
 Hart, Joan . . . . . WICA, Ashtabula  
 Hauserman, Elaine . . . . . WMAN, Mansfield  
 Hostman, Betty Ann . . . . . WING, Dayton  
 Hunter, Sarah Harding . . . . . WDOK, Cleveland  
 Hutchins, Minabell Abbot . . . . . WPTW, Piqua  
 Lake, Nancy . . . . . WTEC, Sandusky  
 Latham, Iris . . . . . WTNS, Coshocton  
 Magno, Nina . . . . . WADC, Akron  
 Mariner, Marjorie . . . . . WFMJ, Youngstown  
 Marshall, Honey . . . . . WAKR, Akron  
 Mullin, Esther . . . . . WGAR, Cleveland  
 Nelson, Nancy . . . . . WFIN, Findlay  
 Pfeiffer, Mary Lou . . . . . WRPD, Worthington  
 Phair, Jean . . . . . WBNS-TV, Columbus  
 Sharp, Fern . . . . . WBNS, WBNS-TV, Columbus  
 Sherrill, Judy . . . . . WDAK, Cleveland  
 Sherwood, Peg . . . . . WSAI, Cincinnati  
 Soule, Millie . . . . . WMOH, Hamilton  
 Stechow, Judy . . . . . WJER, Dover  
 Stevens, Jane . . . . . WJW, Cleveland  
 Straker, Easter . . . . . WIMA, Lima  
 Traatman, Lois . . . . . WCPO-TV, Cincinnati  
 Troutvine, Fern . . . . . WPFB, Middletown  
 Vernon, Virginia . . . . . WCLT, Newark  
 Ward, Pat . . . . . WTVN, Columbus  
 Weintraub, Carolyn . . . . . WCMW, Canton  
 Weston, Alice . . . . . WXEL, Cleveland  
 Wise, Penny . . . . . WEOL, Elyria-Lorain  
 Wood, Ginny, "Animal Fair" . . . . . WSPD-TV, Toledo  
 Wulff, Magzie . . . . . WERE, Cleveland

### Oklahoma

Adams, Carol . . . . . WHBC, Canton  
 Blauer, Estelle . . . . . KVOO, Tulsa  
 Douglas, Anita . . . . . KPF, Shawnee  
 Fields, Barbara . . . . . KTOV, Oklahoma City  
 Howard, Nancy . . . . . KMUS, Muskogee

### Pennsylvania

Abdo, Gloria . . . . . WCAE, Pittsburgh  
 Aletmus, Irene . . . . . WKBI, St. Marys  
 Armstrong, Betty . . . . . WBPZ, Lock Haven  
 Baier, Grace . . . . . WRAK, Williamsport  
 Ball, Jane Ellen, "News & Views of Women" . . . . . WJAS, Pittsburgh  
 Balmer, Anne . . . . . WESA, Charleroi  
 Bauman, Marjorie . . . . . WHOL, Allentown  
 Bendix, Millie . . . . . WNAE, Warren  
 Berg, Marilyn . . . . . WEDO, McKeesport  
 Bidde, Mary . . . . . WIP, Philadelphia  
 Borne, Gladys . . . . . WISR, Butler  
 Browning, Lillian . . . . . WESB, Bradford  
 Candy, Jane C . . . . . WNOW, York  
 Cannon, Dorsey . . . . . WDAQ, Indiana  
 Carson, Lillian . . . . . WPTT, Pittsburgh  
 Carter, Frances . . . . . WAZL, Hazleton  
 Chilton, Ruth . . . . . WJMJ, Philadelphia  
 Clark, Joan . . . . . WLEU, Erie  
 Cooney, Josephine . . . . . WFBG, Altoona  
 Corbett, Jean . . . . . WCAU, Philadelphia  
 Cramer, Alma . . . . . WARD, Johnstown  
 Cramer, Marjorie . . . . . WJSW, Altoona  
 Criss, Verna . . . . . WEEU, Reading  
 Culkin, Ann . . . . . WSCR, Scranton  
 Darby, Ruth . . . . . WILK, Wilkes-Barre  
 Edwards, Ruby . . . . . WHAT, Philadelphia  
 Forman, Lynn . . . . . WARM, Scranton  
 Fry, Betty . . . . . WGPA, Bethlehem  
 Gardiner, Evelyn . . . . . KDKA, Pittsburgh  
 Gibson, Jane . . . . . KQV, Pittsburgh  
 Goddard, Betty . . . . . WBSR, Butler  
 Griffith, Marse . . . . . WRTA, Altoona  
 Haney, Lynn . . . . . WKAP, Allentown  
 Hanna, Edna K . . . . . WLAN, Lancaster  
 Heckman, Nan . . . . . WEEU, Reading  
 Hillard, Ann . . . . . WACE, Kittanning  
 Huey, Lois M . . . . . WRYO, Rochester  
 Jones, Lucy Lee . . . . . WEDO, McKeesport  
 Jones, Mary . . . . . WFIL, Philadelphia  
 Kerr, Shirley . . . . . WKST, New Castle  
 Kurtz, Mary Ellen . . . . . WLBK, Lebanon  
 Lane, Susan . . . . . WFIL-TV, Philadelphia  
 Lee, Anne . . . . . KYW, Philadelphia  
 Lloyd, Rhona . . . . . WPWA, Chester  
 Li'son, Sally . . . . . WWPA, Williamsport  
 Maxwell, Virginia . . . . . WERC, Erie  
 McCoy, Rita . . . . . WMRF, Lewistown  
 McGeahan, Mary Lee . . . . . WAZL, Hazleton  
 Micklef, Lillian . . . . . WHGB, Harrisburg  
 Miller, Diane . . . . . WEDO, McKeesport  
 Mollard, Margaret . . . . . WBUT, Butler



## • • • Woman Commentators-Home Economists—Radio-TV • • •

Mossman, Sara.....WLBR, Lebanon  
 Mulrooney, Margaret M.....WQAN, Scranton  
 Nelson, Maurine.....WGET, Gettysburg  
 Nauhais, Bertie.....WHIM, Bloomsburg  
 Parker, Priscilla.....WHUM, Reading  
 Parks, Betty.....WSCR, Scranton  
 Pedlow, Marion.....WPWA, Chester  
 Rednor, Nan.....WBUD, Morrisville  
 Sasso, Kay.....WWPA, Williamsport  
 Scott, Jean.....WBUT, Butler  
 Scureman, Esther.....WCDL, Carbondale  
 Shank, Virginia.....WCVI, Conneville  
 Sheridan, Mildred.....WCMCK, McKeesport  
 Shortz, Sally.....WBAX, Wilkes-Barre  
 Slotta, Helen.....WPIC, Sharon  
 Stewart, Ann.....WNAE, Warren  
 Stewart, Creighton.....WCAU, Philadelphia  
 Stuart, Eileen.....WNAE, Norristown  
 Towne, Peggy.....WPIL-TV, Philadelphia  
 Trambley, Mary.....WKBI, St. Marys  
 Trobe, Gertrude B.....WBVP, Beaver Falls  
 Webster, Gladys.....WCAU, Philadelphia  
 Welles, Ruth.....KYW, Philadelphia

### Rhode Island

Brazeau, Henrietta.....WPAW, Pawtucket  
 Ericson, Bette.....WRJM, Newport  
 Gunning, Betty.....WJAR, Providence  
 Jackson, Alice.....WJAR-TV, Providence  
 Mitchell, Courtney.....WDEM, Providence  
 Sweeney, Marlon Lane.....WJAR-TV, Providence  
 Wallace, Carolyn.....WEAN, Providence

### South Carolina

Adams, Julia D.....WGCD, Chester  
 Allen, Barbara.....WCOS, Columbia  
 Battle, Lisa.....WTMA, Charleston  
 Baxter, Betty.....WLBG, Laurens  
 Bolton, Virginia.....WUSN, Charleston  
 Coggins, Marcia.....WKDK, Newberry  
 Collins, Kay.....WIS, Columbia  
 Dale, Betty.....WMRA, Myrtle Beach  
 Dalton, Jane.....WSPA, Spartansburg  
 Hunt, Audrey.....WMRC, Greenville  
 Kelsey, Maude Q.....WGCD, Chester  
 Lang, Louise, Miss.....WIS, Columbia  
 Rhett, Alicia.....WTMA, Charleston  
 Wright, Paula J.....WANS, Anderson

### South Dakota

Baxter, Bee.....KSOO, Sioux Falls  
 Gamble, Gail, "Gail Gamble".....KOTA, Rapid City  
 Holgate, Helen.....KSDN, Aberdeen  
 Horten, Marie.....KELO, Sioux Falls  
 McKollum, Audrey.....KWAT, Watertown  
 Speece, Wynn.....WNAX, Yankton

### Tennessee

Atterbury, Doris.....WTJS, Jackson  
 Bradley, Junita.....WOPI, Bristol  
 Conrad, Chris.....WAGC, Chattanooga  
 Gowan, Leryne V.....WDIX, Jackson  
 Guillickson, Flo.....WDOO, Chattanooga  
 Hilliard, Shirley.....WDSG, Dyersburg  
 Lineberry, Betty.....WKSE, Pulaski  
 Manning, Mary.....WLAC, Nashville  
 Parker, Helen.....WHBQ, Memphis  
 Raymon, Pat.....WHHM, Memphis  
 Ritchie, Ruth.....WBEJ, Elizabethtown  
 Smith, Drue.....WDOD, Chattanooga  
 Smithdean, Patricia.....WJHL, Johnson City  
 Southhall, Imogene.....WJZM, Clarksville  
 Star, Susan.....WHHM, Memphis  
 Walker, Mary.....WROL, Knoxville  
 Weston, Judy.....WOPI, Bristol

### Texas

Adkins, Denise.....KMAE, McKinney  
 Alden, Ann.....KFJZ, Fort Worth

Andree, Betty.....KWKC, Abilene  
 Baines, Beverly.....KPDN, Pampa  
 Becker, Alice Rose.....KMHT, Marshall  
 Bell, Peggy.....KFYO, Lubbock  
 Benell, Julie.....WFAA, Dallas  
 Bergeron, Eleanor.....KREL, Baytown  
 Brittain, Zaidee.....KTRE, Lublin  
 Brown, Josephine.....KWBU, Corpus Christi  
 Bush, Janet.....KGVJ, Greenville  
 Callaghan, Judy.....KWKC, Abilene  
 Carter, Charlotte.....KSEL, Lubbock  
 Carter, Joan.....KEPO, El Paso  
 Chessher, Faye.....KWED, Seguin  
 Christopher, Jane.....KPRC-TV, Houston  
 Clifford, Peggy.....KPRC-TV, Houston  
 Crawford, Estelle.....KSET, El Paso  
 Dee, Yolanda.....KTFR, Terrel  
 Duke, Jerry.....KDDD, Dumas  
 Enos, Corinne.....KPAC, Port Arthur  
 Fain, Norma.....KNEL, Brady  
 Flynt, Mary Ellen.....KSAW, Huntsville  
 Freedman, Louise.....WRR, Dallas  
 Galle, Ludy.....KHBB, Hillsboro  
 Gilbert, Elma.....KSTV, Stephenville  
 Graham, Virginia.....KRIS, Corpus Christi  
 Green, La Fawn.....KRBC, Abilene  
 Greene, Connie.....KBOR, Brownville  
 Gresham, Helen.....KVMC, Colorado City  
 Grubbs, Viola.....KVMC, Colorado City  
 Hale, Emma.....KRIE, Odessa  
 Hammond, Martha.....KVMC, Colorado City  
 Harris, Frances Kay.....KGCB, Galveston  
 Harris, Joanne.....KSTA, Coleman  
 Hawkins, Louise.....KIUN, Pecos  
 Healy, Mrs. Tim.....KIXL, Dallas  
 Heflin, Virginia.....KOSA, Odessa  
 Henderson, Dorothy.....KBST, Big Spring  
 Houston, Katie.....KTHT, Houston  
 Johnson, Gerry.....KRLD-TV, Dallas  
 Kruezer, Jackie.....KVET, Austin  
 Lee, Carol.....KTAN, Sherman  
 Lemma, Joyce.....KBWD, Brownwood  
 Lenoax, Bonnie.....KGBK, Tyler  
 Marshman, Mary Margaret.....KSPA, Nacogdoches  
 McDonald, Margaret.....WBAP-TV, Ft. Worth  
 McDonald, Mary Beth.....KPRC-TV, Houston  
 McDonnell, Margaret.....KOSA, Odessa  
 McLendon, Helen.....WTAW, College Station  
 Minnich, Rosamary.....KWBU, Corpus Christi  
 Moon, Virginia.....KTRM, Beaumont  
 Moss, Elizabeth.....KSEY, Seymour  
 Munoz, Margarita.....KTXN, Austin  
 Murphy, C. T.....KELT, Electra  
 Naden, Eleanor.....WOAI-TV, San Antonio  
 Newman, Eula Mrs.....KLPT, Paris  
 Patterson, Wanda.....KBWD, Brownwood  
 Payne, Rex.....KDET, Center  
 Pearson, Mary.....KOCA, Kilgore  
 Pulliam, Billie.....KPDN, Pampa  
 Pratt, Clara.....KSEL, Lubbock  
 Rodman, Ernst Dean.....KTXC, Big Spring  
 Royster, Myrtle.....KTXN, Austin  
 Russell, Myrtle.....KELT, Electra  
 Ryder, Virginia Wade.....KRIC, Beaumont  
 Salas, Irma.....KBBK, Abilene  
 Schnieder, Sie.....KIOX, Bay City  
 Selleck, Marjory.....KORA, Bryan  
 Shaw, Monette.....KABC, San Antonio  
 Smart, Ann O.....KRBC, Abilene  
 Smith, Jane.....KELP, El Paso  
 Stanley, Ruby.....KIMP, Mt. Pleasant  
 Taylor, Joan, Mrs.....KSAF, Nacogdoches  
 Tharp, Agda.....KVIC, Victoria  
 Wells, Melba Dean.....KULP, El Campo  
 Witherspoon, Margaret.....KPAN, Hereford  
 Wright, Gerry.....KWFT, Wichita Falls

### Utah

Chipman, June.....KOVU, Provo  
 Higbee, Mona.....KSUB, Cedar City  
 Masters, Margaret.....KSL, KSL-TV, Salt Lake City  
 Patterson, Mitzi.....KMUR, Murray  
 Shafer, Betty.....KSL-TV, Salt Lake City  
 Stewart, Sylvia.....KSCV, Richfield



# . . . Woman Commentators-Home Economists—Radio-TV . . .

## Vermont

Byrne, Betty . . . . . WSKI, Montpelier  
 Casey, Wynne . . . . . WJOY, Burlington  
 Dodd, Virginia . . . . . WDEV, Waterbury  
 Dow, Marjorie . . . . . WTVN, St. Johnsbury  
 Neilson, Shirley . . . . . WHWB, Rutland  
 Walters, April . . . . . WTVN, St. Johnsbury

## Virginia

Alexander, Mildred . . . . . WGH, Newport News  
 Basnight, Catherine . . . . . WCAV, Norfolk  
 Basil, Athena . . . . . WCAV, Norfolk  
 Brown, Barbara . . . . . WINA, Charlottesville  
 Butler, Peter C. . . . . WJMA, Orange  
 Crouch, Marion . . . . . WFLO, Farmville  
 Daffron, Holly . . . . . WRNI, Richmond  
 Dean, Doris . . . . . WBTM, Danville  
 Estrate, Leslie . . . . . WRAD, Radford  
 Friberg, Alice . . . . . WCYB, Bristol  
 Glenn, Amy Joe . . . . . WSL5, Roanoke  
 Goodrich, Nancy, Mrs. . . . . WCHV, Charlottesville  
 Granville, Joan . . . . . WVEC, Hampton  
 Guren, Dora . . . . . WHAP, Hopewell  
 Huff, George . . . . . WINA, Charlottesville  
 Huffman, Helen M. . . . . WAYB, Waynesboro  
 Layne, Jerry . . . . . WMBG, Richmond  
 Lindamood, Virginia C. . . . . WWSA, Harrisonburg  
 Maxey, John, Jr. (Mrs.) . . . . . WLVA, Lynchburg  
 McPherson, Marie . . . . . WEAM, Arlington  
 Nunnally, Katherine M. . . . . WSSV, Petersburg  
 Parker, Eleanor . . . . . WITM, Canville  
 Fenner, Nancy . . . . . WLOW, Norfolk  
 Roberts, Lynn . . . . . WWOOD, Lynchburg  
 Ross, Martha . . . . . WCV4, Culpeper  
 Shawhan, Carol . . . . . WBTM, Danville  
 White, Alice Brewer . . . . . WTAR, Norfolk  
 Willeford, Milli . . . . . WDV4, Danville

## Washington

Ackerman, Gerry . . . . . KCLX, Colfax  
 Boling, Edra . . . . . KBRO, Bremerton  
 Brown, Beverly . . . . . KIMA, Yakima  
 Corman, Frantzel . . . . . KWLK, Longview  
 Crosbie, Phil, "Hymn Time—Memory Lane"  
 . . . . . KHQ, Spokane  
 Donovan, Bea . . . . . KING-TV, Seattle  
 Earl, Jean . . . . . KONP, Port Angeles  
 Edgar, June . . . . . KPKW, Pasco  
 Hawkins, Nancy . . . . . KXRN, Renton  
 Hayes, Fern . . . . . KVAN, Vancouver  
 Hines, Maryalice . . . . . KIMA, Yakima  
 Jewel, Adeline . . . . . KGY, Olympia  
 Johnson, Lois, "Party Line" . . . . . KKRO, Aberdeen  
 Kane, Sharon . . . . . KOL, Seattle  
 Keaton, Verona . . . . . KBKW, Aberdeen  
 Keller, Beverly . . . . . KALE, Richland  
 Kendall, Marge . . . . . KXLE, Ellensburg  
 Lee, Dorothy . . . . . KPQ, Wenatchee  
 May, Katherine . . . . . KIT, Yakima  
 McClay, Ruth . . . . . KOMO, Seattle  
 Miller, Norma . . . . . KSEM, Moses Lake  
 Poynter, Margaret . . . . . KBRC, Mount Vernon  
 Rodrigue, Evelyn . . . . . KBKW, Aberdeen  
 Scott, Carol . . . . . KWNW, Wenatchee  
 Sehorn, Mildred . . . . . KPQ, Wenatchee  
 Smith, Betty . . . . . KYAK, Yakima  
 Smith, Margaret . . . . . KHQ, Spokane  
 Spence, Helen, "Tiek of Time" . . . . . KKRO, Aberdeen  
 Sterling, Ann . . . . . KJR, Seattle  
 Storms, Edna . . . . . KGA, Spokane  
 Strause, Marilyn . . . . . KONP, Port Angeles  
 Tipton, Jacqui . . . . . KIT, Yakima  
 Weeks, Dolores . . . . . KXRN, Renton  
 Wilson, Kay . . . . . KGA, Spokane  
 Wise, Katherine . . . . . KOMO, Seattle

## West Virginia

Birbeck, Joyce . . . . . WEIR, Weirton  
 Cattell, Mildred . . . . . WEIR, Weirton  
 Crotty, Nancy . . . . . WLOH, Princeton

Edworthy, Judy . . . . . WGKV, Charleston  
 Grigal, Helen M. . . . . WCHS, Charleston  
 Hickman, Evelyn . . . . . WWYO, Pineville  
 Hutchinson, Elaine . . . . . WJPB, Fairmont  
 Jackson, Martha, P. . . . . WMMM, Fairmont  
 Jones, Lois . . . . . WPAR, Parkersburg  
 Kercheval, Elizabeth . . . . . WSAZ, Huntington  
 Kesterson, Mercedes . . . . . WCOM, Parkersburg  
 Kitehen, Betty . . . . . WMON, Montgomery  
 Martin, Millie . . . . . WEIE, Weirton  
 McGeary, Ruth . . . . . WPAR, Parkersburg  
 Nerri, Eleanor . . . . . WPDJ, Clarksburg  
 Oliverio, Joan . . . . . WBLK, Clarksburg  
 Pearson, Rosemary . . . . . WJPB, Fairmont  
 Phelps, Emma Sue . . . . . WKOY, Bluefield  
 Ringler, Evelyn . . . . . WHIS, Bluefield  
 Ruoss, Jane . . . . . WCHS, Charleston  
 Schumaker, Maida . . . . . WSAZ-TV, Huntington  
 Shein, Alice . . . . . WBTH, Williamson  
 Snidow, Betty Jean . . . . . WKNA, Charleston  
 Strimbeck, Kady . . . . . WAJR, Morgantown  
 Weiler, Margaret . . . . . WHTN, Huntington  
 Wolfe, Shirley Spradlin . . . . . WTIP, Charleston  
 Young, Leslie . . . . . WEIR, Weirton

## Wisconsin

Anne, Mary Jean . . . . . WATW, Ashland  
 Casey, Mary . . . . . WKOW, Madison  
 Cass, Betty . . . . . WIBA, Madison  
 Chamberlain, Mary Ann . . . . . WJPG, Green Bay  
 Duran, Ann . . . . . WBEL, Beloit  
 Foster, Agnes . . . . . WLDY, Ladysmith  
 Griem, Breta . . . . . WTML-TV, Milwaukee  
 Hutton, Esther . . . . . WTMJ, Milwaukee  
 Lane, Barbara . . . . . WISC, Madison  
 Leslie, Ann . . . . . WISN, Milwaukee  
 Lue, Clifford . . . . . WLXC, La Crosse  
 Mensing, Ruth . . . . . WMAM, Marinette  
 Mortenson, Luella . . . . . WKOW, Madison  
 Mower, Margot B. . . . . WKTX, Milwaukee  
 Mueller, Bernice M. . . . . WBKY, West Bend  
 Nelson, Irene Buri . . . . . WLIP, Kenosha  
 Shields, Corinne Kopp . . . . . WLDY, Ladysmith  
 Speltz, Bernadine . . . . . WFHR, Wisconsin Rapids  
 Thomsen, Christie . . . . . WBEL, Beloit  
 Winters, Kay . . . . . WDLB, Marshfield

## Wyoming

C luson, Harlet . . . . . KOVE, Lander  
 Green, Lorraine . . . . . KOWE, Laramie  
 McOnie, Del . . . . . KOVE, Lander  
 Moore, Vandi . . . . . KOWE, Laramie  
 O'Brien, Margaret . . . . . KFBC, Laramie  
 Phisterer, Anita . . . . . KRAL, Rawlins

## Alaska

Birggs, Ruth Alice . . . . . KENI, Anchorage  
 Hargrave, Patricia . . . . . KFBB, Fairbanks  
 Henning, Genevieve . . . . . KFQD, Anchorage  
 Jacobson, Dorothy . . . . . KTKN, Ketchikan  
 Meredith, Muriel . . . . . KIFW, Sitka  
 Weeks, Norma . . . . . KINY, Juneau

## Hawaii

Buggeman, Vern . . . . . KULA, Honolulu  
 Carson, Maed . . . . . KGMB, Honolulu  
 Earl, Christmas . . . . . KPOA, Honolulu  
 Justice, Clare . . . . . KHON, Honolulu  
 Shollhouse, Carol . . . . . KULA, Honolulu  
 Suzanna . . . . . KTOH, Lihue, Kauai, Hawaii

## Puerto Rico

Alvarez, Maria M. . . . . WORA, Mayaguez, P. R.  
 Clavell, Nellie A. . . . . WPAB, Ponce  
 Cortes, Isabel . . . . . WIFE, San Juan  
 Gonzales, Hilda . . . . . WPRP, Ponce  
 Martinez, Blance L. de . . . . . WORA, Mayaguez



# **OPERATION SUCCESS!**

*with du mont telecasting equipment*

The rich heritage of over 12 years' experience in the design, manufacture and use of telecasting equipment is reflected in every piece of Du Mont equipment today. This experience results in equipment without peer for performance, dependability and operating economies.

Du Mont-equipped stations were among the first to "break into the black" a few years ago. Today a roster of the most successful stations in the television world shows an impressive percentage of partial or

100% Du Mont-equipped operations.

It was Du Mont who first advocated the "Grow As You Earn" basis of station equipment. This has paid dividends to the many stations who recently increased their transmitting power through the Acorn-to-Oak Series Transmitters. Such power increases were achieved with no loss of "time on the air" or loss of former equipment.

Truly, a Du Mont-equipped TV station exemplifies OPERATION SUCCESS!

# **DU MONT**

Television Transmitter Division;

Allen B. Du Mont Laboratories, Inc., Clifton, N. J.



PRESENTS

# THE 1952 TELEVISION YEAR BOOK

*Edited by*  
*JACK ALICOATE*

Copyright, 1952, by Radio Daily Corp.  
1501 Broadway, New York 36, N. Y. Wisconsin 7-6336

SEVENTH ANNUAL EDITION



*W. J. German, Inc.*

**EASTMAN**

MOTION PICTURE **FILM**

FORT LEE CHICAGO HOLLYWOOD



## Television—1952



TELEVISION, the modern miracle which combines sight with sound, dramatically surges forward in this Election Year, 1952.

With more than 100 stations, nearly 15 million sets and a viewing audience of around fifty-five million, television is on the threshold of a spectacular era of development as the Federal Communications Commission lifts the TV freeze and provides for station expansion.

Television has come a long way since the beginning of the postwar years in 1946. It has just begun to flex its muscles and the year ahead holds promises of great expansion in stations, audience and program services.

This edition of *Television Year Book*, fashioned from the progress of the new industry, is testimonial of television's tremendous growth and its importance to the American economy. To those who contributed to this volume we express our gratitude.

*Jack Alicoate*  
*Editor-in-Chief*

# ZIV-TV

Your outstanding source of  
dependable programming



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YESTERDAY'S NEWSREEL • EASY ACES  
SPORTS ALBUM • FEATURES  
WESTERNS • CARTOONS

All Ziv Shows are Produced Expressly for Television by  
Expert Ziv Technicians, Writers, Musicians, Directors, and  
Actors, Using the Finest and Latest Television Techniques.

Now! On Television!

ROMANCE!  
EXCITEMENT!  
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TELEVISION'S GREATEST COMBINATION  
SUPER-SLEUTH, SUPER-SALESMAN!

Hollywood movie stars and an all-star supporting cast. Action-packed complete half-hour episodes featuring roof-top chases, careening taxi cabs, motorcycle pursuits...."action" impossible in "live" TV. Three full-length selling commercials.

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LOIS COLLIER  
AS "MARY"



FRANK ORTH  
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Now! On Television!

The Unique  
TV Series with the  
Surprise Endings!

# "THE UNEXPECTED"

INCOMPARABLE DRAMA! MYSTERY! COMEDY!  
ADVENTURE! INTRIGUE!

Top Hollywood actors, outstanding music and brilliant original scripts are combined in this intriguing, suspenseful series. Each half-hour program a complete, provocative episode... planned for three 1-minute selling commercials.

**TELEVISION'S MARKET-MINDED DYNAMIC DRAMATIC SHOW!**



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## Television Programs INC

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NEW YORK

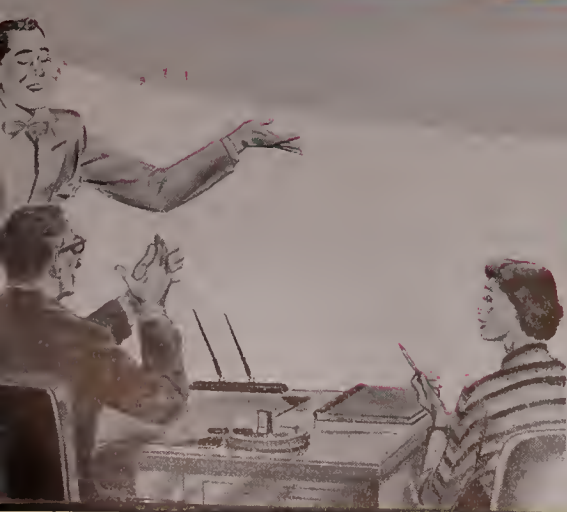
5255 CLINTON AVE.  
HOLLYWOOD





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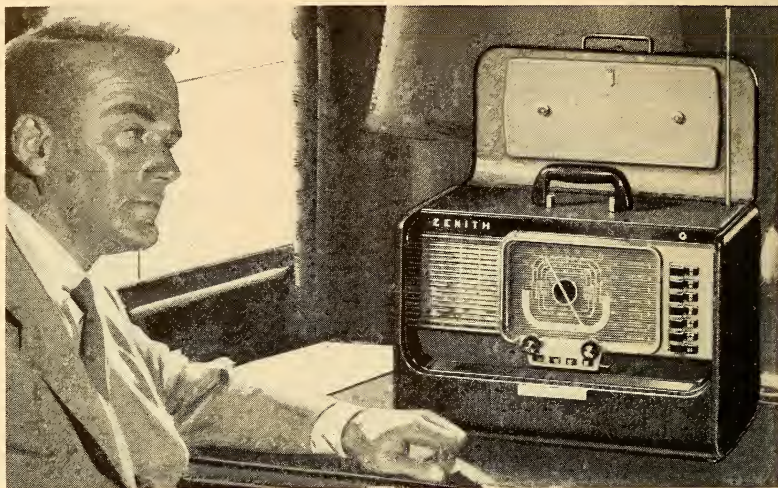
Tap Hollywood actors, outstanding music and brilliant original scripts are combined in this intriguing, suspenseful series. Each half-hour program a complete, provocative episode...planned for three 1-minute selling commercials.

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TV Series with the  
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# NEW **ZENITH** SUPER TRANS-OCEANIC



*-the portable radio that belongs  
on every business leader's desk*

You're certain to agree that there's no finer radio for the business leader than Zenith's Super Trans-Oceanic Short Wave Portable. Its superb construction, matchless appearance and flawless performance are quickly apparent to the discerning eye and ear.

News, weather and market reports are at your fingertips as you conduct your business. On plane, train or ship

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And when you turn from business to pleasure, at home or in the remote places of rod and gun, you reach across oceans and continents to keep in touch with the world.

Truly, Zenith's Super Trans-Oceanic Short Wave Portable is the only radio of its kind in the world.



**Marine and Weather Short Wave**—38 to 150 Meter Continuous Tuning Bands. Brings in ship-to-ship and ship-to-shore conversations; weather reports; amateur stations.

**Trans-World Short Wave Reception**—16, 19, 25 and 31 Meter Bands. Pulls in more stations, more countries than ever before.

**Trans-Continental Standard Reception**—Brings in stations where other portables fail—even in remote areas and steel buildings.

**Humidity-Proofed**—against loss of sensitivity.

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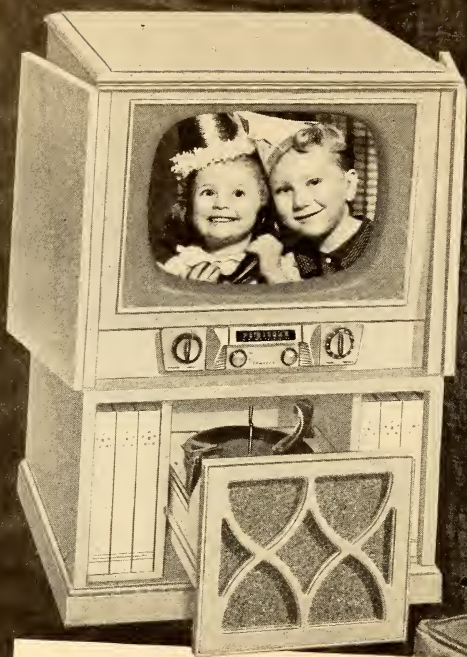


# OFFICIAL F. C. C. TV ALLOCATIONS

## SIXTH REPORT AND ORDER ON TELEVISION



*A Summary of TV  
Report and Allocations  
in VHF and UHF Bands  
released on April 14, 1952*



NEW 21"

**Admiral**

TV HOME THEATRE  
IN A CABINET  
ONLY 28" WIDE!

Featuring revolutionary new "cylindrical face" picture tube that stops annoying reflections. It's another Admiral "first"!

Take your choice! Television . . . clear as the movies on a big family size 21" picture tube. Dynamagic radio . . . a new thrill for your listening pleasure. Triple-play phonograph (33½, 45, 78 rpm) . . . up to five hours of recorded music with one loading. Choose one . . . choose all . . . you're set for a wonderful evening with an Admiral. It's a complete home theatre! In walnut, mahogany or blonde. At leading dealers everywhere. Admiral 17" TV . . . as low as \$189.95.





# TV FREEZE LIFTED

*By FCC Report and Order*

IN a momentous decision, the most important in the history of the Federal Communications Commission, the FCC on April 14 unshackled television by issuing its Sixth Report and Order setting forth channel allocations in both the VHF and UHF bands and defining procedure. The FCC action marks the lifting of the TV freeze and sets in motion plans for orderly expansion of television throughout the United States and its possessions.

The voluminous report, covering 500 typewritten pages, documents, 2,053 channel assignments in 1,291 communities with 242 UHF channels being allotted to non-commercial educational stations. Thirty-two existing stations are given

## **Your TV Question Answered**

As a service to readers of RADIO-TELEVISION DAILY who are interested in the TV allocations for any specific market, the Service Department of this publication is prepared to furnish you quotations from the FCC Report and Order as it relates to any specified market. Address your inquiry to TV SERVICE EDITOR, RADIO-TELEVISION DAILY, 1501 Broadway, New York, N. Y.

changes of frequency and stations are placed in a single class with three geographic zones.

It is a complete documentation of commission TV actions from the day the proceedings were instituted on May 6, 1948, until the lifting of the freeze. Section by section the report deals with the amendment of Section 3.606 of the commission's rules and regulations; amendment of the commission's rules and regulations and engineering standards concerning television broadcast service and the utilization of frequencies in the band 470 to 890 mcs., for television broadcasting.

In announcing the report it is revealed that Commissioner Robert Bartley did not participate; Commissioner Edward M. Webster concurred; Commissioner Frieda B. Hennock concurred in part and dissented in part and Commissioner Robert F. Jones wrote a dissenting opinion.

Anticipating an unprecedented number of applications for new television stations as a result of the lifting of the freeze, the commission has announced a temporary processing procedure. Desirous of making television service available to the greatest number of people in the shortest period of time, the FCC has set up separate processing lines for different cate-

**How did I become a vice president? Used my head.  
While others were sinking money in live TV, I got in touch  
with Consolidated and bought a bang-up show on film.  
Then I bought spot market.  
No wasted circulation...  
costs less, too. And I  
don't mind adding that it pleased  
the client no end.**



## **CONSOLIDATED TELEVISION SALES**

*a division of Consolidated Television Productions, Inc.*

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gories of applications. These categories have been set upon the basis of the present lack of television service in the communities from which they are filed. Non-commercial educational television station applications will be processed separately beginning July 1.

#### Processing Procedure

The first applications to be processed will be those arising out of final determinations made by the commission with respect to presently operating television stations whose channel assignments will be changed as a result of the orders to show cause set forth in the commission's third notice, since the implementing of these changes will affect the orderly implementation of the Table of Assignments. These applications will be processed beginning with the effective date of the new rules.

When the commission completes the processing of the applications from the orders to show cause, two processing lines will be established to operate concurrently. The operation of these lines will not begin before July 1, in order to allow a reasonable period for filing new applications and amending those on file, the commission stated.

#### Will Favor Larger Cities

One line will process applications for new television stations in cities presently receiving service. Within the group in the first processing line, the cities for which applications are filed will be taken in the order of their populations, so that the largest concentrations of population now receiving no service will be handled first.

Five separate groupings have been arranged for the second processing line. The first two of these groups give precedence to the UHF service, where either no VHF channels (excluding non-commercial educational channels) are assigned on all VHF channels (excluding noncommercial educational channels) are already occupied.

#### Processing Explained

Explaining the processing procedure, the FCC order stated:

"Since all existing stations are in the VHF band, and all present receivers require at least some modification to receive stations in the UHF band, this precedence will help enable the younger service to

start first, a matter of great importance to the development of the assignment pattern provided in the Table of Assignments."

The three remaining groups provide, in order, for cities with one service, but no local station, for cities with one service from two or more stations, thus carrying out the principle of making service available first to cities now receiving none, and then making available a local service before other cities are provided with multiple services.

A separate processing line will be set up by the commission to handle application to modify construction permits granted after July 1, 1952, petitions for reconsideration of actions taken with respect to applications for new television stations, and petitions for waiver of hearings of these applications, all to be processed as filed.

#### Basis of Allocations Outlined

Basis of the Table of Assignments is set forth in the commission's assignment principle where "... endeavored to meet the twofold objective to provide television service, as far as possible to all people of the United States and to provide a fair, efficient and equitable distribution of television broadcast stations to the several states and communities."

With this as the objective, the commission set up priorities as follows:

Priority No. 1: To provide at least one television service to all parts of the country.

Priority No. 2: To provide each community with at least one television broadcast station.

Priority No. 3: To provide a choice of at least two television services to all parts of the United States.

Priority No. 4: To provide each community with at least two television broadcast stations.

Priority No. 5: Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending on the size of the population of each community, the geographical location of such community, and the number of television services available to such community from television stations located in other communities.

# how to secure a top television film program:

---

Five basic requirements are necessary to produce a top television film program series—from promise to fulfillment. The real job is to find them all in one organization—with sufficient experience to insure that all five are working smoothly and efficiently.

These five requirements are:

- ... an adequate script department
- ... a mature casting group
- ... a truly fine production unit
- ... a top creative editorial staff
- ... ample capital.

As producers of 44 half-hour *Fireside Theatre* programs and now well under way with two new series of 52 half-hours each, *Rebound* and *Crown Theatre*, Crosby Enterprises, Inc. offers agencies and advertisers a background and experience probably unparalleled in this field. We have several additional properties available for consideration.

Inquiries should be addressed to Charles B. Brown, Crosby Enterprises, Inc., 9028 Sunset Boulevard, Hollywood 46, California.

*Bing Crosby Enterprises, Inc.*

TELEVISION DIVISION





With the above priorities set up, the commission made it known that no single mechanical formula was used in setting up the Table of Assignments, but that geographic, economic and population conditions were the principal factors for assignment of channels. In making the assignments the commission said that UHF channels were coordinated with and made complementary to the VHF assignment plan. The commission's report also states "If all VHF and UHF channels are utilized, there should be few, if any, people of the United States residing beyond the areas of television service. Provision has been made for at least one assignment to over 1,250 communities and it has attempted, where possible, to provide each community with at least two assignments."

#### DuMont Plan Noted

The report stated that the Allen B. DuMont Laboratories, Inc., was the only party to the proceedings to submit a national television assignment as an alternative to that contained in the commission's Third Notice, and after going into the DuMont proposal at length, the commission found that the principles of assignment which DuMont advocates were inadequate in that those principles did not recognize specifically the need to provide an equitable apportionment of channels among the separate states and communities and "did not provide adequately for the educational needs of the primarily educational centers."

Notice was also taken of the CBS proposal of views "generally similar to those of DuMont in respect to the need for providing additional commercial VHF stations in key economic areas."

As defense, the commission's report said that the Joint Committee on Educational Television alleged that the commission's priorities were deficient in not specifically recognizing non-commercial educational TV and urged that an additional priority be established between Priority No. 3 and Priority No. 4 reading as follows: To provide a non-commercial educational television service to all parts of the United States by the reservation of frequencies for this purpose.

One interesting aspect of the re-

port on the use of channels is that the commission has made specific assignments to the particular cities and communities on Channels 2 through 65. The commission stated: "Channels 66 to 78 or 83 were designated as flexibility channels and no specific assignments to individual cities or communities were made on these channels. It was provided in the Third Notice that persons desiring to file an application for a station in a community which (1) is not listed in the Table of Assignments and (2) is not eligible for an assignment, without the necessity of rule making proceedings might file an application for a station on one of the flexibility channels without further rule making. It was provided, however, that stations on flexibility channels could not be applied for, in this manner, in a community assigned a channel in the Table or which was otherwise eligible for such an assignment without further rule making under the 15-mile rule."

#### Interesting Changes

Some interesting changes and allocations are revealed in the Table of Assignments. New York City, for example receiving two UHF assignments, one for non-commercial educational use and bringing the city's total number of stations to eight. Chicago, on the other hand, will have a total of ten stations. In New Jersey, Andover, Camden, Freehold, Hammonton and Montclair have been added to the Table. Denver, long the isolated market, will receive a total of six stations, one non-commercial. Detroit, originally slated for seven stations, will have only five from the Table, all commercial, while Windsor, Ont. remains unchanged with two stations.

Among other cities to be added include Calumet and Coldwater, Michigan, Clemson, S. C., Adams, Chilton, Park Falls and Shell Lake, Wisconsin.

Three geographic zones are set up under the order in the United States and territories and possessions, and channels have been set up in accordance with mileage separations for each zone. Co-channel assignment separations of 170 miles for VHF and 155 miles for UHF have been established for zone I,



*Chicago's Newest and Fastest Rising  
Morning Television Show*

# “Breakfast with the O’NEILS”



MONDAY THRU FRIDAY AT 10:30 A.M. over WBKB

Some of Danny's  
Recent Network  
Appearances Have Been . . .

- ★ THE EDDIE CANTOR SHOW
- ★ CHESTERFIELD SUPPER CLUB
- ★ THE KEN MURRAY SHOW

Number **1** variety show in TV Forecast Annual Awards Poll

“Breakfast with the O’Neils voted best daytime variety show. That’s the thunderous decision proclaimed in TV Forecast’s recent 300,000 vote contest.

Number **1** singer, TV Forecast Annual Awards Poll

Danny O’Neil voted favorite local male singer. A great all-around guy, his genuine sense of humor and sincere manner make him a welcome guest in everyone’s home. A true product of the informal easy style of Chicago television.



ABOUT THE SHOW . . . “BREAKFAST WITH THE O’NEILS”

There’s music . . . Danny’s fine tenor voice bringing welcomed melody into thousands of Chicago homes. There are topics of interest . . . as Danny introduces viewers to everyone from well-known celebrities, to little-known folks with a real human, vibrant story to tell. There’s informality . . . as Danny and wife Gerrie (a former Broadway dancing star), chat with pianist Dick Boyell in an atmosphere that makes the viewer feel they’re all together in a relaxing home atmosphere.



DICK BOYELL



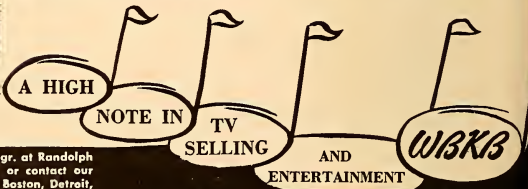
GERRIE O’NEIL

DANNY O’NEIL CAN *Sell* YOUR PRODUCT

Sincerity is the key-note of Danny’s personality. You’ll see that as soon as you meet him. And of course there’s nothing like television to convey that sincerity to thousands of viewers. That’s why folks who have seen Danny on Chicago programs for many years, have come to think of him as a personal friend. That’s why when Danny tells them about a sponsor’s product, they know he’s given it his personal approval, and that he’s sure it would be a good buy for them. When you buy the Danny O’Neil show, you buy a public’s confidence in an entertainer whose word they trust. When he asks them to buy his product, you know they’ll buy it.



Relaxing home atmosphere at the O’Neils.



For further information contact John H. Mitchell, Gen. Mgr. at Randolph 6-8210—Write WBKB, 190 N. State St., Chicago 1, Ill., or contact our station representative, Weed & Company, in New York, Boston, Detroit, San Francisco, Atlanta or Hollywood.

Northeast U. S., 190 miles and 175 miles for zone II, which includes the territories and possessions and the entire middle portion of the U. S., the lower Atlantic states and most of the Gulf states, and zone III, 220 and 205 miles, in the Southeast U. S.

At the same time, the order amends and recodifies the commission's rules governing TV broadcast stations, and amends the standards of good engineering practice concerning TV broadcast stations to reflect the commission's decisions in these proceedings.

The order calls for a revised application form (FCC form 301) for new stations or changes in existing stations. Applications currently on file with the commission, including 171 applications now removed from hearing status, must be amended; otherwise, the commission says threateningly, such applications will be dismissed. Applications must specify a channel assigned.

#### Opinions Noted

Three FCC commissioners have written varying opinions on this decision bringing to an end the three-and-one-half year "freeze" on new TV stations. Robert F. Jones, dissenting from the majority opinion, wrote more than four thousand words, supporting his argument, while E. M. Webster issued an opinion concurring with the majority. Frieda B. Hennock's opinion was both for and against.

In his opinion, Jones contended that: "... this firm, fixed and final allocation plan pretends to keep the large city broadcasters from squatting on the best television channels to the exclusion of the small city. . . ."

"Actually, if you attribute all the selfishness charged against them in the commission's decision, broadcasters could have done little more on an application basis, without an allocation plan, to carve out an advantage to the detriment of the smaller cities. . . ."

"The general rules and standards, and to a greater extent the city-to-city allocation plan actually exclude VHF channels from the smaller cities unless there happens to be no larger city within artillery range to put them in. This is justified on the basis that VHF covers

wider areas than UHF, and that the larger cities can serve the rural population. So the general standards are drafted to the advantage of the largest cities to accomplish this basic purpose with VHF channels.

#### Shrinks VHF Channels

"This policy literally shrinks the 12 VHF channels of the spectrum . . . to the equivalent of 4 in the Northeast part of the U. S. and other areas like it. This occurs because the bigger you make any station's coverage the wider you have to space stations. The wider you space stations the lesser number of times you can use the channel in the entire country.

"The commission has pretended that these high power, antenna heights, and wider VHF spacings actually give more service to the rural areas. In fact, the contrary is true. In the Northeastern U. S. and other areas like it, 148 per cent more rural and city area could get a grade A service and 59 per cent more could get grade B service if the 250 mile median spacing (between stations operating on the same channel) is cut in half when 500 foot antennas are used and cut one-third when 1,000 foot antennas are used.

"The commission has made 10 kw maximum power for VHF channels 2 to 6, and 316 kw for VHF channels 7 to 13 roughly three times the low band VHF power) and made 2,000 foot antenna heights the maximum except in . . . (Northeastern U. S.) where 1,000 feet is maximum. These are the values which have to be used by broadcasters everywhere (from New York City to Goldfield, Nevada—population 336) to make the commission's plan even approach degraded efficiency. This means that there is a million-dollar entry fee for every broadcaster to guarantee the commission plan's efficiency. If broadcasters from small towns (VHF was given to the largest cities and UHF generally to the smaller cities to fill in the gaps not covered by VHF) are to contribute to efficiency, they had better study astronomy to figure up their balance sheets and buy lots of red ink. . . ."

Continuing, Jones said, "Now sound UHF station commercializa-



# ADVANCE TELEVISION PICTURE SERVICE, Inc.

Distributors and Producers of —

MOTION PICTURES for TELEVISION

OVER  
**3 MILLION FEET**  
OF  
**STOCK SHOTS**

Material To Fit In With Every Possible Idea  
FOR RENT OR SALE

Leaders in the Television Industry  
Since 1936

**PROJECTION ROOMS**  
**CUTTING ROOMS**  
**SHIPPING SERVICE**

\* \* \*

**OLD TIME SILENT MOVIES**  
**COMEDIES — DRAMAS, etc.**

\* \* \*

Foreign Films

French — Italian — German  
Travel — Unusual, etc.

**COMPLETE PROGRAM DEPT.**

A Production Department  
Producing Pictures for Television

\* \* \*

**ADVANCE TELEVISION PICTURE SERVICE, INC.**

729 SEVENTH AVENUE Telephone: Circle 5-6873 NEW YORK 19, N. Y.



tion is handicapped economically and technically by 17 million VHF-only receiving sets. Any prospective UHF broadcaster is not only handicapped where UHF and VHF are intermixed, but also in areas where UHF is not used to supplement the inefficient assignment of VHF channels.

#### Denies Local Television

" . . . The purpose of the allocation plan now being adopted by the commission is to create a nationwide competitive television system, but the effect of the plan is to deny local television to cities not included in the table. Once the table is established and construction permits are granted, followed by licenses and operation on the channels assigned . . . the commission will not be able to dislocate such licenses to make another plan more efficient without litigation ensuing between such licensees and the commission.

"The entire philosophy of providing the standard service area for all cities based upon a service area satisfactory to the largest city in the table exposes some absurd results," Jones said. "For example, the commission concluded that 'the geographical distribution of people and cities of the U. S. does not lend itself to a simple rule for spacing of stations' which will protect the interference free service area of each channel. Yet the commission has adopted just such a simple rule that it condemns as the sole criteria for assignment of channels and refusal to assign channels to cities throughout the nation."

Commissioner E. M. Webster issued a concurring opinion on the matter. After noting that when the Third Notice of Further Proposed Rule Making was issued on March 22, 1951, he stated in a separate opinion that he believed the reservation of channels for non-commercial educational TV stations was warranted only upon a showing that here was a reasonable probability that, if such reservation were made, the channels would be utilized in the reasonably near future.

In his opinion Commissioner Webster said he felt a vast major-

ity of the representatives of educational institutions had little concept of costs and practical problems involved in the construction and operation of a TV station, and that when brought face-to-face with practicalities they might find the economic hurdle difficult, if not impossible to surmount.

One of the considerations which enabled him to accept the reservation of channels, Webster said, is the fact that in event the educators fail in their efforts, the commission, at any time it considers it in the public interest to do so, can reconsider its decision and through rule making proceedings, assign idle educational channels for commercial purposes and also possibly promulgate rules requiring other than non-commercial educational stations to provide adequate educational programs. He also noted that after one year any party is at liberty to petition the commission for rule making proceedings looking toward the commercialization of any or all educational channels lying fallow at the time.

#### Hennock Opinion

In an opinion concurring in part and dissenting in part Commissioner Frieda B. Hennock said that with reference to the educational reservations of the Sixth Report and Order, she concurred in the decision insofar as it adopts the principle of reserving channels for educational purposes and insofar as it assigns specific channels for such purposes. She dissented, however, from the decision insofar as it fails to make a more adequate and proper provision for education.

Referring to the commission's experience with FM where the set problem was so crucial, Commissioner Hennock said that it was clear that practical economic considerations cannot be left largely to chance in the establishment of a new service. She was referring to the increases in station power and antenna height in VHF and UHF.

Further, Commissioner Hennock stated, she felt the commission should have adopted its proposal from the Third Notice to give a substantial preference in the unassigned "flexibility" channels to cities without TV assignments.

# OFFICIAL FCC TV ALLOCATIONS

## ALABAMA

|              | Channel No.        |
|--------------|--------------------|
| Andalusia    | 29                 |
| Anniston     | 37                 |
| Auburn       | *56                |
| Bessemer     | 54                 |
| Birmingham   | 6, *10, 13, 42, 48 |
| Brewton      | 23                 |
| Clanton      | 14                 |
| Cullman      | 60                 |
| Decatur      | 23                 |
| Demopolis    | 18                 |
| Dothan       | 9, 19              |
| Enterprise   | 40                 |
| Eufaula      | 44                 |
| Florence     | 41                 |
| Fort Payne   | 19                 |
| Gadsden      | 15, 21             |
| Greenville   | 49                 |
| Guntersville | 40                 |
| Huntsville   | 31                 |
| Jasper       | 17                 |
| Mobile       | 5, 8, *42          |
| Montgomery   | 12, 20, *26, 32    |
| Opelika      | 22                 |
| Selma        | 58                 |
| Sheffield    | 47                 |
| Sylacauga    | 24                 |
| Talladega    | 64                 |
| Thomasville  | 27                 |
| Troy         | 38                 |
| Tuscaloosa   | 45, 51             |
| Tuskegee     | 16                 |
| University   | *7                 |

## ARIZONA

|             |              |
|-------------|--------------|
| Ajo         | 14           |
| Bisbee      | 15           |
| Casa Grande | 18           |
| Clifton     | 25           |
| Coolidge    | 30           |
| Douglas     | 3            |
| Eloy        | 24           |
| Flagstaff   | 9, 13        |
| Globe       | 34           |
| Holbrook    | 14           |
| Kingsman    | 6            |
| Mesa        | 12           |
| Miami       | 28           |
| Morenci     | 31           |
| Nogales     | 17           |
| Phoenix     | 3, 5, *8, 10 |
| Prescott    | 15           |
| Safford     | 21           |
| Tucson      | 4, *6, 9, 13 |
| Williams    | 25           |
| Winslow     | 16           |
| Yuma        | 11, 18       |

## ARKANSAS

|              |            |
|--------------|------------|
| Arkadelphia  | 34         |
| Batesville   | 30         |
| Benton       | 40         |
| Blytheville  | 64, 74     |
| Camden       | 50         |
| Conway       | 49         |
| El Dorado    | 10, 26     |
| Fayetteville | *13, 41    |
| Forrest City | 22         |
| Fort Smith   | 5, *16, 22 |

## Channel No.

|              |                   |
|--------------|-------------------|
| Harrison     | 24                |
| Helena       | 54                |
| Hope         | 15                |
| Hot Springs  | 9, 52             |
| Jonesboro    | 8, 39             |
| Little Rock  | *2, 4, 11, 17, 23 |
| Magnolia     | 28                |
| Malvern      | 46                |
| Morrilton    | 43                |
| Newport      | 28                |
| Paragould    | 44                |
| Pine Bluff   | 7, 36             |
| Russellville | 19                |
| Searcy       | 33                |
| Springdale   | 35                |
| Stuttgart    | 14                |

## CALIFORNIA

|                             |                                    |
|-----------------------------|------------------------------------|
| Alturas                     | 9                                  |
| Bakersfield                 | 10, 29                             |
| Brawley                     | 25                                 |
| Chico                       | 12                                 |
| Corona                      | 52                                 |
| Delano                      | 33                                 |
| El Centro                   | 16                                 |
| Eureka                      | 3, 13                              |
| Fresno                      | 12, *18, 24, 47, 53                |
| Hanford                     | 21                                 |
| Los Angeles                 | 2, 4, 5, 7, 9, 11, 13, 22, *28, 34 |
| Madera                      | 30                                 |
| Merced                      | 34                                 |
| Modesto                     | 14                                 |
| Monterey (see Salinas)      | 24                                 |
| Napa                        | 62                                 |
| Oakland (see San Francisco) | 24                                 |
| Oxnard                      | 32                                 |
| Petaluma                    | 56                                 |
| Port Chicago                | 15                                 |
| Red Bluff                   | 16                                 |
| Redding                     | 7                                  |
| Riverside                   | 40, 46                             |
| Sacramento                  | 3, *6, 10, 40, 46                  |
| Salinas-Monterey            | 8, 28                              |
| San Bernardino              | 18, *24, 30                        |
| San Buenaventura            | 38                                 |
| San Diego                   | 8, 10, *15, 21, 27, 33, 39         |
| San Francisco               | 24                                 |
| Oakland                     | 2, 4, 5, 7, *9, 20, 26, 32, 38, 44 |
| San Jose                    | 11, 48, *54, 60                    |
| San Luis Obispo             | 6                                  |
| Santa Barbara               | 3, 20, 26                          |
| Santa Cruz                  | 16                                 |
| Santa Maria                 | 44                                 |
| Santa Paula                 | 16                                 |
| Santa Rosa                  | 50                                 |
| Stockton                    | 13, 36, *42                        |
| Tulare                      | 27                                 |
| Ukiah                       | 18                                 |
| Visalia                     | 43, 49                             |
| Watsonville                 | 22                                 |
| Yreka City                  | 11                                 |
| Yuba City                   | 52                                 |

## COLORADO

|                  |                        |
|------------------|------------------------|
| Alamosa          | 19                     |
| Boulder          | *12, 22                |
| Canon City       | 36                     |
| Colorado Springs | 11, 13, *17, 23        |
| Craig            | 19                     |
| Delta            | 24                     |
| Denver           | 2, 4, *6, 7, 9, 20, 26 |

\* Denotes Channel reservation for non-commercial educational use.

# OFFICIAL FCC TV ALLOCATIONS

|                | Channel No.      |
|----------------|------------------|
| Durango        | 6, 15            |
| Fort Collins   | 44               |
| Fort Morgan    | 15               |
| Grand Junction | 5, 21            |
| Greeley        | 50               |
| La Junta       | 24               |
| Lamar          | 18               |
| Leadville      | 14               |
| Loveland       | 38               |
| Longmont       | 32               |
| Montrose       | 10, 18           |
| Pueblo         | 3, 5, *8, 28, 31 |
| Salida         | 25               |
| Sterling       | 25               |
| Trinidad       | 21               |
| Walsenburg     | 30               |

## CONNECTICUT

|                        |             |
|------------------------|-------------|
| Bridgport              | 43, 49, *71 |
| Hartford               | 3, 18, *24  |
| Meriden                | 65          |
| New Britain            | 30          |
| New Haven              | 8, 59       |
| New London             | 26, 81      |
| Norwalk (see Stamford) |             |
| Norwich                | 67, *63     |
| Stamford-Norwalk       | 27          |
| Waterbury              | 53          |

## DELAWARE

|            |             |
|------------|-------------|
| Dover      | 40          |
| Wilmington | 12, 53, *59 |

## DISTRICT OF COLUMBIA

|            |                     |
|------------|---------------------|
| Washington | 4, 5, 7, 9, 20, *26 |
|------------|---------------------|

## FLORIDA

|                            |                      |
|----------------------------|----------------------|
| Belle Glade                | 25                   |
| Bradenton                  | 28                   |
| Clearwater                 | 32                   |
| Daytona Beach              | 2                    |
| De Land                    | 44                   |
| Fort Lauderdale            | 17, 23               |
| Fort Myers                 | 11                   |
| Fort Pierce                | 19                   |
| Gainesville                | *5, 20               |
| Jacksonville               | 4, *7, 12, 30, 33    |
| Key West                   | 14, 20               |
| Lake City                  | 33                   |
| Lakeland                   | 16, 22               |
| Lake Wales                 | 14                   |
| Leesburg                   | 26                   |
| Marianna                   | 17                   |
| Miami                      | *2, 4, 7, 10, 27, 33 |
| Ocala                      | 15                   |
| Orlando                    | 6, 9, 18, *24        |
| Palm Bay                   | 17                   |
| Panama City                | 7, *20, 36           |
| Pensacola                  | 3, 15, *21, 46       |
| Quincy                     | 54                   |
| St. Augustine              | 25                   |
| St. Petersburg (see Tampa) |                      |
| Sanford                    | 35                   |
| Sarasota                   | 34                   |
| Tallahassee                | *11, 24, 51          |
| Tampa-St. Petersburg       | *3, 8, 13, 38        |
| West Palm Beach            | 5, 12, *15, 21       |

## GEORGIA

|            |                   |
|------------|-------------------|
| Albany     | 10, 25            |
| Americus   | 31                |
| Athens     | *8, 60            |
| Atlanta    | 2, 5, 11, *30, 36 |
| Augusta    | 6, 12             |
| Bainbridge | 35                |

|               | Channel No. |
|---------------|-------------|
| Brunswick     | 28, 34      |
| Cairo         | 45          |
| Carrollton    | 33          |
| Cartersville  | 63          |
| Cedartown     | 53          |
| Columbus      | 4, 28, *34  |
| Cordele       | 43          |
| Dalton        | 25          |
| Douglas       | 32          |
| Dublin        | 15          |
| Elberton      | 16          |
| Fitzgerald    | 23          |
| Fort Valley   | 18          |
| Gainesville   | 52          |
| Griffin       | 39          |
| La Grange     | 50          |
| Macon         | 13, *41, 47 |
| Marietta      | 57          |
| Milledgeville | 51          |
| Moultrie      | 48          |
| Newnan        | 61          |
| Rome          | 9, 59       |
| Savannah      | 3, *9, 11   |
| Statesboro    | 22          |
| Swainsboro    | 20          |
| Tifton        | 14          |
| Thomasville   | 6, 27       |
| Toccoa        | 35          |
| Valdosta      | 37          |
| Vidalia       | 26          |
| Waycross      | 16          |

## IDAHO

|               |          |
|---------------|----------|
| Blackfoot     | 33       |
| Boise         | *4, 7, 9 |
| Burley        | 15       |
| Caldwell      | 2        |
| Coeur d'Alene | 12       |
| Emmett        | 26       |
| Gooding       | 23       |
| Idaho Falls   | 3, 8     |
| Jerome        | 17       |
| Kellorg       | 33       |
| Lewiston      | 3        |
| Moscow        | *15      |
| Nampa         | 6, 12    |
| Payette       | 14       |
| Pocatello     | 6, 16    |
| Preston       | 41       |
| Rexburg       | 27       |
| Rupert        | 21       |
| Sandpoint     | 9        |
| Twin Falls    | 11, 13   |
| Wallace       | 27       |
| Weiser        | 20       |

## ILLINOIS

|                  |                                     |
|------------------|-------------------------------------|
| Alton            | 48                                  |
| Aurora           | 16                                  |
| Belleville       | 54                                  |
| Bloomington      | 15                                  |
| Cairo            | 24                                  |
| Carbondale       | 34, *61                             |
| Centralla        | 32, 59                              |
| Champaign-Urbana | 3, *12, 21, 27, 33                  |
| Chicago          | 2, 5, 7, 9, *11, 20, 26, 32, 38, 44 |
| Danville         | 24                                  |
| Decatur          | 17, 23                              |
| De Kalb          | *67                                 |
| Dixon            | 47                                  |
| Elgin            | 28                                  |
| Freeport         | 23                                  |
| Galesburg        | 40                                  |
| Harrisburg       | 22                                  |
| Jacksonville     | 29                                  |
| Joliet           | 48                                  |
| Kankakee         | 14                                  |
| Kewanee          | 60                                  |
| La Salle         | 35                                  |

\* Denotes Channel reservation for non-commercial educational use.

# OFFICIAL FCC TV ALLOCATIONS

|                                   | Channel No.    |
|-----------------------------------|----------------|
| Lincoln                           | 53             |
| Macomb                            | 61             |
| Marion                            | 40             |
| Mattoon                           | 46             |
| Moline (see Davenport, Iowa)      |                |
| Mt. Vernon                        | 38             |
| Olney                             | 16             |
| Pekin                             | 49             |
| Peoria                            | 8, 19, *37, 43 |
| Quincy                            | 10, 21         |
| Rockford                          | 13, 39, *45    |
| Rock Island (see Davenport, Iowa) |                |
| Springfield                       | 2, 20, *26     |
| Streator                          | 65             |
| Urbana (see Champaign)            |                |
| Vandalia                          | 28             |
| Waukegan                          | 22             |

## INDIANA

|               |                       |
|---------------|-----------------------|
| Anderson      | 61                    |
| Angola        | 15                    |
| Bedford       | 39                    |
| Bloomington   | 4, *30, 36            |
| Columbus      | 42                    |
| Connersville  | 38                    |
| Elkhart       | 52                    |
| Evansville    | 7, 50, *56, 62        |
| Fort Wayne    | 21, *27, 33           |
| Gary          | 50, *66               |
| Hammond       | 56                    |
| Indianapolis  | 6, 8, 13, *20, 26, 67 |
| Jasper        | 19                    |
| Kokomo        | 31                    |
| Lafayette     | *47, 59               |
| Lebanon       | 18                    |
| Logansport    | 51                    |
| Madison       | 25                    |
| Marion        | 29                    |
| Michigan City | 62                    |
| Muncie        | 49, 55, *71           |
| Richmond      | 32                    |
| Shelbyville   | 58                    |
| South Bend    | 34, *40, 46           |
| Tell City     | 31                    |
| Terre Haute   | 10, *57, 63           |
| Vincennes     | 44                    |
| Washington    | 60                    |

## IOWA

|                                          |                    |
|------------------------------------------|--------------------|
| Algona                                   | 37                 |
| Ames                                     | 5, 25              |
| Atlantic                                 | 45                 |
| Boone                                    | 19                 |
| Burlington                               | 32, 38             |
| Carroll                                  | 39                 |
| Cedar Rapids                             | 2, 9, 20, *26      |
| Centerville                              | 31                 |
| Charles City                             | 18                 |
| Cherokee                                 | 14                 |
| Clinton                                  | 64                 |
| Creston                                  | 43                 |
| Davenport-Rock Island & Moline, Illinois | 4, 6, *30, 36, 42  |
| Decorah                                  | 44                 |
| Des Moines                               | 8, *11, 13, 17, 23 |
| Dubuque                                  | 56, 62             |
| Estherville                              | 24                 |
| Fairfield                                | 54                 |
| Fort Dodge                               | 21                 |
| Fort Madison                             | 50                 |
| Grimmell                                 | 46                 |
| Iowa City                                | *12, 24            |
| Keokuk                                   | 44                 |
| Knoxville                                | 33                 |
| Marshalltown                             | 49                 |
| Mason City                               | 3, 35              |
| Muscatine                                | 58                 |
| Newton                                   | 29                 |
| Oelwein                                  | 28                 |

|              | Channel No.   |
|--------------|---------------|
| Oskaloosa    | 52            |
| Ottumwa      | 15            |
| Red Oak      | 32            |
| Shenandoah   | 20            |
| Sioux City   | 4, 9, *30, 36 |
| Spencer      | 42            |
| Storm Lake   | 34            |
| Waterloo     | 7, 16, *22    |
| Webster City | 27            |

## KANSAS

|               |                |
|---------------|----------------|
| Abilene       | 31             |
| Arkansas City | 49             |
| Atchison      | 60             |
| Chanute       | 50             |
| Coffeyville   | 33             |
| Colby         | 22             |
| Concordia     | 47             |
| Dodge City    | 6, 23          |
| El Dorado     | 55             |
| Emporia       | 39             |
| Fort Scott    | 27             |
| Garden City   | 9, 11          |
| Goodland      | 25             |
| 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          |
| Pratt         | 36             |
| Salina        | 34             |
| Topeka        | 13, 42, *48    |
| Wellington    | 22             |
| Wichita       | 3, 10, 16, *22 |
| Winfield      | 43             |

## KENTUCKY

|                |                        |
|----------------|------------------------|
| Ashland        | 59                     |
| Bowling Green  | 13, 17                 |
| Campbellsville | 40                     |
| Corbin         | 16                     |
| Danville       | 35                     |
| Elizabethtown  | 23                     |
| Frankfort      | 43                     |
| Glasgow        | 28                     |
| Harlan         | 36                     |
| Hazard         | 19                     |
| Hopkinsville   | 20                     |
| Lexington      | 27, 33                 |
| Louisville     | 3, 11, *15, 21, 41, 51 |
| Madisonville   | 26                     |
| Mayfield       | 49                     |
| Maysville      | 24                     |
| Middlesborough | 57, 63                 |
| Murray         | 33                     |
| Owensboro      | 14                     |
| Paducah        | 6, 43                  |
| Pikeville      | 14                     |
| Princeton      | 45                     |
| Richmond       | 60                     |
| Somerset       | 22                     |
| Winchester     | 37                     |

## LOUISIANA

|            |       |
|------------|-------|
| Abbeville  | 42    |
| Alexandria | 5, 62 |

\* Denotes Channel reservation for non-commercial educational use.



# OFFICIAL FCC TV ALLOCATIONS

|              | Channel No.              |
|--------------|--------------------------|
| Bastrop      | 63                       |
| Baton Rouge  | 10, 28, *34, 40          |
| Bogalusa     | 39                       |
| Crowley      | 21                       |
| De Ridder    | 14                       |
| Eunice       | 64                       |
| Franklin     | 46                       |
| Hammond      | 51                       |
| Houma        | 30                       |
| Jackson      | 18                       |
| Jennings     | 48                       |
| Lafayette    | 38, 67                   |
| Lake Charles | 7, *19, 25               |
| Minden       | 30                       |
| Monroe       | 8, 43                    |
| Morgan City  | 36                       |
| Natchitoches | 17                       |
| New Iberia   | 15                       |
| New Orleans  | *2, 4, 6, 20, 26, 32, 61 |
| Oakdale      | 54                       |
| Opelousas    | 58                       |
| Ruston       | 20                       |
| Shreveport   | 3, 12                    |
| Thibodaux    | 24                       |
| Winnfield    | 22                       |

## MAINE

|                |                |
|----------------|----------------|
| Auburn         | 23             |
| Augusta        | 10, 29         |
| Bangor         | 2, 5, *16      |
| Bar Harbor     | 22             |
| Bath           | 65             |
| Belfast        | 41             |
| Biddeford      | 59             |
| Calais         | 7, 20          |
| Dover-Foxcroft | 18             |
| Fort Kent      | 17             |
| Houlton        | 24             |
| Lewiston       | 8, 17          |
| Millinocket    | 14             |
| Orono          | *12            |
| Portland       | 6, 13, *47, 53 |
| Presque Isle   | 8, 19          |
| Rockland       | 25             |
| Rumford        | 55             |
| Van Buren      | 15             |
| Waterville     | 35             |

## MARYLAND

|            |                        |
|------------|------------------------|
| Annapolis  | 14                     |
| Baltimore  | 2, 11, 13, 18, *24, 30 |
| Cambridge  | 22                     |
| Cumberland | 17                     |
| Frederick  | 65                     |
| Hagerstown | 52                     |
| Salisbury  | 16                     |

## MASSACHUSETTS

|                           |                         |
|---------------------------|-------------------------|
| Barnstable                | 52                      |
| Boston                    | *2, 4, 5, 7, 44, 50, 63 |
| Brockton                  | 62                      |
| Fall River                | 40, 46                  |
| Greenfield                | 42                      |
| Holyoke (see Springfield) |                         |
| Lawrence                  | 38                      |
| Lowell                    | 32                      |
| New Bedford               | 28, 34                  |
| North Adams               | 15                      |
| Northampton               | 36                      |
| Pittsfield                | 64                      |
| Springfield-Holyoke       | 55, 61                  |
| Worcester                 | 14, 20                  |

## MICHIGAN

|           |         |
|-----------|---------|
| Alma      | 41      |
| Alpena    | 9, 30   |
| Ann Arbor | 20, *26 |

|                  | Channel No.          |
|------------------|----------------------|
| Bad Axe          | 46                   |
| Battle Creek     | 58, 64               |
| Bay City         | 5, 63, *73           |
| Benton Harbor    | 42                   |
| Big Rapids       | 39                   |
| Cadillac         | 13, 45               |
| Calumet          | 13                   |
| Cheboygan        | 4, 36                |
| Coldwater        | 24                   |
| Detroit          | 2, 4, 7, 50, *56, 60 |
| East Lansing     | 60                   |
| East Tawas       | 25                   |
| Escanaba         | 3                    |
| Flint            | 12, 16, *22, 28      |
| Gladstone        | 40                   |
| Grand Rapids     | 8, *17, 23           |
| Hancock          | 10                   |
| Houghton         | 19                   |
| Iron Mountain    | 9, 27                |
| Iron River       | 12                   |
| Ironwood         | 31                   |
| Jackson          | 48                   |
| Kalamazoo        | 3, 36                |
| Lansing          | 6, 54                |
| Ludington        | 18                   |
| Manistee         | 15                   |
| Manistique       | 14                   |
| Marquette        | 5, 17                |
| Midland          | 19                   |
| Mount Pleasant   | 47                   |
| Muskegon         | 29, 35               |
| Petoskey         | 31                   |
| Pontiac          | 44                   |
| Port Huron       | 34                   |
| Rogers City      | 24                   |
| Saginaw          | 51, 57               |
| Sault Ste. Marie | 8, 10, 28, *34       |
| Traverse City    | 7, 20, *26           |
| West Branch      | 21                   |

## MINNESOTA

|                            |                         |
|----------------------------|-------------------------|
| Albert Lea                 | 57                      |
| Alexandria                 | 36                      |
| Austin                     | 6, 51                   |
| Bemidji                    | 24                      |
| Brainerd                   | 12                      |
| Cloquet                    | 44                      |
| Crookston                  | 21                      |
| Detroit Lakes              | 18                      |
| Duluth-Superior, Wisc.     | 3, 6, *8, 32, 38        |
| Ely                        | 16                      |
| Fairmount                  | 40                      |
| Faribault                  | 20                      |
| Fergus Falls               | 16                      |
| Grand Rapids               | 20                      |
| Hastings                   | 29                      |
| Hibbing                    | 10                      |
| International Falls        | 11                      |
| Little Falls               | 14                      |
| Mankato                    | 15                      |
| Marshall                   | 22                      |
| Minneapolis-St. Paul       | *2, 4, 5, 9, 11, 17, 23 |
| Montevideo                 | 19                      |
| New Ulm                    | 43                      |
| Northfield                 | 26                      |
| Owatoma                    | 45                      |
| Red Wing                   | 63                      |
| Rochester                  | 10, 55                  |
| St. Cloud                  | 7, 33                   |
| St. Paul (see Minneapolis) |                         |
| Stillwater                 | 39                      |
| Thief River Falls          | 15                      |
| Virginia                   | 26                      |
| Wadena                     | 27                      |
| Willmar                    | 31                      |
| Winona                     | 61                      |
| Worthington                | 32                      |

## MISSISSIPPI

|        |             |
|--------|-------------|
| Biloxi | 13, *44, 50 |
|--------|-------------|

\* Denotes Channel reservation for non-commercial educational use.

# OFFICIAL FCC TV ALLOCATIONS

|               | Channel No.     |
|---------------|-----------------|
| Brookhaven    | 37              |
| Canton        | 16              |
| Clarksdale    | 6, 32           |
| Columbia      | 35              |
| Columbus      | 28              |
| Cornith       | 29              |
| Greenville    | 21, 27          |
| Greenwood     | 24              |
| Grenada       | 15              |
| Gulfport      | 56              |
| Hattiesburg   | 9, 17           |
| Jackson       | 12, *19, 25, 47 |
| Kosciusko     | 52              |
| Laurel        | 33              |
| Louisville    | 46              |
| McComb        | 31              |
| Meridian      | 11, 30, *36     |
| Natchez       | 29              |
| Pascagoula    | 22              |
| Picayune      | 14              |
| Starkville    | 34              |
| State College | *2              |
| Tupelo        | 38              |
| University    | *20             |
| Vicksburg     | 41              |
| West Point    | 8, 56           |
| Yazoo City    | 49              |

## MISSOURI

|                |                          |
|----------------|--------------------------|
| Cape Girardeau | 12, 18                   |
| Carthage       | 56                       |
| Caruthersville | 27                       |
| Chillicothe    | 14                       |
| Clinton        | 49                       |
| Columbia       | 8, 16, 22                |
| Farmington     | 52                       |
| Festus         | 14                       |
| Fulton         | 24                       |
| Hannibal       | 7, 27                    |
| Jefferson City | 13, 33                   |
| Joplin         | 12, 30                   |
| Kansas City    | 4, 5, 9, *19, 25, 65     |
| Kennett        | 21                       |
| Kirksville     | 3, 18                    |
| Lebanon        | 23                       |
| Marshall       | 40                       |
| Maryville      | 26                       |
| Mexico         | 43                       |
| Moberly        | 35                       |
| Monnett        | 14                       |
| Nevada         | 18                       |
| Poplar Bluff   | 15                       |
| Rolla          | 31                       |
| St. Joseph     | 2, 30, *36               |
| St. Louis      | 4, 5, *9, 11, 30, 36, 42 |
| Sedalia        | 6, 28                    |
| Sikeston       | 37                       |
| Springfield    | 3, 10, *26, 32           |
| West Plains    | 20                       |

## MONTANA

|             |              |
|-------------|--------------|
| Anaconda    | 2            |
| Billings    | 2, 8, *11    |
| Bozeman     | *9, 22       |
| Butte       | 4, 6, *7, 15 |
| Cut Bank    | 20           |
| Deer Lodge  | 25           |
| Dillon      | 20           |
| Glasgow     | 16           |
| Glendive    | 18           |
| Great Falls | 3, 5, *23    |
| Hamilton    | 17           |
| Hardin      | 4            |
| Havre       | 9, 11        |
| Helena      | 10, 12       |
| Kalispell   | 8            |
| Laird       | 14           |
| Lewistown   | 13           |
| Livingston  | 16           |

|            | Channel No. |
|------------|-------------|
| Miles City | 3, *6, 10   |
| Missoula   | *11, 13, 21 |
| Polson     | 18          |
| Red Lodge  | 18          |
| Shelby     | 14          |
| Sidney     | 14          |
| Whitefish  | 16          |
| Wolf Point | 20          |

## NEBRASKA

|               |                      |
|---------------|----------------------|
| Alliance      | 13, 21               |
| Beatrice      | 40                   |
| Broken Bow    | 14                   |
| Columbus      | 49                   |
| Fairbury      | 35                   |
| Falls City    | 38                   |
| Grand Island  | 11, 21               |
| Fremont       | 52                   |
| Hastings      | 5, 27                |
| Kearney       | 13, 19               |
| Lexington     | 23                   |
| Lincoln       | 10, 12, *18, 24      |
| McCook        | 8, 17                |
| Nebraska City | 50                   |
| Norfolk       | 33                   |
| North Platte  | 2, 4                 |
| Omaha         | 3, 6, 7, *16, 22, 28 |
| Scottsbluff   | 10, 16               |
| York          | 15                   |

## NEVADA

|              |               |
|--------------|---------------|
| Boulder City | 4             |
| Carlin       | 14            |
| Carson City  | 37            |
| Elko         | 10            |
| Ely          | 3, 6          |
| Fallon       | 29            |
| Goldfield    | 5             |
| Hawthorne    | 31            |
| Henderson    | 2             |
| Las Vegas    | 8, *10, 13    |
| Lovelock     | 18            |
| McGill       | 8             |
| Reno         | 4, 8, *21, 27 |
| Tonopah      | 9             |
| Winnemucca   | 7             |
| Yerington    | 33            |

## NEW HAMPSHIRE

|            |       |
|------------|-------|
| Berlin     | 26    |
| Claremont  | 37    |
| Concord    | 27    |
| Durham     | *11   |
| Hanover    | *21   |
| Keene      | 45    |
| Laconia    | 43    |
| Littleton  | 24    |
| Manchester | 9, 48 |
| Nashua     | 54    |
| Portsmouth | 19    |
| Rochester  | 51    |

## NEW JERSEY

|               |         |
|---------------|---------|
| Andover       | *69     |
| Asbury Park   | 58      |
| Atlantic City | 46, 52  |
| Bridgeton     | 64      |
| Camden        | *80     |
| Freehold      | *74     |
| Hammonton     | *70     |
| Montclair     | *77     |
| Newark        | 13      |
| New Brunswick | *19, 47 |
| Paterson      | 37      |
| Trenton       | 41      |
| Wildwood      | 48      |

\* Denotes Channel reservation for non-commercial educational use.

# OFFICIAL FCC TV ALLOCATIONS

## NEW MEXICO

|                     | Channel No.  |
|---------------------|--------------|
| Alamogordo          | 17           |
| Albuquerque         | 4, *5, 7, 13 |
| Artesia             | 18           |
| Atrisco-Five Points | 24           |
| Belen               | 6, 23        |
| Carlsbad            | 27           |
| Clayton             | 12, 35       |
| Clovis              | 14           |
| Deming              | 17           |
| Farlington          | 3, *8, 10    |
| Gallup              | 46, *52      |
| Hobbs               | *3, 8, 10    |
| Hot Springs         | *9, 11       |
| Las Cruces          | *10, 12      |
| Las Vegas           | 15           |
| Lordsburg           | 23           |
| Los Alamos          | 20           |
| Lovington           | 27           |
| Portales            | 25           |
| Raton               | 46, *52      |
| Roswell             | *3, 8, 10    |
| Santa Fe            | *9, 11       |
| Silver City         | *10, 12      |
| Socorro             | 15           |
| Tucumcari           | 25           |

## NEW YORK

|                                           |                             |
|-------------------------------------------|-----------------------------|
| Albany-Schenectady-Troy                   | .6, *17, 23, 41             |
| Amsterdam                                 | 52                          |
| Auburn                                    | 37                          |
| Batavia                                   | 33                          |
| Binghamton                                | 12, 40, *46                 |
| Buffalo (also see Buffalo-Niagara Falls)  | 17, *23                     |
| Buffalo-Niagara Falls                     | 2, 4, 7, 59                 |
| Cortland                                  | 56                          |
| Dunkirk                                   | 46                          |
| Elmira                                    | 18, 24                      |
| Glens Falls                               | 39                          |
| Gloversville                              | 29                          |
| Hornell                                   | 50                          |
| Ithaca                                    | *14, 20                     |
| Jamestown                                 | 58                          |
| Kingston                                  | 68                          |
| 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                          |
| Oseonta                                   | 62                          |
| Onevo                                     | 31                          |
| Plattsburg                                | 28                          |
| Poughkeepsie                              | 21, *83                     |
| Rochester                                 | 5, 10, 15, *21, 27          |
| Rome (see Utica)                          |                             |
| Saranac Lake                              | 18                          |
| Schenectady (also see Albany)             | 35                          |
| Syracuse                                  | .3, 8, *43                  |
| Troy (see Albany)                         |                             |
| Utica-Rome                                | 13, 19, *25                 |
| Watertown                                 | 48                          |

## NORTH CAROLINA

|                |               |
|----------------|---------------|
| Ahoskie        | 53            |
| Albemarle      | 20            |
| Asheville      | 13, *56, 62   |
| Burlington     | 63            |
| Chapel Hill    | *4            |
| Charlotte      | 3, 9, 36, *42 |
| Durham         | 11, *40, 46   |
| Elizabeth City | 31            |
| Yayetteville   | 18            |
| Gastonia       | 48            |

## Channel No.

|                |             |
|----------------|-------------|
| Goldsboro      | 34          |
| Greensboro     | 2, *51, 57  |
| Greenville     | 9           |
| Henderson      | 52          |
| Hendersonville | 27          |
| Hickory        | 30          |
| High Point     | 15          |
| Jacksonville   | 16          |
| Kannapolis     | 59          |
| Kinston        | 45          |
| Laurinburg     | 41          |
| Lumberton      | 21          |
| Mount Airy     | 55          |
| New Bern       | 13          |
| Raleigh        | 5, *22, 28  |
| Roanoke Rapids | 30          |
| Rocky Mount    | 50          |
| Salisbury      | 53          |
| Sanford        | 38          |
| Shelby         | 39          |
| Southern Pines | 49          |
| Statesville    | 64          |
| Washington     | 7           |
| Wilmington     | 6, 29, *35  |
| Wilson         | 56          |
| Winston-Salem  | 12, 26, *32 |

## NORTH DAKOTA

|              |                 |
|--------------|-----------------|
| Bismarck     | .5, 12, 18, *24 |
| Bottineau    | 16              |
| Carrington   | 26              |
| Devils Lake  | .8, 14          |
| Dickinson    | .2, 4, *17      |
| Fargo        | 6, 13, *34, 40  |
| Grafton      | 17              |
| Grand Forks  | *2, 10          |
| Harvey       | 22              |
| Jamestown    | 7, 42           |
| Lisbon       | 23              |
| Minot        | *6, 10, 13      |
| New Rockford | 20              |
| Rugby        | 38              |
| Valley City  | .4, 32          |
| Wahpeton     | 45              |
| Williston    | .8, 11, *34     |

## OHIO

|                                     |                        |
|-------------------------------------|------------------------|
| Akron                               | .49, *55, 61           |
| Ashtabula                           | 15                     |
| Athens                              | 62                     |
| Bellefontaine                       | 63                     |
| Cambridge                           | 26                     |
| Canton                              | 29                     |
| Chillicothe                         | 56                     |
| Cincinnati                          | .5, 9, 12, *48, 54, 74 |
| Cleveland                           | .3, 5, 8, 19, *25, 65  |
| Columbus                            | .4, 6, 10, *34, 40     |
| Coshocton                           | 20                     |
| Dayton                              | .2, 7, *16, 22         |
| Defiance                            | 43                     |
| Findlay                             | 53                     |
| Gallipolis                          | 18                     |
| Hamilton-Middletown                 | 65                     |
| Lancaster                           | 28                     |
| Lima                                | .35, 41                |
| Lorain                              | 31                     |
| Mansfield                           | 36                     |
| Marion                              | 17                     |
| Massillon                           | 23                     |
| Middletown (see Hamilton)           |                        |
| Mount Vernon                        | 58                     |
| Newark                              | 60                     |
| Oxford                              | *14                    |
| Piqua                               | 44                     |
| Portsmouth                          | 30                     |
| Sandusky                            | 42                     |
| Springfield                         | .46, 52                |
| Steubenville (see Wheeling, W. Va.) |                        |
| Tiffin                              | 47                     |

\* Denotes Channel reservation for non-commercial educational use.

# OFFICIAL FCC TV ALLOCATIONS

|                  | Channel No. |
|------------------|-------------|
| Toledo .....     | 11, 13, *30 |
| Warren .....     | 21          |
| Youngstown ..... | 27, 33, 73  |
| Zanesville ..... | 50          |

|                     | Channel No.               |
|---------------------|---------------------------|
| Erie .....          | 12, 35, *41, 66           |
| Harrisburg .....    | 27, 33, 71                |
| Hazleton .....      | 63                        |
| Johnstown .....     | 6, 56                     |
| Lancaster .....     | 8, 21                     |
| Lebanon .....       | 15                        |
| Lewistown .....     | 38                        |
| Lock Haven .....    | 32                        |
| Meadville .....     | 37                        |
| New Castle .....    | 45                        |
| Oil City .....      | 64                        |
| Philadelphia .....  | 3, 6, 10, 17, 23, 29, *35 |
| Pittsburgh .....    | 2, 11, *13, 16, 47, 53    |
| Reading .....       | 55, 61                    |
| Scranton .....      | 16, 22, 73                |
| Sharon .....        | 39                        |
| State College ..... | *44                       |
| Sunbury .....       | 65                        |
| Uniontown .....     | 14                        |
| Washington .....    | 63                        |
| Wilkes-Barre .....  | 28, 34                    |
| Williamsport .....  | 36                        |
| York .....          | 43, 49                    |

## OKLAHOMA

|                     |                   |
|---------------------|-------------------|
| Ada .....           | 50                |
| Altus .....         | 36                |
| Alva .....          | 30                |
| Anadarko .....      | 58                |
| Ardmore .....       | 55                |
| Bartlesville .....  | 62                |
| Blackwell .....     | 51                |
| Chickasha .....     | 64                |
| Claremore .....     | 15                |
| Clinton .....       | 32                |
| Duncan .....        | 39                |
| Durant .....        | 27                |
| Elk City .....      | 12, 15            |
| El Reno .....       | 56                |
| Enid .....          | 5, 21, *27        |
| Frederick .....     | 44                |
| Guthrie .....       | 48                |
| Guymon .....        | 20                |
| Hobart .....        | 23                |
| Holdenville .....   | 14                |
| Hugo .....          | 21                |
| Lawton .....        | 7, *28, 34        |
| McAlester .....     | 47                |
| Miami .....         | 58                |
| Muskogee .....      | 8, *45, 66        |
| Norman .....        | 31, *37           |
| Oklahoma City ..... | 4, 9, *13, 19, 25 |
| Oklmolee .....      | 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 |
| Vinita .....        | 28                |
| Woodward .....      | 8                 |

## OREGON

|                     |                       |
|---------------------|-----------------------|
| Albany .....        | 55                    |
| Ashland .....       | 14                    |
| Astoria .....       | 30                    |
| Baker .....         | 37                    |
| Bend .....          | 15                    |
| Burns .....         | 16                    |
| Corvallis .....     | *7, 49                |
| Eugene .....        | *9, 13, 20, 26        |
| Grants Pass .....   | 30                    |
| Klamath Falls ..... | 2                     |
| La Grande .....     | 13                    |
| Lebanon .....       | 43                    |
| McMinnville .....   | 46                    |
| Medford .....       | 4, 5                  |
| North Bend .....    | 16                    |
| Pendleton .....     | 28                    |
| Portland .....      | 6, 8, *10, 12, 21, 27 |
| Roseburg .....      | 28                    |
| Salem .....         | 3, *18, 24            |
| Springfield .....   | 37                    |
| The Dalles .....    | 32                    |

## PENNSYLVANIA

|                    |            |
|--------------------|------------|
| Allentown .....    | 39, 45     |
| Altoona .....      | 10, 19, 25 |
| Bethlehem .....    | 51         |
| Bradford .....     | 48         |
| Butler .....       | 43         |
| Chambersburg ..... | 46         |
| Du Bois .....      | 31         |
| Easton .....       | 57         |
| Emporium .....     | 42         |

## RHODE ISLAND

|                  |                 |
|------------------|-----------------|
| Providence ..... | 10, 12, 16, *22 |
|------------------|-----------------|

## SOUTH CAROLINA

|                   |                 |
|-------------------|-----------------|
| Aiken .....       | 54              |
| Anderson .....    | 58              |
| Camden .....      | 14              |
| Charleston .....  | 2, 5, *13       |
| Clemson .....     | *68             |
| Columbia .....    | 10, *19, 25, 67 |
| Conway .....      | 23              |
| Florence .....    | 6               |
| Georgetown .....  | 27              |
| Greenville .....  | 4, 23, *39      |
| Greenwood .....   | 21              |
| Lake City .....   | 55              |
| Lancaster .....   | 31              |
| Laurens .....     | 45              |
| Marion .....      | 43              |
| Newberry .....    | 37              |
| Orangeburg .....  | 44              |
| Rock Hill .....   | 61              |
| Spartanburg ..... | 7, 17           |
| Sumter .....      | 47              |
| Union .....       | 65              |

## SOUTH DAKOTA

|                     |                 |
|---------------------|-----------------|
| Aberdeen .....      | 9, 17           |
| Belle Fourche ..... | 23              |
| Brookings .....     | *8, 25          |
| Hot Springs .....   | 17              |
| Huron .....         | 12, 15          |
| Lead .....          | 5, 26           |
| Madison .....       | 46              |
| Mitchell .....      | 5, 20           |
| Mobridge .....      | 10, 37          |
| Pierre .....        | 6, 10, *22      |
| Rapid City .....    | 7, 15           |
| Sioux Falls .....   | 11, 13, 38, *44 |
| Sturris .....       | 20              |
| Vermillion .....    | *2, 41          |
| Watertown .....     | 3, 35           |
| Winner .....        | 18              |
| Yankton .....       | 17              |

## TENNESSEE

|                                  |                    |
|----------------------------------|--------------------|
| Athens .....                     | 14                 |
| Bristol, Tenn.-Bristol, Va. .... | 5, 46              |
| Chattanooga .....                | 3, 12, 43, 49, *55 |
| Clarksville .....                | 53                 |
| Cleveland .....                  | 38                 |
| Columbia .....                   | 39                 |
| Cookeville .....                 | 24                 |

\* Denotes Channel reservation for non-commercial educational use.



# OFFICIAL FCC TV ALLOCATIONS

|                                                                                                                                                   | Channel No.           |                                                    | Channel No.           |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------------------------------------|-----------------------|
| Covington                                                                                                                                         | 19                    | Galveston                                          | 11, 35, 41, *17       |
| Dyersburg                                                                                                                                         | 46                    | Gonzales                                           | 64                    |
| Elizabethton                                                                                                                                      | 40                    | Greenville                                         | 62                    |
| Fayetteville                                                                                                                                      | 27                    | Harlingen (also see Brownsville-Harlingen-Weslaco) | 23                    |
| Gallatin                                                                                                                                          | 48                    | Hebronville                                        | 58                    |
| Harriman                                                                                                                                          | 67                    | Henderson                                          | 42                    |
| Humboldt                                                                                                                                          | 25                    | Hereford                                           | 19                    |
| Jackson                                                                                                                                           | 9, 16                 | Hillsboro                                          | 33                    |
| Johnson City                                                                                                                                      | 11, 34                | Houston                                            | 2, *8, 13, 23, 29, 39 |
| Kingsport                                                                                                                                         | 28                    | Huntsville                                         | 15                    |
| Knoxville                                                                                                                                         | 6, 10, *20, 26        | Jacksonville                                       | 36                    |
| Lawrenceburg                                                                                                                                      | 50                    | Jasper                                             | 49                    |
| Lebanon                                                                                                                                           | 58                    | Kermit                                             | 14                    |
| McMinnville                                                                                                                                       | 46                    | Kilgore                                            | 59                    |
| Maryville                                                                                                                                         | 51                    | Kingsville                                         | 40                    |
| Memphis                                                                                                                                           | 3, 5, *10, 13, 42, 48 | Lamesa                                             | 28                    |
| Morristown                                                                                                                                        | 54                    | Lampasas                                           | 40                    |
| Murfreesboro                                                                                                                                      | 18                    | Laredo                                             | 8, 13, *15            |
| Nashville                                                                                                                                         | *2, 4, 5, 8, 30, 36   | Levelland                                          | 38                    |
| Oak Ridge                                                                                                                                         | 32                    | Littlefield                                        | 32                    |
| Paris                                                                                                                                             | 51                    | Longview                                           | 32, 38                |
| Pulaski                                                                                                                                           | 44                    | Lubbock                                            | 5, 11, 13, *20, 26    |
| Shelbyville                                                                                                                                       | 62                    | Lufkin                                             | 9, 46                 |
| Springfield                                                                                                                                       | 42                    | McAllen                                            | 20                    |
| Tallahoma                                                                                                                                         | 65                    | McKinney                                           | 65                    |
| Union City                                                                                                                                        | 55                    | Marfa                                              | 19                    |
| <b>TEXAS</b>                                                                                                                                      |                       |                                                    |                       |
| Abilene                                                                                                                                           | 9, 33                 | Marshall                                           | 16                    |
| Alice                                                                                                                                             | 34                    | Mercedes                                           | 32                    |
| Alpine                                                                                                                                            | 12                    | Mexia                                              | 50                    |
| Amarillo                                                                                                                                          | *2, 4, 7, 10          | Midland                                            | 2, 18                 |
| Athens                                                                                                                                            | 25                    | Mineral Wells                                      | 38                    |
| Austin                                                                                                                                            | 7, 18, 24, *30        | Mission                                            | 14                    |
| Ballinger                                                                                                                                         | 25                    | Monahans                                           | 9                     |
| Bay City                                                                                                                                          | 33                    | Mount Pleasant                                     | 35                    |
| Beaumont-Port Arthur                                                                                                                              | 4, 6, 31, *37         | Nacogdoches                                        | 40                    |
| Beeville                                                                                                                                          | 38                    | New Braunfels                                      | 62                    |
| Big Spring                                                                                                                                        | 4                     | Odessa                                             | 7, 24                 |
| Bonham                                                                                                                                            | 43                    | Orange                                             | 43                    |
| Borger                                                                                                                                            | 33                    | Pampa                                              | 17                    |
| Brady                                                                                                                                             | 15                    | Paris                                              | 33                    |
| Breckenridge                                                                                                                                      | 14                    | Pearsall                                           | 31                    |
| Brenham                                                                                                                                           | 52                    | Pecos                                              | 16                    |
| Brownfield                                                                                                                                        | 15                    | Perryton                                           | 22                    |
| Brownsville (also see Brownsville-Harlingen-Weslaco)                                                                                              | 36                    | Plainview                                          | 29                    |
| Brownsville-Harlingen-Weslaco (1)                                                                                                                 | 4, 5                  | Port Arthur (see Beaumont)                         |                       |
| <p>(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.</p> |                       |                                                    |                       |
| Brownwood                                                                                                                                         | 19                    | Quanah                                             | 42                    |
| Bryan                                                                                                                                             | 54                    | Raymondville                                       | 42                    |
| Childress                                                                                                                                         | 40                    | Rosenberg                                          | 17                    |
| Cleburne                                                                                                                                          | 57                    | San Angelo                                         | 6, 8, 17, *23         |
| Coleman                                                                                                                                           | 21                    | San Antonio                                        | 4, 5, *9, 12, 35, 41  |
| College Station                                                                                                                                   | *3, 48                | San Benito                                         | 48                    |
| Conroe                                                                                                                                            | 20                    | San Marcos                                         | 53                    |
| Corpus Christi                                                                                                                                    | 6, 10, *16, 22        | Seguin                                             | 14                    |
| Corsicana                                                                                                                                         | 47                    | Seymour                                            | 24                    |
| Crockett                                                                                                                                          | 56                    | Sherman                                            | 46                    |
| Crystal City                                                                                                                                      | 28                    | Snyder                                             | 30                    |
| Cuero                                                                                                                                             | 25                    | Stephenville                                       | 32                    |
| Dalhart                                                                                                                                           | 16                    | Sulphur Springs                                    | 41                    |
| Dallas                                                                                                                                            | 4, 8, *13, 23, 29, 73 | Sweetwater                                         | 12                    |
| Del Rio                                                                                                                                           | 16                    | Taylor                                             | 58                    |
| Denison                                                                                                                                           | 52                    | Temple                                             | 16, 22                |
| Denton                                                                                                                                            | *2, 17                | Terrell                                            | 53                    |
| Eagle Pass                                                                                                                                        | 26                    | Texarkana                                          | 6, *18, 24            |
| Edinburg                                                                                                                                          | 26                    | Tyler                                              | 7, 19                 |
| El Campo                                                                                                                                          | 27                    | Uvalde                                             | 20                    |
| El Paso                                                                                                                                           | 4, *7, 9, 13, 20, 26  | Vernon                                             | 18                    |
| Falfurrias                                                                                                                                        | 52                    | Victoria                                           | 19                    |
| Floydada                                                                                                                                          | 45                    | Waco                                               | 11, *28, 34           |
| Fort Stockton                                                                                                                                     | 22                    | Waxahachie                                         | 45                    |
| Fort Worth                                                                                                                                        | 5, 10, 20, *26        | Weatherford                                        | 51                    |
| Gainesville                                                                                                                                       | 49                    | Weslaco (see Brownsville-Harlingen-Weslaco)        |                       |
|                                                                                                                                                   |                       | Wichita Falls                                      | 3, 6, *16, 22         |
| <b>UTAH</b>                                                                                                                                       |                       |                                                    |                       |
|                                                                                                                                                   |                       | Brigham                                            | 36                    |
|                                                                                                                                                   |                       | Cedar City                                         | 5                     |
|                                                                                                                                                   |                       | Logan                                              | 12, 30, *46           |
|                                                                                                                                                   |                       | Ogden                                              | 9, *18, 24            |
|                                                                                                                                                   |                       | Price                                              | 6                     |

\* Denotes Channel reservation for non-commercial educational use.

# OFFICIAL FCC TV ALLOCATIONS

|                | Channel No.         |
|----------------|---------------------|
| Provo          | 11, 22, *28         |
| Richfield      | 13                  |
| St. George     | 18                  |
| Salt Lake City | 2, 4, 5, *7, 20, 26 |
| Tooele         | 44                  |
| Vernal         | 3                   |

|             | Channel No.         |
|-------------|---------------------|
| Seattle     | 4, 5, 7, *9, 20, 26 |
| Spokane     | 2, 4, 6, *7         |
| Tacoma      | 11, 13, *56, 62     |
| Walla Walla | 5, 8, *22           |
| Wenatchee   | *45, 55             |
| Yakima      | 23, 29, *47         |

## VERMONT

|               |         |
|---------------|---------|
| Bennington    | 33      |
| Brattleboro   | 58      |
| Burlington    | *16, 22 |
| Montpelier    | 3, 40   |
| 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-<br>Portsmouth-Newport News)                                  |                    |
| Norfolk-Portsmouth (also see<br>Norfolk-Portsmouth-Newport News)                        | 27                 |
| Norfolk-Portsmouth-<br>Newport News (also see<br>Norfolk-Portsmouth)                    | 3, 10, 15, *21, 33 |
| Norton                                                                                  | 52                 |
| Petersburg                                                                              | 8, 41              |
| Portsmouth (see Norfolk-Portsmouth<br>and also see Norfolk-Portsmouth-<br>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         |
| Ellensburg                                        | 49, *65    |
| Ephrata                                           | 43         |
| Everett                                           | 22, 28     |
| Grand Coulee                                      | 37         |
| Hoquiam                                           | 52         |
| Kelso                                             | 39         |
| Kennewick (also see Kennewick-<br>Richland-Pasco) | 25         |
| Kennewick-Richland-Pasco                          | *41        |
| Longview                                          | 33         |
| Olympia                                           | 60         |
| Omak-Okanogan                                     | *35        |
| Okanogan (see Omak)                               |            |
| Pasco (also see Kennewick-<br>Richland-Pasco)     | 19         |
| Port Angeles                                      | 16         |
| Pullman                                           | *10, 24    |
| Richland (also see Kennewick-<br>Richland-Pasco)  | 31         |

## WEST VIRGINIA

|                                                      |            |
|------------------------------------------------------|------------|
| Bekley                                               | 6, 21      |
| Bluefield                                            | 41         |
| Charleston                                           | 8, *43, 49 |
| Clarksburg                                           | 12, 22     |
| Elkins                                               | 40         |
| Fairmont                                             | 35         |
| Hinton                                               | 31         |
| Huntington                                           | 3, 13, *53 |
| Logan                                                | 23         |
| Martinsburg                                          | 58         |
| Morgantown                                           | *24        |
| Parkersburg                                          | 15         |
| Welch                                                | 25         |
| Weston                                               | 32         |
| Wheeling (also see Wheeling-<br>Steuubenville, Ohio) | *57        |
| Wheeling-Steuubenville, Ohio                         | 7, 9, 51   |
| Williamson                                           | 17         |

## WISCONSIN

|                              |                        |
|------------------------------|------------------------|
| Adams                        | *58                    |
| Appleton                     | 42                     |
| Ashland                      | 15                     |
| Beaver Dam                   | 37                     |
| Beloit                       | 57                     |
| Chilton                      | *24                    |
| Eau Claire                   | 13, *19, 25            |
| Fond du Lac                  | 54                     |
| Green Bay                    | 2, 6                   |
| Janesville                   | 63                     |
| Kenosha                      | 61                     |
| La Crosse                    | 8, *32, 38             |
| Madison                      | 3, *21, 27, 33         |
| Manitowoc                    | 65                     |
| Marinette                    | 11, 32, *38            |
| Milwaukee                    | 4, *10, 12, 19, 25, 31 |
| 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                       | 7, 16, *46             |
| Wisconsin Rapids             | 14                     |

## WYOMING

|           |        |
|-----------|--------|
| Buffalo   | 29     |
| Casper    | 2, 6   |
| Cheyenne  | 3, 5   |
| Cody      | 24     |
| Douglas   | 14     |
| Evanston  | 14     |
| Gillette  | 31     |
| Greybull  | 16     |
| Hotchkiss | 40     |
| Lander    | 17     |
| Laramie   | *8, 18 |
| Lovell    | 36     |
| Lusk      | 19     |
| Newcastle | 28     |
| Powell    | 30     |
| Rawlins   | 11     |

\* Denotes Channel reservation for non-commercial educational use.

## OFFICIAL FCC TV ALLOCATIONS

|                    | Channel No. |
|--------------------|-------------|
| Riverton .....     | 10          |
| Rock Springs ..... | 13          |
| Sheridan .....     | 9, 12       |
| Thermopolis .....  | 15          |
| Torrington .....   | 27          |
| Wheatland .....    | 24          |
| Worland .....      | 34          |

### U. S. TERRITORIES AND POSSESSIONS

#### ALASKA

|                 |                     |
|-----------------|---------------------|
| Anchorage ..... | 2, *7, 11, 13       |
| Fairbanks ..... | 2, 4, 7, *9, 11, 13 |
| Juneau .....    | *3, 8, 10           |
| Ketchikan ..... | 2, 4, *9            |
| Seward .....    | 4, 9                |
| Sitka .....     | 13                  |

\* Denotes Channel reservation for non-commercial educational use.

### HAWAIIAN ISLANDS

|                      | Channel No.         |
|----------------------|---------------------|
| Lihue, Kauai .....   | 3, *8, 10, 12       |
| Honolulu, Oahu ..... | 2, 4, *7, 9, 11, 13 |
| Wailuku, Maui .....  | 3, 8, *10, 12       |
| Hilo, Hawaii .....   | 2, *4, 7, 9, 11, 13 |

### PUERTO RICO

|                |          |
|----------------|----------|
| Arecibo .....  | 13       |
| Caguas .....   | 11       |
| Mayaguez ..... | 3, 5     |
| Ponce .....    | 7, 9     |
| San Juan ..... | 2, 4, *6 |

### VIRGIN ISLANDS

|                        |        |
|------------------------|--------|
| Christiansted .....    | 8      |
| Charlotte Amalie ..... | 10, 12 |

The following table compiled by the Associated Press on April 14, shows, state by state, the number of television stations now on the air, the total possible under channel allocations and the number of applications awaiting action:

| State                      | Now in Operation | Channels Assigned | Pending Applications | State                | Now in Operation | Channels Assigned | Pending Applications |
|----------------------------|------------------|-------------------|----------------------|----------------------|------------------|-------------------|----------------------|
| Alabama .....              | 2                | 45                | 7                    | New Hampshire .....  | 0                | 13                | 1                    |
| Arizona .....              | 1                | 30                | 5                    | New Jersey .....     | 1                | 15                | 5                    |
| Arkansas .....             | 0                | 38                | 5                    | New Mexico .....     | 1                | 38                | 3                    |
| California .....           | 11               | 87                | 35                   | New York .....       | 13               | 60                | 21                   |
| Colorado .....             | 0                | 40                | 9                    | North Carolina ..... | 2                | 51                | 16                   |
| Connecticut .....          | 1                | 16                | 7                    | North Dakota .....   | 0                | 33                | 2                    |
| District of Columbia ..... | 4                | 6                 | 0                    | Ohio .....           | 12               | 59                | 22                   |
| Delaware .....             | 1                | 4                 | 1                    | Oklahoma .....       | 2                | 55                | 12                   |
| Florida .....              | 2                | 58                | 19                   | Oregon .....         | 0                | 33                | 5                    |
| Georgia .....              | 3                | 54                | 9                    | Pennsylvania .....   | 7                | 58                | 36                   |
| Idaho .....                | 0                | 28                | 4                    | Rhode Island .....   | 1                | 4                 | 1                    |
| Illinois .....             | 5                | 60                | 16                   | South Carolina ..... | 0                | 29                | 9                    |
| Indiana .....              | 2                | 48                | 15                   | South Dakota .....   | 0                | 30                | 1                    |
| Iowa .....                 | 2                | 59                | 16                   | Tennessee .....      | 2                | 53                | 18                   |
| Kansas .....               | 0                | 49                | 7                    | Texas .....          | 6                | 179               | 62                   |
| Kentucky .....             | 2                | 34                | 4                    | Utah .....           | 2                | 22                | 5                    |
| Louisiana .....            | 1                | 42                | 12                   | Vermont .....        | 0                | 10                | 0                    |
| Maine .....                | 0                | 29                | 6                    | Virginia .....       | 2                | 39                | 15                   |
| Maryland .....             | 3                | 12                | 3                    | Washington .....     | 1                | 48                | 9                    |
| Michigan .....             | 6                | 70                | 10                   | West Virginia .....  | 1                | 25                | 10                   |
| Massachusetts .....        | 2                | 23                | 16                   | Wisconsin .....      | 1                | 51                | 15                   |
| Minnesota .....            | 2                | 48                | 13                   | Wyoming .....        | 0                | 27                | 3                    |
| Mississippi .....          | 0                | 39                | 5                    | Alaska .....         | 0                | 19                | 0                    |
| Missouri .....             | 2                | 54                | 17                   | Hawaii .....         | 0                | 20                | 0                    |
| Montana .....              | 0                | 40                | 2                    | Puerto Rico .....    | 0                | 9                 | 0                    |
| Nebraska .....             | 2                | 34                | 4                    | Virgin Islands ..... | 0                | 3                 | 0                    |
| Nevada .....               | 0                | 22                | 3                    |                      |                  |                   |                      |
|                            |                  |                   |                      | Totals .....         | 108              | 2,053             | 521                  |

# TV COVERAGE MAPS

— *Present* —

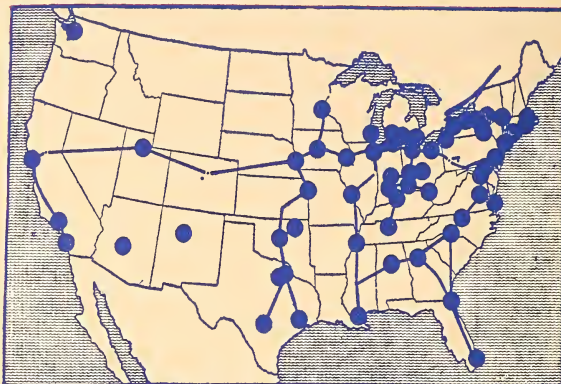
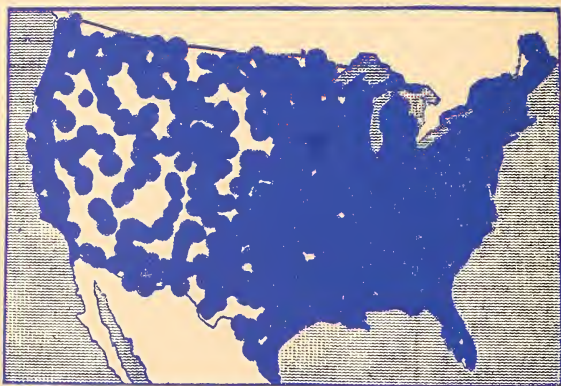


Chart shows extent of current television coverage



— *Future* —



How new stations are expected to affect coverage



# TIME TABLE ON FCC TV DECISION

**MAY 6, 1948**—The proceedings were instituted on May 6, 1948, by a "Notice of Proposed Rule Making" designed to amend the Table of Television channel assignments for the United States, set out in Section 3.606 of the Rules and Regulations of the FCC. During the hearing evidence was introduced which indicated the necessity for a revision of the Commission's Rules, Regulations and Standards with respect to the technical phases of the television broadcast service.

**SEPT. 30, 1948**—The Commission issued a report and Order (FCC 48-2182), commonly referred to as the "Freeze Order." In general this order provided that no new or pending applications for the construction of a new TV station would be acted upon and that new and pending applications for modification of existing authorizations would be considered on a case to case basis. The Commission said it could not continue to make assignments under the existing table.

**JULY 11, 1949**—Issuance of the "Notice of Further Proposed Rule Making" (FCC 49-948) was announced by the Commission. The notice set forth Commission proposals to: A. amend its television rules, regulations and standards; B. methods and assumptions upon which the Commission's figures and values specified in the rules were based; C. contained the proposed revision of its table of channel assignments in the United States and the territories; and D. contained illustrative assignments for Canada, Mexico and Cuba.

**SEPT. 1, 1949**—First color report (FCC 50-1964) issued.

**SEPT, 1949**—Hearings on color television begin.

**OCT. 11, 1949**—Second color report (FCC 50-1224) issued.

**OCT. 16, 1949**—Hearing of testimony of parties interested in the first two parts of the Notice of July 11, 1949 began. The hearings continued until January 31, 1951, when the Commission recessed to study the record and determine whether it should proceed on hearings on C and D.

**MARCH 22, 1951**—The "Third Notice of Further Proposed Rule Making" (FCC 51-244) was issued by the Commission. In Appendices A and B, the FCC set forth its conclusions based on the hearing record and at the same time afforded interested parties the opportunity to object to the conclusions in A & B by filing objections. Appendices C & D contained a new proposed table of channel assignments.

**JUNE 21, 1951**—The Commission issued its third report (FCC 51-640) stating it could not at the time effect a partial lifting of the "freeze."

**JULY 12, 1951**—A "Fourth Report" and "Order" (FCC 51-693) was issued allocating to TV broadcasting the frequency band 470-500 MCs.

**JULY 25, 1951**—A "Fifth Report and Order" (FCC 51-752) was issued amending the "freeze order to permit consideration on a case-to-case basis of applications by existing licensees and permittees for special temporary authority to increase power within certain defined limits. An order was also issued (FCC-739), cancelling oral hearings which were scheduled to take place pursuant to the third notice.

**APRIL 14, 1952**—The Commission announces the lifting of the "freeze."

# CHANGES IN PRESENT ASSIGNMENTS

| <i>Licensee or Permittee</i>                                         | <i>City Affected</i>   | <i>Present<br/>Channel<br/>Assign-<br/>ment</i> | <i>New<br/>Channel<br/>Assign-<br/>ment</i> |
|----------------------------------------------------------------------|------------------------|-------------------------------------------------|---------------------------------------------|
| Iowa State College of Agriculture and Mechanical Arts (WOI-TV) ..... | Ames, Ia. ....         | 4                                               | 5                                           |
| Atlanta Newspapers, Inc. (WSB-TV).....                               | Atlanta, Ga. ....      | 8                                               | 11                                          |
| Birmingham Broadcasting Company, Inc.<br>(WBRC-TV) .....             | Birmingham, Ala... ..  | 4                                               | 6                                           |
| Sarkes Tarzian, Inc. (WTTV).....                                     | Bloomington, Ind... .. | 10                                              | 4                                           |
| Balaban & Katz Corporation (WBKB).....                               | Chicago, Ill. ....     | 4                                               | 2                                           |
| Crosley Broadcasting Corporation (WLWT).....                         | Cincinnati, O. ....    | 4                                               | 5                                           |
| Radio Cincinnati, Inc. (WKRC-TV).....                                | Cincinnati, O. ....    | 11                                              | 12                                          |
| Scripps-Howard Radio, Inc. (WCPO-TV).....                            | Cincinnati, O. ....    | 7                                               | 9                                           |
| Empire Coil Company, Inc. (WXEL).....                                | Cleveland, O. ....     | 9                                               | 8                                           |
| National Broadcasting Company, Inc. (WNBK).....                      | Cleveland, O. ....     | 4                                               | 3                                           |
| Crosley Broadcasting Corporation (WLWC).....                         | Columbus, O. ....      | 3                                               | 4                                           |
| Crosley Broadcasting Corporation (WLWD).....                         | Dayton, O. ....        | 5                                               | 2                                           |
| Miami Valley Broadcasting Corporation (WHIO-TV) ..                   | Dayton, O. ....        | 13                                              | 7                                           |
| Central Broadcasting Company (WOC-TV).....                           | Davenport, Ia. ....    | 5                                               | 6                                           |
| Leonard A. Versluis (WLAV-TV).....                                   | Grand Rapids, Mich. .. | 7                                               | 8                                           |
| WSAZ, Inc. (WSAZ-TV).....                                            | Huntington, W. Va. ..  | 5                                               | 3                                           |
| WJAC, Inc. (WJAC-TV).....                                            | Johnstown, Pa. ....    | 13                                              | 6                                           |
| WGAL, Inc. (WGAL-TV).....                                            | Lancaster, Pa. ....    | 4                                               | 8                                           |
| WAVE, Inc. (WAVE-TV).....                                            | Louisville, Ky. ....   | 5                                               | 3                                           |
| WHAS, Inc. (WHAS-TV).....                                            | Louisville, Ky. ....   | 9                                               | 11                                          |
| Memphis Publishing Company (WMCT).....                               | Memphis, Tenn. ....    | 4                                               | 5                                           |
| The Journal Company (WTMJ-TV).....                                   | Milwaukee, Wisc... ..  | 3                                               | 4                                           |
| The Elm City Broadcasting Corp. (WNHC-TV).....                       | New Haven, Conn.. ..   | 6                                               | 8                                           |
| WTAR Radio Corporation (WTAR-TV).....                                | Norfolk, Va. ....      | 4                                               | 10                                          |
| Allen B. DuMont Laboratories, Inc. (WDTV).....                       | Pittsburgh, Pa. ....   | 3                                               | 2                                           |
| The Outlet Company (WJAR-TV).....                                    | Providence, R. I. ...  | 11                                              | 10                                          |
| Stromberg-Carlson Company (WHAM-TV).....                             | Rochester, N. Y. ...   | 6                                               | 5                                           |
| General Electric Company (WRGB-TV).....                              | Schenectady, N. Y.. .. | 4                                               | 6                                           |
| Central New York Broadcasting Corporation<br>(WSYR-TV) .....         | Syracuse, N. Y. ....   | 5                                               | 3                                           |
| WDEL, Inc. (WDEL-TV).....                                            | Wilmington, Del. ..    | 7                                               | 12                                          |

# TV PRODUCTION FORECAST

By DR. ALLEN B. DU MONT, President, Allen B. DuMont Laboratories, Inc.

**B**ARRING an increase in the temperature of the cold war and a drastic aggravation of international tensions, 1952 should be a productive year for the television receiver industry.

Since civilian receiver production is so inextricably interlaced with the national defense program, we can look for production to be substantially reduced from 1950 and 1951 figures. This will be due to already announced diversion of critical materials for the military establishment.

Indications from the National Production Authority are that enough metals will be made available to the industry for the production of upwards of 4 million receivers in 1952. This figure represents an approximate 46 per cent decrease from 1950's record-breaking total of 7.5 million and 23 per cent of the 1951 total of 5.3 million receivers.

This reduced production figure of 4 million sets must be accepted with the assumption that 1952 will see (1) No all-out war, (2) no expansion of the present Korean conflict and (3) no additional outbreak of aggression in another part of the world. Naturally, any worsening of the world-wide situation will have its adverse effect on civilian production.

In the light of restrictions on copper, aluminum, stainless steel, nickel and cobalt, the 1951 production of 5.3 million sets and anticipated output for 1952 represents a tribute to the industry's ingenuity and resourcefulness in conservation of materials without detracting from quality of product. 1951's "make do" production lessons should be reflected in even greater economies in the use of restricted materials without deviation from strict quality control requirements during 1952.

Innovations and trends in 1952 receivers were in evidence early in January with the introduction of new lines by manufacturers. Chief among these has been the pronounced movement toward large size picture tubes. The most popular sizes



Du Mont

during 1952 will be the 17-inch and 21-inch picture tubes. It is interesting to note that only three years ago the popular size receiver incorporated a 12-inch picture tube; 20-inch tubes were only in the "luxury" type of receiver.

TV picture tubes in 1952 will represent the most advanced design. An important trend is the universal acceptance of rectangular tubes which present TV pictures to the viewer in the same aspect ratio as is picked up by the TV camera. Another popular innovation in 1952 will be the automatic focus tube. This tube eliminates focus controls of any kind, and at the same time effects substantial savings in both steel and copper.

Great advances have been registered in reduction of reflections on picture tubes, from lights, windows and other reflective sources through the introduction of cylindrically-faced tubes. These tubes will make their appearance in 1952.

Television chassis in 1952 will have greater sensitivity and range than ever before, resulting in better fringe and weak signal area reception.

The anticipated impact of UHF as a companion service to VHF telecasting is already in evidence in 1952 receivers. These new sets contain provision for adaption to the UHF type of telecasting, either through tuning strips installed in the tuner or through an external UHF converter.

With no more than a handful of new stations expected on the air by the end of 1952, even if the "freeze" is lifted immediately, receivers will have to be sold in substantially the same markets as in 1951. The industry which enters 1952 with approximately 1,000,000 receivers in inventory should be able to sell those and its 1952 production even in what might be called "old" markets. Several factors point to this. They include (1) a record amount in disposable funds in the nation this year, (2) the untapped market of better than 50 per cent which still exists in TV areas, (3) elimination of confusion in the minds of the public regarding premature and incompatible color television (4) increased sales of television receivers in fringe and weak signal areas due to greater sensitivity of 1952 sets, (5) obsolescence of small-size picture receivers (6) extension of relay facilities to include the

(Continued on Page 1110)

# HOLLYWOOD & A.B.C. TELEVISION

By ALEXANDER STRONACH, JR., Vice-President for the ABC-TV Network

TELEVISION has now acquired a modus operandi of sound stature, technically geared to volume production. It has not however, set a pattern for point of production. As constituted now, video fare arrives on living room screens from three major production centers in the United States; New York, Chicago and Hollywood.

Granted TV can go almost anywhere for remote pickups of strategic on-the-spot news and sports coverage — and well it should. But I am not concerned with this phase of television's ability to capture history in the making.

By far the greatest stress placed on video is for entertainment through the medium of dramatic offerings, which by far account for the greatest portion of present day television programming. It is with this phase of television that I am concerned and consequently, from where these programs should originate.

At the present time (1952), a comparatively young age for television, the American Broadcasting Company possesses the finest television plant in existence—the 23-acre ABC-TV Center in Hollywood.

The network has made good use of its giant west coast facilities in the past year, since the opening of the transcontinental-microwave-coaxial link. But its use has not yet been fully exploited or explored. There exists in Hollywood today the greatest talent pool in the world. And I do not refer only to top marquee names but to lesser stars and feature players, well known to the average motion picture goer. They are fine dramatic personalities on whom television should call to fill the varied roles in new dramatic shows.

Hollywood is the home of this talent and they should not be expected to travel 3,000 miles to fill a video engagement in New York for a one night stand and then return home. The fact that video has made this demand upon the Hollywood talent pool immediately sends talent costs soaring. Whereas, if television were content to develop their *live* shows where the stars



Stronach, Jr.

are, where sets could be built and remain standing without being "struck" after each show; where technical equipment and technicians abound, video would surely begin minimizing its present day soaring costs.

The fact that ABC-TV has already been able to build some basic sets (such as that used on "The Ruggles" show) where the set can be stored on the huge sound stage on the ABC-TV Hollywood lot and used week-after-week without being dismantled after each telecast, has in itself saved the network large sums of money. This one instance could well be repeated over and over for many other TV programs. Another simple, but extremely important cost-saving operation is the network's ability to do away with the necessity of hiring trucks, which normally in such video centers as New York and Chicago, must cart scenery back and forth from warehouses to the TV studios. In New York City, a single truck, carting a set from a warehouse to a TV studio costs \$150. By the time the round trip has been made, the cost for trucking the set back and forth amounts to \$300. Not so in Hollywood, where sets can remain intact, stored in the vast recesses of the huge ABC-TV Center, to be used over and over again.

Another example of cost cutting and one directly benefiting the advertiser, is the network's purchase sometime ago of eight carloads of scenery and props, now conveniently accessible at our Hollywood TV Center. Scenery and props are readily available at any time on the lot and a sponsor's re-use of them for shows results in a cost to him of only 10 per cent of their original construction costs.

Just recently the ABC-TV network presented several "one shot" live programs—"The Professor," starring Joseph Schildkraut and "One False Step," both of which were produced in Hollywood, and both of which received excellent reviews from the press.

Similar plans are underway now for the presentation of a number of other programs of this type, all of which will be produced at our Hollywood TV Center.

This type of programming only serves to emphasize the adaptability of our West Coast facilities for the origination of such programs at a considerable savings in costs to a potential advertiser.



# A. B. C. TELEVISION NETWORK

## **ROBERT E. KINTNER** *President*

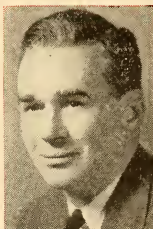
At age 41, ROBERT E. KINTNER is the youngest President to sit at the helm of a major broadcasting network. In the span of seven short years since he first joined ABC as a Vice President in 1944, with immediate supervision of programming, public services, public relations and advertising, the American Broadcasting Company has expanded and assumed a ranking position in the broadcasting industry under his able and far-sighted guidance.



**KINTNER**

## **ALEXANDER STRONACH, JR.** *Vice President for the ABC Television Network*

A former free-lance writer for magazine and motion pictures, ALEXANDER (SANDY) STRONACH, JR., came to the American Broadcasting Company in September, 1948 as Manager of Television Programs of the network. In January, 1951 he was named National Director of Television Program Operations for ABC-TV and subsequently in May, 1951, was named Vice President for the ABC-TV Network. His varied background includes a



**STRONACH, JR.**

## **JOHN B. LANIGAN** *Vice President in Charge of Television Sales*

JOHN B. LANIGAN came to the ABC network in February of this year as Vice President in charge of Television Sales.

Lanigan was previously a specialist in consumer advertising for Time Magazine, having served with that publication for three years prior to his association with ABC. In addition, his extensive background includes advertising and sales in several media.

Prior to joining Time, he was sales manager for the Eureka Williams



**LANIGAN**

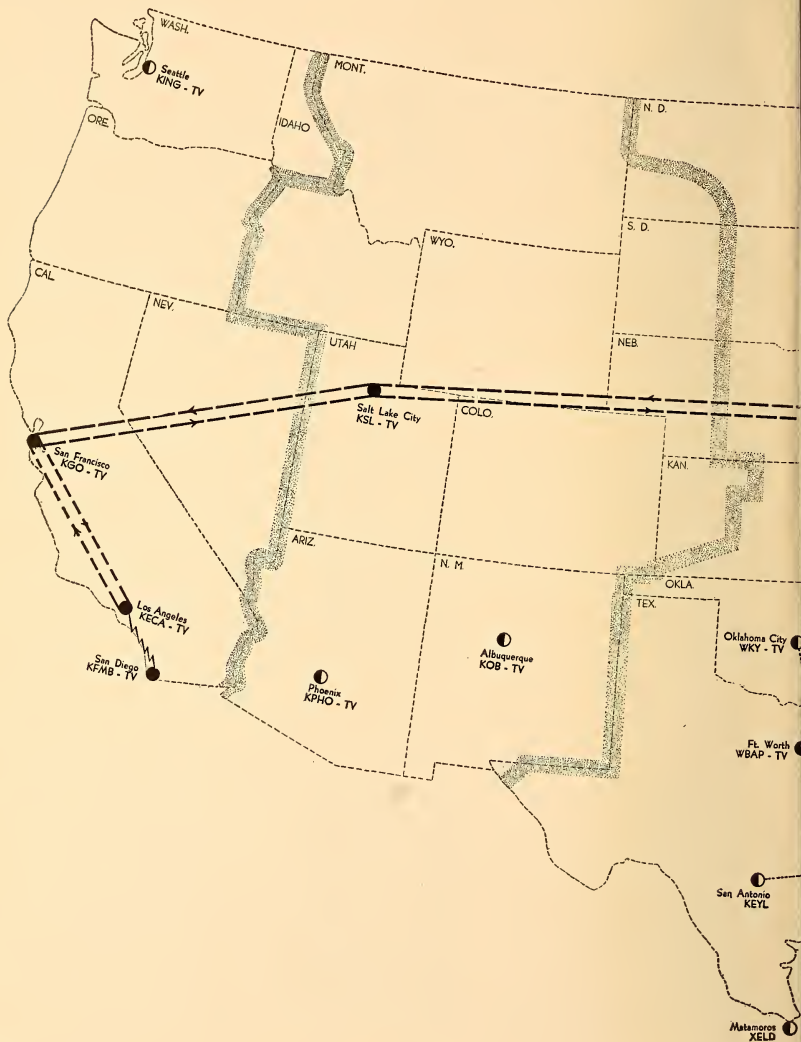
A native of Stroudsburg, Pa., and a graduate of Swarthmore College, his career previous to joining ABC, included work as a staff member on the editorial department of the New York Herald-Tribune, where he specialized in financial reporting. Subsequently, he became Washington correspondent for the same paper and later, with Joseph Alsop, was author of a nationally syndicated Washington newspaper column.

stant as writer on "We, the People," a radio program which he helped script while with Young & Rubicam, Inc.; producer and director of this program, as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, manager of the talent department and program manager for Young & Rubicam, Inc.

Corporation, a position to which he was advanced following his duties as West Coast sales manager for the company over a period of a year and a half.

From 1943 to mid-1946, he was a space salesman working for the Chicago and Detroit offices of Time, having previously served for six years with Good Housekeeping magazine, where he was manager of the Detroit sales office from 1941 to 1942 and before that a member of the sales force in the Chicago office.

# AMERICAN BROADCAST

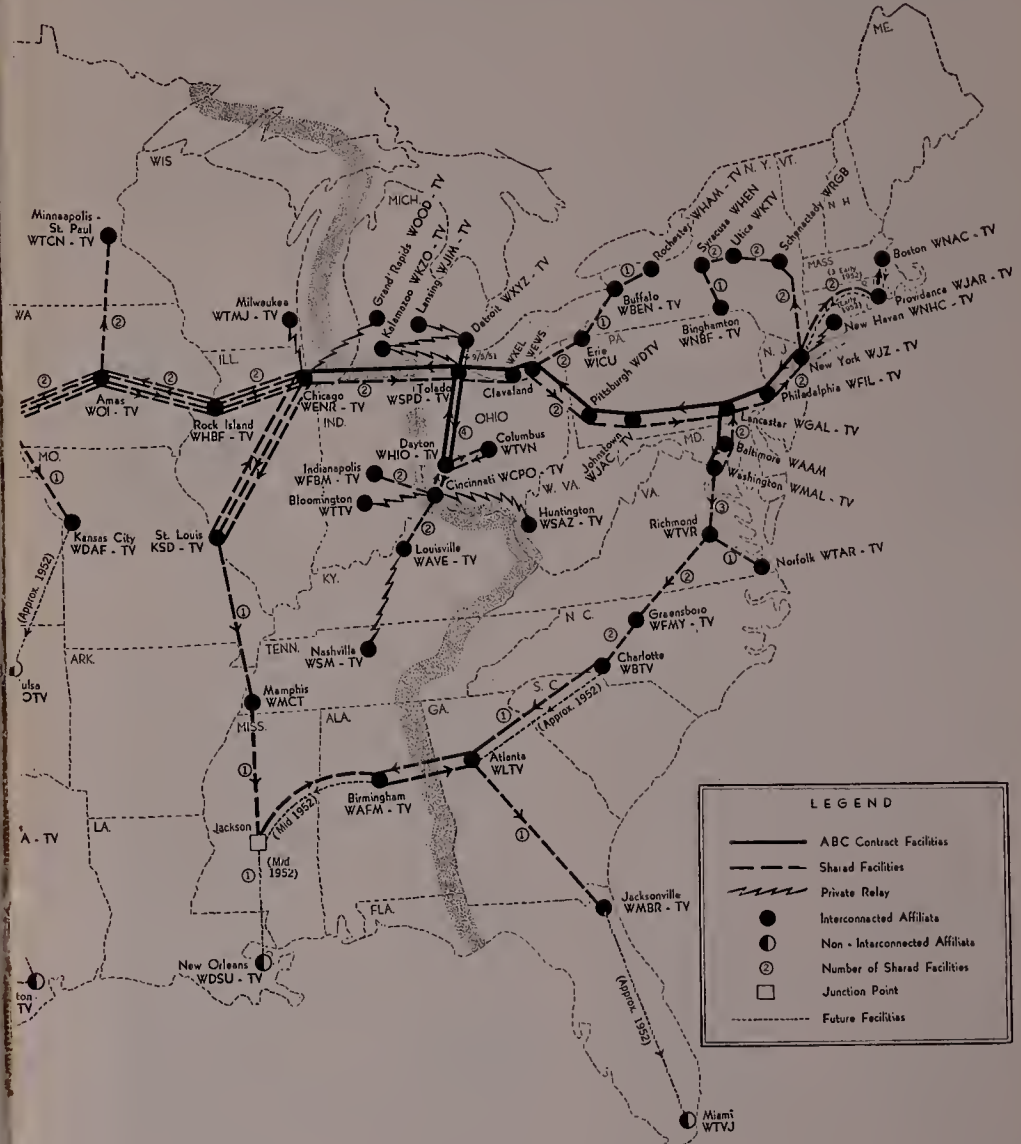
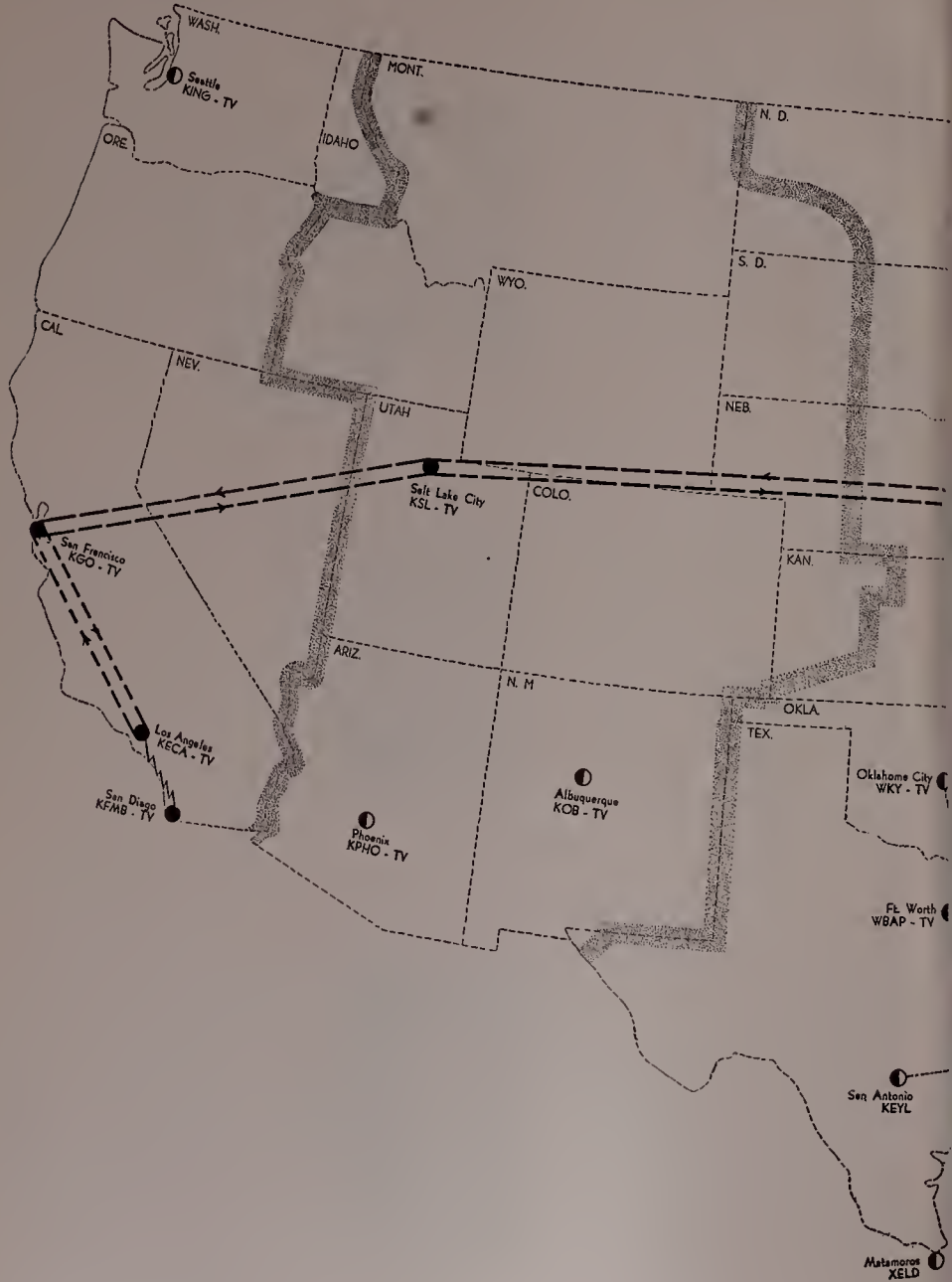








# AMERICAN BROADCAST CASTING COMPANY



**LEGEND**

- ABC Contract Facilities
- - - Shared Facilities
- ~ Private Relay
- Interconnected Affiliates
- ① Non-Interconnected Affiliates
- ② Number of Shared Facilities
- Junction Point
- Future Facilities

# A M E R I C A N BROADCASTING COMPANY, INC.

*R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.  
(Telephone Number: Circle 7-5700)*

## BOARD OF DIRECTORS

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## TELEVISION

Alexander Stronach, Jr.....  
Vice President for the ABC-TV Network

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John Preston..... Director of Engineering Facilities &  
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William Trevarthen..... Director of Engineering  
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Operations  
Manager

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James A. Stabile..... Attorney

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Malcolm B. Laing..... Manager of Station  
Clearance—Television  
Aaron Rubin..... Assistant Treasurer  
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Director  
Alice Stamatis..... Manager of Order Processing  
Walter C. Tepper..... Controller  
Drew Van Dam..... Director of Personnel  
Reginald Willcocks..... Traffic Manager

Thomas Velotta..... Vice President in Charge  
John Madigan..... Director of News and Special  
Events—Television

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Ward Byron..... Executive Producer  
Nat Fowler..... Film Director  
Henry Hede..... Business Manager  
Anthony Henning..... Production Manager  
Charles Holden..... Assistant National Director  
of Television Program Production  
Robert Holland..... Manager of Film Service  
Harold Hough..... Program Director of WJZ-TV  
Ruth Kiersted..... Operations Manager  
James McNaughton..... Art Director  
Charles Underhill..... National Director of the  
Television Program Department  
Mortimer Weinbach..... National Director of  
TV Operations  
Bertha Williams..... Broadcast Coordinator

### Public Relations

John W. Pacey..... Director of Public Affairs

Mary Ahern.....Executive Producer of Public Affairs Department  
 Ruth Crawford.....Librarian  
 Mitchell DeGroot.....Manager of Advertising and Promotion  
 Arthur B. Donegan.....Manager of Publicity  
 Ellen Heagerty.....Supervisor Audience Information  
 Grace Johnsen.....Director of Continuity  
 Ruth Trexler.....Manager of Religious and Educational Activities  
 Oliver Treyz.....Director of Research and Sales Development  
 Ernest E. Stern.....Trade News Editor

### Sales

John B. Lanigan.....Vice President in Charge of Television Sales  
 Charles Abry.....Eastern Television Sales Manager  
 Edwin Friendly, Jr.....National Director of Television Sales  
 Thomas P. Robinson.....Business Manager for Television Network Sales

### Stations

Slocum Chapin.....Vice President in Charge of Owned TV Stations  
 Richard B. Rawls.....Manager of Television Stations Department  
 Trevor Adams.....Manager of WJZ-TV  
 Mary Connell.....Local and Spot Sales Service Manager—Television  
 Don L. Kearney.....National Manager of TV Spot Sales  
 Bernard Paulson.....Operations Manager of WJZ-TV  
 Henry Worthington.....Manager of Co-operative Program Sales—Television

### WASHINGTON, D. C.

1703 K Street

Robert H. Hinckley.....Vice-President

### CENTRAL DIVISION

#### WENR-TV

20 North Wacker Drive,

Chicago 6, Illinois

John H. Norton.....Vice President of Central Division  
 Robert L. Anderson.....Research Supervisor  
 Kenneth Christiansen.....Manager of Traffic & Communications  
 Francis J. Coveney.....Auditor  
 Francis Dixon.....Program Booking & Operations Supervisor  
 Walter L. Emerson.....Legal Counsel  
 Joe Fisher.....TV Sales Manager of WENR-TV  
 Monte Frasnacht.....Manager of TV Program Department  
 John Fitzpatrick.....TV Production Manager  
 Elliott Henry, Jr.....Publicity Manager  
 E. C. Horstmann.....Engineering Manager  
 Dean Linger.....Manager of Sales Promotion  
 Jack McCord.....TV Program Business Manager  
 Roy McLaughlin.....Manager for ABC-TV Spot Sales, Chicago  
 Francis McNulty.....Music Rights Supervisor  
 John J. Manley.....Manager of Office & Studio Services  
 Cornelius O'Dea.....News Supervisor

Patric Rastall.....Sales Service Manager  
 Robert M. Savage.....Continuity Supervisor  
 James L. Stirton.....Director of TV Network for Central Division  
 Floyd Timberlake.....TV Engineering Operations Supervisor  
 Gerald R. Vernon.....Manager of TV Sales

### WESTERN DIVISION

#### Hollywood

#### KECA-TV

#### ABC Television Center,

Hollywood 27, California

William Phillipson, Director of Western Division

Cecil W. Barker.....TV Program Production Director of Western Division & KECA-TV  
 Dorothy Brown.....Continuity Acceptance Editor, Western Division  
 Philip G. Caldwell.....Western Division Manager of Technical Operations  
 Dresser M. Dahlstead.....Program Manager, Western Division  
 Henry Daugherty.....General Traffic Supervisor  
 Ernest Felix.....Assistant Treasurer  
 Paul Gates.....Evening Program Manager  
 John S. Hansen.....Sales Promotion Manager  
 Philip Hoffman.....Manager of KECA-TV  
 Edward B. Hullinger.....Manager, Stations Relations, Western Division  
 Frank King.....TV Sales Manager of KECA-TV  
 Bill Laramie.....Manager, ABC-TV Spot Sales, Los Angeles  
 Francis D. La Tourette.....Western Division News Editor  
 Robert Laws.....Western Division TV Sales Manager & Sales Manager of KECA-TV  
 Adolph Lefler.....Sales Service Manager  
 Cameron G. Pierce.....TV Engineering Operations Supervisor  
 Darrell Ross.....Production Manager of KECA-TV  
 Victor Rowland.....Manager, Hollywood Publicity Department  
 Florence Shiro.....Personnel Director  
 Donn B. Tatum.....Director of TV, Western Division  
 John Wagner.....Controller, Western Division

### KGO-TV—SAN FRANCISCO

155 Montgomery Street,

San Francisco 2, California

James Connolly.....Vice-President  
 A. E. Evans.....Engineering Manager  
 Gladys Ferguson.....TV Sales Service Manager  
 Vincent Francis.....Manager of KGO-TV  
 Gordon Grannis.....Promotion & Publicity Manager  
 Edith Kirby.....Traffic Manager  
 Dexter Nichols.....Continuity Acceptance Editor  
 Victor Reed.....News Editor  
 Dave Sacks.....Manager, ABC-TV Spot Sales  
 Bloyce Wright.....TV Program Manager

### Stations Owned By ABC

WJZ-TV.....New York  
 WXYZ-TV.....Detroit  
 WENR-TV.....Chicago  
 KECA-TV.....Los Angeles  
 KGO-TV.....San Francisco





America is  
**SOLD**  
on ABC



*American Bakeries*  
*Anthracite Institute*  
*Arrow Shirts*  
*Arthur Murray*  
*Bendix*  
*Bristol-Myers*  
*Brown Shoe*  
*Canada Dry*  
*Carter Products*  
*Celanese*  
*Chuckles*  
*Clorox*  
*Cory*  
*Crosley*  
*Frigidaire*  
*General Mills*  
*Goodyear Tire & Rubber*  
*Dr. Billy Graham*  
*Green Giant*  
*Hazel Bishop*  
*Hollywood Candy*  
*Ironrite Ironers*  
*Jacques Kreisler*  
*Kellogg*  
*Lever Brothers*  
*Lucky Strike*  
*M & M Candy*  
*Masland Carpets*  
*Minute Maid*  
*Nash-Kelvinator*  
*Old Gold*  
*Peters Shoe*  
*Procter & Gamble*  
*Prom & White Rain*  
*Ralston-Purina*  
*Sterling Drug*  
*C. A. Swanson*  
*Sundial Shoe*  
*Voice of Prophecy*  
*Word of Life Fellowship*  
*Warner-Hudnut*  
*Young People's Church of the Air*

**A network is known by the company it keeps . . .**  
and today most of the leading names in American industry send their goods to market via ABC Television. One reason these advertisers choose ABC Television is because it is the only network that owns and operates television stations in five of the nation's seven top retail markets. Also, because ABC has gigantic production facilities that no other network can match—Television Centers in both New York and Hollywood.

**ABC TELEVISION**  
American Broadcasting Company

# TELEVISION, 1951—REVIEWED

By J. L. VAN VOLKENBURG, President, CBS Television

TELEVISION did a lot of things in 1951: It spanned the continent, so people in New York could see the Japanese peace treaty being signed, and people in California could watch the National League playoffs—at 10 o'clock in the morning! It made the hands of a gambler into the picture of the year, and brought the American people up sharp against the realities of organized crime and political corruption with a sense of urgency that's still detonating all over the country today, and promising that the 1952 political campaigns will be the show to watch. It looked on attentively as a general revived the ancient garrison ballad, "Old Soldiers Never Die." It was hard for commercial programming to top the pyrotechnics provided by the daily news; but nevertheless, 1951 brought forth some of the best, liveliest and most mature television shows seen to date. And one more thing television did: it Arrived, as a practical, dollars-and-cents, competitive advertising buy. The cost-per-thousand of reaching network television's audience began the swift descent that always tells knowledgeable advertising men a medium's ready to be reckoned with on a straight comparative, competitive basis. CBS Television wound up the year with its average cost-per-thousand more than 20 per cent below the 1950 figure. With the number of U. S. television sets estimated at 19 million by the end of '52, plus the prospect of new markets opening up at the lifting of the construction freeze, the circulation costs will look even better this time next year.

We look to 1952 also for the extension of two important operations that appeared in clear focus during the past year: daytime television, and the emergence of all-year television, with the consequent fading of the "summer-hiatus" feature. Daytime television developed a lot during the year, and provided considerable scope in programming, with emphasis on daytime variety, with full show-business values and



Van Volkenburg

top stars, in addition to the customary daytime serial and music and news features. Prophets had said that woman could not take time from their daily tasks to watch television; but once again television (and the women!) threw the rule-book out the window, and as one noted advertiser said, "Gentlemen, I have news for you. It appears that the American housewife has time to do just about *anything* she wants to do." And what she wants to do, it appears, is watch television. By mid-1951, the daytime percentage of sets-in-use had nearly doubled over the preceding year, and the average housewife viewer was watching daytime shows ten hours a week, Monday through Friday. This happy trend brought a lot of new television advertisers into the fold, and has created a demand, during the last few months, for an ever earlier start on network daytime programming, with the result that most networks plan early morning programming for the coming year. Once again we are seeing daytime programming, with its multiple-impression and low cost-per-impression features, making a substantial appeal to advertisers.

Perhaps the outstanding trail-blazing accomplishment of television operations in '51 was the success-story of summer television. Even the most optimistic and television-happy of us could hardly have predicted that the drop in viewing over the summer would be negligible; that many CBS Television advertisers who stayed on through the summer (and most of them did) would actually be winning audiences at lower cost than their October-April average. Once again we are obliged to hang our heads and admit that television can always do more than is expected of it; and that our thinking must be adjusted to the fact that television is *not* a seasonal medium, but a year-round necessity for viewers and a year-round selling force for advertisers.

As for CBS Television, we move into 1952 confident that we can continue to supply audiences with the best in television entertainment, news, and information; and supply advertisers with top value. 1951 saw a number of notable CBS Television program achievements: the magnificent news program, See It Now, and television's most extensive and detailed coverage of United Nations.

# C. B. S. TELEVISION NETWORK

## **J. L. VAN VOLKENBURG** *President*

A member of the CBS family for 20 years, J. L. VAN VOLKENBURG, has risen through a number of executive posts with the network to his present position as CBS-TV president. He joined CBS in 1932 as general manager of KMOX, a Columbia-owned station in St. Louis. In 1936 he was appointed assistant to the CBS vice-president in charge of the Central Division. Van Volkenburg was named general sales manager of



VAN VOLKENBURG

radio sales, in 1945 and three years later had assumed supervision of Columbia-owned stations as director of station administration. Shortly thereafter he was named vice-president and director of Television operation and in 1951 was named to his present position. Van Volkenburg was born in Sioux City, Iowa, Dec. 6, 1903 and attended the University of Minnesota.

## **HUBBELL ROBINSON, JR.** *Vice-President in Charge of Network Programs*

In story book fashion, HUBBELL ROBINSON, JR. started at the bottom as a messenger with Young & Rubicam in 1928 and in 1944 was made a vice president of the firm. Subsequently he joined the Blue Network (now ABC) as vice president and director of programs and in 1945 he moved to Foote, Cone & Belding as vice president in charge of radio. Robinson came to CBS in 1946 to take over direction of AM network programs. On January 1, 1950 he



ROBINSON, JR.

assumed general supervision and direction of all CBS programming, both radio and TV. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, attended Phillips Exeter Academy and Brown U., receiving his B. A. in 1927. After graduation he became a reporter on the Schenectady Union Star and later on the Knickerbocker Press in Albany. In 1928 he moved to New York and entered advertising.

## **FRED M. THROWER** *Vice-President in Charge of Network Sales*

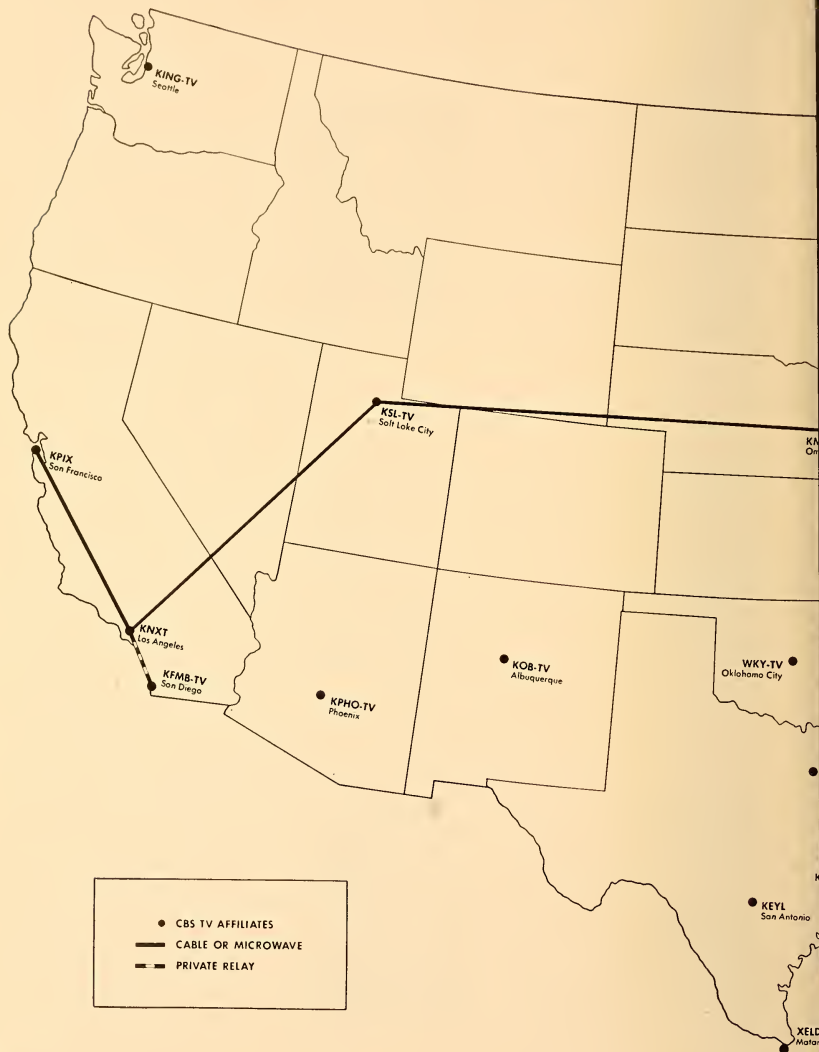
Today's TV Personality: FRED M. THROWER, vice-president in charge of sales for the CBS television network, was formerly vice-president in charge of television sales for the American Broadcasting Company. Before World War II, Fred was associated with the National Broadcasting Company. From 1942 to 1945 he served as a lieutenant in the U. S. Navy and saw service in both Europe and China. Back in 1942,



THROWER

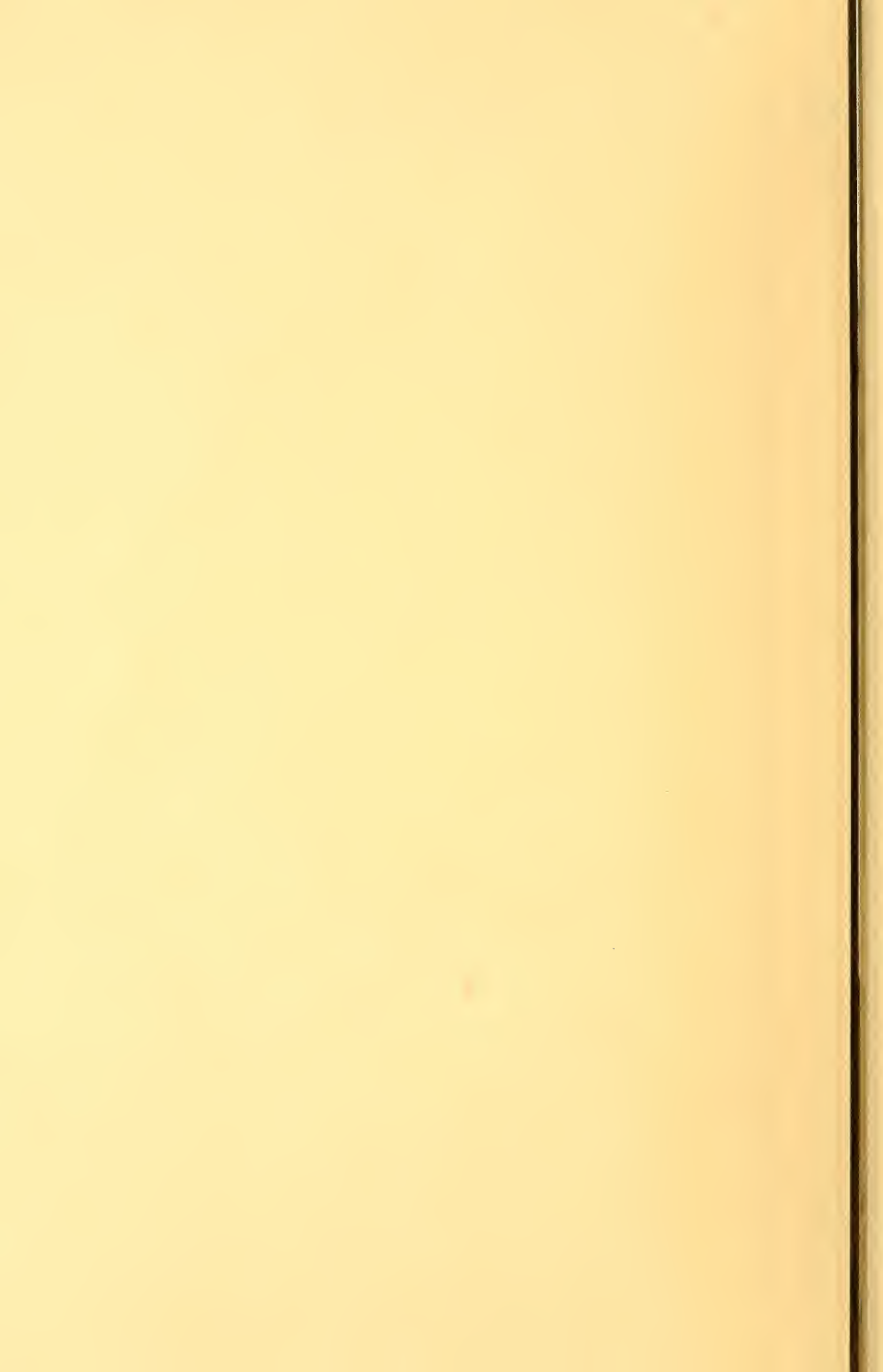
Fred was appointed a vice-president of the American Broadcasting Company when that network was launched independently. His service with the National Broadcasting Company extended from 1929 through the time the Red and Blue networks were separated. While at NBC, Fred served for some years as an account executive. Previously he had been associated with the network's program department.

# COLUMBIA BROAD

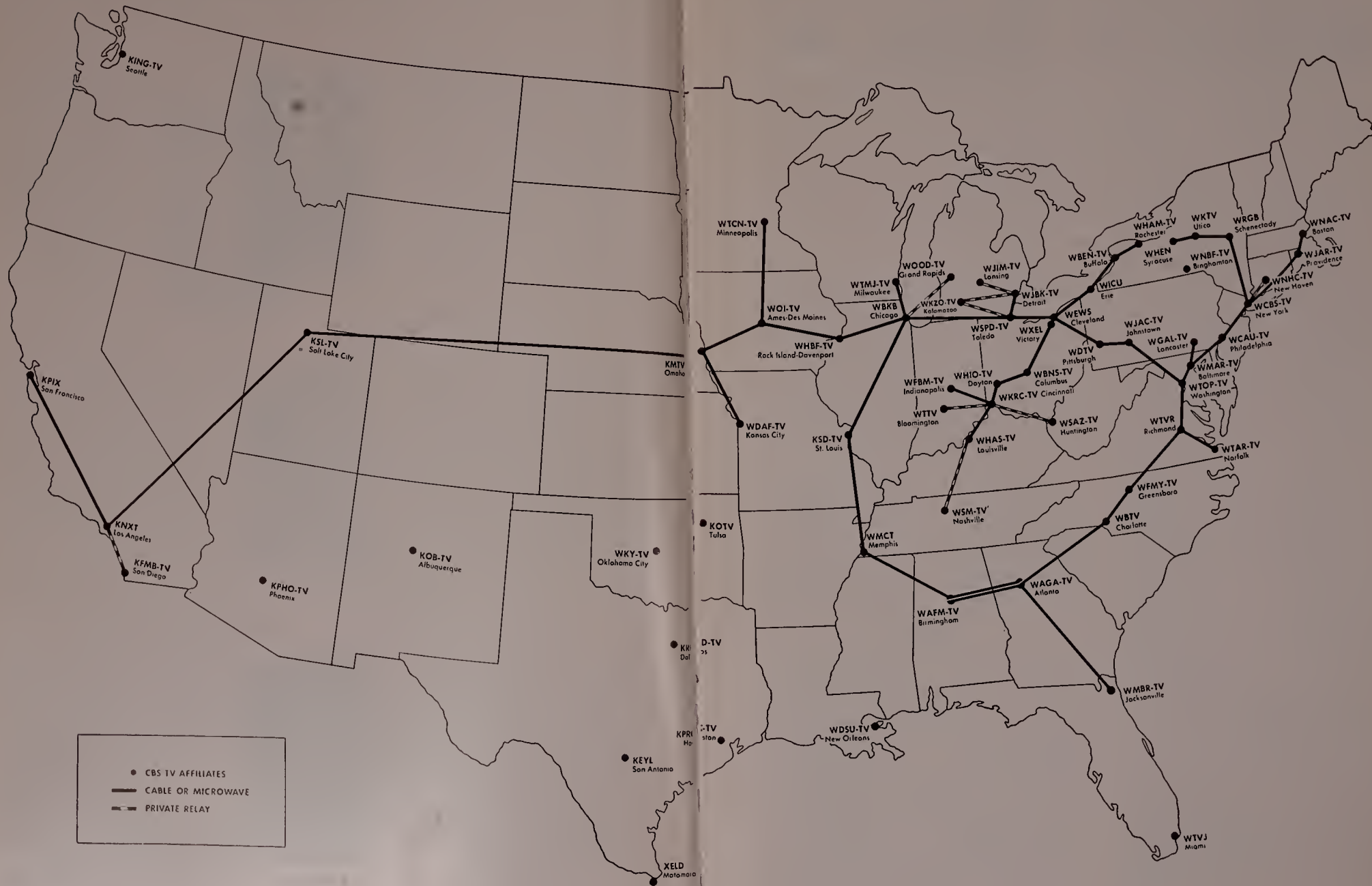








# COLUMBIA BROADCASTING SYSTEM



# C O L U M B I A

## BROADCASTING SYSTEM, INC.

### Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

### BOARD OF DIRECTORS

|                      |                                |
|----------------------|--------------------------------|
| Prescott S. Bush     | J. A. W. Inglehart             |
| Frederick L. Chapman | Leon Levy                      |
| Bruce A. Coffin      | Edward R. Murrow               |
| Lloyd H. Coffin      | Samuel Paley                   |
| David H. Cogan       | William S. Paley               |
| Ralph F. Colin       | Joseph H. Ream                 |
| James B. Conkling    | Dorsey Richardson              |
|                      | Frank Stanton                  |
| William S. Paley     | ..... Chairman of the Board    |
| Frank Stanton        | ..... President                |
| Joseph H. Ream       | ..... Executive Vice President |
| Bruce A. Coffin      | ..... Vice President           |
| Lloyd H. Coffin      | ..... Vice President           |
| David H. Cogan       | ..... Vice President           |
| James B. Conkling    | ..... Vice President           |
| Earl H. Gammons      | ..... Vice President           |
| William C. Gittinger | ..... Vice President           |
| Lawrence W. Lowman   | ..... Vice President           |
| Howard S. Meighan    | ..... Vice President           |
| Adrian Murphy        | ..... Vice President           |
| Daniel T. O'Shea     | ..... Vice President           |
| J. L. Van Volkenburg | ..... Vice President           |
| Julius F. Brauner    | ..... Secretary                |
| Samuel R. Dean       | ..... Treasurer                |
| Arthur S. Padgett    | ..... General Auditor          |
| Edward L. Saxe       | ..... Contoller                |
| Edgar Batchelder     | ..... Assistant Secretary      |
| William J. Flynn     | ..... Assistant Treasurer      |
| Ned Marr             | ..... Assistant Secretary      |

### CBS TELEVISION DIVISION

#### OFFICERS

|                       |                                                              |
|-----------------------|--------------------------------------------------------------|
| J. L. Van Volkenburg  | ..... President                                              |
| Fred M. Thrower       | ..... Vice President in Charge of Network Sales              |
| Hubbell Robinson, Jr. | ..... Vice President in Charge of Network Programs           |
| Harry S. Ackerman     | ..... Vice President in Charge of Network Programs—Hollywood |
| H. Leslie Atlass      | ..... Vice President in Charge of Central Division           |

|                     |                                                                           |
|---------------------|---------------------------------------------------------------------------|
| Frank B. Falknor    | ..... Vice President in Charge of Operations                              |
| Merle S. Jones      | ..... Vice President in Charge of CBS-Owned Stations and General Services |
| I. S. Becker        | ..... Vice President in Charge of Business Affairs                        |
| Herbert V. Akerberg | ..... Vice President in Charge of Station Relations                       |
| William B. Lodge    | ..... Vice President in Charge of General Engineering                     |
| Charles L. Glett    | ..... Vice President in Charge of Network Services—Hollywood              |

#### Network Sales

|                    |                                                 |
|--------------------|-------------------------------------------------|
| Fred M. Thrower    | ..... Vice President in Charge of Network Sales |
| William H. Hylan   | ..... Eastern Sales Manager                     |
| George J. Arkedis  | ..... Central Sales Manager                     |
| Kingsley F. Horton | ..... Pacific Coast Sales Manager               |
| William J. Fagan   | ..... Business Manager                          |
| T. D. Connolly     | ..... Program Sales Manager                     |
| Lorin S. Myers     | ..... Sales Research Counsel                    |
| Robert F. Jamieson | ..... Sales Service Manager                     |
| George A. Kolpin   | ..... Contract Manager                          |

#### Programs

|                       |                                                               |
|-----------------------|---------------------------------------------------------------|
| Hubbell Robinson, Jr. | ..... Vice President in Charge of Network Programs            |
| Harry S. Ackerman     | ..... Vice President in Charge of Network Programs, Hollywood |
| Russell Furse         | ..... General Manager                                         |
| Henry S. White        | ..... Business Manager                                        |
| William Dozier        | ..... Executive Producer, Dramatic Shows                      |
| Edgar Peterson        | ..... Story and Script Dept. Mgr.                             |
| Marlo Lewis           | ..... Executive Producer, Music and Variety Programs          |
| James C. Shattuck     | ..... Director of Editing                                     |
| Harry G. Ommerle      | ..... Program Director                                        |
|                       | <b>News and Public Affairs</b>                                |
| Sig Mickelson         | ..... Director of News and Public Affairs                     |
| Paul Levitan          | ..... Producer of Special Events                              |



William A. Wood..... Director of News and  
Public Affairs, Washington  
Judson Bailey..... Director of Sports

### Operations

Frank B. Falknor..... Vice President in Charge  
of Operations  
Henry Grossman..... Assistant to Vice President  
in Charge of Operations  
E. Carlton Winckler..... Manager of Production  
Gilbert DeStafano..... Manager of Stage Lighting  
Don Darcy..... Manager of Production Specialists  
Anthony Boschetti..... Manager of Procurement  
Richard Hopkins..... Manager of Scenic Design  
and Construction  
H. C. Meier..... Manager of Network Operations  
H. Grant Theis..... Manager of Film Service  
Operations  
Walter R. Pierson..... Manager of Theatre and  
Stage Operations  
Paul Wittlig..... New Effects Development  
James Connors..... Manager of Cost Control  
R. C. Thompson..... Manager of Technical  
Operations  
R. J. Young..... Manager of Building Construction  
**Business Affairs, Network Programs**  
I. S. Becker..... Vice President in Charge  
of Business Affairs  
Merritt H. Coleman..... Director of Business Affairs  
Martin N. Leeds..... Director of Business Affairs,  
Hollywood

### Station Relations

Herbert V. Akerberg..... Vice President in  
Charge of Station Relations  
Fritz Snyder..... Director of Station Relations

### Advertising and Sales Promotion

William Golden..... Creative Director  
John P. Cowden..... Operations Director  
Carroll Whedon..... Copy Chief  
Alex Kennedy..... Director of Program Promotion  
Robert Meyer..... Director of Program Promotion,  
Hollywood  
Gordon Hellmann..... Director of Presentations  
David Luhmann..... Director of CBS-Owned  
Station Promotion Services  
Edward Side..... Production Manager

### Public Relations

David J. Jacobson..... Director

### Press Information

Michael J. Foster..... Director  
Robert Meyer..... Director, Hollywood

### Research

Oscar Katz..... Director  
Philip Eisenberg..... Director of Coverage and  
General Surveys  
Rose Marie O'Reilly..... Director of Ratings  
Tore Hallonquist..... Director of Program Analysis

### General Engineering

William B. Lodge..... Vice President in Charge  
of General Engineering  
A. B. Chamberlain..... Chief Engineer  
H. A. Chinn..... Chief Audio-Video Engineering  
J. W. Wright..... Chief Radio Frequency  
Engineering

### Legal

W. Spencer Harrison..... Senior Attorney

### Accounting

Norman C. Hadley..... Comptroller

### Network Services, Hollywood

Charles L. Glett..... Vice President in Charge  
of Network Services, Hollywood  
Austin E. Joscelyn..... Director of Operations,  
Hollywood

### CBS, Inc., Broadcast Service Departments

#### Building Operations and Tickets

James Swenson..... Manager, Building Operations  
Jack Page..... Assistant Manager, Building  
Operations  
Laurette Banks..... Supervisor, Ticket Bureau

#### General Purchasing

John E. Forsander..... Director of Purchases  
Edward Drewes..... Purchasing Agent

#### Office Services

A. H. Bryant..... Manager  
Maude Stubner..... Supervisor, Program Typing  
Emily Schiener..... Supervisor, Ediphone

#### Personnel Relations

Robert Kalaidjian..... Director  
Charles Burt..... Personnel Administrator  
Dr. Jack Nelson..... Director, Medical Office  
John Anderson..... Labor Research Manager  
Richard Stanley..... Employment Manager

#### Photography

Walter I. Seigal..... Manager

#### Reference

William C. Ackerman..... Director  
May Dowell..... Manager, General Information  
Agnes Law..... Librarian

### CBS Television Spot Sales

Thomas H. Dawson..... Director of CBS Television  
Spot Sales  
Sam Cook Digges..... Eastern Sales Manager  
MacLean Chandler..... Western Sales Manager  
Ben Margolis..... Business Manager

### CBS Television Film Sales

Fred Mahlstedt..... Director

### CBS Owned Stations WCBS-TV, 485 Madison Avenue, New York 22, New York

Craig Lawrence..... General Manager  
George R. Dunham..... Sales Manager  
Richard K. Doan..... Program Manager  
Robert Patt..... Promotion Manager

### KNXT, 1313 North Vine Street, Los Angeles 28, California

Wilbur S. Edwards..... General Manager  
James T. Aubrey, Jr..... Sales Manager  
William J. F. Brennan..... Program Director  
Tony Moe..... Promotion Manager





# The sign of good television

When this symbol shines out from a television screen, it identifies, for viewers and advertisers alike, the network where they're most likely to find what they're looking for:

... where television's most successful package programs come from

... chosen by 103 national advertisers in 1951... including 9 of America's 10 biggest

... reaching its audiences at a cost-per-thousand homes over 20% less than in 1950

... and reaching its audiences at a lower cost-per-thousand than any other network.

"This is The CBS Television Network"

# TV'S PROBLEMS IN 1952

By CHRIS J. WITTING, Director and General Manager, Du Mont Television Network

TELEVISION has two vital jobs cut out for it in 1952:

One is to put the brakes on soaring costs, to keep the medium within reach of the sponsors whose support is essential.

The other is to meet the public clamor for wider video coverage of historic events as they unfold—and in particular, for full, dramatic and fair coverage of the coming political conventions, the national election campaigns and the election itself.

The industry's achievements in 1951 leave no doubt that television is rolling along handsomely. Its gross billings climbed from a little over \$45 million to an estimated \$129 million during the year. Its list of advertisers jumped impressively. The growth of its audience was spectacular—TV sets in use rose from 10½ million to around 15 million by the year-end, and may well top 18 million or more during the coming year.

But while the medium has been flourishing all along the line, its fast-rising costs have been causing increasing concern—and not a few cutbacks or cancellations by some of the sponsors who had been among television's earliest and most enthusiastic supporters.

"If the trend continues at the present rate, TV is going to leave the average-sized advertiser behind, no matter how good the medium is," said one top agency official recently.

And one of TV's biggest advertisers was quoted as saying: "Television costs have reached the point where action must be taken. Expenditures are getting so high even a big-time sponsor can't afford to handle a show for 39 weeks."

Some in the trade have predicted that \$50,000 and \$100,000 shows are going to be the vogue of the future. Perhaps they are right—but we believe the obviously growing cost-consciousness by sponsors, and the lengthening list of exits from expensive shows, calls for a sober appraisal of the near-term outlook.



Witting

We believe there's little question that costs-per-thousand will be trimmed sharply, barring unforeseen overall economic developments, during the next couple of years. Promising gains in this direction already have been made, but such trimming on a substantial scale will follow only when the Federal Communications Commission freeze on new station permits is lifted, allowing the industry to provide a truly nationwide circulation.

But meantime television must check its production costs and time charges so it can compete successfully with other media for the advertiser's dollar. Network operators cannot in 1952 go along presuming that the men who foot the bills will accept the sort of price rises that came in 1951.

So far, as the industry's billings figures show, other advertisers generally have stepped in to take the places of those who have dropped out along the rocky road of steeper prices. Good time still is so urgently in demand that an abandoned spot usually is picked up quickly by someone else. The disquieting question is—how long can the new sponsors hang on unless costs are curbed?

We are confident the young and energetic industry can handle this cost-control job in 1952. Its ingenuity in finding ways to meet sponsors' budget limitations has been demonstrated with such devices as its multiple and revolving sponsorship plans. Wider use of films and tele-transcriptions will help in many directions. Enlarged and improved studio facilities and new developments in equipment are constantly finding short cuts as the industry matures.

There even is some evidence that costly competitive bidding for high-priced talent from other entertainment media is quieting down—that television is putting more stress on developing its own fresh new stars. Advertisers and telecasters alike are becoming increasingly aware that a consistently high-rated show need not be a big-budget show.

For television's other prime job in '52—that of extending its coverage of special events in the public service—the national election will provide the greatest challenge yet presented to the medium.



# DuMONT TELEVISION NETWORK

## **CHRIS J. WITTING**

*Director and General Manager*

Youngest among major network chiefs, CHRIS J. WITTING, director and general manager of the Du Mont Television Network, joined Du Mont in 1947. Active in formulating the web's policies, he brought to it wide experience in industrial management and business affairs gained as an executive of Price, Waterhouse Company, for whose clients he installed operating systems and internal procedures. When Price, Waterhouse was assigned to help set up USO



**WITTING**

Camp Shows, Witting initiated the business organization to administer Camp Shows' worldwide activities. After 18 months with the U. S. Maritime Service, he was asked to set up operating procedures for the Allen B. Du Mont telecasting division. Named general manager of the network in 1949, his position has included responsibility for the success of Du Mont's owned and operated stations.

## **TED BERGMANN**

*Director of Sales*

TED BERGMANN was the Du Mont Television Network's top salesman before becoming the web's director of sales in July, 1951. Joining the organization in June, 1947, he had had an effective hand in signing most of the major contracts for time bought by national advertisers. These sales coups included "Cavalcade of Stars" and "Cavalcade of Bands," as well as the "Captain Video" deal—TV's first half hour across-the-board network time sale



**BERGMANN**

to a single sponsor. New York City-born, Bergmann entered broadcasting by joining NBC in 1941, leaving shortly for wartime duty. A commissioned officer, he was second in command of radio public relations on General Eisenhower's staff. Leaving the service, he rejoined NBC and later went to a radio production organization as creator and salesman, resigning that position to join Du Mont's network sales department as an account executive.

## **JAMES L. CADDIGAN**

*Director of Programs and Production*

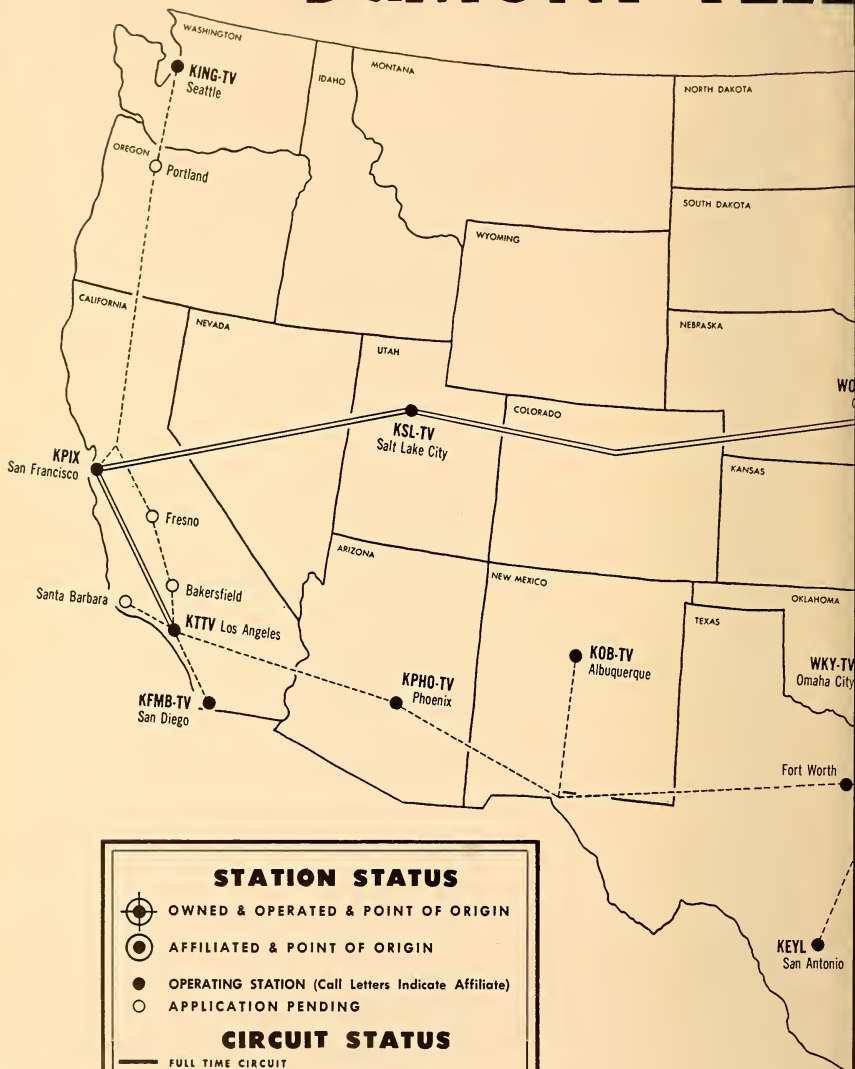
JAMES L. CADDIGAN, director of programming and production for the Du Mont Television Network, is a pioneer in network television programming. Embracing motion pictures, radio and the legitimate stage, Caddigan's background has enabled him to give the television industry an unusual slant on programming. Responsible for TV's first full daytime schedule—on WABD, Du Mont's flagship station—he is con-



**CADDIGAN**

stantly experimenting with new ideas, different techniques. He also has been a leader in creating programs of a public service nature. During the war, Caddigan served as a colonel on the staff of the adjutant general assigned to G2. A native of Boston, and former vice president of that city's Junior Chamber of Commerce, Caddigan is an active member of ATS and the Society of Motion Picture Engineers.

# DUMONT TELE

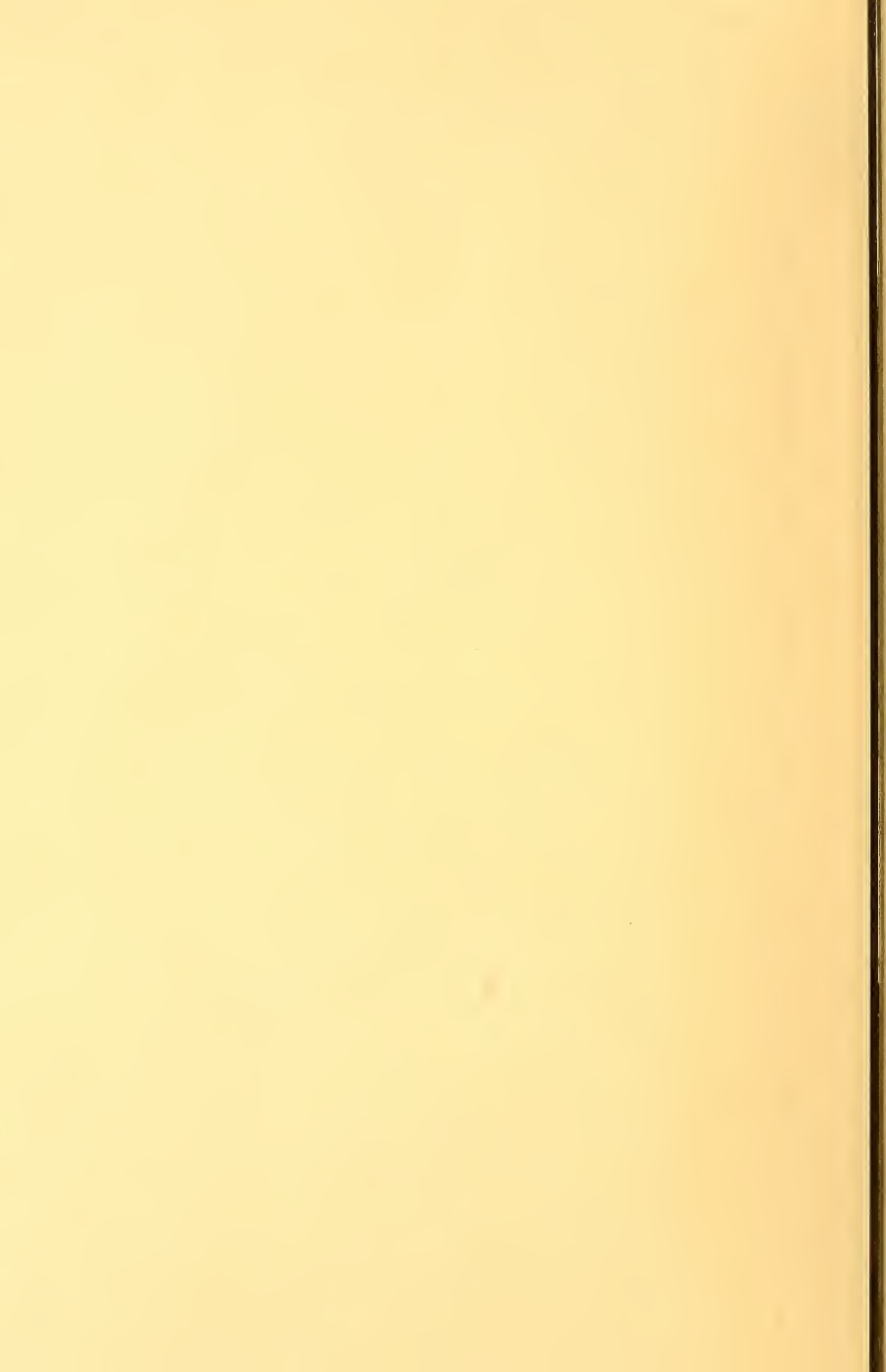


| STATION STATUS |                                                     |
|----------------|-----------------------------------------------------|
|                | OWNED & OPERATED & POINT OF ORIGIN                  |
|                | AFFILIATED & POINT OF ORIGIN                        |
|                | OPERATING STATION (Call Letters Indicate Affiliate) |
|                | APPLICATION PENDING                                 |

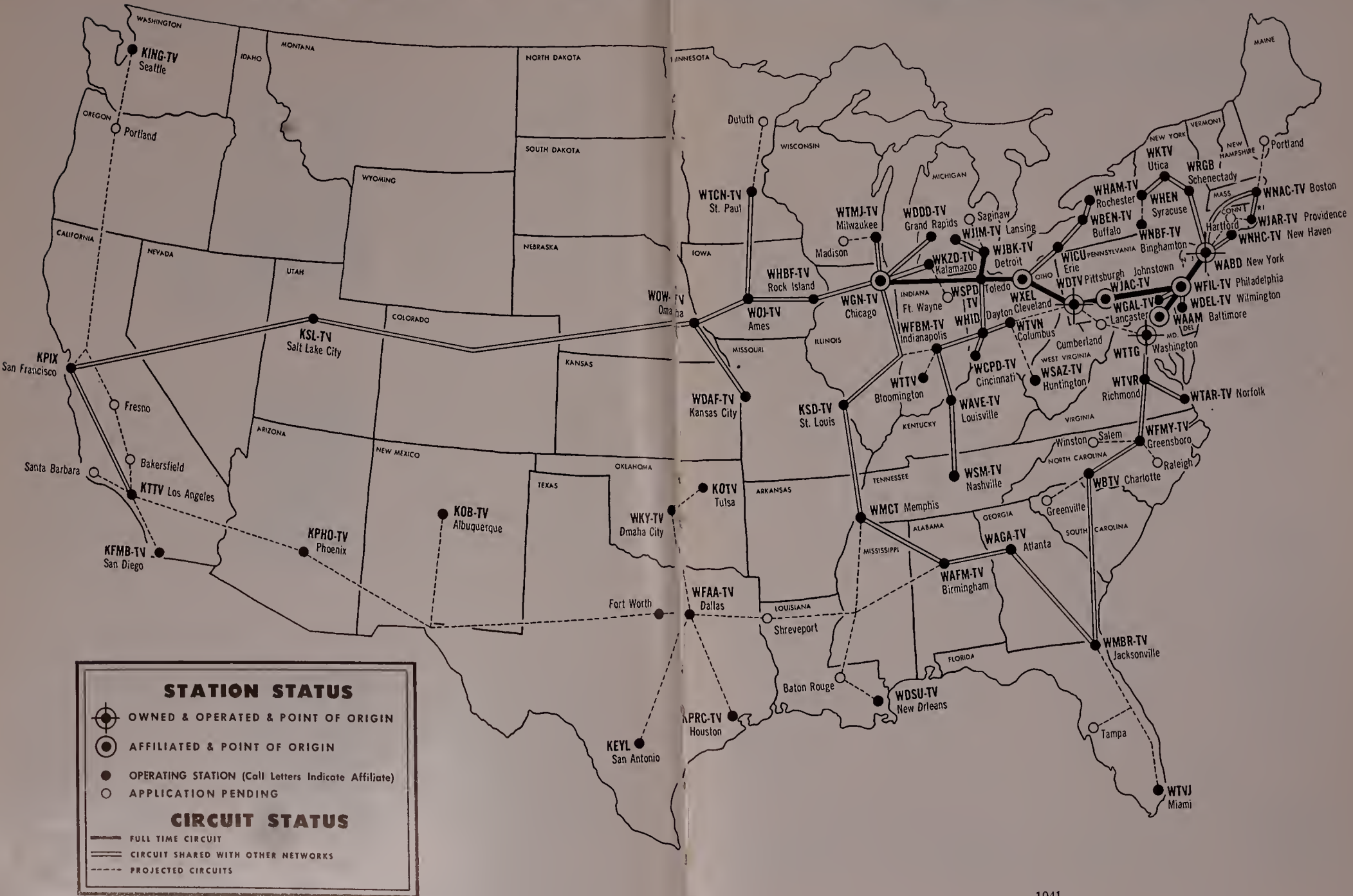
| CIRCUIT STATUS |                                    |
|----------------|------------------------------------|
|                | FULL TIME CIRCUIT                  |
|                | CIRCUIT SHARED WITH OTHER NETWORKS |
|                | PROJECTED CIRCUITS                 |







# DUMONT TELEVISION NETWORK



| STATION STATUS |                                                     |
|----------------|-----------------------------------------------------|
|                | OWNED & OPERATED & POINT OF ORIGIN                  |
|                | AFFILIATED & POINT OF ORIGIN                        |
|                | OPERATING STATION (Call Letters Indicate Affiliate) |
|                | APPLICATION PENDING                                 |

| CIRCUIT STATUS |                                    |
|----------------|------------------------------------|
|                | FULL TIME CIRCUIT                  |
|                | CIRCUIT SHARED WITH OTHER NETWORKS |
|                | PROJECTED CIRCUITS                 |

# DUMONT

## TELEVISION NETWORK

*A Division of Allen B. Du Mont Laboratories, Inc.*  
*515 Madison Avenue, New York 22, New York*  
*Telephone: MU 8-2600*

### Network Executives

Chris J. Witting... Director and General Manager  
 Norman W. Drescher... Admin. Asst. to the Dir.  
 Ted Bergmann... Director of Sales  
 John H. Bachem... Assistant Director of Sales  
 James L. Caddigan... Dir. of Prog. and Production  
 Elmore B. Lyford... Director of Station Relations  
 Richard E. Jones... Mgr. Owned & Operated Stations  
 Clarence G. Alexander... Director of Network Operations  
 Edward Kletter... Director of Merchandising and Sales Development  
 Rodney D. Chipp... Director of Engineering  
 Tom S. Gallery... Director of Sports  
 Joseph Hess... Director of Budget  
 Gerald Lyons... Director of Public Relations and Publicity  
 Melvin A. Goldberg... Manager, Sales Planning and Research Department  
 Donald A. Stewart... Manager, Film Dept.  
 Walter Compton... Manager of WTTG, Washington, D. C.  
 Harold G. Lund... Manager of WDTV, Pittsburgh, Pa.  
 Milton Morel... Manager, New York Operations

### Sales

Ted Bergmann... Director of Sales  
 John H. Bachem... Asst. Director of Sales  
 Lynn Cleary... Manager of Sales Service

David Lasley... Manager, Central Div., Chi.  
 Robert H. Miller... Chicago Sales Office, 919 N. Mich. Ave., Chi. 11, Ill.  
 Richard S. Railton... West Coast Sales Reps., Monadnock Bldg., San Fran. 5, Calif.  
 William Koblenzer... Account Exec., Network Sales  
 Harry Pertka... Account Exec., Network Sales  
 James F. Owens... Account Exec., Network Sales  
 Duncan R. Buckham  
 Account Exec., Network Sales  
 Richard C. Dawson... Account Exec., Network Sales  
 William Walters... Mgr., Account Mgrs. Group  
 Richard Geismar... Account Manager  
 Lawrence H. Buck... Account Manager

### Operations

Clarence G. Alexander... Dir. of Network Operations  
 Saul Abraham... Supervisor, Adelphi Theatre  
 Samuel Spachner... Supervisor, Ambassador Theatre

### Programming and Production

James L. Caddigan... Dir. of Programming and Production  
 Leslie G. Arries, Jr... Asst. Dir. of Programming and Production  
 Paul Rosen... Supervisor of Program Planning  
 A. L. Hollander... Production Facilities Manager  
 Duncan MacDonald... Supr. of Women's Programs  
 Don Russell... Chief Announcer

Elizabeth Mears.....Casting Supervisor  
 Charles Mann.....Script Editor  
 Edward Saulpaugh..Supr. of Continuity Acceptance  
 Dominick Celintano..Supr. of Music Acceptance  
 Sam Posner.....Asst. Program Administrator  
 Marian Glick.....News Editor  
 Ted Hammerstein.....Supervising Producer  
 Charles Parsons.....Supervising Producer  
 Roger Gerry.....Supervising Producer  
 Frank Bunetta.....Director  
 Harry Coyle.....Director  
 Pat Fay.....Director  
 H. Wesley Kenny.....Director  
 David Lowe.....Director  
 William Marceau.....Director  
 Arnold Nocks.....Director  
 William Seaman.....Director  
 Keith Thomas.....Director

### Engineering Department

Rodney D. Chipp.....Director of Engineering  
 Robert F. Bigwood.....Chief Facilities Engineer

## DU MONT OWNED AND OPERATED STATIONS

### WABD, New York

Richard E. Jones.....Manager  
 Milton Morel.....Mgr. of N. Y. Operations  
 William Seaman...Supr., Studio D, 515 Madison Avenue  
 Ralph Robbins...Supr., Studio A, Wanamaker's

### LOCAL SALES ACCOUNT EXECUTIVES

Ralph Baruch.....Account Executive  
 Richard C. Dawson      Robert F. Adams  
 Lawrence Wynn          John B. Soell  
 Arthur C. Elliott        Richard Hamburger

### WDTV, Pittsburgh

Harold C. Lund.....General Manager  
 A. Donovan Faust....Assistant General Manager  
 Larry Israel.....Sales Manager

S. Patremio.....Special Projects Engineer  
 H. C. Milholland..Technical Operations Engineer  
 Eric Herud...Asst. Technical Operations Engineer  
 Arthur Deneke.....Propagation Engineer

### Station Relations

Elmore B. Lyford...Director of Station Relations  
 Edwin G. Koehler...Asst. Mgr., Station Relations  
 Robert S. Woolf...Mgr., Teletranscription Dept.  
 Roylance H. Sharp.....Manager, Traffic Dept.

### Budget and General Services

Joseph Hess.....Director of Budgets  
 R. M. Skaar.....Purchasing Agent

### Public Relations and Publicity

Gerald Lyons.....Director of Public Relations  
 and Publicity

### Research

Melvin A. Goldberg...Director of Sales Planning  
 and Research

### Advertising and Promotion

Walter E. Brown.....Sales Promotion Manager  
 Norman S. Ginsburg....Stations Promotion Mgr.

William A. Krough....Sales Service Manager  
 Paul P. Palangi.....Personnel Manager  
 Dick Fortune.....Public Relations Manager  
 Jimie Spanos..Sales Promotion and Merchandising  
 Byron Dowty.....Program Manager  
 Mary McKay.....Traffic Manager  
 Peter Barker.....Executive Producer  
 Dave Murray.....News and Special Events  
 Richard Dreyfuss.....Film Manager  
 Nick Perry.....Chief Announcer  
 Raymond Rodgers.....Chief Engineer

### WTTG, Washington, D. C.

Walter Compton.....General Manager  
 Roger M. Coelos...Program Operations Manager  
 Perry Walders.....Sales Manager  
 Jules Huber.....Film Supervisor  
 M. M. Burleson.....Chief Engineer

## ADVERTISERS\* WHO FIND TELEVISION

|                                              |                                      |                                         |                                       |                                             |
|----------------------------------------------|--------------------------------------|-----------------------------------------|---------------------------------------|---------------------------------------------|
| <b>American<br/>Chicle<br/>Company</b>       | Bigelow-Sanford<br>Carpet<br>Company | <b>Anahist<br/>Co.,<br/>Inc.</b>        | Brewing<br>Corporation<br>of America  | <b>Atlantic<br/>Refining<br/>Company</b>    |
| Allen B.<br>Du Mont<br>Laboratories,<br>Inc. | <b>Carter<br/>Products</b>           | Eversharp-<br>Schick<br>Company         | <b>Crawford<br/>Clothes</b>           | Food<br>Store<br>Productions                |
| <b>Emerson<br/>Drug<br/>Company</b>          | Holeproof<br>Hosiery<br>Company      | <b>Gerber<br/>Food<br/>Products</b>     | Industrial<br>Tape<br>Corporation     | <b>Gruen<br/>Watches</b>                    |
| Landers, Frary<br>and<br>Clark, Inc.         | <b>Mennen<br/>Company</b>            | Francis H.<br>Leggett<br>Company        | <b>Miller<br/>Brewing<br/>Company</b> | Local<br>Pittsburgh<br>Chevrolet<br>Dealers |
| <b>Personna<br/>Blade Co.,<br/>Inc.</b>      | International<br>Shoe<br>Company     | <b>Pharma-Craft<br/>Corp.,<br/>Inc.</b> | Larus and<br>Brother<br>Company, Inc. | <b>Serutan<br/>Company</b>                  |

**.... USE DU MONT FOR VALUE**

\*1951 Du Mont Television Network Advertisers



## VALUABLE IN SELLING . . . .

|                                                                                                                        |                                                                                                                        |                                                                                                                     |                                                                                                                 |                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
|  <p>Bond<br/>Clothes</p>               | Chesebrough<br>Manufacturing<br>Company                                                                                |  <p>Hazel<br/>Bishop,<br/>Inc.</p> | Consolidated<br>Cigar<br>Company                                                                                |  <p>Bymart—<br/>Tintair,<br/>Inc.</p> |
| General<br>Foods<br>Corporation                                                                                        |  <p>Curtis<br/>Publishing<br/>Co.</p> | General Tire<br>and<br>Rubber Company                                                                               |  <p>Doeskin<br/>Products</p>   | Hamilton<br>Watch<br>Company                                                                                           |
|  <p>Johnson<br/>and<br/>Johnson</p>    | Walter H.<br>Johnson<br>Candy Company                                                                                  |  <p>P. Lorillard<br/>Company</p>   | Kaiser-Frazer<br>Sales<br>Corporation                                                                           |  <p>Luden's,<br/>Inc.</p>             |
| Arthur Murray<br>Dance<br>Studios                                                                                      |  <p>Motorola,<br/>Inc.</p>            | National<br>Distillers<br>Inc.                                                                                      |  <p>Pepsodent<br/>Division</p> | Rosefield<br>Packing<br>Company                                                                                        |
|  <p>Sterling<br/>Drug<br/>Company</p> | Tidewater<br>Associated<br>Oil Company                                                                                 |  <p>Stoppers,<br/>Inc.</p>        | U. S.<br>Armed<br>Forces                                                                                        |  <p>Admiral<br/>Corp.</p>            |

IN TELEVISION

# DU MONT

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y., MU. 8-2600

A Division of the Allen B. Du Mont Laboratories, Inc.

# THE YEAR OF THE AWAKENING

By HAL DAVIS, Vice Pres., Kenyon & Eckhardt, Inc.

**N**INETEEN FIFTY-TWO is the year that sees agencies, networks, clients and local stations, both radio and TV, awake to the basic fact of programming—sales.

What put the picture into perspective was the industry's realization that radio and television are only parts of the selling pattern for any client. Clients are funny people. They aren't as hypnotized with the glamor of a sponsor's booth as they were in the dear dead days of institutional selling. Today they listen to the sales force, headed by a sales V-P who has little patience with any property which doesn't ring the cash registers.



Davis

Check out counters have somehow taken over the appeal of luncheons at "21." And the agencies, networks and stations not recognizing the fact are in for trouble.

However, it is apparent that many efforts are being made to strengthen the sales effects of radio and television programs. The new NBC merchandising set-up, headed by Fred Dodge, is an excellent step in the right direction. Agencies are waiting to see this service extended to television advertisers.

CBS countered the NBC merchandising organization with their announced A & P deal. Whether they pay off in money or airplugs, CBS is whetting the appetite of many an advertiser who would dearly love that A & P display space. Of course, in this deal, CBS is selling display space and not programming. It would be interesting to check on the number of agencies or clients who could recall the name of the program!

"Operation Chain Lightning," or the trade of spots for display space, is sweeping the country like the Florida boom of the twenties. Every day, another station checks in with a merchandising plan aimed at giving a store display plus to the advertiser's dollar. And don't think that these programs aren't being carefully

considered as good buys. Of course, the stations which put on a good program will be ahead in the long run of the stations which run dog programs with a merchandising hook.

Interestingly enough, artists, or "talent" as they are called in budgets, are beginning to find the facts of sales life. You don't have to tell it to Arthur Godfrey, who takes the palm as America's number one salesman in radio-TV ranks. But you do have to explain it to many other stars.

One television luminary who understands the art of selling is Ed Sullivan, of Lincoln-Mercury and "Toast of the Town." No other TV show has had the local promotion made possible by Sullivan and his personal appearances. This year, he worked into a major department store promotion in key areas, promoting the Lincoln, its Modern-Living advertising theme, and the program. Lincoln-Mercury dealers say that Monday is their big traffic day—and "Toast" is seen on Sunday nights.

That's the kind of selling which clients appreciate.

Local stations know how their retailers respond to selling goods on their programs. And they are beginning to apply that knowledge to national accounts.

Incidentally, as an agency man who has had considerable dealings with stations the country over, I know they deserve considerable credit for their operations in one very important field.

We have always found that stations will do terrific jobs for us on personal appearances of network talent which appears on that station. Station managers and promotion men go out of their way to be of service and help in every respect. Additionally, they'll always try to be of help on odd assignments which we may have in their cities from time to time, even though it may not be a direct station benefit.

All in all, with promotion, publicity and programming becoming vitally important as a package, it looks like 1952 will mark major advances in the use of radio and television as selling tools for advertisers.

So far as client and agency are concerned, that's the pay-off that counts.

# N. B. C. TELEVISION NETWORK

## **NILES TRAMMELL** *Chairman of the Board*

One of those career men in radio who has devoted his energies to building broadcasting into the great public service and commercial medium that it is today, NILES TRAMMELL, Chairman of the Board of NBC, got his start as a commercial representative with the Pacific Division of the Radio Corporation of America back in 1923. In 1928 he joined NBC as a salesman and within 12 years had risen to the position of president of the network.



TRAMMELL

Trammell has diligently attended to the improvement of NBC facilities and programs and is now devoting much of his time to the encouragement of new television technique. He is an all-out advocate of black-and-white sight-and-sound transmission. He was born in Marietta, Ga., on July 6, 1894, attended Sewanee Military Academy and the University of the South. Commissioned a second lieutenant, he served in the Army during World War I.

## **JOSEPH H. McCONNELL** *President*

A counsel and executive for RCA since 1941, JOSEPH HOWARD McCONNELL was elected president of NBC on Oct. 7, 1949. Prior to that, he had been executive vice-president and vice-president in charge of finance for RCA. Receiving his Doctor of Laws degree from the University of Virginia in 1931, he became associated with law firms in Florida and North Carolina. In 1933 he joined the legal staff of the NRA, under Donald Richberg, in Washing-



McCONNELL

ton, D. C. McConnell served as director of one of the agency's three legal sections until 1935, when he became an associate in the New York law firm of Cotton, Franklin, Wright & Gordon. There he specialized in the legal phases of government regulation of corporate enterprise. A native of Davidson, N. C., McConnell is a member of many organizations, including Phi Beta Kappa and Kappa Alpha.

## **CHARLES R. DENNY** *Executive Vice-President*

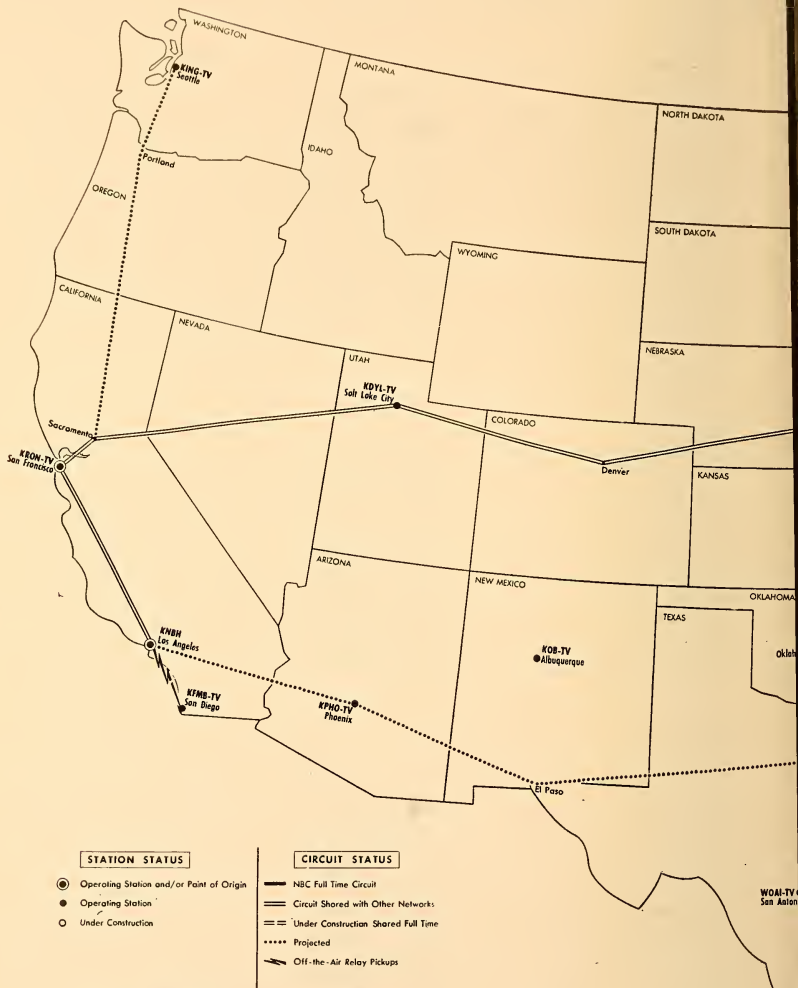
CHARLES R. DENNY, a lawyer by profession, was elected executive vice-president of NBC on July 1, 1948. He was admitted to the law practice in Washington, D. C. in 1936 and until 1938 served with the law firm of Covington, Burling, Rublee, Acheson and Shorb. Appointed to the Department of Justice in 1938, he remained there until 1941. While in the department he served as special assistant to the Attorney General and was later promoted to



DENNY

chief of the Appellate Section of the Lands Division. Denny next moved on to the FCC where he served as general counsel until appointed a commissioner by President Roosevelt in 1945. He was later named assistant chairman and in 1946 President Truman appointed him chairman of the FCC. Denny came to NBC as vice-president and general counsel in Oct. 1947. He is a native of Baltimore, Md.

# NATIONAL BROAD



### STATION STATUS

- ⊙ Operating Station and/or Point of Origin
- Operating Station
- Under Construction

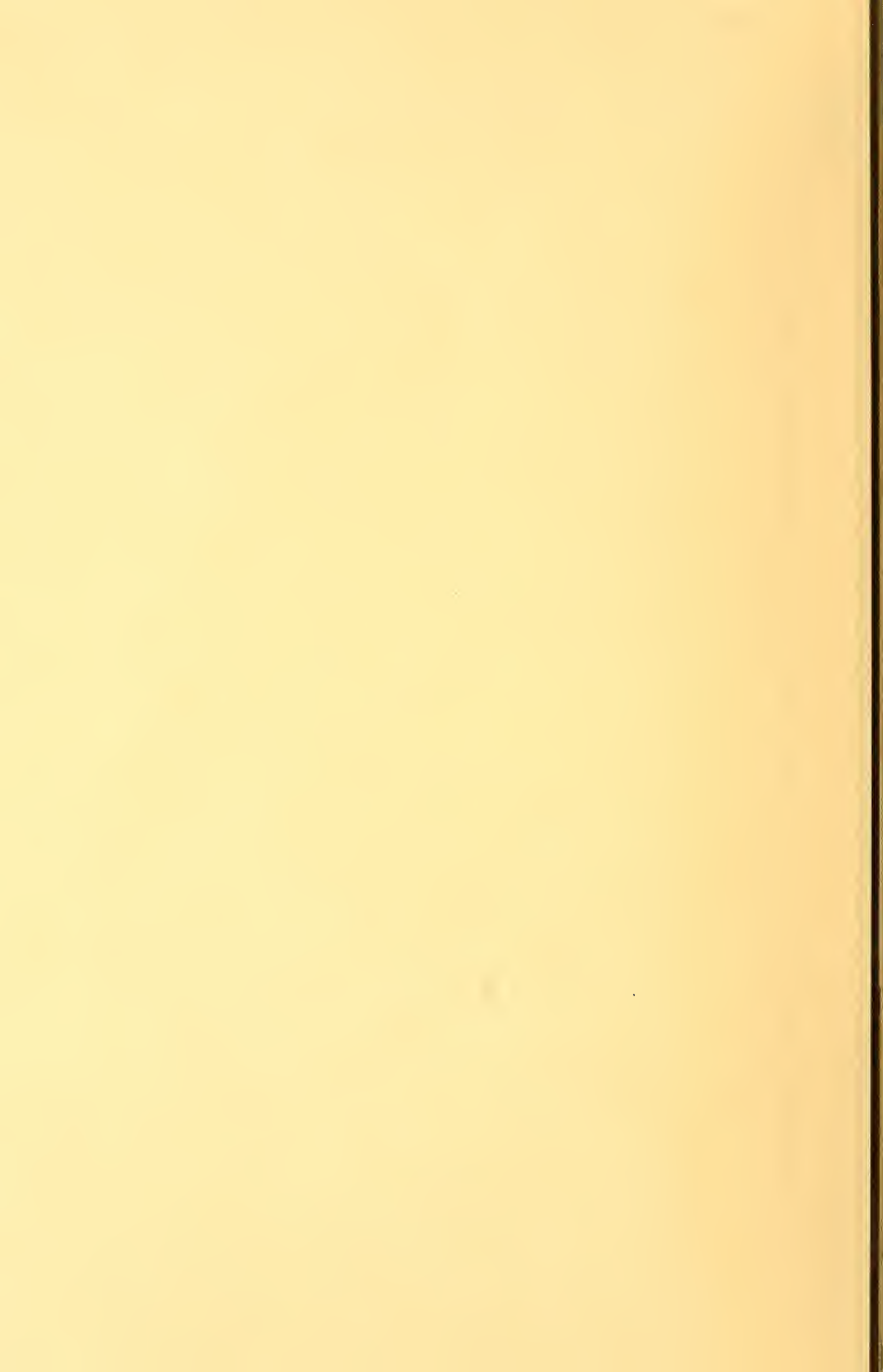
### CIRCUIT STATUS

- NBC Full Time Circuit
- ≡ Circuit Shared with Other Networks
- ≡≡ Under Construction Shared Full Time
- ..... Projected
- ⚡ Off-the-Air Relay Pickups

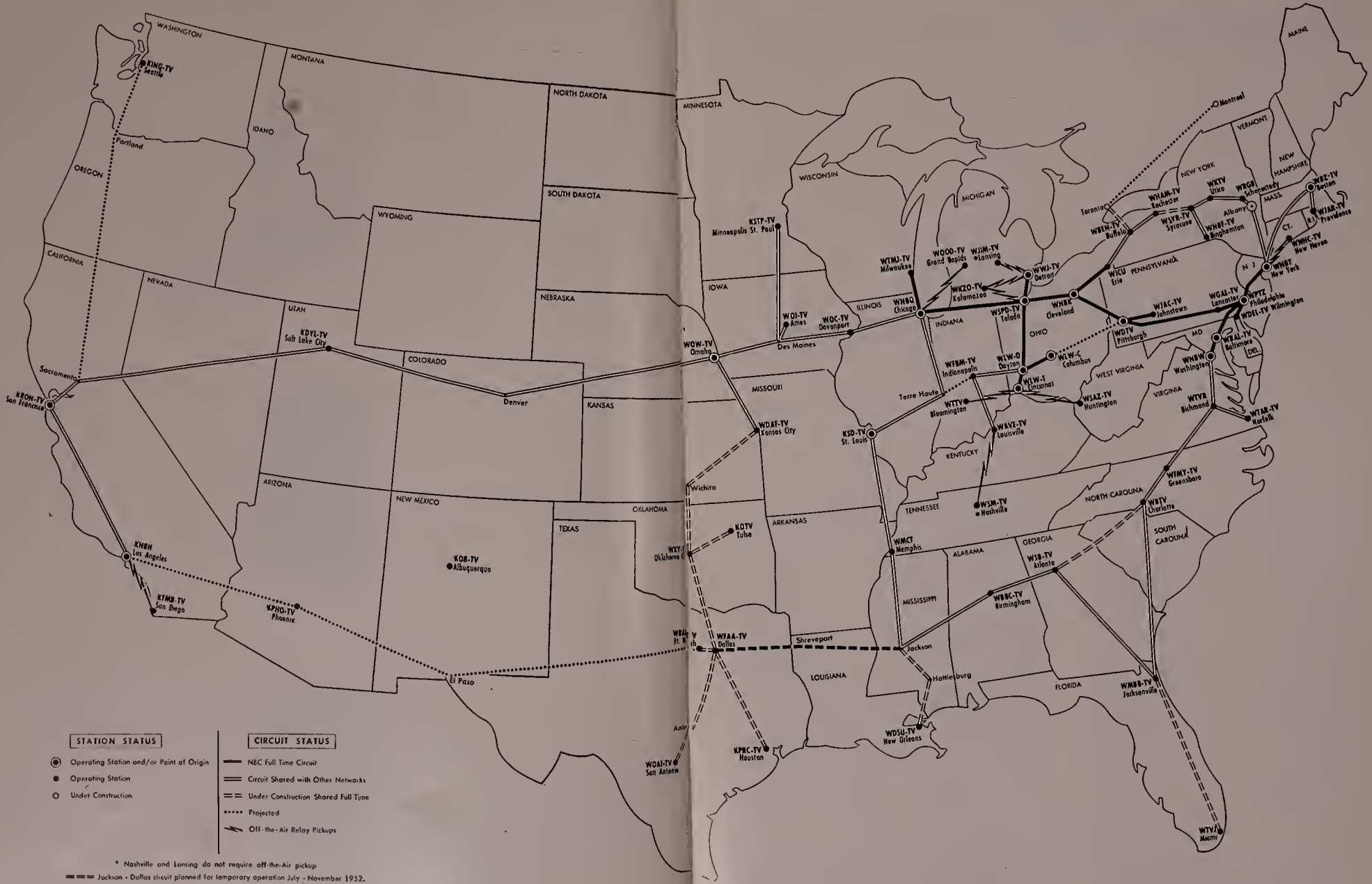
\* Nashville and Lansing do not require off-the-Air pickup  
 ■■■ Jackson - Dallas circuit planned for temporary operation July - November 1952.







# NATIONAL BROADCASTING COMPANY



# 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

|                  |                          |                          |
|------------------|--------------------------|--------------------------|
| John T. Cahill   | Niles Trammell, Chairman | Joseph H. McConnell      |
| Charles R. Denny | George L. Harrison       | Edward J. McGrady        |
| Gano Dunn        | Mrs. Douglas Horton      | David Sarnoff            |
| Frank Folsom     | Harry C. Ingles          | Sylvester L. Weaver, Jr. |
|                  | Charles B. Jolliffe      |                          |

## OFFICERS

|                                                  |                                               |
|--------------------------------------------------|-----------------------------------------------|
| Niles Trammell.....Chairman of the Board         | Gustav B. Margraf.....V.P. & General Attorney |
| Joseph H. McConnell.....President                | Frank M. Russell.....Vice President           |
| Charles R. Denny.....Executive Vice President    | Robert W. Sarnoff.....Vice President          |
| Joseph V. Heffernan.....Financial Vice President | Carleton D. Smith.....Vice President          |
| Harry Bannister.....Vice President               | John K. West.....Vice President               |
| Charles C. Barry.....Vice President              | Sylvester L. Weaver, Jr.....Vice President    |
| William F. Brooks.....Vice President             | Frederic W. Wile.....Vice President           |
| Ted Cott.....Vice President                      | Harry F. McKeon.....Controller                |
| Sydney H. Eiges.....Vice President               | Lewis MacConnach.....Secretary                |
| George H. Frey.....Vice President                | Felix Schleenvoigt.....Assistant Secretary    |
| James M. Gaines.....Vice President               | John Q. Cannon.....Assistant Secretary        |
| O. B. Hanson.....Vice President                  | Thomas E. Ervin.....Assistant Secretary       |
| William S. Hedges.....Vice President             | Paul B. Lynch.....Assistant Secretary         |
| John K. Herbert.....Vice President               | Joseph A. McDonald.....Treasurer              |
| Harry C. Kopf.....Vice President                 | William A. Williams.....Assistant Treasurer   |
| Edward D. Madden.....Vice President              |                                               |

## TELEVISION NETWORK

|                                                                            |                                                                  |
|----------------------------------------------------------------------------|------------------------------------------------------------------|
| Sylvester L. Weaver, Jr.....Vice President in Charge of Television Network | of Television Network Operations & Sales                         |
| Edward D. Madden.....Vice President in Charge                              | Richard A. R. Pinkham.....Manager of Planning for the Television |



### Controllers Departments

Charles J. Cresswell... Controller for Television Network  
Francis X. O'Shea..... Manager of the Accounting Department  
William V. Sargent..... Manager of Planning & Auditing Department

### Operations Departments

E. Lyman Munson.... Director of TV Network Operations  
Stanton Osgood.... Assistant to the Director of TV Network Operations & Manager of Theatre TV  
William Roden..... TV Personnel Supervisor  
J. Robert Myers..... Manager of Television Purchasing Department  
James A. Glenn.... Manager of Special Effects Department

### Production Services Department

Robert Wade..... Executive Coordinator of Production Development  
Ernest T. Heiss..... Mgr. Prod. Operations  
Benjamin Webster..... Manager of Staging Services Division  
Anthony Hennig..... Mgr. TV Network Studio & Bldg. Ops.

### Film & Kinescope Operations Department

Frank Lepore..... Manager of TV Film & Kinescope Operations Department

### Technical Operations Department

Robert Shelby..... Director of TV Technical Operations Department  
F. A. Wankel..... Manager of TV Technical Operations  
Reid R. Davis... Television Operations Supervisor

### Production Departments

Frederic W. Wile, Jr..... Vice President & Director of TV Network Production  
Robert W. Sarnoff.... Vice President & Director of TV Production Units  
Carl M. Stanton..... Manager of Commercial Program Planning  
Thomas A. McAvity.... Director of Talent & Program Procurement  
Davidson Taylor.... General Production Executive  
Leonard Hole..... TV Production Manager  
Ernest Walling..... TV Program Manager  
William McAndrew... Director of Public Affairs

### Station Relations Department

Harry Bannister..... Vice President in Charge  
Sheldon B. Hickox, Jr.... Director of TV Sta. Rel.

### Public Relations Department

William F. Brooks..... VP in Charge  
Frank Young..... Public Rel. Rep.

### Press Department

Sydney H. Eiges..... VP in Charge of Press & Information  
Anita L. Barnard..... Mgr. of Information  
Allan H. Kalmus.... Mgr. of TV Network Publ.  
Samuel Kaufman.... Editorial Director  
William A. J. Lauten.... Trade Press Editor

### News, Special Events and Sports Department

Frank McCall..... Director of TV News & Special Events  
Adolph Schneider..... Manager of TV News & Special Events Operations  
James Dolan..... Assistant Director of TV Sports

### Sales Departments

George H. Frey..... Vice President & Director of TV Network Sales  
Edward R. Hitz..... TV Network Eastern Sales Manager  
Frank Reed..... Manager of TV Sales Service Department  
John Cron..... Manager of Film Syndicated Sales

### Sales Development Department

Ruddick C. Lawrence.... Director of TV Sales Development

### Advertising and Promotion Department

James H. Nelson.... Manager of TV Advertising & Promotion

### Sales Planning & Research Department

Robert McFadyen.... Manager of TV Sales Planning & Research

### TELEVISION SALES OFFICE—DETROIT

622 Lafayette, West,  
Detroit, Michigan

Tel.: Woodward 2-2000

Walter Gross..... Manager of TV Network Sales—Detroit  
Eugene Hoge..... Manager of TV Network Sales—Chicago  
John T. Williams.... Manager of TV Network Sales—Hollywood

### Owned & Operated Stations

James M. Gaines.... Vice President for the Owned & Operated Stations  
Thomas Rowe..... Assistant Controller

### National Spot Sales Department

Thomas B. McFadden... Director of National Spot Sales  
John H. Reber..... National Mgr. for TV  
Richard H. Close..... National Mgr. for Rep. Stations  
H. Norman Neubert... Manager of Sales Development, Advertising & Promotion

### WNBT—New York

Ted Cott..... General Manager of WNBC, WNBC-FM, WNBT  
Charles Philips..... Exec. Admin. & Sales Mgr., WNBT  
Theodore Zaer..... Controller for WNBC, WNBC-FM, WNBT  
Jay Smolin..... Director of Radio & Television Advertising & Promotion  
Philip Dean..... Director of Publicity, WNBC-WNBT  
George Wallach..... Supervisor of News & Special Events, WNBC-WNBT  
Richard Pack.... Manager of Television Program Department (WNBT)

## WMAQ, WMAQ-FM, WNBQ—CHICAGO

Merchandise Mart, Chicago 54, Illinois

Tel.: Superior 7-8306

|                       |                                                                         |                       |                                                       |
|-----------------------|-------------------------------------------------------------------------|-----------------------|-------------------------------------------------------|
| Harry C. Kopf.....    | Vice President and<br>General Manager                                   | George Gilbert.....   | Supervisor of Guest<br>Relations & Night Operations   |
| John Whalley.....     | Controllor                                                              | William Ray.....      | Manager of News, Press &<br>Public Affairs Department |
| Thomas Compere.....   | Attorney—Labor Consultant                                               | Jules Herbuveaux..... | Director of Television<br>Operations (WNBQ)           |
| Gienn Uhles.....      | Supervisor of Personnel &<br>Office Services                            | George Heinemann..... | Television Program<br>Manager (WNBQ)                  |
| Robert Kendall.....   | Supervisor of Package<br>Programs & Talent Contracts                    | John McPartlin.....   | Manager of TV Sales<br>Department (WNBQ)              |
| Everett Mitchell..... | Agricultural Program Director                                           | Howard Luttgens.....  | Engineer in Charge                                    |
| Judith Waller.....    | Director of Education                                                   | Paul Moore.....       | Supervisor of TV Technical<br>Operations (WNBQ)       |
| John Keys.....        | Supervisor of Radio & Television<br>Advertising & Promotion (WMAQ-WNBQ) | Eugene Hoge.....      | Manager of Television<br>Network Sales                |
| Leonard Anderson..... | Manager of Integrated<br>Services Department                            |                       |                                                       |
| Harry Ward.....       | Supervisor of Continuity<br>Acceptance                                  |                       |                                                       |

## WTAM, WTAM-FM, WNBK—CLEVELAND

815 Superior Avenue, Cleveland 14, Ohio

Tel.: Cherry 1-0942

Hamilton Shea.....General Manager

## KOA, KOA-FM—DENVER

1625 California Street, Denver 2, Colorado

Tel.: Main 6211

Charles C. Bevis.....General Manager

## HOLLYWOOD OFFICE & STATION KNBH

Sunset Blvd. & Vine St., Hollywood 28, Calif.

Tel.: Hollywood 9-6161

|                       |                                                                        |                         |                                                     |
|-----------------------|------------------------------------------------------------------------|-------------------------|-----------------------------------------------------|
| John K. West.....     | Vice President—Hollywood                                               | Faul Gale.....          | Manager of Stations and<br>Traffic Department       |
| Lewis Frost.....      | Asst. to the Vice President &<br>Director of Integrated Services Dept. | Carol P. Ewing.....     | Controllor, Station KNBH                            |
| Donald Norman.....    | General Manager of<br>Station KNBH                                     | Albert Cole.....        | Manager of Television Program<br>Department         |
| Norman Blackburn..... | Director of Television<br>Network Operations                           | Richard Eisiminger..... | Supervisor of Television<br>Advertising & Promotion |
| John T. Williams..... | Manager of Television<br>Network Sales                                 | Robert Clark.....       | Manager of Television Technical<br>Operations       |
| Frank Dellett.....    | Controllor                                                             | Robert Pelgram.....     | Manager of Television Press<br>Department           |
| Donald Honrath.....   | Manager of Continuity<br>Acceptance                                    | Earl Rettig.....        | Television Network Operations<br>Manager            |
| Roger Sprague.....    | Manager of News, Special<br>Events & Sports                            | Howard Ross.....        | Talent Buyer                                        |

## KNBC, KNBC-FM—SAN FRANCISCO

Taylor & O'Farrell Sts., San Francisco 2, Calif.

Tel.: Graystone 4-8700

Lloyd Yoder.....General Manager

## WRC, WRC-FM, WNBW—WASHINGTON

Trans Lux Building, 14th St. & New York Ave.

Washington 5, D. C.

Tel.: Republic 4000

Eugene Juster.....General Manager

## Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

|           |                         |
|-----------|-------------------------|
| WNBT..... | New York (Television)   |
| WNBW..... | Washington (Television) |
| WNBK..... | Cleveland (Television)  |
| WNBQ..... | Chicago (Television)    |
| KNBH..... | Hollywood (Television)  |

# SELLING IN TELEVISION

By ALFRED J. SCALPONE, Vice President in Charge of Radio-Television Production  
McCann-Erickson, Inc.

TELEVISION is the printed page, the spoken word, plus a dimension all its own.

With television you know a product is beautiful because you see what it does. You know how it works because you see it work. And there's the spoken word to support, explain and reinforce what you see! Television brings you pictures in action. Many of the things we have long hoped to do with advertising, we can now do in television.



Scalpone

Television selling can be newsworthy . . . exciting, dramatic . . . immediate. No wonder selling in television can really make the word impact mean so much.

Selling in television wears a thousand faces. It's the live commercial. The man who says, while he demonstrates, "Just look at this handy-dandy little potato peeler. It's sharper than the eye of a Peeping Tom! It not only gives you french-fried potatoes in a jiffy — but it's great for cole slaw, hot slaw, pot slaw — any kind of slaw . . . it's magic for a dollar!"

That's the pitchman.

Then there's the young lady who makes washing clothes the easiest job in the whole world. There's the cajoler, the leader, and also the statesman type.

There are the dramatic vignettes, the ballet dancers who jump for joy because you can get their wonderful product, the hillbillies, the typical housewives, and thousands of actors, acting like doctors, dentists, nurses, scientists. There are the cute animated cartoons — the cut-a-way action drawings of the product, puppets, moppets, cowboy actors who pull up their horses to tell you about somebody's bread. Then there are stop-motion films showing products unwrapping themselves, taking themselves apart, or putting themselves together. There are all the optical effects: objects turning into other objects, wipes, dissolves, superimposition, all kinds of film tricks — used to hold attention . . . to make a point.

Which of these faces should the product

assume on television? Should it be live action, film, or a combination of both?

It depends upon the kind of product and the simplicity of the selling message. It depends upon how much money can be spent for commercials. It also depends upon the aura, the atmosphere wanted around the product, the company.

The experts — or the should-be experts — for recommending how to sell a product in television are the members of the advertising agency's commercial department, those responsible for creating commercials.

The commercial department must have a knowledge of advertising, of marketing, merchandising, sales promotion, because a good commercial is written only when there is a complete understanding of the client's advertising objectives.

And, obviously, since commercials are often integrated into programs, since they sometimes use entertainment personalities, and further, since they very often depend upon entertainment factors to hold the attention of the audience, the agency's commercial department must know something about show business.

Television is primarily a visual medium. Words share importance with pictures.

Three basic fundamentals.

*First. We've learned that the greatest opportunity television offers is the opportunity to demonstrate. Demonstrate to sell!*

Demonstrate by showing the product. Show it big. Show it often. Show how it is used. Show what it does, how it works.

*The second fundamental we've learned is that of simplicity.*

Don't make the television commercial a catalog of all the advantages of the product. If the product has two dozen advantages, hurray for the company, hurray for the product. But it won't be hurray for the commercial if two dozen selling points are crammed into one television message. That means the selling story must be boiled down.

*Now the third fundamental we've learned. The best salesmen in the world are people.*

How many times have you said, "if he'd just give me a chance to talk to him — If I could just see him face to face, I'd sell him." So, in television, use a personal salesman to sell potential customers face-to-face.

# Success Story board

Camera Directions and Script Outline for Mr. Television



**Establish shot on Camera 1:** Berle reiterating fact that television today can be the most profitable medium for advertising ever evolved.



**Move in for close-up:** or one super example in the automotive field . . .



**Hold on close-up:** Texaco gained a 94% customer increase with viewers of "that show" it sponsors.



**Cut to close-up, Camera 2:** And in today's doyltime TV, there's a great new opportunity for advertisers who want those extro customers - at a low, low budget.



**Zoom on Camera 1:** It's "TODAY" - the startling morning operation that's revolutionizing television's doyltime position.





**Hold on close-up:** That dollar for dollar, studies show it delivers more audience . . . more customers . . . and more **results** than any other means of advertising.



**Dissolve to Camera 3:** Take the 37% sales increase among viewers for all TV-advertised packaged goods —



**Move in on Camera 2:** Another fact? There are one-third more TV viewers reached **per dollar** today than a year ago.



**Fade to Camera 3:** Today, TV delivers 18.6 **extra** customers per dollar in the evening — 18.7 in daytime.



**Cut to long shot:** And of course, it's an NBC — where advertisers get the biggest stars on the biggest shows . . . the biggest audiences to the biggest network . . . for the biggest results.

Poses by Mr. Television.  
Photography by Philippe Halsman.

The sales facts noted here are taken from "Television Today," the remarkable NBC-Hofstra study which will influence your advertising plans for years to come. Copies available from NBC-TV Sales, 30 Rockefeller Plaza, New York

**NBC**

*television*

The network where success is a habit

***IF*** . . . *you plan to operate*  
 . . . *you already operate*  
 . . . . . a television station

**THEN** you know that your station must be functional . . . your business and management policies realistic. That requires careful, informed planning. The PETER R. LEVIN Organization offers a unique combination of skills and abilities to serve your needs for today while anticipating your requirements of tomorrow . . . with

**COORDINATED . . .**

- ARCHITECTURAL SERVICE
- STATION DESIGN
- BUSINESS PLANNING
- MARKET STUDIES
- OPERATIONS BUDGETING
- SALES ANALYSIS

For details on these and many other comprehensive or specific services, we invite your inquiry.

***PETER R. LEVIN***

Management Counsel in Radio and TV

425 East 53rd Street

New York 22, N. Y.

**ELdorado 5-3857**

# TELEVISION STATIONS

*Alphabetically Listed  
by Cities — Call Letters*

•

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*Facilities*

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# TV STATIONS IN THE UNITED STATES



## ALABAMA

### WAFM-TV

BIRMINGHAM—1949—ABC-CBS  
DUM

Channel: 13...AP: 13.6 Kw...VP: 26 Kw.  
Owned-Oper. By...Voice of Alabama, Inc.  
Business-Studio Address...Protective Life Bldg.  
Phone Number .....3-8116  
Transmitter Location....Radio Park-Red Mt.  
Air Time.....99½ hours weekly  
News Service .....INS  
Representative .....CBS TV Spot Sales  
Membership .....NARTB  
Ch. of the Board.....Ed Norton  
Pres., Treas.....Thad Holt  
Gen., Sta., Comm. Mgr.....C. P. Persons, Jr.  
Chief Engineer.....Jimmy Evans  
Manager of Operations.....E. H. Mitchell  
Consulting Engr.....A. D. Ring & Co.

### WBRC-TV

BIRMINGHAM—1949—NBC

Channel: 4...AP: 7.25...VP: 14.25 Kw.  
Owned-Oper. By...Birmingham Bcstg. Co.  
Bus.-Studio Address.....1727 Second Ave. N.  
Phone Number .....4-7741  
Transmitter Location.....Red Mountain  
Air Time.....115 hours weekly  
News Service.....AP, INS  
Representative.....Paul H. Raymer Co.  
President.....Eloise Smith Hanna  
General Manager.....G. P. Hamann

## ARIZONA

### KPHO-TV

PHOENIX—1949  
ABC-CBS-NBC-DuM

Channel: 5...AP: 8.75 Kw...VP: 17.5 Kw.

Owned-Oper. By.....Phoenix Television, Inc.  
Studio Address.....631 North First Ave.  
Phone Number .....4-7367  
Transmitter Location....Westward Ho Hotel  
Air Time .....70 hrs. weekly  
News Service .....AP  
Representative .....Petry & Co.  
Pres. & Gen. Mgr.....John C. Mullins  
Sales Manager.....Julian Kaufman  
Traffic Manager.....Ann Rush  
Program Director.....William Burton  
Chief Engineer.....George L. McClanathan

## CALIFORNIA

### KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7...AP: 14.7 Kw...VP: 29.4 Kw.  
Owned-Oper. By...American Bcastg Co., Inc.  
Business-Studio Address.....ABC-TV Center  
Phone Number.....Normandy 3-3311  
Transmitter Location.....Mt. Wilson  
Air Time.....87½ hours weekly  
News Service.....AP, INS  
Representative .....ABC Spot Sales  
President .....Robert E. Kintner (ABC)  
Board Chairman.....Edward Noble  
Asst. Treasurer.....Ernest Felix  
Sta. Mgr., Western Div. TV Dir...Donn B. Tatum  
Sales Manager.....Robert F. Laws  
TV Pgm., Prod. Dir.....Cecil W. Barker  
TV Program Manager.....Alvin G. Flanagan  
Sales Promotion Dir.....John S. Hansen  
Dir. of News & Special Events...F. La Tourette  
Production Manager.....Darrell E. Ross  
Publicity Director.....Victor E. Rowland  
Film Director.....Eloise Reeves  
Manager TV Engr.....Cameron G. Pierce  
Tech. Operations Mgr.....Philip G. Caldwell  
Consulting Engineers.....Kear & Kennedy

### KLAC-TV

HOLLYWOOD—1948

Channel: 13...AP: 15.75 Kw...VP: 31.4 Kw.  
Owned-Oper. By.....KMTR Radio Corp.

CHANNEL 5

# KTLA

LOS ANGELES

**ALWAYS IN FRONT BY AN OVERWHELMING MARGIN**



Here is a comparison of 3 different TV rating services for Los Angeles, 6:00-10:00 p. m., Sunday through Saturday, November 1951.

**KTLA** leadership is built on community service.

**KTLA** has created its own top-rated programs, developed its own star "announcer-personalities." When these announcers speak, audiences have confidence in what they say. They get results!



KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363  
 Eastern Offices • 1501 Broadway, New York 36 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

**KTLA - THE BEST ADVERTISING BUY IN LOS ANGELES**

## U. S. TELEVISION STATIONS

Bus.-Studio Address...1000 N. Cahuenga Blvd.  
 Phone Number.....Hudson 2-7311  
 Transmitter Location.....Atop Mt. Wilson  
 Air Time.....98 hours weekly  
 News Service.....INS, UP  
 Representative.....Katz Agency Inc.  
 President.....Dorothy Schiff  
 Exec. V.P., Gen. Sta. Mgr.....Don Fedderson  
 Commercial Manager.....Dave Lundy  
 Program Director.....Fred Henry  
 Promotion Director.....Joe Coffin  
 Dir. of News & Special Events.....Fred Henry  
 Production Manager.....Don Forbes  
 Publicity Director.....Mickey Freeman  
 Director of Film, Remotes.....Fred Henry  
 Chief Engineer.....Robert W. Conner  
 Consulting Engr.....Craven, Lohnes & Culver

### K N B H HOLLYWOOD—1949—NBC

Channel: 4...AP: 13.32 Kw...VP: 25.25 Kw.  
 Owned-Oper. By...National Broadcasting Co.  
 Bus.-Studio Address.....Sunset & Vine St.  
 Phone Number.....Hollywood 9-6161  
 Transmitter Location.....Mt. Wilson  
 Air Time.....88 hours weekly  
 News Service.....AP, INS, UP  
 General Manager.....Thomas B. McFadden  
 Commercial Manager.....Donald A. Norman  
 Program Director.....Albert V. Cole  
 Promotion Director.....Richard Eisiminger  
 Dir. of News & Spec. Events.....William Park  
 Publicity Director.....Robert Pelgram  
 Film Director.....Robert Guggenheim  
 Director of Remotes.....William Bennington  
 Chief Engineer.....Robert W. Clark

### K N X T HOLLYWOOD—1948—CBS

Channel: 2...AP: 12.5 Kw.....VP: 25 Kw.  
 Owned-Oper. By.....CBS Inc.  
 Business-Studio Address.....1313 N. Vine St.  
 Phone Number.....Hollywood 9-1212  
 Transmitter Location.....Mt. Wilson  
 Air Time.....90 hours weekly  
 Representative.....CBS TV spot Sales  
 President (CBS).....Frank Stanton  
 Pres. (CBS TV Div.).....J. L. Von Volkenburg  
 Vice-Pres. (Net. Pgm.s.).....Harry S. Ackerman  
 General Manager.....Wilbur S. Edwards  
 Sales Manager.....James T. Aubrey Jr.  
 Sales Prom. Dir.....Tony Moe  
 Program Director.....Bill Brennan  
 Chief Engineer.....Lester H. Bowman

### K H J - T V LOS ANGELES—1948

Channel: 9...AP: 15.7 Kw.....VP: 30.2 Kw.  
 Owned-Oper. By...Thos. S. Lee Enterprises Inc.  
 Business-Studio Address.....1313 N. Vine St.

Phone Number.....Hudson 2-2133  
 Transmitter Location.....Mt. Wilson  
 Air Time.....70 hours weekly  
 News Service.....AP, INS  
 Program Director.....Kenneth Higgins  
 National Adv. Mgr.....John Bradley  
 Operations Director.....Tony LaFranc

### K T L A LOS ANGELES—1947 PARAMOUNT

Channel: 5...AP: 15 Kk.....Vp: 30 Kw.  
 Owned-Oper...Paramount TV Productions, Inc.  
 Business Studio Address.....5451 Marathon St.  
 Phone Number.....Hollywood 9-3181  
 Transmitter Location.....Mt. Wilson  
 Air Time.....70 hours weekly  
 News Service.....UP, Acme & Telenevs  
 Representative.....Paul H. Raymer  
 Membership.....NARTE  
 Gen. Mgr. & V-P, Paramount

T-V Prods.....Klaus Landsberg  
 Sales Manager.....Harry Maynard  
 Publicity Director.....Howard Wormser  
 Production Supervisor.....J. Gordon Wright  
 Director of News & Special Events...Jon Rice  
 Manager Studio Operations.Charles Theodore  
 Film Director.....Leland G. Muller  
 Director of Remotes.....John Silva  
 Chief Engineer.....Raymond Moore

### K T T V LOS ANGELES—1949—DuM

Channel: 11...AP: 16.6 Kw.....VP: 30.9 Kw.  
 Owned-Oper. By.....KTTV, Inc.  
 Business Address.....5746 Sunset Blvd.  
 Phone Number.....Hudson 2-7111  
 Transmitter Location.....Mt. Wilson  
 Air Time.....76 $\frac{3}{4}$  hours weekly  
 News Service.....AP  
 Representative.....Blair-TV, Inc.  
 President.....Norman Chandler  
 General Manager.....Richard A. Moore  
 Commercial Manager.....Frank G. King  
 Operations Director.....Robert Purcell  
 Prom., Pub. Dir.....John R. Vrba  
 Dir. of Production.....Bob Breckner  
 Film Director.....Tom Corradine  
 Chief Engineer.....Edward Benham  
 Consulting Engineer.....Caven, Lohnes and  
 Culver, Washington, D. C.

### K F M B - T V SAN DIEGO—1949—ABC-CBS-NBC DUMONT

Channel: 8...AP: 12.7 Kw.....VP: 27 Kw.  
 Owned-Oper. By.....Kennedy Bcstg. Co.  
 Business Address.....1405 Fifth Ave.  
 Phone Number.....Main 2114





KTTV

Television

More national spot advertisers  
buy KTTV than any other  
Los Angeles TV station.

For complete details  
on the market and KTTV,  
ask your Blair-TV man.

**KTTV**

*Los Angeles Times Television*



## U. S. TELEVISION STATIONS

Transmitter Location.....Mount Soledad  
 Air Time.....95 hours weekly  
 Representative.....Branham  
 News Service.....AP  
 Membership.....NARTB  
 Chairman of Board.....John A. Kennedy  
 General Manager.....Howard L. Chernoff  
 Commercial Manager.....William Edholm  
 Prom., Pub. Rel.....Lisle F. Shoemaker  
 Program Manager.....Bill Fox  
 Chief Engineer.....Thornton Chew

### KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7.....AP: 13 Kw.....VP: 27 Kw.  
 Owned-Oper. By.....American Bcstg. Co.  
 Business Address.....155 Montgomery St.  
 Phone Number.....Exbrook 2-6544  
 Transmitter Location.....Mt. Sutro, ABC TV Ctr.  
 Air Time.....85 hours weekly  
 Representative.....ABC Spot Sales  
 President (ABC).....Robert E. Kintner  
 Gen. Sta. Mgr.....Gayle V. Grubb  
 Commercial Manager.....Vincent Francis  
 Program Director.....Bloyce Wright  
 Promotion Director.....Gordon Grannis  
 Dir. of News and Spe. Events.....Vic Reed  
 Production Manager.....Bill Hollenbeck  
 Publicity Director.....Gordon Grannis  
 Film Director.....Phyllis Towner  
 Director of Remotes.....Bill Hollenbeck  
 Chief Engineer.....A. E. Evans  
 Consulting Engineer.....Keary & Kennedy

### KPIX

SAN FRANCISCO—1948—CBS  
 DUMONT

Channel: 5.....AP: 16.2 Kw.....VP: 30.5 Kw.  
 Owned-Oper. By.....KPIX, Inc.  
 Bus. Studio Address.....Mark Hopkins Hotel  
 Phone Number.....Prospect 6-6200  
 Trans. Location.....Roof, Mark Hopkins Hotel  
 Air Time.....85 hours weekly  
 News Service.....INS, UP  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Wesley I. Dumm  
 Sta., Gen. Mgr.....Philip G. Lasky  
 Commercial Manager.....Lou Simon  
 Program Director.....Sanford Spillman  
 Production Manager.....George Mathiesen  
 Promotion Dir.....Kay Mulvihill  
 Film Director.....William Ray  
 Dir. of Engineering.....A. E. Towne  
 Consulting Engineer Universal Research Labs

### KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4.....AP: 7.7 Kw.....VP: 14.5 Kw.  
 Owned-Oper. By.....The Chronicle Pub. Co.

Business Studio Address.....901 Mission St.  
 Phone Number.....GA-field 1-1112  
 Transmitter Location.....TV Peak, San Bruno Mt.  
 Air Time.....70 hours weekly  
 News Service.....AP  
 Representative.....Free and Peters  
 General Manager.....Charles Thieriot  
 Director of Television.....Harold P. See  
 Commercial Manager.....Norman Louvau  
 Program Director.....A. H. Constant  
 Chief Engineer.....R. A. Isberg

## CONNECTICUT

### WNHC-TV

NEW HAVEN—1948  
 ABC-CBS-NBC-DuM

Channel: 6.....AP: 7.5 Kw.....VP: 15.1 Kw.  
 Owned-Oper. By.....The Elm City Bcstg. Corp.  
 Business-Studio Address.....1110 Chapel St.  
 Phone Number.....6-9826  
 Transmitter Location.....Gaylord Mt.  
 Air Time.....100 hours weekly  
 News Service.....AP, INS  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Patrick J. Goode  
 Sec.-Treas.....Aldo De Dominicis  
 General Manager.....James T. Milne  
 Commercial Manager.....Vincent J. Callanan  
 Production Manager.....David K. Harris  
 Dir. of News &  
 Special Events.....W. Rockwell Clark  
 Publicity Director.....William Dukeshire  
 Chief Engineer.....Vincent DeLaurentis

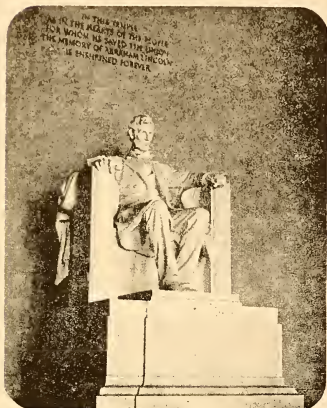
## DELAWARE

### WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 7.....AP: 5 Kw.....VP: 1 Kw.  
 Owned-Oper. By.....WDEL, Inc.  
 Business-Studio Address.....10th & King Sts.  
 Air Time.....85 hours weekly  
 Phone Number.....7268  
 Transmitter Location.....New Castle County  
 News Service.....UP  
 Representative.....Meeker  
 Membership.....NARTB  
 Station Executive.....Clair R. McCollough  
 Station Manager.....J. Gorman Walsh  
 National Sales Manager.....J. Robert Gulick  
 Program Director.....James Adshhead  
 Technical Director.....J. E. Mathiot

*of the people  
by the people  
for the people*



**WE'VE** borrowed a few phrases from Old Abe to illustrate what Washingtonians already know . . . that WTTG is a station dedicated to the service of our community.

For six years, Washington's first television station has carried more locally-produced programs than any other station in this area.

Six years of outstanding local programs, outstanding local personalities, creative program ability and production know-how.

If you've an eye for Washington business—place your sales message on WTTG, Washington's first and most locally-minded television station.

## WTTG

CHANNEL 5 IN WASHINGTON

Owned and Operated by Allen B. DuMont Laboratories, Inc.

Represented by

Harrington, Righter & Parsons, Inc.  
New York • Chicago  
Richard Raitlon Company  
San Francisco

NOW IN OUR 6TH YEAR

## DISTRICT OF COLUMBIA

### W N B W

WASHINGTON—1947—NBC

Channel: 4 . . . AP: 10.5 Kw. . . . VP: 20.5 Kw.  
Owned-Oper. By . . . . National Bcstg. Co., Inc.  
Business-Studio Address . . . . Translux Bldg.,  
14th & N. Y. Ave. N.W.

Phone Number . . . . . R**E**public 4000  
Transmitter Location . . . . Wardman Park Hotel  
Air Time . . . . . 91½ Hours Weekly  
News Service . . . . . AP, INS, UP  
Representative . . . . . NBC Television Spot Sales  
Membership . . . . . NARTB, TBA  
Wash. Vice-Pres. . . . . Francis Russell  
General Manager . . . . . Eugene Juster  
Business Manager . . . . . George Sandeler  
Commercial Manager . . . . Charles de Lozier  
Program Director . . . . . Ralph Burgin  
Promotion Director . . . . John E. Ghilain  
Dir. News & Spe. Events . . . . Julian Goodman  
Production Manager . . . . . George Dorsey  
Chief Engineer . . . . . Charles Colledge

### W M A L - T V

WASHINGTON, D. C.—1947—ABC

Channel: 7 . . . . AP: 12 Kw. . . . VP: 22 Kw.  
Owned-Oper. By The Evening Star Bcstg. Co.  
Business Address . . . . . 724 14th St., N.W.  
Phone Number . . . . . National 5400  
Transmitter . . . . . Campus American Univ.  
Air Time . . . . . 65 hours weekly  
Newspaper Affiliation . . . . The Evening Star  
Membership . . . . . NARTB  
News Service . . . . . AP, INS, UP  
President . . . . . S. H. Kauffmann  
V.P. & Gen. Mgr. . . . . K. H. Berkeley  
Commercial Manager . . . . Ben B. Baylor, Jr.  
Program Director . . . . . Charles Kelly  
Director of News & Spec. Events Bryson Rash  
Publicity Director . . . . . Mary Pauline Perry  
Film Director . . . . . Charles Bloomquist

### W T O P - T V

WASHINGTON—1949—CBS

Channel: 9 . . . . AP: 14.4 Kw. . . . VP: 27.3 Kw.  
Owned-Oper. By . . . . . WTOPI, Inc.  
Business Address . . . . . Warner Building  
Phone Number . . . . . Me. 3200  
Transmitter Location . . . . 40th and Brandywine  
St., N.W.

Air Time . . . . . 100 hours weekly  
Newspaper Affiliation . . . . Washington Post  
News Service . . . . . AP, INS, UP  
Membership . . . . . NARTB  
Pres., Gen. Mgr. . . . . John Hayes  
Commercial Manager . . . . George Hartford  
Prod. Manager . . . . . E. I. Halbert

**U. S. TV STATIONS**

Pub. & Prom. Director.....Cody Pfanstiehl  
 Film Director.....C. D. Dyatt  
 Chief Engineer.....Clyde Hunt

**WTTG**

**WASHINGTON—1947—DuM**

Channel: 5....AP: 10.5 Kw....VP: 17.5 Kw.  
 Owned-Oper. By..Allen B. DuMont Labs., Inc.  
 Business-Studio Address.....Hotel Raleigh  
 Phone Number.....STERling 5300  
 Transmitter.....5217 19th Rd., N.; Arlington  
 Air Time.....100 hours weekly  
 News Service.....UP  
 Representative...Harrington, Righter, Parsons  
 President.....Dr. Allen B. DuMont  
 General Manager.....Walter Compton  
 Commercial Manager.....Perry Walders  
 Program Director.....Roger Coelos  
 Film Director.....Jules Huber  
 Chief Engineer.....Malcolm M. Burleson

**FLORIDA**

**WMBR-TV**

**JACKSONVILLE—1949  
 ABC-CBS-NBC**

Channel: 4....AP: 7.4 Kw....VP: 14.8 Kw.  
 Owned-Operated By.....Florida Bcstg. Co.  
 Business Address.....B. O. Box 5187  
 Phone Number.....9-4475  
 Transmitter Location.....Southampton & Vine  
 Air Time.....95 hours weekly  
 News Service.....INS  
 Representative.....Avery-Knodel  
 General Manager.....Glenn Marshall, Jr.  
 Pgm., Prom. Director.....Bernie Adams  
 News Dir., Prod. Mgr.....Bill Terry  
 Chief Engineer.....Ernest Vordermark  
 Consulting Engineer.....Andrew Ring

**WTVJ**

**MIAMI—1949—ABC-CBS-NBC-DuM**

Channel: 4....AP: 8.25 Kw....VP: 16.5 Kw.  
 Owned-Oper. By.....Wometco Theatres  
 Business-Studio Address.....17 3rd St., N.W.  
 Transmitter Location.....Everglades Hotel  
 Air Time.....105 hours weekly  
 News Service.....UP  
 Representative.....Free & Peters  
 President.....Mitchell Wolfson  
 Vice-Pres., Gen. Mgr.....Lee Ruwitch  
 Business & Sales Mgr.....John S. Allen  
 Program Director.....Lee Phillips  
 Pub. & Prom. Director.....Burt Toppin  
 Film Director.....Labe B. Mell  
 National Sales Mgr.....Arthur L. Gray  
 Dir. of News & Special Events...Ralph Renick  
 Program Coordinator.....John A. Shay  
 Chief Engineer.....Earl W. Lewis

**W N B W . . .**

*your best TV buy*  
**IN WASHINGTON**

The WNBW coverage area includes the District of Columbia, nine Virginia counties, six in Maryland and one in West Virginia—an area with a population of 1,717,200 and an effective buying income of \$2,588,621,000.

WNBW IS IN ITS FIFTH YEAR OF OPERATION IN THE NATION'S CAPITAL.

WNBW has such outstanding news commentators as Morgan Beatty and Leif Eid, such unique women's shows as "Inga's Angle"—and originates such distinguished network programs as "Battle Report," "American Forum," "Meet the Press" and "Richard Harkness and the News."

WNBW IS FIRST IN 178 OUT OF 363 QUARTER-HOUR PERIODS ON THE AIR, WITH THE REMAINING 185 DIVIDED AMONG THREE OTHER LOCAL TV STATIONS.

Out of 70 quarter-hour segments between 3:30 and 7 p.m., Monday through Friday, WNBW is first in 57.

WNBW — FIRST IN FILM SHOWS, CHILDREN'S PROGRAMS, SPORTS AND SPECIAL EVENTS!

(Ratings—American Research Bureau, Nov. 1-8, 1951)  
 (Market data—Sales Management Survey of Buying Power, 1951)

**W  
 N  
 B**

**W N B W**

channel 4

REPRESENTED BY NBC SPOT SALES



# THE FACTS ABOUT JACKSONVILLE

- It's a One-Station-Market
- It has 52,000 TV families
- This means 43.3% penetration
- WMBR-TV has 100% share of audience
- You can reach this audience for only 72¢ per thousand
- WMBR-TV is Florida's only interconnected station
- The station beams 162 live network shows and 32 live local shows each week.

## WMBR-TV CIRCULATION

JANUARY 1, 1952

62,900 TV Sets In Total Coverage Area  
 52,000 TV Sets In 0.1 MV/m (60 mi. Radius)  
 43.3% TV Penetration  
 43,472 TV Sets In Duval County  
 50.6% TV Penetration

|         | COUNTIES      | FAMILIES*      | TV SETS**     |
|---------|---------------|----------------|---------------|
| FLORIDA | Baker         | 1,600          | 202           |
|         | Bradford      | 3,000          | 638           |
|         | Clay          | 4,800          | 900           |
|         | Duval         | 85,900         | 43,472        |
|         | Nassau        | 3,700          | 1,315         |
|         | Putnam        | 7,900          | 2,250         |
|         | St. Johns     | 7,900          | 1,920         |
| GEORGIA | Union         | 2,200          | 58            |
|         | Camden        | 1,900          | 695           |
|         | Charlton      | 1,200          | 550           |
|         | <b>TOTALS</b> | <b>120,100</b> | <b>52,000</b> |

\*Sales Management-1951 \*\*RTMA and Dealers Estimates

## CURRENT AVAILABILITIES

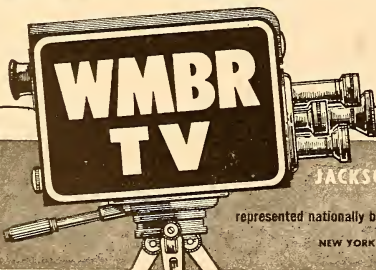
### "Come Into the Kitchen" Monday thru Friday

Conducted by Nell Smith who has 20 years experience lecturing on and demonstrating foods and appliances. She speaks with authority to the women of Jacksonville as an expert on food and food products.

### "Money Talks" Monday thru Friday

A telephone quiz with accumulative jack-pot. Musical films, a charcoal artist and rear-view projection gives the clues; viewers are called and asked to identify the song.

**Live, Film or Slide copy accepted**



CBS  
NBC  
DuM  
ABC

JACKSONVILLE, FLORIDA CHANNEL 4

represented nationally by: **EVERY-KNODEL, INC.**

NEW YORK • CHICAGO • SAN FRANCISCO  
LOS ANGELES • ATLANTA



**GEORGIA**

**WAGA-TV**

**ATLANTA—1949—CBS—DuM**

Channel: 5... AP: 13.5 Kw... VP: 26.5 Kw.  
 Owned-Operated By... Fort Industry Co.  
 Bus.-Studio Address... 1018 W. Peachtree, N.W.  
 Phone Number... Emerson 2541  
 Trans. Location... 1018 W. Peachtree, N.W.  
 Air Time... 105 hours weekly  
 News Service... AP  
 Representative... Katz  
 President... George B. Storer  
 Commercial Manager... John W. Collins, Jr.  
 News Director... Dale Clark  
 Chief Engineer... George B. Smith  
 Consulting Engineer... A. Earl Cullum, Jr.

**WLTW**

**ATLANTA—1951—ABC**

Channel: 8... AP: 12.5 Kw... VP: 23.8 Kw.  
 Owned-Oper. By... Broadcasting Inc.  
 Address... 15 Forsyth St. S.W.  
 Phone Number... CYPRESS 6676  
 Transmitter Location... 1601 W. Peachtree St.  
 Air Time... Varies  
 News Service... AP  
 Representative... Harrington, Righter & Parsons  
 President... Walter C. Sturdivant  
 Vice-Pres. & Gen. Mgr... William T. Lane  
 Commercial Manager... George P. Moore  
 Program Director... Roger O. Van Duzer  
 Technical Director... Harvey J. Aderhold  
 Traffic Manager... Ann Hutcheson  
 Film Director... John Barry

**WSB-TV**

**ATLANTA—1948—NBC**

Channel: 2... AP: 25 Kw... VP: 50 Kw.  
 Owned-Oper. By... The Atlanta Newspapers  
 Address... 1801 W. Peachtree  
 Phone Number... Atwood 3827  
 Air Time... 98 hours weekly  
 Newspaper Affiliations... Atlanta Newsp., Inc.  
 News Service... UP  
 Representative... Pety  
 Membership... NARTB  
 Managing Director... J. Leonard Reinsch  
 General Manager... John M. Outler, Jr.  
 Commercial Manager... Frank Gaither  
 Program Director... Marcus Bartlett  
 Promotion Director... Vincent Piano  
 Dir. of News & Spec. Events... James Bridges  
 Production Manager... Mark Toolson  
 Publicity Director... Wayne Anderson  
 Film Director... Jean Hendrix  
 Chief Engineer... C. F. Daugherty

**ILLINOIS**

**WBKB**

**CHICAGO—1941—CBS**

Channel: 4... AP: 12.7 Kw... VP: 25.4 Kw.  
 Owned-Operated By... Balaban & Katz Corp.  
 Bus.-Studio Address... 175 North State St.  
 Phone Number... RAndolph 6-8210  
 Transmitter Location... 33 North LaSalle St.  
 Air Time... 110 hours weekly  
 News Service... UP, INS  
 Representative... Weed  
 Membership... TBA  
 Gen., Sta. Manager... John H. Mitchell  
 Comptroller... Mathew E. Vieracker  
 Program Manager... S. C. Quinlan  
 Dir. of News & Spec. Events... Ulmer Turner  
 Publicity Director... Lee Salberg  
 Production Manager... William Ryan  
 Film Director... Carl Russell  
 Chief Engineer... William P. Kusack

**WENR-TV**

**CHICAGO—1948—ABC**

Channel: 7... AP: 14.0 Kw... VP: 28.3 Kw.  
 Owned-Operated By... American Bcstg. Co.  
 Business-Studio Address... 20 N. Wacker Dr.  
 Phone Number... ANdover 3-0800  
 Transmitter Location... Atop Opera Bldg.  
 Air Time... 94½ hours weekly  
 News Service... AP, INS  
 V.P. in Chg... John H. Norton, Jr.  
 Sta., Sales Mgr... Roy McLaughlin  
 Program Director... James S. Pollak  
 Promotion Director... Dean D. Linger  
 Dir. of News & Spec. Events... Cornelius O'Dea  
 Publicity Director... Elliott Henry  
 Film Director... Polly Thompson  
 Chief Engineer... Edward C. Horstman

**WNBQ**

**CHICAGO—1949—NBC**

Channel: 5... AP: 12.29 Kw... CP: 23.25 Kw.  
 Owned-Operated By... National Bcstg. Co.  
 Business-Studio Address... Merchandise Mart  
 Phone Number... SUperior 7-8300  
 Transmitter Location... Civic Opera Bldg.  
 Air Time... 94 hours weekly  
 News Service... AP, INS, UP  
 Representative... NBC Spot Sales  
 Membership... NARTB  
 President of NBC... Joseph McConnell  
 V.P. & Gen. Mgr... Harry Kopf  
 TV Manager... Jules Herbuveaux  
 Commercial Manager... John J. McPartlin  
 Program Director... George Heinemann  
 Promotion Director... John Keys

# ... HERE'S **TV** COVERAGE

... A WGN-TV advertiser made an introductory offer on his first program ... a one minute announcement at 11:45 p. m. Sunday night. Within 24 hours, more than 2300 cards were received from

- 91 Cities in Illinois
- 25 Cities in Indiana
- 3 Cities in Wisconsin
- 2 Cities in Michigan

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*Early or late ... if you want results ...*  
*call your WGN-TV representative for availabilities*

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## U. S. TELEVISION STATIONS

Dir. of News & Spec. Events... William B. Ray  
 Publicity Director..... Jack Ryan  
 Film Procurement..... Isabel Cooney  
 Chief Engineer..... Howard C. Luttgens

### WGN - TV

CHICAGO—1948—DuM

Channel: 9.... AP: 14.5 Kw.... VP: 29.0 Kw.  
 Owned-Operated By..... WGN, Inc.  
 Business Address... 441 N. Michigan Ave  
 Phone Number..... Superior 7-0100  
 Transmitter Location..... Tribune Tower  
 Air Time..... 95-100 hours weekly  
 Newspaper Affiliation..... Chicago Tribune  
 News Service..... AP, UP, AP  
 Representative..... George P. Hollingbery  
 President..... Col. Robert R. McCormick  
 Station Manager..... Frank P. Schreiber  
 Commercial Manager.. William A. McGuineas  
 TV Sales Manager..... Ted Weber  
 Program Director..... Jay E. Faraghan  
 Newsreel Director..... Spencer Allen  
 Operations Director... George E. Petterson  
 Promotion Director... Charles A. Wilson  
 Publicity Director..... James Hanlon  
 Film Director..... Elizabeth Bain  
 Director of Remotes..... Donald Cook  
 Chief Engineer..... Carl J. Meyers

### WHBF - TV

ROCK ISLAND—1950—ABC-CBS  
 DuM

Channel: 4.... AP: 11.7 Kw.... VP: 23.5 Kw.  
 Owned-Oper. By..... Rock Island Bcstg. Co.  
 Bus.-Trans. Address.. Telco Bldg., 231 18th St.  
 Phone Number..... R. I. 6-5441  
 Air Time..... 80 hours weekly  
 News Service..... INS  
 Representative..... Avery-Knodel, Inc.  
 Membership..... NARTB  
 President..... Ben H. Potter  
 Gen., Sta. Mgr..... Leslie C. Johnson  
 Commercial Manager..... Maurice Corken  
 Program Director... Forest W. Cooke  
 Promotion Director..... (Miss) Fern Hawks  
 Prod., News, Spe. Ev. Dir. Charles F. Harrison  
 Publicity Director..... (Miss) Fern Hawks  
 Chief Engineer..... Robert J. Snettett  
 Consulting Engineer..... E. C. Page

### INDIANA

### WTTV

BLOOMINGTON—1949  
 ABC-CBS-NBC-DuM

Channel: 10.... AP: 17.5 Kw.... VP: 35 Kw.  
 Owned-Oper. By..... Sarkes Tarzian, Inc.  
 Address..... 535 S. Walnut St.

Phone Number ..... 2-3366  
 Air Time..... 80 hours weekly  
 News Service ..... AP  
 Representative..... Robert Meeker Assoc.  
 General Manager..... Glenn Van Horn  
 Sta., Comm. Mgr..... Robert Lemon  
 Program Director..... Robert Petranoff  
 Promotion Director..... Jim Ratcliffe  
 Film Director..... Al Fiscus  
 Dir. of Spec. Events..... Maurice Latimer  
 Chief Engineer..... Morton L. Welgel  
 Consulting Engineer..... Kear & Kennedy

### WFBM - TV

INDIANAPOLIS—1949  
 ABC-CBS-NBC-DuM

Channel: 6.... AP: 18.1 Kw.... VP: 30.8 Kw.  
 Owned-Operated By..... WFBM, Inc.  
 Bus. Studio Address... 1330 N. Meridian St.  
 Phone Number..... Lincoln 8506  
 Transmitter Location... Merchants Bank Bldg.  
 Air Time..... 105 hours weekly  
 News Service..... AP, INS  
 Representative..... Katz  
 Membership..... NARTB  
 Pres., Gen., Sta. Mgr. Harry M. Bitner, Jr.  
 Comm. Manager..... William F. Kiley  
 Program Director..... Hugh Kibbey  
 Promotion Director... David F. Milligen  
 Dir. of News..... Gilbert Forbes  
 Film Director..... Earl Johnson  
 Chief Engineer..... Harold S. Holland

WHY IS AP  
 THE BEST?

BECAUSE—AP is more experi-  
 enced than any other  
 news service . . . more  
 than 100 years col-  
 lecting and distribut-  
 ing news.

*First*

*in  
educational  
television*

**Telecasting . . .**

Bringing to Central Iowa's quarter-million television viewers the vast resources of the Iowa State College in homemaking, agricultural and cultural information, plus selected programming from all four television networks.

**Teaching . . .**

The nation's only fully-licensed television station to be owned and operated by an educational institution offers specialized professional training for selected students in TV engineering, program and production. Facilities include related college departments together with the Television Theatre and workshop.

**Program Development . . .**

Research and experimental work in cooperation with the United States Department of Agriculture, the Fund for Adult Education, an Independent organization established by the Ford Foundation, and the Commission on Christian Education and Iowa Interchurch Council.

**WOI - TV  
IOWA STATE COLLEGE  
AMES, IOWA**

**NBC-TV**

**CBS-TV**

**ABC-TV**

**DuMont-TV**



## U. S. TELEVISION STATIONS

### IOWA

#### WOI-TV

AMES—1950

Channel: 4... AP: 8 Kw... VP: 15.6 Kw.  
Owned-Operated By... Iowa State A & M  
Bus.-Studio Address... Service Bldg., Iowa State  
College

Phone Number... 2500 Extension 570  
Transmitter Location... Ames  
Membership... NARTB  
President... Charles E. Friley  
General Manager... Richard B. Hull  
Sta., Comm. Manager... Robert Mulhall  
Program Director... Edward Wegener  
Production Manager... Edward Wegener  
Film Director... J. Wilson Dunlop  
Chief Engineer... L. L. Lewis

#### WOC-TV

DAVENPORT—1949—NBC

Channel: 5... AP: 12.5 Kw... VP: 22.9 Kw.  
Owned-Oper. By... Central Bcstg. Co.  
Business Address... 805 Brady St.  
Phone Number... 3-3661  
Transmitter Location... Bettendorf  
Air Time... 85¼ hours weekly  
News Service... UP  
Representative... Free & Peters, Inc.  
Membership... NARTB  
President... Col. B. J. Palmer  
Vice-Pres. & Treas... D. D. Palmer  
Exec. Vice-Pres... Ralph Evans  
Secretary... William D. Wagner  
Vice-President... Paul Loyet  
Resident Manager... Ernest Sanders  
Resident Sales Mgr... Mark Wodlinger  
Program Director... Charles Freburg  
Promotion Director... Fred Reed  
Director of News... Bob Frank  
Publicity Director... Paul Ives  
Film Director... Ken Wagner  
Chief Engineer... Paul Arvidson  
Consulting Engineer... A. D. Ring & Co.

### KENTUCKY

#### WAVE-TV

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 5... AP: 12.1 Kw... VP: 24.1 Kw.  
Owned-Operated By... WAVE, Inc.  
Address... 334 East Broadway  
Phone Number... Wabash 2201  
Air Time... 89 hours weekly  
News Service... AP, INS  
Membership... NARTB

Representative... Free & Peters  
President... George W. Norton, Jr.  
Gen. Sta. Manager... Nathan Lord  
Commercial Manager... Ralph Jackson  
Program Director... George Patterson  
Director of Television... John Boyle  
Prom., Pub. Dir... Cyrus D. Crites  
Director of News... Hugh Sutton  
Production Manager... Burt Blackwell  
Film Director... Irving Lively  
Dir. of Remotes... Walter K. Witherbee  
Chief Engineer... Wilbur Hudson  
Consulting Engineer... Ring & Clark

#### WHAS-TV

LOUISVILLE—1950—CBS

Channel: 9... AP: 50 Kw... VP: 25 Kw.  
Owned-Oper. By... WHAS, Inc.  
Address... 6th & Broadway  
Phone... Wabash 2211  
Representative... Harrington, Righter, Parsons  
News Service... AP, UP  
President... Barry Bingham  
Vice-Pres., Director... Victor A. Sholis  
Sales Director... Neil D. Cline  
Chief Engineer... Orrin W. Towner

### LOUISIANA

#### WDSU-TV

NEW ORLEANS—1948

ABC—CBS—NBC—DuM

Channel: 6... AP: 15.0 Kw... VP: 31.0 Kw.  
Owned-Operated By... WDSU Bcstg. Services  
Business-Studio Address... 520 Royal St.  
Phone Number... Tulane 4371  
Transmitter Location... Hibernia Bank Bldg.  
Air Time... 112 hours weekly  
News Service... AP, UP  
Representative... Blair  
Membership... NARTB, BAB  
President... Edgar B. Stern, Jr.  
Exec. V.P., Gen. Mgr... Robert D. Swezey  
Commercial Manager... A. Louis Read  
Program Director... John Muller  
Prom., Pub. Dir... Marion Annenberg  
Dir. of News & Spec. Events... Mel Leavitt  
Film Director... Rose Wetzel  
Chief Engineer... Lindsey Riddle  
Consulting Engineer... E. C. Page

### MARYLAND

#### WAAM-TV

BALTIMORE—1948—ABC-DuM

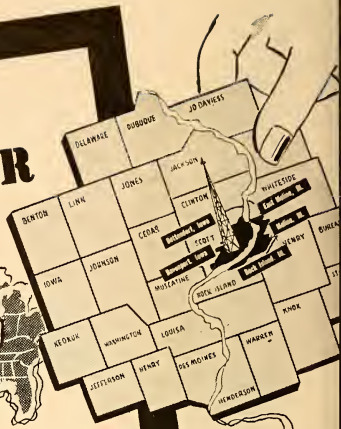
Channel: 13... AP: 13.8 Kw... VP: 26.1 Kw.

**SOLD  
DOWN THE RIVER**

**UP THE RIVER**

**ACROSS THE RIVER**

When Advertised on **WOC-TV**



**WOC-TV Sells!**

In fact, WOC-TV's reputation as a *Selling Medium* is growing so rapidly that this station is approaching the **SOLD OUT** stage. There are a few good program and announcement availabilities left, so you'd **BETTER ACT NOW**.

*Better act now . . .* if you want to reach WOC-TV's 23 county good viewing area. *Better act now . . .* and get on the station with the "know how" to stimulate the buying urge of people in the Quint-City area . . . people with a per capita effective buying power **30.2% above the national per capita average** (Sales Management 1951 "Survey of Buying Power").

Let us or your nearest F & P office hear from you . . . and shortly you'll hear from a vast TV audience that responds to sales messages carried by WOC-TV . . . the station that **SELLS!**

**WOC-TV, Channel 5  
Davenport, Iowa**

**Free & Peters, Inc.  
Exclusive National Representatives**



**The  
QUINT CITIES**

Col. B. J. Palmer, *President*  
Ernest C. Sanders, *Resident Manager*



## U. S. TELEVISION STATIONS

Owned-Operated By....WAAM, Incorporated  
 Business Address.....3725 Malden Ave.  
 Phone Number.....MOhawk 7600  
 Transmitter Location.....3725 Malden Ave.  
 Air Time.....95 hours weekly  
 News Service.....AP  
 Representative.....Harrington, Righter and  
 Parsons, Inc.

President.....Ben Cohen  
 Exec. Vice-Pres.....Norman C. Kal  
 General Manager.....Kenneth Carter  
 Asst. Gen. Mgr.—Sales.....Armand Grant  
 Prog., Film Dir.....Herbert Caham  
 Pgm. Operations Supr.....Harriet George  
 Dir. of News and Pub.....Joel Chaseman  
 Production Manager.....Paul Kane  
 Director of Engineering.....Benjamin Wolfe  
 Chief Engineer.....Glenn Lahman  
 Consulting Engineer.....Kear and Kennedy

### WBAL-TV

BALTIMORE—1948—NBC

Channel: 11....VP: 13 Kw....AP: 27 Kw.  
 Owned-Operated By.....Hearst Radio, Inc.  
 Business-Studio Address.....2610 N. Charles  
 Phone Number.....Hopkins 3000  
 Transmitter Location.....Violet and Cottage Ave.  
 Air Time.....103 hours weekly  
 News Service.....INS, UP, AP  
 Representative.....Edward Petry  
 Membership.....NARTB  
 President.....Charles B. McCabe  
 Vice-Pres. & Gen. Mgr.....D. L. Provost  
 Vice-Pres. (Engineering).....John T. Wilner  
 Station Manager.....Leslie H. Peard, Jr.  
 Dir. Public Affairs & Education.....Arnold Wilkes  
 Program Director.....Victor F. Campbell  
 Program Manager.....Jerre Wyatt  
 Sales Manager.....Willis K. Friert  
 News & Publicity Mgr.....Thomas J. White, Jr.  
 Film Buyer.....John Frankenfield  
 Dir. Women's Programs.....Mollie Martin  
 Chief Engineer.....William C. Bareham

### WMAR-TV

BALTIMORE—1947—CBS

Channel: 2....AP: 8 Kw....VP: 16 Kw.  
 Owned-Operated By.....The A. S. Abell Co.  
 Bus.-Studio Address.....Baltimore & Charles Sts.  
 Phone Number.....MUIberry 5670  
 Transmitter Location.....Mathieson Bldg.  
 Air Time.....105 hours weekly  
 News Service.....AP  
 Representative.....Katz  
 President.....William F. Schmick  
 V.P., Dir. of Radio.....Ewell K. Jett  
 Commercial Manager.....Ernest A. Lang  
 Program Director.....Robert B. Cochran  
 Promotion Director.....Ralph T. Braun  
 Film Director.....David V. R. Stickle  
 Chief Engineer.....Carlton G. Nopper

## MASSACHUSETTS

### WBZ-TV

BOSTON—1948—NBC

Channel: 4....AP: 7.70 Kw....VP: 15.61 Kw.  
 Owned-Oper. By....Westinghouse Radio Sta-  
 tions, Inc.

Address.....1170 Soldiers Field Rd.  
 Phone Number.....ALgonquin 4-5670  
 News Service.....INS  
 Representative.....NBC Spot Sales  
 President.....Walter Evans  
 Sales Manager.....C. Herbert Masse  
 Station Manager.....W. C. Swartley  
 Program Manager.....W. Gordon Swan  
 Film Librarian.....Carl Lawton  
 Chief Engineer.....W. H. Hauser

### WNAC-TV

BOSTON—1948—ABC-CBS-DuM

Channel: 7....AP: 13.3 Kw....VP: 26.6 Kw.  
 Owned-Oper. By..Thomas S. Lee Enterprises  
 Inc.

Business-Studio Address.....21 Brookline Ave.  
 Phone Number.....Commonwealth 6-0800  
 Transmitter Location.....Medford  
 Air Time.....105 hours weekly  
 News Service.....UP  
 Representative.....H.R. Reys, Inc.  
 President.....William O'Neil  
 Exec. V.P. & Gen. Mgr.....Linus Travers  
 V.P. in chg. TV.....George Steffy  
 Publicity Director.....Paul Keyes  
 Film Director.....James Pike  
 Technical Director.....Harry Whittemore

## MICHIGAN

### WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2....AP: 8.3 Kw....VP: 16.5 Kw.  
 Owned-Operated By.....Fort Industry Co.  
 Business-Studio Address.....500 Temple  
 Phone Number.....Temple 3-7900  
 Transmitter Location.....8009 Lyndon  
 Air Time.....110 hours weekly  
 News Service.....INS, UP  
 Membership.....NARTB  
 Representative.....Katz  
 President.....George B. Storer  
 V.P., Managing Dir.....Gayle V. Grubb  
 General Manager.....Richard E. Jones  
 Production Manager.....Lanny Pike  
 Prom. Mgr., Pub. Dir.....Joyce M. Chapman  
 Dir. of News & Special Events..Larry Ruppel





Gateway to  
Greater TV Sales  
In New Orleans!

**WDSU-TV**  
CHANNEL 6  
New Orleans

• • U. S. TV STATIONS • •

Film Director.....Bob Striker  
Director of Remotes.....Ted Belmel  
Chief Engineer.....Paul Frincke  
Consulting Engineer.....Earl Cullum

**WWJ-TV**

DETROIT—1947—NBC

Channel: 4...AP: 10.25 Kw...VP: 20.5 Kw.  
Owned-Operated By...Evening News Assoc.  
Business-Studio Address...615 W. Lafayette  
Phone Number.....Woodward 2-2000  
Transmitter Loc.....Eight Mile & Myers Rd.  
Newspaper Affiliation.....The Detroit News  
News Service.....UP, AP  
Representative.....Hollingbery  
Membership.....NARTE  
Sta. Mgr.....Willard E. Walbridge  
Program Director.....Melvin C. Wissman  
Promotion Director.....Jake Albert  
News Producer.....Tom Sutton  
Production Manager.....Walter Koste  
Publicity Director.....Fran Harris  
Film Director.....Douglas Wright  
Chief Engineer.....Edgar J. Love  
Consulting Engineer.....William L. Foss

**WXYZ-TV**

DETROIT—1948—ABC

Channel: 7...AP: 13.9 Kw...VP: 27.9 Kw.  
Owned-Operated By.....WXYZ, Inc.  
Business Address.....1700 Mutual Bldg.  
Phone Number.....Woodward 3-8321  
Studio-Transmitter Location...Maccabees Bldg.  
Air Time.....126 hours weekly  
News Service.....AP, UP  
Representative.....ABC Spot Sales  
President.....James G. Riddell  
Commercial Manager.....Harold Christian  
Station Manager.....John Pival  
Promotion Director.....William Morgan  
Dir. of Spec. Events & News...Richard Femmel  
Film Director.....Ken Simms  
Chief Engineer.....Charles Kocher

**WOOD-TV**

GRAND RAPIDS—1951

ABC-CBS-NBC-DuM

Channel: 7...AP: 10 Kw...VP: 20 Kw.  
Owned-Oper. By.....Grandwood Bcstg. Co.  
Address.....Grand Rapids Nat'l Bank Bldg.  
Phone Number.....9-4211  
Air Time.....84 hours weekly  
News Service.....AP  
Representative.....Katz  
Membership.....NARTE  
President.....Harry M. Bitner, Sr.  
General Manager.....Willard Schroeder  
Program Director.....Franklin Sisson  
Promotion Director.....Howard Silbar  
Dir. News & Spe. Events.....Bob Runyon  
Production Manager.....Hal Kaufman  
Film Director.....Clark Grant  
Chief Engineer.....Robert Wilson  
Consulting Engineer.....Harold M. Holland



**U. S. TELEVISION STATIONS**

**WKZO-TV**

**KALAMAZOO—1950**  
**ABC-CBS-NBC-DuM**

Channel: 3...AP: 8.0 Kw....VP: 16.0 Kw.  
Owned-Operated By.....Fetzer Bcstg. Co.  
Address.....124 W. Michigan Ave.  
Phone Number.....3-1223  
Transmitter Location..Mr. Nr. Plainwell, Mich.  
Air Time.....89 hours weekly  
Representative.....Avery-Knodel, Inc.  
Membership.....NARTB  
Pres., Gen., Sta. Mgr.....John E. Fetzer  
Commercial Manager..Donald W. DeSmit, Jr.  
Pgm., Prom., Film Dir.....Harry E. Travis  
Pub. Affairs Adviser...Dr. Willis F. Dunbar  
Chief Engineer.....Carl E. Lee  
Consulting Engineer.....Paul F. Godley

**WJIM-TV**

**LANSING—1950—ABC-CBS-DuM**  
**NBC**

Channel: 6...AP: 20.6 Kw....VP: 10.3 Kw.  
Owned-Oper. By.....WJIM, Inc.  
Address.....Bank of Lansing Bldg.  
News Service.....INS  
Phone.....2-1333  
Representative.....H.R. Representatives  
Pres., Gen. Mgr.....Harold F. Gross  
Station Manager.....Howard K. Finch  
Commercial Manager....Roger S. Underhill  
Film Director.....Emil Popke

**MINNESOTA**

**KSTP-TV**

**ST. PAUL-MINNEAPOLIS—1948**  
**NBC**

Channel: 5...AP: 17.3 Kw....VP: 24.7 Kw.  
Owned-Operated By.....KSTP, Inc.  
Bus., Trans. Lo., 3415 University Ave., St. Paul  
Phone Number.....Prior 2717  
Air Time.....101½ hours weekly  
News Service.....AP, UP  
Representative.....Edward Petry  
Membership.....NARTB  
Pres., Gen. Mgr.....Stanley E. Hubbard  
V.P., Treas., Asst. Mgr.....K. M. Hance  
V.P. in Chg. Sales.....Miller C. Robertson  
Program Director.....Del Franklin  
Promotion Director.....Joseph C. Cook  
Chief Engineer.....John McMahon  
Consulting Engineer.....Andrew D. Ring

**WTCN-TV**

**MINNEAPOLIS—1949**  
**ABC-CBS-DuM**

Channel: 4...AP: 9.2 Kw....VP: 17.9 Kw.  
Bus.-Studio Address..Radio City—50 S. 9th St.  
Phone Number.....Lincoln 0552  
Owned-Oper. By..Mid-Continent Radio-TV Inc.  
Transmitter Location.....Foshay Tower  
Air Time.....112 hours weekly  
News Service.....AP, UP, INS  
Representative.....Free & Peters  
President.....W. J. McNally  
General Manager.....F. Van Konyenburg  
Sales Manager.....Robert N. Ekstrum  
Prom., Sales Director.....Robert N. Wold  
Film Director.....Harry C. Jones  
Director of TV.....Sherman Headley  
Chief Engineer.....John M. Sherman

**MISSOURI**

**WDAF-TV**

**KANSAS CITY—1949**  
**ABC-CBS-NBC-DuM**

Channel: 4...AP: 11 Kw....VP: 22 Kw.  
Owned-Oper. By.....Kansas City Star Co.  
Business Address.....1729 Grand Ave.  
Phone Number.....Harrison 1200  
Studio-Trans. Location...31st & Summit Sts.  
Air Time.....85 hours weekly  
Newspaper Affiliation..The Kansas City Star  
News Service.....AP  
Representative...Harrington, Righter, & Parsons  
President.....Ray A. Roberts  
Managing Director.....Dean Fizer  
Commercial Manager.....E. M. Russo  
Station Manager.....Bill Bates  
Chief Engineer.....Joseph Flaherty

**KSD-TV**

**ST. LOUIS—1947**  
**ABC-CBS-NBC-DuM**

Channel: 5...AP: 8.0 Kw....VP: 16.0 Kw.  
Owned-Oper. By...The Pulitzer Publishing Co.  
Address.....1111 Olive St.  
Phone Number.....MAin 1111  
Air Time.....110 hours weekly  
Newspaper Affiliation..St. Louis Post-Dispatch  
News Service.....AP, INS  
Representative.....Free & Peters  
Membership.....NARTB  
President.....Joseph Pulitzer  
Gen., Sta. Mgr.....George M. Burbach  
Program Director.....Harold Grams  
Chief Engineer.....J. E. Risk  
Sales Manager.....Guy E. Yeldell  
Promotion Director.....David Pasternak

# 375 MILES OF FILM

## have recorded the Maryland Scene for Television's Pioneer Newsreel

Translated into feet, this is staggering newsreel film footage of 1,980,000 on The Sunpapers Television News since its inception. But even this does not tell the complete story. It's a story of the recording of some 7000 separate news events; the story of a newsreel, appearing twice daily, which has never missed an edition; the story of Marylanders sitting in front of more than 350,000 television sets in the Baltimore community watching local news events almost as soon as they happen.

And still the story is not all told. The full sense of it cannot be appreciated without some knowledge of the importance of the community service rendered. For longer than four years, the Sunpapers Television News has done a job dedicated to public service, accuracy and integrity.

Spot availabilities  
7 days a week



**IN MARYLAND  
MOST PEOPLE WATCH**

Represented by **THE KATZ AGENCY, INC.**

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO • CHICAGO • ATLANTA •  
DALLAS • LOS ANGELES • TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

**WMAR-TV**  
SUNPAPERS TELEVISION

CHANNEL 2  
BALTIMORE 3 MARYLAND

**WMAR-TV**  
SUNPAPERS TELEVISION

**U. S. TELEVISION STATIONS**

**NEBRASKA**

**KMTV**

**OMAHA—1949—ABC-CBS-DuM**

Channel: 3...AP: 8.4 Kw...VP: 16.7 Kw.  
 Owned-Oper. By.....May Bcstg. Co.  
 Bus.-Trans. Address..TV Ctr., 2615 Farnam St.  
 Phone Number.....Webster 9800  
 Air Time.....93 hours weekly  
 News Service .....UP  
 Representative .....Katz Agency  
 President.....Edward W. May  
 V.P., Gen. Sta. Mgr.....Owen Saddler  
 Commercial Manager.....Howard Peterson  
 Program Director.....Glenn Harris  
 Promotion Director.....Joe Baker  
 Dir. of News and Spe. Events.....Floyd Kalber  
 Production Director.....Lew Jeffrey  
 Film Director.....Bill Witt  
 Chief Engineer.....R. J. Schroeder  
 Consulting Engineer.....Wm. L. Foss

**WOW-TV**

**OMAHA—1949—NBC**

Channel: 6....AP: 9.0 Kw...VP: 17.2 Kw.  
 Owned-Oper. By.....Radio Station WOW, Inc.  
 Business Address.....3509 Farnam St.  
 Phone Number.....Webster 3400  
 Studio-Transmitter Location..3509 Farnham St.  
 Air Time.....98 hours weekly  
 News Service.....AP, UP  
 Representative .....Blair TV  
 Membership .....NARTB  
 President.....E. T. Meredith, Jr.  
 General Manager.....Frank P. Fogarty  
 National Sales Mgr.....Robert M. Dooley  
 Program Director.....Lyle DeMoss  
 Promotion, Publicity Director.....Bill Wiseman  
 Dir. of News & Spec. Events.....Ray Clark  
 Production Manager.....Soren Munkhof  
 Chief Engineer.....Wm. J. Kotera

**NEW JERSEY**

**WATV**

**NEWARK—1948**

Channel: 13....AP: 15.3 Kw...VP: 30.5 Kw.  
 Owned-Oper. By.....Bremer Bcstg. Corp.  
 Business-Studio Address.....1020 Broad St.  
 Phone Number.....Mitchell 2-6400  
 Transmitter Location.....West Orange, N. J.  
 Air Time.....100 hours weekly  
 Representative .....Weed  
 Pres., Gen. Mgr.....Irving R. Rosenhaus  
 Vice-President.....Edward S. Lennon

Program Director.....George Green  
 Film Director.....Robert Paskow  
 Vice-President.....Frank V. Bremer

**NEW MEXICO**

**KOB-TV**

**ALBUQUERQUE—1948  
 ABC-CBS-NBC-DuM**

Channel: 4....AP: 2.5 Kw...VP: 5 Kw.  
 Owned-Oper. By.....Albuquerque Bcstg. Co.  
 Bus.-Studio Address.....234 So. 5th  
 Phone Number .....3-4411  
 Transmitter.....905 So. Buena Vista Blvd.  
 Air Time.....45 hours weekly  
 News Service .....AP  
 Pres., Gen. Mgr.....T. M. Pepperday  
 Sta. Mgr., Chief Engineer..George S. Johnson  
 Program Director.....Dorothy B. Smith  
 Program Manager.....Dorothy B. Smith

**NEW YORK**

**WNBF-TV**

**BINGHAMTON—1949  
 ABC-CBS-NBC-DuM**

Channel: 12....AP: 11.7 Kw...VP: 23.5 Kw.  
 Owned-Oper. By.....Clark Associates, Inc.  
 Business Address.....P. O. Box No. 48  
 Phone Number .....2-3461  
 Transmitter Location.....Ingraham Hill  
 Air Time.....85 hours weekly  
 News Service .....UP  
 Representative .....Bolling  
 President.....John C. Clark  
 General Manager.....C. D. Mastin  
 Station Manager.....L. L. Rogers  
 Commercial Manager.....Stanley N. Heslap  
 Radio, Pgm. Dir.....E. M. Scala  
 Promoton Director.....E. R. McCloskey  
 Chief Engineer.....L. H. Stantz  
 Consulting Engineer.....Jansky & Bailey

**WBEN-TV**

**BUFFALO—1948—ABC-CBS-NBC  
 DuM**

Channel: 4....AP: 10.2 Kw...VP: 16.2 Kw.  
 Owned-Oper. By.....WBEN, Inc.  
 Phone Number.....MOhawk 0930  
 Studio, Transmitter Location.....Hotel Statler  
 Air Time.....82 hours weekly  
 News Service.....AP, INS  
 Representative.....Harrington, Righter &  
 Parsons, Inc.



## U. S. TELEVISION STATIONS

President..... Edward H. Butler  
 Vice-President..... Alfred H. Kirchofer  
 General Manager..... C. Robert Thompson  
 Sales Manager..... Nicholas J. Malter  
 Program Director..... George R. Torge  
 Promoton Director..... Joseph A. Haeffner  
 News and Spec. Events, Asst. Pgm. Dir.  
     Edward J. Wegman  
 Film Director..... Quintin P. Renner  
 Executive Producer..... Frederick A. Keller  
 Technical Director..... Ralph J. Kingsley  
 Asst. Technical Dir..... R. Glenn Beerbower

Air Time..... 94 hours weekly  
 News Service..... UP  
 Representative..... ABC TV Spot Sales  
 President (ABC)..... Robert E. Kintner  
 General Manager..... Trevor Adams  
 Program Director..... Hal Hough  
 Promotion Director..... Phil Bernstein  
 Dir. News & Spec. Events..... John Madigan  
 Production Manager..... Anthony Hennig  
 Film Director..... Nat Fowler  
 Chief Engineer..... William Trevarthen  
 Consulting Engineer..... Kear & Kennedy

### W A B D

#### NEW YORK—1944—DuM

Channel: 5..... AP: 8.4 Kw..... VP: 16.7 Kw.  
 Owned-Oper. By..... Allen B. Du Mont  
     Laboratories, Inc.  
 Business Address..... 515 Madison Ave.  
 Phone Number..... MUrray Hill 8-2600  
 Air Time..... 64 hours weekly  
 Transmitter Location..... Empire State Bldg.  
 News Service..... INS  
 Membership..... NARTB  
 President..... Dr. Allen B. DuMont  
 General Manager..... Chris J. Witting  
 Director of Sales..... Ted Bergmann  
 Pgm., Prod. Dir..... James L. Caddigan  
 Engineering Director..... Rodney D. Chipp  
 Director of News..... Marian Glick  
 Pub. Rela. & Pub. Dir..... Gerald Lyons  
 Film Dept. Mgr..... Donald A. Stewart

### W C B S - T V

#### NEW YORK—1941—CBS

Channel: 2..... AP: 8.7 Kw..... VP: 17.3 Kw.  
 Owned-Oper. By..... Columbia Bcstg. System  
 Business Address..... 485 Madison Ave.  
 Phone Number..... PLaza 5-2000  
 Transmitter Location..... Empire State Bldg.  
 Air Time..... 95 hours weekly  
 News Service..... AP, INS, UP  
 Representative..... CBS TV Spot Sales  
 President (CBS TV)..... J. L. Van Volkenburg  
 President (CBS Inc.)..... Frank Stanton  
 General Manager..... Craig Lawrence  
 Asst. to Gen. Mgr..... Clarence Worden  
 Sales Manager..... George Dunham  
 Program Director..... Richard Doan  
 Promotion Manager..... Robert G. Patt  
 Chief Engineer..... Robert G. Thompson

### W J Z - T V

#### NEW YORK—1948—ABC

Channel: 7..... AP: 8.15 Kw..... VP: 16.3 Kw.  
 Owned-Oper. By..... American Broadcasting Co.  
 Business Address..... 7 W. 66th St.  
 Phone Number..... SUsquehanna 7-5000  
 Transmitter Location..... Empire State Bldg.

### W N B T

#### NEW YORK—1941—NBC

Channel: 4..... AP: 4.27 Kw..... VP: 5.2 Kw.  
 Owned-Oper. By..... National Bcstg. Co.  
 Business Address..... 30 Rockefeller Plaza  
 Phone Number..... Circle 7-8300  
 Transmitter Location..... Empire State Bldg.  
 Air Time..... 115 hours weekly  
 News Service..... AP, INS, UP  
 Representative..... NBC Spot Sales Dept.  
 President..... Joseph H. McConnell  
 General Manager..... Ted Cott  
 Commercial Manager..... John H. Reber  
 Program Director..... Dick Pack  
 TV Prod. Supervisor..... Ivan Rainer  
 Film Director..... Beulah Jarvis  
 Chief Engineer..... F. A. Wankel

### W O R - T V

#### NEW YORK—1949—MBS

Channel: 9..... AP: 11.0 Kw..... VP: 22.0 Kw.  
 Owned-Oper. By..... General Teleradio, Inc.  
 Business Address..... 1440 Broadway  
 Phone Number..... LOngacre 4-8000  
 Transmitter Location..... N. Bergen, N. J.  
 Air Time..... 100 hours weekly  
 News Service..... UP  
 Station Representative..... Carter-Kettell,  
     Keenan & Eckelberg  
 Membership..... NARTB  
 President..... Theodore C. Streibert  
 V.P. Chg. of Sales..... R. C. Maddux  
 TV Operations Mgr..... Eugene S. Thomas  
 V.P., Pgm. Dir..... Julius F. Seebach, Jr.  
 Promotion Director..... Joseph Creamer  
 Dir. of News & Special Events..... Dave Driscoll  
 TV Program Manager..... Harvey Marlowe  
 Publicity Director..... Robert Blake  
 Film Director..... Melvin Fenster  
 Chief Engineer..... J. R. Poppele  
 Consulting Engineer..... George C. Davis

### W P I X

#### NEW YORK—1948

Channel: 11..... AP: 10.4 Kw..... VP: 21.7 Kw.  
 Owned-Oper. By..... WPIX, Inc.  
 Address..... 220 E. 42nd St.



## U. S. TELEVISION STATIONS

Phone Number.....MU 2-1234  
 Transmitter Location... Empire State Bldg.  
 Air Time.....89-90 hours weekly  
 News Service.....AP, UP  
 Newspaper Affiliation... N. Y. Daily News  
 Station Representative.....Free & Peters  
 Membership.....NARTB  
 President.....F. M. Flynn  
 V.P., Gen. Mgr.....G. Eennett Larson  
 Comm. Manager.....John Noone  
 Program Manager.....Louis B. Ames  
 Publicity Director.....L. A. Hollingsworth  
 Promotion Director.....Adrien Rodner  
 Chief Engineer.....Tom Howard  
 Film Director.....Tony Azzato

### W H A M - T V

**ROCHESTER—1949**  
**ABC-CBS-NBC-DuM**

Channel: 6....AP: 8.65 Kw....VP: 21.3 Kw.  
 Owned-Oper. By.....Stromberg Carlsons Co.  
 Business Address.....201 Humboldt St.  
 Phone Number.....Culver 7240  
 Transmitter Location..Pinnacle Hill, Brighton  
 Air Time.....90-95 hours weekly  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....NARTB  
 Vice-Pres., Gen. Mgr.....William Fay  
 Commercial Manager.....John W. Kennedy, Jr.  
 Program Director.....Charles W. Siverson  
 Promotion Pub. Director....Armin N. Bender  
 Director of News.....David E. Kessler  
 Production Manager.....John Crosby  
 Film Director.....David Manning  
 Director of Remotes.....George Driscoll  
 Chief Engineer.....Kenneth Gardner

### W R G B

**SCHENECTADY—1942**  
**ABC-CBS-NBC-DuM**

Channel: 4....AP: 8.16 Kw....VP: 16.32 Kw.  
 Owned-Oper. By.....General Electric Co.  
 Business-Studio Address.60 Washington Ave.  
 Phone Number.....Schenectady 7-2261  
 Transmitter Location.....New Scotland  
 Air Time.....103 hours weekly  
 News Service.....Telenews, AP, UP, INS  
 Representative.....NBC Spot Sales  
 Membership.....NARTB  
 V.P., Asst. Mgr. of Bcstg....Bartlett J. Rowan  
 Station Manager.....R. B. Hanna, Jr.  
 Supervisor of Sales.....Robert F. Reid  
 Program Director.....Albert G Zink  
 Asst. Station Manager.....R. W. Welpott  
 Dir. of News & Spec. Events..Wm. T. Meenam  
 Production Managers.T. A. Baughn, Ted Beebe  
 Dir. of Prom. & Pub.....George L. Peck  
 Chief Engineer.....Willard J. Purcell

### W S Y R - T V

**SYRACUSE—1950—NBC**

Channel: 5....AP: 12.5 Kw....VP: 26.0 Kw.  
 Owned-Oper. By....Central N. Y. Bcstg. Corp.  
 Business Address....Syracuse Kemper Bldg.  
 Phone Number.....3-7111  
 Transmitter Location.....Sentinel Heights  
 Air Time.....90 hours weekly  
 News Service.....UP  
 Representative...Headley-Reed, Kettell-Carter  
 Membership.....NARTB  
 President.....H. C. Wilder  
 V.P., Gen. Mgr.....E. R. Vadeboncoeur  
 Commercial Manager.....W. R. Alford, Jr.  
 Program Director.....William V. Rothrum  
 Prom., Pub. Director.....Caley Augustine  
 Production Manager.....Ed Donaldson  
 V.P. & Chief Engineer...Armand G. Belle Isle  
 Consulting Engr....Crown, Lohnes and Culver

WHY IS AP  
 THE BEST?

BECAUSE—**AP** has more news  
 correspondents, more  
 news bureaus, more  
 miles of news wire  
 than any other news  
 service.



THE GREAT SYRACUSE MARKET  
CONTINUES TO GROW MORE AND  
MORE DESIRABLE WITH AREA IN-  
DUSTRY AND BUYING POWER AT  
NEW HIGHS!

# WHEN TELEVISION

CONTINUES TO RANK FIRST  
IN THE SYRACUSE MARKET

- Central New York's only TV station with complete studio and remote facilities.
- The Empire State's only BASIC CBS-TV Network Station.\*  
\* N.Y.C. excluded
- Tops in local programs.
- Now in its Fourth year of continuous service.
- Also airing top TV programs from ABC and DUMONT.
- First in Public Service.

Represented by  
THE KATZ AGENCY

Say **WHEN**  
TELEVISION

SYRACUSE

Say **WHEN**  
TELEVISION

SYRACUSE

A MEREDITH TV STATION

## U. S. TELEVISION STATIONS

### W H E N

#### SYRACUSE—1948—ABC-CBS-DuM

Channel: 8....AP: 13 Kw....VP: 27 Kw.  
 Owned-Oper. By. Meredith Syracuse TV Corp.  
 Address.....101 Court St.  
 Phone Number.....3-1126  
 Air Time.....102 hours weekly  
 News Service.....UP  
 Representative.....Katz  
 Membership.....NARTB  
 President.....E. T. Meredith, Jr.  
 V.P., Gen. Mgr.....Paul Adanti  
 Commercial Mgr.....W. H. Bell  
 Promotion Director.....E. F. Ryan  
 Program Director.....Gordon J. Alderman  
 Production Manager.....Albert Rein  
 Chief Engineer.....H. E. Crow

### W K T V

#### UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13....AP: 12.5 Kw....VP: 25 Kw.  
 Owned-Oper. By....Copper City Bcstg. Corp.  
 Business Address.....P. O. Box 386  
 Phone Number.....3-0404  
 Transmitter Location.....Deerfield  
 Air Time.....93 hours weekly  
 News Service.....AP  
 Representative.....Donald Cooke, Inc.  
 President.....Myron J. Kallet  
 Gen., Sta. Manager.....Michael C. Fusco  
 Comm., Prom. Mgr.....John J. MacDavitt  
 Program Director.....Jack Fredericks  
 Production Manager.....Edwin Whittaker  
 Film Director.....Joseph Casaletta  
 Chief Engineer.....DeForest T. Layton, Jr.  
 Consulting Engineer.....George P. Adair

### NORTH CAROLINA

### W B T V

#### CHARLOTTE—1949 ABC-CBS-NBC-DuM

Channel: 3....AP: 8.2 Kw....VP: 16.3 Kw.  
 Owned-Oper. By. Jefferson Standard Bcstg. Co.  
 Business-Studio Address.....Wilder Bldg.  
 Phone Number.....3-8833  
 Transmitter Location...Spencer Mt., Gastonia  
 Air Time.....85 hours weekly  
 News Service.....INS, UP, AP, Transradio  
 Representative.....TV Spot Sales  
 Membership.....NARTB  
 President.....Joseph M. Bryan  
 General Manager.....Charles H. Crutchfield  
 Station Manager.....Charles E. Bell  
 Commercial Manager...Wallace J. Jorgenson  
 Promotion Director.....J. R. Covington

Publicity Director.....Louise Walker  
 Film Director.....William Quinn  
 Chief Engineer.....M. J. Minor  
 Consulting Engineer.....A. D. Ring

### W F M Y - T V

#### GREENSBORO—1948

Channel: 2....AP: .84 Kw....VP: 16.72 Kw.  
 Owned-Operated By...Greensboro News Co.  
 Address.....212 N. Davie St.  
 Phone Number.....3-8611  
 Air Time.....78 hours weekly  
 News Service.....UP  
 Representative...Harrington, Rightler & Parsons  
 Membership.....NARTB  
 President.....E. B. Jeffress  
 General Manager.....Gaines Kelley  
 Commercial Manager.....Virgil V. Evans  
 Program Director.....Gomer R. Lesch  
 Chief Engineer.....William E. Neill  
 Consulting Engineer....Craven, Lohnes, & Calver

### OHIO

### W C P O - T V

#### CINCINNATI—1949—ABC-DuM

Channel: 7....AP: 24 Kw....VP: 12 Kw.  
 Owned-Oper. By...Scripps-Howard Radio, Inc.  
 Business Address.....2345 Symmes St.  
 Phone Number.....CApital 0777  
 Studio-Transmitter Location...2345 Symmes St.  
 Air Time.....127 hours weekly  
 News Service.....UP  
 Representative.....The Branham Co.  
 President.....Jack R. Howard  
 V.P., Gen. Mgr.....M. C. Watters  
 Station Manager.....Harry LeBrun  
 Commercial Manager.....J. P. Smith  
 Pgm., Prod. Dir.....Ed Weston  
 Prom., Pub. Dir.....Jack Sebastian  
 Dir. of News & Spec. Events.....Bob Otto  
 Film Director.....Dolores Jennings  
 Director of Remotes.....M. Bowden  
 Chief Engineer.....Paul Adams

### W K R C - T V

#### CINCINNATI—1949—CBS

Channel: 11....AP: 12.3 Kw....VP: 24.5 Kw.  
 Owned-Oper. By.....Radio Cincinnati, Inc.  
 Business Address.....Times-Star Bldg.  
 Phone Number.....Garfield 1331  
 Trans. Location...Highland & Dorchester Aves.  
 Air Time.....117½ hours weekly  
 News Service.....AP  
 Representative.....The Katz Agency, Inc.  
 Membership.....NARTB

# WNBK CHANNEL 4

"THERE'S MORE ON FOUR"

MORE MUSIC  
MORE COMEDY  
MORE DRAMA  
MORE COWBOYS



YES — and MORE VIEWERS — too!

Here's looking at YOU —

For looking at US

**WNBK** CHANNEL 4  
NBC TELEVISION  
IN CLEVELAND

## • • U. S. TV STATIONS • •

Exec. Vice-Pres.....Hulbert Taft, Jr.  
General Manager.....U. A. Latham  
Local Comm. Mgr.....Don L. Chaplin  
Program Manager.....Lloyd Smithson  
Promotion Director.....William B. Hines  
Director of News.....David L. Nichols  
Production Manager.....Bob Huber  
Film Director.....Warren F. Warner  
Director of Remotes.....Paul Wagner  
Chief Engineer.....George A. Wilson

## W L W - T

CINCINNATI—1948—NBC

Channel: 4...AP: 19.5 Kw...VP: 23.5 Kw.  
Owned-Operated By...Crosley Bcstg. Corp.  
Address.....140 W. Ninth St.  
Phone Number.....Cherry 1822  
Air Time.....115-130 hours weekly  
News Service.....UP  
Representative.....WLW Sales  
Chairman of the Board....James D. Shouse  
President.....R. E. Dunville  
Dir. of TV Oper. & V.P.....John T. Murphy  
Adm. Asst. to V.P.....William J. McCluskey  
Program Director.....Lin Mason  
Sales Manager.....George Moore  
Gen. Sales Mgr.....David E. Patridge  
Chief Engineer.....Howard Lepple  
Consulting Engineer.....Weldon & Carr

## W E W S

CLEVELAND—1947—ABC-CBS

Channel: 5...AP: 8.15 Kw...VP: 16.0 Kw.  
Owned-Oper. By...Scripps-Howard Radio, Inc.  
Business-Studio Address.....1816 E. 13th St.  
Phone Number.....Tower 1-5454  
Transmitter.....7080 State Rd., Parma, O.  
Air Time.....106 hours weekly  
News Service.....UP  
Representative.....Branham  
President.....Jack R. Howard  
Vice-Pres., Gen. Mgr....James C. Hanrahan  
Station Director.....J. Harrison Hartley  
Advertising Manager.....Floyd E. Weidman  
Dir. of News & Spec. Events.  
Publicity Director.....Donald L. Perris  
Director of Remotes.....Ernest E. Sindelar  
Technical Director.....Joseph B. Epperson

## W N B K

CLEVELAND—1948—NBC

Channel: 4...AP: 20.26 Kw...VP: 39.22 Kw.  
Owned-Oper. By.....National Bcstg. Co.  
Business-Studio Address.....815 Superior Ave.  
Phone Number.....CHerry 1-0942  
Transmitter Location.....Brecksville, O.  
Air Time.....91½ hours weekly  
News Service.....AP, UP



## U. S. TV STATIONS

Representative.....NBC Spot Sales  
 Membership.....NARTB  
 President (NBC).....Joseph H. McConne<sup>1</sup>)  
 General Manager.....John McCormick  
 Comm. Manager.....Harold L. Gallagher  
 Program Manager.....Philip L. Worcester  
 Dir. of News & Spec. Events.....Edward R.  
 Wallace  
 Promotion Director.....Albert M. Henderson  
 Film Director.....Albert L. Odeal  
 Engineer-in-Charge.....S. E. Leonard  
 Oper. Sup.....Andrew L. Hammerschmidt

### WXEL CLEVELAND—1949 ABC-CBS-DuM

Channel: 9....AP: 13.0 Kw....VP: 25 Kw.  
 Owned-Oper. By.....Empire Coil Co., Inc.  
 Address.....Pleasant Valley & State Rd.  
 Phone Number.....Victory 3-8400  
 Air Time.....100 hours weekly  
 News Service.....UP, AP  
 Representative.....Katz  
 President.....Herbert Mayer  
 Sta., Gen. Mgr.....Franklin C. Snyder  
 Publicity Director.....Barbara Snyder  
 Asst. Comm. Mgr.....R. C. Wright  
 Dir. of News & Spec. Events..Robert Rowley  
 Film Director.....Nicholas Boris  
 Director of Remotes.....Clap Dopp  
 Chief Engineer.....Thomas Friedman

### WBNS-TV COLUMBUS—1949—CBS

Channel: 10...AP: 12.15 Kw...VP: 24.3 Kw.  
 Owned By.....Dispatch Printing Co.  
 Business Address.....33 N. High St.  
 Phone Number.....Fletcher 2611  
 Transmitter Location....495 Olentangy Blvd.  
 Air Time.....100 hours weekly  
 Newspaper Affiliation...Columbus Dispatch  
 News Service.....AP  
 Station Representative.....Blair  
 Membership.....NARTB  
 Dir. of Television.....Richard A. Borel  
 Sta. Mgr., Film Dir.....Edward H. Bronson  
 Sales Director.....Robert D. Thomas  
 Program Director.....Jerome R. Reeves  
 Dir. of News and Spec. Events...Chester S.  
 Long  
 Chief Engineer.....Lester H. Nafzger  
 Consulting Engineer.....Jansky & Bailey

### WLW-C COLUMBUS—1949—NBC

Channel: 3....AP: 7.6 Kw....VP: 15.2 Kw.  
 Owned-Operated By....Crosley Bcstg. Corp.

Drumming up sales  
 for WTVN advertisers  
 in Central Ohio



## 5 Reasons

### WHY WISE BUYERS CHOOSE WTVN

1. Because of programming the desires of the audience:  
**-WTVN SELLS!**
2. Because of unique and clever promotion:  
**-WTVN SELLS!**
3. Because of superior merchandising:  
**-WTVN SELLS!**
4. Because of technically perfect production:  
**-WTVN SELLS!**
5. Because it has the newest, most modern TELEVISION CENTER in the country:  
**-WTVN SELLS!**

Affiliated with ABC and DuMont

# WTVN

Channel 6...COLUMBUS, OHIO

Closely associated with Television Station WICU, Erie, Pa.; Radio Stations WTOD, Toledo, Ohio, and WHOO, Orlando, Fla.; and The Erie Dispatch, Erie, Pa.

Represented by Headley-Reed Company

## U. S. TELEVISION STATIONS

Business Address...3165 Olentangy River Rd.  
 Phone Number.....Jefferson 5441  
 Trans. Location....3165 Olentangy River Rd.  
 Air Time.....125 hours weekly  
 News Service .....UP  
 Station Representative....WLW Sales Offices  
 President.....Robert E. Dunville  
 Gen., Sta. Mgr.....James Leonard  
 Commercial Mgr.....C. George Henderson  
 Promotion Director.....Juanita Wilcox  
 Production Manager.....Walter S. Jacobs  
 Publicity Director.....Juanita Wilcox  
 Film Director.....Nicholas Luppino  
 Chief Engineer.....Charles Sloan

Representative .....Headley-Reed  
 President .....Edward Lamb  
 Gen., Station Manager.....John Rossiter  
 Commercial Manager.....Roger J. LaReau  
 Director of News & Special  
 Events .....Wallace Schneider  
 Production Director.....William Wagner  
 Film Director.....R. L. Dickendasher  
 Chief Engineer.....Joseph Gill  
 Consulting Engineer....MacIntosh & Ingalls

### W T V N

COLUMBUS—1949—ABC-DuM

Channel: 6.....AP: 10.0 Kw.....CP: 19.7 Kw.  
 Owned-Oper. By.....Picture Waves, Inc.  
 Address.....50 W. Broad St.  
 Phone Number.....Fletcher 1529  
 Trans. Location.....LeVeque-Lincoln Tower  
 Air Time.....90 hours weekly  
 News Service .....AP

### WHIO-TV

DAYTON—1949—ABC-CBS-DuM

Channel: 13.....AP: 13 Kw.....VP: 24 Kw.  
 Business Address.....45 S. Ludlow St.  
 Owned-Oper. By...Miami Valley Bcstg. Corp.  
 Phone Number.....ADams 2261  
 Transmitter Location...1414 Wilmington Ave.  
 Air Time.....110 hours weekly  
 News Service.....INS, AP  
 President.....James M. Cox, Jr.  
 Managing Director.....J. Leonard Reinsch  
 General Manager.....Robert H. Moody  
 Commercial Manager.....Harry Young, Jr.



**Eyes and**



**Ears of a  
GOOD CITIZEN**



**Eyes and**



**Ears of a  
LIVE SALESMAN**

**Ask National Representative  
 George P. Hollingbery Co. for  
 Data, Details and Availabilities**



## U. S. TELEVISION STATIONS

Pgm., Film Dir.....Don R. Lyons  
 Chief Engineer.....Ernest L. Adams  
 Consulting Engineer.....McIntosh & Inglis

### WLW - D

DAYTON—1949—NBC

Channel: 5....AP: 8 Kw....VP: 16 Kw.  
 Owned-Oper. By.....Crosley Bcstg. Corp.  
 Business-Studio Address.....Television Square,  
 1595 S. Dixie Highway  
 Phone Number.....Walnut 2101  
 Transmitter....W. Carrollton & Frytown Rd.  
 Air Time.....117 hours weekly  
 News Service .....UP  
 Representative....WLW Offices, New York,  
 Chicago, Hollywood

Membership .....NARTB  
 Station Manager.....H. Peter Lasker  
 Commercial Manager....Wm. J. Williamson  
 Program Manager.....Neal Van Ells  
 Prom. Pub. Dir.....Dorothy A. Sanders  
 Dir. of News & Spec. Events...Omar Williams  
 Film Director.....John Spofford  
 Production Manager.....Robert Head  
 Chief Engineer.....Lester Sturgill

### WSPD - TV

TOLEDO—1948

ABC-CBS-MBS-NBC-DuM

Channel: 13....AP: 14.4 Kw....VP: 27.4 Kw.  
 Owned-Oper. By.....The Fort Industry Co.  
 Business-Studio Address.....136 Huron St.  
 Phone Number.....Adams 3175  
 Transmitter Location.....26 Superior St.  
 Air Time.....92 hours weekly  
 News Service.....AP, INS, UP  
 Representative .....Katz  
 Membership .....TBA, NARTB  
 President.....George B. Storer  
 (New Centre Bldg., Detroit, Mich.)

Gen., Sta., Comm. Mgr.....Allen L. Haid  
 Program Director.....Robert B. Evans  
 Promotion-Publicity Dir.....Rick Gowrly  
 Dir. of News & Spe. Events...James Uebelhart  
 Film Director.....Elaine Phillips  
 Chief Engineer.....William Stringfellow

### OKLAHOMA

### WKY - TV

OKLAHOMA CITY—1949

ABC-CBS-NBC-DuM

Channel: 4....AP: 6.2 Kw....VP: 12.1 Kw.  
 Owned-Oper. By.....WKY Radiophone Co.

Phone Number.....Britton 2161  
 Studio Address.....500 E. Britton Rd.  
 Air Time.....95 hours weekly  
 News Service.....AP, UP  
 Representative .....Katz  
 Pres., Gen. Mgr.....E. K. Gaylord  
 V.P., Sta. Mgr.....P. A. Sugg  
 Asst. Manager.....Hoyt Andres  
 Program Director.....Robert Olson  
 Promotion Director.....Ray Scales  
 Adm. Assistant.....Eugene B. Dodson  
 Film Director.....Kieth Mathers  
 Chief Engineer.....H. J. Lovell

### KOTV

TULSA—1949

ABC-CBS-NBC

Channel: 6....AP: 8.5 Kw....VP: 16.6 Kw.  
 Owned-Oper. By....Cameron Television, Inc.  
 Business Address.....302 S. Frankfort St.  
 Phone Number .....2-9233  
 Transmitter Location...National Bank of Tulsa  
 Bldg.

Air Time.....98 hours weekly  
 News Service .....UP  
 Station Representative .....Petry  
 President.....George E. Cameron, jr.  
 General Manager.....Maria Helen Alvarez  
 Commercial Manager.....John B. Hill  
 Program Director.....G. Don Thompson  
 Dir. of Publicity.....Robert Freeland  
 Film Director.....Bill Dicks  
 Chief Engineer.....George Jacobs

## PENNSYLVANIA

### WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12....AP: 1.75 Kw....VP: 3.4 Kw.  
 Owned-Oper. By.....Dispatch Incorporated  
 Bus.-Trans. Address.....3515 State St.  
 Phone Number .....4-6371  
 Air Time.....120 hours weekly  
 News Service .....AP  
 Representative .....Headley-Reed  
 President .....Edward Lamb  
 General Manager.....Herbert S. Stewart  
 Program Director.....Don Leik  
 Film Director.....John W. Cook  
 Chief Engineer.....Michael Csop  
 Consulting Engineer.....MacIntosh & Inglis

**U. S. TELEVISION STATIONS**

## **WJAC-TV**

**JOHNSTOWN—1949**  
**ABC-CBS-NBC-DuM**

Channel: 13. . . . .AP: 4.7 Kw. . . . .VP: 9.3 Kw.  
Owned-Operated By. . . . .WJAC, Inc.  
Business Address. . . . .329 Main St.  
Phone Number. . . . .9-1965  
Transmitter Location. . . . .Laurel Hill Mountain  
Air Time. . . . .92 hours weekly  
Newspaper Affiliation. . . . .The Johnstown Tribune  
News Service. . . . .AP  
Representative. . . . .Katz  
Membership. . . . .NARTB  
President. . . . .Walter W. Krebs  
Station Manager. . . . .Alvin D. Schrott  
Program Director. . . . .Frank P. Cummins  
Chief Engineer. . . . .Theodore Campbell  
Consulting Engineer. . . . .McNary

## **WGAL-TV**

**LANCASTER—1949**  
**ABC-CBS-NBC-DuM**

Channel: 4. . . . .AP: 1 Kw. . . . .VP: 1 Kw.  
Owned-Operated By. . . . .WGAL, Inc.

**BUY 1 • GET 3**

**A Spot Buy on WJAC-TV**

Will Put Your Story in

**JOHNSTOWN - PITTSBURGH - ALTOONA**

**Check the KATZ Agency NOW**

**WJAC-TV — Channel 13**

The Johnstown Tribune  
Publishing Co. Station

Business-Transmitter Address. . . . .8 King St.  
Phone Number. . . . .5246  
Studio Address. . . . .24 S. Queen St.  
Air Time. . . . .106 hours weekly  
News Service. . . . .UP  
Representative. . . . .Meeker  
Membership. . . . .NARTB  
President. . . . .Clair R. McCollough  
Station Manager. . . . .Harold E. Miller  
Gen. Sales Mgr. . . . .J. Robert Gulick  
Program Director. . . . .Paul Rodenhauser  
Technical Director. . . . .J. E. Mathiat

## **WCAU-TV**

**PHILADELPHIA—1948—CBS**

Channel: 10. . . . .AP: 14 Kw. . . . .VP: 25 Kw.  
Owned-Operated By. . . . .WCAU, Inc.  
Business-Studio Address. . . . .1622 Chestnut St.  
Phone Number. . . . .LOcust 7-7700  
Transmitter Location. . . . .12 S. 12th St.  
Newspaper Affiliation. . . . .The Evening Bulletin  
News Service. . . . .AP, UP  
Representative. . . . .CBS TV Spot Sales  
President. . . . .Donald W. Thornburgh  
Asst. General Manager. . . . .Joseph L. Tinney  
V.P. & TV Director. . . . .Charles Vanda  
Film Director. . . . .Thomas Freebairn-Smith  
V.P. & Prom. & Pub. Dir. . . . .Robert N. Pryor  
Director of News. . . . .Alfred T. Ringley  
V.P. & Technical Director. . . . .John G. Leitch

## **WPTZ**

**PHILADELPHIA—1941—NBC**

Channel: 3. . . . .AP: 8.0 Kw. . . . .VP: 16.0 Kw.  
Owned-Oper. By. . . . .Philco Television Bcstg. Corp.  
Business Address. . . . .1600 Architects Bldg.  
Phone Number. . . . .LOcust 4-2244  
Transmitter Location. . . . .1300 E. Mermaid Lane,  
Wyndmoor  
Air Time. . . . .115 hours weekly  
News Service. . . . .UP  
Station Representative. . . . .NBC Spot Sales  
Vice-Pres., Gen. Mgr. . . . .Ernest B. Loveman  
Asst. Gen. Mgr. . . . .Rolland V. Tooke  
Comm. Mgr. . . . .Alexander W. Dannenbaum, Jr.  
Mgr. of Pgm. Operations. . . . .Preston Stover  
Pub., Prom. Dir. . . . .John J. Kelly  
Chief Engineer. . . . .Raymond J. Bowley  
Consulting Engineer. . . . .George C. Davis



**U. S. TELEVISION STATIONS**

**WFIL-TV**

**PHILADELPHIA—1947—ABC-DuM**

Channel: 6....AP: 13.5 Kw....VP: 27 Kw.  
 Owned-Oper. By..Philadelphia Inquirer Div.  
 of Triangle Publications, Inc.  
 Business Address.....46th & Market Sts.  
 Phone Number.....EVergreen 2-4700  
 Transmitter Location.....Roxborough  
 Air Time.....110 hours weekly  
 Newspaper Affiliation.....The Philadelphia  
 Inquirer  
 News Service.....AP  
 Station Representative.....Katz  
 Membership..TBA, NARTB, TV Assn. of Phila.  
 General Manager.....Robert W. Clipp  
 Cper. Asst. to Gen. Mgr.. John D. Scheuer, Jr.  
 Admin. Asst. to Gen. Mgr.... Donald W. Kellett  
 TV Sales Mgr.....Kenneth W. Stowman  
 Program Director.....Jack Steck  
 Promotion Director.....George A. Koehler  
 Director of News.....Charles J. Keys  
 Mgr. of Operations.....Felix Meyer  
 Publicity Director.....Joseph E. Dooley  
 Film Director.....Walter Tillman  
 Chief Engineer.....Louis E. Littlejohn  
 Consulting Engineer.....Millard Garrison

**WDTV**

**PITTSBURGH—1949  
 ABC-CBS-NBC-DuM**

Channel: 3....AP: 8.3 Kw....VP: 16.6 Kw.  
 Owned-Operated By.....Allen B. Du Mont  
 Laboratories, Inc.  
 Business Address.....Chamber of Commerce  
 Bldg.  
 Phone Number.....Express 1-1071 to 1078  
 Transmitter Location.....4101 Grizella St.  
 Air Time.....108½ hours weekly  
 News Service.....UP  
 Representative.....DuMont Netwo k  
 Membership.....TBA  
 President.....Dr. Allen B. Du Mont  
 Gen. Sta. Mgr.....Harold C. Lund  
 Sales Director.....Larry Israel  
 Film Manager.....Richard Dreyfuss  
 Chief Engineer.....Raymond Rodgers

**RHODE ISLAND**

**WJAR-TV**

**PROVIDENCE—1949  
 ABC-NBC-CBS-DuM**

Channel: 11....AP: 15 Kw....VP: 30 Kw.  
 Owned-Operated By.....The Outlet Co.

Business-Studio Address....176 Weybosset St.  
 Phone Number.....Gaspee 7000  
 Transmitter Location.....Rehoboth, Mass.  
 Air Time.....90 hours weekly  
 News Service.....UP  
 Representative.....Weed  
 Transcription Service.....SESAC  
 V.P. & Treas.....George O. Griffith  
 General Manager.....John J. Boyle  
 Sales & Program Dir.....Norman Gittleson  
 Production Manager.....Lewis I. Shwartz  
 Chief Engineer.....Thomas C. J. Prior

**TENNESSEE**

**WMCT**

**MEMPHIS—1948  
 ABC-CBS-NBC-DuM**

Channel: 4....AP: 7.12 Kw....VP: 13.6 Kw.  
 Owned-Operated....Memphis Publishing Co.  
 Business-Studio Address...Goodwyn Institute  
 Bldg., P. O. Box 311  
 Phone Number.....8-7464  
 Transmitter Location.....Thomas Rd.  
 Air Time.....24 hours weekly  
 News Service.....INS, UP  
 Representative.....Branham  
 Membership.....NARTB  
 President.....Enoch Brown  
 Gen. Station Mgr.....H. W. Slavick  
 Commercial Manager.....Earl Moreland  
 Program Director.....Wilson Mount  
 Prom., Pub. Dir.....Walter E. Frase  
 Dir. of News & Spec. Events...Edwin White  
 Production Manager.....Jay Scott  
 Film Director.....Charles Caldwell, Jr.  
 Director of Remotes.....Wilson Mount  
 Chief Engineer.....E. C. Frase, Jr.

**WSM-TV**

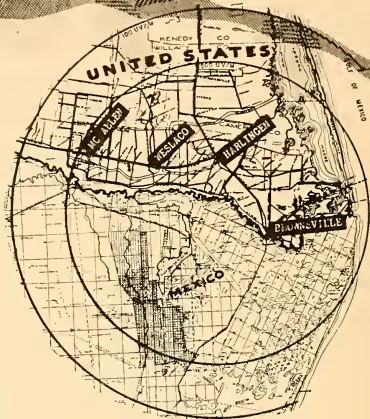
**NASHVILLE—1950  
 ABC-CBS-DuM-NBC**

Channel: 4....AP: 11.9 Kw....VP: 23.8 Kw.  
 Owned-Oper. By.....Natl. Life & Accident  
 Ins. Co.  
 Business Address.....301 7th Ave.  
 Phone Number.....6-7181  
 Transmitter Location..14th Ave., S., & Compton  
 Ave.  
 Air Time.....76 hours weekly  
 News Service.....AP, INS, UP  
 Representative.....Edward Petry  
 Membership.....NARTB  
 President.....John H. DeWitt, Jr.

# XELD-TV

brings you  
America's newest  
television market

...the rich Rio Grande Valley



America's newest television station . . . XELD-TV, Brownsville, Texas, and Matamoras, Mexico, has created a new television market of unusual importance to advertisers.

XELD-TV's 2.8 kilowatts will cover the entire Rio Grande Valley, where television is eagerly awaited by 310,400 United States citizens and, below the border, by 200,000 Mexican citizens who buy United States products. This market, the third largest in Texas, is actually larger than Rochester, Memphis or Dayton. Its wealth produced more than \$217,707,000 in retail sales during 1950.

A CBS affiliate represented by Blair-TV, XELD-TV is managed and staffed by veterans in Southwest advertising.

Spot clients are assured saturation of this productive market through use of both Spanish and English on local programming. Currently there are 11,100 TV sets, with hundreds more being installed daily throughout the rich, home-loving Rio Grande Valley.

Advertisers who establish their franchises now will profit most from this unusually heavy interest in television among people with money to spend. Call Blair-TV today!

## XELD-TV

Brownsville, Texas, and Matamoras, Mexico

CBS Affiliate

Channel 7

2.8 Kilowatts ERP

MONTE KLEBAN, General Manager

Sales Office: 1111 S. E. Levee St., Brownsville

Nationally Represented by

# BLAIR TV INC.

NEW YORK • CHICAGO • ST. LOUIS  
DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • JACKSONVILLE



# HOUSTON —

the fastest growing market  
in the Great Southwest

**INCREASED ITS POPULATION 8.3%**

## IN A SINGLE YEAR . . .

The Houston Chamber of Commerce Research and Statistics Committee release of January 1, 1952 shows 43,837 people increased the City of Houston's population to an estimated total of 640,000 living within the city's incorporated area. METROPOLITAN HOUSTON added 67,299 people to its population, for a total of 874,000 people living in Harris County.

# KPRC-TV —

the fastest growing television station  
in the Great Southwest

**INCREASED TV SET OWNERS 96.6%**

## IN A SINGLE YEAR . . .

KPRC-TV has NEARLY DOUBLED its number of TV Set owners in 1951. As of January 1, 1952, KPRC-TV has been reaching over 116,000 families in METROPOLITAN HOUSTON. Each day that passes brings increased totals in both population and TV Sets. NO MARKET offers greater possibilities — NO STATION offers greater factual percentages to prove it's FIRST in the SOUTH'S FIRST MARKET!

# KPRC-TV

JACK HARRIS  
General Manager

Nationally Represented by  
EDWARD PETRY & CO.



**8.3%**



**96.6%**

FIRST in Radio and Television

CHANNEL 2 • HOUSTON

POPULATION

SET OWNERS



**U. S. TELEVISION STATIONS**

# WFAA-TV

**DALLAS—1949—ABC-NBC-DuM**

Channel: 8.....AP: 13 Kw.....VP: 27.1 Kw.  
 Owned-Operated By.....A. H. Belo Corp.  
 Business Address.....1122 Jackson St  
 Phone Number.....Riverside 3316  
 Transmitter Location.....3000 Hines Blvd.  
 Air Time.....90 hours weekly  
 Newspaper Affiliation.....The Dallas Morning  
 News  
 News Service.....UP, AP  
 Representative.....Petry  
 President.....E. M. (Ted) Dealey  
 Sup. of Radio & TV.....Martin B. Campbell  
 Manager.....Ralph W. Nimmons  
 Program Director.....Lawrence E. DuPont  
 Sales Prom. Dir.....Mrs. Wynona Portwood  
 Production Manager.....E. Ashley Dawes  
 Publicity Director.....Harry L. Koenigsberg  
 Film Director.....Howard Anderson  
 Chief Engineer.....William C. Ellis  
 Technical Supervisor.....Carlos Dodd  
 Consulting Engineer.....A. Earl Cullum

# WBAP-TV

**FORT WORTH—1948—ABC-NBC**

Channel 5:.....AP: 16.4 Kw.....VP: 8.2 Kw.  
 Owned-Operated By.....Carter Publications, Inc.  
 Address.....3900 Barnett St.  
 Phone Number.....LOckwood 1981  
 Air Time.....95 hours weekly  
 News Service.....AP  
 Newspaper Affiliation.....Fort Worth Star-  
 Telegram  
 Representative.....Free & Peters  
 Membership.....NARTB  
 President.....Amon Carter  
 Director.....Harold Hough  
 General Manager.....George Cranston  
 Commercial Manager.....Roy Bacus  
 Program Director.....Bob Gould  
 Prom., Pub. Dir.....Thaine Engle  
 Dir. of News & Spec. Events.....James A. Byron  
 Production Manager.....Tommy Thompson  
 Film Director.....Lynn Trammell  
 Director of Remotes.....Sid Smith  
 Chief Engineer.....R. C. Stinson  
 Consulting Engineer.....A. D. Ring

# KPRC-TV

**HOUSTON—1949—ABC-CBS  
 NBC-DuM**

Channel: 2.....AP: 7.5 Kw.....VP: 15 Kw.

Owned-Oper. By.....Houston Post Co.  
 Address.....Lamar Hotel  
 Air Time.....100 hours weekly  
 Representative.....Petry  
 President.....W. P. Hobby  
 Commercial Manager.....Jack McGrew  
 Program Director.....Bert Mitchell  
 Chief Engineer.....Paul Huhndorf  
 General Manager.....Jack Harris  
 Promotion Director.....Marsh Callaway  
 Dir. of News & Spec. Events.....Pat Flaherty  
 Publicity Director.....Fredora Alexander  
 Film Director.....Mathalu Brooks  
 Consulting Engineer.....MacIntosh & Inglis

# KEYL

**SAN ANTONIO—1950  
 ABC-CBS-DuM**

Channel: 5.....AP: 9.0 Kw.....VP: 17.9 Kw.  
 Owned-Oper. By.....San Antonio TV Company  
 Business Address.....Transit Tower  
 Phone Number.....Garfield 8151  
 Transmitter Location.....Transit Tower  
 Air Time.....Approx. 55 hours weekly  
 News Service.....UP  
 Representative.....Blair-TV Inc.  
 President.....George B. Storer  
 Commercial Manager.....W. E. Kelley  
 Exec. Vice-Pres.....Lee B. Wailes  
 Managing Director.....George B. Storer Jr.

# WOAI-TV

**SAN ANTONIO—1949—NBC**

Channel: 4.....AP: 10.8 Kw.....VP: 21.6 Kw.  
 Owned-Oper. By.....Southland Industries, Inc.  
 Address.....1031 Navarro St.  
 Phone Number.....Garfield 4221  
 Air Time.....52 hours weekly  
 News Service.....AP, INS, UP  
 Representative.....Petry  
 President.....Hugh A. L. Halff  
 Gen., Sta. Mgr.....Arden X. Pangborn  
 Prom. Mgr.....Dallas Wyant  
 Program Manager.....W. Perry Dickey  
 Film, Prod. Mgr.....Edward D. Hyman  
 Dir. of News & Spec. Events.....Austin Williams  
 Publicity Director.....Imogene Stanley  
 Director of Remotes.....Ed Hyman  
 Director of Engineering.....C. L. Jeffers  
 Consulting Engineer.....A. D. Ring

## U. S. TELEVISION STATIONS

### UTAH

## KDYL-TV

**SALT LAKE CITY—1948—NBC**

Channel: 4.....AP: 4 Kw.....VP: 2 Kw.  
Owned-Oper. By..Intermountain Bcstg. & TV Corp.

Business Address.....143 S. Main  
Phone Number.....5-2991  
Studio Address...TV Playhouse, 68 Regent St.  
Transmitter Location.....2nd South & Main  
Air Time.....84 hours weekly  
Station Representative.....Blair-TV  
Membership.....NARTB  
Pres., Gen., Sta. Mgr.....S. S. Fox  
Director of TV.....John Baldwin  
Commercial Manager.....George A. Proval  
Program Director.....Dan Rainger  
Promotion Director.....Del Leeson  
Film Director.....C. W. Eckhardt  
Director of Remotes.....Wal Lambourne  
Chief Engineer.....Alan Gunderson

## KSL-TV

**SALT LAKE CITY—1949  
ABC-CBS-DuM**

Channel: 5.....AP: 9.6 Kw.....VP: 18.4 Kw.  
Owned-Oper. By..Radio Service Corp. of Utah  
Business Address.....145 Motor Ave.  
Phone Number.....5-4641  
Transmitter Location.....Union Pacific Bldg.  
Air Time.....157 hours weekly  
News Service.....AP, UP  
Representative.....CBS TV Spot Sales  
Membership.....NARTB  
President.....J. Reuben Clark, Jr.  
General Manager.....C. Richard Evans  
Station Manager.....D. Lennox Murdoch  
Program Director.....Wayne Richards  
Promotion Director.....A. Richard Robertson  
Director of News.....Paul Alexander  
Production Manager.....Scott R. Clawson  
Publicity Director.....A. Richard Robertson  
Film Director.....Richard V. Thiriat  
Director of Remotes.....Wayne Richards  
Chief Engineer.....Vincent Clayton  
Consulting Engineer.....A. Ring

### VIRGINIA

## WTAR-TV

**NORFOLK—1950  
ABC-CBS-NBC-DuM**

Channel: 4...AP: 12.124 Kw...VP: 24.248 Kw.

Owned-Operated By.....WTAR Radio Corp.  
Business Address.....720 Boush St.  
Phone Number.....56711  
Air Time.....90 hours weekly  
Transmitter Location...720 Boush St., Norfolk  
Newspaper Affiliation..Norfolk Newspapers, Inc.

News Service.....AP  
Representative.....Petry  
Membership.....NARTB, BAB  
Pres., Gen. Mgr.....Campbell Arnoux  
Gen. Sales Mgr.....Robert M. Lambe  
Prod., Pgm. Dir.....Winston Hope  
Pub., Prom. Dir.....Fred Lowe  
Director of News.....Gilbert McLeod  
Film Director.....Harry L. Nicholas  
Chief Engineer.....Dick Lindell  
Consulting Engineer.....Jansky & Bailey

## WTVR

**RICHMOND—1946—NBC**

Channel: 6...AP: 10 Kw...VP: 20 Kw.  
Owned-Oper. By.....Havens & Martin, Inc.  
Address...3301 W. Broad St., P. O. Box 5229  
Phone Number.....5-8611  
Transmitter Location.....Staples Mill Rd.  
Air Time.....90 hours weekly  
News Service.....Transradio  
Station Representative.....Blair TV  
Pres., Gen., Sta. Mgr.....Wilbur M. Havens  
Comm. Mgr., Prom. Dir...Walter A. Bowry, Jr.  
Program Director.....Conrad Rianhard, Jr.  
Dir. of News & Spec. Events.....John Shand  
Chief Engineer.....James Kyle  
Consulting Engineer....McNary & Wrathall

### WASHINGTON

## KING-TV

**SEATTLE—1948  
ABC-CBS-NBC-DuM**

Channel: 5.....AP: 3 Kw.....VP: 5 Kw.  
Owned-Operated By.....King Bcstg. Co.  
Business Address.....Smith Tower  
Phone Number.....MUtual 1090  
Transmitter Location.....301 Galer  
Air Time.....92 hours weekly  
News Service.....AP, UP, INS  
Representative.....Blair-TV  
President.....Mrs. A. Scott Bullitt  
V.P., Gen. Mgr.....Otto P. Brandt  
Commercial Manager.....Al Hunter  
Program Director.....Lee Schulman  
Director of Remotes.....John J. Shawcroft  
Dir. of Engineering....James L. Middlebrooks  
Consulting Engineer.....William Fass

**WEST VIRGINIA**

**WSAZ-TV**

**HUNTINGTON—1949  
ABC-CBS-NBC-DuM**

Channel: 5....AP; 8.4 Kw....VP: 16.8 Kw.  
Owned-Operated By....WSAZ, Incorporated  
Address.....W. Virginia Bldg.  
Phone Number.....3-9441  
Transmitter Location.....Eighth Street Road  
Air Time.....90 hours weekly  
Newspaper Affiliation.....Huntington Advertiser  
News Service.....AP  
Station Representative.....Katz  
President.....Col. J. H. Long  
Gen., Comm., Sta. Mgr.....Lawrence H. Rogers II  
Program Director.....James H. Ferguson  
Promotion Director.....Harold W. Shriber  
Dir. of News and Spec. Events.....Nick Basso  
Film Director.....Ned R. Brooke  
Traffic Director.....Elizabeth Conaty  
Director of Remotes.....John P. Clay  
Chief Engineer.....Leroy E. Kilpatrick  
Consulting Engineer.....William L. Foss

**WISCONSIN**

**WTMJ-TV**

**MILWAUKEE—1947—ABC-CBS  
NBC-DuM**

Channel: 3....AP: 10.2 Kw....VP: 16.1 Kw.  
Owned-Oper. By.....The Journal Co.  
Business-Trans. Address..720 E. Capitol Drive  
Phone Number.....MARquette 8-6000  
News Service.....AP  
Air Time.....105 hours weekly  
Representative.....Harrington, Righter &  
Parsons, Inc.  
Membership.....NARTB  
V.P., Gen. Mgr. of Radio, The Journal Co.  
Walter J. Damm  
Asst. Gen. Mgr.....L. W. Herzog  
Station Manager.....R. G. Winnie  
Sales Manager.....Neale V. Bakke  
Asst. to the Manager.....George Comte  
Asst. to the Mgr.....George Nicoud  
Program Manager.....James Robertson  
Mgr. Radio & TV Enqng.....Phillip Laeser  
News Editor.....Jack Krueger

**WSAZ-TV**

Delivers an EXCLUSIVE 63 County Market area of Over:

**2,418,300\*** population

in VA. — W. VA. — KY. — OHIO

BUYING INCOME: \$2,203,252,000

RETAIL SALES: \$1,412,323,000

FAMILIES: 609,600

\* All figures courtesy Sales Management  
"Survey of Buying Power" 1951

ABC — CBS — NBC — DTN  
National Representative:  
THE KATZ AGENCY

**WSAZ-TV**  
**CHANNEL 5**

# THE TELEVISION CODE OF THE NARTB



## PREAMBLE

**T**ELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

**T**HE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

**T**HE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

**T**ELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

**I**N ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.



### ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

### ACCEPTABILITY OF PROGRAM MATERIAL

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) The Television Code Review Board (see V, Section 3, page 25) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, the use of which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

• • • TELEVISION CODE — NARTB • • •

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (Reference, Contests, page 18.)

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not stimulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearances or dramatizaion of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

### RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

### DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

### COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

### TREATMENT OF NEWS AND PUBLIC EVENTS

#### News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such

4. Good taste should prevail in the selection handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

#### Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of



such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

#### **Controversial Public Issues**

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests of individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b. Programs, devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

#### **Political Telecasts**

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

#### **Religious Programs**

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

#### **PRESENTATION OF ADVERTISING**

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since tele-

vision is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

## ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

### General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable

to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups are not acceptable.

g) The Advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not acceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

#### **Advertising of Medical Products**

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

#### **Contests**

1. Contests should offer the opportunity to all contestants to win on

the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

#### **Premiums and Offers**

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

#### **Time Standards for Advertising Copy**

1. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

| Length of Program<br>(minutes) | News Programs<br>Day and Night | Length of Advertising Message<br>(minutes and seconds) |                                      |
|--------------------------------|--------------------------------|--------------------------------------------------------|--------------------------------------|
|                                |                                | Class "A" Time                                         | All Other Programs<br>All Other Hrs. |
| 5                              | 1:00                           | 1:00                                                   | 1:15                                 |
| 10                             | 1:45                           | 2:00                                                   | 2:10                                 |
| 15                             | 2:15                           | 2:30                                                   | 3:00                                 |
| 25                             |                                | 2:50                                                   | 4:00                                 |
| 30                             |                                | 3:00                                                   | 4:15                                 |
| 45                             |                                | 4:30                                                   | 5:45                                 |
| 60                             |                                | 6:00                                                   | 7:00                                 |



2. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided, that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

### **Dramatized Appeals and Advertising**

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

### **Sponsor Identification**

Identification of sponsorship must be made in all sponsored programs

in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

★

## REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

### I

#### Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.\*

### II

#### Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

### III

#### Subscribers

##### Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

##### Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Approval", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

##### Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days

\* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).*

after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

#### Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming which, including commercial copy, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

#### Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

#### Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.



Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*) ; provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

The Television Code Review Board

Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

A. Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two years.

Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers



concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

**A. Delegation of Powers and Responsibilities**

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

**B. Meetings**

The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

\* \* \* \* \*

**APPENDIX A**

*Additional Procedures Relating to Administration, Hearings and Decisions\**

**I**

**THE TELEVISION CODE REVIEW BOARD**

**AUTHORITY AND RESPONSIBILITIES**

(Reference: Television Code, Regulations and Procedures, V, Section 3)

**Section 1—Preferring of Charges — Conditions Precedent**

Prior to the preferring of charges to the Television Board of Directors concerning violation of the code by a subscriber, the Television Code Review Board (1) shall have appropriately, and in good time, informed and advised such subscriber of any and all complaints and information coming to the attention of the Television Code Review Board and relating to the programming of said subscriber, (2), shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber, and (3), shall have served upon the subscriber by Registered Mail a Notice of Intent to prefer charges, at least twenty days prior to the filing of any such charges with the Television Board of Directors. During this period the Television Code Review Board may, within its sole discretion, reconsider its proposed action based upon such written reply as the subscriber may care to make, or upon such action as the subscriber may care to take programwise, in conformance with the analysis, interpretation, or recommendation of the Television Code Review Board.

\* Reference: *By-Laws of the National Association of Radio and Television Broadcasters, Article VII, section 2, B (4); Television Code, Regulations and Procedures, III, section 5.*

### A. Notice of Intent

The Notice of Intent shall include a statement of the grounds and reasons for the proposed charges, including appropriate references to the Television Code.

### B. Time

In the event that the nature of the program in question is such that time is of the essence, the Television Code Review Board may prefer charges within less than the twenty days above specified, provided that a time certain in which reply may be made is included in its Notice of Intent, and provided that its reasons therefor must be specified in its statement of charges preferred.

#### Section 2 Confidential Status

Hearings shall be closed; and all correspondence between a subscriber and the Television Code Review Board and/or the Television Board of Directors concerning specific programming shall be confidential; provided, however, that the confidential status of these procedures may be waived by a subscriber.

#### Section 3 The Charges

The charges preferred by the Television Code Review Board to the Television Board of Directors shall include the grounds and reasons therefor, together with specific reference to the Television Code. The charges shall contain a statement that the conditions precedent, hereinbefore described, have been met.

## II

### HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

(Reference: Television Code, Regulations and Procedures, III, Section 4)

The following additional rules and procedures shall obtain in such hearings as may be held pursuant to the *Television Code, Regulations and Procedures*, III, section 4:

#### Section 1—Notice

A subscriber shall be advised in writing by Registered Mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the *Television Code*.

#### Section 2—Presentation; Representation

A subscriber against whom charges have been preferred, and who has exercised his right to a hearing, shall be entitled to effect presentation of his case personally, by agent, by attorney, or by deposition and interrogatory.

#### Section 3—Intervention

Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

#### Section 4—Transcript

A stenographic transcript record shall be taken and shall be certified by the Chairman of the Television Board of Directors to the office of the Secretary of the National Association of Radio and Television Broadcasters, where it shall be maintained. The transcript shall not be open to

inspection unless otherwise provided by the party respondent in the proceeding.

**Section 5—Television Code Review Board; Counsel**

The Television Code Review Board may, at its discretion, utilize the services of an attorney from the staff of the NARTB for the purpose of effecting its presentation in a hearing matter.

**Section 6—Order of Procedure**

At hearings, the Television Code Review Board shall open and close.

**Section 7—Cross Examination**

The right of cross-examination shall specifically obtain. Where procedure has been by deposition or interrogatory, the use of cross-interrogatories, shall satisfy this right.

**Section 8—Authority of Presiding Officer; of Television Board of Directors**

The Presiding Officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc. On all other matters, authority to act shall be vested in a majority of the Television Board unless otherwise provided. (Reference; *Television Code, Regulations and Procedures*, III, section 4).

**Section 9—Films, Transcriptions, etc.**

Films, kinescopes, records, transcriptions, or other mechanical reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

**Section 10—Continuances and Extensions**

Continuance and extension of any proceeding or for the time of filing or performing any act required or allowed to be done within a specific time may be granted upon request, for a good cause shown. The Board or the Presiding Officer may recess or adjourn a hearing for such time as may be deemed necessary, and may change the place thereof.

**Section 11—Findings and Conclusions**

The decision of the Television Board of Directors shall contain findings of fact with conclusions, as well as the reasons or bases therefor. Findings of fact shall set out in detail and with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on for each evidentiary fact) supporting the conclusion reached.

**Section 12—Reconsideration or Rehearing**

A request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity in what respect the decision or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact shall specify the pages of record relied on. If the existence of any newly-discovered evidence is claimed, the request shall be accompanied by a verified statement of the facts together with the facts relied on to show that the party, with due diligence, could not have known or discovered such facts at the time of the hearing. The request for rehearing may seek:

- a. Reconsideration
- b. Additional oral argument
- c. Reopening of the proceedings
- d. Amendment of any findings, or
- e. Other relief.

Section 13—Time for Filing

Requests for reconsideration or rehearing shall be filed within ten (10) days after receipt by the respondent of the decision. Opposition thereto may be filed within five (5) days after the filing of the request.

Section 14—Penalty, Suspension of

At the discretion of the Television Board, application of any penalty provided for in the decision may be suspended until the Board makes final disposition of the request for reconsideration or rehearing.

Section 15—Disqualification

Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

## TV PRODUCTION FORECAST

By Dr. Allen B. DuMont

(Continued from Page 1021)

south and southwest by mid-1952 and (7) the increased quality of programming.

A good year is in prospect at manufacturer, distributor and dealer levels, although rising costs and higher corporate taxes will cut into profit structures.

Even though the industry doubled its output of electronic equipment for the armed forces during 1951, the tremendous production role it is to play in the national defense effort is still to be written. This will come into sharp focus during 1952.

It is almost an impossibility to exaggerate the importance of electronics in our defense planning. All phases of the military establishment—land, sea and air—are putting electronics to increasingly important uses. Today's modern airplanes are but platforms carrying vast quantities of electronics equipment. Naval vessels are dependent upon radar and sonar as navigational and protective aids. Ground radar, the first line of defense against enemy attack, guided missiles, atomic warheads, proximity fuses, weather reporting, mine detection, and all forms of communication are wholly dependent upon electronics.

One prominent defense spokesman summed it up when he recently stated that every modern weapon today, with the exception of small side arms, must include, at least, some electronics equipment.

Production and deliveries of military electronics equipment will swing into its full tempo in 1952. Conversion of existing facilities to defense production has virtually been completed. The important role of electronics in the national rearmament schedule is sharply defined and the program is already underway.

By the end of the first quarter of 1952, production of military electronics equipment will have reached a peak, aggregating a total of \$600 million, and remaining there throughout the year.

The Du Mont organization is already in step with the industry's war effort. At present the military backlog is well over \$65 million and we expect to be in high gear on defense projects by spring. By that time, we anticipate that approximately 60 per cent of the firm's business will be concerned with defense contracts. The combination of military and civilian orders will mean an all-time high sales year for Du Mont of between \$100-125 million, well over 1950's record-breaking total of \$76 million, and double the 1951 sales figure.

Industry-wise the military and civilian orders will mean a new peak figure for productivity and sales. This year will see the electronics industry take its place in the public's eye as one of America's top industries. Its 1952 record will pale all past achievement with an increasingly effective marshalling of its manpower, resources and facilities in contributing to the national welfare.





# TV PERSONALITIES 1951-1952

A Pictorial Parade of some  
of the leaders of television  
—from the station, agency,  
network and production  
fields—during the past year

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## TV PERSONALITIES

**HARRY BANNISTER**, veteran broadcaster, is director of station relations with NBC. Harry entered radio in 1931 as a salesman for WMBC in the Motor City. Later he went with WJR, Detroit and in 1933 he joined WWJ as a salesman. Harry became sales mgr. for WWJ and in 1941 was appointed gen. mgr. He is a former member of the board of directors of the NAB and served as a member of the Stations Planning and Advisory Committee of NBC.



**GEORGE M. BURBACH**, gen. mgr. of KSD and KSD-TV, St. Louis, is a native of that city. He is secretary of the Pulitzer Publishing Co., which owns the St. Louis Post-Dispatch as well as the two broadcasting stations. In 1913 George left the Munsey newspapers to become advertising mgr. of the Post-Dispatch. In 1922 KSD went on the air and George was placed in charge of its program and business departments. He was named gen. mgr. in 1933 and his foresight resulted in the inauguration of KSD-TV in Feb., 1947.



**PAUL ADANTI**, gen. mgr. of WHEN, Syracuse, has held that post since 1948. A Union College grad he started in radio at WMBO after a brief teaching career. Two years later he moved to WSYR, Syracuse, followed by a stint at WGY, Schenectady. Paul moved into TV in 1940 at WRGB where he became chief of technical operations. WHEN was his next stop in 1948, where, in two years, he saw the number of TV sets in the area rise from 100 to a figure in excess of 85,000. Weekly program hours quadrupled in that time.



**KENNETH H. BERKELEY**, v.p. and gen. mgr. of the Evening Star Broadcasting Co. and its three stations, WMAL, WMAL-FM and WMAL-TV, Washington, D. C. is a native Washingtonian, who has been in the radio business since 1923. Prior to joining WMAL in 1942 he was connected with WRC, Washington, where he also saw service as gen. mgr. Ken followed the tide of TV and in October 1947 WMAL-TV was born. This station holds the distinction of being the first TV outlet to announce a seven-nights-a-week schedule.



**MILTON BLINK**, v.p. and co-owner of Standard Radio Transcriptions, and secy.-treas. of United Television Programs, was educated at the Universities of Chicago and Michigan. He masterminded the Wisconsin Players workshop Series on WIMS, Milwaukee, in 1926, and produced one of the first three commercial transcription programs. In 1933 Milton established and became co-owner of Standard Radio Transcriptions. Last year Milton, Gerald King, Richard Dorso and Edward Petry organized United Television Programs.



**DON EMILIO AZCARRAGA**, who developed XEW, Mexico City, and Radio Programmes De Mexico, transcribed radio network, today is busily engaged in launching a new TV station in the Federal District as well as planning a Latin-American TV film network. Don Emilio knows television. He is hopeful that in the development of the art in Mexico it will be made available to the masses through the medium of theater television. To this end he has pioneered in the development of an experimental TV theater.





## TV PERSONALITIES

**OTTO BRANDT**, v.p. and gen. mgr. of the King Broadcasting Co., Seattle, Wash., started in radio as a page-boy at NBC in 1933. When the Blue and Red networks separated in 1942, he went with ABC. He rose to the position of v.p. in charge of TV stations with responsibility for the coordination of the net's five O&O's, national spot and local sales and television station relations. After three years in the Air Force, Otto returned to take the helm of the King Bcstg. Co., owners of KING and KING-TV.



**CLARENCE G. ALEXANDER**, dir. of network operations for Dumont, is a TV pioneer. In the administrative and operational end of the medium he assisted in setting up the first NBC organization in 1936. The "call to arms" sent Clarence to the Air Force until 1946 when he returned to NBC as business mgr. and administrative asst. to the gen. mgr. of NBC-TV. After a brief tenure as asst. to Leonard Erickson, Vice-Pres. of Kenyon and Eckhart, he joined DuMont in April 1950.



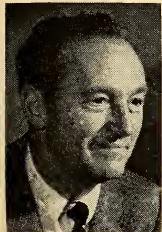
**HARRY M. BITNER, JR.**, pres. and gen. mgr. of WFBM and WFBM-TV, Indianapolis, was first a reporter and rewrite man for the Baltimore News Post and later joined the staff of WFBM as an assistant program director. He became office manager of the station and in 1942 he was promoted to general mgr. After three years of naval service during the war he returned to WFBM as pres. and gen. mgr. in 1946. Under Harry's leadership, in May of 1949, WFBM, Inc. launched the first TV station in Indiana, WFBM-TV.



**CAMPBELL ARNOUX**, pres. and gen. mgr. of WTAR Radio Corp. (WTAR & WTAR-TV), Norfolk, is New York born and Texas bred. A Texas U. grad, he broke into newspaper work with the Ft. Worth Record and later the Ft. Worth Star-Telegram. Between times he saw service in World War I, tripped around the world, and worked with Red Cross. At the Telegram in Ft. Worth "Cam" got his start in radio as manager of the paper's station, now WBAP. Since then he's been with KTHS, and finally WTAR and WTAR-TV.



**BOB BALLIN**, v.p. in J. Walter Thompson's New York office, tried insurance, real estate, and show business before spending 12 years as announcer and entertainer for WHN and CBS, N. Y. Ruthrauff & Ryan persuaded him, in 1942, to produce their Vox Pop show and subsequently the Jack Benny show. When Benny went over to Foote, Cone and Belding, so did Bob and soon became a v.p. of the new agency. Next stop was JWT where he is now responsible for Ford Motor Company's radio and television activities.



**TREVOR ADAMS**, mgr. of WJZ-TV, N. Y., has had a wide background in radio and television sales, highlighted by a stint as asst. sales dir. for the DuMont network. A New York native, Adams was educated in Florida, later served as sales mgr. for the Texas State Network. Gotham was next where he served as sales mgr. of WMCA and WHN (now WMGM) and as sales mgr. of WINS. He formed a radio and TV representative firm with his father and then served as radio and TV director for the N. Y. Yankees before joining DuMont.



## TV PERSONALITIES

**MARIA HELEN ALVAREZ**, gen. mgr. of KOTV, Tulsa, and the only woman chief exec. in station TV, started in radio in 1943 as a continuity writer for a Tulsa radio station. From there she went to program writing, news-casting and finally time sales when she retired from radio in favor of TV. Her studious efforts in the new medium were crowned when oilman George E. Cameron, Jr., then forming



Cameron Television Inc., chose her to head up the organization which operates KOTV. She took the helm on Nov. 30, 1949.

**CHARLES EDWARD BELL**, dir. of TV for the Jefferson Standard Bcsig. Co., Charlotte, N. C., started his career in radio at WIS while a student at U. of South Carolina where he was promoted to chief studio engineer upon graduation. World War II took him away but he returned to WIS when discharged and later managed stations in Orangeburg and Chester, S. C., before joining WBTU. Charley is a



member of the Academy of Radio and Television Arts and Sciences and the Radio Executives Club of N. Y.

**JACK BARRY**, half of the package production form of Barry and Enright, is best known for his two top-rated shows, "Juvenile Jury" and "Life Begins at 80." After graduation from the U. of Penn. he took a summer school radio course at Northwestern Univ. which led to his first job at WTTM, Trenton. Two years later he went to WOR, where he teamed with Dan Enright to produce their first kiddie panel show.



Now pacted with NBC-TV for two years, Juvenile Jury has made a great success for Barry.

**BURT BALABAN**, dir. of programming and production for Paramount TV Productions Inc., was born in Chicago and attended Roanoke College before World War II sent him to the Pacific as a Marine Corps photographer. At war's end Burt began work with Paramount Television where he concentrated his work on obtaining film programs for KTLA and WBKB, Chicago. Later he became mgr. of Paramount's Television film dept. in charge of KTLA film programming and the company's syndicated program distribution.



**DON BLAUHUT**, dir. of the radio-TV dept. of Peck Advertising Agency, is a native New Yorker, a veteran of World War II, and a graduate of Ohio State University. His advertising career began with Huber Hoge and Sons Agency as time buyer and production supervisor. Next he served with the H. B. Humphrey Agency, where he handled radio and TV for the Greystone Press account, plus spot and national time buying. In 1950 he joined Peck and a short time later was advanced to his present position.



**RICHARD B. HULL**, gen. mgr. of WOIT-TV, Iowa State College station, Ames, is a leader in educational programming. His record includes three terms as president of the National Association of Educational Broadcasters and a term as president of the Iowa Radio News Editors. Prior to joining WOIT-TV, he served with a number of Minnesota stations such as WCCO, KSTP, WTCN and KUOM.



Through his efforts, the Ames-Des Moines area has seen some of the best educational features.

## TV PERSONALITIES

**JOHN F. KLATT**, media mgr. for the Chicago office of McCann-Erickson Agcy., has a big job supervising all radio and TV time for the midwest clients, as well as overseeing all publication space. After college, John began his career in the music field, but switched to advertising and served with both Barnes Adv. and Cramer-Krasselt. He gave his talents to the U. S. Army during World War II. In 1947

John became a space and time buyer for McCann-Erickson, then asst. dir. of media and on to his present post.



**RICHARD DOAN**, dir. of programs for WCBS-TV, N. Y., was born in Pratt, Kansas and is a U. of Kansas grad. He worked for several newspapers in California before heading East to become night bureau chief for the AP in Albany. Following this stint, he was successively a public relations officer in the Navy, an editor in the N. Y. bureau of AP, and associate editor of Advertising Age.

Doan next served as asst. radio-TV editor of Variety and later as administrative head of Martin Stone Associates.



**CECIL D. MASTIN**, gen. mgr. of WBNF-TV, Binghamton, N. Y., was born in Fairport, N. Y. After studying law for 2 years at Syracuse University he left to pursue the study of voice in N. Y. C. He gained theatrical experience from about 5 years with 3 different acts which he wrote and produced. "Cec" went to Binghamton in 1915, established a voice studio and founded the Binghamton Civic Music Series in 1926. He became program dir. of WNFV in 1929 and became gen. mgr. in 1932.

**EVERARD W. MEADE**, V.P. and dir. of radio and TV for Young & Rubicam began his career as a writer with Benton & Bowles. In 1935 he joined Y&R serving that agency as a writer-producer until 1938 and worked with such shows as Jack Benny and Charlie Butterfield. His next stint was with Ruthrauff & Ryan, where he produced many of their topflight shows. After his war service, Meade

returned to Y&R in 1948. At present he is working with the Pulitzer Prize Playhouse, just one of the many.



**DAVE DRISCOLL**, dir. of news and special features at WOR and WOR-TV, has been prominent in the broadcasting field since his college days when he was sports announcer for WCCO, Minneapolis. After graduation from the University of Minnesota Dave migrated to Fergus Falls, Minnesota, where eventually he became station mgr. of KGDE. After three years at the Fergus Falls station

he joined WFIL, Philadelphia, as a newscaster and in 1936 he began his career as mainstay at WOR.



**HUGH A. L. HALFF**, president and general manager of WOAI and WOAI-TV (San Antonio), a native of the Lone Star State and a graduate of Yale University. Following school, he joined A. B. Frank and Associates, later resigning to take a post with the Southern Equipment Co., then owners of WOAI. In 1931, he transferred to the broadcasting side of the business and in 1932, became

general manager. Six years later, he became president of Southland Industries, Inc., new corporate name of the WOAI owners.





## TV PERSONALITIES

**G. P. HAMANN**, general manager of radio and TV operations for WBRC (Birmingham, Ala.), got his first experience in the radio field in 1929 as a wireless operator in the Maritime Service. For eight years prior to 1940, he worked at WSMB in his home town, New Orleans. Then he shifted to Birmingham and WBRC, serving as technical director for AM and manager for FM, before

assuming his present post. Under his guidance, the television operation, first in Alabama to apply for a license, was launched in 1949.



**BASIL GRILLO**, executive v.p. of Bing Crosby Enterprises, has managed all of the Crosby financial interests and has organized all Crosby packages for past six years, including acting as executive producer of the "Fire-side Theater" series, one of the manifold Crosby products. As a CPA in the entertainment field, he is unsurpassed for his specialization and setting up business organizations allied with show business. Grillo also has an active hand in many other Crosby ventures.



**WILLIAM J. GERMAN**, distributor of Eastman professional motion picture films, has organized two new companies, W. J. German, Inc., one chartered in Delaware and the other in California, to handle the firm's business. He started with Eastman in 1906 and 15 years later came to New York as mgr. of the G. M. Labs. in Long Island City as well as of the Paragon Studios and labs and San Jacq



Film Printing Corp. in Fort Lee, N. J. One year later he became gen. mgr. associated with J. E. Brulatour, Eastman distributor.

**JAMES M. GAINES**, v.p. in charge of NBC's O&O's, first came to the network in 1942 in the station's department. Two years later he was made asst. advertising and promotion dir. for NBC, a position he held until 1945 when he was named mgr. of the planning and development department. In 1946 Jim was appointed gen. mgr. of WEAJ (now WNBC) when the outlet was established as a separate operating entity. On Aug. 1, he was promoted to the post of dir. of NBC's O&O's and was elected v.p. in 1950.



**JOHN GUEDEL**, v.p. of John Guedel Radio Productions, had to leave UCLA in 1932 to dig ditches. One depression and many jobs later, John decided that he wanted to write for the movies. Following a stint with NEA, he joined Hal Roach and finally ended up with a Los Angeles Agency where he worked out the formula for "Pull Over Neighbor," forerunner to "People Are Funny." Among his other productions are "House Party," "Life With Linkletter," and "You Bet Your Life."



**MARK H. HAWLEY**, supervisor of television production at N. W. Ayer & Son, Inc., began his career in radio at the age of 17 as an announcer at WMAK, Buffalo. At 19, he came to New York as a CBS staff announcer, and in the years prior to World War II, handled news broadcasts. Following a period with the Navy, he returned to found Hawley-Lord, specializing in 16mm shorts. He next became a TV producer at NBC and then switched to Sherman-Marquette agency before joining N. W. Ayer in 1950.





## TV PERSONALITIES

**ROBERT E. DUNVILLE**, pres. and gen. mgr. of the Crosley Bcstg. Corp., at the age of 22 was the youngest advertising mgr. in St. Louis motor circles. Next he joined the sales dept. of KMOX, St. Louis, rising to asst. gen. mgr. of the station a short time later. In 1937, Bob moved to WLW, Cincinnati, and was appointed gen. mgr. of WSAI, Cincinnati, then owned by the Crosley Bcstg. Corp.

In 1938 he became gen. mgr. of the two Stations. He next was made a v.p. of Crosley and in 1949 headed the Corporation.



**MARTIN B. CAMPBELL**, gen. mgr. of WFAA (Dallas), has held the job for over 18 years. He moved into broadcasting when he quit as radio editor of the Louisville Times back in 1927. In the 30's, he moved to WFAA. Since then, the 50 kw station has become one of the most influential in the southwest, its air properties including WBAP, a 5,000 watt and a recent addition, WFAA-TV

Campbell has been a board member of the NAB, SPAC chairman of NBC, and served with the OWI in World War II.



**JOHN S. HAYES**, vice-president and general manager of WTOF and WTOP-TV (Washington), a Philadelphian by birth and a graduate of the University of Pennsylvania. It was in the City of Brotherly Love that Hayes began his radio and television career, starting at WIP. Later, he moved over to WOR in New York, and from there into the Army. After the war, he was station manager of



WQXR for two years and then moved to WINX, the Washington Post station. When WTOF became the Pctst station, Hayes made his switch.

**HUGH HOLE**, director of radio and TV for Brooke, Smith, French & Dorrance, Inc., a post he assumed in 1948. A graduate of the University of North Carolina in 1942, Hugh entered the radio department of Benton & Bowles, where he remained for four years. In 1946, he formed Television-Radio Enterprises, Inc., his own production company. Before joining Brooke, Smith, French & Dorrance, he served as supervisor of all commercial production at Dancer-Fitzgerald-Sample, Inc.



**LES JOHNSON**, v.p. and gen. mgr. of WHBF-TV, Quad Cities, Rock Island, Moline, E. Moline, Ill., and Davenport, Ia., became sports editor of The Argus in Rock Island after graduation from college. Later he became publisher of a weekly newspaper in Aledo, Ill. Les returned to The Argus as advertising mgr. and 14 years ago assumed the general managership of WHBF.

With his newspaper background he was able to build the station into a preeminent news outlet, a position which he jealously guards.



**GEORGE S. JOHNSON**, gen. mgr. and chief engineer for KOB-TV, Albuquerque, N. M. obtained his Amateur Operator's license in 1922. In 1928 George graduated from the U. of Colorado, and immediately entered the radio dept. of General Electric in Schenectady, where he stayed for three years. In 1932 he left this position to become chief engineer for KOB. When KOB applied for a TV station

in 1946, George was made gen. mgr. and chief engineer. Today he still retains those duties.



## TV PERSONALITIES

**WALTER J. DAMM**, v.p., and gen. mgr. of the



Milwaukee Journal stations, WTMJ and WTMJ-TV, started his career in 1913 on the old Evening Wisconsin in Milwaukee. In 1916 he transferred to the Journal where he specialized in advertising. Walter became promotion and radio manager of the paper's radio station in 1922 and was soon recognized as one of the new industry's leaders.

He was elected president of the NAB in 1930. Walter's brainchild, WTMJ-TV, launched in 1947, is the nation's seventh oldest TV station.

**ARTHUR J. DALY**, radio and TV dir. for Peck



Advertising Agency, Inc., began his radio career as a producer at NBC after graduation from Villanova College in 1929. Over a period of eight years he produced numerous shows in varied classifications. In more recent years, Art has produced the "Pontiac Variety Show," "The Cresta-Blanca Carnival," and in a five-year stint on the West

Coast such outstanding programs as the "Collis Archer" show. His latest are "Powerhouse" and "Johnny Olsen Rumpus Room."

**E. K. JETT**, v.p. and dir. of WMAR-TV, Balti-



more, was well-grounded in radio and communications during his World War I Naval Service, with duty at the Naval Radio Station, Arlington, Va., and the Navy Dept. of Radio Control. In 1929 he joined the Federal Radio Commission as a senior engineer and was advanced two years later to asst. chief engineer, then chief engineer in 1938

and Commissioner in 1944. He resigned from the commission to assume his present duties on Jan. 1, 1948.

**EDWARD C. HORSTMANN**, chief engineer of



ABC's central division, is another quarter-century veteran in the industry. Before joining NBC as a radio operator in 1927, Ed started with Mackay Radio in Chicago where he served as chief dispatcher and traffic engineer. In 1928, he became control operator and two years later, studio engineer. In 1942, he transferred to the newly formed Blue

network as chief engineer of the central division. In the past ten years, Ed has seen his staff grow from 12 to more than 100.

**STANLEY E. HUBBARD**, general manager and



co-founder of KSTP and KSTP-TV (Minneapolis-St. Paul), got his first radio experience in 1910, when he built one of the first amateur radio transmitters in Minnesota. Following World War I service, Stan organized the first commercial airline in the U. S. and then in 1924, launched WAMD, which changed its call letters to KSTP in 1928. He began ex-

perimenting with TV in 1939 and in April 1948, began full commercial operation of television in Minneapolis.

**HAROLD FAIR**, director of radio and TV for



Bozell & Jacobs Ad Agency, is a veteran of over 25 years in radio and TV. He was announcer-producer and later, program director at KOIL, Omaha. From there he moved to WBBM, Chicago, as announcer-producer and in 1930 he became general manager of WBEN, Buffalo. In 1932 he moved back to CBS, Chicago, then to Omaha as radio direc-

tor for Bozell and Jacobs. After 13 years at WHO, Des Moines, he served as program dir. for the NAB before joining WHAS, Louisville, from where he returned to the agency.

## TV PERSONALITIES

**HAL GROSS**, owner and gen. mgr. of WJIM-TV, Lansing, Mich., pioneered in Michigan radio by establishing Lansing's first radio station, WJIM, 15 yrs. ago, and scored another first with WJIM-TV, established in 1950. After graduation from the Univ. of Michigan, Hal was associated with the Butterfield Theatre Corp. During World War II, he served with the Navy and was instrumental

in setting up and administering the Naval Aviation V-5 program with Harry Kipke, in the Midwest region.

**JACK HARRIS**, general manager of KPRC and KPRC-TV (Houston), is a comparative newcomer to TV, but one of the older hands in radio. Included in the latter is a period as director of new and special events at WSM, Nashville, Tenn., and a war-time hitch as deputy to Ed Kirby, in setting up the Army's first broadcasting activities. Later he took over Radio Tokyo facilities for General MacArthur.

He entered TV in June 1950 when the Houston Post Company purchased KLEE-TV.

**RICHARD A. BOREL**, dir. of TV for the Dispatch Printing Co., owners of WBNS-TV, Columbus, Ohio entered the radio field in 1933, first serving as business mgr. for WBNS, assuming the title of gen. station mgr. in 1935. In 1949, Dick was named mgr. of WBNS-TV and later became a director and exec. v.p. of Radiohio, Inc., owners of WBNS and WELD-FM. He was a member of the board of directors of Tele-

vision Broadcasters Asso. and now serves on the affiliates board of CBS. He is an Ohio State U graduate.

**WILBUR M. HAVENS**, owner and general manager of WMBG, WCOD and WTVR, AM, FM and TV outlets respectively in Richmond, Va., is a life-long resident of this state capital. Starting in the automotive business, Havens later became Philco battery distributor and his interest in radio was aroused. In 1926, he was granted a license for WMBG, and in 1946, received an FM grant, WCOD.

April 1948 marked the advent of the "South's First Television Station" when WTVR went on the air.

**THAD HOLT**, president and treasurer of the Voice of Alabama, Inc., operators of WAPI, WAFM, and WAFM-TV (Birmingham), is a native Alabaman, born in Sumterville. Graduating from Colorado College, he began his career there, being associated with Fawcett Advertising Agency and the Wofford Oil Co. In 1937, coming back to Alabama, he joined WAPI and in 1947, launched the FM operation, WAFM. Two years later in 1949, Thad provided the organizational drive as WAFM-TV was launched by the company.

**JULES HERBUVEAUX**, manager of the television department in NBC's central division, got in on the ground floor of radio, conducting the first orchestral music program over KYW (Philadelphia) in 1922. Moving to WJJD (Chicago) as musical head, he conducted the first NBC program at the International Livestock Show which was destined to develop into the National Farm and Home Hour. In

1931, he became musical director for NBC's Central division. By 1939, Jules was program manager for the division.





## TV PERSONALITIES

**TED COTT**, gen. mgr. of WNBC and WNBT,



began his radio career at 16 when he joined WNYC as an announcer, producer and dir. Ted soon found himself at CBS where he became a free-lance producer. At CBS he directed a soap opera entitled "Society Girl" and also emceed the Kostelanetz program. After a period with WNEW, N. Y., where he became v.p. Ted resigned and joined NBC

as gen. mgr. of WNBC and WNBT, N. Y. His defense of Independent stations at the NAB confab in 1950 brought him fame and recognition.

**EVERETT N. CROSBY**, president of Bing Crosby



Enterprises, Inc., left his own artists and talent agency years ago to become agent and personal mgr. for his brother, Bing. From shirts to cattle to oil wells, his range of activity is kaleidoscopic. His latest venture is a new corporation, known as Bing's Things, Inc. Ev's hand has been the guiding genius responsible for most of

of the Crosby organizations, a model of achievement in the American manner.

**JAMES C. DOUGLASS**, v.p. of radio and TV



at Erwin Wasey Ad Agency, has had extensive experience with major network shows. He served as co-ordinator of radio and TV advertising for the Colgate-Palmolive-Peet Co. before joining the agency. He was actively concerned in the development of all the firm's broadcasting activities, including the Colgate Comedy Hour, Our Miss Brooks, and

others. Previously he had served in the Navy and was program production mgr. for CBS in St. Louis.

**DON FEDDERSON**, exec. v.p. and gen. mgr. of



KLAC and KLAC-TV, Hollywood, entered radio from the newspaper field just eight yrs. ago as salesmgr. of KYA, San Francisco. He became gen. mgr. of the latter station in 1943. When KMTR, Los Angeles, was acquired by Dorothy Schiff, owner of KYA, Don began commuting between the two coast cities. In 1945 KMTR's call letters were changed to

KLAC and Don took over as manager. In 1948 KLAC-TV went on the air just ninety days after ground-breaking ceremonies.

**EDWIN S. FRIENDLY, JR.**, national dir. of tele-



vision sales for ABC-TV, started as an asst. time buyer for BBD&O in 1945. He was soon promoted to time buyer and subsequently became a producer-director with the agency. Next he served as radio account executive before leaving BBD&O to join Al Paul Lefton Co. where he shortly was made radio-TV director. He joined ABC's TV sales dept. in 1950

and a year later was appointed eastern sales mgr. In October of 1951 Friendly was raised to his present post.

**CHARLES H. CRUTCHFIELD**, v.p. and gen.



mgr. of WBT and WBT-TV, Charlotte, N. C., got his start in radio with WSPA, Spartansburg, S. C. In 1931 he joined WBIG, Greensboro, N. C. as announcer and later became program dir. In 1933 Charley moved to WBT, Charlotte, as an announcer and by 1946 was gen. mgr. and a member of the board of directors. At the same time he was

made secy.-treas. of the Jefferson Standard Bcstg. Co., WBT operator. In 1947 he was made a v.p. and in 1949 doubled his duties with WBT-TV.



## TV PERSONALITIES

**PAUL ESHLEMAN**, head of manufacturing operations for Allen B. DuMont Labs., Inc., has been with the firm's mfg. div. since 1942. He served as production control mgr. followed by a brief span in an organizational capacity at WABD, N. Y. In 1947 Paul returned to the mfg. div. to organize and supervise a night shift to turn out receivers in an effort to meet the demand. Later he converted the Wright Aeronautical plant in East Paterson into the largest unit in the electronics industry.



**C. RICHARD EVANS**, gen. mgr. of KSL and KSL-TV, Salt Lake City, joined the station's staff as a technician in 1927. During the war he took time out to do research for the government and aided in the development of an anti-sub weapon, still being used by the U. S. Navy. In 1943 he returned to KSL as chief engineer and later was made asst. gen. mgr. of the station. In 1948 he was promoted to gen. mgr. of KSL and when the station came on the air with TV, Dick also took the reins at KSL-TV.



**JOHN E. FETZER**, owner of WKZO-TV and chairman of the TV board of review, which is charged with enforcing the code, is a veteran of more than 30 yrs. in radio and TV. As an engineer he helped to build a number of pioneer stations in the middle west. He then became a consulting engineer and in his experience has run the gamut of jobs from announcer to president. John is president of the Fetzer Bcstg. Co., operating WJEF, CBS outlet in Grand Rapids, and also heads up WKZO and WKZO-TV, Kalamazoo.



**W. D. ROGERS, JR.**, vice president and general manager of KEYL-TV (San Antonio), was formerly with the Coca Cola Bottling Co. of West Texas as sales and advertising manager and served with the Air Force for three years during World War II. Coming to San Antonio in 1950, he assumed active management of KEYL, which was then under construction. In January 1951 he was elected to the TV board of directors. He has also been active in the Lions Club, the Lubbock Ad Club and the Lubbock Sales Execs Club.



**WILLIAM FAY**, v.p. in charge of the broadcasting div. of Stromberg-Carlson and a director of that company, is gen. mgr. of its three stations, WHAM, AM-FM-TV. In 1922 he joined WGY, Schenectady as an announcer. Bill went to Buffalo in 1927 where he became studio mgr. of WMAK. In 1928 he was invited to WHAM as program mgr. and in 1929 stepped up to gen. mgr. In 1942 he was made v.p. and dir. of the Stromberg Carlson Company. Bill's particular pride is the \$1,000,000 Radio City, home of WHAM.



**DONALD A. NORMAN**, newly appointed manager of KNBH (Hollywood), has been with NBC for the past eight years. Prior to going to KNBC (San Francisco) in 1943, he had worked with A. C. Nieslen as a field supervisor and Standard Brands. Other NBC posts held by Norman include: sales director of WNBC-WNBT (New York); account executive in national spot sales and manager of spot sales in the Western division. Before his recent appointment, Norman was sales manager for the NBC station.



## TV PERSONALITIES

**WILFRED S. ROBERTS**, director of radio and television at Pedlar & Ryan Agency, first went to NBC as a staff producer at NBC in 1936, following his graduation from the University of Wisconsin. Two years later, he was appointed assistant manager of the commercial department and in 1940, became national production manager. In 1942, he left NBC for the Office of Inter-American Affairs, heading the New York office. Before joining Pedlar & Ryan in 1948, he was also with Corday-Roberts, Inc.



Before joining Pedlar & Ryan in 1948, he was also with Corday-Roberts, Inc.

**TOM SLATER**, vice president and associate director of the radio and television departments of Ruthrauff & Ryan, has been with that agency since 1940. Previously, he had been director of special events and sports for the Mutual network. Before getting into broadcasting, he had been on the staff of Northwestern University, Miami U and the Western College for Women in Oxford,



Ohio, in addition to doing promotion work for the Scripps-Howard newspapers. He has been in the industry now for nearly 25 years.

**VICTOR A. SHOLIS**, vice president and director of WHAS and WHAS-TV (Louisville), is a native Scotsman who came to this country in his youth. A degree from the University of Illinois completed his formal education. Since his school days, he has been with the Chicago Daily Times, an assistant to Commerce Secretary Harry Hopkins, a director of the Clear Channel Broadcasting Service



and a World War II soldier. After the war, he returned to CBS, resigning in 1947 to join WHAS.

**JAMES D. SHOUSE**, chairman of the board of the Crosley Broadcasting Corporation, has been in this post for the past two years. Coming to radio in 1929 with CBS, Jim later went to the Stack-Goble agency and to KMOX (St. Louis) as manager. He joined Crosley in 1937 as vice president in charge of broadcasting, and since, has brought the key Crosley station (WLW) a host of national awards. In 1946, he became president of Crosley and later chairman. He is also on the Avco board, parent outfit of Crosley.



**WILLARD (Bill) SCHROEDER**, general manager of the Grandwood Broadcasting Company, operators of WOOD and WOOD-TV (Dothan, Alabama). Following graduation from the Missouri School of Journalism, he worked for a while in the Hearst chain. In 1936, he became a salesman at WCAE (Pittsburgh) and four years later was named sales manager. WINS (New York) came next in 1944 where he was general manager. In 1948 he was named radio-TV director of Ketchum, McLeon & Grove, going from there to WOOD in April 1950.



**GOAR MESTRE**, head of CMQ, Radiocentro (Havana, Cuba), using both showmanship and his business training (acquired at Yale University) has made broadcasting a going enterprise in the Pearl of the Antilles. Under his direction, Radiocentro has a 1,650 seat movie theatre, a ten story office building, restaurants, bank, drug store and other assorted shops. In TV for little more than a year,



Mestre has found the means to make it a success, having sold out nearly all commercial time.

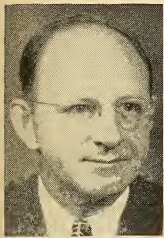
## TV PERSONALITIES

**JACK DeWITT**, president of WSM and WSM-TV (Nashville), got his start as an amateur radio "ham" during World War I, and by 1923, had built his own radio station at home. He helped build WSM in 1925 and remained there on a part-time basis until 1928, when he joined Bell Telephone Laboratories. He came back to WSM in 1932 as chief engineer, leaving again for Bell during World War II.



Following service, he became president of WSM and under his guidance WSM-TV was launched in 1950.

**MARSHALL ROSENE**, general manager of WSAZ and WSAZ-TV (Huntington, West Virginia), started in radio in 1942 with WCHS (Charleston), prior to which he had been with the Chicago Herald & Examiner, and the Ohio Citizen (Columbus). After two years at WCHS, he went to WSAZ (Huntington) as station director and in 1949 was appointed general manager of WSAZ, Inc., licensee of WSAZ and WSAZ-TV. Under his direction the TV operation was erected in a mere 53 days. Later he helped establish a microwave setup connecting three stations.



**CLAIR R. McCOLLOUGH**, president and general manager of the Steinman Station, which include outlets in Lancaster, Harrisburg, Reading, York and Easton, Pennsylvania and Wilmington, Delaware. A long-time veteran in the industry, McCollough has found time in addition to his regular duties, to serve on the TV code committee, as chairman of NBC's station planning and advisory committee and as president of the Pennsylvania Broadcasters Association. He is also a member of the NARTB affiliates committee.



**THOMAS M. McDONNELL**, director of radio and TV for Foote, Cone & Belding, was one of the men who wrote dialogue for "This Is the Army," while serving as a sergeant during World War II. He came to the agency in 1947 as supervisor for all radio on the Toni account and in October 1948, was placed in charge of the radio department for the agency. Prior to joining the agency, Tom was with CBS. Accounts with which he has been closely associated, in addition to Toni, are General Foods and Rheingold.



**W. R. (BILL) McANDREW**, general manager of WRC, WRC-FM and WNEW, the three NBC outlets in Washington. An old newspaper man, McAndrew went to the sports desk of the Washington Times-Herald in 1935, following graduation from Catholic University. Before going to WRC in 1944, Bill worked with U.P., the capital office of the NBC red network, Broadcasting Magazine and the Board of Economic Welfare. He held several posts with WRC until 1949, when he was named general manager of the three stations.



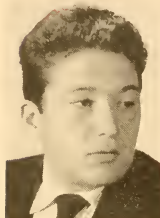
**HAROLD L. MORGAN, JR.**, vice president of the ABC-TV program department, started with the network (then Blue) in November 1943. Originally, he started as a research analyst, following graduation from Harvard. Morgan left Wall St. in 1937 to work with Earl Anderson, then a consultant to Edward J. Noble. When the latter bought WMCA in 1941, Morgan joined the station as personnel manager and purchasing agent and two years later, when Noble bought the Blue network, he switched over.





## TV PERSONALITIES

**TOM McDERMOTT**, director of television at Benton & Bowles, came to the agency in 1942, following experience at WNYC and WOV (New York). He first wrote and directed a series with Irene Wicker and then later, directed "When a Girl Marries" and the "Prudential Family Hour." "Wendy Warren and the News" is one of his originations. Not content with practical experience, Tom, a graduate of Manhattan College, has taken post-graduate drama courses at Columbia, Fordham, NYU and the New School.



ate of Manhattan College, has taken post-graduate drama courses at Columbia, Fordham, NYU and the New School.

**RICHARD A. MOORE**, general manager of KTTV (Los Angeles), has been honored by the Academy of Television Arts and Sciences and has been cited by the Congress of Parents and Teachers Association and the Southern California Association for Better Radio and Television. A graduate of Yale Law School, Moore previously was a key figure in launching the ABC-TV network, and prior



to assuming his present post in 1951, was director of TV for the ABC Western division and KECA-TV (Hollywood).

**JOHN R. SHEEHAN**, director of radio and television at Cunningham & Walsh, Inc., started in radio with WGY (Schenectady) in 1934. Two years later, he became manager of international broadcasting for General Electric. Experiences gained in this post resulted in his being lent to the government during the war, John serving with the OWI as chief, facilities bureau in New York. Prior to his joining



Cunningham & Walsh, he served at Buchanan & Co. as director of radio and television.

**VICTOR SEYDEL**, radio and television director of Anderson and Cairns Agency, got his start in show business, working as a song-and-dance man. He jumped later to join Jerome Cargill Production Agency as a producer. In 1940, he went to the Blue net, moving from there in 1944 to become Eastern radio and TV director in the New York office of Walker & Downing Agency, leaving there in 1949 to



take a similar position with the Anderson & Cairns Agency. He is a native of Grand Rapids, Michigan.

**ALVIN SCHROTT**, manager of WJAC-TV (Johnstown, Pa.), has been with the Johnstown Tribune Publishing Company (parent company of the station) since 1932. He remained with the paper in one capacity or another, except for World War II Navy service, until 1949 when WJAC-TV was opened. Al, though inexperienced in the broadcasting field, was selected to head the new station.



Since September 15, 1949, when WJAC-TV took the air, the station's performance has more than proved the choice a good one.

**FRANK P. SCHREIBER**, manager and treasurer of WGN, Inc., operators of WGN, WGNB and WGN-TV (Chicago). Associated with the parent Tribune Company for more than 30 years, he has taken an active part in the development of its radio and television properties. He joined WGN in 1931 as director of public relations and in 1940 was named station manager. When Mutual was formed in 1936,



Frank was present. He is a native of the Windy City and a graduate of Northwestern University at nearby Evanston.



## TV PERSONALITIES

**ROGER PRYOR**, director of television for the New York office of Foote, Cone & Belding, started in Summer Stock at the age of 18, and since has taken leading parts on Broadway and Hollywood. Radio followed with Pryor leading an orchestra and emceeing the "Gulf Screen Guild Program" and appearing on the U. S. Steel program, "The Pause That Refreshes" and "The Hildegarde

Show." He took his TV position in 1947 and has handled television productions for a number of the agency's leading accounts.



**PRESTON H. PUMPHREY**, in charge of television at Maxon, Inc., since his graduation from Ohio Wesleyan University has served on the production staffs of NBC and Benton & Bowles as radio director for Fuller Smith, Ross, Inc. and Warwick & Legler, Inc. Turning to TV in 1947, he joined Maxon. Radio shows he has produced and directed include "The Fred Allen Show," "Metropolitan Opera

Auditions" and "Minute Mysteries." Friday night boxing bouts for Gillette and the Kentucky Derby are to his credit in TV.



**TONY PROVOST**, vice president and member of the board of directors of Hearst Radio, Inc., as well as supervising all Hearst broadcasting operations: WBAL and WBAL-TV (Baltimore) and WISN AM and FM (Milwaukee). Tony first joined Doremus and Company following his getting a degree from William and Mary, then later worked under Thorne Smith. Before joining Hearst, he also was

associated with Miller Tape Recording Company, the Empire Broadcasting Company and NBC as program director of their key outlet.



**OWEN SADDLER**, general manager of KMTV (Omaha), has had a varied career. He has been an English instructor at two universities, a newspaper reporter and a legal assistant in the E. I. du Pont de Nemours and Co. department. He came to radio in 1938 at KMA (Shenandoah, Iowa), becoming its general manager in 1945. When KMTV was opened in 1949, Saddler was at the helm.

Today, he leads a busy life, shuttling between WBTB and KMA, where he still holds the post of general manager.



**A. CARL RIGROD**, radio and TV executive at Donahue & Co. advertising agency. Getting his degree in journalism at the University of Missouri, Rigrod moved into the motion picture field. He was publicity agent for Universal Pictures for a period and later wrote and directed the first studio TV program sponsored by a film company (RKO). Today, he directs all radio advertising activities for MGM plus

others and serves as director of motion picture, radio and television departments at the agency.



**JAMES G. RIDDELL**, president of WXYZ, Inc. (Detroit), is a native of Glasgow, Scotland, coming to the U. S. at an early age and residing in Detroit. Radio struck his fancy and he got his beginning at WXYZ as an office boy in 1931. Successively he became traffic manager, sales manager and commercial manager and when in 1942, WXYZ was sold to ABC, Jim was made general manager. The

television operation was begun under his guidance in 1950, he was named president of the corporation.



## TV PERSONALITIES

**COL. B. J. PALMER,** owner and operator of WHO (Des Moines), WOC (Davenport) and WOC-TV, started in radio back in its earliest days, getting a license for WOC in 1922. Later he added WHO, buying it from the Bankers Life Insurance Company during the depression. In addition to bringing radio to Iowa, Palmer lists other firsts: first Iowa TV station; first to serve the Quint cities, first station to telecast a hog auction and first station to telecast Three-I League baseball games.



**WILLIAM S. PALEY,** chairman of the board of directors of the Columbia Broadcasting System, started in radio in 1928 as president of the year-old CBS network, a post he held until 1946, when he took his present position. Under his direction, the radio network has expanded widely and TV has been started. From 1943 to 1945, Bill took a leave of absence for a special assignment overseas with OWI and later was named radio chief of the Psychological Warfare Division of SHAEF.



**JOHN M. OUTLER, JR.,** general manager of WSB and WSB-TV (Atlanta), a native of Metcalf, Ga. and a graduate of Emory College. Following school, he became classified ad manager at the Augusta Herald. The Atlanta Journal followed in 1916, and there he remained until 1930 when he joined WSB as business manager. In 1944, he was appointed general manager of the radio outlet and in 1948, when the television operation was launched, he assumed the double duties of general manager for both AM and TV.



**PAUL RAIBOURN,** vice president of Paramount Pictures Corp., heads that company's TV interest as president of Paramount Television Productions, Inc. His early surveys lead to Paramount's investment in 1938 in DuMont Laboratories, the establishment of KTLA (Los Angeles) in 1942, pioneering of large screen theatre TV and the development of the Paramount video transcription system. Raibourn, who has an electrical engineering degree from the University of Illinois, has been with Paramount since 1921.



**IRVING ROBERT ROSENHAUS,** president and general manager of WATV (Newark), originally got a law degree from John Marshall Law College and practiced that profession for a few years. Changing his mind, he went to the Bremer Broadcasting Corporation as assistant manager of WAAT, helping guide that station to a predominant role in the North Jersey market. In 1947, when the corporation got a CP for a TV station, Irv took over and in May of 1948, WATV was opened under his leadership.



**COL. HOWARD NUSSBAUM,** radio and TV director in the Harry B. Cohen Advertising Agency, was a TV director for NBC prior to the war, at which time, he organized the radio department for the Air Force. Later, he organized the combat reporting of the European invasion. Leaving service, he became national production manager and Eastern program manager for ABC. He remains in an advisory capacity to the Secretary of Defense in matters relating to the North Atlantic Security Pact.



## TV PERSONALITIES

**EDWARD D. MADDEN**, v.p. of NBC-TV, joined the network Feb. 1, 1950 as assistant to Joseph H. McConnell, president. Six months later he was promoted to v.p. and assigned to the networks TV dept. Madden has been exec. v.p. and dir. of the American Newspaper Adv. Network, and prior to this he served for 12 years as a v.p. and dir. of McCann-Erickson. During his agency association Madden



had an outstanding record in the field of research, media, marketing, merchandising, and advertising.

**ARDEN X. PANGBORN**, general manager of WOAI and WOAI-TV (San Antonio), left his post as managing editor of the Portland "Oregonian" in 1940 to enter radio as manager of KGW and KEX, the then Red and Blue network outlets in that city. A native of Kansas, Pangborn spent most of his life in Oregon. Later he returned to his former post at the "Oregonian," from which he resigned in



1951 to accept the general managership of the Southland Industries stations. In addition, Pangborn has also been active in NARTB.

**EDWARD R. HITZ**, Eastern sales manager for NBC television, a quarter century veteran with the network. For most of the time he has worked in a sales capacity in New York except for 1934-35 when he headed the net's Philadelphia office. In 1939, Ed became assistant to the vice president in charge of sales and in 1946 was appointed assistant sales manager of the Eastern network. Following a



term as assistant director of network sales, he moved into his present position.

**JOHN HUGHES NORTON, JR.**, vice president in charge of the ABC Central division, graduated from the University of Maryland in 1929 and has been in the industry ever since, with the exception of ten years spent in Wall St. He joined NBC's commercial engineering department in 1931 and shortly thereafter became assistant sales manager of the net's O & O stations. When the Red and Blue networks were split, he went to the latter. After holding several ABC posts, he took his present position in 1948.



**JOHN McPARTLIN**, sales manager for WNEQ (Chicago), has been with NBC since 1944. Prior to that, he was with General Tire and Rubber Company and the Public Service Company of Northern Illinois, both in sales capacities. Following a period with NBC as a national spot salesman, he was made coordinator of TV sales for NBC-Chicago in 1948. Two years later, he moved into his present post, in which he has been responsible for bringing some of the top accounts to the station.



**WILLIAM ALEXANDER CHALMERS**, v.p. and radio-TV dir. of Grey Ad Agency, Inc., came into TV with a background of experience in the movies and the theatre. He was a contract player for Paramount and Universal in Hollywood, and later acted on Broadway. During the ensuing years, "Bill" served with BBD&O, Geyer, Cornell & Newell, Erwin Wasey, The Biow Co., and Free & Peters. He joined K&E in 1947, as v.p. and radio-TV dir., later moving to the Grey Agency in the same capacity.





## TV PERSONALITIES

**F. VAN KONYENBURG**, v.p. and gen. mgr. of WTCN, WTCN-TV, Minneapolis-St. Paul, Minn., started in the adv. field as a member of the promotion dept. of the Milwaukee Journal. Van stayed with newspaper adv. until 1935, when the Minneapolis Tribune, paper paying his weekly check, combined with the St. Paul Dispatch-Pioneer Press and purchased WTON. From then on Van became a time salesman

for WTCN and 12 years later became general mgr. Under his guidance WTCN has added FM and a TV license.

**ROBERT B. HANNA**, station manager of WGY-



WRGB-WGFM, Schenectady, a General Electric veteran since 1929, when he graduated from Butler University. At the New York World's Fair in 1939-40, he was in charge of the company's "House of Magic" exhibit. World War II took him into the Army Signal Corps from which he returned to G.E. Though he has been at his present post since only

September 1949, he is well known in up-state New York, having taken part in numerous civic organizations in the area.

**JACK POPPELE**, vice president in charge of



engineering for WOR (New York) and a member of the MBS board of directors. Jack's radio activity began in 1922 when he first helped put WOR on the air at Newark, N. J. The tiny 250 watter has grown to 50 kw since then, and a television outlet has been added. His associations in the industry are numerous: a fellow of the IRE, director of the veteran

Wireless Operators Association, member of the Society of Motion Picture Engineers and former president of the TV Broadcasters.

**DONALD M. McCLURE**, television director of N. W. Ayer and Son, Inc., New York. Upon getting his degree from the drama department at Carnegie Tech, Don acted, wrote and directed for Universal Pictures, First National and RKO in Hollywood. He got his first taste of radio as director of remote pickups for Ripley's "Believe It Or Not" and after a war-time hitch in the Navy, became director of tele-

vision production at the Ayer agency. He is a past president of the American Television Society.



**CLYDE W. REMBERT**, manager director of



KRLD, AM-FM-TV, Dallas Times Herald stations, has been at KRLD since 1926, starting as an advertising salesman. Moving up the ladder, he was named managing director for radio in 1939 and assumed the same role for the TV outlet when it started. A native of South Carolina, Clyde moved to Texas at the age of 11 and has been there since.

Outside associations in the past include membership on the Columbia Affiliates Advisory Board and the NARTB board from district 13.

**ADRIAN SAMISH**, vice president and director



of radio and TV for Dancer-Fitzgerald-Sample, Inc., since the age of 17 has been an actor, director and stage manager in Broadway and Summer stock productions as well as a director for movies. He has worked in radio since 1935, having been with Arthur Kudner and Young & Rubicam before becoming v.p. in charge of radio and TV programs for

ABC. Since leaving the latter for D-F-S, he has handled all of the agency's TV productions.



## TV PERSONALITIES

**MERLE S. JONES**, v.p. in charge of stations and general services for CBS-TV, previously served as gen. mgr. of two CBS O&O's, KNX-radio and KTSI-TV in Los Angeles. In addition he was head of the Columbia Pacific Network. At present he is also charged with responsibility for CBS owned TV stations, the dept. handling national spot advertising for a selected list of CBS-TV stations, and the CBS-TV film syndicate. He shuttles between the east and west coasts in the disposition of his duties.



**KEN CARTER**, gen. mgr. of WAAM-TV (Baltimore) entered the medium about ten years ago as time salesman for a local indie. Later, he assumed the duties of national sales manager, general sales manager, and, when TV was added, he became general sales manager of the combined operation. After his resignation from WBAL, Ken moved to WMAR-TV on special sales assignments. He joined WAAM in October 1949 as local sales manager, and was made general manager in October 1950.



**GEORGE FREY**, v.p. of network sales for NBC-TV, started as a radio repairman for the network in 1926. After two yrs. he was appointed a contact clerk in the sales dept., subsequently advancing to salesman and network salesman in 1938. Promotions thereafter were: sales service mgr. in 1940; asst. sales mgr. in 1945; eastern sales mgr. in 1946, dir. of network sales in 1947, and in 1949 he was appointed dir. of TV sales for NBC. George has played a key role in NBC's leadership in gross billings for TV.



**ALFRED L. HOLLENDER**, vice president of Louis G. Cowan, Inc., is a native of the Windy City with a degree from the University of Illinois in engineering and journalism. Following his school days, he joined WJJD (Chicago), serving in various roles. Next, he became program director at WIND. World War II found him serving at Gen. Eisenhower's headquarters with the Psychological Warfare Division. When Cowan formed his own packaging company, Al joined him as a stockholder and vice president.



**M. C. WATTERS**, vice president and general manager of WCPO and WCPO-TV (Cincinnati), started in radio with NBC following his graduation from Georgetown University. He next became radio director of the Lewis Edwin Ryan agency which he left to become general manager of WHEC (Rochester). Before joining WCPO in 1938, as general manager, he also served with WCHS (Charleston, W. Va.). He was made a vice president two years later and in 1941, a director of the corporation.



**ROBERT F. JAMIESON**, sales service mgr. for CBS-TV was previously with DuMont Network. Bob has just about run the TV gamut, from selling and installing sets to sales mgr. He made his TV debut in 1939, when he left a job with Loose-Wiles Biscuit Co. to become a TV installer for a Paterson, N. J. appliance store and then went on to DuMont Labs., Inc. to get his break in 1941. He learned the business from different angles and became mgr. of station relations in 1950.



## TV PERSONALITIES

**MYRON P. KIRK**, v.p. and executive director of radio and TV at the Kudner Agency, Inc., came to his present post through experience in the banking, brokerage, agency, theatre, and movie business. From 1938 to 1941 he was in Hollywood as a v.p. of United Artists. Kirk has been one of the inspirational personalities behind Milton Berle's "Texaco Star Theatre." He joined the Kudner agency in 1941 as director of radio and later became v.p. in charge of radio and television.



**WALTER COMPTON**, gen. mgr. of WTTG, Washington, D. C., entered radio in 1935 with WDBJ, Roanoke. The next few yrs. saw him at WCSC, Charleston; WIS, Columbia; and at Greenville as program dir. of WFBC. Walter moved to WOL, (D. C.), where he was White House announcer for WOL and Mutual. In 1939 he originated "Double Or Nothing," first of the quiz shows. He left WOL and Mutual in 1945 to study TV, and later originated the first daily TV news program. He was appointed gen. mgr. of WTTG in 1948.



**LYLE DeMOSS**, program director of WOW-TV, Omaha, Neb., started his career as an announcer and singer in 1923 on the Anthony, Kansas, experimental station 9DXH. In 1926 he joined the staff of KGBZ, York, Neb., and later while attending the University of Nebraska at Lincoln, Lyle began his broadcast chores at KFAB. WOW was his next stop where he became production manager in 1937. His early start in radio makes him an honored member of the Radio Pioneers. Lyle is married and has two sons.



**GEORGE CRANSTON**, mgr. of WBAP, AM-FM-TV, Fort Worth, was born in Edinburgh, Scotland. Sixteen when he landed in Canada, George attended the Univ. of Manitoba. He served in World War I and then studied concert singing. Returning to Canada he participated in one of the first radio programs in Nov. 1919. Next he went to Chicago and free-lanced around WLS, WEBH, and WGN. In 1928 he joined CKY, Winnipeg as dir., producer, and writer. He moved to Texas to become mgr. of WBAP in 1930.



**WALTER CRAIG**, v.p. in charge of radio and TV at Benton & Bowles, Inc., was born in St. Louis and has been in show business since childhood. In 1930 he moved from the stage and became program dir. of World Bestg. System. Later he headed his own production firm but a forced retirement sent him to Bucks County, Pa., for two years of Guernsey cattle raising. He returned as program dir. of WMCA, N. Y., and in Nov., 1942, joined Benton & Bowles. At present he is handling many of the agency's top shows.



**ANDREW V. CHRISTIAN**, TV producer with McCann-Erickson, Chicago, broke into radio at WGY (Schenectady), as writer, actor and director while attending Union College. Then came years in Summer stock, Broadway productions and network radio shows, interrupted by service in WW II. Directly after, he went to CBS-TV (Chicago), as writer-producer-director. In 1950, he joined McCann-Erickson. For the 1951 campaign of the Community Fund of Chicago, Andy produced a 2-hr. TV show on 3 stations.

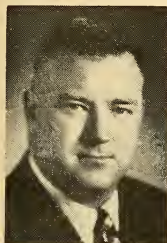


## TV PERSONALITIES

**ROBERT W. KELLY**, dir. of radio and TV for J. D. Tarcher Advertising Agency, has a sound business background to equip him for his specialty of TV spot commercials. Aside from McKesson and Robbins-sponsored "Date With Judy," all broadcasting activities supervised by Bob have to do with spots, for such leading advertisers as Benrus Watch Co., Persona Blades, White Rose Tea, and others. Prior to joining Tarcher, Bob was serving as executive for a major oil company. He is a New England native.



**DON L. KEARNEY**, national mgr. for ABC-TV Spot Sales, was formerly head of the co-operative program sales dept. of the Mutual Broadcasting System. In addition to the primary task of selling the basic concept of spot TV, Don's duties include the assembling of a library of outstanding film programs and station-produced live programs available for sponsorship by national advertisers. In 1949 Don had the distinction of being the only station representative to address an ANA convention.



**STEVENS P. JACKSON**, dir. of TV at William Warren, Jackson and Delaney, first broke into the advertising field when he joined Benton & Bowles Agency after being educated at Duke. He next became an account executive for WHN, N. Y., and then in the same capacity for WMCA, N. Y., following which he saw service in the Coast Artillery Corps. At war's end, he returned to his old post at WMCA, and a year later joined the William Warren Agency as an account exec. and soon became a partner and dir. of TV.



**CHARLES E. RYND**, chairman of the board of the Audio-Video Products Corporation and its subsidiaries. Audio-Video Recording Company, Inc. and A-V Tape Libraries, Inc. From 1935 to 1942, Charlie was with NBC in sales and traffic. Moving to ABC as sales service manager, he later became vice president and assistant secretary of the company. Being interested in delayed broadcasts through tape, he formed Audio-Video in 1948 when he left the network field to become president of the organization.



**JOHN S. DAVIDSON**, v.p. and dir. of radio and TV for Fletcher D. Richards, Inc., is a New York native and a Yale graduate. He entered the radio business in sales and programming at NBC in 1926. Before that he had been with Judge and the Selznick Motion Picture Co. In 1931 Jack went with Ruthrauff & Ryan. Three years later found him associated with Young & Rubicam. Two years with J. M. Mathes followed Y&R and preceded a short stint with Federal Advertising Agency. He joined Richards in 1947.



**GEORGE FOLEY**, president of Foley and Gordon, Inc., TV production firm, has an agency background, which has proved invaluable in helping him develop programs which can effectively be used in merchandising campaigns. Foley was public relations dir. for Newell-Emmett before taking over the reins at Cecil and Presbrey's TV dept. Biggest of the Foley properties at present is "Tales of Tomorrow" on ABC-TV. First of the adult science fiction shows, it is already being widely imitated by other producers.





## TV PERSONALITIES

**THOMAS B. McFADDEN**, general manager of



NBC-TV's owned and operated KNBH (Hollywood), started at the bottom in network, taking a job as a page in 1934. He has held since that time various positions: news writer in the net's N. Y. newsroom, news broadcaster at WGY (Schenectady) and WRC (Washington), director of news and special events for NBC, assistant manager and later manager of WNBC and WNBT (New York). During World War II, he served first with Naval Intelligence and later with the Army.

**JOHN McCORMICK**, general manager of



WTAM-WNBK (Cleveland), started in the industry as an announcer for WGES (now WINS, New York) in 1929. Next stop was WKRC (Cincinnati) in 1934 as manager. Two years later, he was named manager of WCCO (Minneapolis). In 1940 he came to Chicago in NBC network sales. From February 1945 to May 1946, he was radio director for the Republican National Committee, at which time he returned to NBC sales in Chicago. He assumed his present post in 1948.

**PHILIP G. LASKY**, exec. v.p. and gen. mgr. of



KPIX television and KSFO, San Francisco, was a "ham" operator as a boy and later became a shipboard wireless operator. After a short time as a reporter on the Denver Post, he worked briefly at KFEL and KLX, Denver, KDYL, Salt Lake City, and in 1935 became manager of KSFO (then KTAB). 1940 he became a partner in KROW, Oakland, which he directed until it was sold in 1945. He returned to the management of KSFO and in 1947 took over its TV outlet KPIX.

**CARL KING**, v.p. of Sterling Television Co.,



was born in St. Louis and studied at the Univ. of Chattanooga, followed by a semester of law at Georgetown. His radio career was a well rounded one, including stints as newscaster, disc jockey and executive in many cities throughout the country. Since 1949 Carl has worked exclusively in television and films. At Sterling he has his hands full with production and management details, but finds time to star in his own show, "King Crossroads."

**GAINES KELLEY**, gen. mgr. of WFMY-FM and



WFMY-TV since the station first went on the air in March, 1948, was born in Birmingham, Ala. and attended the Birmingham Y M C A School of Technology. He was associated with the Progressive Farmer, the South's biggest farm journal for 21 years and from 1932 to 1948 he was classified advertising mgr. of the Greensboro Daily News and the Greensboro Record, owners of WFMY operations. He is a past president of the local Lions Club.

**H. PIERSON MAPES**, radio and TV dir. of the



Hutchins Adv. Co., Inc., N. Y., came to TV via the adv. and merchandising field. He first joined the May Radio and TV Corp. in 1930, and in 1933 had risen to the position of sales prom. and merchandising mgr. In 1935 he moved from May organization to the Hutchins Agcy. where he handles the Philco TV Playhouse on NBC-TV. Pierson is charged with the responsibility of supervising Philco's TV programming, also taking part in Co.'s policies.



## TV PERSONALITIES

**GAYLE V. GRUBB**, v.p. and managing director



of WJBK, Detroit, started with KFAB, Lincoln, Neb., where he was most everything from song writer to mgr. Later he joined WKY, Oklahoma City, as g.m. and built that station into one of the top in the country. Gayle was also associated with KGO and KGO-TV, San Francisco, Calif. During his student days at Nebraska University, Gayle was gearing his

future to a successful career by editing his college paper, writing stories and cartoons.

**WILLIAM VON ZEHLE**, is head of the advertising firm bearing his name, owner of Package Shows, Inc., and producer of DuMont's "It's In The Bag."



In the past he was associated with WNEW, WHN and WINS, and was a radio director in Hollywood for M. C. A. Bill has been most everything from a sailor to a salesman. Bill's father was a baron and his mother the

niece of Lord Lister, of antiseptic fame. Despite this background Bill has a shirt sleeved attitude toward his work and life.

**WILLIAM C. SWARTLEY**, station manager of the Westinghouse Radio Stations in New England, got started in radio with the parent organization following his graduation from Cornell University. After several administrative posts, Bill became manager of the Westinghouse outlets in Ft. Wayne (WOWO and WGL). In 1940, he was named station manager of WBZ and WBZ (Boston). Army



service came next and then he returned to New England. His work today includes both radio and TV.

**FREDERICK A. LONG**, dir. of radio and TV at Geyer, Newell & Ganger, Inc., joined the agency in 1946 as radio production mgr. and later became asst. dir. of the department. After starting in radio in 1927 he produced and directed on all the national nets; served as program dir. in Washington for CBS, was head of radio for Lord & Thomas in Chicago, served, during World War II, as dir. of U. S. radio activities, and until 1946 was account exec. and motion picture and TV dept. head with BBD&O.



**WILSON M. TUTTLE**, v.p. and dir. of radio and TV at Ruthrauff & Ryan, Inc., is charged with the responsibility of presenting the new Dodge-ANTA half on ABC, and new College Bowl series. Tuttle started as an actor-writer-director in the theatre. In 1936 he joined WOR as a staff director and remaining with the station until 1939. He then went to R. & R. and 3 years later joined A. & S. Lyons. Returning to R. & R., he was elected to his present post in 1946.



**KENNETH W. STOWMANN**, TV sales mgr. of WFIL-TV, Phila., is a veteran of 25 years in the broadcasting field. He joined WFIL staff in 1945 as assistant to the gen. mgr., following 3½ years with the U. S. Navy. Before assuming his present position in 1948, Ken directed WFIL-TV operations for more than a year. While in the service he was a lieutenant on the staff of Rear Admiral C. E. Resendahl, chief of the Naval Airship Training Command at Lakehurst, N. J. Ken is a member of the Poor Richard Club.



## TV PERSONALITIES

**HY M. STEED**, mgr. of WLAV, AM-FM-TV, Grand Rapids, Mich., deserted a law career in Illinois before joining the Army in 1917. Soon after his enlistment he became a leader of the 54th Field Artillery Band. Following the war Hy toured the U. S. and Canada with a group from his military band. He left show business flat for radio at WWJ, Detroit, and has been in radio ever since, taking on



executive duties in 1929 with WMBC. In 1940 Hy moved across the state to become mgr. of WLAV.

**R. G. WINNIE**, station mgr. of WTMJ and MTMJ-TV, The Milwaukee Journal stations, has been with the stations for 23 years. Starting as an announcer in 1928, after graduation from the U. of Wisconsin, he broadcast play-by-play sports and kept it up for 18 years. During this time Russ advanced from job to job with WTMJ, finally becoming asst. mgr., and then station



manager in 1946. At this time Russ retired from on-the-air work in order to devote his entire time to station management.

**NAT WOLFF**, v.p. in charge of radio-TV production at Young & Rubicam was head of all radio on the West Coast for the OWI during World War II, and later organized the New York office and remained there for the duration. After the war he joined MGM as an executive but soon returned to radio where he became a top-flight writer as well as producer-director. In the



latter capacity, he joined the team of Ronald and Benita Colman and Don Quinn in "The Halls of Ivy." He joined Y & R in 1951.

**FRANKLIN SNYDER**, v.p. and station mgr. of WXEL, Cleveland, O., joined the Jones & Laughlin Steel Corp. after graduation from the Carnegie Institute of Technology. In 1938 Frank and several of his friends formed the Quality Laboratories. This organization lasted five years and Frank went on to the Dravo Corp., and in 1944 transferred to the Magnetic Metals Co. Resigning from Mag-



netic Metal in 1949, he helped construct and organize WXEL and finally assumed active management.

**CLINTON F. WHEELER, JR.**, director of radio and TV for Hewitt, Ogilvy, Benson and Mather, started by doing public relations for WGN, Chicago. Prior to the war he spent two years with KFRU, ABC affiliate, as announcer, producer-director and newscaster. Following this he embarked on a 3½-year tour of duty in the radio intelligence division of the U. S. Coast



Guard. Before joining HOB&M, Clint was a member of the TV account service department of B. B. D. & O.

**SYLVESTER L. WEAVER**, v.p. in charge of TV for NBC, came to the Web from Y & R, where he was v.p. in charge of Radio and TV. His career started with writing advertising copy in Los Angeles, and turning to radio program production with CBS-Don Lee Web. Before joining Y. & R. in 1936 he was program mgr. of KFRC, San Francisco. During the war Pat served with the Office of Co-



ordinator of Inter-American Affairs, then as commander of an escort ship in the South Atlantic's "Torpedo Junction."

## TV PERSONALITIES

**WILLIAM L. WEDDELL**, v.p. in charge of radio and TV of Leo Burnett Co., Inc., with headquarters in Chicago, has been in the broadcasting field since graduation from the University of Chicago. He was with NBC, Chicago, as sales promotion mgr. and went on to Erwin Wasey & Co. to become radio director. Before joining Leo Burnett Agcy. in 1946, he returned to NBC.

Among outstanding TV programs handled by Burnett are "Say It With Acting," "Smiling Ed McConnell" for the Brown Shoe Co.



**JAMES LEONARD**, gen. mgr. of WLW-C, Columbus, O., started in radio as announcer, producer, and sport-caster for the Univ. of Florida's station, WRUF, in 1934. Two years after his graduation he joined the staff of WLW in Columbus. Jim became one of the station's outstanding stars and in 1944 accepted the position of program director for WSAI, Cincinnati, which served to prepare him for his promotion to gen. mgr. of WLW-C in 1949. Columbus's first TV station has paid off under his command.



**READ HAMILTON WIGHT**, dir. of radio and TV with J. M. Mathes, Inc., is a Harvard grad and got his first business experience with Procter & Gamble in the advertising dept. in Cincinnati. Read followed with positions as radio dir. for H. W. Kastor and Sons, Chicago; v.p. and Chicago mgr. of the World Bestg. System; manager of Chicago and Midwest radio department for the William Morris

Agency and from 1946-1948 he was with ABC as executive producer of the "Paul Whiteman Record Club," and "Stop the Music."



**NATHAN LORD**, v.p. and gen. mgr. of WAVE and WAVE-TV, Louisville, Ky., is a native of Louisville, returning in 1920 after a sojourn in Alberta, Canada. He became a reporter for the Post and The Courier-Journal and eight years later left the newspaper as day city editor to become advertising mgr. of the Girder Corp. In 1933 he went with the Herald Post and in the same year became v.p.

and gen. mgr. of WAVE, Inc. WRXW, FM outlet was added in 1947 and WAVE-TV on Nov. 24, 1948.



**WILLIAM PAUL WARWICK**, radio and TV director for Warwick and Legler, Inc., was associated with ABC and NBC-TV. Bill joined the agency two years ago and is currently producer-director for the Pabst Blue Ribbon Bouts, supervisor of "The Plainclothes Man," and the Hoffman Beverages "Children's Hour." In handling the Pabst bouts, Bill set up the first network sports telecasts from St. Louis, Detroit, and San Francisco. In connection with the work Bill has traveled some 200,000 miles.



**E. R. VADEBONCOEUR**, v.p. and gen. mgr. of Central N. Y. Broadcasting Corp., operators of WSYR, AM-FM-TV, Syracuse, is forced to give up the daily news program which he has broadcast for the past twelve years, because of duties in running 3 mediums. His news covered some of history's most important events including broadcasts from New Guinea and the Pacific, as well as from Europe. He took over the news stint two weeks before Hitler invaded. Previously he had handled promotion for WSYR.





## TV PERSONALITIES

**HERBERT B. WEST**, head of the TV department at BBD&O, is a graduate of Birmingham-Southern College in Alabama, his native state. He began his career with the William Wrigley Co. on a sales promotion crew and from there, joined BBD&O. Sixteen years have passed since he joined the agency and he has served as a copywriter, radio account executive and account executive. His work today includes

the supervision of some 50 TV accounts, and in addition he has also authored numerous trade articles.



**NICHOLAS E. KEESELEY**, v.p. in charge of radio and TV for Lennen & Mitchell, Inc., Agency, was born in Philadelphia and took his first agency job with N. W. Ayer & Son back in 1928. In 1943 he became CBS program sales head, later he opened his own artist agency. Joining Lennen & Mitchell, Keesley was instrumental in setting up the agency's TV dept. He has had a hand in the

production of the Old Gold Amateur Hour, "Stop the Music," the Tidewater Oil news program and many others.



**H. P. LASKER**, gen. mgr. of WLW-D, Dayton, O., was born and educated in Europe. Experience gained in transportation advertising while in France and England helped him to land his first U. S. job in that field at WLW. He held that post for ten years before being named sales mgr. for the TV outlet in Dayton. A little over two years ago he was appointed to his present position. Pete is a devotee of sports and is a leader at the many staff parties on the skating rinks, swimming pools and tennis courts.



**U. A. LATHAM**, gen. mgr. of WKRC-TV, Cincinnati, O., has been in TV since 1949. He has made WKRC his home for the past 15 years after leaving the sales end of automobile distribution. Having sold the mgr. of WKRC some quick automobiles, he was immediately hired for the station and in 1941 rose to the position of local sales manager. Gen. sales mgr. of the AM outlet was his next

jump and in 1949 he was appointed gen. sales mgr. for WKRC-TV. One year later he was named mgr. of the station.



**LINUS TRAVERS**, executive v.p. and gen. mgr. of the Yankee Network, is also a "member of the board" of Mutual. While still a senior in college he joined WEA N, Providence, when shortly after he was transferred to WNAC, Boston. His career progressed when he became production chief, and later v.p. in charge of sales and production. In 1943 he was elected executive v.p. and member of the



board of the Yankee Network. He is known as one of the best informed men in the radio-TV industry.

**C. ROBERT THOMPSON**, general manager of WBEN (AM-FM-TV), Buffalo, got his first job in radio with WAIU (Columbus) as a singer in 1925. Announcing at WCAO (Baltimore) followed in 1928. In 1931, he and Cliff Harris, leased WTBO (Cumberland, Md.) and became co-manager. In 1932, he went back to Columbus with KCAH and later to WCOL. Bob went to Buffalo in 1938 with WEBR and then



to WBEN in 1942. In 1944, he became manager of WBEN and in 1950, general manager.



## TV PERSONALITIES

**LEWIS H. TITTERTON**, head of the radio and TV departments of Compton Advertising, Inc., has degrees from both Cambridge University and Harvard. Starting in journalism, he was assistant editor of the Atlantic Monthly in 1925 and a year later went to the Macmillan Company. He joined NBC in 1932 as a script editor and served with that network until 1944 when he joined Compton as director of radio. Later, he was named vice president in charge of radio and television.



**CHARLES de YOUNG THIÉRIOT**, gen. mgr. of KRON-FM and KRON-TV (San Francisco), was educated in France and Switzerland before coming to this country, where he got his degree from Princeton. He started out thereafter with the San Francisco Chronicle, which he left to serve in the Navy in World War II. In 1947, established his own FM operation and two years later TV. In addition to



his radio positions, he is also assistant general manager of the Chronicle and director of Chronicle Publishing.

**SARKES TARZIAN**, president of WTTS and WTTV (Bloomington, Ind.), is a graduate of the University of Pennsylvania with an electrical engineering degree. After Penn, he went to Atwater Kent and later to RCA. World War II found him in charge of the latter's Bloomington plant, which he left to serve in the Navy. With his discharge, he started business for himself and today, he



owns plants in Pennsylvania, New Jersey and Illinois, producing tubes, tuners and selenium rectifiers.

**ROBERT D. SWEZEY**, general manager of WDSU (AM-FM-TV), New Orleans, is best known throughout the industry for his efforts in behalf of the NARTE-TV code, recently enacted. Actually, Bob started out as a lawyer, getting his degree from Harvard. Entering radio, he became general counsel and secretary of the Blue network from 1942 to 1944, when he left to join Mutual as vice president and general manager. In New York Bob is remembered as a past president of the Radio Execs Club.



**P. A. SUGG**, vice president of the WKY Radiophone Company and manager of WKY and WKY-TV (Oklahoma City) before entering commercial radio with KPO (San Francisco) in 1929. After two years, he moved to NBC as control supervisor in charge of technical network operations. Service in the Navy during World War II interrupted his career, however, following discharge in 1945, he



became manager of WKY. Preparations for television followed and on June 6, 1949, WKY-TV, under Sugg's guidance, was opened.

**THEODORE C. STREIBERT**, president of WOR (New York), has not only brought WOR and WOR-TV into a pre-eminent position in New York, and also was instrumental in the founding of the Mutual network. Prior to joining WOR in 1933, he was associated with RKO and Cinema Credits Corporation. Moving up the ladder rapidly, Ted became a member of the station board of directors in 1935, executive vice president and general manager one



year later and president in 1945.

# Play and Story

# BROKERS

## Los Angeles, Calif.

## New York, N. Y.

**Bentl, George**  
6606 Sunset Blvd.....GRanite 8608

**Bergerman—Breacher Agency**  
9629 Brighton Way, B. H....CRestview 6-3196

**Bloom, Phil, Agency**  
8506 Sunset Blvd.....CRestview 4-6064

**Elwood, Maren, Agency**  
4949 Hollywood Blvd.....OLympic 4786

**Famous Artists Corp.**  
9441 Wilshire Blvd.....CRestview 1-5222

**French, Samuel, Inc.**  
7623 Sunset Blvd.....HEmpstead 3146

**Goldstone, Nat C.**  
9121 Sunset Blvd.....CRestview 6-1071

**Jaffe, Sam, Inc.**  
8555 Sunset Blvd.....CRestview 6-6121

**Herzbrun, Walter, Agency**  
9009 Beverly Blvd. (36)....CRestview 6-4157

**Irwin, Lou**  
9134 Sunset Blvd.....CRestview 1-7131

**Kohner, Paul, Inc.**  
9169 Sunset Blvd. (46)....CRestview 1-5165

**Lichtig & Englander**  
8776 Sunset Blvd.....CRestview 1-2141

**Literary Corp. of America**  
9115 N. La Cienega Blvd. (46)  
CRestview 5-7494

**Morris, William, Agency**  
202 N. Canon Dr., Bev. Hills.CRestview 1-6161

**Music Corp. of America**  
9370 Santa Monica Blvd., B. H.  
CRestview 6-2001

**Orsatti & Co.**  
300 S. Beverly Dr.....CRestview 6-6241

**Preminger, The Ingo, Agency**  
204 S. Beverly Dr., B. H....CRestview 6-8775

**Ring, S. E.**  
1654 Cherokee.....GRanite 6412

**Small Co., The**  
441 S. Beverly Dr., B. H....CRestview 5-5321

**Small, Paul**  
8747 Sunset Blvd. (46)....CRestview 1-5246

**Swanson, H. N., Inc.**  
8523 Sunset Blvd.....CRestview 15115

**American Play Co.**  
522 Fifth Ave.....Murray Hill 2-0156

**Bartsch, Hans**  
522 Fifth Ave.....Murray Hill 2-0156

**Brandt & Brandt**  
101 Park Ave.....Murray Hill 3-5890

**Brown, Curtis, Ltd.**  
347 Madison Ave.....Murray Hill 6-6170

**Century Play Co., Inc.**  
522 Fifth Ave.....Murray Hill 2-9145

**Fishbein, Frieda**  
11 W. 42nd St.....Lونغacre 5-1379

**French, Samuel**  
25 W. 45th St.....LUXemburg 2-4700

**Hayward, Lehand, Ltd.**  
250 W. 57th St.....JUdson 6-2580

**International Literary Bureau, Inc.**  
11 W. 42nd St.....Lolongacre 4-5576

**King, Eleanor**  
19 W. 44th St.....Murray Hill 2-6390

**Leonard, Claire & Carl Cowl**  
516 Fifth Ave.....Murray Hill 7-6782

**Lyons, A. & S., Inc.**  
515 Madison Ave.....PLaza 3-5181

**Matson, Harold**  
30 Rockefeller Plaza.....CIRCLE 6-2750

**Morris, William, Agency, Inc.**  
1270 Ave. of the Americas.....CIRCLE 7-2160

**National Artists Bureau**  
156 W. 44th St.....LUXemburg 2-3450

**Paige, Ethel**  
Rm. 605, Hotel Edison, 228 W. 47th St.  
CIRCLE 6-5000

**Pauker, Dr. Edmond**  
1639 Broadway.....COLUMBUS 5-1726

**Reynolds, Paul R. & Son**  
599 Fifth Ave.....Murray Hill 8-4767

**Salisbury, Leah**  
234 W. 44th St.....LACKawanna 4-8628

**Taylor, Ethel C.**  
55 W. 55th St.....CIRCLE 5-8620

**Writers Workshop, Inc.**  
280 Madison Ave.....LEXington 2-9873

# MANAGERS AND AGENTS

Address and Telephone Numbers of Talent Representatives  
in New York, Los Angeles and Chicago



## NEW YORK



**Affiliated Artists**  
20 East 53rd St. .... PLaza 3-1862  
**Alexander, Willard, Inc.**  
30 Rockefeller Plaza ..... Circle 6-4224  
**All America Artists, Inc.**  
1819 Broadway ..... Circle 6-6646  
**Appell, James S.**  
400 Madison Ave. .... PLaza 3-7840  
**Ashley, Ted**  
545 Fifth Ave. .... MUrray Hill 7-0576  
**Becker, V. S. Advertising Service**  
562 Fifth Ave. .... LUXembourg 2-1040  
**Bestry, Harry**  
254 W. 54th St. .... PLaza 7-0737  
**Briscoe & Goldsmith, Inc.**  
522 Fifth Ave. .... MUrray Hill 2-6244  
**Brooks, Ted**  
134 East 57th St. .... PLaza 9-1344  
**Chase, Cleveland B. Co., Inc.**  
424 Madison Ave. .... ELdorado 5-1591  
**Coe, Roberts Associates**  
366 Madison Ave. .... VAnDerbilt 6-3417  
**Collins, Ted**  
1819 Broadway ..... Circle 7-0094  
**Columbia Artists Management, Inc.**  
113 West 57th St. .... Circle 7-6900  
**Consolidated Radio Artists, Inc.**  
30 Rockefeller Plaza. .... Columbus 5-3580  
**Cooper, Frank Associates**  
521 Fifth Ave. .... VAnDerbilt 6-5661  
**DeGroot, Roy Consultants, Inc.**  
551 Fifth Ave. .... MUrray Hill 7-9135  
**Ebbins, Milt**  
1270 Sixth Ave. .... Circle 7-2160  
**Evans & Weinhold**  
113 West 57th St. .... Circle 7-6900  
**Fallman Associates, Ltd.**  
1501 Broadway ..... LACKawanna 4-3544  
**Famous Artists Corp. of N. Y.**  
610 Fifth Ave. .... Circle 7-6200  
**Fanchon & Marco, Inc.**  
1501 Broadway ..... CHickering 4-3956  
**Herman Fialkoff Agency**  
1560 B'way ..... JUDson 2-4037  
**Frederick Bros. Agency, Inc.**  
67 W. 44th St. .... MUrray Hill 7-2033  
**Gabbe, Lutz & Heller**  
1619 B'way ..... Circle 5-7998  
**Gale, Inc.**  
48 West 48th St. .... PLaza 7-7100  
**General Artists Corp.**  
1270 Sixth Ave. .... Circle 7-7543  
**Getts, Clark H.**  
430 Park Ave. .... PLaza 0-0910  
**Gibbs, John E., & Co.**  
30 Rockefeller Plaza. .... COLumbus 5-7504  
**Glaser, Joe, Inc.**  
745 Fifth Ave. .... PLaza 9-4600  
**Goodman, Martin**  
Warwick Hotel ..... JUDson 6-1180  
**Greshler, Abner J.**  
1270 Sixth Ave. .... Circle 7-3025  
**Grossman, Al**  
1270 Sixth Ave. .... Circle 5-8422  
**Haensel & Jones**  
113 West 57th St. .... Circle 7-6900  
**Hahlo, Sylvia**  
711 Fifth Ave. .... PLaza 9-6000

**Hanna, Mark**  
654 Madison Ave. .... TEMpleton 8-8730  
**Hayward, Leland, Ltd.**  
250 W. 57th St. .... JUDson 6-2680  
**Hurok Attractions, Inc.**  
711 Fifth Ave. .... PLaza 9-6000  
**International Artists Corp.**  
420 Madison Ave. .... PLaza 9-7490  
**Karn, Estella H.**  
49 West 45th St. .... LUXembourg 2-2170  
**Sonny Kendis, Inc.**  
1776 B'way ..... PLaza 7-2070  
**Kerr, Bob**  
1270 Sixth Ave. .... COLumbus 5-8051  
**Leddy, Mark J.**  
48 West 48th St. .... PLaza 7-3760  
**Lengel, William C. Literary Associates**  
67 West 44th St. .... MUrray Hill 2-3606  
**Lipset, Benjamin B.**  
1350 Broadway ..... CHickering 4-2466  
**Leipzig, Syd**  
730 Fifth Ave. .... Circle 5-7980  
**Management Corp. of America**  
598 Madison Ave. .... PLaza 9-7500  
**William McCaffrey Agency**  
501 Madison Ave. .... ELdorado 5-1076  
**Metro Artist Bureau**  
730 Fifth Ave. .... Circle 6-8470  
**Michaud, Arthur T.**  
1619 Broadway ..... Circle 7-2900  
**Minding, Louis A.**  
113 West 57th St. .... Circle 5-5370  
**Morris, William Agency, Inc.**  
1270 Sixth Ave. .... Circle 7-2160  
**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 Concert & Artists Corp.**  
711 Fifth Ave. .... PLaza 9-6000  
**National Radio & Theatrical Bureau**  
1050 Broadway ..... JUDson 6-3550  
**North, Meyer B.**  
1564 Broadway ..... PLaza 7-3445  
**O'Connor, John**  
1697 Broadway ..... Circle 5-4920  
**Okun, Lillian**  
2 West 67th St. .... TRafalgar 7-8916  
**Peed, Earl S.**  
270 Park Ave. .... PLaza 8-3161  
**Pratt, Ben**  
322 East 50th St. .... PLaza 8-0593  
**Richard, Max**  
1776 Broadway ..... PLaza 7-6414  
**Roberts, Bob Levitt**  
806 Seventh Ave. .... JUDson 6-0026  
**Roberts, Kay**  
420 Madison Ave. .... PLaza 9-7490  
**Shurr, Louis**  
1501 Broadway ..... CHickering 4-8240  
**Simon, Arthur**  
420 Madison Ave. .... PLaza 9-7490  
**Souvaine, Henry, Inc.**  
30 Rockefeller Plaza. .... Circle 7-5666  
**Special Attractions, Inc.**  
48 West 48th St. .... PLaza 7-3380  
**Stanley, Aileen**  
1619 Broadway ..... PLaza 7-6779  
**Stark, Wilbur**  
551 Fifth Ave. .... MUrray Hill 7-6320  
**Storer, Douglas F.**  
1270 Sixth Ave. .... Circle 7-6325  
**Vallon, Mike**  
1270 Sixth Ave. .... Circle 7-0162



## Managers and Agents

Waible, Fred  
400-A E. 56th St. . . . . ELdorado 5-2372

Wilson, Roy  
444 Madison Ave. . . . . PLaza 9-4961

Wolf Associates, Inc.  
420 Madison Ave. . . . . PLaza 5-7620

Yost, Ben Enterprises  
1650 Broadway . . . . . CIRCLE 6-6532

Saphier, James L., Agcy., Inc.  
9538 Brighton Way (B.H.) . . . . . CRestview 1-7231

Salkow, Agcy., Ted.  
9119 Sunset Blvd. (46) . . . . . CRestview 1-9134

Sharpe, Don W.  
8743 Sunset Blvd. (46) . . . . . CRestview 6-2044

Schwartz Agcy.  
8749 Sunset (46) . . . . . CRestview 4-6301

Shauer, Mcville A., Agcy.  
9120 Sunset Blvd. (46) . . . . . CRestview 1-1103

Sherman, Edward, Agcy.  
8580 Sunset Blvd. (46) . . . . . CRestview 5-0186

The Small Co.  
8272 Sunset Blvd. (46) . . . . . HOLLYWOOD 9-2722

Shurr, Louis Agcy.  
327 North Rodeo Dr. (B.H.) . . . . . CRestview 1-1116

Stempel-Olenick Agcy.  
717 N. La Cienega Blvd. (46) . . . . . CRestview 1-7141

Winkler, Daniel M.  
9470 Santa Monica Blvd. (B.H.)  
CRestview 1-7244



### LOS ANGELES



Allen Larry, Inc.  
6381 Hollywood Blvd. (28) . . . . . HEmpstead 0421

Bergerman, Stanley & Co.  
9629 Brighton Way (B.H.) . . . . . CRestview 6-3196

Bernie, Herman  
208 S. Beverly Dr. (B.H.) . . . . . CRestview 5-0117

Bloom, Phil, Agcy.  
8056 Sunset Blvd. . . . . CRestview 4-6064

Business Administration Co.  
360 N. Camden Dr. (B.H.) . . . . . CRestview 6-7071

Century Artists, Ltd.  
8619 Sunset Blvd. . . . . CRestview 1-8131

Columbia Artists Management, Inc.  
427 West 5th St. . . . . MADison 6-2327

Crosby, Everett N., Ltd.  
9028 Sunset Blvd. (46) . . . . . BRadshaw 2-2771

Dolan, Ken, & Co.  
6233 Hollywood Blvd. . . . . HOLLYWOOD 9-3558

Famous Artists Corp.  
9441 Wilshire Blvd. (B.H.) . . . . . CRestview 1-5222

Federal Artists Corp.  
8734 Sunset Blvd. (46) . . . . . CRestview 5-5251

Frederick Bros. Agcy. Inc.  
214 N. Canon Dr. (B.H.) . . . . . CRestview 1-6244

General Artists Corp.  
9028 Sunset Blvd. (46) . . . . . CRestview 1-8101

Gertz, Mitchell Agcy., Inc.  
240-242 S. Beverly Dr. (B.H.)  
CRestview 4-5491

Nat C. Goldstone Agcy.  
9121 Sunset Blvd. (46) . . . . . CRestview 6-1071

Hamilburg, Mitchell, Jr.  
8776 Sunset Blvd. (46) . . . . . CRestview 5-4171

Irwin, Lou, Inc.  
9134 Sunset Blvd. (46) . . . . . CRestview 1-7131

Jaffe, Sam, Agcy.  
8553 Sunset Blvd. (46) . . . . . CRestview 6-6121

Kolner, Paul, Inc.  
9160 Sunset Blvd. (46) . . . . . CRestview 1-5165

Kramer, Earl Agcy.  
204 S. Beverly Drive (B.H.) . . . . . CRestview 6-2338

Kurtze, Jack, Agcy.  
214 N. Canon Dr. (B.H.) . . . . . CRestview 4-5403

M. C. Levee  
9121 Sunset Blvd. . . . . CRestview 6-1071

MCA, Ltd.  
9370 Santa Monica Blvd. (B.H.)  
CRestview 6-2001

McConkey Artists Corp.  
Hollywood Roosevelt Hotel (28)  
HEmpstead 7141

Morris, Wm., Agency, Inc.  
202 N. Canon Drive (B.H.) . . . . . CRestview 1-6161

National Concert & Artists Corp.  
427 W. 5th St. (13) . . . . . MADison 9-1241

Orsatti Agcy., The  
9121 Sunset Blvd. . . . . CRestview 6-6241

Phillips, Ed Paul, Agcy.  
6533 Hollywood Blvd. (28) . . . . . Hillside 8266

Preminger, Inge, Agcy.  
204 S. Beverly Dr. (B.H.) . . . . . CRestview 6-8775

Radio Artists Corp.  
416 N. Bedford Ave. (B.H.) . . . . . CRestview 1-7111

Radio Registry  
1519 Cross Rds. of the World. Hillside 8321

Rocamora, Wynn  
8584 Sunset Blvd. (46) . . . . . CRestview 4-5431

Rosenberg, George, Agcy., Inc.  
211 S. Beverly Dr. (B.H.) . . . . . CRestview 1-8121

Rush, Art, Inc.  
6277 Selma Ave. (28) . . . . . Hillside 5161



### CHICAGO



Norman Alexandroff Artists' Bureau  
410 S. Michigan Ave. . . . . WAbash 2-8761

Associated Booking Corp.  
203 North Wabash. . . . . CEntal 6-9451

Benn Theatrical Agency  
64 West Randolph St. . . . . DEarborn 2-6850

Billboard Attractions  
203 North Wabash. . . . . CEntal 6-3353

Consolidated Radio Artists of Ill.  
32 W. Randolph St. . . . . FRanklin 2-8300

Ellsworth, W. M.  
75 E. Wacker Drive. . . . . CEntal 6-0942

General Artists Corp.  
360 N. Michigan Ave. . . . . STATE 2-6288

Harry Greben Enterprises  
203 North Wabash. . . . . DEarborn 2-0996

Gumbiner Management Co.  
120 S. LaSalle St. . . . . STATE 2-0248

Charles E. Hogan  
203 North Wabash. . . . . CEntal 6-2032

Tweet Hogan  
203 North Wabash. . . . . ANdover 3-6910

Jack & Jill Players Radio Artists Co.  
180 E. Delaware St. . . . . DELaware 7-7334

Lear Productions Corp., Les  
139 No. Clark St. . . . . FRanklin 2-2100; 2-7840  
ANdover 3-7233

Levin, W. Biggie  
612 N. Michigan Ave. . . . . SUPERior 7-0506

Lutz, Estelle, Artists Bureau  
25 E. Jackson . . . . . HArrison 7-3435

Paul Marr Theatrical Agency  
203 North Wabash. . . . . DEarborn 2-7782

McConkey Music Corporation  
127 North Dearborn. . . . . STATE 2-7332

Morris, William, Agency  
203 N. Wabash Ave. . . . . STATE 2-3632

Morse, Sidney P.  
203 N. Wabash Ave. . . . . CEntal 6-3353

Music Corporation of America  
430 N. Michigan Ave. . . . . DELaware 7-1100

Mutual Entertainment Agency, Inc.  
203 North Wabash. . . . . RANDolph 6-6990

National Concert & Artists Corp.  
105 W. Adams St. . . . . DEarborn 2-5813

Sidney J. Page  
203 North Wabash. . . . . STATE 2-7344

Parks, James & Co.  
333 N. Michigan Ave. . . . . CEntal 6-7980

Radio Talent, Inc.  
410 North Wabash. . . . . WHITEhall 4-3796

Schuster, Milton  
127 North Dearborn St. . . . . DEarborn 2-3633

Phil Tyrrell Agency  
203 North Wabash. . . . . FRanklin 2-8665

WLS Artists Bureau  
120 W. Washington Blvd. . . . . MONroe 6-9700



# FILMS' PLACE IN TELEVISION

By GEORGE T. SHUPERT, Vice President, Peerless Television Productions, Inc.

NOT so long ago television producers were divided into two camps—those who felt films would play an important role in television and those who felt that all television programs must be live. Today, several years later and with the wisdom born of experience, the dividing line between the two factions is barely perceptible. Both have learned that neither live nor filmed programs offer the complete answer to every program need. Each has its place and each complements the other to make up a well balanced television program.



Shupert

The scope of a live television program is limited, and like the legitimate theatre, it often suffers from shortness of reach in its story telling department. The theatre can over-come this lack of scope by the personal magnetism of the actors who appear on the stage almost within arms reach of the audience. Live television, however, cannot thus compensate for its weaknesses, for with television, no matter how the picture originates, the end result as it appears in the viewer's home is a motion picture.

Filmed television programs can be shown time again and always in the same flawless manner without fluffs or accidents which can be most embarrassing to a sponsor. They cost less, too, because original costs can be amortized over many markets. Films are the only sure way that local and regional sponsors can compete with high priced network talent.

The past year has seen a great increase in the use of filmed television programs. During 1951, microwave relays began carrying live television signals from coast to coast, and sponsors discovered that the time differential offered a real stumbling block. The result has been that several national advertisers are again conducting studies to see if they might not do better with film.

I believe that we are just entering a period when many of these advertisers

will turn to film to supply the bulk of their program needs. General David Sarnoff's recent prediction that as much as 75 per cent of all television programs will eventually be on film, may well become a reality by the end of 1952. And when one considers that less than 40% of all television programs are today on film, he begins to realize the magnitude of the task confronting the film producers.

During 1951 there was a great change in the qualitative as well as the quantitative aspect of films for television. While at the beginning of the year, well over a hundred film producers with varying degrees of talent were engaged in television film production, today less than one-third of this number are so engaged; many of these find the going rather difficult. The incompetents, the shoestring producers, and that fringe element that is ever present when it appears that there is a "fast buck" to be made, are falling by the wayside. And the expanding field for television film product is beginning to attract some really competent motion picture producers. They bring to television the production know-how and financial stability which to date has been largely lacking. Perhaps the most encouraging news to those desiring the best in filmed entertainment is the entrance of such successful Hollywood producers as Edward Small.

And feature films are establishing themselves as quality television fare now that better product is being released. Recently we released a group of top features to television stations and advertisers. They are commanding excellent ratings wherever they play. These results again prove that entertaining, well-made films, whether produced directly for television or not, can attract and hold an audience and pay off for the sponsor.

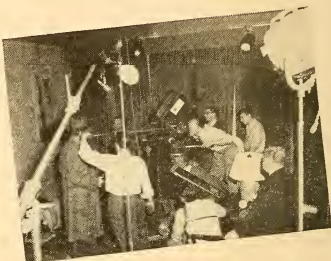
When the freeze on television station construction is lifted, films will be ready and waiting to allow the new television operator to get on the air quickly, economically, and with a program quality impossible to duplicate locally. Films will lessen a station's dependence on network programs and they may eventually change the entire structure of television networking. Whatever way we look at it, television seems destined to grow and prosper during 1952, and films will continue to solve many knotty program problems.

# AUDIOGRAPH STUDIOS, INC.

Complete studio facilities for the production  
of films for television or industry.

*"From a 30 second flash to a complete feature production"*

- Complete production staff
- Large sound stage, 25 foot ceiling
- Sets, lighting
- Two dressing rooms



- Sound on film, sprocket tape, 1/4" tape and disc
- Large, comfortable conference rooms
- Two control rooms
- Cutting room

We invite you to use our complete studio facilities for your film productions under your supervision or to engage us to produce the film for you, either in our large studio or on location.

## AUDIOGRAPH STUDIOS, INC.

846 Seventh Avenue, New York

"In the heart of the Theatrical Center"

PL. 7-6208

# TELEVISION FILM PRODUCERS

**Personnel**



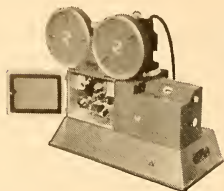
**Phone Numbers**



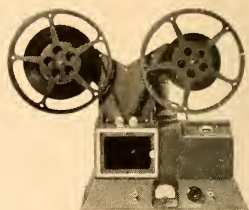
**Addresses**



**Services**

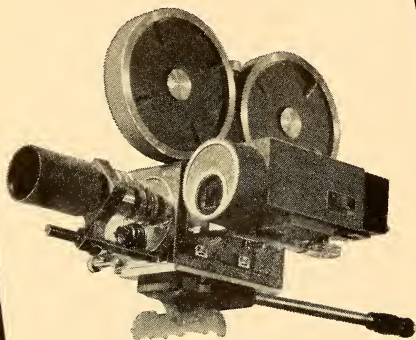


The 16 mm. sound-on-film portable Recording System combines the highest fidelity in 16 mm. recording practice with wide flexibility and simplicity of operation. The system is completely portable and is capable of recording either negative or direct positive variable area and variable density sound tracks.



The 16 mm. Film Phonograph unit provides the finest quality in high fidelity re-recording and playback. The unique optical system, giving an unusually narrow reproducing image with high light output, accomplishes a material reduction in photo-cell hiss—essential for quality reproduction.

## THE MAURER 16 MM CAMERA



The 16 mm. Professional Camera is the result of J. A. Maurer research and development in the 16 mm. field. Designed specifically for professional use, it is equipped with precision high-power focusing and the finest view-finder made.

Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400 foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

*For additional information, please write us.*



The Model F Prime Recording Optical System and Galvanometer is a light modulating unit for recording sound photographically upon standard film. This system requires no special servicing or spare parts (other than recording lamp). Detailed instructions for mounting in your recorder are included.

**16mm**  
**maurer**

# J. A. Maurer, INC.

37-01 31st ST., LONG ISLAND CITY 1, N. Y.

CABLE ADDRESS: JAMAURER



# TELEVISION FILM PRODUCERS



## **Academy Film Productions, Inc.**

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

## **Acme Telectronix Div. of NEA Service Inc.**

W. 3rd and Lakeside, Cleveland 13, Ohio  
*Phone:* MA 1-7300  
 Vice-President .....Meade Monroe  
*Branch Offices*  
 461 8th Ave., New York, N. Y.  
*Phone:* LOngacre 3-5160  
 Eastern Manager.....R. W. Johnson  
 News Bldg., 814 Mission St., San Francisco, Calif.  
*Phone:* GArdfield 1-4158  
 Western Manager.....Sherman Montrose  
 Tribune Bldg., Chicago, Ill.  
*Phone:* SUperior 7-8320  
 Midwest Manager.....J. L. Herman  
*Services Offered*—TV package programs, production, news pictures and photos in slides, Telephoto service, TV scripts.

## **Advance Film Productions, Inc.**

729 Seventh Ave., New York 19, N. Y.  
*Phone:* CIrcle 5-6873  
 President.....Chas. A. Alicoate  
 Executive Vice-President Chg. of  
 Production.....Wm. E. Wild  
*Services Offered*—Producer of films for television, commercials and shows: Complete planning, writing and production, fully equipped. Projection theaters, Cutting Rooms, Stock shot library.

## **A. F. Films, Inc.**

1600 Broadway, New York 36, N. Y.  
*Phone:* CIrcle 7-2850  
 President .....Nicolas Bongard  
 Director .....Rosalind Kossoff  
*Services Offered* — Distribution of short educational films internationally produced. TV films for distribution in U. S. and Canada.

## **All-Scope Pictures, Inc.**

7525 Beverly Blvd., Hollywood 36, Calif.  
*Phone:* WYoming 1128  
 President.....Gordon S. Mitchell  
 Vice-President.....C. D. Owens  
 Secretary-Treasurer.....L. B. Mitchell  
 Chairman of Bd.....G. L. Carrington  
*Services Offered*—Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second spot commercials for TV. Have very fine animation department.

## **Allegro Pictures, Inc.**

4024 Radford Ave., Studio City, Calif.  
*Phone:* SUncet 2-1121  
 Executive Producer.....William Lava  
 Business and Sales Manager...Al Kavelin  
 Producer-Director.....Maurice Wright  
 Producer & Production  
 Coordinator.....Marjorie Morrison  
 Story Editor.....Laura E. Hanson

## **Allen & Allen Productions**

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

## **Ambassador Films, Inc.**

118 W. 57 St., New York 19, N. Y.  
*Phone:* CIrcle 7-1900  
 Pres. & Exec. Producer.....Eugen Sharin  
 Secretary .....Irwin Belenken  
 Story Editor.....Steven Vas  
 Director .....Leopold Hainisch  
*Services Offered*—Short subjects produced for TV. Exclusive contracts with: Vienna Philharmonic Orchestra, Vienna Choir Boys, La Scala Opera of Milan, Salzburg Marionettes.

## **American Film Co.**

1329 Vine St., Philadelphia 7, Pa.  
*Phone:* WAlnut 2-1800  
 Mgr. ....Ben Harris  
 Gen. Sales Mgr.....Jack H. Harris  
*Services Offered*—We serve 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. We also handle any form of advertising through the American advertising agency headed by Jack H. Harris at the above address.

# ACME

35 MM - **FILM LABORATORIES** - 16 MM

(ASSURED)

## *Color Prints*

- **B&W Developing and Printing**
- **B&W Reversal**
- **Ink Edge Numbering**
- **Magnetic Recording Truck for Motion Picture and TV Production**
- **New Electrical Sound Color Release Printing**

Long before Television was a reality, we were experimenting on film techniques for this medium with Don Lee—first T. V. station in America.

**HILLSIDE 7471**

**1161 North Highland Avenue • Hollywood 38, California**

## Television Film Producers

### American Film Producers

1600 Broadway, New York 19, N. Y.

Phone: PLaza 7-5915

Executive Producers.....Robert Gross,  
Lawrence A. Glesnes

Editorial Chief.....Lester J. Orlebeck  
Script and Creative Chief....David Mathews

Animation Supervisor.....Al Stahl  
Sales Representative.....Joseph R. Miller

*Services Offered*—Sponsored motion picture films and slide films for theatres, television, education, training, etc. Color or black and white; 16 or 35mm.; production and distribution.

### Animated Productions Inc.

1600 Broadway, New York, N. Y.

Phone: COLUMbus 5-2992-3

President .....Al Stahl  
Vice-President .....Irwin Stahl

Sales Manager.....Stanley Benford  
Live Action Director.....Leroy Sylverst

Animation Production.....Elaine Beaver

*Services Offered*—Complete production facilities, animated and live productions, special stop motion techniques with specially equipped Mitchel NC. 35mm camera. Specializing in production of TV comedy shows using combination of live action and animation.

### Animation House, Inc.

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

Phone: MURray Hill 2-8184

Sales Director.....Irving Bunnelle  
*Services Offered*—TV Commercials, live action, stop motion, animations, black and white, color, 35mm or 16mm.

### Evan J. Anton Productions, Ltd.

514 West 57th St., New York 19, N. Y.

Phone: Circle 6-0118

President.....Evan J. Anton  
Vice-Pres. ....Vera Kay

*Services Offered*—Producers of industrial and documentary films and slides, TV commercials and spots.

### Archer Productions, Inc.

35 W. 53rd St., New York 19, N. Y.

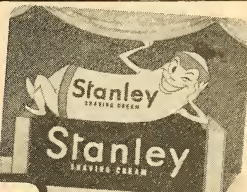
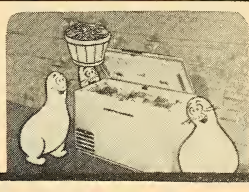
Phone: JUDson 6-2690

President.....Ray J. Mauer  
*Services Offered*—TV scripts, package programs, production.

### Arena Stars, Inc.

366 N. Camden Drive, Beverly Hills, Calif.

President .....Ralph Wonders



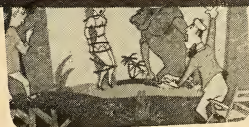
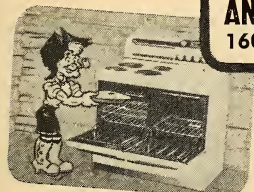
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1600 BROADWAY CO 5-2942





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you get more for your money  
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39 THRILLING HALF-HOURS NOW AVAILABLE

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JOE DEVLIN  
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magic

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# 13

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and many others!

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A complete library of brand-new musical films featuring:  
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735 Spring



## Television Film Producers

### **Art Reels Co.**

510 Cathedral Parkway, New York 22, N. Y.

Phone: MOnument 6-2271

Pres., Producer-Director.....Stephen L. Sharff  
 Sound Department.....Lucille Berkson  
 Writer.....Peter Packer  
 Cameraman.....Stan Patkowski

*Services Offered*—Complete TV film production facilities, dramatic and documentary films.

### **Atlas Film Corp.**

1111 S. Blvd., Oak Park, Ill.

Phone: AUstin 7-8620

Vice-Pres. & Gen. Mgr.....L. P. Mominee  
 V.-P. Chg. Sales.....Edward Schager  
 V.-P. Chg. Adv. & Prom., Frederick K. Barber  
 V.P. & Dir. of TV.....Norman C. Lindquist

*Services Offered* — Production of 16mm. and 35mm. motion pictures and slidefilms—in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs.

### **Atlas Television Corp.**

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

Phone: MU 7-5535

President.....Henry Brown  
*Services Offered*—American and British

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

### **Bailey Films, Inc.**

6509 De Longpre Ave., Hollywood 28, Calif.

Phone: Hillside 7949

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

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

### **Basch Radio & Television Productions**

(See Program Producers.)

### **Bengal Pictures**

15108 Plummer, San Fernando, Calif.

Phone: Empire 2-1984

Business Manager.....Phil E. Cantonwine  
 Story, Narration, Research...Cheri Le Blanch  
 Narrator.....Perry King

*Services Offered*—TV pictures made to order. TV subjects for sponsors, rent and outright sale.

## Cineffects, Inc.

115 West 45th Street

New York 36, N. Y.

Phone: Circle 6-0951-2-3-4

### FOREMOST PRODUCERS AID IN THE EAST

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A Complete Service of Technical and Cartoon Animation

Black and White or Color — 16 or 35mm

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Television, Theatrical and Non-Theatrical Productions

#### SPECIAL EFFECTS

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*For the Very Finest in*

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**M. D. Sackett, Pres.**

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**NEW YORK 19, N.Y.**

**Circle 5-6456**

## TV FILM PRODUCERS

### **William F. Broidy Productions, Inc.**

4376 Sunset Drive, Hollywood 27, Calif.  
Phone: NOrmandie 2-9131

President.....William F. Broidy  
Vice-President.....Wesley Barry  
Treasurer.....Earl Revoir  
Secretary.....Barnett Shapiro  
*Services Offered*—We produce films for television. We will film for others supplying our motion-picture trained personnel and know-how, and we package shows.

### **The Bray Studios Inc.**

729 Seventh Ave., New York 19, N. Y.  
Phones: Circle 5-4582-3

President.....J. R. Bray  
Vice-Pres. & Secy.....Paul A. Bray

Treasurer.....M. Bray  
Director.....L. G. Lambert  
Film Distribution Mgr.....B. D. Hess  
*Services Offered*—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library of films available for TV.

### **Al Buffington Productions**

6711 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLLYWOOD 9-8367

Sales & Program Mgr...Albert B. Buffington  
Staging Mgr.....Milford Capman  
Script Editor.....Donna Kellogg  
*Services Offered*—Live package show, both national and local, AM and TV. Filming of commercial film for TV. Making of radio transcriptions.

## YOUR FILM PROBLEMS HAVE BEEN OUR BUSINESS FOR 20 YEARS

Sales Training  
Institutional  
Sales Development  
Safety  
Television Programs  
TV Commercials  
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Scene from a recent Philco color training film designed to aid distributors and dealers.

*Among our clients are:*  
Armstrong Cork Co.  
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Borden Company  
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Philco  
United Fruit Co.  
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CORPORATION

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Studios: 510 West 57th Street, New York

**VV New York's Complete Motion Picture Production Service VV**





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& Dorrance, Inc.



Ipano Toothpaste  
Doherty, Clifford &  
Shentfield, Inc.



Jules Montenier, Inc  
Earle Ludgin & Co.

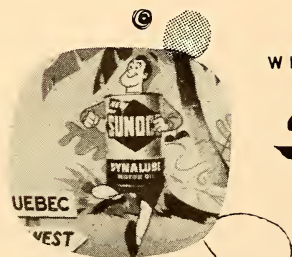


The R. T. French Company  
J. Walter Thompson Co.



Zenith Radio Corporation  
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## THESE SPOTS BEFORE YOUR EYES



Sun Oil Company  
Hewitt, Ogilvy, Benson & Mather, Inc.

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New York • Chicago





## TV FILM PRODUCERS

### Calhoun Studios

266 East 78th St., New York 21, N. Y.

Phone: RE 4-8017

Director of Photography.....Brian Calhoun  
Producer-Director.....William S. Kent  
Sound Engineer.....Howard Kaiser  
Talent and Scripts.....Robert K. Adams  
Art Director.....Larry Hotcaveg  
Film Editor.....Lottie Schaler  
Sales Manager.....William Hyer  
Public Relations Director.....Jack Petrill

*Services Offered*—Aid conditioned, sound-proofed and completely equipped for the production of 16mm and 35mm motion pictures for Television, Industry, Education and Entertainment.

### Campus Film Productions

161 Remsen St., Brooklyn 2, N. Y.

Phone: TR 5-6296-7-8

Exec. Pro.....Nat Campus

### Capitol Records, Inc. Broadcast Division

Sunset and Vine, Hollywood 28, Calif.

Phone: HOLLYWOOD 9-8171

N. Y. Phone: CIrcle 5-5725

General Manager.....Clifford E. Ogden  
Eastern Representative.....Alvin King  
Southern Representative.....Jack Barton

*Services Offered*—Producers and distributors of Capitol Transcribed Music Library Services for AM, FM, TV.

### Caravel Films, Inc.

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

Phone: CIrcle 7-6111

President.....David I. Pincus

*Services Offered*—Industrial and TV films to order.

### CBS-TV Film Sales

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

Phone: PLaza 5-2000

Vice-Pres. in Charge.....Merle S. Jones

Operations Director.....Fred J. Hahlstedt

#### Branch Offices

410 N. Michigan, Chicago, Ill.

Phone: WH 4-6000

Exec. in Charge.....Charles Reeves

63 S. Main St., Memphis, Tenn.

Phone: 37-8612

Exec. in Charge.....H. H. Holtshouser

### China Film Enterprises of America, Inc.

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

Phone: CO 5-4082

President.....Hsing-Ching Weng

Secretary.....Virginia Dzung Weng

# Seaboard

## STUDIOS, inc.

157 EAST 69th ST., NEW YORK 21, N.Y.

REgent 7-9200

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## INDEPENDENT SOUND STUDIOS

in Manhattan . . .

for the production of TV Commercials, Business and Entertainment Films,  
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### THREE STAGES

10 minutes from Grand Central and Radio City,  
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PRODUCTIONS

**Facilities Available  
to You:**

**Fully Equipped Sound  
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ing Rooms  
Complete Lighting  
Licensed Sound**

**Filmcraft patented multiple camera and  
synch control machine (up to 8 cameras)  
TV Film Theater: Audience capacity 500  
50 X 60 film stage**

**I. LINDENBAUM, Pres.  
Hollywood  
8451 Melrose Avenue  
Webster 3-9281**

**F. H. FODOR, Prod. Super.  
New York  
Chicago**



# WE MEAN BUSINESS . . . AND SO DO OUR FILMS!

## YOU SHOULD KNOW ABOUT ARCHER PRODUCTIONS

We set about building . . . no, *creating* . . . the kind of film company we felt could do the most good for an advertiser or an advertising agency.

We think we're on the right track. In three years, we've outgrown our premises three times, and have turned out more films than most producers we know of in our particular field.

We're convinced one reason customers like our operation and our product is that we're in this business **ALL THE WAY** . . . body and soul, heart and imagination, skill and facilities. That means something to you, as a buyer of television or industrial films. For instance:

**THE PERMANENT, FULL-TIME STAFF** of Archer . . . producers, writers, directors, scenic designers, artists, animators, sound and film technicians, studio hands . . . are hand-picked specialists of creditable accomplishment in their respective fields. Here is *talent with teamwork*, in a capable and permanent unit that doesn't have to pick up an undue amount of floating, free-lance help to get an important job done.

**THE ADVERTISING AGENCY BACKGROUND OF OUR KEY PERSONNEL** is coupled with solid experience in television, the stage, radio and music as well as in motion pictures. That means we can speak your language . . . and when the time for talking's past, we know how to buckle down and produce films that produce for you.

**OUR OWN STUDIO** is unsurpassed for television film production. Acoustics

are excellent, floor space is unobstructed (60' x 65') and head-room (25' ceiling) are ample. Optimum size and modest studio overhead help keep the price of your film where it ought to be.

**UP-TO-THE-MINUTE SOUND EQUIPMENT** includes both studio installation and portable Fairchild systems. Sound tracks are clean and of high quality.

**OUR CREATIVE IMAGINATION** . . . disciplined in the advertising arts . . . is a powerful idea machine waiting for you to push the button. We've got ideas to share, ideas to spare, ideas from fertile and practical minds for your own special use and profits. If you like, we'll plan and write forceful TV spots or programs, or industrial films . . . in entirety or in collaboration with your own staff.

**OUR OWN ANIMATION DEPARTMENT** operates full-time, the year 'round, contains some of the finest talent in the business.

**OUR CUSTOMERS** include some 35 advertisers of fine reputation. Most are national in scope, but we're painstaking with smaller firms, too. In 3 years we've turned out 650 films **OF VARIOUS LENGTHS** and for various purposes.

**OUR PRODUCT** speaks for itself; we'd rather screen it for you than haul out our press clippings, the awards we've won, the letters from happy customers. We're grateful for past recognition, but want it known that our greatest work is in the future. We'd like the privilege of doing some of it for you.

*Archer Productions, Incorporated*

Sales Department: 35 West 53 Street, New York 19, N. Y.

Judson 6-2690



**TV FILM PRODUCERS**

**Geo. W. Colburn Laboratory  
Inc.**

164 No. Wacker Dr., Chicago 6, Ill.  
 Dir. of Prod. Service.....Henry Ushijima  
 Supervising Editor.....Roy Robert Luce  
*Services Offered*—16mm film technical and laboratory services. Photography, processing, edge-numbered work prints, editing and conforming, sound recording, re-recording, titling, animation, printing.

**Commonwealth Film &  
Television, Inc.**

723 Seventh Ave., New York 19, N. Y.  
 Phone: Circle 5-6456

President.....Mortimer D. Sackett  
 Vice-President.....Jerome S. Hyams  
 Treasurer.....S. Sackett  
 Secretary.....A. Goldstein  
*Services Offered*—TV producers and distributors.

**Compagnie Francaise  
De Films**

73 Champs Elysees, Paris  
 Phone: Elysees 21-30

President.....A. Tinchant  
 TV Advisor.....Val Williams  
*Services Offered*—Production and packag-

ing of TV shows made in France for agencies and shows.

**Consolidated Television Sales  
A Division of Consolidated  
Television Productions, Inc.**

Sunset at Van Ness, Hollywood 28, Calif.  
 Phone: Hollywood 9-6369

N. Y. Phone: Murray Hill 6-7543

Chairman of the Board.....Norman Chandler  
 President.....W. B. Clum  
 National Sales Manager....Peter M. Robeck  
 Eastern Sales Manager....Halsey V. Barrett  
 Sales Promotion Manager....John M. Asher  
 Midwest Representative...Stuart V. Dawson  
*Services Offered*—National distribution and sale of television films, including films produced by other companies as well as those produced in our studios.

**Frank Cooper Associates  
Agency**

7225 Hollywood Blvd., Los Angeles 46, Calif.  
 Phones: Hollywood 9-3737; Hillside 2297

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

Phone: Vanderbilt 6-5661-2

Owner.....Frank Cooper  
*Services Offered*—Personal management of talent and writers as well as the production of radio and television shows.

*Mr. Producer*  
**IF IT'S SOUND  
 IN THE EAST  
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*That's the opinion of hundreds of  
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*The Largest Sound Service Organization in the World.*

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## TV FILM PRODUCERS

### **Courneya Productions**

1566 North Gordon, Hollywood, Calif.

Phone: Granite 5920

Owner-Producer ..... Jerry Courneya  
 Production Mgr. .... James Fleming  
 Scripts ..... Bob Bennett  
 Editor (Film) ..... Stuart Frye  
*Services Offered*—Novelty, Sport, Comedy,  
 Short Subjects, Sponsor Tailored Films and  
 Commercials.

### **Bing Crosby Enterprises, Inc.**

9336 Washington Blvd., Culver City, Calif.

Phone: VERmont 3-2174

Dir. of TV Sales ..... Charles B. Brown  
*Services Offered*—Package programs, pro-  
 duction, TV sales.

### **Crysta? Pictures, Inc.**

1564 Broadway, New York 19, N. Y.

Phone: PLaza 7-5130

President ..... Melvin M. Hirsh  
*Services Offered*—Distributor of features,  
 western, dramas and travelogues. Now in  
 production several packages consisting of  
 groups of half-hour programs in units of 13.

### **Shamus Culhane Productions**

207 East 37th St., New York 16, N. Y.

Phone: MURray Hill 2-8243

President ..... Shamus Culhane  
 Vice-President ..... Morris Coppersmith  
 Sec. & Treas. .... Maxine Marx

*Services Offered*—complete production of  
 animated and live-action motion pictures and  
 slide-films. Television commercials and in-  
 dustrial films also in black and white and  
 color. Permanent staff includes producers,  
 directors, animators, editors, creative writers,  
 and production designers.

### **D. P. M. Productions, Inc.**

62 W. 45th St., New York 19, N. Y.

Phone: MU 2-0040

President ..... Dorothy P. Maulsby

### **De Frenes Co.**

1909 Buttonwood St., Philadelphia 30, Pa.

Phone: RIttenhouse 6-1686

Pres., Gen. Mgr. .... Joseph De Frenes

*Services Offered*—Production of 16mm. &  
 35mm. films, black & white, color.

### **Depicto Films, Inc.**

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

Phone: COlumbus 5-7621

*Services Offered*—Complete commercial  
 and TV film, slidefilm and slide production,  
 including art, writing, visualizing, anima-  
 tion, location and studio shooting.



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Because of the sound founda-  
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 HEDWIG has been built, the  
 trade may be assured of in-  
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PROGRAMS EDITED TO FIT SPECIFIC TIME SEGMENTS

Telecast's selection includes dramas, sports, musicals, travel, cartoons, comedies, religious,  
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INFORMATION AND PRICES ON REQUEST

# TFI-TV

★ ★ TELECAST FILMS INC.

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New York 19, N. Y.

JUdson 6-5480

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**Desilu Productions, Inc.**

*Business Office:*

7046 Hollywood Blvd., Hollywood, Calif.

Phone: Hollywood 9-2281

President .....Desi Arnaz

Vice-President .....Lucille Ball

Secretary-Treasurer.....Andrew G. Hickox

Representative.....Don W. Sharpe

Publicity .....Ken Morgan

*Services Offered*—Complete production facilities from script to final editing.

**Sherman H. Dryer Productions**

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

Phone: TEmpleton 8-7827

President.....Sherman H. Dryer

*Services Offered*—TV programs, talent, scripts.

**The Jean Dubois Company**

927 21st St., Denver 2, Colo.

Phone: East 8122, Main 5401

Owner, Gen. Mgr.....Jean M. F. Dubois

Secretary.....L. E. Turner

*Services Offered*—TV Shorts, Newsreels, Commercial Shorts, complete TV films, excepting cartoons and animation.

**Dudley Pictures Corp.**

9908 Santa Monica, Beverly Hills, Calif.,

Phone: CR 1-7258

501 Madison Ave., New York, N. Y.

Phone: EL 5-1076

President .....Carl Dudley

Bus. Mgr., Treas.....Gene Barnes

Exec. Vice-Pres.....Don McNamara

*Services Offered*—Producers of theatrical, commercial television and educational short subjects.

**Dynamic Films, Inc.**

112 West 89th St., New York 24, N. Y.

Phone: TR 3-6221

President .....Henry Morley

Treasurer .....Nathan Zucker

Production Manager.....Carson Davidson

Editorial Chief.....Luke Bennett

Sound Engineer.....John DeBlau

Public Relations.....Sydney Ascher

*Services Offered*—Complete motion picture production and recording facilities for commercials and programming. Animation department. Dynamicam multi-camera production in 16 mm and 35mm. Mobile sound and camera units for location production.

**Educational Films Corp.**

1501 Broadway, New York 18, N. Y.

Phone: PENnsylvania 6-1780

President.....Earl W. Hammons

Vice-Pres. in chg. Sales.....Roy McCune

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DYNAMIC**

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Experience Plus  
Complete Production Facilities  
112 W. 89th St., N.Y. 24 • TR 3-6221

## TV FILM PRODUCERS

TV Script.....Henry Marcuse  
*Services Offered*—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

### **Emerson Film Corp.**

c/o Republic Studios  
 4024 Radford Ave. No. Hollywood, Calif.  
 Phone: Sunset 2-1121

Producer .....Jason Bernie  
 V.P. charge of Sales.....William Norins  
 Production Manager.....Bartlett Carre  
 Cameraman .....Walter Strenge

*Services Offered*—Complete production for TV, Educational, and Feature Films. Currently producing films for Encyclopaedia Britannica Films, and TV Films for Union Television Corp.

### **Endorsements, Inc. (TV)**

9172 Sunset Blvd., Hollywood 46, Calif.  
 Phone: Crestview 6-1272  
 500 Fifth Ave., New York 36, N. Y.  
 Phone: Chickering 4-7257

President (N. Y.) .....Jules Alberti  
 Vice-Pres. ....Dr. Harold S. Wadro  
 Sec.-Treas. ....Hazel F. McCabe  
 Chg. Prod.....E. Galey  
 V.-P. (W. Coast).....Stella Ross

*Services Offered*—Endorsements and testimonials live and film for TV.

### **Excelsior Pictures Corp.**

1564 Broadway, New York 19, N. Y.  
 Phone: Circle 5-6157

President .....Walter Bibo  
*Services Offered*—Rent various features and shorts.

### **Explorers Pictures Corp.**

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

Pres.-Gen. Sales Mgr.....Jules B. Weill  
 Asst. Sales Mgr.....Murray M. Kaplan  
*Services Offered*—Motion picture films for TV, feature and half hour length.

### **Fair Deal Motion Picture Ser.**

2040 Chatterton Ave., New York 61, N. Y.  
 Phone: TAlmadge 9-6728

Owner & President.....Louis D. Colson  
*Services Offered*—We offer package film shows for TV use.

### **Jerry Fairbanks, Inc.**

6052 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HUdson 2-1101

157 E. 69 St., New York 21, N. Y.  
 Phone: TRafalgar 9-3352  
 Pres., Exec. Producer.....Jerry Fairbanks

# WILLIAM F. BROIDY PRODUCTIONS, INC.

## FILMS

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Television

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Theatrical

“Wild Bill Hickok” current on TV for Kellogg’s (Leo Burnett Co., Inc.)

“Trail Blazers,” TV film series starring Alan Hale, Jr. Now editing.

“Case History,” TV film series starring Regis Toomey and Sara Haden. Now Shooting.

“The Phantom Pirate,” TV film series starring Bob Stack. In preparation.

5545 Sunset Blvd.  
 Hollywood 28, Calif.

Phone — Hempstead 6844



• • • **TV FILM PRODUCERS** • • •

V.P. Chg. of Studio Operations...Sid Rogell  
 V.P. Gen. Sales Mgr.....Ralph Cattell  
 Chg. Eastern Production...Robert Lawrence  
 Chg. Chicago Branch Office....B. N. Darling  
 Production Manager.....Raoul Pagel  
 Director, Scenario Dept.....Lou Lilly  
 Director, Musical Dept.....Edward Paul  
 Director, Publicity Dept...Reavis Winckler  
 Director, Sound Dept...Lawrence Aicholtz  
 Director, Animation Dept.....Manny Gould

*Services Offered*—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurttes. Also commercial and theatrical motion picture producers.

•

**Federated Television Productions, Inc.**

40 East 40th St., New York 16, N. Y.  
 Phone: MURray Hill 5-7220

President.....Hubert V. Chain  
 Vice-President.....William Haussler  
 Secretary .....Robert Bell  
 Treasurer.....John Nickerson III

*Services Offered*—Custom built video film programs and commercials—filmed in our own studios with our own equipment—sound and cameras. Syndicated film series.

**Paul J. Fennell Co.**

1159 N. Highland Ave., Hollywood 38, Calif.  
 Phone: Gladstone 1657

40 E. 40th St., New York 16, N. Y.  
 Phone: MURray Hill 9-4268

President-Dir.....Paul J. Fennell  
 Technical Dir.....John E. Burks  
 New York Rep.....Jerome B. Harrison  
*Services Offered*—Specialty—Films for TV with emphasis on Animation.

•

**Filmack Corp.**

1327 S. Wabash Ave., Chicago 5, Ill.  
 Phone: HARRison 7-3395

President .....Irving Mack  
*Services Offered*—TV commercials.

•

**Filmcraft Productions**

8451 Melrose Ave., Los Angeles 46, Calif.  
 Phone: WEBster 3-9281

President .....Isidore Lindenbaum  
 Production Director.....Ferencz H. Fodor  
 Administrative Assistant.....Jack Shallow  
 Client Relations.....Paul Phillips  
 Director of Photography...James Van Trees  
 Head Editor.....Norman Colbert  
 Sound Engineer.....Paul Schmutz, Jr.

*Services Offered*—Film programs and film commercials made especially for TV on con-

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## TV FILM PRODUCERS

tract for other producers, networks or agencies, or as complete packages. Complete stage, sound, editing, and other facilities available for full TV film production.

### **Filmeffects of Hollywood**

1153 N. Highland Ave., Hollywood 38, Calif.  
Phone: Hollywood 9-5800

Manager ..... Charles Leeds  
*Services Offered*—Specialized 35mm and 16mm color and black and white laboratory services for motion pictures and television. Special effects, blow-ups, reductions, color release printing, slide film duplication experimental projects.

### **Film Makers, Inc.**

1600 Broadway, New York 19, N. Y.  
Phone: REgent 7-7549

President ..... J. H. Lenauer  
*Services Offered*—TV film production.

### **Films For Industry, Inc.**

135 W. 52nd St., New York 19, N. Y.  
Phone: PLaza 3-2800

Pres., Prod. Mgr. .... Joseph McCaffery

*Services Offered*—TV packaging, commercials, sound studios, animation, stop motion, industrial films.

### **Films of the Nations, Inc.**

62 W. 45th St., N. Y. 19, N. Y.  
Phone: Murray Hill 2-0040

Pres. .... Henry M. Moolman  
V.-Pr. .... Birger Nordholm, Jos. P. Bourdrez  
Treasurer ..... Henry Pillichody  
Secretary ..... William Rosenfeld  
Exec. Dir. .... Maurice T. Groen

*Services Offered*—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

### **Five Star Productions**

6530 Sunset Blvd., Hollywood 28, Calif.  
Phone: HEmpstead 4807

Exec. Producer ..... Harry Wayne McMahan  
Production Dir. .... Chet Glassley  
Technical Dir. .... Taylor Byars  
Dir. Creative Copy ..... Charles F. Chaplin  
Casting ..... Judy McMahan  
Secretary-Treas. .... Bernice C. McQuown

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TELEVISION SPECIAL EFFECTS

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and SOUND

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Normandy  
**7838**

## TV FILM PRODUCERS

*Services Offered*—In business 12 years, Five Star Productions specializes in motion picture and TV film spots, with more than 3,000 such ad-films to its credit.

### **Hardie Frieberg Television Enterprises, Inc.**

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

Phone: MUrray Hill 8-0230

President .....Hardie Frieberg  
Treasurer .....Bernard Samuels  
Secretary .....Fluff Blome

*Services Offered*—Program production, talent, live and film TV programs.

### **Gainsborough Associates**

(See Program Producers)

### **William J. Ganz Co.**

40 E. 49th St., New York 17, N. Y.

Phone: ELdorado 5-1443

President .....William J. Ganz  
TV Consultant &

Producer .....Jason B. Goldman  
Chg. of Production.....E. J. Spiro  
Chg. of Distribution.....Herbert Dietz  
Office Manager.....Jean Pomerance

*Services Offered*—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.

### **General Television Corp.**

1501 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8234

TV Director.....Irvin Shapiro  
*Services Offered*—Educational shorts nature study shorts.

### **Glenar Productions**

6618½ Sunset Blvd., Hollywood 28, Calif.

Phone: Hillside 0406

Owner .....Sid Glenar  
*Services Offered*—Producer of theatrical, educational, commercial, TV motion pictures. Complete animated cartoon facilities.

### **Jack Goetz**

1740 Broadway, New York, N. Y.

Phone: JUdson 6-1700

Owner .....Jack Goetz  
*Services Offered*—Lab. service for all TV requirements; 16 & 35mm.

#### On Television

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FIGHTS FOR FREEDOM (Series)

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FILM — LIVE INTEGRATION  
Method

Formerly TV  
Adapter — DIRECTOR  
(Pall Mall Cigarettes)  
THE BIG STORY

## TV FILM PRODUCERS

### **John Guedel Radio Productions**

(See Program Producers for detailed listing)

### **Guerin Enterprises, Inc.**

427 N. Euclid Ave., St. Louis 8, Mo.  
Phone: Rosedale 5592

President.....Fort B. Guerin, Jr.  
Vice-President.....Thomas J. Shands  
Dir. of Prod. & Sales.....Bert Samson  
*Services Offered*—Television and commercial movies. New process color and sound for TV. News service in movies and around the country location shooting for TV, also feature length movies.

### **Hack Productions**

535 N. Laurel Ave., Los Angeles 48, Calif.  
Owner .....Herman Hack

*Services Offered*—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the retails are handled by Film Rental Libraries. TV write for details.

### **The Jam Handy Organization**

2821 E. Grand Blvd., Detroit 11, Mich.

Phone: TR 5-2450

N. Y. Phone: JUdson 2-4060

President .....Jamison Handy  
Executive Vice-Pres.....Oliver Horn  
V.P. Training Devices.....John Campbell  
V.P. Service Devel.....Everett Schafer  
V.P. Sales Devel.....George B. Finch  
V.P. Automotive Contacts...Wm. G. Luther  
Secretary .....Avery W. Kinney  
Treasurer.....Allan E. Gedelman  
Dir., Pub. Impressions.....Anne Jioffre  
Washington Repr. ....Harry C. Watts

*Services Offered*—Producers of commercial films and spots; industrial films, slide-films, sales training programs.

### **Hannum Television Productions**

567 Seventh Ave., New York 18, N. Y.  
Phones: CH. 4-3447, LA. 4-4652

President .....Bob Hannum  
*Services Offered*—TV program production, film production, film and animated commercials, TV Art Service for commercials, titles, sets, and production design.

### **Hawley-Lord, Inc.**

316 W. 57 St., New York 19, N. Y.  
Phone: JUdson 6-3750

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19

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‘BETTER EFFECTS WITH TELEFEX’



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President ..... Andre Lord  
 Secretary ..... Gordon Shadwick  
 Treasurer ..... Lewis Abbott  
*Services Offered*—One reel sports and nature study short subjects available for TV rental through Sterling TV Co., Inc.

**Sam Hayes Productions**

6000 Sunset Blvd., Hollywood 28, Calif.  
 Phone: Hollywood 9-4584  
 Pres. & Gen. Mgr. .... Sam Hayes  
*Services Offered*—Producers of short subjects and commercials for television on 16mm film. Currently marketing: "A Family Quiz," Christie Comedies.

**Leslie Helhena**

932 N. La Brea Ave., Hollywood 38, Calif.  
 Phone: GRanite 3174  
 Owner-Producer ..... Leslie Helhena  
*Services Offered*—Complete production facilities for filming spot announcements open end commercial and entertainment films.

**Hile-Damroth, Inc.**

320 Broadway, New York 7, N. Y.  
 Phone: WO 4-2478  
 President ..... Charles B. Alline, Jr.  
*Services Offered*—1 minute commercials.

**Paul Hoefler Productions**

7934 Santa Monica Blvd., Los Angeles 46, Calif.  
 Phone: Hollywood 9-2001  
 Producer ..... Paul L. Hoefler  
 Business Manager ..... E. M. Bennett  
 Secretary ..... Ruby Newstrand  
*Services Offered*—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent, Zach Bayn Films.

**Hoffberg Productions Inc.**

362 W. 44th St., New York 18, N. Y.  
 Phone: Circle 6-9031  
 President ..... Jack H. Hoffberg  
*Services Offered*—Motion pictures for television.

**Hollywood At Work, Inc.**

846 No. Cahuenga Blvd., Hollywood 38, Calif.  
 Phone: HOLlywood 9-5981  
 Executive Producer ..... Robert Gurney  
 Producer ..... Larry De Soto  
 Associate Producer ..... Edward Belfer  
 Writer-Director ..... Thomas J. McGowan  
*Services Offered*—Hollywood at Work takes a completed or almost completed feature film and makes a half hour TV film either on a personality or personalities in the feature.

*Since 1936*

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**MODERN MOVIES LABORATORIES**

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**TV FILM PRODUCERS**

• • •

**Hour Glass Productions**

6525 Sunset Blvd., Hollywood 28, Calif.

Phone: HEmpstead 1161

President.....Wanda Tuchock

Vice-President.....George de Normand

**Lucille Hudiburg Productions**

131 E. 51st St., New York 22, N. Y.

Phone: EL 5-3508

Producer.....Lucille Hudiburg

*Services Offered*—Complete packages including: "Variety," "Drama," "Participation" "Fashion," and Puppet Shows. We also are TV and radio consultants and make films on assignment. Have a group of writers and a song writing unit available for other shows.

**Hurrell Productions Inc.**

(Subsidiary of Walt Disney Productions)

2400 W. Alameda Ave., Burbank, Calif.

Phone: ROckwell 9-2158

President.....George E. Hurrell

*New York Office*

RKO Bldg., 1270 6th Ave., New York, N. Y.

Phone: JUdson 6-3442

*Services Offered*—TV package programs (and commercials) and production.

**Illustrate, Inc.**

1532 Cahuenga Blvd., Hollywood 28, Calif.

Phone: HE 2126

N. Y. Phone: ELdorado 5-1422

President.....Donald A. Dewar

Secretary-Treasurer.....Carleton W. Boyd

*Services Offered*—Film and live TV packaging including cartoon production.

**IMPS, Inc. International Movie Producers' Service**

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

Phone: ELdorado 5-6620

President, Producer, Dir.....Ben Gradius

Supervising Editor.....Jean Oser

Production Supervisor.....Walter Sachs

*Services Offered*—IMPS produces documentary, commercial TV spots, and industrial films.

**International Film Foundation, Inc.**

1600 Broadway, New York 19, N. Y.

Phone: CI 6-9438

Executive Dir.....Julien H. Bryan

*Services Offered*—(1) Production of documentary films, (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

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TV PICTURES INC.**

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COMMERCIALS  
INDUSTRIALS  
FEATURES

MANUFACTURING SPECIALISTS  
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COMPLETE MANUFACTURING  
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## TV FILM PRODUCERS

### **International Geographic Pictures**

1776 Broadway, New York 19, N. Y.

Phone: Circle 6-4486

Executive-Pres. .... J Allen Julier  
Services Offered—Producers of educational  
motion pictures.

### **International News Service**

235 E. 45th St., New York, N. Y.

Phone: MU 7-8800

Mgr. TV Sales. .... Robert H. Reid  
Services Offered—In association with Tele-  
news Productions: Daily, weekly, sports  
newsreels; Also film features; INP photos;  
INS leased wire; Projectall balopticon.

### **International 16mm. Corp.**

(See Program Producers)

### **International Tele-Film Productions, Inc.**

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

Phone: MURray Hill 7-9116

President ..... Paul F. Moss  
Services Offered—TV live and film pack-  
age shows, recordings, talent.

### **The Jaffe Agency, Inc.**

38 E. 57th St., New York, N. Y.

Phone: PLaza 9-6693

General Manager. .... Paul Radin

Branch Office

8553 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 6-6121

General Manager. .... Don A. Davis

Services Offered—Representation for sale  
of radio and television packages; creation  
of packages; represent personalities, writers,  
directors, etc.

### **Jason Comic Art**

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

Phone: PLaza 3-9370

Director ..... Leon Jason

Services Offered—TV film, production,  
talent, puppet design.

### **Jewell Radio and Television Productions**

185 No. Wabash Ave., Chicago 1, Ill.

Phone: FInancial 6-4474

President. .... James E. Jewell

Vice-President. .... W. Ralph Jewell

Manager. .... Charles P. Flynn

Secretary. .... Jane I. Cohan

Services Offered—A complete radio and

*Lalley and Love, Inc.*

**film spots and programs**

**3 EAST 57th STREET  
NEW YORK 22, N. Y.**

**ELDORADO 5-1382-3**

## TV FILM PRODUCERS

television production service. Scripts, Copy, Music, Direction. Transcribed package shows, spots.

### **Junior Programs, Inc.**

22 Lawrence St., Newark 5, N. J.

Phone: Market 2-0770

Pres. & Exec. Dir. . . . . Dorothy L. McFadden  
*Services Offered*—Package shows for children's audiences, also scripts, and consultant service for TV.

### **Bernard E. Karlen Productions**

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

Phone: PL 9-3107

Exec. Producer. . . . . Bernard E. Karlen  
 Associate Producer. . . . . Roland N. Karlen  
*Services Offered*—Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials and scripts.

### **Roger Kay Enterprises, Inc.**

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

Phone: MU 8-2164

Executive Producer . . . . . Roger Kay  
*Services Offered* — Creators, producers, packagers of TV and radio programs, live,

transcribed, and film. Consultants on programming, TV show doctoring, Commercials.

### **Victor Kayfetz Productions**

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

Phone: MUrray Hill 8-1707

Pres., Exec. Prod. . . . . Victor F. Kayfetz  
 Client Liaison Director. . . . . Allan P. Snady  
 Animation Dept. Dir. . . . F. Russell Shenton, Jr.  
 Art Director. . . . . Wm. L. Steinel  
*Services Offered*—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel. Animated motion pictures.

### **Herbert Kerkow, Inc.**

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

Phone: ELdorado 5-0683

President . . . . . Herbert Kerkow  
*Services Offered*—TV films.

### **F. W. Kline Productions, Inc.**

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

Phone: PLaza 8-2000

President . . . . . Fred W. Kline  
*Services Offered*—Produce motion pictures for TV.

## Selling Shoes?

. . . or gasoline? . . . or lipstick?  
 . . . or cigarettes? We've helped sell all of these and a lot more\* with our TV film commercials. You should take a look at them and see some new and fresh film techniques . . . techniques that really sell your product! Give us a call and we'll send over our sample reel. Call JUDSON 2-3816

## WILBUR STREECH PRODUCTIONS

1697 BROADWAY, N. Y. 19, N. Y.

\* These and some more: Thom McAn, Sinclair, Harriet Hubbard Ayer, Philip Morris, Celanese, Cities Service, Albolene, Army Reserve Corps, 4-Way Cold Tablets, Cameo Curtains.

STERLING'S *newest service*



- NEWS**

SPORTS + BACKGROUNDS

TRAVEL + PERSONALITIES
- Over 2,000,000 feet of film

**STERLING TELEVISION CO., INC.**  
 316 West 57th St., N. Y., JUDSON 6-3750



• • • **TV FILM PRODUCERS** • • •

**Kling Studios, Inc.**

601 N. Fairbanks Court, Chicago 11, Ill  
Phone: Delaware 7-0400

President .....Robert Eirinberg  
Vice-President .....Lee Blevins  
Dir. Motion Pic. & TV Dir. ....Fred Niles  
*Services Offered*—Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

**Knickerbocker Productions, Inc.**

1600 Broadway, New York 19, N. Y.  
Phone: Circle 6-9850

President .....Howard A. Lesser  
Secy.-Treas. ....Mary Morrissey  
Vice-President. ....Thomas S. Dignan  
*Services Offered*—Producers of all types of Motion pictures for screen and TV.

**Larry Kurtze**

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: RAndolph 6-5246

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

**Lalley & Love Inc.**

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

President and Production. ....James A. Love  
Vice-Pres. and Sales. ....John B. Lalley  
Editor .....Bill Henry  
Assistant Director. ....Art Steckler  
*Services Offered*—Producers of TV commercials, features and industrial films. Complete facilities. Live action, animation and special effects.

**Albert Lang Productions Inc.**

1320 Edgecliffe Dr., Los Angeles, 26, Calif.  
Phone: Normandy 19536

President & Gen. Mgr. ....Albert E. Lang  
V.-P. & Secretary. ....Olga Haney  
*Services Offered*—Complete TV film service. Writing, producing, distributing TV commercial films. Shows packed and exploited "live" or filmed. Radio-TV programs transcribed and packaged. National distribution service.

**Lawrence & Lee, Inc.**

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

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

Serving  
the best  
in film fare  
to stations  
everywhere!

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Incorporated

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New York 20, N. Y.

A Complete  
Production Service Organization  
specializing in serving  
Leading film producers  
including:

National Broadcasting Company . . .  
March of Time . . . Sarra, Inc. . . .  
Caravel Films . . . Audio Productions  
. . . Shamus Culhane . . . Peter Elgar  
. . . American Film Producers . . . Van  
Praag . . . Louis deRochemont . . .  
Filmwright . . . Willard Pictures . . .  
Science Pictures . . . National Screen  
Service . . . Lalley & Love

**MOTION PICTURE STAGES, INC.**  
3 EAST 57 STREET NEW YORK, N. Y.  
PLAZA 3-4840

## TV FILM PRODUCERS

### Les Lear Productions Corp.

Hotel Sherman, Chicago 1, Ill.  
Phone: FRanklin 2-2100

President ..... Les Lear  
Account Executives..... Milt Parlow,  
Jack Curran  
Services Offered—Radio, TV and film production, Personal Management.

### Gene Lester Productions

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

Producer-Director ..... Gene Lester  
Cameraman..... John S. Nash  
Comptroller..... Albert J. Silverman  
Production Manager..... Martin Sperber  
Sound ..... Robert Ernst  
Services Offered—Complete facilities for production of 10 sec. to feature length films.

### Edward Lewis Productions

Motion Picture Center Studios  
846 No. Cahuenga Blvd., Hollywood 38, Calif.  
Phone: HO 9-5981, Ext. 43

Producer ..... Edward Lewis  
Assistant Producer..... Paul Gerchik  
Production Manager..... William Stephens  
Services Offered—Production of motion picture film for TV.

### Jack Currier Lewis

515 Madison Ave., New York 22, N. Y.  
Phone: ELdorado 5-0257

Owner..... Jack Currier Lewis  
General Manager..... Wm. P. Popp  
Women's Programs..... Margaret Tester  
Services Offered—Television and radio packaged programs; film or live. Advisors on TV and radio problems.

### Libra Film Distributors & Producers

6525 Sunset Blvd., Hollywood 28, Calif.  
Phone: GL 7960; HE 1161

President ..... Miss Loy Lester V.P., in Ch. of Prod.... Charles M. McCoy  
Sec. Treas. .... M. Briesa  
Exec. Director ..... C. Mandell  
Exec. Producer ..... Charles M. McCoy  
Producer..... John Leslie Hamilton  
Producer ..... Robert Smigel  
Services Offered—Extensive TV Film Production and Distribution. Complete professional Motion Picture Facilities, Classifications—Technical, Advertising, Education, Public-Relations, Documentary Films. Pilot Films complete (series). Live Show scripts available (series).

BEFORE YOU MAKE A MOVIE  
FOR SCREEN OR TV, SEE—

Charles Curran  
Steve Fitzgibbon  
Don Langan  
or Fred Kelly

**Times Square  
Productions, Inc.**

145 West 45th St. New York

Phone CIRCLE 6-4443

## MALLARD TV INC.

THE FILM BUYING SERVICE  
FOR TELEVISION STATIONS

- 1 Acts as your station's resident film buyer in New York.
- 2 Obtains film to fit your programming, at your budget price.
- 3 Inspects prints, arranges shipping, follows through.
- 4 Checks invoices against your telecast performance report.
- 5 Keeps you informed of latest developments in the film market.

**MALLARD SERVICE  
IS AVAILABLE TO  
ONLY ONE STATION  
IN EACH MARKET**

**MALLARD**



120 Wall Street  
New York 5

Digby 4-3182

**TV FILM PRODUCERS**

**Lion Television Pictures Corp.**

1501 Broadway, New York 18, N. Y.

Phone: Pennsylvania 6-1780

President.....E. W. Hammons

Vice-President.....Robert M. Savini

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

**Loucks-Norling Studios**

245 W. 55th St., New York 19, N. Y.

Phone: CO 5-6974

Partners .....J. A. Norling & Wil Marcus

*Services Offered*—The production of industrial sales promotional, public relations, personnel training and educational motion pictures and slide films.

**Major-Minor Productions**

5927 Sunset Blvd., Hollywood 28, Calif.

Phone: GL 9268

Producer and Director...Stuart M. Nathanson

Producer and Director...Ronald L. Stanton

Musical Director.....Ruby Raksin

*Services Offered*—Production, packaging, and Merchandising of Juvenile Television shows.

**Mallard TV, Inc.**

120 Wall Street, New York 5, N. Y.

Phone: Digby 4-3182

President .....S. Mukamal

*Services Offered*—Film Brokers for TV stations.

**Mannon Sound Stages**

112 W. 89th St., New York, N. Y.

Phone: TR 3-1800

Owner, Gen. Studio Mgr.....James Pagliaro

*Services Offered*—Sound studios for rental for TV pictures.

**Arnold Marquis Productions, Inc.**

6404 Hollywood Blvd., Hollywood 28, Calif.

Phone: HO 9-5119

President.....Arnold Marquis

*Services Offered*—Write, direct, produce and package radio and television programs and spots.

**Mercury International Pictures, Inc.**

2330 W. Third St., Los Angeles 5, Calif.

Phone: Dunkirk 9-3876

**THE TEEVEE CO.**

Producers of

**THE BIG**

**“LITTLE THEATRE”**

**TV SHOW**

**The Short-Short-Story Sensation**

Now On the Air

**Coast to Coast**

**211 So. Beverly Drive**

**CRestview 5-1076 Beverly Hills, Calif.**



**HOW DO YOU DO  
LADIES AND GENTLEMEN  
HOW DO YOU DO?**

This is **NORMAN BROKENSHERE** announcing a new low-budget show "The Handy Man", a brand new series of how-to-do-it shows. Each complete, 3½ minutes long.

**THE PRINCETON FILM CENTER, INC.**  
300 PARK AVE. PL. 5-0322

## TV FILM PRODUCERS

President ..... V. E. Ellsworth  
*Services Offered*—Complete production of films for television from script to final print including mediums of animation, puppet animation, live action, live sound in 16mm and 35mm.

### **Charles Michelson, Inc.**

15 W. 47th St., New York 36, N. Y.  
 Phone: Plaza 7-0695

President ..... Charles Michelson  
 Divisional Sales Mgr. Sidney Guber  
*Services Offered*—Open end TV film program series; special Christmas spots film series; minute film spots for jewelry store sponsorship; E. M. I. Gennett and Speedy-Q sound effect record library.

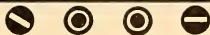
### **Carlton E. Morse Productions**

1500 N. Vine St., Hollywood 28, Calif.  
 Phone: Hollywood 9-6161

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

### **Motion Picture Productions Inc.**

(See Program Producers)



**Live Photography**  
**Animation**  
**Stop Motion**  
**Slide Films**  
**Animatic Strips**  
**Slides**  
**Telops**

*Depicto Films, Inc.*

254 W. 54th ST. NEW YORK 19, N.Y.  
 COlumbus 5-7621

### **Motion Pictures Stages, Inc.**

3 E. 57th St., New York 22, N. Y.  
 Phone: PLaza 3-4840

President..... C. F. Vetter, Jr.  
 V.P. Chg. Spec. Prod..... Burgess Meredith  
 Vice-President ..... Max Kreindler  
 Vice-President ..... Barrett Gallagher  
 Treasurer..... Martin L. Scott  
 Secy. .... Gerald Margolis  
 Tech. Supervisor..... Victor H. Komow

*Services Offered*—Complete film production service organization specializing in serving TV film producers. All production facilities and services available, including sound stages, sound recording, editing, projection, set building, crew hiring, and general production assistance.

### **Movie Advertising Bureau**

70 E. 45th St., New York 17, N. Y.  
 Phone: MUrray Hill 6-3717

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

### **Murphy-Lillis Productions, Inc.**

723 Seventh Ave., New York 19, N. Y.  
 Phone: PLaza 7-8144

### **ATLAS TELEVISION CORPORATION**

FILMS FOR TELEVISION

FIFTEEN WEST FORTY-FOUR STREET  
 NEW YORK, N. Y.  
 MURRAY HILL 7-5535  
 HENRY BROWN—President

We offer an intelligent service and an extensive library to the users of television films.

- **FEATURES**  
 AMERICAN AND BRITISH
- **WESTERNS**  
 HALF AND FULL HOUR VERSIONS
- **COMEDY SHORTS**  
 SPECIALLY PREPARED FOR YOUR TIME SLOT
- **COMEDY CARNIVALS**  
 A TREASURY OF HUMOR — IN ONE HOUR PROGRAMS
- **TEVE-ETTES**  
 AN EXTENSIVE LIBRARY OF COMEDY AND MUSICAL VIGNETTES 3-5 MINUTES



## TV FILM PRODUCERS

President .....Owen Murphy  
 Vice-Pres. & Treas.....James M. Lillis  
 Production Chief.....Elwood Siegel  
 Chief Editor.....Joseph Josephson

*Services Offered*—Complete motion picture production services; Commercial, advertising, and institutional films especially made for TV; Scripts, photography art and animation facilities.

### **Murphy-Thomas Productions**

General Service Studios, Hollywood, Calif.

### **Nation Wide Television Corp.**

1501 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8234

President .....Irvin Shapiro  
 Treasurer .....M. Mermelstein

*Services Offered*—Feature films, streamliners.

### **National Screen Service Corp.**

1600 Broadway, New York 19, N. Y.

Phone: CIrcle 6-5700

Adv., Publ. Director.....Melvin L. Gold

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

### **Ted Nemeth Studios**

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

Phone: CIrcle 5-5147-8

Production Director.....Ted Nemeth  
 Art Dir.—Dir.....M. E. Bute

*Services Offerer*—Producers, distributors of film made specifically for TV producers of TV film spots and commercial films.

### **Official Films, Inc.**

(Official Television Inc.)

25 West 45th St., New York 19, N. Y.

Phone: PLaza 7-0100

President . . . . .William R. Goodheart, Jr.  
 Chairman of the Board . . . . .Isaac D. Levy

*Services Offered*—Producer and distributor of 8mm and 16mm sound and silent films for home, institutions, television.

### **Newsreel Service**

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

Phone: CAAnal 6-3284

Production Manager.....Howard Smythe  
 General Manager.....Charles Beckman

Chief Cameraman.....Larry Racies  
*Services Offered*—Spot news coverage, 16 or 35 mm sound—24 hour service. Film inserts for live TV shows. Complete production facilities for TV shows on film.

## TEL RA PRODUCTIONS

America's leading producers of TV sports programming. Famous shows include . . .

- TOUCHDOWN      • TELESPORTS DIGEST
- MAJOR LEAGUE FOOTBALL HIGHLIGHTS
- IDEAS ON PARADE      • BASEBALL BRIEFS
- DOWN THE STRETCH
- DICK DUNKEL'S FOOTBALL RATINGS

(Complete production and programming facilities)

Tel Ra films have been used with great success by foremost national advertisers.

## TEL RA PRODUCTIONS

1518 Walnut Street, Philadelphia 2, Pa.  
Kingsley 5-8540

## WHY IS AP THE BEST?

BECAUSE—**AP** is faster,  
 more complete,  
 more accurate  
 than any other  
 news service.

## TV FILM PRODUCERS

### **Nothing New Under the Sun Productions**

240 S. Beverly Dr., Beverly Hills, Calif.  
Phone: CRestview 4-5491

Producer ..... Mitchell Katz  
*Services Offered*—Will produce on contractual basis TV commercials and features.

### **Olio Video Television Productions, Inc.**

20 East 42nd St., New York 17, N. Y.  
Phone: MU 2-2318

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

### **Paramount Television Productions Inc.**

1501 Broadway, New York 18, N. Y.  
Phone: BRyant 9-8700

Vice-President.....George T. Shupert  
*Branch Office*  
5451 Marathon St., Los Angeles 38, Calif.  
Phone: HOLLYwood 9-6363

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

### **Paul Parry Productions**

7557 Sunset Blvd., Hollywood 46, Calif.  
Phone: Granite 4774

Exec. Producer.....Paul Parry  
Dir. of Photography.....Ray Foster  
*Services Offered*—Production of commercials any specified length, production of scripts to order.

### **Pathescope Productions**

(Pathescope Co. of America Inc.)  
580 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-5200

President.....Edward J. Lamm  
*Services Offered*—Television commercial production.

### **Ray Patin Productions**

4201 Sunset Blvd., Los Angeles 29, Calif.  
Phone: NORmandie 1-2174

President ..... Ray Patin  
Vice-President ..... Gus Jekel  
Production Manager.....Gerald Ray  
*Services Offered*—Complete production of animated television commercial films with live action sequences.

### **Peerless Film Processing Corp.**

165 West 46th St., New York 36, N. Y.  
Phone: PLaza 7-3630

President ..... Kern Moyle  
Vice-Pres., Treas.....R. S. Moyle  
Asst. Secy.-Treas.....Barbara Holz  
Eastern Sales Mgr.....Raoul J. Menendez  
Mgr., Special Services Dept. .Allan De Forest  
*West Coast Branch*

959 Seward St., Hollywood 38, Calif.  
Phone: GRANite 9223

Vice-Pres., Chg. Western Op. Victor C. Krupa  
Secy., Branch Mgr.....Suzon Steinle Krupa  
Plant Manager.....Thomas E. Ayers

*Services Offered*—Peerless film treatment to safeguard films against damage and deterioration; Peer-Renu treatment to stretch shrunken negatives; film cleaning and inspection; complete film distribution and library servicing; film shipping service to TV stations; distributor of reels, cans, shipping cases.

### **Polaris Pictures, Inc.**

5859 W. 3rd St., Los Angeles 36, Calif.  
Phones: YORk 8058; WEBster 3-4608

President.....Juan C. Hutchison  
Vice-President ..... Perry King  
*Services Offered*—Complete production facilities on contract and sub-contract level.

### **Post Pictures Corp.**

115 W. 45th St., New York 19, N. Y.  
Phone: LU 2-4870

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

### **Primrose Productions Co.**

1040 No. Las Palmas, Hollywood 38, Calif.  
Phone: GR 3111

Executive Producer.....J. P. Lane  
Producer.....Richard L. Morley  
Production Manager.....Val Lindberg  
*Services Offered*—Producers of television series or individual films, commercial and industrial films.

### **The Princeton Film Center, Inc.**

300 Park Ave., New York 21, N. Y.  
Phone: PLaza 5-0322

Carter Road, Princeton, N. J.  
Phone: Princeton 3550

Executive Director.....Gordon Knox  
Vice-President ..... Jack Barlass  
Treasurer ..... Gordon Blair  
Prod. Mgr.....L. H. Holton  
Writers.....John Capsi, Sumner Lyon, Ardis Smith.  
Chief Editor.....Robert Webb  
Distrib. Mgr.....Lash Bauman  
*Services Offered*—Production and distribution facilities for television films of all types.

## TV FILM PRODUCERS

### **Producers Representatives, Inc.**

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

President.....Irving M. Lesser  
 Secy.-Treas.....Seymour Poe  
 TV Manager.....Virginia Phillips  
*Services Offered*—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts and color shorts.

### **Rao Video, Inc.**

366 Madison Ave., New York 17, N. Y.  
 Phone: VAnDerbilt 6-3417

President.....Robert A. Orenbach  
*Services Offered*—TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

### **Radio Features of America** (See Program Producers)

### **Radiovision Corp.**

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

President.....Walter J. Nelson  
*Services Offered*—Sport pictures and cartoons for rental to TV.

### **Reid H. Ray Film Industries, Inc.**

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

208 S. LaSalle St., Chicago 4, Ill.  
 Phone: Financial 6-0897

Pres.-Gen. Mgr.....Reid H. Ray  
 Sales Mgr., Chicago Off.....Frank Balkin  
 Sales Mgr., Film Ad Div.....Elmer Merten  
 Sales Mgr. St. Paul Off.....R. V. Jeffrey  
 Vice-President.....W. H. Ringold  
 Secretary.....Alice M. Griswold  
 Prod. Asst.....E. H. Polsfuss  
*Services Offered*—Motion picture and slide film production B and W and Color, 35mm. and 16mm., sound recording RCA film, tape, acetate, laboratory processing.

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

35 W. 45th St., New York 19, N. Y.  
 Phone: LU 2-1440

Chairman of Board....Louis de Rochemont  
 President.....Borden Mace  
 Vice-President.....Louis de Rochemont  
 Secretary.....Ambrose Doskow  
 Treasurer.....Martin J. Maloney  
*Services Offered*—Feature, commercial and educational film producers.

### **Roland Reed Productions, Inc.**

275 S. Beverly Dr., Beverly Hills, Calif.  
 Phone: CRestview 6-1101

President.....Roland Reed  
*Services Offered*—Complete motion picture facilities.

### **Reeves Sound Studios Inc.**

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

Vice-President.....Chester L. Stewart  
*Services Offered*—Sound recording for motion pictures.

### **Regal Television Pictures Corp.**

151 W. 46th St., New York 19, N. Y.  
 Phone: LU 2-1877

President.....Moe Kerman  
 Vice-Pres.....Joe Felder  
*Services Offered*—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

### **Regency Productions, Inc.**

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

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

### **RKO Pathe, Inc.**

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

Vice-Chairman of Bd.....Ned E. Depinet  
 President.....Harry Michalson  
 Vice-Pres. & Gen. Mgr.....Jay Bonafield  
 Treasurer.....James H. Herries  
 Secretary.....Joseph Laub  
 Comptroller.....Garrett VanWagner  
 Production Mgr.....J. Douglas Travers  
 Television Consultant.....Edward R. Evans  
*Services Offered*—Producer of short subject releases for RKO Radio Pictures; producers and TV films on contract.

### **Hal Roach Studios, Inc.**

8822 W. Washington Blvd., Culver City, Calif.  
 Phone: VErmont 82185

President.....Hal E. Roach  
 Vice-President.....Hal Roach, Jr.  
 Vice-Pres. & Prod. Mgr.....S. S. Van Keuren  
*Services Offered*—Complete motion picture production facilities for the production of TV commercials and programs.

### **R. S. Robbins**

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

## TV FILM PRODUCERS

President.....R. S. Robbins  
 Mgr. of Prize Promotion...Edward E. Finch  
*Services Offered*—Radio and television prizes.

### **Bob L. Roberts Productions**

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

Phone: JU 6-0025

President.....Bob Levitt Roberts  
*Services Offered*—Radio and TV live or film Package Productions. Personal Management. Television and radio training.

### **Rocket Pictures, Inc.**

6108 Santa Monica Blvd., Hollywood 38, Calif.

Phone: GR 7131

President.....J. Richard Westen  
 Vice-President.....J. Harry Ebbert  
 Exec. Vice-President.....Harlow Wilcox  
*Services Offered*—Producers of industrial, institutional and sales training motion pictures and slide films, and TV commercials.

### **Frederick E. Rockett Co.**

6063 Sunset Blvd., Hollywood 28, Calif.

Phone: Hillside 3183

General Manager.....Fred K. Rockett  
 Production Supervision.....Betty King  
 Photographic Department...Alfred Higgins  
 Art Department.....George Coart  
 Studio Superintendent.....James Conley  
 Electrical Department.....Frank Contardo  
*Services Offered*—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.

### **Rogell Productions Inc.**

1040 N. Las Palmas, Hollywood 38, Calif.

Phone: GRanite 3111

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

### **Roland Reed Productions**

275 So. Beverly Dr., Beverly Hills, Calif.

CR 6-1101

President.....Roland D. Reed  
 Vice-President.....Guy V. Thayer, Jr.  
 Secy.-Treas.....Hazel Hall  
 Production Manager.....Dick L'Estrenge  
 Supervising Film Editor.....Roy Luby  
*Services Offered*—Producers of commercial, industrial and television films.

### **Rollow-Clark & Co.**

108 Oak St., Denton, Tex.

Phone: 1523

Co-owner.....Bill Rollow  
*Services Offered*—TV film production.

### **Rosamond Productions, Inc.**

8913 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 4-5401

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

### **Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 38, Calif.

Phone: Yo 2494

President & Owner.....Danny Rouzer  
 Vice-President.....Jan Edgar  
*Services Offered*—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects, titling, and complete operating personnel. Member: I.A.T.S.E. Local 659; S.M.P.T.E.

### **Ruby Film Company**

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

Phone: Circle 5-5640

Production Mgr.....Edward Ruby  
*Services Offered*—Producers of every type of motion picture production from commercials to serials. Own and operate all facilities, owns Ruby Editorial Service.

### **Sack Television Enterprises**

Film Exchange Bldg., 308 S. Harwood,  
 Dallas 1, Tex.

Phone: STerling 3069

General Manager.....Alfred N. Sack  
 Sales Manager.....Julius M. Sack  
 New York Office

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

Phone: JUdson 6-2258

*Services Offered*—Rental of open end films, amusement shorts, educational shorts, musical shorts, features, westerns and serials, and group of twenty-nine three-minute "soundies."

### **Bernard L. Sackett Television Productions**

(See Program Producers)

### **Sanft-Costa Television Features**

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

Phone: MUrray Hill 2-6770-6771

Co-Producers.....Sidney Sanft,  
 Don Costa

*Services Offered*—Producers of complete live TV packages. Video shows (live or film) created on assignment. Spot commercials created and produced on assignment. Producers of TV Film programs, open end, for local or national spot advertisers.

### **Sarra, Inc.**

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

Phone: MUrray Hill 8-0085

President.....Valentino Sarra  
 Sales Prod. Mgr.....Jack Henderson



## TV FILM PRODUCERS

### Branch Office

16 East Ontario St., Chicago 11, Ill.

Phone: WHitehall 4-5151

Dir. of Film Planning.....Joseph G. Betzer  
Production Manager.....Harry W. Lange  
Services Offered—TV film production.

### Screen Gems Inc.

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

Phone: CRcle 5-5044

Gen. Manager.....Ralph M. Cohn  
West Coast Prod. Mgr.....Jules Bricken  
Editorial Chief.....Daniel Heiss  
N. Y. Sales Mgr.....Philip Frank  
Pub. Rel. Chief.....Will Baltin  
Business Manager.....Floyd Weber  
Services Offered—Production and distribution of films for television, television commercials and television animated commercials.

### Screen Televideo Prod.

328 So. Beverly Dr., Beverly Hills, Calif.

Phone: CRestview 6-1721

Executive Producer.....Gilbert A. Ralston  
Production Manager.....Rudy E. Abel  
Auditor.....Frances Wilkinson  
Services Offered—Custom production and distribution of television films.

### Seaboard Studios

157 E. 69 St., New York 21, N. Y.

Phone: REgent 7-9200

President.....Sandford R. Johnson  
Vice-President.....Arthur B. Chapman  
Services Offered—Producers of industrial motion pictures, TV film commercials and slide films. Completely equipped motion picture facilities with largest independent sound stage in Manhattan.

### Seidel Films

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

Phone: PL 7-1597

Manager.....Tom Seidel  
Services Offered—TV film production.

### Sentinel Productions

(div. of Sentinel

Enterprises, Inc.)

(See Program Producers)

### Skibo Productions, Inc.

165 W. 46th St., New York 19, N. Y.

Phone: PLaza 7-2265

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

### The Charles E. Skinner Productions

1600 Broadway, New York, N. Y.

Phone: SU 7-5672

Executive Producer.....Charles E. Skinner  
Associate Producer.....Robert Sloan  
Production Manager.....Jack Aichele  
Film Music Editor.....Alphonse Corelli  
Musical Director.....Skitch Henderson  
Film Editorial Supervisor.....Joe Josephson  
Set Designer.....Charles Carlotti  
Gen. Production Supervisor.....William Thott  
Camera Directors.....Joseph Brun,  
George Webber

General Business Mgr.....Melville Ruick  
Assoc. Prod., West Coast Rep. Albert Kelley

Services Offered—Creators and producers of television; theatrical and sales influence films; producing contractors; adapters, consultants to package producers, advertising agencies, sponsors. Distribution facilities television and theatrical, U. S. and foreign. Production facilities New York, Florida, Hollywood.

### Stephen Slesinger, Inc.

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

Phone: ELdorado 5-2544

President.....Stephen Slesinger

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

### Snader Telescriptions Corp.

177 So. Beverly Dr., Beverly Hills, Calif.

Phone: CR 5-4451

N. Y. Phone: LOnacre 4-3971

President.....Louis D. Snader  
Vice-President.....Robert M. Snader  
Director.....Duke Goldstone  
Casting Director.....Phil Bloom  
Musical Director.....Harry Zimmerman  
Production Manager.....Jesse Corallo

Services Offered—Producers of motion picture film for television. Sales handled through Snader Telescriptions Sales, Inc., Reuben R. Kaufman, President, with offices in Beverly Hills, New York, Chicago, Atlanta and Cleveland.

### Special Purpose Films, Inc.

44 W. 56th St., New York 19, N. Y.

Phone: JUDson 6-0020

President.....John Fox

### Specialty Television Films, Inc.

1501 Broadway, New York 36, N. Y.

Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weill

Vice-President.....Murray M. Kaplan

Services Offered—Motion picture film, features and half-hour, for television broadcasting.

## TV FILM PRODUCERS

### **Al Stahl Productions**

1600 Broadway, New York, N. Y.  
Phone: COLUMBUS 5-2992-3

President ..... Al Stahl  
Vice-President ..... Irwin Stahl  
Sales Manager ..... Stanley Benford  
Director ..... Leroy Sylverst  
*Services Offered*—Complete production facilities for live action production on film.

### **Standard Television Corp.**

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

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

### **Station Distributors, Inc.**

40 East 51st St., New York 22, N. Y.  
Phone: PLAZA 9-4953

President ..... Walker Stuart  
*Services Offered*—Package programs.

### **Sterling Television Co., Inc.**

316 W. 57 St., New York 19, N. Y.  
Phone: JUDSON 6-3750

President ..... Saul J. Turell  
Secy.-Treasurer ..... Robert E. Rhoades  
Head of Agency Sales ..... Bernard Schulman  
Manager of TV Dept. .... Bernice S. Coe  
Stock Shot Div. Mgr. .... Richard Carlton  
*Services Offered*—Producer and distributor of TV features, shorts and film series.

### **Wilbur Streech Productions**

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

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

### **Irvin Paul Sulds, Inc.**

654 Madison Ave., New York 21, N. Y.  
Phone: TEMPLETON 8-7025

President ..... Irvin Paul Sulds  
*Services Offered*—Script, production supervision for one minute commercials and five minute shorts. Longer features also available.

### **Taylor Productions, Inc.**

6700 Sunset Blvd., Hollywood 28, Calif.  
President ..... Gordon Van Dover  
*Services Offered*—Write produce and direct. TV film spots.

### **The TeeVee Company**

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

President ..... Gifford Phillips  
Asst. to Pres. .... Ludlow Flower, Jr.

V.P., Gen. Mgr. .... Marc Frederic  
*Services Offered*—Custom-built TV shows, film and live; spot commercials.

### **Tel-Air Associates**

366 Madison Ave., New York 17, N. Y.  
Phone: VA 6-3417

Partners ..... Seymour Kaplan,  
Mort H. Singer, Jr.  
*Services Offered*—Film programs, spot commercials, animation.

### **Tele-America Inc.**

170 S. Beverly Dr., Beverly Hills, Calif.  
Phone: CR 5-1270

President ..... Thorn L. Brooks  
Vice-President ..... Howard Taylor  
*Services Offered*—Producers of live and film TV productions. Also all kinds of commercials.

### **Telecast Films, Inc.**

112 W. 48th St., New York 19, N. Y.  
Phone: JUDSON 6-5480

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

### **Teleflex Productions**

5919 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HO 9-6211

Pres. & Gen. Mgr. .... Donna Fargo  
Vice-President ..... Victor Schulman  
Secretary-Treasurer ..... Lois Landon  
Mgr., Photo-Lab Dept. .... Joe Paul  
Staff Writer ..... Brice Knox  
Staff Consultant ..... Ted London

#### *New York Branch*

730 Fifth Ave., New York 19, N. Y.  
Phone: PLAZA 7-3091

N. Y. Sales Manager ..... Jerry Kelly  
*Services Offered*—Live, recorded and film TV's only complete rear screen projection service. Still, moving, special effect projectors, screens, frames, slides, footage, consultation and production. Teleflex Telarc, Bell-Howell TV adapted Filmoarc, VisualCast TV model; Roto-Scene Teleflex productions built around teleflex screens and employing still moving, and special effect backgrounds.

### **Telemated Cartoons**

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

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

## TV FILM PRODUCERS

### **Telemount Pictures, Inc.**

5255 Clinton St., Los Angeles 4, Calif.

Phone: HOLLYWOOD 9-8321

President.....Henry B. Donovan

Secretary-Treasurer.....Marie Copenhaver

*Services Offered*—Producers of TV films and live programs and commercial films, 35 mm and 16 mm. Black and white and color films.

### **Telepak Inc.**

201 N. Carmelina Ave., Los Angeles 49, Calif.

President.....C. Robert Longenecker

*Services Offered*—Creation and production of programs, both film and live for TV. Distribution of program material. Representation of talent for TV, acting and creative.

### **Telepix Corporation**

Times Tower Bldg., 1475 Broadway,

New York 18, N. Y.

Phone: PENNSYLVANIA 6-1821-2

President.....Albert G. McCarthy

Vice-President.....Richard Freitas

Secretary.....Rita Fables

*Services Offered*—TV films.

### **Television Arts Productions, Inc.**

2733 Stuart Street, Berkeley, Calif.

Phone: Berkeley 7-5301

Business Mgr.....J. T. Ward

*Services Offered*—Cartoon Productions of daily comic strip series—for television—Creators of "Crusader Rabbit" series for NBC—animated cartoons for commercials.

### **Television Cartoons, Inc.**

155 W. 46th St., New York 19, N. Y.

Phone: JUDSON 6-1650

Chg. of Prod.....Robert N. Brotherton,

Arthur L. Goldman

*Services Offered*—Producers of commercial films for television, 10 seconds to 1 minute or longer. Services include full cartoon animation, live motion picture photography, stop motion or special effects to order.

### **Television Exploitation Inc.**

1450 Broadway, New York 18, N. Y.

Phone: WISCONSIN 7-2055

President.....Leonard J. Ackerman

Vice-Pres. & Mgr.....Louis N. Friedland

*Services Offered*—In the television field, distributes, purchases, and produces full length features and short subjects.

### **Television Guild Productions Inc.**

210 No. Larchmont, Hollywood 4, Calif.

Phone: HO 9-2895

Production Manager.....Jack Miles

*Services Offered*—Complete studio facilities for rent. Producers of TV commercials and shorts.

### **Television Screen Productions, Inc.**

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

Phone: MURRAY Hill 2-8877

President.....Charles J. Basch, Jr.

Treasurer.....Clarence Schmidt

Secretary.....Frankie Basch

*Services Offered*—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

### **Tel Ra Productions**

1518 Walnut St., Philadelphia 2, Pa.

Phone: KINGSLEY 5-8540

Producer.....W. Wallace Orr

Director of Programming &

Sales.....George J. Kerrigan, Jr.

Director of Production.....Dan Wise

Film Editor.....Raymond Brown

Film Editor.....Joe Arnold

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

### **Times Square Productions Inc.**

145 West 45th St., New York 19, N. Y.

Phone: CIRCLE 6-4443

President.....Chas. W. Curran

V.P.-Production.....Stephen E. Fitzgibbon

V.P.-Sales.....Donald Langan

*Services Offered*—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment, in black and white and color. Producers of package shows on film.

### **Time for Beany**

704 No. Bronson Ave., Hollywood 38, Calif.

Phone: GRANITE 6144

Executive Producer.....Bob Clampett

General Manager.....D. J. Noerine

*Services Offered*—Produce five 15-minute films per week syndicated nationally through Paramount Television Productions, Inc.

### **Transfilm Inc.**

35 W. 45 St., New York 19, N. Y.

Phone: LU 2-1400

President.....William Miesegaes

Vice-President.....Walter Lowendahl

Vice-Pres.....William Burnham

Secretary-Treasurer.....Peter A. Schlenker

*Services Offered* — Complete facilities for



## TV FILM PRODUCERS

production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

### **Transvideo Corp. of America**

2 W. 46 St., New York 29, N. Y.

Phone: LU 2-1280

President.....Theodore A. Parisi

### **Tri-Video Productions, Inc.**

15 Central Park West, New York 23, N. Y.

Phone: COLUMBUS 5-0060

President.....Jack Goldstein

### **TV Ads Inc.**

3839 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNKirk 8-1323

President.....Doria Balli  
Sales Manager.....Gene Grant

*Services Offered*—Specialists in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

### **TV-Programs, Inc.**

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

Phone: CHICKering 4-1374

President.....Edward Roberts, Jr.  
Vice-President.....Willard P. V. Voorhees  
Treasurer.....William Mills, III  
Director of Sales.....David Horwich  
Director of Advertising &

Promotion.....Jacob Van Aernam, Jr.  
*Services Offered* — Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other independent producers.

### **United Artists Television Corp.**

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

Phone: CIRCle 5-6000

Director of Television.....John H. Mitchell  
Asst. Dir. of TV.....Miss Louise E. Raphael  
East Coast Sales Rep.....Robert Brahm  
West Coast Sales Rep.....Miss Becky Barnes  
Mid-West Sales Rep.....Robert O'Brian  
*Services Offered*—Production and distribution of television films.

### **United Press Associations**

(See Program Producers)

### **United Productions of America**

4440 West Olive Ave., Burbank, Calif.

Phone: CHARleston 0-7171

New York Division—670 Fifth Ave.,

New York 19, N. Y.

Phone: PLaza 3-1672

Pres. & Exec. Produce.....Stephen Bosustow

Vice-Pres. in chg. N. Y. Office

Edward F. Cullen

Vice-President.....John Hubley

Vice-President.....A. D. Woolery

Vice-President.....Robert Cannon

*Services Offered* — Producers of TV film programs and commercials—specializing in animation, also animation production services.

### **United Television Programs Inc.**

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

Phone: CENTral 6-0041

Co-owner.....Milton Blink

*Branch Offices*

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

Phone: PLaza 3-4620

Manager.....Aaron Beckwith

140 N. La Brea, Los Angeles 36, Calif.

Phone: WEbster 8-9181

Co-Owner.....Gerald King

*Services Offered*—TV package programs.

### **Unity Television Corp.**

1501 Broadway, New York 8, N. Y.

Phone: LONGacre 4-8234

President.....Arthur A. Mayers

Treasurer.....Martin Mermelstein

TV Director.....C. Lazar

*Services Offered*—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

### **Vallee Video Inc.**

6611 Santa Monica, Hollywood 36, Calif.

Phone: HILLSide 6118

President.....Rudy Vallee

Vice-President.....B. S. Otto

Secretary.....D. Hall

Manager.....John W. Swallow

*Services Offered*—Full film studio for TV. Stage, Cutting Room, Projection Room, Dressing Rooms.

### **Van Praag Productions**

1600 Broadway, New York, N. Y.

Phone: PLaza 7-2857

*Services Offered*—Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

### **Video Drama Productions**

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

Phone: MU 2-0326



## TV FILM PRODUCERS

President.....Henri E. Marcuse  
 Writer.....Charles Cinnamon  
 Assoc. Supervisor.....Raymond Foucher  
*Services Offered*—Live and film services for TV film series—musical live package in full production or only as a script package.

### **Video Varieties Corp.**

41 E. 50 St., New York, N. Y.  
 Phone: MU 8-1162

President.....George W. Goman  
 Vice-Pres. chg. of Prod.....Martin Henry  
 Treasurer.....A. W. Manhee  
 Vice-Pres. & Film Editor..Leonard Anderson  
 Sales Manager.....Otis P. Williams  
*Services Offered*—Motion picture producers, TV program films and commercials. Owners, of West Coast sound studios. Latest 35mm. camera and sound equipment.

### **Vidican Pictures Corp.**

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

President.....Alfred Justin  
 Vice-President.....Edward Roberts Carroll  
 Sales Director.....Otto H. Sutter  
 Production Chief.....Richard Grey  
 Continuity Director.....Harry Doolittle  
 Studio Chief.....William B. Shriner  
 Staff Director.....James Rose  
 Chief Sound Engineer...Peter Protopoulos  
 Editor.....Lloyd Ball  
 Publicity Director.....Sherel Udell  
 Executive Secretary.....Nancy Gould  
*Services Offered*—Producer of television film commercials and television film programs. Both 16 and 35mm. projection facilities. Complete sound recording equipment. Air checks. Instantaneous recordings. Pressings.

### **Visual Media, Inc.**

17 E. 45 St., New York 17, N. Y.  
 Phone: MUrray Hill 2-2060

President.....William M. Nelson  
 Art Director.....Robert Dunne  
 Production Manager.....Robert J. Asherman  
 Film Director.....H. Lionel Miller  
 Advertising Consultant.....Weston Hill  
 Office Manager.....Margaret M. Maxwell  
*Services Offered*—Specialists in analysis and creation of TV programs and program material, both live and on film. Production of package television programs. Creation and "doctoring" of program formats.

### **Roger Wade Productions**

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

Owner.....Roger W. Wade  
*Services Offered*—TV commercials, animation, slide films, color slides, commercial motion pictures.

### **Adrian Weiss Productions**

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

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

### **Louis Weiss & Co.**

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

Distribution Director.....Adrian Weiss  
 Asst. Distr. Director.....Louis Weiss  
*Services Offered*—Distribution organization, geared to distribute all types of television shows throughout the country.

### **West Coast Sound Studios**

510 W. 57th St., New York 19, N. Y.  
 Phone: Circle 7-2062

V.-P. & Manager.....Martin Henry  
*Services Offered*—Full 35mm. and 16mm. film production facilities: 35mm. RCA sound equipment; Fairchild sync. disc recording. Division of Video Varieties Corp.

### **Whitehead TV Pictures, Inc.**

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

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

### **Frank Wisbar Productions Inc.**

7324 Santa Monica, Hollywood 36, Calif.  
 Phone: 2-2286

Owner.....Frank Wisbar  
*Services Offered*—Film productions.

### **Wolff-Feldman Enterprises, Inc.**

21 W. 42 St., New York 18, N. Y.  
 Phone: LA 4-3450

President.....Max Wolff  
 Secretary-Treas. ....Robert Feldman  
 Exec. Producer.....Les Wintz  
*Services Offered*—Talent representatives, casting, production, and packaging of films.

### **World Video, Inc.**

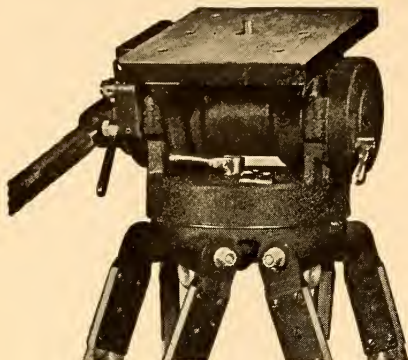
(See Program Producers)

### **Young America Films, Inc.**

18 E. 41 St., New York 17, N. Y.  
 Phone: LE 2-4111

President.....Stuart Scheffel  
 Exec. Vice-Pres.....Godfrey Elliott  
*Services Offered*—Offers educational films for TV rental.

# Floating Action!



## FOR ALL "TV" CAMERAS "BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

*Below: 3 wheel portable dolly with balanced TV Tripod mounted.*

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.



### Sales • Service • Rentals

— 35 mm. • 16 mm. —

### Cameras • Moviolas • Dollies

Complete Line of Equipment for  
Production Available for Rental

Mitchell: Standard - Hi-Speed - NC -  
BNC - 16 mm.

Bell & Howell: Standard - Shiftover -  
Eyemos

Maurer: 16 mm. Cameras  
Moviola: Editing Machines -  
Synchronizers

SPECIALISTS IN ALL TYPES OF CAMERA REPAIR WORK. LENSES MOUNTED.

FRANK C. ZUCKER

 **CAMERA EQUIPMENT CO.**  
1600 BROADWAY NEW YORK CITY

# SERVICES TO TV PRODUCERS

Large Screen



Lenses



Projectors



Spot and Flood Lamps



Draperies and Fabrics



Storage Vaults



Laboratories



Raw Stock



Stock Shot Libraries



Cartoon Producers



Costumes

# TV SERVICE FIRMS

(Also see Equipment Manufacturers)



## Large Screen

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 19, N. Y.

United Paramount Theatres, Television Div., 1501 Broadway, New York 18, N. Y.

## Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.

Century Projector Corp., 729 7th Avenue, New York, N. Y.

DeVry Corp., 1111 Armitage Ave., Chicago, Ill.

Kollmorgen Optical Co., 2 Franklin Avenue, Brooklyn 11, N. Y. (Also focussing scopes)

National Theatre Supply, 92 Gold St., New York, N. Y.

Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.

Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

## Projectors

Ballantyne Co., 1707 Davenport St., Omaha 2, Nebr.

Brenkert Light Projection Co., 6545 St. Antoine Ave., Detroit, Mich.

Century Projector Corp., 729 7th Ave., New York, N. Y.

## *Color Service*

COMPANY, INC.

115 WEST 45TH STREET

NEW YORK 36, N. Y.

FOREMOST COLOR LABORATORY

IN THE EAST

COMPLETE SERVICE IN COLOR PRINTING

• CONTACT • REDUCTION • ANSCO • EASTMAN

• REVERSAL • NEGATIVE — POSITIVE

16mm REVERSAL B&W • COLOR SLIDE FILM PRINTING



## TV Service Firms

### SPOT AND FLOOD LAMPS

Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.  
 Amplex Corp., 111 Water St., Brooklyn 1, N. Y.  
 Ariel Davis Supply Co., 373 West South Temple, Salt Lake City, Utah.  
 Best Devices Co., Inc., 3459 W. 104th St., Cleveland 11, O.  
 Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.  
 Compeco Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.  
 Display Lighting, Inc., 417 E. 61st St., New York, N. Y.  
 Durto-Test Corp., North Bergen, N. J.  
 General Electric Co., Nela Park, Cleveland, O.  
 GoldE Mfg. Co., 1214 W. Madison St., Chicago, Ill.  
 Kiegl Bros., 321 W. 50th St., New York 19, N. Y.  
 Lustra Corporation of America, 36 Washington St., Brooklyn 1, N. Y.  
 Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha 2, Nebraska.  
 National Theater Supply, 92 Gold St., New York, N. Y.  
 Radiant Lamp Corp., 300 Jeliff Ave., Newark 8, N. J.  
 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.  
 Strong Electric Corp., 87 Park Avenue, Toledo, O.  
 Sylvania Electric Products Co., 500 Fifth Avenue, New York 18, N. Y.  
 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.  
 Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.  
 DeVry Corp., 1111 Armitage Ave., Chicago, Ill.  
 International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.  
 Kleigl Bros., 321 W. 50th St., New York 19, N. Y.  
 Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.  
 Motigraph, Inc., 4431 W. Lake St., Chicago 24, Ill.  
 National Theater Supply, 92 Gold St., New York, N. Y.  
 Radio Corp. of America, Camden, N. J.  
 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.  
 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.

### CARPET

Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.  
 Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.  
 Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.  
 A. & M. Karageusian, Inc., 295 5th Ave., New York, N. Y.  
 James Lees & Sons Co., Bridgeport, Montgomery County, Pa.  
 C. H. Masland & Sons, Carlisle, Pa.  
 Radio Corp. of America, Camden, New Jersey.  
 Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

### BACKGROUND PROCESSES

#### LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.  
 1161 N. Highland Ave. (38) . . . . Hillside 7471  
 Anderson, Howard A.  
 General Service Studios . . . . .Granite 3111  
 1611 Cosmo St. . . . .HUDson 2-1247  
 Cinecolor, Inc.  
 2800 S. Olive St., Burbank . . . Stanley 7-1126  
 Cinema Research  
 7000 Romaine, Hollywood (38) . HUDson 2-7464  
 Consolidated Films Industries, Inc.  
 959 Seward St. . . . .Hollywood 9-1441  
 Dunningcolor Corp.  
 932 N. La Brea Ave. . . . .Granite 3174  
 Filmeffects of Hollywood  
 1153 N. Highland Ave. . . . .Hollywood 9-5808  
 Hansard, R. L.  
 8822 W. Washington Blvd., Culver City  
 Texas 02761  
 Mercer, Ray  
 4241 Normal Ave. . . . .OLympia 8436  
 Pacific Title & Art Studio  
 6350 Santa Monica Blvd. . . . .HEmpstead 5611  
 Pathe Industries, Inc.  
 6828 Santa Monica Blvd. . . . .Hollywood 9-3961  
 Rabin, Jack  
 7324 Santa Monica. . . . .HUDson 2-5463  
 Schmid, Al  
 1041 N. Formosa Ave. . . . .Granite 5111  
 Smallwood Process  
 7324 Santa Monica Blvd. . . . .Hollywood 9-5606  
 Technicolor Motion Picture Corp.  
 6311 Romaine St. . . . .Granite 1101  
 Telefax  
 5732 Sunset Blvd. . . . .PL. 7-0780  
 Williams Lab  
 1040 N. McCadden Place. . . . .Hillside 8131

### STORAGE VAULTS

#### LOS ANGELES, CALIF.

Bekins Van & Storage Co.  
 1025 N. Highland Ave. . . . .Hollywood 9-8181  
 Lyons Van & Storage Co.  
 6372 Santa Monica Blvd. . . . .Hollywood 9-1401

#### 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  
 Lloyds Film Storage Corp.  
 729 Seventh Ave. . . . .COlumbus 5-5400  
 Miles, Joseph R., Film Storage  
 729 Seventh Ave. . . . .JUdson 6-4954  
 United Storage Corp.  
 630 Ninth Ave. . . . .JUdson 6-1030

# LABORATORIES



## LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.  
1161 N. Highland Ave. (38).....Hillside 7471  
Art Craft Screen Service  
4019 W. 60th St.....AXminster 5423  
Associated Film Laboratories  
5631 Hollywood Blvd., Hollywood (28)  
Hillside 8195  
Cinecolor Corp.  
2809 S. Olive Ave., Burbank..Rockwell 9-1126  
Cinema Research  
7000 Romaine St. (38).....HUdson 2-7464  
Color Reproduction Co.  
7936 Santa Monica Blvd. (46)....Hillside 8225  
Columbia Pictures Laboratory  
1443 N. Beachwood Drive (28)  
GLadstone 5122  
Consolidated Film Industries  
959 Seward St. (38).....HOLLYWOOD 9-1441  
Lab: 959 Seward St. (38).....HOLLYWOOD 9-1441  
Dunningcolor Process Co., Inc.  
932 La Brea Ave., (38).....GRanite 3174  
Eastman Kodak Research Laboratory  
1017 N. Las Palmas Av., (38)  
GLadstone 7151

Film Effects of Hollywood  
1153 N. Highland (38)....HOLLYWOOD 9-5808  
Flora Color  
1103 N. El Centro Ave., Hollywood  
GRanite 9559

Hollywood Film Enterprises, Inc.  
6060 Sunset Blvd. (28).....Hillside 2181  
Houston Color Film Co.  
230 W. Olive, Burbank.....CHARleston 0-8188  
Hunzertodt Film Lab.  
6327 Santa Monica, Hollywood  
HOLLYWOOD 2-3237

Mercer, Ray  
4241 Normal Ave. (27).....OLympia 8436  
Modern Movies, Inc.  
6018 Fountain Ave., Hollywood (28)  
HEmpstead 1144

Pathe Laboratories, Inc.  
6823 Santa Monica Blvd., (38)  
HOLLYWOOD 9-3961

Precision Film Laboratories, Inc.  
1107 S. Robertson Blvd. (35)....BRadshaw 2-2340  
Producers Photographic Laboratory, Inc.  
860 N. Fairfax (46).....WHITney 4962  
Richters Film Lab.  
1715 N. Mariposa Ave., (27)....OLympia 3215

Technicolor Motion Picture Corp.  
6311 Romaine St., (38).....GRanite 1101  
Telefilm, Inc.  
6039 Hollywood Blvd. (28)....HOLLYWOOD 9-7205  
Williams Film Laboratories  
1040 N. McCadden Pl. (36).....Hillside 8131

## SAN FRANCISCO, CALIF.

Ball Film Laboratory  
1256 Howard St.....UNderhill 1-8638  
Commercial Film Enterprises  
125 Hyde St.....ORdway 3-9162  
Motion Picture Service Co.  
125 Hyde St.....ORdway 3-9162  
Multichrome Laboratories  
760 Gough St.....HEmlock 1-6567  
Palmer, W. A., Films, Inc.  
611 Howard St.....YUko 6-5961  
Skinner, C. R., Manufacturing Co.  
294 Turk St.....ORdway 6909

## COLORADO SPRINGS, COLO.

Alexander Film Co.  
Alexander Film Bldg.....4200

## WASHINGTON, D. C.

Byron, Inc.  
1226 Wisconsin Ave., N. W.....DUpon 1800

## ATLANTA, GA.

Paramount News Laboratory  
154 Walton St., N. W.....CYpress 1636  
Strickland Film Co.  
220 Pharr Rd., N.E.....CHerokee 5317

## CHICAGO, ILL.

Atlas Film Corp.  
1111 S. Blvd., Oak Park.....AUstin 7-8620  
Bell and Howell Co.  
7100 McCormick Lincolnwood  
Ambassador 2-1600  
Chicago Film Laboratories, Inc.  
1333 Belmont Ave.....BITtersweet 8-6780  
Crescent Film Labs.  
7510 N. Ashland.....AMBassador 2-5000  
Filmaek Laboratories  
1327 S. Wabash Ave.....HARRison 7-3395  
Wilding Picture Productions, Inc.  
1345 W. Argyle St.....LONgbeach 1-8410

## DES MOINES, IA.

General Pictures Productions  
Kempto Rd.....3-8275

## NEW ORLEANS, LA.

Harfilms, Inc.  
600 Barrone St.....MAGnolia 1744  
Motion Picture Advertising Service Co., Inc.  
1032 Carondelet St.....MAGnolia 4545

## BALTIMORE, MD.

Alpha Film Laboratories  
6000 Pimlico Road.....LIBerty 6216

## BOSTON, MASS.

Ambaner Motion Picture Co.  
42 Melrose Ave.....HANcock 6-1158  
Master Motion Picture Co.  
50 Piedmont St.....HANcock 6-3592  
Paramount Laboratories  
123 Heath St.....GARrison 7-4830

## DETROIT, MICH.

Jam Handy Organization  
2821 E. Grand Blvd.....TRinity 2-2450  
Metropolitan Motion Picture Co.  
121 Fisher Bldg.....TRinity 5-4266  
Wilding Picture Productions, Inc.  
4925 Cadieux St.....TUxedo 2-4600

## ST. PAUL, MINN.

Reid H. Ray Film Industries  
2269 Ford Parkway.....EMerson 1393

## KANSAS CITY, MO.

The Calvin Co.  
1105 Truman Rd.....HARRison 6446

## FORT LEE, N. J.

Consolidated Film Industries  
Main St.....FOrt Lee 8-3400

## NEW YORK, N. Y.

Acq Film Laboratories (Warner Bros.)  
1277 E. 14th St., B'klyn.....ESplanade 7-8700  
Circle Film Laboratories, Inc.  
33 W. 60th St.....COlumbus 5-6433  
Consolidated Film Industries,  
Div. of Republic Pictures Corp.  
1740 Broadway.....JUdson 6-1700  
Fort Lee, N. J.....FOrt Lee 8-3400  
DeLuxe Laboratories, Inc. (20th Century-Fox)  
850 Tenth Ave.....CIRcle 7-3220  
Du-Art Film Laboratories, Inc.  
245 W. 55th St.....PLaza 7-4580  
Filmlab, Inc.  
126 W. 46th St.....LUXemburg 2-2863  
Guffanti Film Laboratories, Inc.  
630 Ninth Ave.....COlumbus 5-5530  
Major Film Laboratories, Inc.  
653 Eleventh Ave.....CIRcle 6-6950

## Laboratories

|                                                                    |                  |
|--------------------------------------------------------------------|------------------|
| Malcolm Laboratories Corp<br>244 W. 49th St.....                   | Circle 6-3150    |
| Mecca Film Laboratories, Inc.<br>630 Ninth Ave.....                | Circle 6-5290    |
| Mercury Film Laboratories, Inc.<br>723 Seventh Ave.....            | Circle 5-4930    |
| MovieLab Film Laboratories<br>619 W. 54th St.....                  | Judson 6-0360    |
| National Screen Service Corp.<br>1600 Broadway.....                | Circle 6-5700    |
| Paramount Laboratory<br>Sixth & Pierce Sts., Astoria<br>Ravenswood | 8-8000           |
| Paramount News Laboratory<br>Office: 544 W. 43rd St.....           | Longacre 3-4300  |
| Pathe Industries, Inc.<br>105 E. 106th St.....                     | TRafalgar 6-1120 |
| Precision Film Laboratories<br>21 W. 46th St.....                  | Judson 2-3970    |
| Producers Laboratories, Inc.<br>457 W. 46th St.....                | Circle 6-5232    |
| Rainbowlab, Inc.<br>619 W. 45th St.....                            | Judson 6-0360    |
| Star Safety Film<br>630 Ninth Ave.....                             | Circle 6-0888    |
| Tri Art Color Corp.<br>245 W. 55th St.....                         | PLaza 7-4500     |

### CLEVELAND, O.

|                                                              |                 |
|--------------------------------------------------------------|-----------------|
| Escar Motion Picture Service, Inc.<br>7315 Carnegie Ave..... | ENdcott 1-2707  |
| Motion Picture Productions, Inc.<br>620 W. Superior Ave..... | PRospect 1-4900 |

### PORTLAND, ORE.

|                                              |             |
|----------------------------------------------|-------------|
| Western Color Films<br>1536 S. E. 11th ..... | EMpire 2139 |
|----------------------------------------------|-------------|

### PHILADELPHIA, PA.

|                                                  |                    |
|--------------------------------------------------|--------------------|
| Beswick, Harold W.<br>1017 W. Allegheny Ave..... | SAGamore 2-7534    |
| Hausman, Ward B.<br>1029 W. Rising Sun.....      | RAdeliff 5-2964    |
| News Reel Laboratory<br>1733 Sansom St.....      | RIttenhouse 6-3892 |
| Welsh, Charles E.<br>2661 S. Felton Ave.....     | SARatoga 9-8884    |

### DALLAS, TEX.

|                                                     |               |
|-----------------------------------------------------|---------------|
| Jamieson Film Co.<br>3825 Bryant .....              | TEnsin 3-8158 |
| Southwest Film Laboratory, Inc.<br>2015 Young ..... | PRospect 0453 |
| Variety Pictures, Inc.<br>3825 Bryant.....          | TEnsin 8158   |

### SALT LAKE CITY, UTAH

|                                        |        |
|----------------------------------------|--------|
| Artis Studios<br>David Keith Bldg..... | 5-5592 |
|----------------------------------------|--------|

### MILWAUKEE, WISC.

|                                        |             |
|----------------------------------------|-------------|
| Film Arts Corp.<br>1032 N. 6th St..... | DAly 8-5670 |
|----------------------------------------|-------------|

## RAW STOCK

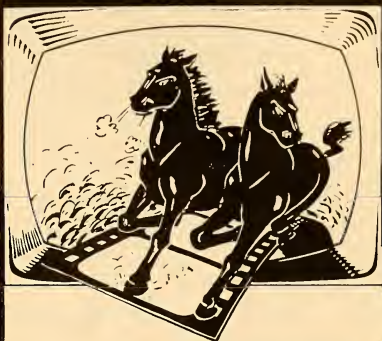
**AnSCO**  
AnSCO Division of General Aniline & Film Corp.,  
Binghamton, N. Y.: 405 Lexington Ave.,  
Murray Hill 6-0555, New York 19, N. Y.: 6424  
Santa Monica Blvd., Hollywood 9-2918, Holly-  
wood 38, California.

**DuPont**  
I. E. du Pont de Nemours and Co. (Inc.),  
Photo Products Division, Wilmington, Del.:  
6656 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., Fort Lee 8-5106;  
6700 Santa Monica Blvd., Hillside 6131, Holly-  
wood 38, Calif.; 6040 N. Pulaski Rd., IRving  
8-4064, Chicago, Ill.

## HAMMER, HAMMER, HAMMER, ON THE HARD HIGHWAY...



- PRODUCERS
- SPONSORS
- AGENCIES
- STATIONS

TV's top intensity of audience attention  
demands defect-free film for telecasting  
Kinescopes, Commercials and Features.

## PEERLESS FILM TREATMENT

toughens the emulsion to resist scratches,  
lubricates prints to ease projection, and sta-  
bilizes moisture content to avoid green and  
tacky film. Especially now... when replace-  
ments are difficult, give all your prints triple  
PEERLESS protection against use-damage.

*Write for free literature.*

## PEERLESS

**FILM PROCESSING CORPORATION**  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

COMPLETE FILM DISTRIBUTION SERVICE  
Shipments • Inspection • Cleaning • Repairs • Storage

## PEERLESS FILM TREATMENT

Available Also Through Official Licensees In

|           |               |                 |
|-----------|---------------|-----------------|
| NEW YORK  | • CHICAGO     | • HOLLYWOOD     |
| CLEVELAND | • DETROIT     | • SAN FRANCISCO |
| DAYTON    | • ST. PAUL    | • PORTLAND      |
| ATLANTA   | • KANSAS CITY | • DALLAS        |

Toronto • London • Brussels • Berne • Sydney • Mexico City  
18 YEARS EXPERIENCE IN SAFEGUARDING FILM



## TV Service Firms

### CARTOON PRODUCERS

#### LOS ANGELES, CALIF.

**Disney, Walt**  
2400 W. Alameda, Burbank. . . . .Rockwell 9-3461

**Glenar (Sid) Productions**  
6618 1/2 Sunset Blvd. (38) . . . . .Hillside 0406

**Lantz, Walter**  
861 N. Seward St. (38) . . . . .Hollywood 9-2907

**Metro-Goldwyn-Mayer**  
Culver City . . . . .Texas 0-3311

**United Productions of America**  
4440 Lakeside Dr., Burbank. . . . .Charleston 0-7171

**Warner Bros. Cartoons, Inc.**  
1351 N. Van Ness Ave. . . . .GLadstone 4131

#### NEW ROCHELLE, N. Y.

**Terry, Paul**  
271 North Ave. . . . .NEW Rochelle 2-3467

#### NEW YORK, N. Y.

**Disney, Walt, Productions**  
1270 Ave. of Americas. . . . .Judson 6-3442

**Eshbaugh, Ted, Studios, Inc.**  
109 W. 64th St. . . . .TRafalgar 3-0720

**Famous Studios**  
25 W. 45th St. . . . .LUXemburg 2-4500

**Smith, Fletcher, Studios, Inc.**  
321 E. 44th St. . . . .MURray Hill 5-6626

### VENTILATION EQUIPMENT

**Carrier Corp.**, 300 South Geddes St., Syracuse, New York.

**Frigidaire Division, General Motors Corp.**, 300 Taylor St., Dayton, Ohio.

**General Electric Co.**, 5 Lawrence St., Bloomfield, N. J.

**General Elec. Co.**, 1 River Road, Schenectady, N. Y.

**Governair Corp.**, 513 N. Blackwelder, Oklahoma City, Okla.

**McQuay, Inc.**, 1600 Broadway, N. E. Minneapolis 13, Minn.

**National Theatre Supply**, 92 Gold St., New York, N. Y.

**S.O.S. Cinema Supply Corp.**, 602 W. 52nd St., New York 19, N. Y.

**Trane Company**, LaCrosse, Wis.

**Typhoon Air Conditioner Co., Inc.**, 794 Union St., Brooklyn, N. Y.

**United States Air Conditioning Corp.**, Como Ave., S.E., at 33rd Minneapolis 14, Minn.

**Westinghouse Electric Corp.**, B. F. Sturtevant Div., 420 Lexington Ave., New York, N. Y.

**Worthington Pump & Machinery Corp.**, Harrison, N. J.

**York Corp.**, York, Pa.

### STOCK SHOT LIBRARIES

#### LOS ANGELES, CALIF.

**Camera Craft Audio Visual Sales & Rentals Co.**  
1153 N. Highland Ave. . . . .HOLLYwood 9-5808

**Ideal Pictures Corp.**  
2408 W. 7th St. . . . .DUNKirk 7-8228

**General Film Library**  
1426 N. Beachwood Drive (28)  
HEmpstead 1191

**Independent Film Library**  
c/o Hal Roach Studios, Culver City  
TEXas 0-2761

**Mercer, Ray & Co.**  
4241 Normal Ave., (27) . . . . .OLympia 8436

**Wild Life Film Co.**  
5151 Strohm, N. Hollywood. . . . .STanley 7-5845

#### NEW YORK, N. Y.

**Advance Film Libraries**  
729 Seventh Ave. . . . .CIRcle 5-6873

**Lloyds Film Library**  
729 Seventh Ave. . . . .Columbus 5-5400

**Miles Film Library**  
729 Seventh Ave. . . . .Columbus 5-5400

**RKO Pathe, Inc.**  
105 E. 106th St. . . . .SACramento 2-2600



**COSTUMES  
FOR  
TELEVISION**

The largest collection of costumes and an experienced personnel with special training are available to give you immediate delivery of wardrobe at moderate rental charges. We ship out-of-town too.

**BROOKS COSTUMES ARE ON EVERY  
TV CHANNEL EVERY DAY**

*Television's Official Costumer*

**B R O O K S**  
C O S T U M E C O .  
1150 AVENUE OF THE AMERICAS  
(6th Ave. bet. 44th and 45th Streets)  
NEW YORK CITY  
Telephone VANDerbilt 6-5060



## TV Service Firms

### COLOR PROCESSES

**Aeme Film Labs**  
1161 N. Highland, Hollywood 38, Calif.; Hillside 7471.

**Anderson, Howard A.**  
1611 Cosmo St., Hollywood 28, Calif.; HUDson 2-1247.

**Anseo Color**  
Anseo Division of General Aniline & Film Corp., 2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; MURray Hill 6-0555; N. Highland Ave., Hollywood 28, Calif.; HUDson 2-3229.

**Cinecolor, Inc.**  
2800 W. Olive St., Burbank, Calif.; ROCKwell 9-1126.

**Cinema Research**  
7000 Romaine, Hollywood 38, Calif.; HUDson 2-7464.

**Color Research Corp.**  
105 E. 106th St., New York, N. Y.; SACra-mento 2-7830.

**Color Reproduction Co.**  
7936 Santa Monica Blvd., Hollywood 46, Calif.; Hillside 8225.

**Dunningcolor Corp.**  
Laboratory, 922 N. La Brea Ave., Hollywood, 38, Calif.; GRANite 3174.

**Eastman Kodak Co.**  
Rochester, N. Y.

**Film Effect**  
1153 N. Highland Ave., Hollywood 38, Calif.; HOLLYwood 9-5808.

**Flora Color**  
1103 El Centro Ave., Hollywood, Calif.; GRANite 9559.

**Kodachrome**  
Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.)

**Monopak**  
Technicolor's color negative system for use with regular black and white cameras.

**Polaroid Process**  
Polaroid Corp., Cambridge 39, Mass.

**Technicolor Motion Picture Corp.**  
6311 Romaine St., Hollywood 38, Calif.; GRANite 1101; Laboratories: 1006 N. Cole Ave., Hollywood, Calif.; Office: 30 Rockefeller Plaza, New York, N. Y.; Circle 7-7934.

**Trucolor**  
Republic Pictures Corp., 1740 Broadway, New York 19, N. Y.; JUDson 6-1700.

### BACKGROUND MUSIC COMPOSERS

**Applebaum, Louis**  
National Film Board of Canada, Ottawa, Ottawa 2-8211

**Associated Music, Inc.**  
9032 Burton Way, Beverly Hills, Calif. CREstview 4-6151

**Cain-Schumann Music Service**  
4606 N. Radford Ave., N. Hollywood, Calif. STAnley 7-3732

**Filmusic, Inc.**  
245 W. 55th St., New York, N. Y. JUDson 6-4155

**Shauidlin, Jack**  
245 W. 55th St., New York, N. Y. JUDson 6-4155

**Velazco Emil**  
723 Seventh Ave., New York 19, N. Y. PLaza 7-8530

### SCREENING ROOMS

#### LOS ANGELES, CALIF.

**Consolidated Film Industries, Inc.**  
959 Seward St.....HOLLYwood 9-1441

**Eastman Kodak Co.**  
6706 Santa Monica Blvd.....HOLLYwood 9-3101

**Hollywood Film Enterprises, Inc.**  
6060 Sunset Blvd.....Hillside 2181

**Pathe Industries, Inc.**  
6823 Santa Monica Blvd.....HOLLYwood 9-3961

**RCA**  
1016 N. Sycamore Ave.....Hillside 5171

#### NEW YORK, N. Y.

**Advance Projection Theaters**  
729 Seventh Ave.....JUDson 6-4954

**Audiograph Studios**  
846 Seventh Ave.....PLaza 7-6208

**Bonded's Film Center Theater**  
630 Ninth Ave.....JUDson 6-1030

**Johnny Victor Theater**  
40 W. 49th St.....Circle 6-4030

**Lloyds**  
729 Seventh Ave.....COLUMbus 5-5400

**Miles Public Projection Theaters**  
729 Seventh Ave.....Circle 5-6873

**Preview Theater**  
1600 Broadway .....Circle 6-0865

### 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**  
1150 6th Ave.....VANDerbilt 6-5060

**Eaves Costume Co., Inc.**  
151 W. 46th St.....PLaza 7-3730

**Flair Theatrical Costume Co.**  
1658 Broadway .....PLaza 7-3638

**Lillian Costume Co.**  
1658 Broadway .....Circle 5-5199

**Variety Costume Exchange**  
1658 Broadway .....COLUMbus 5-8789

# WHAT HAPPENS TO TV FILMS

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

IT is only fair to begin by stating that a great improvement in TV film handling has come about in the past year, yet much still remains to be done. Now for a few examples.

The shipping department was about to rush ship, without sufficient check-up, a "Royal Playhouse" film. The can which had come in from a station was imprinted with the title "Royal Playhouse," but a last minute impulse to peek inside revealed a print of a Laurel & Hardy comedy.

Another evil event, is the decision of the station film man to cut in a local commercial in a spot other than set up by the studio after a long study of the dramatic script and the pace of the story itself as filmed. With the nonchalance of a one armed butcher making an off hand cut, our friend cuts right through the heart of a situation and the plot almost bleeds to death, while the viewer wishes the sponsor had.

Sometimes too, for the sake of a too lengthy local commercial, done live by the cousin of the sponsor's third wife, a section of the film is neatly sliced out and beautifully spliced right through a portion of a scene, the offending section of "The Hired Girl" coming back months later in a can with "The Celebrated Mrs. Rowland." Mrs. Rowland doesn't like it and we don't either, to say nothing of the viewer who after seeing the back of a character going out when he hadn't obviously quite gotten in, was faced with the horns of a dilemma; should he stop drinking or television? In the meantime, the mutilated print with the missing section, had of necessity been replaced with a new copy. Multiply this by the right quotient of fifty-two programs in forty markets or so and the cost is considerable.

We sometimes receive return shipments with the film loose on the reel. Some of the actors in the coiled up mess must surely suffer from strangulated hernia. The emulsion, of course, is scratched and a new print often required.



Brown

Another difficulty, is that of the lost program. It goes on the air and then into thin air. For example, how to account for one print of "Man Without a Country" turning up eight months after it went out over Station A and comes back from Station B, where it never was scheduled, and spliced into a section of "Canterville Ghost." It's really uncanny and unbelievable, except to our shipping clerk who fortunately has astigmatism and is not too surprised at visual incongruity.

Yet another and very real problem, is that of running film A when B was scheduled, promoted, merchandised and publicized. For example, imagine the embarrassment to all concerned when we had built up a lady in her home town where the picture featuring her was to be shown. She was unfortunately divorced the week of the showing midst much local publicity, but to cap it off, instead of her picture, one set for two weeks hence was run, believe it or not Ripley, entitled "No Strings Attached." We have tried to cut to a minimum the number of days between arriving shipments, but in winter months we are sometimes forced to play it safe and ship two to three weeks at a time. The station film department, in its all too busy schedule, at times grab any can marked "Royal Playhouse" and on it goes.

One of the most irritating of all irritants is the situation where a local advertiser requests his title or introduction over and above a normal identification and opening or closing commercial. Inasmuch as thirty minutes ever remains inelastic, out comes the cleaver and up comes the hodge podge of elements. Sometimes too, the whole story has been shortened or normal credits chopped off to a point where the show irritates the viewer instead of soothing him to a point where the commercial is accepted and effective.

The situation, as a whole, today is far better than a year ago, yet I believe that at all NARTB conventions there should be a discussion meeting, not a panel, between representatives of distribution organizations and station film department heads, in which film handling methods should be discussed. Out of such group meetings would come many ideas which both sides and, for that matter, producers as well could apply to bring about smoother, more efficient operation.

# PROGRAMS 1951

## TV AM

Titles



Sponsors



Products



Networks



TV Stations



Advertising Agencies :

# COMMERCIAL TV PROGRAMS—1951

(Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1951. The programs listed are for the 12-month period ending Dec. 31, 1951. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

## A

| TITLE                         | SPONSOR-PRODUCT                                 | STATION | ADVERTISING AGENCY     |
|-------------------------------|-------------------------------------------------|---------|------------------------|
| Academy Award Theatre         | Rose Jewelers                                   | WXYZ-TV | W. B. Doner Agency     |
| Academy Theatre               | Jose Escalante                                  | KECA-TV | Cuenter-Bradford       |
| Action Theatre                | Cloyd Rice Car Dealer                           | WXYZ-TV | Powell-Grant Adv.      |
| Actor's Hotel                 | Ronzoni                                         | WJZ-TV  | Emil Mogul Co.         |
| Acrobat Ranch                 | Acrobat Shoe Co.<br>Shoes                       | ABC-TV  | Ruthrauff & Ryan, Inc. |
| Adventure Call                | Ashburn Furniture Company                       | KTLA    | Ross, Gardner & White  |
| Adventures in Sewing          | Graybar Elec. Co.<br>Sewing Machines            | KMTV    |                        |
| Adventures of Ellery Queen    | Kaiser Frazer Sales Corp.<br>Automobiles        | ABC-TV  | Wm. H. Weintraub & Co. |
| Adventures of Ellery Queen    | Kaiser-Frazer Sales Corp.<br>Kaiser-Frazer Cars | DuMont  | Wm. H. Weintraub & Co. |
| Adventures of Kit Carson      | Coca Cola                                       | WAVE-TV | D'Arcy, St. Louis      |
| A Hair Raising Tale           | Chas. Antell                                    | WSPD-TV |                        |
| Alan's Midnight Showboat      | Alan Radio & Appliance Co., Inc.                | WNBQ    | Dickson & Wiebe        |
| Alan Young Show               | Esso Standard Oil                               | CBS-TV  | Marschalk Pratt Co.    |
| Alan Young Show               | Kroger Co.                                      | CBS-TV  | Ralph H. Jones Co.     |
| Alex Dreier & the Sunday News | Home Federal Savings & Loan Assn.               | WNBQ    | Advertising Div., Inc. |
| Alice Weston                  | Frigidaire                                      | WXEL    |                        |
| All-Star Revue                | Kellogg Co.<br>Cereals                          | NBC-TV  | Kenyon & Eckhardt      |
| All-Star Revue                | Pet Milk Sales Corp.<br>Evaporated Milk         | NBC-TV  | Gardner Adv.           |
| All-Star Revue                | Snow Crop Marketers<br>Frozen Foods             | NBC-TV  | Maxon, Inc.            |



|                                    |                                            |          |                                          |
|------------------------------------|--------------------------------------------|----------|------------------------------------------|
| Al Pearce Show                     | Morris B. Sachs                            | CBS-TV   | Ruthrauff & Ryan                         |
| Amateur Hour                       | Seiberling Rubber Co.                      | WENR-TV  | Meldrum & Fewsmith, Inc.                 |
| Amazing Mr. Malone, The            | Tires                                      | ABC-TV   |                                          |
| America at Church                  | Bethany Reformed Church                    | WENR-TV  | Walter Bennett                           |
| American Back to God               | American Back to God, Inc.                 | WXYZ-TV  |                                          |
| American Forum of the Air          | Bohn Aluminum & Brass Co.                  | NBC-TV   | Zimmer-Keller, Inc.                      |
| American Legion Wrestling          | Aluminum                                   | KMTV     |                                          |
| Amos 'N' Andy                      | Graybar Elec. Co.                          | CBS-TV   | Wm. H. Weintraub                         |
| Animal Fare                        | Appliances                                 | WJ&K-TV  |                                          |
| Animal Fair                        | Blatz Brewing Co.                          | WSPD-TV  |                                          |
| Ann Alden                          | Kasco Mills                                | WB&P-TV  | Howard Caraway                           |
| Anniversary Party                  | Dog Food                                   | WSPD-TV  |                                          |
| Armchair Shopper                   | Strippling's Department Store              | WAAM     | L. E. Schechter                          |
| Armchair Theatre                   | Tony's Bakery                              | WBNS-TV  |                                          |
| Armchair Theatre                   | Blum's Dept. Store                         | WAVE-TV  |                                          |
| Armstrong Circle Theatre           | Participation                              | NBC-TV   | Batten, Barton, Durstine & Osborn, Inc.  |
| Around the House With Ken Ward     | Will Sales                                 | WNBK     | Fuller & Smith & Ross                    |
| Arrow Beer Sports                  | Armstrong Cork Co.                         | WAAM     | Joseph Katz Agency                       |
| Art Museum Show                    | Linoleum, Floor Coverings, Bldg. Materials | WSPD-TV  | Huber Hoge & Sons                        |
| Arthur Brown & Bros. Show          | Central Natl. Bank of Cleveland            | WABD     | Cunningham & Walsh                       |
| Arthur Godfrey and His Friends     | Arrow Beer                                 | CBS-TV   | L. Burnett Co.                           |
| Arthur Godfrey and His Friends     | Art Museum of Toledo                       | CBS-TV   | Foote, Cone & Belding                    |
| Arthur Godfrey and His Friends     | Arthur Brown & Bros.                       | CBS-TV   | Ruthrauff & Ryan                         |
| Arthur Godfrey Morning Show        | Artist's Supplies                          | CBS-TV   |                                          |
| Arthur Godfrey's Talent Scouts     | Liggitt & Meyers                           | WAAM     | Joseph Katz Agency                       |
| Arthur Murray Dance Party          | Pillsbury Mills                            | DuMont   | Ruthrauff & Ryan, Inc.                   |
| Arthur Murray Show                 | Toni, Inc.                                 | ABC-TV   | Ruthrauff & Ryan, Inc.                   |
| Arthur Murray Show                 | Lever Bros.                                | WSA&T-TV | Byar & Bowman                            |
| Ashland Serenade                   | Arthur Murray Studios                      | WFIL-TV  | N. W. Ayer & Son, Inc.                   |
| A's—Phillies Baseball, 1951 Season | Arthur Murray Dance Studios                | WAVE-TV  | Batten, Barton, Durstine & Osborne, Inc. |
| Ask the Colonel                    | Arthur Murray Products                     |          |                                          |
|                                    | Dancing Lessons                            |          |                                          |
|                                    | Ashland Oil & Refining Co.                 |          |                                          |
|                                    | Atlantic Refining Co.                      |          |                                          |
|                                    | Ethyl Gasoline                             |          |                                          |

| TITLE                         | SPONSOR-PRODUCT                                                 | STATION | ADVERTISING AGENCY             |
|-------------------------------|-----------------------------------------------------------------|---------|--------------------------------|
| At Bat With Bradley           | Ashland Oil & Refining Co.                                      | WSAZ-TV | Direct                         |
| At Home Show                  | C. H. Masland & Sons<br>Masland Carpets                         | ABC-TV  | Anderson & Cairns, Inc.        |
| At Home Show                  | D. H. Holmes                                                    | WDSU-TV |                                |
| At Home With Holley           | Participating                                                   | WKY-TV  |                                |
| At Ringside With the Rasslers | Adam Scheidt Brewing Co.                                        | WFIL-TV | Ward Wheelock Co.              |
| Audition Ambition             | Arthur Murray                                                   | WXEL    |                                |
| Austin Kiplinger              | Chicago Natl. Bank                                              | WENR-TV | J. R. Pershall                 |
| A Woman Speaks                | Newman's Women's Apparel                                        | WHBF-TV |                                |
| Backgrounds for Living        | Barker Bros.                                                    | KTLA    | Mays & Company                 |
| Backstage                     | Chock Full O' Nuts<br>Restaurant                                | WABD    | Fairfax                        |
| Bandstand Revue               | Acme Brewing Company                                            | KTLA    | Foote, Cone & Belding          |
| Bandstand Revue               | Chrysler Dealers of So. Calif.                                  | KTLA    | McCann-Erickson, Inc.          |
| Barbershop Harmony            | Diehle Beer                                                     | WSPD-TV |                                |
| Bar-5 Ranch                   | Chuckles Candy                                                  | WJBK-TV |                                |
| Bar-5 Ranch                   | Chuckles Candy Co.                                              | WXEL    |                                |
| Barn Dance                    | Bewley Mills                                                    | WBAP-TV | Glenn Adv.                     |
| Baseball                      | Falls City Beer                                                 | WAVE-TV | Prater                         |
| Baseball Previews             | Student Prince Cigars<br>Crawford Door Sales                    | WXEL    |                                |
| Baseball Scoreboard           | General Electric Supply Corp.                                   | WXEL    | George Patton Co.              |
| Beat the Champ                | Urich's Serve Yourself Stations, Inc.                           | KTLA    | Cecil & Presbrey, Inc.         |
| Beat the Clock                | Sylvania Electric Products                                      | CBS-TV  | Lowe Runkle                    |
| Behind Your Telephone         | Southwestern Bell Telephone Co.                                 | WKY-TV  | Young & Rubicam                |
| Bert Parks Show               | General Foods                                                   | CBS-TV  | Young & Rubicam                |
| Bert Parks Show               | General Foods Corp.                                             | NBC-TV  |                                |
| Bess Myerson Show             | Jell-O, Bird's Eye, Swansdown<br>Lydia O'Leary<br>Spotstik      | WABD    | Huber Hoge & Sons              |
| Better Home Show, The         | Anthracite Institute<br>Pa. Anthracite Coal                     | ABC-TV  | J. Walter Thompson Co.         |
| Better Living Electrically    | Utah Power & Light Co.                                          | KSL-TV  | Gilham Adv. Agency             |
| Betty Crocker Star Matinee    | General Mills, Inc.<br>Bisquick, Cheerios, Softasilk Cake Flour | ABC-TV  | Dancer-Fitzgerald-Sample, Inc. |

|                            |                                                   |         |                                           |
|----------------------------|---------------------------------------------------|---------|-------------------------------------------|
| Beulah                     | Procter & Gamble<br>Dreft & Oxydol                | ABC-TV  | Dancer-Fitzgerald-Sample, Inc.            |
| Bigelow Theatre            | Bigelow-Santford Carpet Co.                       | DuMont  | Young & Rubicam                           |
| Big Game Hunt              | Beckwith Evans Rugs                               | WXYZ-TV | Harry Strandhagen                         |
| Big N Little Club Party    | Dr. Posner's Shoes                                | WPIX    | Posner-Zabin Adv.                         |
| Big Ten Football           | Phillips "66" Gasoline                            | WENR-TV | Lambert & Feasley                         |
| Bill Goodwin Show          | General Electric Co.<br>Refrigerator, Dishwashers | NBC-TV  | Young & Rubicam                           |
| Bill Gwinn Show            | A. C. Weber & Co.                                 | KECA-TV | Al Carmona Adv.                           |
| Bill Pepper & the News     | Geo. Byers Sons<br>Plymouth, DeSoto               | WBNS-TV | Kelly & Lamb Agency                       |
| Bill Post's Telemart       | Fisher Baking Co.<br>Bakery Products              | KSL-TV  |                                           |
| Bill Stulla's Parlor Party | Participating                                     | KNBH    |                                           |
| Bill Zipf's Farmtime       | Participation                                     | WBNS-TV |                                           |
| Billy Rose Show, The       | Hudson Motor Car Co.<br>Hudson Motor Cars         | ABC-TV  | Brooke, Smith, French & Dorrance, Inc.    |
| Birthday Club              | Buckan's Baking Co.                               | KING-TV | MacWilkins, Cole & Weber Agency           |
| Black Spider               | State Sample Furniture                            | WXYZ-TV | Luckoff, Wayburn & Frankel Adv.           |
| Blind Date                 | Gruen Watch Co.<br>Watches                        | ABC-TV  | McCann & Erickson Co.                     |
| Bob Murphy                 | Hudson Dealers                                    | WXYZ-TV | Brooke, Smith, French & Dorrance Agency   |
| Bob Murphy                 | U. S. Rubber                                      | WXYZ-TV | Fletcher Richards Agency                  |
| Bookshop Man               | Ohio Oil Co.                                      | WAVE-TV | Stockton, West & Burkhart                 |
| Bookshop Man               | Ohio Oil<br>Marathon Products                     | WSPD-TV |                                           |
| Boston Blackie             | Buckeye Brewing                                   | WSPD-TV |                                           |
| Boston Blackie             | C V Beer                                          | WTTV    |                                           |
| Boston Blackie             | Erin Brew                                         | WXEL    |                                           |
| Boston Blackie             | Ford Dealers of Washington, D. C.                 | WNBW    | J. Walter Thompson Co.<br>Marketers, Inc. |
| Boston Blackie             | Milani Foods                                      | KNBH    |                                           |
| Boston Blackie             | Standard-Humpty-Dumpty                            | WKY-TV  |                                           |
| Break the Bank             | Bristol Myers Co.                                 | CBS-TV  | Doherty, Clifford, Shentfield             |
| Break the Bank             | Bristol Myers Co.<br>Mum, Ipana, Sal Hepatica     | NBC-TV  | Doherty, Clifford, Shentfield             |
| Bride and Groom            | Hudson Pulp and Paper                             | CBS-TV  | Duane Jones Co.                           |
| Bride and Groom            | Lehn & Fink<br>Hinds Honey & Almond Cream         | CBS-TV  | McCann-Erickson                           |

| TITLE                         | SPONSOR-PRODUCT                                  | STATION | ADVERTISING AGENCY                      |
|-------------------------------|--------------------------------------------------|---------|-----------------------------------------|
| Broadway Open House           | Anchor-Hocking Glass Corp.<br>Beer Bottles       | NBC-TV  | Wm. H. Weintraub                        |
| Bubble Up Scoreboard          | Bubble Up Beverage Co.                           | WLW-C   |                                         |
| Buddies                       | Craines Furniture Co.                            | WHBF-TV |                                         |
| Buddy Cotter                  | Schiff's Shoes                                   | WBNS-TV |                                         |
| Burns & Allen                 | Carnation Co.                                    | CBS-TV  | Erwin Wasey & Co.                       |
| Cafe Prior                    | Adam Scheidt Brewing Co.                         | WFIL-TV | Ward Wheelock Co.                       |
| Calling All Women             | Winston Stores                                   | WPIX    | Albert Black, Inc.                      |
| Camel Movie Hour              | R. J. Reynolds Tobacco Co.                       | WNBQ    | William Esty Co.                        |
| Camel News Caravan            | R. J. Reynolds Tobacco Co.<br>Camel Cigarettes   | NBC-TV  | William Esty Co.                        |
| Cameo Theatre                 | Noxzema Chemical Co.<br>Noxzema                  | NBC-TV  | S. S. C. & B.                           |
| Candid Camera                 | Phillips & Buttorff                              | WSM-TV  | Marvin Smith Adv.                       |
| Candid Camera                 | Ruppert Brewing                                  | WJZ-TV  | Biow Co.                                |
| Can You Top This              | Wine Corp. of America<br>Wine                    | ABC-TV  | Weiss & Geller, Inc.                    |
| Captain Video                 | General Foods<br>Posts Cereals                   | DuMont  | Benton & Bowles, Inc.                   |
| Carousel                      | General Electric—Home Appliances                 | WSM-TV  |                                         |
| Carrot Top Anderson           | American Vitamin                                 | WLW-C   |                                         |
| Cartoon Parade                | Keuhman<br>Potato Chips                          | WSPD-TV |                                         |
| Case of Eddie Drake           | Drewry's Limited                                 | WJBL-TV |                                         |
| Case of Eddie Drake           | Schoenling Beer                                  | WLW-C   |                                         |
| Cavalcade of Bands            | Drug Store Television Productions<br>Drugs       | DuMont  | Product Advertising Corp.               |
| Cavalcade of Girls            | Gretz Brewing Co.                                | WFIL-TV | Seberhagen, Inc.                        |
| Cavalcade of Sports           | Gillette Safety Razor Co.<br>Razors & Blades     | NBC-TV  | Maxon, Inc.                             |
| Cavalcade of Stars            | Drug Store Television Products<br>General Motors | DuMont  | Product Advertising Corp.               |
| CBS News With Douglas Edwards |                                                  | CBS-TV  | D. P. Brother, Inc.                     |
| CBS Television Workshop       |                                                  | CBS-TV  |                                         |
| Celinese Theatre              | Celinese Corp. of America<br>Institutional       | ABC-TV  | Ellington & Co.                         |
| Celebrity Time                | B. F. Goodrich                                   | CBS-TV  | Batten, Barton, Durstine & Osborn, Inc. |



|                                     |                                                               |         |                                                     |
|-------------------------------------|---------------------------------------------------------------|---------|-----------------------------------------------------|
| Celloid Playhouse                   | Vitamin Corp. of America                                      | WNBK    | Harry B. Cohen Adv. Co.                             |
| Chance of a Lifetime                | Bendix Home Appliances<br>Ranges, Washers, Dryers & Ironers   | ABC-TV  | Tatham-Laird, Inc.                                  |
| Charlie Chase Films                 | Karl's Shoe Store, Ltd.                                       | KTLA    | Irwin Company, Inc.                                 |
| Charlie Chase Films                 | Murphy Motors                                                 | KTLA    | Chas. Stahl Adv.                                    |
| Charlie Wild, Private Detective     | Wine Corporation of America<br>Mogen David Wine               | ABC-TV  | Weiss & Geller, Inc.                                |
| Cheer Corner                        | Neumode Shop                                                  | WTTV    |                                                     |
| Chef Milani Show                    | Participating                                                 | KNBH    |                                                     |
| Chester the Pup                     | Mason, Au & Magenheimer Confectionery<br>Mason Candy Products | ABC-TV  | Turner & Dyson, Inc.                                |
| Chet Huntley & News                 | Clinton Clothing Mfg.                                         | KECA-TV | M. Weinberg Adv.                                    |
| Chicago Playhouse                   | Demet Pontiac, Inc.                                           | WNBQ    | Sander Rodkin Adv.                                  |
| Chicago Symphony Chamber Orch.      | Chicago Title & Trust Co.                                     | WENR-TV | Earle Ludgin                                        |
| Children Should Be Seen             | McLevy Salons                                                 | WPIX    | Assoc. Adv. Service                                 |
| Chronoscope                         | Longines<br>Wittnauer Watch Co.                               | CBS-TV  | Victor A. Bennett Co.                               |
| Chuck Wagon                         | Participating                                                 | WKY-TV  |                                                     |
| Cincinnati Reds Baseball            | Burger Beer                                                   | WLW-C   |                                                     |
| Cinema 11:30                        | Mawson DeMany, Inc.                                           | WFIL-TV |                                                     |
| Circuit Rider, The                  | America for Christ<br>Institutional                           | ABC-TV  | Solis C. Cantor Adv. Agency<br>Turner & Dyson, Inc. |
| Cisco Kid                           | Frito Company                                                 | WBAP-TV | Glenn Adv.                                          |
| Cisco Kid                           | Interstate Bakeries<br>Bread                                  | WDAF-TV | R. J. Potts, Calkins & Holden Agency                |
| Cisco Kid                           | Interstate Bakeries                                           | WENR-TV | Calkens & Holden                                    |
| Cisco Kid                           | Sealtest Milk                                                 | WAVE-TV | Zimmer & McClasky                                   |
| Cisco Kid                           | Ward Baking Co.                                               | WNBK    | J. Walter Thompson                                  |
| Cisco Kid                           | Wrigley Markets                                               | WXYZ-TV | Luckoff, Wayburn & Frankel Adv.                     |
| City at Night                       | Atchison, Topeka & Santa Fe                                   | KTLA    | Leo Burnett Co., Inc.                               |
| City Hall                           | Vim Stores                                                    | WPIX    | William Warren, Jackson & Delaney                   |
| City Hospital                       | Carter Products<br>Arrid, Nair, Carter's Pills                | ABC-TV  | Ted Bates & Co.                                     |
| Claire Mann's Glamour Show          | Buitoni                                                       | WJZ-TV  | Astral Adv. Co.                                     |
| Cleve. Browns Quarterback Club      | Carlings Beer                                                 | WXEL    |                                                     |
| Cleve. Indians' Home Baseball Games | Leisy Bewing Co.                                              | WXEL    |                                                     |
| Clifton Utley & the News            | Chicago Rand Shoes                                            | WNBQ    | Henri, Hurst & McDonald                             |
| Clifton Utley & the News            | Englander Co.                                                 | WNBQ    | Leo Burnett                                         |

| TITLE                    | SPONSOR-PRODUCT                                                                          | STATION | ADVERTISING AGENCY        |
|--------------------------|------------------------------------------------------------------------------------------|---------|---------------------------|
| Clifton Utley & the News | First National Bank of Chicago                                                           | WNBQ    | Foote, Cone & Belding     |
| Clifton Utley & the News | Kroehler Furniture Dealers of Chicago                                                    | WNBQ    | Henri, Hurst & McDonald   |
| Clifton Utley & the News | Peabody Coal Co.                                                                         | WNBQ    | Fitzmorris & Miller       |
| Clifton Utley & the News | Sidney Wanzer & Sons                                                                     | WNBQ    | George H. Hartman         |
| Clifton Utley & the News | Temperature Equipment Co.                                                                | WNBQ    | Herbert S. Laufman        |
| Clifton Utley & the News | Webster-Chicago Corp.                                                                    | WNBQ    | Fuller, Smith & Ross      |
| Clipper Capers           | Clipper Oil Co.                                                                          | KING-TV | Western Agency            |
| Clock, The               | Rhodes Pharmacal Co.<br>Imdrin                                                           | ABC-TV  | O'Neil, Larson & McMahon  |
| Cloverleaf Film Theatre  | Cloverleaf Dairy<br>Milk, etc.                                                           | KSL-TV  | Gilham Adv. Agency        |
| Coaches Corner           | Bresee Chevrolet<br>Chevrolet                                                            | WHEN    | Coolican Agency           |
| Coaches Corner           | Rusterholts & Rossell<br>Plymouth                                                        | WHEN    |                           |
| Coffee and Cakes         | Dow-Corning                                                                              | WXYZ-TV | Don Wagnitz Agency        |
| Coffee and Cakes         | Farm Crest Bakeries                                                                      | WXYZ-TV | Grant Adv.                |
| Coffee and Cakes         | Michigan Macaroni                                                                        | WXYZ-TV | Rofe Spinning Agency      |
| Coffee and Cakes         | Michigan Sugar                                                                           | WXYZ-TV | Zimmer Keller Adv.        |
| College Bowl, The        | American Safety Razor Corp.<br>Razor Blades & Lighters                                   | ABC-TV  | Ruthrauff & Ryan          |
| College Bowl, The        | Pharma-Craft Corp.<br>"Heed" Deodorant Soap                                              | ABC-TV  | Ruthrauff & Ryan          |
| Columbus Red Birds       | Burger Brewing Co.                                                                       | WLW-C   |                           |
| Comedy Cameos            | Cameo Shirr-Back Curtain Co.                                                             | WABD    | Product Services, Inc.    |
| Comedy Classics          | C. Schmidt & Sons                                                                        | WFIL-TV | Al Paul Lefton Co., Inc.  |
| Comedy Hour              | Colgate-Palmolive-Peet Co.<br>Ajax, Palmolive Soap, Halo, Dental Cream<br>Refrigerators  | NBC-TV  | Sherman & Marquette       |
| Comedy Hour              | Frigidaire Div., General Motors Corp.                                                    | NBC-TV  | Foote, Cone & Belding     |
| Community Leaders        | Loveman, Berger & Teitlebaum                                                             | WSM-TV  |                           |
| Cooking Can Be Fun       | Franklin Vess Co.                                                                        | WSM-TV  | Noble-Dury                |
| Cook's Book              | Participating                                                                            | WKY-TV  |                           |
| Cook's Champagne Party   | Schenley Industries, Inc.<br>Cook's Champagne & Dubonnet Wine<br>A. A. Schneiderhahn Co. | ABC-TV  | Biow Co., Inc.            |
| Coolerator Theatre       | Drug Store Television Productions                                                        | WHBF-TV | Product Advertising Corp. |
| Cosmopolitan Theatre     | Drug Products                                                                            | DuMont  |                           |

|                                   |         |                             |
|-----------------------------------|---------|-----------------------------|
| Courtesy Motors                   | WENR-TV | Malcolm-Howard Agency       |
| Everybody's Department Store      | WBAP-TV | McBride-Holmes              |
| Smart & Final                     | KTLA    | Dan B. Miner Co.            |
| Victory Packing Company           | KTLA    | McNeill, McCleery & Creamer |
| Toni, Inc.                        | CBS-TV  | Foote, Cone & Belding       |
| Schick, Inc.                      | CBS-TV  | Kudner Agency, Inc.         |
| Block Drug Co.                    | ABC-TV  | Cecil & Presbrey            |
| Amm-i-Dent Tooth Powder, Mimipoo  | WXYZ-TV |                             |
| Crusade for Christ, Inc.          | WKZO-TV |                             |
| GE Dealers                        | WDSU-TV | Walker-Saussy Agency        |
| American Brewing Co.              | WSPD-TV |                             |
| Miller High Life Beer Distributor | WENR-TV | George H. Hartman           |
| City Natl. Bank & Trust Co.       | WOAI-TV | Mathisson Agency            |
| Miller Brewing Co.                |         |                             |
| Miller's High Life Beer           |         |                             |
| Society for Savings               | WNBK    | Griswold-Eshleman           |
| Stewarts Drug Goods Co.           | WAVE-TV |                             |
| Welch Wine                        | WJZ-TV  | Al Paul Lefton Co.          |
| Carnation Co.                     | WNBQ    | Erwin Wasey                 |
| Jewel Food Stores                 | WNBQ    | Allied Enterprises          |
| Custom Upholstering               | WAAM    | AWL                         |

## D

|                                              |        |                                   |
|----------------------------------------------|--------|-----------------------------------|
| Dance Party                                  | WNBK   | Bahn Advertising Co.              |
| Dancing School                               | WKY-TV |                                   |
| Danger                                       | CBS-TV | Cecil & Presbrey, Inc.            |
| Danny Williams                               | WKY-TV |                                   |
| Darts for Dollars                            | WXEL   |                                   |
| Date With Judy, A                            | ABC-TV | J. D. Tarcher & Co.               |
| Day-Time Shopper                             | WHEN   |                                   |
| Decorators Workshop                          | WPIX   | William Warren, Jackson & Delaney |
| Dick Dunkle Football                         | WLW-C  |                                   |
| Dick Dunkell's Football Ratings              | WPIX   | Ward Wheelock Adv.                |
| Dinah Shore Show                             | NBC-TV | Campbell-Ewald Co.                |
| Dining Out With Dana                         | WJZ-TV | J. M. Mathes Co.                  |
| Courtesy Motors                              |        |                                   |
| Everybody's Department Store                 |        |                                   |
| Smart & Final                                |        |                                   |
| Victory Packing Company                      |        |                                   |
| Toni, Inc.                                   |        |                                   |
| Schick, Inc.                                 |        |                                   |
| Block Drug Co.                               |        |                                   |
| Amm-i-Dent Tooth Powder, Mimipoo             |        |                                   |
| Crusade for Christ, Inc.                     |        |                                   |
| GE Dealers                                   |        |                                   |
| American Brewing Co.                         |        |                                   |
| Miller High Life Beer Distributor            |        |                                   |
| City Natl. Bank & Trust Co.                  |        |                                   |
| Miller Brewing Co.                           |        |                                   |
| Miller's High Life Beer                      |        |                                   |
| Society for Savings                          |        |                                   |
| Stewarts Drug Goods Co.                      |        |                                   |
| Welch Wine                                   |        |                                   |
| Carnation Co.                                |        |                                   |
| Jewel Food Stores                            |        |                                   |
| Custom Upholstering                          |        |                                   |
| Manchester Hosiery Mills                     |        |                                   |
| I. C. A. (Independent Grocers Assn.)         |        |                                   |
| Block Drug Co.                               |        |                                   |
| Participating                                |        |                                   |
| Ward Baking Co.                              |        |                                   |
| McKesson & Robbins                           |        |                                   |
| Tartan, Yodora, Calox Tooth Powder, Vitamins |        |                                   |
| Dey-Bros: Dept. Store                        |        |                                   |
| Sach's Quality Stores                        |        |                                   |
| White Rock Beverage Co.                      |        |                                   |
| Adam Hat Stores                              |        |                                   |
| Chevrolet Motor Div., General Motors Corp.   |        |                                   |
| Chevrolet Dealers                            |        |                                   |
| Canada Dry                                   |        |                                   |

| TITLE                          | SPONSOR-PRODUCT                                                 | STATION | ADVERTISING AGENCY     |
|--------------------------------|-----------------------------------------------------------------|---------|------------------------|
| Dinner Winner                  | Ward Baking Co.                                                 | WXEL    |                        |
| Dixie Showboat                 | Los Angeles Brewing Co.                                         | KTLA    | Warwick & Legler, Inc. |
| Dixie Showboat                 | Louis Milani Foods, Inc.                                        | KTLA    | Marketers, Inc.        |
| Dizzy Dean Show                | Philip Morris & Co., Ltd., Inc.<br>Philip Morris Cigarettes     | WABD    | Biow Co.               |
| Dr. Carlo, Magician            | Kuehmans<br>Potato Chips                                        | WSPD-TV |                        |
| Dr. Fixum                      | Harvey Lumber Co.                                               | WENR-TV | M. M. Fisher           |
| Dollar Derby                   | American Stores, Inc.                                           | WHEN    |                        |
| Dollar Derby                   | Big Bear Stores                                                 | WLW-C   |                        |
| Dollar Derby                   | UBC Groceries—Food Products                                     | WAVE-TV |                        |
| Dollar Talks to Fans           | Dollar Federal Savings & Loan                                   | WLW-C   |                        |
| Don Ameche's Musical Playhouse | Cluett, Peabody & Co., Inc.<br>Arrow Shirts & Ties              | ABC-TV  | Young & Rubicam        |
| Don Ameche's Musical Playhouse | Packard Motor Co.<br>Motor Cars & Trucks                        | ABC-TV  | Young & Rubicam        |
| Don Barksdale Sports Quiz      | Archway Motors                                                  | WAAM    | Dundon & Rosenbush     |
| Don McNeil TV Club             | Philco Corp.<br>Refrigerators, Freezers, Air Conditioning Units | ABC-TV  | Hutchins Adv. Agency   |
| Dorsey Connors                 | Dean Milk Co.                                                   | WNBQ    | Leo Burnett            |
| Dorsey Connors                 | Fannie May Candy Co.                                            | WNBQ    | C. Wendel Muench & Co. |
| Dorsey Connors                 | First Federal Savings & Loan Assn.                              | WNBQ    | Advertising Div., Inc. |
| Dorsey Connors                 | Helene Curtiss Industries, Inc.                                 | WNBQ    | Gorden Best Co.        |
| Dorsey Connors                 | Joanna Western Mills                                            | WNBQ    | George H. Hartman      |
| Dorsey Connors                 | John M. Smyth & Co.                                             | WNBQ    | Herbert S. Laufman     |
| Dorsey Connors                 | O'Connor & Goldberg                                             | WNBQ    | Dade B. Epstein        |
| Dorsey Connors                 | Sawyer Biscuit Co.                                              | WNBQ    | George H. Hartman      |
| Double "C" Canteen             | Coca Cola Bottling Co. of N. Y.<br>Coca Cola                    | WABD    | Wm. Esty Co., Inc.     |
| Double Thriller Movies         | Maier Brewing Company                                           | KTLA    | Biow Co., Inc.         |
| Double Thriller Movies         | Taylor Motors                                                   | KTLA    | Bishop & Associates    |
| Down at Dulaney's              | Dulaney Mfg. Co.                                                | WKY-TV  | Lowe Runkle            |
| Down You Go                    | P. Lorillard Co.<br>Old Gold Cigarettes                         | DuMont  | Lennen & Mitchell      |
| Dragnet                        | Liggett & Myers Tobacco Co.<br>Fatima Cigarettes                | NBC-TV  | Cunningham & Walsh     |
| Draw With Me                   | Arthur Brown & Bros., Inc.                                      | WNBQ    | Huber Hoge & Sons      |



WLW-C  
WXEL  
WABD

Bennett Distributors for Philco  
Watkins Furniture Co.  
A. C. Harrison Co.  
Preen

Calkins & Holden, Carloch, McClinton & Smith

Irwin Company, Inc.  
J. Franklin Viola  
Campbell-Ewald Adv.  
J. Walter Thompson Co.  
Robert J. Enders, Inc.  
Kronstadt Advertising Agency  
Robert J. Enders, Inc.  
Kal, Ehrlich & Merrick, Inc.  
Kronstadt Advertising  
Erwin, Wasey & Co., Inc.  
Federal Advertising

Federal Advertising  
Associated Adv. Service  
Herschel Z. Deutsch Agency

## E

Big Four Appliance Dealers  
Pastene Products  
Vitamin Corp. of America  
United Moving & Storage  
Detroit Edison  
Friden Calculator Machine Co.  
Jandel Furs, Inc.  
Mazor Furniture Co.  
Occidental Restaurant  
Perpetual Building Assn.  
Young Men's Shop  
Carnation, Mpls. Honeywell  
Doeskin Products  
Doeskin Tissues  
Doeskin  
Doeskin Tissues  
MacLevy Dance Studio System  
Gaylord Products

KTLA  
WPIX  
WJ&K-TV  
WLW-C  
WXY-TV  
WNBW  
WNBW  
WNBW  
WNBW  
WNBW  
WNBW  
KNBH  
DuMont  
WXEL  
WPIX  
WJZ-TV  
WJZ-TV

J. Walter Thompson  
Buchanan-Thomas  
Wm. H. Weintraub & Co.  
Western Advertising Agency, Inc.  
Product Service, Adv.  
J. Walter Thompson

## F

Fairmeadow, U. S. A.  
Fairmont Sat. Movie Matinee  
Faith Baldwin Theatre of Romance  
Faith for Today  
Family Film Theatre  
Family Showtime  
Family Theatre  
Family Theatre

NBC-TV  
KMTV  
ABC-TV  
ABC-TV  
WPIX  
WENR-TV  
WLW-C  
WLW-C

Johns-Manville Corp.  
Building Materials & Industrial Products  
Fairmont Foods Co.  
Frozen Foods, etc.  
Maiden Form Brassiere Co.  
Maiden Form Brassiere  
Voice of Prophecy, Inc.  
Institutional  
Royal Crest  
Sears Roebuck & Co.  
Bonded Oil  
Burger Brewing Co.

J. Walter Thompson  
Buchanan-Thomas  
Wm. H. Weintraub & Co.  
Western Advertising Agency, Inc.  
Product Service, Adv.  
J. Walter Thompson

| TITLE                    | SPONSOR-PRODUCT                                         | STATION | ADVERTISING AGENCY                      |
|--------------------------|---------------------------------------------------------|---------|-----------------------------------------|
| Family Theatre           | Hazel Bishop Lipstick                                   | WLW-C   |                                         |
| Famous Jury Trials       | Gretz Brewing Co.                                       | WFIL-TV | Seberhagen, Inc.                        |
| Famous Jury Trials       | National Distillers Corp.<br>Italian-Swiss Colony Wines | DuMont  | Honig, Cooper                           |
| Fantastick Studios, Ink  | Penick & Ford, Ltd., Inc.                               | KTLA    | Batton, Barton, Durstine & Osborn, Inc. |
| Farm Reporter            | Participating                                           | WKY-TV  |                                         |
| Fashions in Your Home    | Participating                                           | WAVE-TV |                                         |
| Fashions in Your Life    | Participating                                           | WAVE-TV |                                         |
| Fay Ann Show             | Ozmun & Co.                                             | WKY-TV  | George Knox                             |
| Faye Emerson Show        | Pepsi-Cola Co.                                          | KECA-TV | Blow Co.                                |
| Faye Emerson's Wonderful | Pepsi-Cola Co.                                          | CBS-TV  | Blow Co.                                |
| Faygo Comedy Time        | Faygo Beverages                                         | WXYZ-TV | W. B. Doner & Co.                       |
| Feature Film             | Busch's Kredit Jewelers                                 | WABD    | Dorland, Inc.                           |
| Feature Film             | Frost Refrigerators                                     | WABD    | Gettschal & Richards, Inc.              |
| Feature Film             | Sachs Quality Stores<br>Furniture                       | WABD    | Dorland                                 |
| Feature Story            | General Electric                                        | KNBH    | Ross, Gardner and White                 |
| Features for Women       | Philadelphia Inquirer                                   | WFIL-TV | Direct                                  |
| Final Edition            | Benson & Hedges                                         | KTLA    | Kudner Agency                           |
| Fire Fighters            | International Show                                      | WLW-C   |                                         |
| Fireside Theatre         | Procter & Gamble Co.                                    | KTLA    | Compton Adv.                            |
| Fireside Theatre         | Ivory, Crisco, Duz                                      | NBC-TV  | Compton Adv.                            |
| First Hundred Years      | Procter & Gamble Co.<br>Tide Products                   | CBS-TV  | Benton & Bowles                         |
| Flash Gordon             | Gordon Bread Company                                    | KTLA    | Mayers Co., Inc.                        |
| Flash Gordon             | Variety Club<br>Beverages                               | WSPD-TV |                                         |
| Flavor to Taste          | Participating                                           | WAVE-TV |                                         |
| Flip the Frog            | Chicago Seven-Up                                        | WENR-TV | Guenther-Bradford                       |
| Florascope               | August Wagner Brewing Co.                               | WBNS-TV | Byer & Bowman Agency                    |
| Flying Tigers            | Walter H. Johnson Candy Co.<br>Powerhouse Candy         | DuMont  | Franklin Bruck                          |
| Foodimi the Great        | Bristol Myers Co.                                       | ABC-TV  | Doherty, Clifford & Shenfield, Inc.     |
| Foodimi the Great        | Ipana Tooth Paste<br>Sundial Shoe Co.<br>Shoes          | ABC-TV  | Hoag & Provandie                        |

|                                                        |         |                           |
|--------------------------------------------------------|---------|---------------------------|
| Participating                                          | KNBH    |                           |
| Jax Brewing Co.                                        | WKY-TV  | Fitzgerald Advertising    |
| Thom McCan Shoes                                       | WENR-TV | Neff Rogow                |
| Thom McCan Shoes                                       | WPIX    | Neff-Rogow Adv.           |
| Thom McCan Shoes                                       | WXEL    |                           |
| Westinghouse Distributor                               | WSPD-TV |                           |
| Andrew Murphy & Son<br>Cars                            | KMTV    | Bozell & Jacobs           |
| Wood-Nesbitt<br>Chrysler-Plymouth                      | WBNS-TV |                           |
| Ford Motor Co.<br>Automobiles, Trucks, Parts & Service | NBC-TV  | J. Walter Thompson        |
| Ford Dealers                                           | WAAM    | J. Walter Thompson        |
| Drewry's Limited                                       | WJBK-TV | J. Walter Thompson        |
| P. Ballantine & Sons<br>Ale & Beer                     | WNBW    |                           |
| Vitamin Corp. of America                               | KECA-TV | M. Weinberg               |
| Maison Blanche                                         | WSDU-TV | Fitzgerald Adv. Agency    |
| Motorola, Inc.<br>Radios, TV Sets                      | NBC-TV  | Ruthrauff & Ryan          |
| Norge Div., Borg-Warner<br>Home Appliances             | NBC-TV  | J. Walter Thompson        |
| Pet Milk Sales Corp.<br>Evaporated Milk                | NBC-TV  | Gardner Adv.              |
| Motorola                                               | WFIL-TV | Silver Advertising Agency |
| EKCO Products                                          | CBS-TV  | Earle Ludgin              |
| General Electric                                       | CBS-TV  | Young & Rubicam           |
| Hazel Bishop, Inc.<br>Lipstick                         | NBC-TV  | Raymond Spector Co.       |
| State Sample                                           | WJBK-TV |                           |
| First National Bank of Chicago                         | WNBQ    | Foote, Cone & Belding     |
| American Brewing Co.                                   | WDSU-TV | Walker-Sausy Agency       |
| Feld Motor Co.<br>Motor Cars                           | WDAF-TV | Merritt Owens Adv. Co.    |
| Guild Wine                                             | WENR-TV | Guild Bascom & Bon Figli  |
| Guild Wine                                             | WXEL    |                           |
| Wine Growers Guild<br>Guild Wine                       | WABD    | Guild Bascom & Bon Figli  |
| Foods for Thought                                      |         |                           |
| Football Fax                                           |         |                           |
| Football—College Games Highlights                      |         |                           |
| Football—College Games Highlights                      |         |                           |
| Football College Highlights                            |         |                           |
| Football Highlights                                    |         |                           |
| Football Review                                        |         |                           |
| Football Roundup                                       |         |                           |
| Ford Festival                                          |         |                           |
| Ford Film Playhouse                                    |         |                           |
| Foreign Intrigue                                       |         |                           |
| Foreign Intrigue                                       |         |                           |
| Foreman Phillips Show                                  |         |                           |
| Four O'Clock Frolic                                    |         |                           |
| Four Star Review                                       |         |                           |
| Four Star Review                                       |         |                           |
| Four Star Review                                       |         |                           |
| Four Star Review                                       |         |                           |
| Frank Brookhouser Show                                 |         |                           |
| Frank Sinatra Show                                     |         |                           |
| Fred Waring Show                                       |         |                           |
| Freddy Martin Show                                     |         |                           |
| Friendly Theatre                                       |         |                           |
| Front Line Camera                                      |         |                           |
| Front Page Detective                                   |         |                           |
| Front Page Detective                                   |         |                           |
| Front Page Detective                                   |         |                           |
| Front Page Detective                                   |         |                           |
| Front Page Detective                                   |         |                           |
| Front Page Detective                                   |         |                           |

## TITLE

## SPONSOR-PRODUCT

## STATION

## ADVERTISING AGENCY

Front Page News  
Frosty Frolics

Burkhardt Brewing Co.  
American Vitamin Associates, Inc.  
Thyvals, Orvita & 621  
Sagenkahn Furniture Galleries

WNBK  
ABC-TV

Fuller & Smith & Ross  
Schwimmer & Scott, Inc.

Furniture Trends

WHEN

Gabby Hayes Show

Peter Paul, Inc.  
Candy

NBC-TV

Maxon, Inc.

Gabby Hayes Show

Quaker Oat Co.  
Cereals, Pancake and Cake Mixes  
Congoleum-Nairn, Inc.  
Floor & Wall Covering

NBC-TV

Sherman & Marquette

Garroway At Large

Corn Products

NBC-TV

McCann-Erickson

Garry Moore Show

E. I. Du Pont

CBS-TV

C. L. Miller Co.

Garry Moore Show

General Electric

CBS-TV

Batton, Barton, Durstine & Osborn, Inc.

Garry Moore Show

Procter & Gamble

CBS-TV

Young & Rubicam

Garry Moore

Quaker Oats

CBS-TV

Compton Adv. Agency

Garry Moore Show

R. J. Reynolds

CBS-TV

Price, Robinson & Frank

Garry Moore Show

Stokely-Van Camp, Inc.

CBS-TV

Wm. Esty Co.

Gaylord Hauser Show

Minute Maid Corp.  
Frozen Orange Juice & Frozen Lemon Juice

ABC-TV

Galkins & Holden, Carlock, McCinton & Smith

Gem Theater

Max's Jewelers

WJBK-TV

Ted Bates & Co.

Gene Autry

Brach Candy

WLW-C

W. Gregory, Inc.

Gene Autry

Brach Candy

WAVE-TV

Ruthrauff & Ryan

Gene Autry

Metropolitan Dealers Assn.

KECA-TV

W. Gregory, Inc.

Gene Autry

Wrigleys

CBS-TV

Ruthrauff & Ryan

Gene Autry Show

Crescent Electric Co.

WHBF-TV

W. Gregory, Inc.

Gene Norman Show

Toni Home Permanent—Participating

KNBH

Footo, Cone & Belding

Giant Movie No. 2

White Rock Company

KTLA

Davis & Company

Giant Movie No. 3

Hoffman Motor Company

KTLA

Davis & Company

Giant Movie No. 3

Payne Furnace Company

KTLA

Hixson & Jorgensen

Giant Movie No. 4

International Harvester

KTLA

Noble Advertising Co.

Gismo Goodkin Theatre

Grapette-General Beverage Co.

WKY-TV

Henri, Hurst & McDonald

Give and Take

Cannon Mills, Inc.

CBS-TV

Young & Rubicam, Inc.

Going Places With Betty Betz

Edgewood Shoe Co.

ABC-TV

Anderson, Davis & Platte, Inc.

Friendly Teen Shoes

Friendly Teen Shoes



|                                |                             |         |                                         |
|--------------------------------|-----------------------------|---------|-----------------------------------------|
| Grand Marquee                  | Hauser Nash Sales, Inc.     | WNBQ    | Quenther-Bradford                       |
| Greatest Fights of the Century | Chesebrough Mfg. Co.        | WSM-TV  | Cayton, Inc.                            |
| Greatest Fights of the Century | Chesebrough Mfg. Co.        | KTLA    | Cayton, Inc.                            |
| Greatest Fights of the Century | Chesebrough Mfg. Co.        | NBC-TV  | Cayton, Inc.                            |
|                                | Vaseline Cream Hair Tonic   |         |                                         |
| Greatest Fights of the Century | Chesebrough Mfg. Co.        | WAVE-TV | Cayton, Inc.                            |
|                                | Vaseline Hair Tonic         |         |                                         |
| Groucho Marx—You Bet Your Life | DeSoto Div., Chrysler Corp. | NBC-TV  | Batton, Barton, Durstine & Osborn, Inc. |
|                                | Automobiles                 |         |                                         |
| Gruen Guild Theatre            | Gruen Watch Co.             | ABC-TV  | McCann-Erickson, Inc.                   |
|                                | Wrist & Pocket Watches      |         |                                         |
| Gruen Theatre                  | Gruen Watches               | DuMont  | McCann-Erickson, Inc.                   |
| Guest Room                     | Participating               | WKY-TV  |                                         |

## H

|                           |                                       |         |                                         |
|---------------------------|---------------------------------------|---------|-----------------------------------------|
| Hail the Champ            | American Vitamin                      | WLW-C   | Henri, Hurst & McDonald, Inc.           |
| Hail the Champ            | Fred W. Amend Co.                     | ABC-TV  |                                         |
|                           | Chuckles                              |         |                                         |
| Half Pint Party           | Sam Smith Shoe Co.                    | ABC-TV  | Dancer-Fitzgerald-Sample                |
|                           | Little Yankee Shoes                   |         |                                         |
| Hands of Destiny          | Coca Cola Bottling Co. of N. Y.       | WABD    | Wm. Esty Co., Inc.                      |
|                           | Coca Cola                             |         |                                         |
| Hands of Destiny          | Wiss Shears                           | WABD    | Ellington & Co.                         |
| Hands of Mystery          | Bond Clothes                          | DuMont  | Grey Advertising                        |
| Happiness Exchange        | White Rock Sparkling                  | WABD    | Kenyon & Eckhardt                       |
| Happy Valley Folks        | Hays Super Market                     | WTTV    |                                         |
| Harmony for Happiness     | Brain Stationery & Sporting Goods Co. | KMTV    | Anderson & Roll                         |
| Harry Owens               | Servel, Inc.                          | KTLA    | Batton, Barton, Durstine & Osborn, Inc. |
| Harry Owens               | United Air Lines                      | KTLA    | N. W. Ayer & Son                        |
| Hawkins Falls             | Lever Bros.                           | NBC-TV  | N. W. Ayer & Son                        |
|                           | Surf                                  |         |                                         |
| Hayride                   | Hoffman Radio Corp                    | WOAI-TV | Walter McCreery                         |
|                           | Radios & TV Sets                      |         |                                         |
| Headline Clues            | Tidewater Associated Oil Co.          | DuMont  | Lennen & Mitchell, Inc.                 |
|                           | Tydol                                 |         |                                         |
| Healthy, Wealthy & Wise   | Honey Kurst Bread                     | WAVE-TV | Doe-Anderson                            |
| Heart of America Newsreel | Home Federal Savings & Loan Assn.     | WDAF-TV | Merritt Owens Adv. Co.                  |
| Heart of America Newsreel | Parkview Drug Stores                  | WDAF-TV |                                         |
|                           | Drugs, etc.                           |         |                                         |

| TITLE                     | SPONSOR-PRODUCT                                                       | STATION | ADVERTISING AGENCY                              |
|---------------------------|-----------------------------------------------------------------------|---------|-------------------------------------------------|
| Henry Morgan Show         | Campbell Soup Co.<br>Soup                                             | NBC-TV  | Ward-Wheelock Co.                               |
| Herb Shriner Time         | Cluett, Peabody & Co.<br>Arrow Shirts & Ties                          | ABC-TV  | Young & Rubicam Co., Inc.                       |
| H. Greer's Fashion Time   | Raichert Sewing Machine                                               | KECA-TV | W. B. Geissinger                                |
| Higgins Weatherman        | Higgins Corporation                                                   | WDSU-TV | Fitzgerald Advertising Agency                   |
| Hit the Road              | Hudepohl Beer                                                         | WLW-C   |                                                 |
| Hobby Lane                | Dairymen's Ohio Farmers Milk Co.                                      | WXEL    |                                                 |
| Hockey                    | Graybar Electric Co.<br>Appliances                                    | KMTV    |                                                 |
| Hoffman Hayride           | Hoffman Radio Corp.                                                   | WKY-TV  | Walter McCreery, Inc.                           |
| Hollywood Film Favorites  | Consolidated Royal Chemical                                           | WLW-C   |                                                 |
| Hollywood Jewels          | Lord Jewelers                                                         | WXYZ-TV | Luckoff, Wayburn & Frank                        |
| Hollywood Junior Circus   | Hollywood Candy Co.<br>Hollywood Candy Bars                           | ABC-TV  | Ruthrauff & Ryan, Inc.                          |
| Hollywood Junior Circus   | Hollywood Candy Co.<br>Candy                                          | NBC-TV  | Ruthrauff & Ryan, Inc.                          |
| Hollywood Newsreel        | Meyer Jewelry Co.                                                     | WJBC-TV |                                                 |
| Hollywood on the Line     | Industrial Bank                                                       | WXYZ-TV | Stockwell-Marcuse                               |
| Hollywood on the Line     | Kobacker Furniture                                                    | WSPD-TV |                                                 |
| Hollywood Opportunity     | Belvedere Sewing Machine Co., Inc.                                    | KTLA    | Ross Roy, Inc.                                  |
| Hollywood Opportunity     | White Rock Co.                                                        | KTLA    | Kenyon & Eckhardt, Inc.                         |
| Hollywood Playhouse       | Helzberg Jewelry Stores<br>Jewelry                                    | WDAF-TV | Schwimmer & Scott, Inc.                         |
| Hollywood Reel            | Pacific Wine Company                                                  | KTLA    | Calkins & Holden, Carlock,<br>McClinton & Smith |
| Hollywood Screen Test     | Ironite Ironers Corp.<br>Ironing Machines                             | ABC-TV  | Brooke, Smith, French & Dorrance                |
| Hollywood Spotlight Revue | Crown Jewelers                                                        | WSAZ-TV | Friedmann & Rich                                |
| Hollywood Theatre Time    | Harry Green, Inc.                                                     | KECA-TV | Arthur V. Jones                                 |
| Hollywood Wrestling       | Graybar Electric Co.<br>Appliances                                    | KMTV    |                                                 |
| Home Theatre              | General Electric                                                      | WJBC-TV |                                                 |
| Homemaker's HobNob        | Participation                                                         | WBNS-TV |                                                 |
| Hopalong Cassidy          | Beatrice Foods                                                        | WNBQ    |                                                 |
| Hopalong Cassidy          | General Foods Corp.<br>Grape Nuts, Flakes, Post Toasties, Sugar Crisp | NBC-TV  | Young & Rubicam Co., Inc.                       |
| Hopalong Cassidy          | Langendorf United Bakeries, Inc.                                      | KTLA    | Scholts Advertising Service                     |

|                                      |         |                               |
|--------------------------------------|---------|-------------------------------|
| Stewarts Dry Goods Co.               | WAVE-TV | Powell-Grant Adv.             |
| Seattle Post-Intelligencer           | KING-TV | C. N. Stahl                   |
| Graybar Electric Co.                 | KMTV    | Walter F. Bennett & Co.       |
| Appliances                           |         |                               |
| Floyd Rice Car Dealer                | WXYZ-TV |                               |
| Murphy Motors                        | KECA-TV | Leo Burnett Co.               |
| Bill Graham Evangelistic Assn., Inc. | ABC-TV  | Bozell & Jacobs               |
| Institutional                        |         | Ted Bates & Co.               |
| Housemart                            | WXEL    | Leo Burnett Co.               |
| Pillsbury Mills, Inc.                | CBS-TV  | Leo Burnett Co.               |
| Brandeis Dept. Store                 | KMTV    | Henri, Hurst & McDonald, Inc. |
| Colgate-Palmolive-Peet Co.           | NBC-TV  | Grant Adv.                    |
| Colgate Dental Cream                 |         | Doherty, Clifford & Shenfield |
| Kellogg Co.                          | NBC-TV  |                               |
| Rice Crispies, Cereals               | NBC-TV  |                               |
| Mars, Inc.                           | NBC-TV  |                               |
| Candy                                |         |                               |
| International Shoe Co.               | NBC-TV  |                               |
| Shoes                                |         |                               |
| The Wander Co.                       | NBC-TV  |                               |
| Ovaltine                             |         |                               |
| Welch Grape Juice Co.                | NBC-TV  |                               |
| Grape Juice                          |         |                               |

**I**

|                            |         |                              |
|----------------------------|---------|------------------------------|
| Hopalong Cassidy           | ABC-TV  | Wm. H. Weintraub & Co., Inc. |
| Hospitality Kitchen        | CBS-TV  | Biow Co.                     |
| Hotpoint House of the 50's | KTLA    | Ross Roy, Inc.               |
|                            | KTLA    | Milton Weinberg Adv. Co.     |
|                            | KSL-TV  | Gillham Adv. Agency          |
| Hot Rod Races              | WJBK-TV |                              |
| Hour of Adventure          |         |                              |
| Hour of Decision           |         |                              |
| House Hunting              |         |                              |
| House Party                |         |                              |
| Housewares Fair            |         |                              |
| Howdy Doody                |         |                              |
| Howdy Doody                |         |                              |
| Howdy Doody                |         |                              |
| Howdy Doody                |         |                              |
| Howdy Doody                |         |                              |
| Howdy Doody                |         |                              |
| Howdy Doody                |         |                              |
| Howdy Doody                |         |                              |

**J**

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|----------------------|---------|-----------------------------------------|
| I Cover Times Square | ABC-TV  | Wm. H. Weintraub & Co., Inc.            |
| I Love Lucy          | CBS-TV  | Biow Co.                                |
| Ina Ray Hutton       | KTLA    | Ross Roy, Inc.                          |
| Ina Ray Hutton       | KTLA    | Milton Weinberg Adv. Co.                |
| It's Delicious       | KSL-TV  | Gillham Adv. Agency                     |
| It's Your Life       | WJBK-TV |                                         |
| Jack Benny Show      | CBS-TV  | Batton, Barton, Durstine & Osborn, Inc. |
| Jack Carter Show     | NBC-TV  | Cecil Presbrey                          |
| Jack Carter Show     | NBC-TV  | The Biow Co.                            |

| TITLE                      | SPONSOR-PRODUCT                                                            | STATION | ADVERTISING AGENCY                       |
|----------------------------|----------------------------------------------------------------------------|---------|------------------------------------------|
| Jack Carter Show           | Lehn & Fink Products Co.<br>Hinds Honey & Almond Cream, Lysol Disinfectant | NBC-TV  | Lennen & Mitchell                        |
| Jack Carter Show           | R. J. Reynolds Tobacco Co.<br>Camel Cigarettes                             | NBC-TV  | Wm. Esty Co., Inc.                       |
| Jack Eigen Show            | Ansonia De Luxe Shops, Inc.<br>Ansonia Shoes                               | WABD    | Lane Advertising                         |
| Jackson & Perkins Show     | Jackson & Perkins<br>Mt. Raimier Bulbs                                     | WABD    | Huber Hoge                               |
| Jamboree                   | Columbus General Electric Dealers<br>Participation                         | WBNS-TV |                                          |
| Jane Hall Trio             | Dulaney's Mfg. Co.                                                         | WKY-TV  | Lowie Runkle                             |
| Jean's Kitchen Fair        | Goebel Brewing Co.                                                         | WBNS-TV |                                          |
| Jerry Colonna Show         | Beatrice Foods<br>La Choy Food Products                                    | KECA-TV | Brooke, Smith, French & Dorrance         |
| Jessie DeBoth TV Notebook  | Clorax Chemical Co.<br>Clorox Bleach                                       | ABC-TV  | Foote, Cone & Belding                    |
| Jessie DeBoth TV Notebook  | Crosley Div.<br>Television Sets, Radios, Phonographs, Freezers             | ABC-TV  | Honig-Cooper Co.                         |
| Jessie DeBoth TV Notebook  | Onondaga County Savings Bank                                               | ABC-TV  | Benton & Bowles, Inc.                    |
| Jim Crowley Show           | Wilson's Leading Jewelers                                                  | WHEN    |                                          |
| Jim Crowley Show           | Paterson & Jackson Motors<br>Used Cars                                     | WHEN    |                                          |
| Jimmy Dudley Sports Page   | Pontiac Dealers                                                            | WABD    | Moss Associates                          |
| John Daily News            | Safeway Stores                                                             | WJZ-TV  | McManus, John & Adams Agency             |
| John Kieran                | First Security Bank                                                        | WKY-TV  |                                          |
| John Keiran's Kaleidoscope | Rogers & Co.                                                               | KSL-TV  | Francom Adv. Agency                      |
| John Keiran's Kaleidoscope | Lewis Bros.                                                                | WLW-C   |                                          |
| Jon Gnagy Art Show         | Ansonia De Luxe Shops, Inc.<br>Ansonia Shoes                               | WJBK-TV |                                          |
| Joyce Mathews Show         | General Electric Appliances<br>Carvel Dari-Freeze                          | WABD    | Lane Advertising                         |
| Jungle Adventure           | Minnesota Mining & Mfg. Co.<br>Scotch Cellophane Tape                      | KTLA    | Mays & Company                           |
| Junior Charades            |                                                                            | WPIX    | Mann-Ellis Adv.                          |
| Juvenile Jury              |                                                                            | NBC-TV  | Batton, Barton, Dursfaine & Osborn, Inc. |
| Kaiser Frazer Theatre      | Kaiser Frazer Sales Corp.<br>Automobiles                                   | ABC-TV  | Wm. H. Weintraub & Co.                   |
| Kate Smith Evening Hour    | B. T. Babbitt, Inc.<br>Bab-O Cleanser                                      | NBC-TV  | Wm. H. Weintraub & Co.                   |

**K**



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|-------------------------|---------------------------------------------------------------------------|--------|--------------------------------------------|
| Kate Smith Evening Hour | Congoleum-Nairn, Inc.<br>Floor & Wall Covering                            | NBC-TV | McCann-Erickson                            |
| Kate Smith Evening Hour | Norge Div.—Borg-Warner Corp.<br>Home Appliances                           | NBC-TV | J. Walter Thompson                         |
| Kate Smith Evening Hour | Revlon Products Corp.<br>Nail Enamel & Lipstick                           | NBC-TV | Wm. H. Weintraub                           |
| Kate Smith Evening Hour | Reynolds Metals Co.<br>Aluminum & Aluminum Products                       | NBC-TV | Buchanan & Co.                             |
| Kate Smith Show         | American Home Products Corp.<br>Aerowax; Duff's Mixes, Clapp's Baby Foods | NBC-TV | W. Earl Bathwell, Inc.                     |
| Kate Smith Show         | Andrew Jergens Co.<br>Hand Lotion                                         | NBC-TV | R. W. Orr & Associates                     |
| Kate Smith Show         | Cannon Mills, Inc.<br>Sheets, Towels, Hosiery                             | NBC-TV | N. W. Ayer & Son                           |
| Kate Smith Show         | Chesebrough Mfg. Co.<br>Vaseline Hair Tonic                               | NBC-TV | McCann-Erickson                            |
| Kate Smith Show         | Durkee Famous Foods, Inc.<br>Foods                                        | NBC    | Leo Burnett Co.                            |
| Kate Smith Show         | Gerber Products Co.<br>Baby Foods                                         | NBC-TV | Federal Adv. Agency                        |
| Kate Smith Show         | Glidden Co.<br>Paints                                                     | NBC-TV | Meldrum & Fewsmith                         |
| Kate Smith Show         | Hunt Foods, Inc.<br>Foods                                                 | NBC-TV | Young & Rubicam Co., Inc.                  |
| Kate Smith Show         | Johnson & Johnson<br>Surgical Dressings & Baby Products                   | NBC-TV | Young & Rubicam Co., Inc.                  |
| Kate Smith Show         | Knomark Mfg. Co.<br>Esquire Boot Polish                                   | NBC-TV | Emil Mogul Co.                             |
| Kate Smith Show         | Minute Maid Corp.<br>Orange Juice                                         | NBC-TV | Ted Bates & Co.                            |
| Kate Smith Show         | Pillsbury Mills, Inc.<br>Food Products                                    | NBC-TV | Leo Burnett Co.                            |
| Kate Smith Show         | Procter & Gamble Co.<br>Oxydol & Dretf                                    | NBC-TV | Dancer-Fitzgerald-Sample                   |
| Kate Smith Show         | Singer Sewing Machine Co.<br>Sewing Machines                              | NBC-TV | Young & Rubicam Co., Inc.                  |
| Kate Smith Show         | Simmons Co.<br>Bedding                                                    | NBC-TV | Young & Rubicam Co., Inc.                  |
| Kate Smith Show         | The Simoniz Co.<br>Self-Polishing Simoniz                                 | NBC-TV | Sullivan, Stauffer, Colwell & Bayles, Inc. |

| TITLE                     | SPONSOR-PRODUCT                                                        | STATION | ADVERTISING AGENCY                      |
|---------------------------|------------------------------------------------------------------------|---------|-----------------------------------------|
| Keep Posted               | Curtis Publishing Co.<br>Saturday Evening Post                         | DuMont  | Barton, Barton, Durstine & Osborn, Inc. |
| Kelley-Moran Show         | Participating                                                          | KNBH    |                                         |
| Ken Murray Show           | Anheuser Busch                                                         | CBS-TV  | D'Arcy Adv., Inc.                       |
| Ken Wright                | Jenkins Music Co.                                                      | WKY-TV  |                                         |
| Kids & Company            | International Shoe Co.<br>Red Goose Shoes                              | DuMont  | D'Arcy Adv., Inc.                       |
| Kieran's Kaleidoscope     | Bonded Oil                                                             | WLW-C   |                                         |
| Kieran's Kaleidoscope     | D. H. Holmes                                                           | WDSU-TV |                                         |
| Kieran's Kaleidoscope     | First National Bank                                                    | WAVE-TV | Griswold-Eschelmann                     |
| Kieran's Kaleidoscope     | Wilson's Leading Jewelers<br>G.E. Appliances                           | WHEN    | Collican Agency                         |
| King's Camera             | Participating                                                          | KING-TV | Participating                           |
| King's Community Workshop | Sustaining                                                             | KING-TV |                                         |
| King's Crossroads         | Citizens Fidelity Bank                                                 | WAVE-TV | Mulligan                                |
| King's Queen              | Participating                                                          | KING-TV | Participating                           |
| Kit Carson                | Coca-Cola Bottling Co.                                                 | WBAP-TV | McBride-Holmes                          |
| Kit Carson                | Coca Cola of La.                                                       | WDSU-TV | Wisdom Agency                           |
| Kit Carson                | Coca Cola Co.                                                          | WENR-TV | D'Arcy                                  |
| Kit Carson                | Coca Cola                                                              | WJBK-TV |                                         |
| Kit Carson                | S. A. Coca Cola Bottling Co.                                           | WOAI-TV | By Station                              |
| Kit Carson                | Coca Cola Bottling Co.                                                 | WSM-TV  |                                         |
| Kit Carson                | Coca Cola Distributor                                                  | WSPD-TV |                                         |
| Kitchen Close-Ups         | Participating                                                          | WKY-TV  |                                         |
| Kitchen Kapers            | Bramwell's Super Market                                                | WSM-TV  |                                         |
| Komedy Klub               | Participating                                                          | KNBH    |                                         |
| Korla Pandit              | Belvedere Sewing Machine Co., Inc.                                     | KTLA    |                                         |
| Kousin Kay                | Red Goose Merry Go-Round<br>Red Goose Shoes                            | WXEL    | Ross Roy, Inc.                          |
| Kraft Television Theatre  | Kraft Foods Co.<br>Cheeses                                             | NBC-TV  | J. Walter Thompson                      |
| Kreisler Bandstand        | Jacques Kreisler Mfg. Corp.<br>Watch Bands & Men's Jewelry             | ABC-TV  | Hirshon Garfield, Inc.                  |
| Kukla, Fran & Ollie       | Ford Motor Div., Ford Motor Co.<br>Automobiles, Trucks, Parts, Service | NBC-TV  | J. Walter Thompson                      |
| Kukla, Fran & Ollie       | National Biscuit Co.<br>Baked Goods, Cereal, Dog Food                  | NBC-TV  | McCann-Erickson                         |

Kukla, Fran & Ollie  
 Kukla, Fran & Ollie  
 Kukla, Fran & Ollie  
 Kukla, Fran & Ollie

Procter & Gamble Co.  
 Tide, Camay, Drene  
 Radio Corp. of America  
 Radios, TV Sets, Records & Players  
 Seatest, Inc.  
 Ice Cream  
 Time, Inc.  
 Life Magazine

NBC-TV  
 NBC-TV  
 NBC-TV  
 NBC-TV

Benton & Bowles  
 J. Walter Thompson  
 N. W. Ayer  
 Young & Rubicam Co., Inc.

Ladies Before Gentlemen  
 Ladies Before Gentlemen  
 Lamp Unto My Feet  
 Langford-Ameche Show  
 Langford-Ameche Show  
 Langford-Ameche Show  
 Langford-Ameche Show

Crosley Corp.  
 Friendly Frost Stores  
 Cliquot Club Co.  
 Ginger Ale & Soft Drinks  
 Cory Corp.  
 Coffee, Brewers, etc.  
 Dupont DeNemours Co.  
 Orlon, Curtains  
 Warner-Hudnut, Inc.  
 Richard Hudnut Products  
 Northam Warren Corp.  
 Cutex, Manicure Specialties, Odorono  
 Zenith, Products  
 Stokely-Van Camp  
 Royal Baking Co.  
 Grayson's Department Store  
 Kroger Stores  
 Torino Brand Foods  
 Riggio Tobacco Corp.  
 Regent Cigarettes

WABD  
 WABD  
 CBS-TV  
 ABC-TV  
 ABC-TV  
 ABC-TV  
 ABC-TV  
 ABC-TV  
 ABC-TV  
 WJZ-TV  
 WLW-C  
 KSL-TV  
 WAAM  
 WSPD-TV  
 WPIX  
 NBC-TV

Getschal & Richard  
 Getschal & Richard  
 Frank Weston Advertising  
 Dancer-Fitzgerald-Sample  
 Batton, Barton, Durstine & Osborn, Inc.  
 Kenyon & Eckhardt  
 J. M. Mathes, Inc.  
 Albert Black Associates  
 Gillham Advertising Agency  
 Carlo Vinti Agency  
 McCann-Erickson  
 Cohen-Miller Advertising  
 Direct  
 Dade B. Epstein  
 Henri, Hurst & McDonald  
 Federal Advertising

Laraine Day Show  
 Latin Carnival  
 Laugh With the Ladies  
 Laurel & Hardy  
 Lazy H. Ranch  
 Leave It to Lloyd  
 Leave It to Papa  
 Leave It to the Girls  
 Lee Hogan Presents  
 Leif Eid—News  
 Leo Carillo Dude Ranch  
 Let's Go Shopping  
 Let's Look at Sports  
 Let's Look at Sports  
 Let's Look at Sports

Participating  
 Beal Motors  
 Dodge, Plymouth Dealer  
 American Vitamin  
 Leonard's Department Store  
 Benson & Rixon Co.  
 Gard Industries, Inc.  
 General Cigar Company

KNBH  
 WNBW  
 WLW-C  
 WBAP-TV  
 WNBQ  
 WNBQ  
 WNBQ

| TITLE                         | SPONSOR-PRODUCT                                         | STATION | ADVERTISING AGENCY                            |
|-------------------------------|---------------------------------------------------------|---------|-----------------------------------------------|
| Let's Look at Sports          | Lucky Tiger Manufacturing Co.                           | WNBQ    | Grant Advertising, Inc.                       |
| Let's Look at Sports          | Mallernee's, McEwen Laundry                             | WSM-TV  |                                               |
| Life Begins at 80             | Arnold Bakeries<br>Bread, Rolls, Cakes                  | ABC-TV  | Benton & Bowles, Inc.                         |
| Life With Linkletter          | Green Giant Co.<br>Niblets & Peas                       | ABC-TV  | Leo Burnett Co.                               |
| Lifetime Theatre              | Dye Home Improvements                                   | WJBK-TV |                                               |
| Lights Out                    | Admiral Corp.<br>TV & Radio Sets, Refrigerators, Ranges | NBC-TV  | Erwin Wassey & Co.                            |
| Linton TV Glee Club           | Linton's Restaurants                                    | WFIL-TV |                                               |
| Let's Have Fun at the Zoo     | Lit Brothers                                            | WFIL-TV | Lamb & Keen, Inc.<br>Al Paul Lefton Co., Inc. |
| Live It Again                 | Continental Baking                                      | WLW-C   |                                               |
| Live It Again                 | Red Top Brewing                                         | WLW-C   |                                               |
| Live Like a Millionaire       | Grove Laboratories                                      | CBS-TV  | Gardner Adv. Co.                              |
| Live Wrestling                | South's Home & Hardware Co.                             | WOAI-TV | By Station                                    |
| Live Wrestling                | South Texas Appliance Co.<br>Admiral Appl.              | WOAI-TV | Bernard M. Brooks                             |
| Local News                    | Lofgren Motorola Co.                                    | WHBF-TV |                                               |
| Lola & Circle Star Ranch Boys | Participating Sponsorship                               | WSPD-TV |                                               |
| Lone Ranger, The              | American Bakeries<br>Bread & Bakery Products            | ABC-TV  | Tucker Wayne Co.                              |
| Lone Ranger, The              | General Mills, Inc.<br>Bisquick, Mixes                  | ABC-TV  | Dancer-Fitzgerald-Sample                      |
| Lone Ranger, The              | General Mills                                           | WNBK    | Dancer-Fitzgerald-Sample                      |
| Look to Lazarus               | F. & R. Lazarus Dept. Store                             | WBNS-TV |                                               |
| Looking With Long             | Ohio Fuel Gas Co.                                       | WBNS-TV | Byer & Bowman Agency                          |
| Lorraine Cugat Show           | Vitamin Corp. of America                                | KECA-TV | M. Weinberg                                   |
| Lorraine Cugat Show           | Vitamin Corp. of America                                | WENR-TV | H. B. Cohen                                   |
| Love of Life                  | American Home Products                                  | ABC     | Biow Co.                                      |
| Lux Video Theatre             | Lever Bros.<br>Lux Soap                                 | CBS-TV  | J. Walter Thompson                            |
| Madison Square Garden         | Onondage County Savings Bank                            | WHEN    |                                               |
| Madison Square Garden         | Sidles Co.<br>Appliances                                | KMTV    | Anderson & Roll                               |
| Maida's Kitchen               | Tri-State Appliance                                     | WSAZ-TV | Direct                                        |

## M





| TITLE                    | SPONSOR-PRODUCT                                                                 | STATION | ADVERTISING AGENCY                          |
|--------------------------|---------------------------------------------------------------------------------|---------|---------------------------------------------|
| Miss Susan               | Colgate-Palmolive-Peet Co.<br>Fab                                               | NBC-TV  | Wm. Esty Co.                                |
| Miracle Power            | AP Parts                                                                        | WNBK    | Clark & Rickerd                             |
| Mr. District Attorney    | Bristol Myers Co.<br>Drugs & Sundry Products                                    | ABC-TV  | Young & Rubicam Co., Inc.                   |
| Mr. I. Magination        | Mohawk Carpet Mills, Inc.<br>Rugs & Carpets                                     | CBS-TV  | Geo. R. Nelson, Inc.                        |
| Mohawk Showroom          | Merrill Turben & Co.                                                            | NBC-TV  |                                             |
| Money In Action          | Livingstons Super Market<br>Participating                                       | WXEL    |                                             |
| Monroe County Ramblers   | Lee Pharmacia Co.                                                               | WTTT    |                                             |
| Monty Margetts           | Cherner Motor Co.<br>Ford, Lincoln & Mercury Dealer                             | KNBH    | M. Weinberg<br>Kal, Ehrlich & Merrick, Inc. |
| Moonlight Movie Time     | Chr. Heurich Brewing Co.<br>Old Georgetown Beer                                 | KECA-TV |                                             |
| Morgan Beatty & the News | Gerber Food Products<br>Gerber's Baby Foods                                     | WNBW    | Henry J. Kaufman & Associates               |
| Morgan Beatty & the News | Rose Jewelers                                                                   | WNBW    |                                             |
| Most Important People    | Stag Beer                                                                       | DuMont  | Federal Advertising                         |
| Motion Picture Academy   | Chrysler Dealers                                                                | WIBK-TV |                                             |
| Motion Picture Classics  | Ford Motor Company                                                              | WKY-TV  | Maxon, Inc.                                 |
| Movie Classics           | Twin Pines Dairy                                                                | KTLA    | Chas. Stahl Adv. Agency                     |
| Movie Party              | International Shoe Co.                                                          | KTLA    | Chas. Stahl Adv. Agency                     |
| Movies for Kids          | Red Goose Shoes                                                                 | WIBK-TV | Henri, Hurst & McDonald                     |
| Movies for Kids          | First American National Bank                                                    | WSM-TV  |                                             |
| Movietime                | Hudson Motor Co.                                                                | WIBK-TV | C. P. Clark & Co.                           |
| Movietone News           | Rexall Drug Company                                                             | WSM-TV  | Brooke, Smith, French & Dorrance Adv.       |
| Movietown                | C. Schmidt & Sons                                                               | WXYZ-TV | Batton, Barton, Durstine & Osborn, Inc.     |
| Mummers Parade           | Happy Day Laundry Service                                                       | KTLA    | Al Paul Lefton Co., Inc.                    |
| Music City, U.S.A.       | Reeve Paint Co.<br>Wallpaper & Paint                                            | WFIL-TV | Noble-Dury & Associates                     |
| Music for You            | Ohio Radiant Glass Heat Co.                                                     | WSM-TV  | Osborn-Propst                               |
| Musical Manor            | Market Motors<br>Cars                                                           | WHEN    |                                             |
| Musical Motor Mart       | R. J. Reynolds<br>Sterling Drug Co.<br>Bayer Aspirin, Phillips Milk of Magnesia | WXEL    | Anderson & Roll                             |
| My Friend Irma           |                                                                                 | KMTV    |                                             |
| Mystery Theatre          |                                                                                 | CBS-TV  | Wm. Esty Co.                                |
|                          |                                                                                 | ABC-TV  | Dancer-Fitzgerald-Sample                    |

|                         |                                                      |         |                                                             |
|-------------------------|------------------------------------------------------|---------|-------------------------------------------------------------|
| Name the Star           | Hudson Dealers Association                           | WFIL-TV | Ed Shapiro Advertising                                      |
| Name the Star           | Regina Cigar Company                                 | WFIL-TV | Gresh & Kramer                                              |
| Name's the Same, The    | Bendix Home Appliances<br>Washers, Dryers, etc.      | ABC-TV  | Tatham Laird, Inc.                                          |
| Name's the Same, The    | C. A. Swanson & Sons<br>Canned & Frozen Poultry      | ABC-TV  | Tatham Laird, Inc.                                          |
| Nash Theatre Hour       | Nash Dealers                                         | WXYZ-TV | Coyer, Newell & Ganger Adv.                                 |
| Nature Trails           | Dr. Kenaga<br>Optometrist                            | WSPD-TV |                                                             |
| NBC Sports Review       | Union Co.                                            | WLW-C   |                                                             |
| NBC Weekly Newsreel     | General Electric Supply                              | WNBK    | Lang, Fisher & Stashower                                    |
| NCAA Football           | Westinghouse Electric Corp.<br>Electrical Appliances | NBC-TV  | Ketchum, MacLeod & Grove                                    |
| Neighborhood Theatre    | Specialties Distributor                              | WJBK-TV |                                                             |
| New Orleans Cookbook    | Participating                                        | WDSU-TV |                                                             |
| New York Close-ups      | Curtis Publishing Co.                                | KTLA    | Barton, Barton, Durstine & Osborn, Inc.                     |
| News                    | Cadillac Tank Plant                                  | WXEL    | McCann-Erickson                                             |
| News                    | Fehrs Beer                                           | WAVE-TV |                                                             |
| News                    | Rock Island Argus<br>Newspaper                       | WHBF-TV |                                                             |
| News                    | Rock Island Bank & Trust                             | WHBF-TV |                                                             |
| News and Sports Roundup | DeSoto-Plymouth Dealers                              | WAAM    | Batten, Barton, Durstine & Osborn, Inc.<br>T. L. Yates Adv. |
| News Final              | Haltom's Jewelers                                    | WBAP-TV |                                                             |
| News Headlines          | Diamond Milk Co.                                     | WLW-C   |                                                             |
| News of the Night       | Chevrolet Cars and Trucks                            | CBS-TV  | Campbell-Ewald Co., Inc.                                    |
| News of the Night       | Chevrolet Dealers Associates, Inc.                   | CBS-TV  |                                                             |
| News Program            | Hanna Print Co.                                      | WLW-C   |                                                             |
| News Program            | Tums                                                 | WLW-C   |                                                             |
| News Room               | Central State Bank                                   | WKY-TV  | Thomas F. Conroy                                            |
| Newsdesk                | Ormsby Chevrolet Co.                                 | WOAI-TV | By Station                                                  |
| Newsdesk                | Sears Roebuck & Co.                                  | WOAI-TV | Jeffrey Wade                                                |
| Newspaper of the Air    | Miles Laboratory                                     | KNBH    | Barton, Barton, Durstine & Osborn, Inc.                     |
| Night Owl Varieties     | Rexall Drug Company                                  | KTLA    | Benton & Bowles Agency                                      |
| Nightcap News           | Brewing Corp. of America                             | WJZ-TV  | Bozell & Jacobs                                             |
| Nighthawk Movies        | Metropolitan Utilities Dist.                         | KMTV    |                                                             |
| Nocturne                | Harbour-Longmire                                     | WKY-TV  |                                                             |

| TITLE                         | SPONSOR-PRODUCT                                              | STATION | ADVERTISING AGENCY             |
|-------------------------------|--------------------------------------------------------------|---------|--------------------------------|
| Nord Playhouse                | R. C. Cola                                                   | WDSU-TV | Whitlock-Swigert Agency        |
| Norman Ross Varieties         | Sears Roebuck & Co.                                          | WNBQ    | Guenther Bradford              |
| Ohio National Bank Theatre    | Ohio National Bank                                           | WBNS-TV | Dancer-Fitzgerald-Sample, Inc. |
| Okay Mother                   | Sterling Drug Co.<br>Drugs                                   | DuMont  |                                |
| Old American Barn Dance       | American Snuff Co.                                           | WSM-TV  | Simon & Gwynn                  |
| Old Colony Adventure Theatre  | Orange Crush                                                 | WENR-TV | Fitzmorris & Miller            |
| Old Fashioned Meeting         | Gospel Broadcasting Assn.<br>Institutional                   | ABC-TV  | R. H. Alber                    |
| Omaha Fashion Corner          | Berg Clothing Co.                                            | KMTV    | Anderson & Roll                |
| Omaha Fashion Corner          | The Aquila                                                   | KMTV    |                                |
| On Stage                      | Participating                                                | WKY-TV  |                                |
| On the Line With Considine    | Mutual Benefit Health & Accident Assn. of Omaha<br>Insurance | NBC-TV  | Bozell & Jacobs, Inc.          |
| One Man's Family              | Manhattan Soap Co.                                           | NBC-TV  | Scheidler, Beck & Werner, Inc. |
| One Man's Family              | Sweetheart Soap, Blu-White Flakes                            | NBC-TV  | Geoffrey Wade Adv.             |
| Opera Cameos                  | Miles Laboratories, Inc.                                     | WPIX    | Carlo Vinti Agency             |
| Original Amateur Hour         | Vitamins & Alka Seltzer                                      | NBC-TV  | Lennen & Mitchell              |
| OSU Football Films            | Progresso Brand Foods                                        | WBNS-TV |                                |
| OSU Football Films            | P. Lorillard Co.<br>Old Gold Cigarettes                      | WBNS-TV |                                |
|                               | Borden Co.                                                   |         |                                |
|                               | Pure Oil Co.                                                 |         |                                |
| Pacific Coast League Baseball | Ford Dealers                                                 | KING-TV | J. Walter Thompson Agency      |
| Pacific Coast League Baseball | P. Lorillard<br>Old Gold Cigarettes                          | KING-TV | Lennen & Mitchell Agency       |
| Page One News & Sports        | Corina—Cigars                                                | WENR-TV | Guenther-Bradford              |
| Page One News & Sports        | Jose Escalante                                               | KECA-TV | Guenther-Bradford              |
| P.A.L. Fights                 | C. Schmidt & Sons                                            | WFIL-TV | Al Paul Lefton Co., Inc.       |
| Panorama Shop                 | Carson Pirie Scott & Co.                                     | WNBQ    | Guenther Bradford              |
| Parade of Homes               | Manhard Realty, Kneuppel & Co., Reporter Agency              | WHBF-TV |                                |
| Paradox                       | College Inn Foods                                            | WJBK-TV |                                |
| Party Line                    | Everybody's Department Store                                 | WBAP-TV | Direct                         |



|                                  |                                                                         |         |                                            |
|----------------------------------|-------------------------------------------------------------------------|---------|--------------------------------------------|
| Party Line                       | Federal Department Stores                                               | WJBC-TV |                                            |
| Party Sweet Roundup              | Cherrin-Bros.<br>Candy                                                  | WXYZ-TV | W. B. Doner & Co.                          |
| Paul Dixon Show                  | Jene Sales Corp.<br>Jene Home Permanents & Pink Love Lotion             | ABC-TV  | Sherwin Robert Rodgers                     |
| Paul Harvey News                 | Burton-Dixie Corp.<br>Mattresses                                        | WENR-TV | Turner                                     |
| Paul Pierce                      | Participating                                                           | KNBH    |                                            |
| Paul Whiteman Goodyear Revue     | Goodyear Tire & Rubber Co.<br>Tires & Tubes                             | ABC-TV  | Young & Rubicam Co., Inc.                  |
| Paul Whiteman TV Teen Club       | American Dairy Assn.<br>Milk                                            | ABC-TV  | Campbell Mithum, Inc.                      |
| Paul Whiteman TV Teen Club       | Nash-Kelvinator Corp.<br>Nash Automobiles, Kelvinator Electric Products | ABC-TV  | Geyer, Newell & Ganger, Inc.               |
| Paul Winchell-Jerry Mahoney Show | Crosley Div., Avco Mfg. Corp.<br>Electrical Appliances                  | NBC-TV  | Benton & Bowles                            |
| Paul Winchell-Jerry Mahoney Show | Speidel Corp.<br>Watch Bands                                            | NBC-TV  | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Pee Wee King Show                | Taylor Drug Stores                                                      | WAVE-TV |                                            |
| Peggy Wilson, Shopper            | Joske's of Texas<br>Dept. Store                                         | WOAI-TV | Pitluk Advertising Co.                     |
| Penny Auction                    | Paramount Radio Shop<br>Appliances                                      | KMTV    | Allen & Reynolds                           |
| Penthouse Party                  | Best Foods, Inc.<br>Shinola Shoe Polish, Rit Tint Dyes                  | ABC-TV  | Earle Ludgin & Co.                         |
| Peoples Playhouse                | Peoples Drug Stores                                                     | WNBW    | William D. Murdock Adv.                    |
| Perry Como Show                  | Liggett & Myers Tobacco                                                 | CBS-TV  | Cunningham Walsh, Inc.                     |
| Person to Person                 | Pacific Tel. & Tel.                                                     | KNBH    | Batten, Barton, Durstine & Osborn, Inc.    |
| Personality Parade               | Johnson Creamery                                                        | WTTV    |                                            |
| Planning for Tomorrow            | Riggs-Warfield-Roloson                                                  | WAAM    | Hanrhan                                    |
| Play Time                        | Fred Astaire Studios                                                    | WAAM    |                                            |
| Polka Penthouse                  | Simms Bros. Furniture                                                   | WXEL    |                                            |
| Polka Revue                      | Krantz Brewery                                                          | WSPD-TV |                                            |
| Polly Pickens                    | Pic 'n Pay Stores                                                       | WXEL    |                                            |
| Pop Handy                        | Beatrice Foods Co.                                                      | WKY-TV  |                                            |
| Pop the Question                 | Participating                                                           | WAVE-TV |                                            |
| Postman Bill                     | New Model Laundry                                                       | KING-TV | Advertising Counselors                     |
| Premiere Playhouse               | Kingsley Furs                                                           | WJBC-TV |                                            |
| Prize Performance                | MacLevy Salons                                                          | WPIX    | Associated Artists Adv.                    |

| TITLE                       | SPONSOR-PRODUCT                      | STATION | ADVERTISING AGENCY        |
|-----------------------------|--------------------------------------|---------|---------------------------|
| Pro-Football Games          | Eagles Markets                       | WHBF-TV |                           |
| Pro Football Highlights     | Drewrys Beer                         | WSPD-TV |                           |
| Pro-Football H.-Lites       | Sinclair Products                    | WHBF-TV |                           |
| Prudence Penny Cooks        | Detroit Times                        | WJBK-TV |                           |
| Public Life of Cliff Norton | Procter & Gamble                     | WNBQ    | H. W. Kaster & Sons       |
| Public Prosecutor           | American Vitamin                     | WLW-C   |                           |
| Public Prosecutor           | American Ace Coffee                  | WSM-TV  | Simon & Gwynn             |
| Public Prosecutor           | Bartley Co.<br>Grocery Dist.         | WSPD-TV |                           |
| Public Prosecutor           | Besingers-Furniture                  | WAVE-TV |                           |
| Public Prosecutor           | C. Schmidt & Sons                    | WFIL-TV | Al Paul Lefton Co., Inc.  |
| Public Prosecutor           | Crawford Clothes                     | WABD    | Al Paul Lefton Co., Inc.  |
| Public Prosecutor           | Weidermann Brewing Co.               | WLW-C   |                           |
| Pulitzer Prize Playhouse    | Frigidaire<br>Div. of General Motors | ABC-TV  | Foote, Cone & Belding     |
| Pulitzer Prize Playhouse    | Schlitz Brewing Co.<br>Beer          | ABC-TV  | Young & Rubicam Co., Inc. |

## Q

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|--------------------|-----------------------------------------------------|---------|----------------------|
| Quarterback Club   | Grove & Co.<br>T. H. Maener<br>Real Estate          | KMTV    |                      |
| Quarterback Club   | TCU Pharmacy                                        | WBAP-TV | McBride-Holmes       |
| Queen for a Day    | P. Lorillard Co.                                    | KECA-TV | Lennen & Mitchell    |
| Quiz Kids          | Miles Laboratories, Inc.<br>Vitamins & Alka Seltzer | CBS-TV  | Geoffrey Wade Adv.   |
| Quiz Kids          | Gunther Beer                                        | NBC-TV  |                      |
| Quiz of Two Cities |                                                     | WAAM    | Biow Co.             |
| Racket Squad       | Philip Morris                                       | CBS-TV  | Biow Co.             |
| Radio-TV Critics   | American Vitamin                                    | WLW-C   |                      |
| Rainier Ranch      | Sick's Rainier Brewery                              | KING-TV | Western Agency       |
| Ralston Roundup    | Ralston Purina Co.                                  | WLW-C   |                      |
| Range Rider        | Holsum Division<br>C. J. Patterson, Inc.            | WDAF-TV | Allen Reynolds, Adv. |
| Range Rider        | Illinois Meat Co.                                   | WIBK-TV |                      |

## R



| TITLE                   | SPONSOR-PRODUCT                                                      | STATION | ADVERTISING AGENCY                      |
|-------------------------|----------------------------------------------------------------------|---------|-----------------------------------------|
| Roundup Time            | Pressel Sausage Co.                                                  | WXYZ-TV | W. B. Doner & Co.                       |
| Roving Camera           | Sav-On Drugs                                                         | KTLA    |                                         |
| Roving Cameras          | Gross Photo                                                          | WSPD-TV |                                         |
| Roy Rogers Show         | General Foods Corp.<br>Grape Nuts Flakes, Post Toasties, Sugar Crisp | NBC-TV  | Young & Rubicam Co., Inc.               |
| Royal Brougham Show     | Fahey-Brockman                                                       | KING-TV | MacWilkins, Cole & Weber Agency         |
| Royal Crest Theatre     | Royal Sales Co.<br>Royal Crest Dinnerware                            | WABD    | Product Services, Inc.                  |
| Royal Playhouse         | Allen B. Du Mont Laboratories, Inc.<br>Du Mont Telesets              | DuMont  | Campbell-Ewald                          |
| Royal Playhouse         | Bank of America                                                      | KECA-TV | Chas. R. Stuart                         |
| Royal Playhouse         | Falls City Beer                                                      | WAVE-TV | Prater                                  |
| Royal Playhouse         | Kroger                                                               | WSM-TV  | Ralph H. Jones Co.                      |
| Royal Playhouse         | Leonard's Dept. Store                                                | WBAP-TV | Direct                                  |
| Royal Playhouse         | Oklahoma Gas & Electric Co.                                          | WKY-TV  |                                         |
| Rumpus Room             | California Fruit Growers<br>Sunkist Oranges                          | WABD    | Guild, Bascom & Bonfigli                |
| Rumpus Room             | Francis H. Leggett Co.<br>Premier Foods                              | DuMont  | Peck Advertising                        |
| Russ Hodges Sports Show | Sun Oil                                                              | WJZ-TV  | Hewitt, Agihy, Benson & Mathers Agency  |
| Ruth Lyons 50 Club      | Campana Sales Co.<br>Ayds Vitamin Candy                              | NBC-TV  | H. W. Kastor & Sons                     |
| Ruth Lyons 50 Club      | Corn Products Refining Co.<br>Mazola Salad Oil                       | NBC-TV  | C. L. Miller Co.                        |
| Ruth Lyons 50 Club      | G. F. Heublein & Bros.<br>A-1 Sauce and Mustard                      | NBC-TV  | Scheidler, Beck & Werner                |
| Ruth Lyons 50 Club      | Penick & Ford Ltd., Inc.<br>My-T-Fine Desserts                       | NBC-TV  | Batten, Barton, Durstine & Osborn, Inc. |
| Rybutol Saturday Cinema | Vitamin Corp. of America                                             | KECA-TV | M. Weinberg                             |

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|-------------------------|-----------------------------------------------|--------|---------------------------|
| Safeway Theatre         | Safeway Stores, Inc.<br>Meats & Coffee        | WNEW   | J. Gordon Manchester Adv. |
| Sam Levenson Show       | General Motors                                | CBS-TV | D. P. Brother Co.         |
| Sammy Kaye Variety Show | Lambert Pharmacal Co.<br>Listerine Toothpaste | CBS-TV | Lambert & Feasley, Inc.   |
| Sandy Strong            | Wander Co.<br>Ovaltine                        | ABC-TV | Grant Advertising         |



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|-------------------------------------|---------|--------------------------------------------|
| Santa Claus                         | WBNS-TV |                                            |
| Saturday Matinee                    | WXEL    |                                            |
| Saturday Movie Night                | KECA-TV | C. N. Stahl                                |
| Saturday Movie Night                | KECA-TV | J. I. Edwards                              |
| Saturday Night at the Garden        | DuMont  | Campbell-Ewald, Inc.                       |
| Saturday Night at the Garden        | DuMont  | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Saturday Night at the Garden        | DuMont  | Cayton, Inc.                               |
| Saturday Night at the Garden        | DuMont  | Biow Co., Inc.                             |
| Saturday Night at the Garden        | DuMont  | Honig Cooper Agency                        |
| Saturday Night Movie No. 1          | KTLA    | Leo Burnett Co., Inc.                      |
| Saturday Night Movie No. 2          | KTLA    | Chas. Stahl Adv. Agency                    |
| Saturday Night Theatre              | WKZO-TV | Product Services, Inc.                     |
| Saturday Night Wrestling            | WABD    | Leo Burnett Co., Inc.                      |
| Sausage Sinema                      | WJBC-TV | Young & Rubicam Co., Inc.                  |
| Say It With Acting                  | ABC-TV  | Wm. H. Weintraub, Inc.                     |
| Schlitz Playhouse                   | CBS-TV  | Biow Co.                                   |
| Scoreboard                          | WHBF-TV | Fuller Smith & Ross                        |
| Scoreboard                          | WABD    | Rowland Broiles                            |
| Search for Tomorrow                 | CBS-TV  | Seberhagen, Inc.                           |
| See It Now                          | CBS-TV  |                                            |
| See-Saw Zoo                         | WBAP-TV |                                            |
| Shadows of the Cloak                | WFIL-TV |                                            |
| Shadows of Mystery                  | WSPD-TV |                                            |
| Shaping Your Future                 | WKY-TV  |                                            |
| Sharp Comments                      | WBNS-TV | Participating                              |
| Sheriff Tex                         | KING-TV | Pacific-National Agency                    |
| Sherman, Clay Music Room            | KING-TV | Keystone Advertising                       |
| Shoppers Corner                     | WABD    |                                            |
| Shopping Guide                      | WLW-C   |                                            |
| Shopping Time at A & S              | WABD    | Kiesewetter, Wetteram & Baker              |
| F. & R. Lazarus Dept. Store         |         |                                            |
| American Motors                     |         |                                            |
| Fletcher Jones                      |         |                                            |
| Maier Brewing Co.                   |         |                                            |
| Allen B. Du Mont Laboratories, Inc. |         |                                            |
| Du Mont Telesets                    |         |                                            |
| Carter Products                     |         |                                            |
| Rise Shaving Cream                  |         |                                            |
| Chesebrough Mfg. Co.                |         |                                            |
| Vaseline                            |         |                                            |
| Eversharp-Schick                    |         |                                            |
| U. S. Armed Forces                  |         |                                            |
| Recruiting                          |         |                                            |
| Globe Mills, Inc.                   |         |                                            |
| Murphy Motors                       |         |                                            |
| G.E. Dealer                         |         |                                            |
| Strauss Stores Automotive Supplies  |         |                                            |
| Kowalski Sausage Co.                |         |                                            |
| Brown Shoe Co.                      |         |                                            |
| Naturalizer Shoes                   |         |                                            |
| Schlitz Brewing Co.                 |         |                                            |
| Holland Furnace Co.                 |         |                                            |
| Kaiser-Frazer Sales Corp.           |         |                                            |
| Procter & Gamble                    |         |                                            |
| Aluminum Co.                        |         |                                            |
| Vandervoort's Dairy                 |         |                                            |
| Gretz Brewing Company               |         |                                            |
| Lee Motors                          |         |                                            |
| Ford Dealer                         |         |                                            |
| Participating                       |         |                                            |
| Participation                       |         |                                            |
| Participating                       |         |                                            |
| Sherman, Clay Music Co.             |         |                                            |
| Sears, Roebuck                      |         |                                            |
| Retail Outlets                      |         |                                            |
| Union Co.                           |         |                                            |
| Abraham & Strauss                   |         |                                            |
| Department Store                    |         |                                            |

| TITLE                                     | SPONSOR-PRODUCT                                              | STATION | ADVERTISING AGENCY                         |
|-------------------------------------------|--------------------------------------------------------------|---------|--------------------------------------------|
| Shopping With Prissy                      | Participating                                                | WKY-TV  |                                            |
| Short Story Theatre                       | Arnold Bakers                                                | WJZ-TV  | Benton & Bowles Agency                     |
| Short Story Theatre                       | Picadilly Tobacco Co.<br>Picadilly Cigarettes                | WABD    | Hilton & Riggio, Inc.                      |
| Showcase                                  | Participating                                                | WKY-TV  |                                            |
| Showtime—U.S.A.                           | Chrysler Corp.<br>Dodge Div.                                 | ABC-TV  | Ruthrauff & Ryan                           |
| Six-Gun Theatre                           | South Carolina Mills                                         | WJBK-TV |                                            |
| Skinner's Breakfast Meeting               | Skinner Mfg. Co.<br>Breakfast Foods                          | KMTV    | Bozell & Jacobs                            |
| Sky King Theatre                          | Derby Foods, Inc.<br>Peter Pan Peanut Butter, Salted Peanuts | NBC-TV  | Necdham, Louis & Brorby, Inc.              |
| Skylark Safety Circus                     | Fairfax Bread Div. of Safeway Stores, Inc.                   | WNBW    | Foote, Cone & Belding                      |
| Smilin' Ed's Gang                         | Brown Shoe Co.                                               | CBS-TV  | Leo Burnett Co.                            |
| Smilin' Ed McConnell & Say It With Acting | Brown Shoe Co.<br>Shoes                                      | NBC-TV  | Leo Burnett Co.                            |
| Snack Time                                | Wm. Oakley<br>Food Distributor                               | WSPD-TV |                                            |
| Snow Crop Matinee                         | Snow Crop Marketeers<br>Snow Crop Frosted Foods              | WABD    | Maxon, Inc.                                |
| Snow Crop Matinee Theatre                 | Snowcrop Marketeers, Inc.                                    | WNBQ    | Maxon, Inc.                                |
| So You Know Sports                        | Plymouth Dealers                                             | WJBK-TV |                                            |
| Sohio Reporter                            | Standard Oil Co.                                             | WLW-C   |                                            |
| Sohio Reporter                            | Standard Oil Co.                                             | WSPD-TV |                                            |
| Sohio Reporter—Warren Guthrie             | Standard Oil of Ohio                                         | WXEL    |                                            |
| Solo Drama                                | Regens Lighters                                              | WJZ-TV  | Silberstein-Goldsmith Agency               |
| Somerset Maugham TV Theatre               | Bymart, Inc.<br>Tintair                                      | NBC-TV  | Cecil & Presbrey                           |
| Songs for Sale                            | Carter Products, Inc.                                        | CBS-TV  | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Songs for Sale                            | Sterling Drug, Inc.                                          | CBS-TV  | Dancer-Fitzgerald-Sample, Inc.             |
| Songtime                                  | Word of Life Fellowship<br>Institutional                     | ABC-TV  | Walter F. Bennett & Co.                    |
| Sooner Shindig                            | O. K. Storage                                                | WKY-TV  | Lowe Runkle                                |
| Southern Shindig                          | Southern Electric Co.                                        | WSM-TV  |                                            |
| Southwest Conference Football             | Humble Oil Co.                                               | WOAI-TV | Wilkinson-Schwartz & Tip                   |
| Space Cadet, Tom Corbett                  | Kellogg Co.<br>Corn Flakes, Pep, Other Cereals               | ABC-TV  | Kenyon & Eckhardt, Inc.                    |
| Space Patrol                              | Lewis Food Co.                                               | KECA-TV | Rockett-Lauritzen                          |

|                        |                                         |         |                                         |
|------------------------|-----------------------------------------|---------|-----------------------------------------|
| Space Patrol           | Ralston Purina<br>Wheat Chex, Rice Chex | ABC-TV  | Gardner Advertising Co.                 |
| Space Patrol           | Ralston Purina                          | WJZ-TV  | Gardner Advertising Co.                 |
| Spade Cooley           | Central Chevrolet                       | KTLA    | Hunter Advertising Agency               |
| Sport Show             | Cherry Motor Co.                        | WHBF-TV |                                         |
| Sports Camera          | Pepsi Cola                              | WJBK-TV |                                         |
| Sports Desk            |                                         | WXEL    |                                         |
| Sports Final           | Cl. Pneumatic Tool Co.                  | WXEL    |                                         |
| Sports Look            | Cole Motors                             | WTTV    |                                         |
| Sports on Parade       | Sullivan Clothiers                      | WKZO-TV |                                         |
| Sports Page            | Jewelry Co.                             | WSPD-TV |                                         |
| Sports Previews        | Edewater Appliance                      | WBAP-TV | Grant Adv. Agency                       |
| Sports Quiz            | Skillern's Drug Stores                  | WXEL    |                                         |
| Sports Scholar         | John C. Robert Shoes                    | WOAI-TV | Fitzgerald Adv. Agency                  |
| Sports Scholar         | Jackson Brewing Co.<br>Jax Beer         | WSPD-TV |                                         |
| Sports Slants          | VJ McGranahan<br>TV Sets                | WAVE-TV |                                         |
| Sports Special         | Participating                           | KING-TV | Seattle Radio & TV                      |
| Sports Spotlight       | Lundquist-Lilly                         | WJBK-TV | Batten, Barton, Durstine & Osborn, Inc. |
| Sports Star Time       | Cole & Erwin Jewelers                   | WNBQ    | Batten, Barton, Durstine & Osborn, Inc. |
| Sports Star Time       | Ethyl Corp.                             | WNBQ    |                                         |
| Sports Views           | Refiners Distributing Co.               | WSPD-TV | Direct                                  |
| Sports With Sherman    | Athletic Supply                         | WBAP-TV |                                         |
| Sportman's Club        | Clyde Burns-Nash                        | WHEN    |                                         |
| Sportscholar           | Strodel-Genesee Beer                    | WXEL    |                                         |
| Sportscholar           | Ethyl Corp.                             | WJBK-TV | Walter Speight                          |
| Sportsman Club         | Ethyl Corp.                             | WSM-TV  | Meldrum & Fewsmitth, Inc.               |
| Stage 5                | Jim Reed Chevrolet Co.                  | WNBW    | Al Paul Lefton Co., Inc.                |
| Star Maker Revue       | Willard Storage Batteries               | WFIL-TV |                                         |
| Star of the Family     | C. Schmidt & Sons                       | WLW-C   |                                         |
| Star Time              | Schiff Shoes                            | CBS-TV  | Grey Adv.<br>Franklin Bruck             |
| Starlight Film Theatre | Ronson Art Metal Works, Inc.            | DuMont  |                                         |
| Starlit Stairway       | Food Store Productions<br>Food Stores   | WFIL-TV | Otis Advertising Co.                    |
|                        | Stern & Company                         | WXYZ-TV | W. B. Doner & Co.                       |
|                        | Delsoy Whipped Cream                    |         |                                         |

| TITLE                      | SPONSOR-PRODUCT                                                  | STATION | ADVERTISING AGENCY             |
|----------------------------|------------------------------------------------------------------|---------|--------------------------------|
| Starring the Editors       | Grand Union Co.                                                  | WABB    | Badger, Browning & Hersey      |
| Stars of Tomorrow          | Tommy Thompson Studio<br>Children's Shop                         | WHBF-TV |                                |
| Stars Over Hollywood       | Armour & Co.<br>Meats                                            | NBC-TV  | Foote, Cone & Belding          |
| Steve Allen Show           | Procter & Gamble                                                 | CBS-TV  | Compton Adv.                   |
| Stop the Music             | Admiral Corp.<br>Radios, Television Sets, Refrigerators          | ABC-TV  | Kudner Agency, Inc.            |
| Stop the Music             | Hazel Bishop<br>Lipstick                                         | ABC-TV  | Raymond Spector Co.            |
| Stop the Music             | P. Lorillard Co.<br>Old Gold Cigarettes                          | ABC-TV  | Lennen & Mitchell              |
| Stop the Music             | Toni Co.<br>White Rain                                           | ABC-TV  | Foote, Cone & Belding          |
| Stork Club                 | Liggett & Myers<br>Fatima Cigarettes                             | CBS-TV  | Cunningham & Walsh             |
| Story Theatre              | Black Lumber Co.                                                 | WTTV    |                                |
| Story Theatre              | Durkee Foods                                                     | KECA-TV | Meldrum & Fewsmith             |
| Story Theatre              | Huntington Wholesale Furniture Co.                               | WSAZ-TV | Direct                         |
| Story Theatre              | Seally Mattress Co.                                              | WXEL    |                                |
| Story Theatre              | Straus-Frank Co.<br>RCA Victor                                   | WOAI-TV | By Station                     |
| Strange Adventure          | Meyer Jewelry                                                    | WJBK-TV |                                |
| Strange Adventure          | Uddo & Taormina                                                  | WDSU-TV |                                |
| Stranger Than Fiction      | Gallant Lumber                                                   | WSPD-TV |                                |
| Strike It Rich             | Colgate-Palmolive-Peet Co.                                       | CBS-TV  | Sherman & Marquette, Inc.      |
| Stu Erwin Show             | General Mills, Inc.<br>Wheaties, Cold Medal Kitchen Tested Flour | ABC-TV  | Dancer-Fitzgerald-Sample, Inc. |
| Stu Erwin Show             | General Mills                                                    | WENR-TV | Dancer-Fitzgerald-Sample, Inc. |
| Stu Erwin Show             | General Mills                                                    | WJZ-TV  | Dancer-Fitzgerald-Sample, Inc. |
| Studebaker Tele-Movie Time | Chicago and Studebaker Dealers                                   | WNBQ    | Roche, Williams & Clear        |
| Studio One                 | Westinghouse Electric Corp.                                      | CBS-TV  | McCann-Erickson                |
| Stud's Place               | Manor House Coffee                                               | WENR-TV | Earle Ludgin                   |
| Stumpus                    | Heckman Biscuit Co.                                              | WZYZ-TV | George Hartman Adv.            |
| Success Story              | International Sterling Co.<br>Sterling Silver                    | ABC-TV  | Young & Rubicam Co., Inc.      |
| Summer Theatre             | General Electric Supply Corp.                                    | WXEL    |                                |



|                      |                                                                                     |         |                               |
|----------------------|-------------------------------------------------------------------------------------|---------|-------------------------------|
| Sommers Serenade     | Sommers & Son Co.                                                                   | WLW-C   |                               |
| Sunday Matinee       | Best Foods, Inc.<br>H. O. Quick Oat, Cream Farina, Presto<br>Self-Rising Cake Flour | WABD    | Benton & Bowles, Inc.         |
| Sunday Matinee       | General Electric Products                                                           | WXEL    |                               |
| Sunday Matinee       | Studebaker Dealers                                                                  | WXYZ-TV | W. B. Doner & Co.             |
| Sunday Movies        | Chrysler Dealers                                                                    | KTLA    | Chas. Stahl Adv.              |
| Sunday Night Movie   | French Sardine Company                                                              | KTLA    | Rhodes & Davis                |
| Sunday Night Movie   | Langendorf United Bakeries                                                          | KTLA    | Scholts Advertising Service   |
| Super Circus         | Bauer & Black<br>Curity Bandages                                                    | ABC-TV  | Leo Burnett Co.               |
| Super Circus         | Canada Dry<br>Ginger Ale                                                            | ABC-TV  | J. M. Mathes, Inc.            |
| Super Circus         | M & M Ltd.<br>Candy Coated Chocolate                                                | ABC-TV  | Wm. Esty Co.                  |
| Super Circus         | Peters Shoe Co.<br>Weatherbird Shoes                                                | ABC-TV  | Henri, Hurst & McDonald, Inc. |
| Supply Sales Show    | Supply Sales Co.<br>Profilaters                                                     | WABD    | Newton Advertising            |
| Susan Adams          | Clinton Foods                                                                       | WABD    | Maxon, Inc.                   |
| Susan Adams          | Flako<br>Baking Products                                                            | WABD    | Blatt-Forbes                  |
| Suspense             | Electric Auto-Lite Co.                                                              | CBS-TV  | Cecil & Presbrey              |
| Swift's Movie-Time   | Swift & Co.                                                                         | WPIX    | Free & Peters, Adv.           |
| Swing Shift Theatre  | Yeakel Bros.                                                                        | KTLA    | Irwin Company, Inc.           |
| Talent Shop          | Chunky Candy Corp.<br>Chunkies                                                      | WABD    | Peck Advertising              |
| Talent Tussle        | Baltimore News-Post                                                                 | WAAM    |                               |
| Tales of the Hawk    | Famous Furniture                                                                    | WXYZ-TV | W. B. Doner & Co.             |
| Tales of Tomorrow    | Jacques Kreisler Mfg.<br>Watch Bands, Men's Jewelry                                 | ABC-TV  | Hirshon-Garfield, Inc.        |
| Ted Mack Family Hour | C. A. Swanson & Sons<br>Margarine, Poultry                                          | ABC-TV  | Tatham-Laird, Inc.            |
| Ted Mack Family Hour | General Mills, Inc.<br>Cereals, Flours, Mixes, Electric Irons                       | ABC-TV  | Tatham-Laird, Inc.            |
| Teen Time Varieties  | Schiff Shoe Stores                                                                  | WSAZ-TV | King & Cofferman              |
| Tele-Bid             | Sidles Co.<br>Appliances                                                            | KMTV    |                               |

**T**

| TITLE                    | SPONSOR-PRODUCT                                                              | STATION | ADVERTISING AGENCY                      |
|--------------------------|------------------------------------------------------------------------------|---------|-----------------------------------------|
| Telebuys, Inc.           | Participating                                                                | KING-TV | Participating                           |
| Telenews                 | Dixie Brewing Co.                                                            | WDSU-TV |                                         |
| Telenews                 | Joske's of Texas<br>Frigidaire                                               | WOAI-TV | Pitluk Advertising Co.                  |
| Telenews Ace             | Cunningham Drugs                                                             | WJBC-TV |                                         |
| Telenews Daily           | International Harvester Co.<br>Trucks, Refrigerators, Farm Machinery & Parts | WOI-TV  | Aubrey, Moore & Wallace, Inc.           |
| Telenews Weekly          | Denver & Rio Grand R. R.                                                     | KSL-TV  | Axelsen Adv. Agency                     |
| Telenews Weekly          | Meyer Jewelry                                                                | WJBC-TV |                                         |
| Telenews Weekly          | Syracuse Savings Bank                                                        | WHEN    |                                         |
| Telenews Weekly Newsreel | Wynn Oil Co.                                                                 | KECA-TV | Batten, Barton, Durstine & Osborn, Inc. |
| Telesports Digest        | Buick Dealers Assn.                                                          | WFIL-TV | Jos. Lowenthal Adv. Agency              |
| Telesports Digest        | Ethyl Corp.<br>Gas                                                           | WOAI-TV | Batten, Barton, Durstine & Osborn, Inc. |
| Telesports Digest        | Reynolds Metals Co.                                                          | WAVE-TV | Zimmer & McClaskey                      |
| Telesports Digest        | Seitzer Motors<br>Auto                                                       | WSPD-TV |                                         |
| Telesports Digest        | Sidles Co.<br>Appliances                                                     | KMTV    | Anderson & Roll                         |
| Television Newsreel      | Raymond Rosen & Co., Inc.                                                    | WFIL-TV | Al Paul Lefron Co., Inc.                |
| Television Playhouse     | Goodyear Tire & Rubber Co.<br>Tires                                          |         | Young & Rubicam Co., Inc.               |
| Television Playhouse     | Philco Corp.<br>Radio, TV Sets, Refrigerators                                | NBC-TV  | Hutchins Adv.                           |
| Ten Minute Movie         | Western Federal Savings & Loan Assn.                                         | KTLA    | Elwood J. Robinson Adv. Agency          |
| 10 P.M. News             | Bloomington Lincoln-Mercury                                                  | WTTV    |                                         |
| Tennessee Jamboree       | Logan Super Markets<br>Philco, Admiral, Youngstown Kitchens                  | WSM-TV  | Walter Speight, Noble-Dury & Assocs.    |
| Texaco Star Theatre      | The Texas Co.<br>Gasoline, Oil, Grease                                       | NBC-TV  | Kudner Agency, Inc.                     |
| Texas News               | Texas Electric Service Co.                                                   | WBAP-TV | Rowland Broiles                         |
| Theatre Hour             | Vitamin Corp. of America                                                     | WJBC-TV |                                         |
| Theatre 79               | Speedway Petroleum                                                           | WJBC-TV |                                         |
| The Aldrich Family       | Gampbell Soup Co.<br>Soup                                                    | NBC-TV  | Ward-Wheelock Co.                       |
| The Aldrich Family       | General Foods Corp.<br>Jell-O, Corn Starch, Tapioca                          | NBC-TV  | Young & Rubicam Co., Inc.               |
| The Big Picture          | Federation Bank & Trust Co.                                                  | CBS-TV  |                                         |

|                          |                                     |         |                                            |
|--------------------------|-------------------------------------|---------|--------------------------------------------|
| The Big Question         | American Cigarette & Cigar Co.      | CBS-TV  | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| The Big Story            | Pall Mall Cigarettes                | NBC-TV  |                                            |
| The Big Top              | National Dairy Products Corp.       | CBS-TV  | N. W. Ayer & Sons                          |
| The Big Town             | Lever Bros.                         | CBS-TV  | Ruthrauff & Ryan                           |
| The Cases of Eddie Drake | Garrett, Inc.                       | WENR-TV | Ruthrauff & Ryan                           |
| The Chimps               | Grass Seed, Dog Food                | WDAF-TV | Bruce B. Brewer, Agency                    |
| The Clamps               | S. S. Kresge                        | WJBK-TV |                                            |
| The Cisco Kid            | Frankel's Appliances                | WSAZ-TV | Direct                                     |
| The Clock                | Emerson Radio & Phonograph Co.      | NBC-TV  | Foote, Cone & Belding                      |
| The Clue                 | Radios, TV Sets, Phonographs        | WSPD-TV |                                            |
| The Comics               | Ford-Miller Motors                  | KTLA    | The Counselors                             |
| The Comics               | American Vitamin Associates         | KTLA    | Lockwood-Shackelford                       |
| The Comics               | Girards, Inc.                       | KTLA    | Mayers Co., Inc.                           |
| The Comics               | Kern Food Products                  | KTLA    | Ted Factor Agency                          |
| The Continental          | Sav-On Drugs                        | CBS-TV  | Masterson, Reddy & Nelson                  |
| The Egg and I            | Burlington Mills                    | CBS-TV  | Compton Advertising, Inc.                  |
| The Ford Film Playhouse  | Bur-Mil Cameo Hosiery               | WFIL-TV | J. Walter Thompson Agency                  |
| The Game                 | Procter & Gamble                    | WDSU-TV | Fitzgerald Adv. Agency                     |
| The Gaylords             | Ford Dealers Associates, Inc.       | WSPD-TV |                                            |
| The Little Show          | Maison Blanche                      | NBC-TV  | Calkins & Holden, Carlock, McClinton       |
| The Lorraine Cugat Show  | Ohio China                          | WJZ-TV  | Harry B. Cohen, Inc.                       |
| The M & M Candy Carnival | Dishes                              | CBS-TV  | Wm. Esty & Co.                             |
| The Magic Clown          | Stokely-Van Camp, Inc.              | WNBW    | William H. Weintraub, Inc.                 |
| The Magic Door           | Canned Foods                        | WJZ-TV  | Associated Advertising Service             |
| The Magic Lady           | Vitamin Corp. of America            | WFIL-TV | Al Paul Lefton Co., Inc.                   |
| The Newsreel             | M & M Ltd.                          | KTLA    | J. Walter Thompson Agency                  |
| The Open Door            | Candies and Other Accepted Products | WABD    | Arnold Cohan                               |
| The Plainclothes Man     | Gold Medal Candy Corp.              | DuMont  | Warwick & Legler, Inc.                     |
|                          | Bonomo Turkish Taffy                |         |                                            |
|                          | MacLevy Dance Studio System         |         |                                            |
|                          | Lit Brothers                        |         |                                            |
|                          | Shell Oil Company                   |         |                                            |
|                          | Sunset Applience Corp.              |         |                                            |
|                          | Consolidated Cigar Co.              |         |                                            |
|                          | Harvester Cigars                    |         |                                            |

| TITLE                 | SPONSOR-PRODUCT                                                               | STATION | ADVERTISING AGENCY                      |
|-----------------------|-------------------------------------------------------------------------------|---------|-----------------------------------------|
| The Plainclothes Man  | Larus & Brother Co., Inc.<br>Holiday Cigarettes, Holiday & Edgeworth Tobaccos | DuMont  | Kenyon & Eckhardt, Inc.                 |
| The Ramblers          | Joe M. Offill Motor Co.<br>Nash Automobiles                                   | WDAF-TV | Merritt Owens Adv. Co.                  |
| The Ruggles           | Kraft Foods Co.                                                               | KECA-TV | J. Walter Thompson Agency               |
| The Show Goes On      | Superior Feed Mills                                                           | CBS-TV  | James Reece                             |
| The Singing Pastor    | W. Va. Beer & Ale                                                             | WKY-TV  | King & Cofferman                        |
| The Sports Almanac    | General Mills                                                                 | WSAZ-TV | Dancer-Fitzgerald-Sample, Inc.          |
| The Stu Erwin Show    | Stag Beer                                                                     | WJZ-TV  | Mazon, Inc.                             |
| The Weather Tonight   | Purity Products                                                               | WKY-TV  | Young & Rubicam Co., Inc.               |
| The Weatherman        | P. Lorillard Co.                                                              | WPIX    | Ceyer, Newell & Ganger Agency           |
| The Web               | Embassy Cigarettes                                                            | CBS-TV  | Aubrey, Moore & Wallace, Inc.           |
| The Week in Sports    | International Harvester Co.                                                   | WOI-TV  | Participating                           |
| The World Today       | Participating                                                                 | KING-TV | Al Paul Lefton Co.                      |
| They Stand Accused    | Crawford Clothes                                                              | DuMont  | Batten, Barton, Durstine & Osborn, Inc. |
| This Is Show Business | American Tobacco Co.                                                          | CBS-TV  | H. W. Buddmeier                         |
| This Is Your Zoo      | Hauswald Bakery                                                               | WAAM    | Fitzgerald Advertising Agency           |
| This Week in Sports   | Covert Ohio<br>Sporting Goods                                                 | WSPD-TV | Evans Advertising                       |
| This Week in Sports   | Jackson Brewing Co.<br>Jax Beer                                               | WOAI-TV | Anderson & Roll                         |
| This Week in Sports   | Les Taylor Co.                                                                | KSL-TV  | Benton & Bowles                         |
| This Week in Sports   | Mobray Finch Ford Dealer                                                      | WJBK-TV | Arnold Cohan                            |
| This Week in the News | Foster-Barker Co.<br>Insurance                                                | KMTV    | Leo Burnett Co., Inc.                   |
| This Week in the News | Ted Hicks Co.<br>Insurance                                                    | KMTV    | Chas. Stahl Adv. Agency                 |
| Those Two             | Procter & Gamble Co.<br>Tide, Camay, Drene                                    | NBC-TV  |                                         |
| Three City Final      | Ted Top Brewing Co.                                                           | WLW-C   |                                         |
| Three Sentinels       | Moore Stores                                                                  | WLW-C   |                                         |
| Thursday Night Boxing | Sunset Appliance Corp.                                                        | WABD    |                                         |
| Tiger Wives           | People's Outfitting                                                           | WJBK-TV |                                         |
| Tim McCoy             | Kellogg Company                                                               | KTLA    |                                         |
| Tim McCoy Film        | Murphy Motors                                                                 | KTLA    |                                         |



|                        |                                                 |         |                                   |
|------------------------|-------------------------------------------------|---------|-----------------------------------|
| Time for Beany         | Bell Brand Foods, Ltd.                          | KTLA    | McCann-Erickson, Inc.             |
| Time for Beany         | Cloverland Dairy                                | WAAM    | St. Georges & Keyes               |
| Time for Beany         | Joliet 7-Up                                     | WHBF-TV |                                   |
| Time for Beany         | Leigh Foods, Inc.                               | CBS-TV  | Warwick & Legler, Inc.            |
| Time for Beany         | Maryland Co-Op Milk Producers                   | WAAM    |                                   |
| Time for Beany         | Nehi Beverage Company                           | KTLA    | Raymond Morgan Co.                |
| Tip the Scales         | South Texas Appliance Co.<br>Admiral Appliances | WOAI-TV | Bernard M. Brooks                 |
| Tips for Tinkers       | T. G. & Y.                                      | WKY-TV  | George Knox                       |
| Toast of the Town      | Lincoln-Mercury                                 | CBS-TV  | Kenyon & Eckhardt, Inc.           |
| Today's News           | Central Cadillac                                | WNBK    | Meldrum & Fewsmith                |
| Today's Teens          | Hotpoint, Inc.                                  | WENR-TV | Maxon, Inc.                       |
| Today's Top Story      | National City Bank                              | WXEL    |                                   |
| Toledo Theatre Time    | Foodtown Super Markets                          | WSPD-TV |                                   |
| Tom Manning Sport Show | P. Ballantine & Sons                            | WNBK    |                                   |
| Tomorrow's News        | Vim Stores                                      | WPIX    |                                   |
| Tonight's Attractions  | Dr. Kenaga<br>Optometrist                       | WSPD-TV | J. Walter Thompson Agency         |
| Top Views in Sports    | August Wagner Breweries                         | WLW-C   | William Warren, Jackson & Delaney |
| Top Views in Sports    | Sterling Beer                                   | WAVE-TV |                                   |
| Touchdown              | Falls City Beer                                 | WAVE-TV | Smith, Benson & McClure           |
| Touchdown Prevue       | Mallernee's                                     | WSM-TV  | Prater                            |
| Town and Country Quiz  | Staley Milling Co.<br>Feeds                     | WDAF-TV | Bozell-Jacobs, Inc.               |
| Trading Post           | Moore's Stores                                  | WLW-C   |                                   |
| Travels in Space       | Lane Drug Co.                                   | WSPD-TV |                                   |
| Treasury Men in Action | The Borden Co.<br>Instant Coffee                | NBC-TV  | Doherty, Clifford & Schenfield    |
| Triple Feature Theatre | Chevrolet Dealers Service                       | KECA-TV | Campbell-Ewald                    |
| Tuesday Feature Film   | Four Friendly Appliance Dealers                 | KTLA    | Irwin Co., Inc.                   |
| Tuesday Movie          | Pontiac Dealers Club of So. Calif.              | KTLA    | Taggart & Young                   |
| Tuesday Night Movie    | Raichert Sewing Machine Corp.                   | KTLA    | W. B. Geissinger & Co.            |
| TV Auction             | Sun Ray Drug Co.                                | WFIL-TV | Philip Klein Advertising, Inc.    |
| TV Department Store    | TV Department Store                             | WABD    | Ben Sackheim, Inc.                |
| TV Magazine            | Lanes Drug Stores                               | WSPD-TV |                                   |
| TV Ranch               | Jersey Bread & Driggs Dairy Farm                | WSPD-TV |                                   |
| TV Rangers             | Borden Co.                                      | WLW-C   |                                   |

| TITLE               | SPONSOR-PRODUCT                               | STATION | ADVERTISING AGENCY                      |
|---------------------|-----------------------------------------------|---------|-----------------------------------------|
| TV Stopper's Revue  | John A. Brown Co.                             | WKY-TV  | Enders Advertising Agency               |
| TV Theatre          | Falstaff Brewing Co.<br>Beer                  | KMTV    | Dancer-Fitzgerald-Sample, Inc.          |
| TV Theatre          | Falstaff Brewing Co.<br>Falstaff Beer         | WOAI-TV | Dancer-Fitzgerald-Sample, Inc.          |
| TV Travelogue       | Butler Travel Service                         | WLW-C   |                                         |
| TV Weatherman       | Omar Baking Co.                               | WBNS-TV | Fitzmorris & Simmons Agency             |
| TWA Show            | TWA                                           | WABD    | Batten, Barton, Durstine & Osborn, Inc. |
| Twenty Questions    | The Mennen Company<br>Mennen Products for Men | DuMont  | Kenyon & Eckhardt, Inc.                 |
| Twenty Questions    | Ronson Art Metal Works<br>Ronson Lighters     | ABC-TV  | Grey Advertising                        |
| Twin Movie Features | Shopping Bag Food Stores                      | KTLA    | Jack Vaughn Adv. Agency                 |

## U

|                               |                                                |         |                     |
|-------------------------------|------------------------------------------------|---------|---------------------|
| Uncle Amby's General Store    | Royal Barry Carter Mills                       | WSM-TV  | James F. Simons Co. |
| Uncle Mistletoe               | Marshall Field Dept. Store                     | WENR-TV | Calkins & Holden    |
| Uncle Roscoe's Playtime Party | Hotel Utah<br>Coffee Shop                      | KSL-TV  | R. T. Harris        |
| Uncle Wip                     | Gimbels Dept. Store                            | WFIL-TV | Direct              |
| Uebelhart & the News          | Ohio Fuel Gas Co.                              | WSPD-TV | Gould, Tierney      |
| Universal Homemaking          | Landers, Frary & Clark<br>Universal Appliances | DuMont  |                     |
| U. of D. Football Films       | Plymouth Dealers                               | WJBC-TV |                     |

## V

|                     |                                                         |         |                              |
|---------------------|---------------------------------------------------------|---------|------------------------------|
| Vacation Land       | Gerlinger<br>Appliances                                 | WSPD-TV |                              |
| Vanderbilt Football | Jamison Bedding Co.                                     | WSM-TV  | Max Beck                     |
| Versatile Varieties | Bonafide Mills<br>Floor Coverings                       | ABC-TV  | Gibraltar Advertising Agency |
| Victor Borge Show   | Kellogg Co.                                             | NBC-TV  | Kenyon & Eckhardt            |
| V-I-D-E-O           | Co-op. P. & C. Food Markets                             | WHEN    | Furman, Feiner & Co.         |
| Video Chef          | Associated Food Stores                                  | WPIX    | George Doyno                 |
| Views of the News   | Murfree Mortgage Co., First American Natl. Bank         | WSM-TV  | Vincent Zepal                |
| Vincent Lopez Show  | Lakewood Hotel & Land Assn.                             | WABD    | Sweeney & James Co.          |
| Voice of Firestone  | Firestone Tire & Rubber Co.<br>Tires, Tubes & Batteries | NBC-TV  |                              |

|                                                                     |                                            |         |                           |
|---------------------------------------------------------------------|--------------------------------------------|---------|---------------------------|
| Wake Up & Live                                                      | Lowell Cosmetics                           | WLW-C   | Steiner Adv.              |
| Wally Jackson Show                                                  | Wally Jackson Studios                      | WPIX    | Ward Wheelock Co.         |
| Walsh Looks 'Em Over                                                | Adam Scheidt Brewing Co.                   | WFIL-TV | George H. Hartman         |
| Walt's Workshop                                                     | Edward Hines Lumber Co.                    | WNBQ    | Elmer Free                |
| Washington Senators Baseball                                        | American Beer                              | WAAM    | McCann-Erickson           |
| Wayne King Program                                                  | Standard Oil Co. of Indiana                | NBC-TV  | Young & Rubicam Co., Inc. |
| Oil, Gasoline                                                       |                                            |         |                           |
| We the People                                                       | Gulf Oil Corp.                             | NBC-TV  |                           |
| Gasoline, Oil, Lubricants, Tires                                    |                                            |         |                           |
| Weather Report                                                      | P & G Shasta Shampoo                       | WJBC-TV | Buchanan-Thomas           |
| Weather Sketches                                                    | Paxton & Gallagher                         | KMTV    |                           |
| Coffee                                                              |                                            |         |                           |
| Weather Tele-Facts                                                  | The Fair                                   | WBAP-TV | Julian Read               |
| Weatherchart                                                        | Gulf Brewing Co.                           | WOAI-TV | Foote, Cone & Belding     |
|                                                                     | Grand-Prize Beer                           |         |                           |
| Weatherman                                                          | Paxton-Gallagher Co.                       | WDAF-TV | Buchanan, Thomas Co.      |
| Coffee, Beans                                                       |                                            |         |                           |
| Weatherman                                                          | Purity Taystee                             | WJBC-TV | Leo Burnett               |
| Weatherman—Clint Youle, Atchison,<br>Topeka & Santa Fe Railway Sys. | Atchison, Topeka & Santa Fe Railway System | WNBQ    | Campbell-Mithum           |
| Weatherman—Clint Youle                                              |                                            | WNBQ    | J. R. Pershall Co.        |
| Weatherman—Clint Youle                                              | Campbell Cereal Co.                        | WNBQ    | Herbert S. Laufman        |
| Weatherman—Clint Youle                                              | Commonwealth Edison Co.                    | WNBQ    | Herbert S. Laufman        |
| Weatherman—Clint Youle                                              | Home Gas Industries                        | WNBQ    | Maxon, Inc.               |
| Weatherman—Clint Youle                                              | Jewel Food Stores                          | WNBQ    | J. W. Shaw Advertising    |
| Weatherman—Clint Youle                                              | R. Cooper, Jr.                             | WNBQ    | J. Walter Thompson Agency |
| Weatherman—Clint Youle                                              | Standard Milling Co.                       | WNBQ    |                           |
| Weatherman—Clint Youle                                              | Swift & Co.                                | WJBC-TV |                           |
| Weatherhane                                                         | McCullough Chevrolet                       | WJBC-TV |                           |
| Weatherhane                                                         | DeSoto Dealers                             | KMTV    | Allen & Reynolds          |
| Webber Motor Sportlog                                               | Webber Motor Co.                           |         |                           |
|                                                                     | Dodge Cars                                 |         |                           |
| Wednesday Feature Film                                              | General Electric Appliance Co.             | KTLA    | Mays & Co.                |
| Wednesday Move No. 2                                                | Fletcher Jones                             | KTLA    | Chas. Stahl Adv. Agency   |
| Weekly Newsreel                                                     | Kurtz Furniture Co.                        | WNBK    | Ed Hibshman & Associates  |
| Western Adventure Film                                              | Friedman-Shelby                            | KTLA    | Henri, Hurst & McDonald   |
|                                                                     | Div. of International Shoe Co.             |         |                           |

| TITLE                      | SPONSOR-PRODUCT                        | STATION | ADVERTISING AGENCY             |
|----------------------------|----------------------------------------|---------|--------------------------------|
| Western Corral             | Duckhead Overalls, Sealtest Milk       | WSM-TV  | Noble-Dury<br>R. G. Fields     |
| Western Feature Film       | Murnat Motors                          | KTLA    | Jack Vaughn Adv. Agency        |
| Western Film Theatre       | Quaker City Chocolate Co.              | WPX     | Free & Peters                  |
| Western Jamboree           | Belle Furniture Co.                    | WSAZ-TV | Direct                         |
| Western Roundup            | Participation                          | WBNS-TV |                                |
| Western Theatre            | Swan Cleaners                          | WLW-C   |                                |
| What in the World          | CBS-TV                                 | WBAP-TV | Direct                         |
| What's Cooking             | Participating                          | CBS-TV  | Earle Ludgin & Co.             |
| What's My Line             | Jules Montener<br>Stopette             | WOL-TV  | Fitzmorris and Miller          |
| What's the Weather         | Omar Bakeries                          | WFIL-TV | Al Paul Lefton Co., Inc.       |
| What's the Weather         | Raymond Rosen & Co., Inc.              | WKY-TV  | M. Weinberg                    |
| What's Your I.Q.?          | Standard Life & Accident Insurance Co. | KECA-TV |                                |
| Whelan's Motion Picture    | Vitamin Corp. of America               | WFIL-TV | Campbell-Mithun, Inc.          |
| Whistling Wizzard          | CBS-TV                                 | KTLA    | Leo Burnett Co., Inc.          |
| Whiz TV Theatre            | R. M. Hollingshead Corp.               | WENR-TV | Leo Burnett Co., Inc.          |
| Wild Bill Hickok           | Kellogg Company                        | WJZ-TV  | Leo Burnett Co., Inc.          |
| Wild Bill Hickok           | Kellogg-Cereal                         | WJKB-TV | James Reece                    |
| Wild Bill Hickok           | Kellogg                                | WKY-TV  | Frederick L. Clinton           |
| Wild West Theatre          | Allied Music Corp.                     | WLW-C   | Bernard M. Brooks              |
| Wiley Gene                 | Superior Feed Mills                    | WABD    |                                |
| Willie Fishers Fun Factory | Arlington Motors                       | WOAI-TV |                                |
| Wilson, Glickman & Lee     | Adler Shoes                            | WSM-TV  | Ralph Jones                    |
| Winters' Wonderland        | Wolff & Marx                           | WXYZ-TV | Dancer-Fitzgerald-Sample, Inc. |
| Women's Supplement         | Westinghouse<br>Nu-Maid Margarine      | WBNS-TV | Rex Adv. Agency                |
| Woods & Waters             | P & G Shasta Shampoo                   | WXYZ-TV |                                |
| Woody Hayes—Football       | Harvey Mack Pontiac                    | WBNS-TV |                                |
| World Adventure Series     | Philco Dealers                         | WXYZ-TV |                                |
| World News                 | Earl Bring—Mutual of Omaha             | WOAI-TV | Thomas F. Conroy               |
| World of Sports            | Ormsby Chevrolet Co.                   | WDSU-TV | Fitzgerald Adv. Agency         |
| World of Yesterday         | Jackson Brewing Co.                    | WXEL    |                                |
| World Tonight              | Hudson Dealers                         | KSL-TV  |                                |
| Wrestling                  | Deseret News                           | WLW-C   |                                |
| Wrestling                  | American Vitamin                       | KTLA    | The Edwards Adv. Agency        |
| Wrestling                  | Buick Dealers                          |         |                                |



|           |                                   |         |                                |
|-----------|-----------------------------------|---------|--------------------------------|
| Wrestling | Clinton Clothing                  | KTLA    | Milton Weinberg Adv. Co.       |
| Wrestling | Columbia Breweries                | KING-TV | How Ryan & Associates          |
| Wrestling | Falstaff                          | WDSU-TV |                                |
| Wrestling | Falstaff Brewing Co.              | WKY-TV  | Dancer-Fitzgerald-Sample, Inc. |
| Wrestling | General Electric Appliances, Inc. | KTLA    | Mays & Company                 |
| Wrestling | Hazel Bishop & Pin Up             | WJBK-TV |                                |
| Wrestling | Hudepohl Beer                     | WLW-C   |                                |
| Wrestling | Hudson Dealers of Chicago         | WENR-TV | Malcolm-Howard                 |
| Wrestling | Jerry Lynch Nash Dealer           | WJBK-TV |                                |
| Wrestling | Maison Blanche                    | WDSU-TV |                                |
| Wrestling | Motorola Dealer                   | WKZO-TV |                                |
| Wrestling | Oertels Brewing Co.               | WAVE-TV | Kopmeyer                       |
| Wrestling | Philco Dealer                     | WKZO-TV |                                |
| Wrestling | Red Top Brewing Co.               | WLW-C   |                                |
| Wrestling | Regal Amber Brewing Co.           | KTLA    | Abott Kimball Co.              |
| Wrestling | University Chevrolet              | WTTV    |                                |
| Wrestling | Walker Motors                     | WXYZ-TV |                                |
| Wrestling | C. Schmidt & Sons                 | WFIL-TV | Clark & Rickard Adv.           |
| Wrestling | National Premium Beer             | WFIL-TV | Al Paul Lefton Co., Inc.       |
| Wrestling | The Electric Company              | WXEL    |                                |
| Wrestling | Bohnet Baking Co.                 | WSM-TV  |                                |
|           | Mrs. Bohnet's Bread               | WOAI-TV | Thomas F. Conroy               |
| Wrestling | Bond Clothes                      | WABD    | Grey Adv.                      |
| Wrestling | Boyle-Midway, Inc.                | WABD    | Earl Bothwell                  |
|           | Auto-Brite                        |         |                                |

## Y

|                       |                         |         |                                |
|-----------------------|-------------------------|---------|--------------------------------|
| Yankee Baseball Games | P. Ballantine Sons Co.  | WABD    | J. W. Thompson                 |
| Yellow Cab Revue      | Ballantine's Beer & Ale | WFIL-TV | Al Paul Lefton Co., Inc.       |
| Yesterday's Newsreel  | Yellow Cab Co.          | WOAI-TV | Pitluk Advertising Co.         |
| Yesterday's Newsreel  | Handy Andy Supermarkets | KMTV    |                                |
| Yesterday's Newsreel  | Miller-Pontiac          | WSAZ-TV | Direct                         |
| Yesterday's Newsreel  | Cars                    | WKY-TV  |                                |
| Yesterday's Newsreel  | Pancake Realty Company  | WTTV    |                                |
| Yesterday's Newsweek  | Standard-Humpty-Dumpty  | ABC-TV  | Guild, Bascom & Bonfigli, Inc. |
| You Asked for It      | Eberle Hardware         |         |                                |
|                       | Skippy Peanut Butter    |         |                                |
|                       | Peanut Butter           |         |                                |

| TITLE                   | SPONSOR-PRODUCT                                                        | STATION | ADVERTISING AGENCY                      |
|-------------------------|------------------------------------------------------------------------|---------|-----------------------------------------|
| You Asked for It        | Rosefield Packing Co.<br>Skippy Peanut Butter                          | DuMont  | Guild, Bascom & Bonfigli, Inc.          |
| You Asked for It        | Rosefield Packing Co.                                                  | WJBL-TV | Guild, Bascom & Bonfigli, Inc.          |
| You Asked for It        | Rosefield Packing Co.<br>Skippy Peanut Butter                          | WOAL-TV | Guild, Bascom & Bonfigli, Inc.          |
| You Asked for It        | Skippy Peanut Butter                                                   | WSM-TV  | Guild, Bascom & Bonfigli, Inc.          |
| Young Mr. Bobbin        | General Foods Corp.<br>Jell-O, Corn, Starch, Tapioca                   | NBC-TV  | Young & Rubicam Co., Inc.               |
| Your Big Moment         | Westinghouse Dealers                                                   | KNBH    | The Tullis Co.                          |
| Your Hit Parade         | American Tobacco Co.<br>Lucky Strike Cigarettes                        | NBC-TV  | Batten, Barton, Durstine & Osborn, Inc. |
| Your Junior Revue       | George's Radio & TV Corp.<br>Radios, TV Sets, and Appliances           | WNBW    | Robert J. Enders, Inc.                  |
| Your National Theatre   | National Credit Clothiers                                              | WENR-TV | Charles Temkin                          |
| Your Pet Parade         | Ralston Purina Co.<br>Ralston Wheat Flakes, Ry-Krisp, Shredded Ralston | ABC-TV  | Gardner Agency                          |
| Your Show of Shows      | Benrus Watch Co.<br>Watches, Clocks.                                   | NBC-TV  | J. D. Tarcher & Co.                     |
| Your Show of Shows      | Eversharp, Inc.<br>Pens, Pencils & Razors                              | NBC-TV  | Biow Co.                                |
| Your Show of Shows      | Lehn & Fink Products Corp.<br>Lysol, Hind's Honey and Almond Cream     | NBC-TV  | Lennen & Mitchell                       |
| Your Show of Shows      | Libby, McNeill & Libby<br>Pineapple Juice                              | NBC-TV  | Foote, Cone & Belding                   |
| Your Show of Shows      | R. J. Reynolds Tobacco Co.<br>NBC-TV                                   | NBC-TV  | Wm. Esty Co.                            |
| Your Show of Shows      | S. O. S. Co.<br>S. O. S. Cleanser                                      | NBC-TV  | McCann-Erickson                         |
| Your Television Shopper | W. T. Grant Dept. Store                                                | WHEN    | Fairfax                                 |
| You're On Your Own      | Courtly Foods                                                          | WABD    | J. M. Camp & Co.                        |
| Youth On the March      | Young People's Church<br>Institutional                                 | ABC-TV  | J. M. Camp & Co.                        |
| Youth On the March      | Young People Church of the Air, Inc.                                   | WFIL-TV | J. M. Camp & Co.                        |
| Zoo Parade              | Jewel Food Stores                                                      | WNBQ    | Allied Enterprises                      |
| Zoo Parade              | Quaker Oats Co.<br>Ken-L Rations                                       | NBC-TV  | Ruthrauff & Ryan                        |

# COMMERCIAL AM PROGRAMS OF 1951

(NETWORK)

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1951. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Abbreviations: PC, Pacific Coast.

| PROGRAM                           | ADVERTISER AND PRODUCT                                                                   | NETWORK | ADVERTISING AGENCY              |
|-----------------------------------|------------------------------------------------------------------------------------------|---------|---------------------------------|
| Adv. of Ozzie and Harriet         | H. J. Heinz Co.<br>57 Varieties                                                          | ABC     | Maxon, Inc                      |
| Against the Storm                 | Philip Morris & Co., Ltd.<br>Cigarettes                                                  | ABC     | Cecil & Presbrey                |
| A. L. Alexander's Mediation Board | Acousticon Div. of Dictograph Products Inc.<br>Hearing Aids                              | MBS     | Atherton Adv. Agency            |
| A Life in Your Hands              | H. J. Heinz Co.<br>57 Varieties                                                          | ABC     | Maxon, Inc.                     |
| Aldrich Family                    | General Foods Corp. Inc.<br>Jell-O; Cornstarch                                           | NBC     | Young & Rubicam, Inc.           |
| Alex Dreier—This Farming Business | Skelly Oil Co.<br>Petroleum Products                                                     | NBC     | Henri, Hurst & McDonald         |
| Alias Jane Doe                    | Gillette Safety Razor Co.<br>Toni Div.—Toni Home Permanent,<br>Toni Creme Shampoo        | CBS     | Foote, Cone & Belding           |
| Allen Jackson and the News        | Metropolitan Life Insurance Co.<br>Institutional                                         | CBS     | Young & Rubicam                 |
| All-Star Baseball Game            | Gillette Safety Razor Co.<br>Razor Blades & Gillette Razors                              | MBS     | Maxon, Inc.                     |
| All-Star Football Game            | Admiral Corp.<br>Radios, TV Sets & Refrigerators                                         | MBS     | Erwin, Wasey & Co.              |
| A Memo From Molly                 | Lucerne Milk Co.<br>Div. of Safety Stores Inc.—All Products                              | CBS     | J. Walter Thompson Co.          |
| American Album of Familiar Music  | Sterling Drug Co.<br>Bayer Aspirin, Phillips Milk of Magnesia,<br>Dr. Lyons Tooth Powder | ABC     | Dancer, Fitzgerald-Sample, Inc. |
| American Forum of the Air         | American Trucking Assn.<br>Institutional                                                 | NBC     | Biow Co.                        |

| PROGRAM                                                     | ADVERTISER AND PRODUCT                                                                                    | NETWORK | ADVERTISING AGENCY                      |
|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|---------|-----------------------------------------|
| American Medical Assn. Presidential Inauguration Ceremonies | American Medical Assn. Institutional                                                                      | MBS     | Campaigns, Inc.                         |
| American Radio Warblers                                     | American Bird Products Inc.<br>American 3 Vee Bird Food                                                   | MBS     | Weston-Barnett Inc.                     |
| Amos 'n' Andy                                               | Rexall Drug Co.<br>All Products                                                                           | CBS     | Batten, Barton, Durstine & Osborn, Inc. |
| Armstrong of the S.B.I.                                     | General Mills, Inc.<br>Wheaties                                                                           | ABC     | Knox Reeves Advertising Agency          |
| Armstrong Theatre of Today                                  | Armstrong Cork Co.<br>Armstrong Quaker Rugs, Linoleum, Floor Coverings                                    | CBS     | Batten, Barton, Durstine & Osborn, Inc. |
| Army-Navy Football Game                                     | Gillette Safety Razor Co.<br>Razors & Blades                                                              | MBS     | Maxon, Inc.                             |
| Arthur Godfrey Show                                         | Gillette Safety Razor Co.<br>Toni Div.—Toni Home Permanent,<br>Toni Creme Shampoo                         | CBS     | Foote, Cone & Belding Co.               |
| Arthur Godfrey Show                                         | Lever Brothers Co.<br>Rinso                                                                               | CBS     | Ruthrauff & Ryan, Inc.                  |
| Arthur Godfrey Show                                         | Liggett & Myers Tobacco Co.<br>Chesterfield Cigarettes                                                    | CBS     | Cunningham & Walsh, Inc.                |
| Arthur Godfrey Show                                         | National Biscuit Co.<br>All Products                                                                      | CBS     | McCann-Erickson, Inc.                   |
| Arthur Godfrey Show                                         | Pillsbury Mills, Inc.<br>Pillsbury's Best Flour, Pancake Mix,<br>Pie Crust Mix, Hot Roll Mix, Cake Mix    | CBS     | Leo Burnett, Inc.                       |
| Arthur Godfrey                                              | Reid-Murdoch<br>Div. of Consolidated Grocers Corp.—Canned<br>Fruits, Vegetables, Juices, Jams, Fish, etc. | CBS     | Weiss & Geller, Inc.                    |
| Arthur Godfrey's Talent Scouts                              | Lever Brothers Co.<br>Thomas J. Lipton, Inc. Div. Lipton's Tea,<br>Soup Mixes, Frostee                    | CBS     | Young & Rubicam                         |
| Aunt Jenny                                                  | Lever Brothers Co.<br>Spry                                                                                | CBS     | Ruthrauff & Ryan, Inc.                  |

## B

|                   |                                               |     |                             |
|-------------------|-----------------------------------------------|-----|-----------------------------|
| Bab-O-News        | B. T. Babbitt Inc.<br>Bab-O & Clim            | MBS | Wm. H. Weintraub Co., Inc.  |
| Back to the Bible | Good News Broadcasting Assn.<br>Institutional | ABC | J. M. Camp & Co.            |
| Back to God       | Christian Reformed Church<br>Institutional    | MBS | Glenn-Jordan-Sotetzel, Inc. |



|                                          |                                                       |            |
|------------------------------------------|-------------------------------------------------------|------------|
| <b>Backstage Wife</b>                    | <b>Procter &amp; Gamble Co.</b>                       | <b>NBC</b> |
|                                          | Dreft                                                 |            |
| <b>Bekins Hollywood Music Hall</b>       | <b>Bekins Van &amp; Storage Co.</b>                   | <b>CBS</b> |
|                                          | Storage & Moving                                      |            |
| <b>Benson, Bobby</b>                     | <b>Kraft Foods Co.</b>                                | <b>MBS</b> |
|                                          | Caramels, Dinners & Malted Milk                       |            |
| <b>Betty Crocker Magazine of the Air</b> | <b>General Mills, Inc.</b>                            | <b>ABC</b> |
|                                          | Cold Medal Flour, Soup Ingredients, Cereals           |            |
| <b>Beulah</b>                            | <b>Procter &amp; Gamble Co.</b>                       | <b>CBS</b> |
|                                          | Dreft, Lava, Oxydol, Spic & Span                      |            |
| <b>Big Show</b>                          | <b>Reynolds Metals Co.</b>                            | <b>NBC</b> |
|                                          | Aluminum & Aluminum Products                          |            |
| <b>Big Sister</b>                        | <b>Procter &amp; Gamble</b>                           | <b>CBS</b> |
|                                          | Crisco, Ivory Soap, Dreft, Spic & Span                |            |
| <b>Big Story</b>                         | <b>American Cigarette &amp; Cigar Co.</b>             | <b>NBC</b> |
|                                          | Pall Mall Cigarettes                                  |            |
| <b>Big Town</b>                          | <b>Lever Brothers Co.</b>                             | <b>NBC</b> |
|                                          | Lifebuoy                                              |            |
| <b>Bill Adams—Talk on Gardening</b>      | <b>Jackson &amp; Perkins Co.</b>                      | <b>CBS</b> |
|                                          | New Patented Roses, Fruits, Perennials                |            |
| <b>Bill Downs</b>                        | <b>Wildroot Co., Inc.</b>                             | <b>CBS</b> |
|                                          | Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic  |            |
| <b>Bill Henry &amp; the News</b>         | <b>Johns-Manville Corp.</b>                           | <b>MBS</b> |
|                                          | Industrial Products                                   |            |
| <b>Bill Lang—News</b>                    | <b>Airways Corp.</b>                                  | <b>MBS</b> |
|                                          | Rose Bushes & Dutch Bulbs                             |            |
| <b>Bill Lang—Profiles in the News</b>    | <b>Kipling Washington Agency</b>                      | <b>MBS</b> |
|                                          | Newsletter                                            |            |
| <b>Bill Lang Show</b>                    | <b>Greystone Press</b>                                | <b>CBS</b> |
|                                          | Books                                                 |            |
| <b>Bing Crosby Show</b>                  | <b>Liggett &amp; Myers Tobacco Co.</b>                | <b>CBS</b> |
|                                          | Chesterfield Cigarettes                               |            |
| <b>Blatz Reporter</b>                    | <b>Blatz Brewing Co.</b>                              | <b>ABC</b> |
|                                          | Blatz Beer                                            |            |
| <b>Blue-Gray Football Game</b>           | <b>Gillette Safety Razor Co.</b>                      | <b>MBS</b> |
|                                          | Razors & Blades                                       |            |
| <b>Bob Marclay, American Agent</b>       | <b>Mars, Inc.</b>                                     | <b>ABC</b> |
|                                          | Mars, Milky Way, Three Musketeers, Forever Yours      |            |
|                                          | <b>Dancer-Fitzgerald-Sample</b>                       |            |
|                                          | <b>Brooks Advertising Agency</b>                      |            |
|                                          | <b>J. Walter Thompson Co.</b>                         |            |
|                                          | <b>Dancer-Fitzgerald-Sample, Inc.</b>                 |            |
|                                          | <b>Dancer-Fitzgerald-Sample, Inc.</b>                 |            |
|                                          | <b>Buchanan &amp; Co., Inc.</b>                       |            |
|                                          | <b>Compton Advertising, Inc.</b>                      |            |
|                                          | <b>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</b> |            |
|                                          | <b>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</b> |            |
|                                          | <b>Huber, Hoge &amp; Sons</b>                         |            |
|                                          | <b>Batten, Barton, Durstine &amp; Osborn, Inc.</b>    |            |
|                                          | <b>J. Walter Thompson Co.</b>                         |            |
|                                          | <b>Dorland, Inc.</b>                                  |            |
|                                          | <b>Leo Burnett Co., Inc.</b>                          |            |
|                                          | <b>Huber, Hoge &amp; Sons</b>                         |            |
|                                          | <b>Cunningham &amp; Walsh, Inc.</b>                   |            |
|                                          | <b>Wm. H. Weintraub &amp; Co.</b>                     |            |
|                                          | <b>Maxon, Inc.</b>                                    |            |
|                                          | <b>Leo Burnett Co.</b>                                |            |

| PROGRAM                    | ADVERTISER AND PRODUCT                                                                     | NETWORK | ADVERTISING AGENCY                         |
|----------------------------|--------------------------------------------------------------------------------------------|---------|--------------------------------------------|
| Bob Bryar & Recorded Music | Airways Corp.<br>Rose Bushes                                                               | MBS     | Dorland, Inc.                              |
| Bob Garred and the News    | Ben Hur Products<br>Ben Hur Coffee, Tea, Extracts,<br>Spices & Jell-A-Teen                 | ABC     | Mogge-Privet, Inc.                         |
| Bob Hawk Show              | R. J. Reynolds Tobacco Co.<br>Camel Cigarettes                                             | CBS     | Wm. Esty & Co., Inc.                       |
| Bob Hope Show              | Liggitt & Myers Tobacco Co.<br>Chesterfield Cigarettes                                     | NBC     | Cunningham & Walsh, Inc.                   |
| Bobby Benson               | American Chicle Co.<br>Dentyne, Beemam's Pepsin & Chiclets Chewing Gum                     | MBS     | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Bill Shadel                | American Oil Co.<br>Amoco Gas, Lubricants, Tires, Batteries,<br>Anti-Freeze, Heating Fuels | CBS     | Joseph Katz Co.                            |
| Bill Shadel                | Animal Foundation, Inc.<br>Hunt Club Dog Food                                              | CBS     | Moser & Cotins, Inc.                       |
| Bill Shadel                | Campana Sales Co.<br>Solitair Cake Makeup, Lotion, DDD,<br>Aids Vitamin Candy, Coolies     | CBS     | Wallace, Ferry, Hanly Co.                  |
| Bill Shadel                | General Foods Corp.<br>Log Cabin Syrup                                                     | CBS     | Foote, Cone & Belding Co.                  |
| Bill Shadel                | Sealy Mattress Co.<br>Mattresses                                                           | CBS     | Alvin Wilder                               |
| Bill Shadel                | Sterling Drug, Inc.<br>Phillips Toothpaste, Haley's M-O                                    | CBS     | Dancer-Fitzgerald-Sample, Inc.             |
| Bill Shadel                | Wildroot Co., Inc.<br>Wildroot Cream Oil, Liquid Cream Shampoo,<br>Hair Tonic              | CBS     | Batten, Barton, Durstine & Osborn, Inc.    |
| Botany Song Shop           | Botany Mills, Inc.<br>Botany 500 Men's Suits & Ties                                        | ABC     | Silberstein & Goldsmith, Inc.              |
| Break the Bank             | Bristol Myers Co.<br>Ipana Toothpaste, Sal Hepatica<br>Trushay, Bufferin, Mum, Vitals      | ABC     | Doherty, Clifford & Shenfield, Inc.        |
| Break the Bank             | Bristol-Myers Co.<br>Ipana, Trushay, Sal Hepatica                                          | NBC     | Doherty, Clifford & Shenfield, Inc.        |
| Break the Bank             | Philip Morris & Co., Ltd.<br>Cigarettes                                                    | ABC     | Cecil & Presbrey, Inc.                     |
| Breakfast Club             | General Foods Corp.<br>Jello                                                               | ABC     | Young & Rubicam                            |
| Breakfast Club             | General Mills, Inc.<br>Kix, Cold Medal Kitchen Tested Flour, Softasilk                     | ABC     | Tatham-Laird, Inc.                         |

|                                  |                                                                                                 |     |                                              |
|----------------------------------|-------------------------------------------------------------------------------------------------|-----|----------------------------------------------|
| Breakfast Club                   | Philco Corp.<br>Refrigerators, Radios, Home Freezers, Ranges                                    | ABC | Hutchins Advertising Co., Inc.               |
| Breakfast Club                   | Swift & Co.                                                                                     | ABC | J. Walter Thompson Co.                       |
| Brighter Day                     | Meat, Shortening, Edible Dairy Products, Poultry<br>Procter & Gamble Co.                        | CBS | Compton Advertising, Inc.<br>Young & Rubicam |
| Broadway Is My Beat              | Cheer, Ivory Flakes, Spic & Span<br>General Motors Corp.<br>Pontiac Motor Division—Pontiac Cars | CBS | MacManus, John & Adams, Inc.                 |
| <b>C</b>                         |                                                                                                 |     |                                              |
| Cal Tinney's On                  | General Mills, Inc.<br>Gold Medal Kitchen-Tested Flour                                          | ABC | Dancer-Fitzgerald-Sample, Inc.               |
| California Around the World      | Bank of America, National<br>Trust & Savings Assn.<br>Banking Services                          | CBS | Chas. R. Stuart Advertising                  |
| Camel Football Scoreboard        | R. J. Reynolds Tobacco Co.<br>Camel Cigarettes                                                  | CBS | Wm. Esty Co., Inc.                           |
| Camel Scoreboard                 | R. J. Reynolds Tobacco Co.<br>Camel Cigarettes                                                  | MBS | Wm. Esty Co., Inc.                           |
| Can You Top This?                | Mars, Inc.<br>Mars, Milky Way, Three Musketeers,<br>Forever Yours                               | ABC | Leo Burnett Co., Inc.                        |
| Carl Smith                       | Kellogg Co.<br>Gold Medal Spaghetti & Macaroni                                                  | CBS | Leo Burnett Co., Inc.                        |
| Carling's Takes You to the Races | Brewing Corp. of America<br>Carling's Red Cap Ale                                               | MBS | Benton & Bowles, Inc.                        |
| Carroll Alcott                   | Sealy Mattress Co.<br>Mattresses                                                                | CBS | Alvin Wilder                                 |
| Carroll Alcott                   | Wildroot Co., Inc.<br>Wildroot Cream Oil, Liquid Cream Shampoo,<br>Hair Tonic                   | CBS | Batten, Barton, Durstine & Osborn, Inc.      |
| Cavalcade of America             | E. I. duPont de Nemours & Co.<br>Automobiles                                                    | NBC | Batten, Barton, Durstine & Osborn, Inc.      |
| CBS Football Round-up            | General Electric Co.<br>All Products                                                            | CBS | Maxon, Inc.                                  |
| CBS Newsroom—Sunday Desk         | Chemicals, Inc.<br>Vano, Household Chemical                                                     | CBS | Sidney Garfield & Associates                 |
| CBS Newsroom—Sunday Desk         | Household Finance Corp.<br>Personal Loans                                                       | CBS | Needham, Louis & Brorby, Inc.                |
| CBS Newsroom—Sunday Desk         | Nic-L-Silver Battery Co.<br>Auto Batteries                                                      | CBS | Anderson-McConnell Adv. Agency               |

| PROGRAM                               | ADVERTISER AND PRODUCT                                                                                 | NETWORK | ADVERTISING AGENCY                      |
|---------------------------------------|--------------------------------------------------------------------------------------------------------|---------|-----------------------------------------|
| Cecil Brown—Commentary                | State Farm Mutual Auto Insurance Co.<br>Auto Insurance                                                 | MBS     | Needham, Louis & Broby, Inc.            |
| Cecil Brown—News                      | Harrison Products, Inc.<br>Shut-Eye                                                                    | MBS     | Sidney Garfield & Associates            |
| Cedric Adams                          | Pillsbury Mills, Inc.<br>Pillsbury's Best Flour, Pancake Mix, Pie<br>Crust Mix, Hot Roll Mix, Cake Mix | CBS     | Leo Burnett Co., Inc.                   |
| Cedric Foster & the News              | Murine Co., Inc.<br>Eye Lotion                                                                         | MBS     | Batten, Barton, Durstine & Osborn, Inc. |
| Challenge of the 50s—Years of Crises  | American Oil Co.<br>Amoco Gas, Lubricants, Tires, Batteries,<br>Anti-Freeze, Heating Fuel Oils         | CBS     | Joseph Katz Co.                         |
| Challenge of the 50s—Years of Crises  | Sealy Mattress Co.<br>Mattresses                                                                       | CBS     | Alvin Wilder                            |
| Champion Roll Call                    | Champion Spark Plug Co.<br>Spark Plugs                                                                 | ABC     | MacManus, John & Adams                  |
| Charlie McCarthy Show                 | Coca-Cola Co.<br>Coca-Cola                                                                             | CBS     | D'Arcy Adv. Co., Inc.                   |
| Charlie Wild, Private Detective       | Wildroot Co., Inc.<br>Wildroot Cream Oil, Liquid Cream Shampoo,<br>Hair Tonic                          | CBS     | Batten, Barton, Durstine & Osborn, Inc. |
| Charles Collingwood                   | Household Finance Corp.<br>Personal Loans                                                              | CBS     | Needham, Louis & Broby, Inc.            |
| Chemical Engineering Society Dinner   | Phillips Petroleum Co.<br>Gasoline & Oil                                                               | MBS     | Lambert & Feasley, Inc.                 |
| Chet Huntley and the News             | Glorion Corp.<br>Cosmetics                                                                             | ABC     | Milton Weinberg Adv. Co.                |
| Chet Huntley                          | Household Finance Corp.<br>Personal Loans                                                              | CBS     | Needham, Louis & Broby, Inc.            |
| Chet Huntley, News                    | Lee Pharmacal Co.<br>"Shadow Wave" Home Permanent                                                      | ABC     | Milton Weinberg Co.                     |
| Chet Huntley and the News             | MJB Co.<br>Coffee, Tree Tea, and Rice                                                                  | ABC     | Batten, Barton, Durstine & Osborn, Inc. |
| Chet Huntley, News                    | Sealy Mattress Co.<br>Mattresses                                                                       | ABC     | Alvin Wilder Adv. Co.                   |
| Chet Huntley, News                    | VCA Laboratories<br>Rybutol                                                                            | ABC     | Milton Weinberg Adv. Co.                |
| Chicago Finals of Golden Gloves Bouts | Admiral Corp.<br>Radios, TV Sets & Refrigerators                                                       | MBS     | Erwin, Wasey & Co.                      |



|                                                 |  |  |  |  |                                            |
|-------------------------------------------------|--|--|--|--|--------------------------------------------|
| Choraliers                                      |  |  |  |  | Victor A. Bennett Co.                      |
| Christian Science Monitor Views the News        |  |  |  |  | Walton Butterfield Adv.                    |
| Christmas Carol With Lionel Barrymore           |  |  |  |  | Henri, Hurst & McDonald                    |
| Christmas in the Air                            |  |  |  |  | Chas. R. Stuart Adv.                       |
| Cities Service Band of America                  |  |  |  |  | Ellington & Co., Inc.                      |
| City Hospital                                   |  |  |  |  | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Club 15 With Bob Crosby                         |  |  |  |  | Ward Wheelock Co.                          |
| Clubtime                                        |  |  |  |  | Leo Burnett Co., Inc.                      |
| Clyde Beatty                                    |  |  |  |  | Leo Burnett Co., Inc.                      |
| Contented Hour                                  |  |  |  |  | Erwin, Wasey & Co., Ltd.                   |
| Corliss Archer                                  |  |  |  |  | N. W. Ayer & Son, Inc.                     |
| Counterspy                                      |  |  |  |  | Young & Rubicam                            |
| Curt Massey Time                                |  |  |  |  | Geoffrey Wade Advertising                  |
| Curt Massey Time With Martha Tilton             |  |  |  |  | Geoffrey Wade Advertising                  |
| <b>D</b>                                        |  |  |  |  |                                            |
| Dan Cubberly—News                               |  |  |  |  | Compton Advertising, Inc.                  |
| David Amity                                     |  |  |  |  | Pedlar & Ryan, Inc.                        |
| David Lawrence                                  |  |  |  |  | Campbell-Mithun, Inc.                      |
| David Vaile—News                                |  |  |  |  | Duane Jones Co., Inc.                      |
| David Vaile—News                                |  |  |  |  | Duane Jones Co., Inc.                      |
| Longines-Wittnauer Watch Co., Inc.              |  |  |  |  |                                            |
| Wittnauer Watches                               |  |  |  |  |                                            |
| Christian Science Publishing Society Newspaper  |  |  |  |  |                                            |
| A. O. Smith Corp.                               |  |  |  |  |                                            |
| Hot Water Heaters                               |  |  |  |  |                                            |
| Banking Services                                |  |  |  |  |                                            |
| Bank of America, National Trust & Savings Assn. |  |  |  |  |                                            |
| Petroleum Advisers, Inc.                        |  |  |  |  |                                            |
| Petroleum Products                              |  |  |  |  |                                            |
| Carter Products, Inc.                           |  |  |  |  |                                            |
| Arrid, Rise Shave Cream                         |  |  |  |  |                                            |
| Campbell Soup Co.                               |  |  |  |  |                                            |
| Campbell Soup                                   |  |  |  |  |                                            |
| Club Aluminum Products Co.                      |  |  |  |  |                                            |
| Aluminum Household Utensils                     |  |  |  |  |                                            |
| Kellogg Co.                                     |  |  |  |  |                                            |
| Rice Krispies                                   |  |  |  |  |                                            |
| Carnation Co.                                   |  |  |  |  |                                            |
| Evaporated Milk                                 |  |  |  |  |                                            |
| Electric Companies Adv. Program                 |  |  |  |  |                                            |
| Program—Institutional                           |  |  |  |  |                                            |
| Gulf Oil Corp.                                  |  |  |  |  |                                            |
| Gasoline, Oil, Lubricants, Tires, Insecticides  |  |  |  |  |                                            |
| Miles Labs., Inc.                               |  |  |  |  |                                            |
| Alka Seltzer & One-A-Day Vitamins               |  |  |  |  |                                            |
| Miles Laboratories, Inc.                        |  |  |  |  |                                            |
| Alka Seltzer, One-A-Day Vitamins                |  |  |  |  |                                            |
| Procter & Gamble Co.                            |  |  |  |  |                                            |
| Ivory Bar Soap                                  |  |  |  |  |                                            |
| Procter & Gamble                                |  |  |  |  |                                            |
| Camay, Driфт and Oxydol                         |  |  |  |  |                                            |
| American Dairy Assoc.                           |  |  |  |  |                                            |
| Dairy Products                                  |  |  |  |  |                                            |
| Manhattan Soap Co., Inc.                        |  |  |  |  |                                            |
| All Products                                    |  |  |  |  |                                            |
| Mennen Co.                                      |  |  |  |  |                                            |
| All Products                                    |  |  |  |  |                                            |

| PROGRAM                          | ADVERTISER AND PRODUCT                                                                         | NETWORK | ADVERTISING AGENCY             |
|----------------------------------|------------------------------------------------------------------------------------------------|---------|--------------------------------|
| David Vaile—News                 | Peter Paul, Inc.<br>Candy Bars                                                                 | CBS     | Maxon, Inc.                    |
| Defense Attorney                 | American Chiclé Co.<br>Clorets                                                                 | ABC     | Dancer-Fitzgerald-Sample, Inc. |
| Dennis Day Show                  | Colgate-Palmolive-Peet Co.<br>Palmolive Soap                                                   | NBC     | Ted Bates & Co.                |
| Dial Dave Garraway               | Armour & Co.<br>Dial Soap                                                                      | NBC     | Foote, Cone & Belding Co.      |
| Dick Haymes Tune Time            | Procter & Gamble<br>Ivory Soap                                                                 | ABC     | Compton Advt., Inc.            |
| Dick Joy—News                    | Washington Cooperative Farmer's Assn.<br>Lyden Chicken                                         | CBS     | Pacific National Adv. Agency   |
| Dr. Christian With Jean Hersholt | Chesebrough Mfg. Co. Consolidated<br>Vaseline Hair Tonic; Lip Ice, Petroleum Jelly             | CBS     | McCann-Erickson, Inc.          |
| Dr. Paul                         | Wesson Oil & Snowdrift Sales Co.<br>Wesson Oil & Snowdrift                                     | NBC     | Fitzgerald Adv. Agency         |
| Don Hollenbeck                   | American Oil Co.<br>Amoco Gas, Lubricants, Tires, Batteries,<br>Anti-Freeze, Heating Fuel Oils | CBS     | Joseph Katz Co.                |
| Don Hollenbeck                   | Theo. Hamm Brewing Co.<br>Hamm's Beer                                                          | CBS     | Campbell-Mithun, Inc.          |
| Don Hollenbeck                   | Household Finance Corp.<br>Personal Loans                                                      | CBS     | Needham, Louis, Brorby, Inc.   |
| Double Or Nothing                | Campbell Soup Co.<br>Campbell Soups, Pork & Beans,<br>Franco-American Spaghetti                | NBC     | Ward Wheelock Co.              |
| Douglas Edwards—News             | Metropolitan Life Insurance Co.<br>Institutional                                               | CBS     | Young & Rubicam, Inc.          |
| Dragnet                          | Liggett & Myers Tobacco Co.<br>Fatima Cigarettes                                               | NBC     | Cunningham & Walsh, Inc.       |
| Drew Pearson                     | Adam Hat Stores<br>Adam Hats                                                                   | ABC     | Wm. H. Weintraub & Co.         |
| Drew Pearson                     | Carter Products<br>Carter's Pills                                                              | ABC     | Ted Bates Co.                  |
| Dulany Daily Double              | John H. Dulany & Son, Inc.<br>Frozen Foods                                                     | ABC     | Foote, Cone & Belding          |



East-West Football Game  
Motorola, Inc.  
Radios, TV Sets

Ruthrauff & Ryan

|                                              |                                                                                                |     |                                         |
|----------------------------------------------|------------------------------------------------------------------------------------------------|-----|-----------------------------------------|
| East-West Football Game                      | Shrine East-West Football Committee                                                            | MBS | Direct                                  |
| Eddie Cantor Show                            | Philip Morris & Co., Ltd.<br>Philip Morris Cigarettes                                          | NBC | Blow Co.                                |
| Edward Arnold, Story Teller                  | General Mills, Inc.<br>Kix                                                                     | ABC | Tatham-Laird, Inc.                      |
| Edward P. Morgan and the News                | American Safety Razor Corp.<br>Silver Star Blades                                              | CBS | McCann-Erickson, Inc.                   |
| Edwin C. Hill and the Human Side of the News | Beltone Hearing Aid Co.<br>"Beltone Mono-Pac" Hearing Aid                                      | CBS | Olian Advertising Co.                   |
| Edward R. Murrow and the News                | American Oil Co.<br>Amoco Gas, Lubricants, Tires, Batteries,<br>Anti-Freeze, Heating Fuel Oils | CBS | Joseph Katz Co.                         |
| Edward R. Murrow and the News                | Green Giant Co.<br>Canned Foods                                                                | CBS | Leo Burnett Co., Inc.                   |
| Edward R. Murrow and the News                | Theo. Hamm Brewing Co.<br>Hamm's Beer                                                          | CBS | Campbell-Mithun, Inc.                   |
| Edward R. Murrow and the News                | Household Finance Corp.<br>Personal Loans                                                      | CBS | Needham, Louis & Brorby, Inc.           |
| Edward R. Murrow and the News                | Pan-Am Southern Corp.<br>Lubricants                                                            | CBS | Fitzgerald Adv. Agency                  |
| Edward R. Murrow and the News                | Planters Nut & Chocolate Co.<br>Planters Peanuts & Peanut Oil                                  | CBS | Raymond R. Morgan Co.                   |
| Eric Sevareid and the News                   | Chamberlain Sales Corp.<br>Chamberlain's Lotion                                                | CBS | Batten, Barton, Durstine & Osborn, Inc. |
| Ezzard Charles vs. Jersey Joe Walcott        | Pabst Sales Co.<br>Pabst "Blue Ribbon" Beer                                                    | CBS | Warwick & Legler, Inc.                  |
| Fanny Brice—Baby Snooks                      | Lewis-Howe Co.<br>Tums                                                                         | NBC | Dancer-Fitzgerald-Sample, Inc.          |
| Fat Man, The                                 | American Chiclé Co.<br>Clorets                                                                 | ABC | Dancer-Fitzgerald-Sample, Inc.          |
| Father Knows Best                            | General Foods Corp.<br>Maxwell House Coffee                                                    | NBC | Benton & Bowles                         |
| Faultless Starch Time                        | Faultless Starch Co.<br>Starch                                                                 | NBC | Bruce B. Brewer & Co.                   |
| F.B.I. in Peace and War                      | General Mills, Inc.<br>Bisquick, Wheaties                                                      | CBS | Knox Reeves, Adv., Inc.                 |
| F.B.I. in Peace and War                      | Procter & Gamble Co.<br>Lava Soap                                                              | CBS | The Blow Co., Inc.                      |

| PROGRAM                  | ADVERTISER AND PRODUCT                                                       | NETWORK | ADVERTISING AGENCY                                  |
|--------------------------|------------------------------------------------------------------------------|---------|-----------------------------------------------------|
| F.B.I. in Peace and War  | Wildroot Co., Inc.<br>Wildroot Cream Oil, Liquid Cream Shampoo<br>Hair Tonic | CBS     | Batten, Barton, Durstine & Osborn, Inc.             |
| Family Party             | Carnation Co.                                                                | CBS     | Erwin Wasey & Co., Ltd.                             |
| Fibber McGee & Molly     | Pet Milk Sales Corp.<br>Pet Evaporated Milk                                  | NBC     | Gardner Advertising Co.                             |
| Flying Feet              | Dr. Hiss Shoe Stores<br>Dr. Hiss Shoes                                       | ABC     | Hal Stebbins, Inc.                                  |
| Frances Scully Show, The | Lee Pharmacal Co.<br>"Shadow Wave" Home Permanent                            | ABC     | Milton Weinberg Adv. Co.                            |
| Frank & Ernest           | Dawn Bible Students Assn.<br>Institutional                                   | MBS     | Wm. Gleeson & Co.                                   |
| Frank Edwards—News       | American Federation of Labor<br>Institutional                                | MBS     | Furman, Feiner Co., Inc.                            |
| Frank Goss—News          | American Safety Razor Corp.<br>Silver Star Blades                            | CBS     | McCann-Erickson, Inc.                               |
| Frank Goss—News          | Chemicals, Inc.<br>Vano, Household Chemical                                  | CBS     | Sidney Garfield & Associates                        |
| Frank Goss—News          | Manhattan Soap Co., Inc.<br>All Products                                     | CBS     | Duane Jones Co., Inc.                               |
| Frank Goss—News          | Mennon Co.<br>All Products                                                   | CBS     | Duane Jones Co., Inc.                               |
| Frank Goss—News          | Peter Paul, Inc.<br>Candy Bars                                               | CBS     | Maxon, Inc.                                         |
| Frankie Lane Show        | U. S. Army & U. S. Air Force<br>Recruiting Service                           | CBS     | Grant Advertising, Inc.                             |
| Front Page Farrell       | Whitehall Pharmacal Co.<br>Div. of American Home Products Corp.              | NBC     | John F. Murray Adv. Agency                          |
| Fulton Lewis At Home     | Acousticon Div. of Dictograph Products Inc.<br>Hearing Aids                  | MBS     | Atherton Adv. Agency & McCreery,<br>Quick & McElroy |

**G**

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|-----------------|-----------------------------------------|-----|--------------------------------------------|
| Gabriel Heatter | American School<br>Home Study Courses   | MBS | Olian Adv. Co.                             |
| Gabriel Heatter | Amuro Products Co. Inc.<br>Tooth Powder | MBS | O'Neil, Larson & McMahon                   |
| Gabriel Heatter | Beltone Hearing Aid Co.<br>Hearing Aids | MBS | Olian Adv. Co.                             |
| Gabriel Heatter | Noxema Chemical Co.<br>Noxema Products  | MBS | Sullivan, Stauffer, Colwell & Bayles, Inc. |



|                                          |                                                                                       |            |                                              |
|------------------------------------------|---------------------------------------------------------------------------------------|------------|----------------------------------------------|
| <b>Gabriel Heatter</b>                   | <b>Pearson Pharmaceutical Co.</b><br>Emnds & Eyegene                                  | <b>MBS</b> | <b>Harry B. Cohen, Adv. Co.</b>              |
| <b>Gabriel Heatter</b>                   | <b>Personna Blade Co.</b><br>Razor Blades                                             | <b>MBS</b> | <b>J. D. Tarcher</b>                         |
| <b>Gabriel Heatter</b>                   | <b>Rhodes Pharmacal Co.</b><br>Indrin                                                 | <b>MBS</b> | <b>O'Neil, Larson &amp; McMahon</b>          |
| <b>Gabriel Heatter—News</b>              | <b>VCA Labs.</b><br>Rybutol                                                           | <b>MBS</b> | <b>Harry B. Cohen Adv. Co., Inc.</b>         |
| <b>Galen Drake</b>                       | <b>Economics Laboratory, Inc.</b><br>Solilax                                          | <b>CBS</b> | <b>Cunningham &amp; Walsh, Inc.</b>          |
| <b>Galen Drake</b>                       | <b>Sonotone Corp.</b><br>Sonotone Hearing Aid                                         | <b>CBS</b> | <b>Lloyd, Chester &amp; Dillingham, Inc.</b> |
| <b>Gangbusters</b>                       | <b>General Foods Corp.</b><br>Grape Nuts                                              | <b>CBS</b> | <b>Young &amp; Rubicam</b>                   |
| <b>Garden Gate</b>                       | <b>Ferry-Morse Seed Co.</b><br>Seeds                                                  | <b>CBS</b> | <b>MacManus, John &amp; Adams, Inc.</b>      |
| <b>Gene Autry Show</b>                   | <b>Wm. Wrigley, Jr. Co.</b><br>Doublemint Gum                                         | <b>CBS</b> | <b>Ruthrauff &amp; Ryan, Inc.</b>            |
| <b>George Fisher, Hollywood Reporter</b> | <b>La Maur, Inc.</b><br>Modart Creme Shampoo                                          | <b>CBS</b> | <b>Hilton &amp; Riggio, Inc.</b>             |
| <b>Georgia Crackers</b>                  | <b>Airways Corp.</b><br>Dutch Bulbs                                                   | <b>MBS</b> | <b>Dorland, Inc.</b>                         |
| <b>Get More Out of Life</b>              | <b>Wm. H. Wise &amp; Co.</b><br>Books                                                 | <b>CBS</b> | <b>Thwing &amp; Altman, Inc.</b>             |
| <b>Get More Out of Life</b>              | <b>Wm. H. Wise &amp; Co.</b><br>Books                                                 | <b>MBS</b> | <b>Thwing &amp; Altman, Inc.</b>             |
| <b>Giant in a Snare</b>                  | <b>Time, Inc.</b><br>Time Magazine                                                    | <b>CBS</b> | <b>Young &amp; Rubicam</b>                   |
| <b>Giants-Dodgers Playoff Games</b>      | <b>R. J. Reynolds Tobacco Co.</b><br>Camel Cigarettes                                 | <b>MBS</b> | <b>Wm. Esty Co.</b>                          |
| <b>Gillette Fights</b>                   | <b>Gillette Safety Razor Co.</b><br>Gillette Blue Blades<br>Brushless & Lather Creams | <b>ABC</b> | <b>Maxon, Inc.</b>                           |
| <b>Gillette Warm-Up Time</b>             | <b>Gillette Safety Razor Co.</b><br>Razors & Blades                                   | <b>MBS</b> | <b>Maxon, Inc.</b>                           |
| <b>Gillette Warm-Up Time</b>             | <b>Toni Co.</b><br>Toni Home Permanent & Shampoo                                      | <b>MBS</b> | <b>Foote, Cone &amp; Belding Co.</b>         |
| <b>Give and Take</b>                     | <b>Cannon Mills, Inc.</b><br>Cannon Hosiery, Sheets, Towels                           | <b>CBS</b> | <b>Young &amp; Rubicam</b>                   |
| <b>Give and Take</b>                     | <b>Gillette Safety Razor Co.—Toni Div.</b><br>Toni Home Permanent, Cream Shampoo      | <b>CBS</b> | <b>Foote, Cone &amp; Belding Co.</b>         |

| PROGRAM                   | ADVERTISER AND PRODUCT                                                                        | NETWORK | ADVERTISING AGENCY                      |
|---------------------------|-----------------------------------------------------------------------------------------------|---------|-----------------------------------------|
| Godfrey Digest            | Reddi-Wip, Inc.<br>Reddi-Wip Cream                                                            | CBS     | Ruthrauff & Ryan, Inc.                  |
| Golden West Trotting      | Reynolds Metals Co.<br>Institutional                                                          | CBS     | Buchanan & Co., Inc.                    |
| Grady Cole                | General Foods Corp.<br>Calumet                                                                | CBS     | Foote, Cone & Belding Co.               |
| Grady Cole                | Quaker Oats Co., Ad.<br>Quaker Corn Meal                                                      | CBS     | Needham, Louis & Brorby, Inc.           |
| Grand Central Station     | Gillette Safety Razor Co.—Toni Div.<br>Prom Home Permanent, White Rain                        | CBS     | Foote, Cone & Belding Co.               |
| Grand Central Station     | Pillsbury Mills, Inc.<br>Pillsbury's Best Flour, Pancake, Pie Crust,<br>Hot Roll and Cake Mix | CBS     | Leo Burnett, Inc.                       |
| Grand Ole Opry            | R. J. Reynolds Tobacco Co.<br>Prince Albert Tobacco                                           | NBC     | William Esty Co.                        |
| Grand Slam                | Sylvania Electric Products, Inc.<br>"Sylvania" Television Sets                                | CBS     | Roy S. Durstine, Inc.                   |
| Grantland Rice—Sport News | Sylvania Electric Products, Inc.<br>"Sylvania" Television Sets                                | CBS     | Roy S. Durstine, Inc.                   |
| Great Gildersleeve        | Kraft Foods Co.<br>Parkay, Valveeta, Kraft Deluxe Sliced Cheese                               | NBC     | Needham, Louis & Brorby                 |
| Greatest Story Ever Told  | Goodyear Tire & Rubber Co.<br>Institutional                                                   | ABC     | Kudner Agency                           |
| Griffin Bancroft          | Sealy Mattress Co.<br>Mattresses                                                              | CBS     | Alvin Wilder                            |
| Griffin Bancroft          | Wildroot Co., Inc.<br>Wildroot Cream Oil, Liquid Cream Shampoo,<br>Hair Tonic                 | CBS     | Batten, Barton, Durstine & Osborn, Inc. |
| Guiding Light             | Procter & Gamble Co.<br>Ivory Flakes, Duz                                                     | CBS     | Compton Advertising, Inc.               |
| Guy Lombardo Time         | American Tobacco Co.<br>Lucky Strike Cigarettes                                               | CBS     | Batten, Barton, Durstine & Osborn, Inc. |
| Hal Peary Show            | Chrysler Corp.<br>Plymouth Motor Div.—Plymouth Cars                                           | CBS     | N. W. Ayer & Son, Inc.                  |
| Hal Peary Show            | U. S. Army & U. S. Air Force<br>Recruiting Service—Recruiting Services                        | CBS     | Grant Advertising, Inc.                 |
| Hallmark Playhouse        | Hall Brothers Co.<br>"Hallmark" Greeting Cards                                                | CBS     | Foote, Cone & Belding Co.               |

|                               |                                                                          |     |                                         |
|-------------------------------|--------------------------------------------------------------------------|-----|-----------------------------------------|
| Halls of Ivy                  | Joseph Schlitz Brewing Co.<br>Beer                                       | NBC | Young & Rubicam                         |
| Hambletonian Stakes           | Reynolds Metals Co.<br>Institutional                                     | CBS | Buchanan & Co., Inc.                    |
| Harry Babbitt Show            | American Home Products Corp.<br>(Whitehall Pharmacal Co. Div.)<br>Anacin | CBS | John F. Murray Adv. Agency              |
| Harry Babbitt Show            | American Home Products Corp.<br>(Whitehall Pharmacal Co. Div.)<br>Anacin | CBS | Duane Jones Co., Inc.                   |
| Harry Babbitt Show            | S. & W. Fine Foods, Inc.<br>Foods & Coffee                               | CBS | Foote, Cone & Belding Co.               |
| Headline News                 | S. C. Johnson & Son, Inc.<br>Waxes & Finishes                            | MBS | Needham, Louis & Brorby                 |
| Headlines in the News         | Serutan Co.<br>Serutan, Nutrex, Lemel, Histaline,<br>RDX, Hi-V           | ABC | Roy S. Durstine, Inc.                   |
| Health Quiz                   | American Protam Corp.<br>Protam, A Food Supplement                       | MBS | Dowd, Redfield & Johnstone, Inc.        |
| Heartbeat in the News         | Serutan, Inc.<br>Serutan, Nutrex, RDX, Hi-V, Sedagel, Lemel              | ABC | Roy S. Durstine, Inc.                   |
| Heartstone of the Death Squad | General Motors Corp.<br>Pontiac Motor Div.—Pontiac Cars                  | CBS | MacManus, John & Adams, Inc.            |
| Henry J. Taylor               | General Motors<br>Cars and Services                                      | ABC | Kudner Agency                           |
| High Life Revue               | Miller Brewing Co.<br>Beer                                               | ABC | Mathison & Associates, Inc.             |
| Hilltop House                 | Miles Laboratories, Inc.<br>Alka-Seltzer                                 | CBS | Geoffrey Wade Advertising               |
| Hollywood Gold Cup Handicap   | Apple Valley Inn<br>Hotel                                                | CBS | Swafford & Co.                          |
| Hollywood Party               | The LeBlanc Corp.<br>Hadacol                                             | MBS | Majestic Adv. Agency                    |
| Hollywood Star Playhouse      | Emerson Drug Co.<br>Bromo-Seltzer                                        | CBS | Batten, Barton, Durstine & Osborn, Inc. |
| Hollywood Stars on Stage      | Ronson Art Metal Works<br>Lighters & Accessories                         | ABC | Grey Advt. Agency                       |
| Hopalong Cassidy              | General Foods Corp.<br>Grape Nuts                                        | CBS | Young & Rubicam, Inc.                   |
| Horace Heidt Show             | Philip Morris & Co., Ltd.<br>Philip Morris Cigarettes                    | CBS | The Biow Co., Inc.                      |

| PROGRAM                                        | ADVERTISER AND PRODUCT                                                                         | NETWORK | ADVERTISING AGENCY                              |
|------------------------------------------------|------------------------------------------------------------------------------------------------|---------|-------------------------------------------------|
| Hour of Decision                               | Billy Graham (Evangelistic Assn.)<br>Institutional                                             | ABC     | Walter F. Bennett Co.                           |
| House Party                                    | Pillsbury Mills, Inc.<br>Pillsbury's Best Flour, Pancake, Pie Crust,<br>Hot Roll, and Cake Mix | CBS     | Leo Burnett Co., Inc.                           |
| Hudson Coal Miners                             | Hudson Coal Co.<br>Coal                                                                        | NBC     | Clements Co., Inc.                              |
| Human Side of the News, The                    | Pan American Coffee Bureau<br>Coffee                                                           | ABC     | Federal Advt. Agency                            |
| Human Side of the News, The                    | Serutan Co.<br>Serutan, Nutrex, RDX, Hi-V, Sedagel, Lemel                                      | ABC     | Roy S. Durstine, Inc.                           |
| <b>I</b>                                       |                                                                                                |         |                                                 |
| Ice Follies of 1952                            | Shipstad & Johnson<br>Institutional                                                            | MBS     | Walter McCreery, Inc.                           |
| Inner Sanctum                                  | Mars, Inc.<br>Mars, Milky Way, Three Musketeers, Forever Yours                                 | ABC     | Leo Burnett Co.                                 |
| Inside News of Hollywood                       | Hazel Bishop, Inc.<br>Lipstick                                                                 | ABC     | Raymond Spector Co.                             |
| Inside the Doctor's Office                     | Wafex, Inc.<br>Wafex Reducing Tablet                                                           | MBS     | Grady & Wagner Co., Inc.                        |
| International Finals of Golden<br>Gloves Bouts | Admiral Corp.<br>Radios, TV Sets & Refrigerators                                               | MBS     | Erwin, Wasey & Co.                              |
| Ira Blue Sports                                | Lucky Lager Brewing Co.<br>Beer and Ale                                                        | ABC     | McCann-Erickson, Inc.                           |
| It Happens Every Day                           | Gillette Safety Razor Co.<br>Toiletry Div.—Prom Home Permanent, White Rain                     | CBS     | Foote, Cone & Belding Co.                       |
| <b>J</b>                                       |                                                                                                |         |                                                 |
| Jack Benny Show                                | American Tobacco Co.<br>Lucky Strike Cigarettes                                                | CBS     | Batten, Barton, Durstine & Osborn, Inc.         |
| Jack Berch Show                                | Prudential Insurance Co. of America<br>Insurance                                               | ABC     | Calkins & Holden, Carlock,<br>McClinton & Smith |
| Jack Berch Show                                | Prudential Insurance Co. of America<br>Insurance                                               | ABC     | Calkins & Holden, Carlock,<br>McClinton & Smith |
| Jacques Fray and His Piano                     | Book Associates<br>Books                                                                       | MBS     | Huber Hoge & Sons                               |
| Jay Stewart Fan Mail                           | North American Van Lines, Inc.<br>Transportation of Household Goods                            | CBS     | Castor & Associates                             |



|                                                     |                                                                            |     |                                         |
|-----------------------------------------------------|----------------------------------------------------------------------------|-----|-----------------------------------------|
| Jay Stewart Fan Mail                                | North American Van Lines<br>Dealers and Services                           | ABC | Joseph Castor & Associates              |
| Jergens-Woodbury Journal                            | Andrew Jergens Co.<br>Hand Lotion, Face Cream, Face and<br>Body Powders    | ABC | Robert W. Orr & Associates              |
| Joe Emerson's Hymn Time                             | General Mills, Inc.<br>Red Band Flour                                      | ABC | Knox Reeves Adv.                        |
| Joey Maxim vs. Bob Murphy Bout                      | Pabst Sales Co.<br>Pabst "Blue Ribbon" Beer                                | CBS | Warwick & Legler, Inc.                  |
| John B. Kennedy                                     | Serutan Co.<br>Serutan, Nutrex, RDX, Hi-V, Sedagel, Geritol                | ABC | Roy S. Durstine, Inc.                   |
| John Cameron Swayze                                 | Belmont Radio Corp.<br>Raytheon Television Sets                            | NBC | Henri, Hurst & McDonald                 |
| Johnny Dollar                                       | Wm. Wrigley, Jr. Co.<br>Spearmint Chewing Gum                              | CBS | Arthur Meyerhoff & Co.                  |
| Joyce Jordan, M.D.                                  | Lever Bros.<br>Surf                                                        | ABC | N. W. Ayer & Son                        |
| Judy Canova Show                                    | Colgate-Palmolive-Peet Co.<br>Halo Shampoo                                 | NBC | Ted Bates                               |
| Julian Bentley                                      | Puritan Co. of America<br>Foods, Food Packers, Importers                   | CBS | Schwimmer & Scott, Inc.                 |
| Just Plain Bill                                     | Whitehall Pharmaceutical Co.<br>Div. of American Home Products Corp.       | NBC | John F. Murray Adv. Agency              |
| Juvenile Jury                                       | General Foods Sales Corp.<br>Gaines Dog Food                               | MBS | Benton & Bowles, Inc.                   |
| <b>K</b>                                            |                                                                            |     |                                         |
| Kenneth Banghart and the News                       | American Tobacco Co.<br>Lucky Strike Cigarettes                            | NBC | Batten, Barton, Durstine & Osborn, Inc. |
| Kentucky Club, Lineup Time &<br>Football Scoreboard | Mail Pouch Tobacco Co.<br>Kentucky Club Pipe Tobacco                       | MBS | Chas. W. Hoyt                           |
| Kentucky Derby                                      | Gillette Safety Razor Co.<br>Gillette Safety Razors, Blades, Shaving Cream | CBS | Maxon, Inc.                             |
| Kid Gavilan vs. Billy Graham                        | Pabst Sales Co.<br>Pabst "Blue Ribbon" Beer                                | CBS | Warwick & Legler, Inc.                  |
| Kings Row                                           | Colgate-Palmolive-Peet Co.<br>Fab                                          | CBS | Wm. Esty & Co., Inc.                    |
| Kings Row                                           | Colgate-Palmolive-Peet Co.<br>Fab                                          | NBC | Wm. Esty & Co., Inc.                    |

# L

| PROGRAM                      | ADVERTISER AND PRODUCT                                                                                                                    | NETWORK | ADVERTISING AGENCY                      |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------------------------------------|
| Ladies Fair                  | Sterling Drug, Inc.<br>Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons<br>Tooth Powder, Double Danderine, Energine &<br>Iomized Yeast | MBS     | Dancer-Fitzgerald-Sample, Inc.          |
| Lanny Ross                   | Curtis Circulation Co.<br>Ladies Home Journal                                                                                             | MBS     | Batten, Barton, Dursline & Osborn, Inc. |
| Larry Lesueur and the News   | Procter & Gamble Co.<br>Ivory Bar Soap                                                                                                    | CBS     | Compton Advertising, Inc.               |
| Larry Lesueur and the News   | Richfield Oil Corp. of N. Y.<br>Richfield Gas & Oil                                                                                       | CBS     | Morey, Humm & Johnstone, Inc.           |
| Les Griffith and the News    | Procter & Gamble<br>Ivory Soap                                                                                                            | ABC     | Compton Adv.                            |
| Les Higbie and the News      | American Tobacco Co.<br>Lucky Strike Cigarettes                                                                                           | MBS     | Batten, Barton, Dursline & Osborn, Inc. |
| Let's Go With Ralph Flanagan | U. S. Army & U. S. Air Force<br>Recruiting                                                                                                | ABC     | Grant Adv.                              |
| Let's Pretend                | Cream of Wheat Corp.<br>Cream of Wheat Cereal                                                                                             | CBS     | Batten, Barton, Dursline & Osborn, Inc. |
| Life Can Be Beautiful        | Procter & Gamble Co.<br>Tide                                                                                                              | NBC     | Benton & Bowles, Inc.                   |
| Life of Riley                | Pabst Sales Co.<br>Pabst Blue Ribbon Beer                                                                                                 | NBC     | Warwick & Legler, Inc.                  |
| Life With Luigi              | Wm. Wrigley, Jr. Co., Inc.<br>Spearmint Chewing Gum                                                                                       | CBS     | Ruthrauff & Ryan, Inc.                  |
| Light and Life Hour          | Free Methodist Church of North America                                                                                                    | ABC     | Walter F. Bennett & Co.                 |
| Light Crust Dough Boys       | Burnus Mill & Elevator Co.<br>Light Crust Flour                                                                                           | MBS     | Tracy-Locke Co., Inc.                   |
| Live Like a Millionaire      | General Mills<br>Bisquick, Crustquick, Wheaties                                                                                           | NBC     | Knox Reeves Adv., Inc.                  |
| Lone Journey                 | Lever Bros.<br>Surf, Detergent                                                                                                            | ABC     | N. W. Ayer & Son                        |
| Lone Ranger, The             | American Bakeries Co.<br>Merita Bread, Cake, Soda Crackers                                                                                | ABC     | Tucker Wayne & Co.                      |
| Lone Ranger, The             | General Mills, Inc.<br>Cheerins, Cake Mixes                                                                                               | ABC     | Dancer-Fitzgerald-Sample, Inc.          |
| Lorenzo Jones                | Procter & Gamble Co.<br>Cheer                                                                                                             | NBC     | Young & Rubicam                         |

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|---------------------------|--------------------------------------|------------|-----------------------------------------|
| <b>Lou Childre</b>        | <b>Quaker Oats Co.</b>               | <b>CBS</b> | <b>Needham, Louis &amp; Borby, Inc.</b> |
|                           | Quaker Grits, Aunt Jemima, Corn Meal |            |                                         |
| <b>Louis-Walker Fight</b> | <b>Pabst Sales Co.</b>               | <b>CBS</b> | <b>Warwick &amp; Legler, Inc.</b>       |
|                           | Pabst "Blue Ribbon" Beer             |            |                                         |
| <b>Lowell Thomas</b>      | <b>Procter &amp; Gamble Co.</b>      | <b>CBS</b> | <b>Compton Advertising Inc.</b>         |
|                           | Ivory Soap                           |            |                                         |
| <b>Lucky U Ranch</b>      | <b>Planters Nut &amp; Choc. Co.</b>  | <b>ABC</b> | <b>Raymond R. Morgan Co.</b>            |
|                           | Planter's Salted Peanuts             |            |                                         |
| <b>Luncheon Club</b>      | <b>Philip Morris &amp; Co.</b>       | <b>ABC</b> | <b>Cecil &amp; Presbrey</b>             |
|                           | Cigarettes                           |            |                                         |
| <b>Lutheran Hour, The</b> | <b>Lutheran Laymen's League</b>      | <b>ABC</b> | <b>Gotham Adv. Co., Inc.</b>            |
|                           | Institutional                        |            |                                         |
| <b>Lutheran Hour</b>      | <b>Lutheran Laymen's League</b>      | <b>MBS</b> | <b>Gotham Adv. Co., Inc.</b>            |
|                           | Institutional                        |            |                                         |
| <b>Lux Radio Theatre</b>  | <b>Lever Brothers Co.</b>            | <b>CBS</b> | <b>J. Walter Thompson Co.</b>           |
|                           | Lux Toilet Soap, Lux Flakes          |            |                                         |

## M

|                                |                                                           |            |                                       |
|--------------------------------|-----------------------------------------------------------|------------|---------------------------------------|
| <b>Ma Perkins</b>              | <b>Procter &amp; Gamble Co.</b>                           | <b>CBS</b> | <b>Dancer-Fitzgerald-Sample, Inc.</b> |
|                                | Oxydol                                                    |            |                                       |
| <b>Man Next Door</b>           | <b>U. S. Tobacco Co.</b>                                  | <b>MBS</b> | <b>Kudner Agency</b>                  |
|                                | Copenhagen, Banjo Snuff, Rooster Red Seal Snuff           |            |                                       |
| <b>Man on the Farm</b>         | <b>Quaker Oats Co.</b>                                    | <b>MBS</b> | <b>Sherman &amp; Marquette, Inc.</b>  |
|                                | Mother's Premium Oats & Full-O-Pep Feed                   |            |                                       |
| <b>Maria Webster</b>           | <b>Bank of America National &amp; Savings Association</b> | <b>CBS</b> | <b>Chas. R. Stuart Adv., Inc.</b>     |
|                                | Banking Services                                          |            |                                       |
| <b>Mario Lanza Show</b>        | <b>Coca-Cola Co.</b>                                      | <b>CBS</b> | <b>D'Arcy Advertising Co., Inc.</b>   |
|                                | Coca-Cola                                                 |            |                                       |
| <b>Mario Lanza Show</b>        | <b>Coca-Cola Company</b>                                  | <b>NBC</b> | <b>D'Arcy Advertising Co., Inc.</b>   |
|                                | Coca-Cola                                                 |            |                                       |
| <b>Mark Trail</b>              | <b>Kellogg Co.</b>                                        | <b>ABC</b> | <b>Kenyon &amp; Eckhardt</b>          |
|                                | Cereals, Dog Foods, Spaghetti, Macaroni                   |            |                                       |
| <b>Mark Trail</b>              | <b>Kellogg Co.</b>                                        | <b>MBS</b> | <b>Kenyon &amp; Eckhardt, Inc.</b>    |
|                                | All Products                                              |            |                                       |
| <b>Martin Kane—Private Eye</b> | <b>U. S. Tobacco Co.</b>                                  | <b>MBS</b> | <b>Kudner Agency</b>                  |
|                                | Old Briar, Model, Tweed & Dill's Best                     |            |                                       |
| <b>Martin Kane—Private Eye</b> | <b>United States Tobacco Co.</b>                          | <b>NBC</b> | <b>Kudner Agency, Inc.</b>            |
|                                | Tobacco & Tobacco Products                                |            |                                       |
| <b>Mary Lee Taylor</b>         | <b>Pet Milk Sales Corp.</b>                               | <b>NBC</b> | <b>Gardner Advertising Co.</b>        |
|                                | Pet Milk                                                  |            |                                       |

| PROGRAM                          | ADVERTISER AND PRODUCT                                                                     | NETWORK | ADVERTISING AGENCY                      |
|----------------------------------|--------------------------------------------------------------------------------------------|---------|-----------------------------------------|
| Meet Frank Sinatra               | Bymart, Inc.<br>Tintair                                                                    | CBS     | Cecil & Presbrey, Inc.                  |
| Meet Frank Sinatra               | Luden's, Inc.<br>Cough Drops, Candy Bars                                                   | CBS     | J. M. Mathes, Inc.                      |
| Meet the Missus                  | Leslie Sale Co.<br>Salt                                                                    | CBS     | Long Adv. Service                       |
| Mel Allen's Popsicle Clubhouse   | Joe Lowe Corp.<br>Popsicles & Other Frozen Confection Products                             | MBS     | B'aine-Thompson Co.                     |
| Memory Book                      | Book Associates<br>Books                                                                   | CBS     | Huber Hoge & Sons                       |
| Metropolitan Opera               | Texas Co.<br>Gasoline and Motor Oils                                                       | ABC     | Kudner Agency                           |
| Mr. and Mrs. Blandings           | Trans World Airlines, Inc.<br>Institutional                                                | NBC     | Batten, Barton, Durstine & Osborn, Inc. |
| Mr. and Mrs. North               | Colgate-Palmolive-Peet Co.<br>Halo Shampoo, Palmolive Shave Cream                          | CBS     | Sherman & Marquette                     |
| Mr. Chameleon                    | Sterling Drug Inc.<br>Bayer Aspirin, Phillips Milk of Magnesia Tablets                     | CBS     | Dancer-Fitzgerald-Sample, Inc.          |
| Mr. District Attorney            | Bristol Myers<br>Sal Hepatica, Vitalis, Ipana Toothpaste                                   | ABC     | Young & Rubicam, Inc.                   |
| Mr. District Attorney            | Bristol-Myers Co.<br>Ipana, Trushay, Sal Hepatica                                          | NBC     | Young & Rubicam, Inc.                   |
| Mr. Keen, Tracer of Lost Persons | American Home Products Corp.<br>(Whitehall Pharmacal Co. Div.)<br>Anacin, Kolyros, Kriptin | CBS     | John F. Murray Adv. Agency, Inc.        |
| Mr. Mercury                      | General Mills, Inc.<br>Cheerios, Cake Mixes                                                | ABC     | Knox Reeves Adv.                        |
| Modern Romances                  | Norwich Pharmacal Co.<br>Pepto Bismol, Unguentine                                          | ABC     | Benton & Bowles                         |
| Modern Romances                  | Philip Morris & Co.<br>Cigarettes                                                          | ABC     | Cecil & Presbrey                        |
| Monday Morning Headlines         | Seeman Bros.<br>Air Wick                                                                   | ABC     | Wm. H. Weintraub & Co.                  |
| Music With the Hormel Girls      | George A. Hormel Co.<br>Hormel Meat Products                                               | NBC     | Batten, Barton, Durstine & Osborn, Inc. |
| Musical Merry-Go-Round           | Radio Corp. of America<br>Radios and Television Sets                                       | NBC     | J. Walter Thompson                      |
| Mutual Newsreel                  | Acousticon Div. of Dictograph Products Inc.<br>Hearing Aids                                | MBS     | Atherton Adv. Agency                    |



|                         |                                                                           |     |                                |
|-------------------------|---------------------------------------------------------------------------|-----|--------------------------------|
| Mutual Newsreel         | Blatz Brewing Co.<br>Blatz Beer                                           | MBS | Wm. H. Weintraub Co., Inc.     |
| Mutual of Omaha Calling | Mutual Benefit Health & Accident Assn.<br>Insurance                       | MBS | Bozell & Jacobs, Inc.          |
| My Friend Irma          | Lever Brothers Co.<br>Pepsodent Toothpaste                                | CBS | Foote, Cone & Belding Co.      |
| My True Story           | Sterling Drug, Inc.<br>Phillips Milk of Magnesia, Bayer Aspirin           | ABC | Dancer-Fitzgerald-Sample, Inc. |
| Mystery Singer          | Gillette Safety Razor Co.<br>Toni Div.—Toni Home Permanent, Creme Shampoo | CBS | Foote, Cone & Belding Co.      |
| Mystery Theatre         | Sterling Drug, Inc.<br>Bayer Aspirin, Dr. Lyon's Tooth Powder             | ABC | Dancer-Fitzgerald-Sample, Inc. |

## N

|                           |                                                                        |     |                                |
|---------------------------|------------------------------------------------------------------------|-----|--------------------------------|
| National Farm & Home Hour | Allis-Chalmers Mfg. Co.<br>Farm Equipment                              | NBC | Bert S. Gittins Adv.           |
| News of the World         | Miles Laboratories, Inc.<br>Alka-Seltzer                               | NBC | Geoffrey Wade Adv.             |
| News of Tomorrow          | Sterling Drug, Inc.<br>Molle, Bayer Aspirin, Phillips Milk of Magnesia | ABC | Dancer-Fitzgerald-Sample, Inc. |
| Nick Carter               | Cudahy Packing Co.<br>Old Dutch Cleanser                               | MBS | Grant Advertising, Inc.        |
| Nick Carter               | Pontiac Motor Div.—General Motors Corp.<br>Pontiac Autos               | MBS | MacManus, John & Adams, Inc.   |
| No School Today           | Block Drug Co.<br>Amm-i-dent Tooth Paste & Powder                      | ABC | Cecil & Presbrey               |
| Nona From Nowhere         | B. T. Babbitt, Inc.<br>Bab-O-Glim                                      | CBS | Duane Jones Co., Inc.          |

## O

|                                |                                                                                |     |                    |
|--------------------------------|--------------------------------------------------------------------------------|-----|--------------------|
| Old Fashioned Revival Hour     | Gospel Broadcasting Assn.<br>Institutional                                     | ABC | R. H. Alber Co.    |
| On the Line With Bob Considine | Mutual Benefit Health & Accident Assn. of Omaha<br>Insurance                   | NBC | Bozell & Jacobs    |
| One Man's Family               | Miles Laboratories, Inc.<br>Bactine, Alka-Seltzer, Tabacin, One-A-Day Vitamins | NBC | Geoffrey Wade Adv. |
| One Man's Opinion              | Philip Morris & Co.<br>Cigarettes                                              | ABC | Cecil & Presbrey   |
| Orange Bowl Game               | Gillette Safety Razor Co.<br>Gillette Safety Razor, Blades, Shaving Cream      | CBS | Maxon, Inc.        |

| PROGRAM                             | ADVERTISER AND PRODUCT                                                       | NETWORK | ADVERTISING AGENCY                      |
|-------------------------------------|------------------------------------------------------------------------------|---------|-----------------------------------------|
| Original Amateur Hour               | P. Lorillard Co.<br>Old Gold Cigarettes                                      | ABC     | Lennen & Mitchell, Inc.                 |
| Our Gal Sunday                      | American Home Products Corp.<br>(Whitehall Pharnacal Co. Div.)<br>Anacin     | CBS     | John F. Murray Adv. Agency, Inc.        |
| Our Miss Brooks                     | Colgate-Palmolive-Peet Co.<br>Colgate Dental Cream,<br>Palmolive Shave Cream | CBS     | Ted Bates & Co.                         |
| Pabst Blue Ribbon Bouts             | Pabst Sales Co.<br>Pabst "Blue Ribbon" Beer                                  | CBS     | Warwick & Legler, Inc.                  |
| Paul Harvey—News                    | Burton-Dixie Corp.<br>Mattresses & Pillows                                   | ABC     | Turner Adv. Agency                      |
| Peggy Lee Show                      | Rexall Drug Co.<br>All Products                                              | CBS     | Batten, Barton, Durstine & Osborn, Inc. |
| People Are Funny                    | Brown & Williamson Tobacco Co.<br>Raleigh Cigarettes                         | NBC     | Russel M. Seeds Co., Inc.               |
| People Are Funny                    | Mars, Inc.<br>Mars Candy Bars                                                | CBS     | Leo Burnett Co.                         |
| People, Places & Things             | Acousticon Div. of Dictograph Products, Inc.<br>Hearing Aids                 | MBS     | Atherton Adv. Agency                    |
| Pepper Young's Family               | Procter & Gamble<br>Camay Soap                                               | NBC     | Peldar & Ryan, Inc.                     |
| Perry Mason                         | Procter & Gamble Co.<br>Tide                                                 | CBS     | Benton & Bowles, Inc.                   |
| Phil Harris & Alice Faye            | Radio Corp. of America<br>Radios, Television Sets, Phonographs, Records      | NBC     | J. Walter Thompson Co.                  |
| Phil Regan Show                     | Pepsi-Cola Co.<br>Pepsi-Cola                                                 | CBS     | The Biow Co., Inc.                      |
| Philip Morris Playhouse             | Philip Morris & Co., Ltd., Inc.<br>Philip Morris Cigarettes                  | CBS     | The Biow Co., Inc.                      |
| Philip Morris Playhouse on Broadway | Philip Morris & Co., Ltd.<br>Philip Morris Cigarettes                        | NBC     | The Biow Co., Inc.                      |
| Piano Book                          | Book Associates<br>Books                                                     | CBS     | Huber Hoge & Sons                       |
| Portia Faces Life                   | General Foods Corp.<br>Corn Starch, Tapioca, Jell-O                          | NBC     | Young & Rubicam, Inc.                   |
| Protam Quiz                         | Protam Corp.<br>Protam                                                       | CBS     | Dowd, Redfield & Johnstone, Inc.        |

**P**

**Preackness Stakes** Maxon, Inc.  
**Pursuit** Dancer-Fitzgerald-Sample, Inc.  
**Pursuit** Arthur Meyerhoff & Co.

## Q

**Queen for a Day** J. Walter Thompson Co.  
**Queen for a Day** Lennen & Mitchell, Inc.  
**Quick as a Flash** Cecil & Presbrey  
**Quiz Kids** Wade Advertising Agency

## R

**Radio Bible Class** MBS Stanley G. Boynton Co.  
**Ralph Story Show** Chas. R. Stuart Adv.  
**Rate Your Mate** Arthur Meyerhoff & Co.  
**Red Skelton Program** Russel M. Seed Co., Inc.  
**Red Skelton Program** Young & Rubicam, Inc.  
**Red Skelton Program** Benton & Bowles, Inc.  
**Refreshment Time With Morton Downey** D'Arcy Adv. Co., Inc.  
**Renfro Valley Sunday Morning Gatherin'** Benton & Bowles, Inc.  
**Renfro Valley—Country Store** Benton & Bowles, Inc.  
**Rex Allen Show** Lambert & Feasley, Inc.

**Gillette Safety Razor Co.**  
 Gillette Safety Razors, Blades, Shaving Cream  
**Sterling Drug Inc.**  
 Double Danderine, Ionized Yeast,  
 Phillips Milk of Magnesia  
**Wm. Wrigley, Jr. Co.**  
 Spearmint Chewing Gum

**Kraft Foods Co.**  
 Various Kraft Products  
**P. Lorillard Co.**  
 Old Gold Cigarettes  
**Block Drug Co.**  
 Amm-i-dent Tooth Paste and Powder, Minipoo  
**Miles Laboratories, Inc.**  
 Alka-Seltzer

**Radio Bible Class**  
 Institutional  
**Bank of America National Trust & Savings Assn.**  
 Banking Services  
**Wm. Wrigley, Jr. Co.**  
 Doublemint Chewing Gum  
**Borg-Warner Corp.**  
 Norge Div.—Norge Refrigerators, Washers, Water  
 Heaters, Gas & Electric Ranges & Freezers  
**Packard Motor Car Co.**  
 Packard Cars  
**Procter & Gamble Co.**  
 Tide  
**Coca-Cola Co.**  
 Coca-Cola  
**General Foods Corp.**  
 Post's Cereals, Sure-Jell, Maxwell House Tea,  
 Baker's Coconut  
**General Foods Corp.**  
 Post's Cereals, Sure-Jell, Maxwell House Tea,  
 Baker's Coconut  
**Phillips Petroleum Co.**  
 "Phillips 66" Gasoline & Motor Oil

| PROGRAM                            | ADVERTISER AND PRODUCT                                                                             | NETWORK | ADVERTISING AGENCY          |
|------------------------------------|----------------------------------------------------------------------------------------------------|---------|-----------------------------|
| Richard Diamond, Private Detective | <b>R. J. Reynolds</b><br>Camel Cigarettes, Prince Albert Tobacco                                   | ABC     | Wm. Esty Co.                |
| Right to Happiness                 | <b>Procter &amp; Gamble Co.</b><br>Ivory Soap, Duz                                                 | NBC     | Compton Advertising, Inc.   |
| Road of Life                       | <b>Procter &amp; Gamble Co.</b><br>Crisco                                                          | NBC     | Compton Advertising, Inc.   |
| Robert Hurligh—News                | <b>Miller Brewing Co.</b><br>Miller "High Life" Beer                                               | MBS     | Mathison & Associates, Inc. |
| Robert Montgomery Speaking         | <b>Frank H. Lee Co.</b><br>Lee Hats                                                                | ABC     | Grey Adv.                   |
| Robert Q. Lewis Show               | <b>Gillette Safety Razor Co.</b><br>Toni Div.—Toni Home Permanent, Creme Shampoo                   | CBS     | Foote, Cone & Belding Co.   |
| Robert Q. Lewis Show               | <b>Lever Brothers Co.</b><br>Rinso                                                                 | CBS     | Ruthrauff & Ryan, Inc.      |
| Robert Q. Lewis Show               | <b>Liggett &amp; Myers Tobacco Co., Inc.</b><br>Chesterfield Cigarettes                            | CBS     | Cunningham & Walsh, Inc.    |
| Robert Q. Lewis Show               | <b>National Biscuit Co.</b><br>All Products                                                        | CBS     | McCann-Erickson, Inc.       |
| Robert Q. Lewis Show               | <b>Pillsbury Mills, Inc.</b><br>Pillsbury's Best Flour, Pancake, Pie Crust,<br>Hot Roll & Cake Mix | CBS     | Leo Burnett Co., Inc.       |
| Rod & Gun Club of the Air          | <b>Pal Blade Co., Inc.</b><br>Pal Razor Blades                                                     | MBS     | Al Paul Lefton Co., Inc.    |
| Romance                            | <b>Wm. Wrigley, Jr. Co.</b><br>Spearmint Chewing Gum                                               | CBS     | Arthur Meyerhoff & Co.      |
| Romance of Helen Trent             | <b>American Home Products Corp.</b><br>Whitehall Pharmaceutical Co. Div.                           | CBS     | John F. Murray Adv., Inc.   |
| Romance of Helen Trent             | <b>American Home Products Corp.</b><br>Whitehall Pharmaceutical Co. Div.                           | CBS     | W. Earl Bathwell, Inc.      |
| Romance of Helen Trent             | <b>American Home Products Corp.</b><br>Whitehall Pharmaceutical Co. Div.                           | CBS     | Duane Jones Co., Inc.       |
| Rose Bowl Game                     | <b>Gillette Safety Razor Co.</b><br>Gillette Safety Razors, Blades, Shave Cream                    | CBS     | Maxon, Inc.                 |
| Rosemary                           | <b>Procter &amp; Gamble Co.</b><br>Ivory Snow, Prell                                               | CBS     | Benton & Bowles, Inc.       |
| Ross, Lanny                        | <b>Acousticon Div. of Products, Inc.</b><br>Hearing Aids                                           | MBS     | Atherton Adv. Agency        |
| Roy Rogers                         | <b>General Foods Corp.</b><br>Post Cereals                                                         | NBC     | Benton & Bowles, Inc.       |



|                                                   |                                                                         |     |                                             |
|---------------------------------------------------|-------------------------------------------------------------------------|-----|---------------------------------------------|
| Sammy Kaye Sunday Serenade                        | Sylvania Electric Products<br>Television Receivers and Radios           | ABC | Roy S. Durstine, Inc.                       |
| Sanka News Roundup                                | General Foods<br>Sanka Coffee                                           | ABC | Young & Rubicam, Inc.                       |
| Second Mrs. Burton                                | General Foods Corp.<br>Post's Cereals, Postum, Swans Down Flour, Pectin | CBS | Young & Rubicam, Inc.                       |
| Sergeant Preston of the Yukon                     | Quaker Oat Co.<br>Quaker Puffed Grains and/or Other Products            | MBS | Sierman & Marquette, Inc.                   |
| Sheriff, The                                      | American Chiclet Co.<br>Clorets                                         | ABC | Dancer-Fitzgerald-Sample, Inc.              |
| Sheriff, The                                      | Pacific Coast Borax Co.<br>Mule Team Borax and Boraxo                   | ABC | McCann-Erickson, Inc.                       |
| Sheriff, The                                      | Procter and Gamble<br>Ivory Soap                                        | ABC | Compton Adv.                                |
| Sid Walton Show                                   | Nireks Industries<br>"Baby Blue Eyes" Doll                              | CBS | Huber Hoge & Sons, Inc.                     |
| Sidney Walton                                     | Airways Corp.<br>Dutch Bulbs                                            | MBS | Dorland, Inc.                               |
| Sidney Walton—News                                | Book Associates<br>Books                                                | MBS | Huber Hoge & Sons                           |
| Silver Eagle, The                                 | General Mills, Inc.<br>Cheerios, Cake Mixes                             | ABC | Knox Reeves Adv.                            |
| Silver Sports Edition                             | Nic-L-Silver Battery Co.<br>Auto Batteries                              | CBS | Anderson-McConnell Adv. Agency              |
| Sing It Again                                     | Carter Products, Inc.<br>Arrid, Rise Shave Cream                        | CBS | Sullivan, Strauffer, Colwell & Bayles, Inc. |
| Sing It Again                                     | Luden's, Inc.<br>Cough Drops, Candy Bars                                | CBS | J. M. Mathes, Inc.                          |
| Sing It Again                                     | Sterling Drug, Inc.<br>Bayer Aspirin, Phillips Milk of Magnesia Tablets | CBS | Dancer-Fitzgerald-Sample, Inc.              |
| Sky King                                          | Derby Foods, Inc.<br>Peter Pan Peanut Butter & Peanut Products          | MBS | Needham, Louis, & Brorby, Inc.              |
| Smilin' Ed McConnell and His<br>Buster Brown Gang | Brown Shoe Co.<br>Buster Brown Shoes                                    | NBC | Leo Burnett Co.                             |
| Soap Box Derby                                    | General Motors Corp.<br>Chevrolet Motor Div.—Chevrolet Cars             | CBS | Campbell-Ewald Co., Inc.                    |
| Somerset Maugham Theatre                          | Bymart, Inc.<br>Tintair                                                 | CBS | Cecil & Presbrey, Inc.                      |

| PROGRAM                                   | ADVERTISER AND PRODUCT                                                                 | NETWORK | ADVERTISING AGENCY                         |
|-------------------------------------------|----------------------------------------------------------------------------------------|---------|--------------------------------------------|
| Somerset Maugham Theatre                  | Bymart-Tintair, Inc.<br>Tintair, Lightning Change                                      | NBC     | Cecil & Presbrey, Inc.                     |
| Songs for Sale                            | Carter Products, Inc.<br>Arriad, Rise Shave Cream                                      | CBS     | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Songs for Sale                            | Chrysler Corp.<br>Plymouth Motor Div.—Plymouth Cars                                    | CBS     | N. W. Ayer & Son, Inc.                     |
| Space Patrol                              | Ralston Purina Co.<br>Wheat Chex, Rice Chex, Instant Cereal                            | ABC     | Gardner Adv. Agency                        |
| Stars Over Hollywood                      | Armour & Co.<br>Canned Meats, Sausage, Franks, Dial Soap                               | CBS     | Foote, Cone & Belding Co.                  |
| Stars Over Hollywood                      | Carnation Co.<br>Evaporated Milk                                                       | CBS     | Erwin Wasey & Co., Ltd.                    |
| Stella Dallas                             | Sterling Drug, Inc.<br>Phillips' Tooth Paste, Bayer Aspirin, Haley's M-O               | NBC     | Dancer-Fitzgerald-Sample, Inc.             |
| Stop the Music                            | American Chiclo Co.<br>Clarets                                                         | ABC     | Dancer-Fitzgerald-Sample, Inc.             |
| Stop the Music                            | P. Lorillard Co.<br>Old Gold Cigarettes                                                | ABC     | Lennen & Mitchell, Inc.                    |
| Stop the Music                            | Mars, Inc.<br>Milky Way, Forever Yours, Mars                                           | ABC     | Leo Burnett, Inc.                          |
| Stop the Music                            | Procter & Gamble<br>Ivory Soap                                                         | ABC     | Compton Adv.                               |
| Straight Arrow                            | National Biscuit Co.<br>Nabisco Shredded Wheat                                         | MBS     | McCann-Erickson, Inc.                      |
| Strange Romance of Evelyn Winters,<br>The | Philip Morris & Co.<br>Cigarettes                                                      | ABC     | Cecil & Presbrey                           |
| Strike It Rich                            | Colgate-Palmolive-Peet Co.<br>Palmolive Soap, Vel, Colgate Dental Cream, Halo          | CBS     | Wm. Esty & Co., Inc.                       |
| Strike It Rich                            | Colgate-Palmolive-Peet Co.<br>Vel, Halo, Colgate Dental Cream                          | NBC     | Wm. Esty & Co., Inc.                       |
| Sunoco Three Star Extra                   | Sun Oil Company<br>Oil, Fuel Oil, Sunoco Gas                                           | NBC     | Hewitt, Ogilvy, Benson & Mather, Inc.      |
| Suspense                                  | Electric Auto-Lite Co.<br>Spark Plugs, Batteries, Ignition Systems                     | CBS     | Cecil & Presbrey, Inc.                     |
| Symphonette                               | Longines-Wittnauer Watch Co.<br>Longines Watches                                       | CBS     | Victor A. Bennett Co.                      |
| Talent Scouts With Herb Shriner           | Lever Brother Co.<br>Thomas J. Lipton, Inc.—Div.<br>Lipton's Tea, Soup Mixes, Frostees | CBS     | Young & Rubicam, Inc.                      |

|                                    |                                                                                   |     |                                                    |
|------------------------------------|-----------------------------------------------------------------------------------|-----|----------------------------------------------------|
| <b>Talk Back With Happy Felton</b> | <b>American Tobacco Co.</b><br>Lucky Strike Cigarettes                            | MBS | <b>Batten, Barton, Durstine &amp; Osborn, Inc.</b> |
| <b>The Bickersons</b>              | <b>Philip Morris &amp; Co., Ltd., Inc.</b><br>Philip Morris Cigarettes            | CBS | <b>The Biow Co., Inc.</b>                          |
| <b>The Bill Lang Show</b>          | <b>Book Associates</b><br>Books                                                   | MBS | <b>Huber Hoge &amp; Sons</b>                       |
| <b>The Falcon</b>                  | <b>Kraft Foods Co.</b><br>Kraft DeLuxe Slices                                     | NBC | <b>J. Walter Thompson Co.</b>                      |
| <b>The Gabby Hayes Show</b>        | <b>Quaker Oat Co.</b><br>Quaker Oats, Mother's Oats and/or Other Products         | MBS | <b>Sherman &amp; Marquette, Inc.</b>               |
| <b>The Green Hornet</b>            | <b>Orange-Crush Co.</b><br>Orange-Crush & Old Colony Beverages                    | MBS | <b>Fitzmorris &amp; Miller Adv.</b>                |
| <b>The Law and You</b>             | <b>Book Associates</b><br>Books                                                   | CBS | <b>Huber Hoge &amp; Sons</b>                       |
| <b>The Law and You</b>             | <b>Book Associates</b><br>Books                                                   | MBS | <b>Huber Hoge &amp; Sons</b>                       |
| <b>The Lineup</b>                  | <b>Chrysler Corp.</b><br>Plymouth Motor Div.—Plymouth Cars                        | CBS | <b>N. W. Ayer &amp; Son, Inc.</b>                  |
| <b>The Lineup</b>                  | <b>U. S. Army &amp; U. S. Air Force</b><br>Recruiting Service—Recruiting Services | CBS | <b>Grant Advertising Inc.</b>                      |
| <b>The Lineup</b>                  | <b>Wm. Wrigley, Jr. Co.</b><br>Spearmint Chewing Gum                              | CBS | <b>Arthur Meyerhoff Co.</b>                        |
| <b>The Magic of Believing</b>      | <b>Book Associates</b><br>Books                                                   | CBS | <b>Huber Hoge &amp; Sons</b>                       |
| <b>The Magic of Believing</b>      | <b>Book Associates</b><br>Books                                                   | MBS | <b>Huber Hoge &amp; Sons</b>                       |
| <b>The Railroad Hour</b>           | <b>Association of American Railroads</b><br>Institutional                         | NBC | <b>Benton &amp; Bowles</b>                         |
| <b>The Red Foley Show</b>          | <b>Swift &amp; Company</b><br>Jewel Shortening & Salad Oil                        | NBC | <b>J. Walter Thompson Co.</b>                      |
| <b>The Roy Rogers Show</b>         | <b>Quaker Oats Co.</b><br>Oatmeal                                                 | MBS | <b>Sherman &amp; Marquette, Inc.</b>               |
| <b>The Shadow</b>                  | <b>U. S. Army &amp; U. S. Air Force</b><br>Recruiting                             | MBS | <b>Grant Adv. Agency</b>                           |
| <b>The Shadow</b>                  | <b>Wildroot Co., Inc.</b><br>Wildroot Toilet Preps, & "Frostilla" Hand Lotion     | MBS | <b>Batten, Barton, Durstine &amp; Osborn, Inc.</b> |
| <b>The \$64 Question</b>           | <b>Radio Corporation of America</b><br>Radio and Television Sets                  | NBC | <b>Biow Co., Inc.</b>                              |
| <b>The Telephone Hour</b>          | <b>Bell Telephone System</b><br>Institutional                                     | NBC | <b>N. W. Ayer &amp; Son</b>                        |

| PROGRAM                                                                        | ADVERTISER AND PRODUCT                                                    | NETWORK | ADVERTISING AGENCY                      |
|--------------------------------------------------------------------------------|---------------------------------------------------------------------------|---------|-----------------------------------------|
| The Tide Show Starring Jack Smith,<br>Dinah Shore, Ginny Simms<br>The Whistler | Procter & Gamble Co.<br>Tide<br>Gasoline & Oil                            | CBS     | Benton & Bowles, Inc.                   |
| The Woman in My House                                                          | Signal Oil Co.<br>Manhattan Soap Co., Inc.                                | CBS     | Barton A. Stebbins Adv. Agency          |
| Theatre Guild on the Air                                                       | Sweetheart Soap<br>United States Steel Corp.<br>Institutional             | NBC     | Schneideler, Beck & Werner              |
| Theatre of Famous Radio Players                                                | Lewis Food Co.<br>Dog & Cat Food Products                                 | NBC     | Batten, Barton, Durstine & Osborn, Inc. |
| This Is Nora Drake                                                             | Gillette Safety Razor Co.<br>Toni Div.—Toni Home Permanent, Creme Shampoo | CBS     | Rockett-Lauritzen                       |
| This Is Nora Drake                                                             | Seaman Brothers, Inc.<br>Air Wick                                         | CBS     | Foote, Cone & Belding Co.               |
| This Is Your FBI                                                               | Equitable Life Assurance Society of the U. S.<br>Insurance                | ABC     | Wm. H. Weintraub Co., Inc.              |
| This Thing Called Life                                                         | Institute of Religious Science<br>Institutional                           | ABC     | Warwick & Legler                        |
| This Was 1951                                                                  | Emerson Drug Co.<br>Bromo-Seltzer                                         | ABC     | Raymond R. Morgan Co.                   |
| Today in Hollywood                                                             | General Mills, Inc.<br>Kix                                                | CBS     | Batten, Barton, Durstine & Osborn, Inc. |
| Tom Hanlon's Press Box                                                         | Apple Valley Inn Hotel<br>Hotel                                           | ABC     | Tatham-Laird                            |
| Tom Harmon's Sports Taps                                                       | Bank of America National Trust & Savings Assn.<br>Banking Services        | CBS     | Swafford & Co.                          |
| Top Guy, The                                                                   | American Chiclo Co.<br>Clarets                                            | ABC     | Chas. R. Stuart Advertising             |
| Top of the Week                                                                | Bank of America National Trust & Savings Assn.<br>Banking Services        | ABC     | Dancer-Fitzgerald-Sample, Inc.          |
| Tom Harmon's Pigskin Predictions                                               | Browing Corp. of America<br>Carling's Red Cap Ale, Black Label Beer       | CBS     | Chas. R. Stuart Advertising             |
| Tom Harmon—Sports                                                              | Nic-L-Silver Battery Co.<br>Auto Batteries                                | CBS     | Benton & Bowles, Inc.                   |
| Trotting Races, The                                                            | Reynolds Metals Co.<br>Institutional                                      | CBS     | Anderson-McConnell Adv. Agency          |
| True Detective Mysteries                                                       | Williamson Candy Co.<br>Oh Henry Candy Bars                               | ABC     | Buchanan & Co.                          |
| Truth or Consequences                                                          | Philip Morris & Co., Ltd., Inc.<br>Philip Morris Cigarettes               | MBS     | Aubrey, Finlay, Marley & Hodgson, Inc.  |
|                                                                                |                                                                           | CBS     | The Biow Co., Inc.                      |





| PROGRAM                      | ADVERTISER AND PRODUCT                                             | NETWORK | ADVERTISING AGENCY                         |
|------------------------------|--------------------------------------------------------------------|---------|--------------------------------------------|
| Wendy Warren and the News    | <b>General Foods Corp.</b><br>Maxwell House Coffee, Instant Coffee | CBS     | Benton & Bowles, Inc.                      |
| When a Girl Marries          | <b>General Foods</b><br>Instant Maxwell House Coffee               | ABC     | Benton & Bowles, Inc.                      |
| When a Girl Marries          | <b>General Foods Corp.</b><br>Calumet, Regular Swansdown           | NBC     | Benton & Bowles, Inc.                      |
| Wild Bill Hickok             | <b>Kellogg Co.</b><br>All Products                                 | MBS     | Leo Burnett Co., Inc.                      |
| Wildroot Sports Summary      | <b>Wildroot Co., Inc.</b><br>Wildroot Cream Oil Hair Tonic         | MBS     | Batten, Barton, Durstine & Osborne, Inc.   |
| Will Rogers                  | <b>American Chicle Co.</b><br>Dentyne, Chiclets and Beeman's Gum   | ABC     | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Wisner's Wildroot Scoreboard | <b>Wildroot Co.</b><br>Wildroot Hair Preparation                   | ABC     | Batten, Barton, Durstine & Osborn, Inc.    |
| Witness Time                 | <b>American Soul Clinic</b><br>Institutional                       | ABC     | J. M. Camp & Co.                           |
| World News Roundup           | <b>Greystone Press</b><br>Books                                    | CBS     | Huber Hoge & Sons                          |
| World Series of 1951         | <b>Gillette Safety Razor Co.</b><br>Razors & Blades                | MBS     | Maxon, Inc.                                |
| World Today                  | <b>Seeman Brothers, Inc.</b><br>Air Wick                           | CBS     | Wm. H. Weintraub & Co., Inc.               |

## X

|                     |                                                                     |     |                                         |
|---------------------|---------------------------------------------------------------------|-----|-----------------------------------------|
| You Bet Your Life   | <b>De Soto-Plymouth Dealers</b><br>Automobiles                      | NBC | Batten, Barton, Durstine & Osborn, Inc. |
| Young Dr. Malone    | <b>Procter &amp; Gamble Co.</b><br>Crisco, Joy                      | CBS | Compton Advertising, Inc.               |
| Young Widder Brown  | <b>Sterling Drug Inc.</b><br>Bayer Aspirin, Dr. Lyon's Tooth Powder | NBC | Dancer-Fitzgerald-Sample, Inc.          |
| Your Hit Parade     | <b>American Tobacco Co.</b><br>Lucky Strike Cigarettes              | NBC | Batten, Barton, Durstine & Osborn, Inc. |
| Your Home Beautiful | <b>Benjamin Moore &amp; Co.</b><br>Paints & Varnish                 | MBS | St. Georges & Keyes, Inc.               |
| Your Legal Adviser  | <b>Book Associates</b><br>Books                                     | MBS | Huber Hoge & Sons                       |

## Z

|              |                                                      |     |                    |
|--------------|------------------------------------------------------|-----|--------------------|
| Zeke Manners | <b>Western Stove Co.</b><br>Western Holly Gas Ranges | ABC | Brooks Adv. Agency |
|--------------|------------------------------------------------------|-----|--------------------|

# FM STATIONS IN OPERATION

As of Jan. 1, 1952

## ALABAMA

| City           | Call Letters | Licensee                    | Frequency (mc) | Chief Executive              |
|----------------|--------------|-----------------------------|----------------|------------------------------|
| Albertville    | WAVU-FM      | Sand Mountain Bstg. Svc.    | 105.1          | Pat M. Courington, Pres.     |
| Alexander City | WRFS-FM      | Piedmont Service Corp.      | 106.1          | James L. Coley, Pres.        |
| Andalusia      | WCTA-FM      | Andalusia Bstg Co., Inc.    | 98.1           | J. Dige Bishop, Exec. V.-P.  |
| Anniston       | WHMA-FM      | Anniston B'casting Co.      | 100.5          | Harry M. Ayers, Pres.        |
| Bessemer       | WJLN         | Johnston Bstg. Co.          | 104.7          | George Johnston, Jr., Pres.  |
| Birmingham     | WAFM         | Voice of Ala., Inc.         | 99.5           | E. Norton, Bd. Chmn.         |
| Birmingham     | WSGN-FM      | The Birmingham News Co.     | 93.7           | Henry P. Johnston, Gen. Mgr. |
| Cullman        | WFMH-FM      | The Voice of Cullman        | 100.9          | B. C. Eddins                 |
| Decatur        | WHOS-FM      | N. Ala. Bstg. Co.           | 92.5           | B. C. Shelton, Chief Exec.   |
| Gadsden        | WJBY-FM      | Gadsden Bstg. Co., Inc.     | 103.7          | B. H. Hopson, Pres.          |
| Huntsville     | WHBS-FM      | The Huntsville Times Co.    | 95.1           | J. F. Neal, Gen. Mgr.        |
| Lanett         | WRLD-FM      | Valley Bstg. Co., Inc.      | 102.9          | J. C. Henderson, Pres.       |
| Mobile         | WABB-FM      | Mobile Press Register, Inc. | 102.1          | R. B. Chandler, Pres.        |
| Mobile         | WKRQ-FM      | Giddens & Rester            | 99.9           | F. F. Busby, Gen. Mgr.       |
| Montgomery     | WCOV-FM      | Estate of G. W. Covington   | 94.5           | Hugh Smith, Gen. Mgr.        |

## ARIZONA

|      |         |                      |       |                       |
|------|---------|----------------------|-------|-----------------------|
| Mesa | KTYL-FM | Sun Valley Bstg. Co. | 104.7 | Dwight Harkins, Pres. |
|------|---------|----------------------|-------|-----------------------|

## ARKANSAS

|                |         |                       |       |                                      |
|----------------|---------|-----------------------|-------|--------------------------------------|
| Blytheville    | KLCN-FM | Harold L. Sudbury     | 96.7  | Harold L. Sudbury, Pres. & Gen. Mgr. |
| Conway         | KCON-FM | Conway Bstg. Co.      | 97.1  | J. E. Clayton, Pres.                 |
| Fort Smith     | KFPW-FM | Tulsa Bstg. Co.       | 94.9  | John Esau, Vice Pres. & Gen. Mgr.    |
| Jonesboro      | KFSA-FM | Southwestern Pub. Co. | 107.7 | Donald W. Reynolds, Pres.            |
| Siloam Springs | KBTM-FM | Regional Bstg. Co.    | 101.9 | Jay P. Beard, Pres.                  |
|                | KUOA-FM | KUOA, Inc.            | 105.7 | John E. Brown, Sr., Pres.            |

## CALIFORNIA

|               |         |                               |       |                                    |
|---------------|---------|-------------------------------|-------|------------------------------------|
| Bakersfield   | KERN-FM | McClatchy Bstg. Co.           | 94.1  | Eleanor McClatchy, Pres.           |
| Bakersfield   | KMAR    | Marmat Radio Co.              | 92.5  | James L. McDowell, Gen. Mgr.       |
| Berkeley      | KPFA    | Pacific Foundn.               | 104.5 | Lewis Hill, Exec. Dir.             |
| Berkeley      | KRE-FM  | Central Calif. Bsters.        | 102.9 | Arthur Westlund, Pres.             |
| Chico         | KVCI    | Golden Empire Bstg. Co. Inc.  | 101.2 | Mrs. Hugh McClung, Pres.           |
| Eureka        | KRED    | Redwood Bstg. Co., Inc.       | 96.3  | William B. Smullin, Pres.          |
| Fresno        | KARM-FM | The George Harm Station       | 101.9 | Hattie Harm, Pres.                 |
| Fresno        | KMJ-FM  | McClatchy Bstg. Co.           | 97.9  | Eleanor McClatchy, Pres.           |
| Fresno        | KRFM    | Calif. Inland Bstg. Co.       | 93.7  | Paul R. Bartlett, Pres.            |
| Hollywood     | KECA-FM | American Bstg. Co.            | 95.5  | Robert Kintner, Pres.              |
| Hollywood     | KFMV    | Union Bstg. Corp. of Calif.   | 94.7  | Cliff T. Mayer, Pres.              |
| Hollywood     | KHJ-FM  | Thomas S. Lee Entprs.         | 101.1 | Willet H. Brown, Pres.             |
| Long Beach    | KFOX-FM | Nichols & Warinner, Inc.      | 102.3 | Hal G. Nichols, Pres.              |
| Long Beach    | KNOB    | Cerritos Bstg. Co.            | 103.1 | Jay E. Tapp, Gen. Mgr.             |
| Los Angeles   | KFCF-FM | Los Angeles Bstg. Co., Inc.   | 104.3 | Calvin J. Smith, Pres.             |
| Los Angeles   | KMGM    | MGM Studios, Inc.             | 98.7  | Wm. F. McCrystal, Gen. Mgr.        |
| Los Angeles   | KNX-FM  | Columbia Bstg. System         | 93.1  | Wm. D. Shaw, Gen. Mgr.             |
| Los Angeles   | KRKD-FM | Radio Bcstrs., Inc.           | 96.3  | Ned Connor, Gen. Mgr.              |
| Marysville    | KMYC-FM | Marysville-Yuba Bcstrs., Inc. | 99.9  | H. E. Thomas, Pres.                |
| Merced        | KVME    | Merced Bstg. Co.              | 97.5  | Mrs. Hugh McClung, Pres.           |
| Modesto       | KBEE    | McClatchy Bstg. Co.           | 103.3 | Eleanor McClatchy, Pres.           |
| Modesto       | KTRB-FM | KTRB Bstg. Co., Inc.          | 104.1 | William H. Bates, Jr., Pres.       |
| Oakland       | KLX-FM  | Tribune Bidg. Co.             | 101.3 | J. R. Knowland, Jr., Pres.         |
| Ontario       | KEDO    | The Daily Report Co.          | 93.5  | Mrs. Jerene Appleby Harnish, Pres. |
| Pasadena      | KWKW-FM | S. Calif. Bstg. Co.           | 98.3  | Marshall S. Neal, Pres.            |
| Redding       | KVRE    | Golden Empire Bstg. Co.       | 103.9 | Mrs. Hugh McClung, Pres.           |
| Riverside     | KPOR    | Bstg. Corp of America         | 97.5  | W. E. Gleeson, Pres.               |
| Sacramento    | KCRA-FM | KCRA, Inc.                    | 96.1  | Ewing C. Kelly, Pres.              |
| Sacramento    | KFBK-FM | McClatchy Bstg. Co.           | 96.9  | Eleanor McClatchy, Pres.           |
| Sacramento    | KXOA-FM | Sacramento Bcstrs., Inc.      | 107.9 | Lincoln Dellar, Pres.              |
| San Bruno     | KSBR    | Radio Diablo, Inc.            | 100.5 | Orrin H. Brown, Pres.              |
| San Diego     | KFSD-FM | Airran Radio Corp., Ltd.      | 94.1  | Thomas E. Sharp, Pres.             |
| San Francisco | KCBS-FM | Columbia Bstg. Co., Inc.      | 103.7 | Frank Stanton, Pres.               |
| San Francisco | KDFC    | Sundial Bstg. Corp.           | 102.1 | William R. Crocker, Pres.          |
| San Francisco | KGO-FM  | American Bstg. Co.            | 106.1 | Robert Kintner, Pres.              |
| San Francisco | KGSF    | Warners Bros.                 | 97.3  | S. W. Warner, Gen. Mgr.            |
| San Francisco | KNBC-FM | National Bstg. Co.            | 99.7  | Joseph H. McConnell, Pres.         |
| San Francisco | KRON-FM | Chronicle Pub. Co.            | 96.5  | Charles Thieriot, Gen. Mgr.        |

## FM Stations in Operation

| City                        | Call Letters | Licensee                         | Frequency (mc) | Chief Executive                 |
|-----------------------------|--------------|----------------------------------|----------------|---------------------------------|
| San Jose                    | KSJO-FM      | Santa Clara Bstg. Co.            | 95.3           | Patrick H. Peabody, Pres.       |
| Santa Ana                   | KVOE-FM      | Voice of the Orange Empire, Inc. | 96.7           | Ernest L. Spencer, Pres.        |
| Stockton                    | KGDM-FM      | E. F. Pepper                     | 92.9           | E. F. Pepper, Pres.             |
| <b>COLORADO</b>             |              |                                  |                |                                 |
| Denver                      | KFEL-FM      | Eugene P. O'Fallon, Inc.         | 97.3           | Gene O'Fallon, Gen. Mgr.        |
| Denver                      | KLZ-FM       | Aladdin Radio & TV Co.           | 94.1           | Hugh B. Terry, Mgr.             |
| Denver                      | KOA-FM       | National Bstg. Co.               | 95.7           | Joseph H. McConnell, Pres.      |
| <b>CONNECTICUT</b>          |              |                                  |                |                                 |
| Greenwich                   | WGCH         | Greenwich Bstg. Corp.            | 95.9           | Walter S. Lemmon, Pres.         |
| Hartford                    | WDRC-FM      | The Conn. Bstg. Co.              | 93.7           | Franklin M. Doolittle, Pres.    |
| Hartford                    | WTIC-FM      | Travelers Bstg. Service Corp.    | 96.5           | Paul W. Morency, V.-P.          |
| Meriden                     | WMMW-FM      | Silver City Crystal Co.          | 95.7           | Carl A. Schultz, Pres.          |
| New Haven                   | WBIB         | The Colony Bstg. Corp.           | 100.7          | Samuel Botwinik, Pres.          |
| New Haven                   | WELI-FM      | Conn. Radio Foundation           | 107.9          | Harry C. Wilder, Pres.          |
| New Haven                   | WNHC-FM      | Elm City Bstg. Corp.             | 99.1           | Patrick J. Good, Pres.          |
| Stamford                    | WSTC-FM      | The Western Conn. Bstg. Co.      | 96.7           | Kingsley Gillespie, Pres.       |
| <b>DELAWARE</b>             |              |                                  |                |                                 |
| Georgetown                  | WJWL-FM      | Rollins Bstg. Co.                | 101.5          | John W. Rollins, Pres.          |
| Wilmington                  | WDEL-FM      | WDEL, Inc.                       | 93.7           | Clair R. McCullough, Sta. Exec. |
| <b>DISTRICT OF COLUMBIA</b> |              |                                  |                |                                 |
| Washington                  | WASH         | Everett L. Dillard               | 97.1           | Everett L. Dillard, Pres.       |
| Washington                  | WCFM         | Cooperative Bstg. Assn.          | 99.5           | Wallace J. Campbell, Pres.      |
| Washington                  | WGMS-FM      | The Good Music Sta., Inc.        | 103.5          | Morris Rodman, Pres.            |
| Washington                  | WMAI-FM      | Evening Star Bstg. Co.           | 107.3          | S. H. Kaufmann, Pres.           |
| Washington                  | WOL-FM       | Peoples Star Corp.               | 98.7           | Murray D. Lincoln, Pres.        |
| Washington                  | WRB-FM       | National Bstg. Co.               | 93.9           | Joseph H. McConnell, Pres.      |
| Washington                  | WTOP-FM      | WTOP, Inc.                       | 96.3           | Philip L. Graham, Pres.         |
| Washington                  | WWDC-FM      | Capital Bstg. Co.                | 101.1          | Joseph Katz, Pres.              |
| <b>FLORIDA</b>              |              |                                  |                |                                 |
| Daytona Beach               | WNDB-FM      | News-Journal Corp.               | 94.5           | Jerry Stone, Gen. Mgr.          |
| Gainesville                 | WRUF-FM      | U. of Florida                    | 104.5          | Garland Powell, Dir.            |
| Jacksonville                | WJAX-FM      | City of Jacksonville             | 95.1           | John T. Hopkins, III, Gen. Mgr. |
| Jacksonville                | WJHP-FM      | The Metropolis Co.               | 96.9           | John H. Perry, Pres.            |
| Jacksonville                | WMBR-FM      | Florida Bstg. Co.                | 96.1           | Frank King, Pres.               |
| Miami                       | WGBS-FM      | Fort Industry Co.                | 96.3           | George B. Storer, Pres.         |
| Miami                       | WIOD-FM      | Isle of Dreams Bstg. Corp.       | 97.3           | Daniel J. Mahoney, Pres.        |
| Miami                       | WQAM-FM      | Miami Bstg. Co.                  | 94.9           | John S. Knight, Pres.           |
| Miami                       | WWPB-FM      | Paul Brake                       | 101.5          | Paul Brake, Owner               |
| Miami Beach                 | WKAT-FM      | WKAT, Inc.                       | 93.1           | A. Frank Katzentine, Pres.      |
| Miami Beach                 | WLRD         | Mercantile Bstg. Co.             | 93.9           | Alan H. Rosenson, Pres.         |
| Orlando                     | WDBO-FM      | Orlando Bstg. Co., Inc.          | 92.3           | Harold P. Danforth              |
| Orlando                     | WOOO-FM      | Orlando Daily Newspapers         | 96.5           | Martin Anderson, Pres.          |
| Orlando                     | WORZ-FM      | Cent. Fla. Bstg. Co.             | 100.3          | W. O. Murrell, Owner            |
| Palm Beach                  | WWPG-FM      | Palm Beach Bstg. Corp.           | 97.9           | Charles E. Davis, Pres.         |
| Panama City                 | WOLP-FM      | Panama City Bstg. Co.            | 98.9           | John H. Perry, Pres.            |
| St. Petersburg              | WTSP-FM      | Pinellas Bstg. Co.               | 102.5          | N. B. Poynter, Pres.            |
| Tallahassee                 | WTAL-FM      | John H. Phipps                   | 103.9          | John H. Phipps, Pres.           |
| Tampa                       | WDAE-FM      | Tampa Times Co.                  | 100.7          | David E. Smiley, Pres.          |
| Tampa                       | WFLA-FM      | Tribune Co.                      | 93.3           | Harold A. Dunlap, Gen. Mgr.     |
| <b>GEORGIA</b>              |              |                                  |                |                                 |
| Athens                      | WGAU-FM      | J. K. Patrick & Co.              | 99.5           | C. A. Rowland                   |
| Atlanta                     | WAGA-FM      | Fort Industry Co.                | 103.3          | George B. Storer, Pres.         |
| Atlanta                     | WATL-FM      | Atlanta Bstg. Co.                | 97.5           | J. W. Woodruff, Sr., Pres.      |
| Atlanta                     | WBGE-FM      | Mike Benton Co.                  | 95.5           | Mike Benton, Pres.              |
| Atlanta                     | WGST-FM      | Ga. Inst. of Tech.               | 94.1           | F. M. Sparatlin, Pres.          |
| Atlanta                     | WSB-FM       | Atlanta Newspapers, Inc.         | 98.5           | J. M. Cox, Jr., Pres.           |
| Cedartown                   | WGAA-FM      | Timm, Inc.                       | 96.1           | B. F. J. Timm, Pres.            |
| Columbus                    | WGBA-FM      | Ga.-Ala. Bstg. Corp.             | 95.1           | Walter M. Windsor, Gen. Mgr.    |
| Columbus                    | WRBL-FM      | Columbus Bstg. Co.               | 93.3           | J. W. Woodruff, Sr., Pres.      |
| Dawson                      | WDWD-FM      | Dawson Bstg. Co.                 | 101.1          | Ed. Stevens, Pres.              |
| Gainesville                 | WBUN-FM      | Northeast Georgia Bstg. Co.      | 103.9          | Paul C. Plaginos, Pres.         |
| LaGrange                    | WLAG-FM      | LaGrange Bstg. Co.               | 104.1          | Roy C. Swank, Pres.             |
| Macon                       | WBML-FM      | Middle Ga. Bstg. Co.             | 100.7          | E. D. Black, Pres.              |
| Macon                       | WMAZ-FM      | Southeastern Bstg. Co.           | 99.1           | George P. Rankin, Pres.         |
| Macon                       | WNEX-FM      | Macon Bstg. Co.                  | 96.9           | E. M. Lowe, Pres.               |
| Rome                        | WRGA-FM      | Rome Bstg. Corp.                 | 106.5          | Mrs. John W. Quarles, Pres.     |
| Savannah                    | WSAV-FM      | WSAV, Inc.                       | 100.3          | Harben Daniel, Pres.            |
| Savannah                    | WTOC-FM      | Savannah Bstg. Co.               | 97.3           | William T. Knight, Jr., Pres.   |
| Swainsboro                  | WJAT-FM      | Jack A. & Nancy N. Thompson      | 101.7          | Jack A. Thompson, Pres.         |
| Toccoa                      | WLET-FM      | R. G. LeTourneau                 | 106.1          | R. G. LeTourneau, Pres.         |
| Valdosta                    | WVOG-FM      | WVOG, Inc.                       | 92.5           | E. D. Rivers, Owner             |
| West Point                  | WRLD-FM      | Valley Bstg. Co.                 | 102.9          | J. C. Henderson, Pres.          |



## FM Stations in Operation

### IDAHO

| City       | Call Letters | Licensee            | Frequency (mc) | Chief Executive    |
|------------|--------------|---------------------|----------------|--------------------|
| Nampa      | KFXD-FM      | Frank E. Hurt & Son | 101.9          | Edward Hurt, Pres. |
| Pocatello  | KSEI-FM      | Radio Service Corp. | 96.5           | O. P. Soule, Pres. |
| Twin Falls | KTFI-FM      | Radio Bstg. Corp.   | 99.7           | O. P. Soule, Pres. |

### ILLINOIS

|                 |         |                                    |       |                                 |
|-----------------|---------|------------------------------------|-------|---------------------------------|
| Alton           | WOKZ-FM | WOKZ, Inc.                         | 99.9  | Edward Wheeler, Pres.           |
| Bloomington     | WJBC-FM | Bloomington Bstg. Corp.            | 101.5 | Loring Merwin, Pres.            |
| Canton          | WBYS-FM | Fulton County Bstg. Co.            | 100.9 | Harold R. Winsor, Pres.         |
| Carmi           | WROY-FM | Carmi Bstg. Co.                    | 97.3  | Roy Clippenger, Pres.           |
| Centralia       | WCNT-FM | WCNT, Inc.                         | 96.5  | George F. Isaac, Pres.          |
| Champaign       | WDWS-FM | Champaign-News Gazette, Inc.       | 97.5  | Marc Howard, Mgr.               |
| Chicago         | WAAF-FM | Corn Belt Pub. Inc.                | 93.9  | Ward A. Neff, Pres.             |
| Chicago         | WBBM-FM | Columbia Bstg. System              | 97.1  | Frank Stanton, Pres.            |
| Chicago         | WBIK    | Balaban & Katz Corp.               | 96.3  | John H. Mitchell, Gen. Mgr.     |
| Chicago         | WEFM    | Zenith Radio Corp.                 | 99.5  | E. F. McDonald, Jr., Pres.      |
| Chicago         | WENR-FM | American Bstg. Co.                 | 94.7  | Robert Kintner, Pres.           |
| Chicago         | WFJL    | Lewis College of Science & Tech.   | 93.1  | Rev. Bernard J. Sheil, Pres.    |
| Chicago         | WFMF    | WJJD, Inc.                         | 100.3 | Marshall Field, Pres.           |
| Chicago         | WMFT    | Gale Bstg., Inc.                   | 105.9 | Bernard Jacobs, Pres.           |
| Chicago         | WGNB    | WGN, Inc.                          | 98.7  | Col. Robert R. McCormack, Pres. |
| Chicago         | WMAQ-FM | National Bstg. Co.                 | 101.1 | Joseph H. McConnell, Pres.      |
| Chicago         | WMOR    | Met. Radio Corp.                   | 102.7 | L. B. Melnick, Gen. Mgr.        |
| Chicago Heights | WCHI    | Chicago Heights Bstg. Co.          | 95.9  | Anthony Santucci, Pres.         |
| Cicero          | WEHS    | WHFC, Inc.                         | 97.9  | R. W. Hoffman, Gen. Mgr.        |
| Decatur         | WSOY-FM | Illinois Bstg. Co.                 | 102.1 | F. W. Schaub, Pres.             |
| East St. Louis  | WTMV-FM | WTMV On the Air Inc.               | 102.5 | Alvin O. Eades, Pres.           |
| Elmwood Park    | WELEY   | Elmwood Pk. Bstg. Corp.            | 107.1 | Zeb Zarnacki, Pres.             |
| Evansston       | WEAW    | North Shore Bstg. Co., Inc.        | 105.1 | Edward A. Wheeler, Pres.        |
| Freeport        | WFJS    | Freeport Journal-Standard Pub. Co. | 102.5 | Donald L. Bread, Pres.          |
| Harrisburg      | WEBQ-FM | Harrisburg Bstg. Co.               | 99.9  | Englis M. Taylor, Gen. Mgr.     |
| Jacksonville    | WLDS-FM | Jacksonville Radio & TV            | 100.5 | Robert A. Fay, Pres.            |
| Mattoon         | WLBH-FM | Mattoon Bstg. Co.                  | 96.9  | J. R. Livesay, Pres.            |
| Mt. Vernon      | WMIX-FM | Mt. Vernon Radio & TV Corp.        | 94.1  | John R. Mitchell, Pres.         |
| Oak Park        | WOPA-FM | Village Bstg. Co.                  | 102.3 | W. L. Klein, Gen. Mgr.          |
| Oak Park        | WQAK    | Gale Bstg. Co.                     | 105.9 | Bernard Jacobs, Pres.           |
| Peoria          | WMBD-FM | Peoria Bstg. Co.                   | 92.5  | Charles C. Caley, V.-P.         |
| Quincy          | WQDI    | Quincy Bstg. Co.                   | 105.1 | T. C. Oakley, Pres.             |
| Quincy          | WTAD-FM | Lee Bstg. Co.                      | 99.5  | Lee P. Loomis, Pres.            |
| Rockford        | WROK-FM | Rockford Bstgs., Inc.              | 97.5  | Albert Simms, Pres.             |
| Rock Island     | WHBF-FM | Rock Island Bstg. Co.              | 98.9  | Ben H. Potter, Pres.            |
| St. Charles     | WEXI    | Greater Ill. Bstg.                 | 106.3 | Gerald F. Kraus, Pres.          |
| Springfield     | WCVS-FM | WCBS, Inc.                         | 102.9 | H. L. Dewing, Pres.             |
| Springfield     | WTAX-FM | WTAX, Inc.                         | 103.7 | Oliver J. Keller, Pres.         |
| Urbana          | WKID-FM | Sterling Bstg. Co.                 | 103.3 | Robert E. J. Snyder, Ptr.       |
| Waukegan        | WKRS-FM | News Sun Bstg. Co.                 | 106.7 | F. Ward Just, Pres.             |

### INDIANA

|               |         |                                   |       |                                |
|---------------|---------|-----------------------------------|-------|--------------------------------|
| Columbus      | WCSI    | Syndicate Theatres, Inc.          | 93.7  | Joseph P. Finneran, Pres.      |
| Connersville  | WCNB-FM | News-Examiner Co.                 | 100.3 | Emmett M. Jackson, Gen. Mgr.   |
| Elkhart       | WTRC-FM | Truth Pub. Co.                    | 100.7 | Richard W. Holloway, Gen. Mgr. |
| Evansville    | WIKY-FM | South Central Bstg. Corp.         | 104.1 | John A. Engelbrecht, Pres.     |
| Evansville    | WMLL    | On the Air, Inc.                  | 94.5  | Clarence Leich, Gen. Mgr.      |
| Fort Wayne    | WKJG-FM | Northeastern Ind. Bstg. Co., Inc. | 106.1 | Edward Thomas, Gen. Mgr.       |
| Fort Wayne    | WOWO-FM | Westinghouse Radio Stations, Inc. | 96.1  | Walter Evans, Pres.            |
| Hammond       | WJIZ    | South Shore Bstg. Corp.           | 92.3  | Robert C. Adair, Gen. Mgr.     |
| Lafayette     | WFAM    | WFAM, Inc.                        | 95.1  | O. E. Richardson, Pres.        |
| Lebanon       | WINL    | Lebanon Bstg. Co.                 | 107.1 | Percy M. McGhee, Pres.         |
| Madison       | WORX    | Pioneer FM Co.                    | 96.7  | Frances Knight, Gen. Mgr.      |
| Madison       | WMRI    | Chronicle Pub. Co., Inc.          | 106.9 | Gardner J. Thomas, Pres.       |
| Michigan City | WIMS-FM | Northern Indiana Bstgs., Inc.     | 93.5  | Wm. N. Udell, Pres.            |
| Muncie        | WMUN    | Tri-City Radio Corp.              | 104.1 | D. A. Burton, Pres.            |
| New Castle    | WCTW    | Courier-Times, Inc.               | 102.5 | Scott Chambers, Gen. Mgr.      |
| Shelbyville   | WSRK    | Shelbyville Radio, Inc.           | 101.3 | John C. DePrez, Pres.          |
| Terre Haute   | WBOW-FM | Banks of the Wabash, Inc.         | 101.1 | Alvin Eades, Pres.             |
| Terre Haute   | WTHI-FM | Wabash Valley Bstg. Corp.         | 99.9  | Anton Hulman, Jr., Pres.       |
| Warsaw        | WRSW    | Warsaw Times Union                | 107.3 | R. B. Williams, Pres.          |
| Washington    | WFML    | Washington Radio, Inc.            | 106.5 | Paul R. Bauman, Pres.          |

### IOWA

|                |         |                        |       |                            |
|----------------|---------|------------------------|-------|----------------------------|
| Boone          | KFGQ-FM | Boone Biblical College | 99.3  | G. B. McDermott, Pres.     |
| Burlington     | KBUR-FM | Burlington Bstg. Co.   | 92.9  | F. J. Hladky, Vice-Pres.   |
| Cedar Rapids   | KCRK-FM | The Gazette Co.        | 96.9  | William S. Jacobsen, Pres. |
| Clinton        | KROS-FM | Clinton Bstg. Corp.    | 96.1  | Robert R. O'Brien, Pres.   |
| Council Bluffs | KSWI-FM | Nonpareil Bstg. Co.    | 96.1  | Col. B. J. Palmer, Pres.   |
| Davenport      | WOC-FM  | Tri-City Bstg. Co.     | 103.7 | Karl Peters, Pres.         |
| Des Moines     | KCBC-FM | Majestic Bstg. Co.     | 94.1  | Gardner Cowles, Pres.      |
| Des Moines     | KRNT-FM | Cowles Bstg. Co.       | 104.5 | Kingsley H. Murphy, Pres.  |
| Des Moines     | KSO-FM  | Murphy Bstg. Co.       | 97.3  |                            |

## FM Stations in Operation

| City                 | Call Letters | Licensee                          | Frequency (mc) | Chief Executive               |
|----------------------|--------------|-----------------------------------|----------------|-------------------------------|
| Des Moines           | WHO-FM       | Central Bcstg. Co.                | 100.3          | Col. B. J. Palmer, Pres.      |
| Dubuque              | KDTH-FM      | Telegraph-Herald                  | 100.5          | F. W. Woodward, Pres.         |
| Dubuque              | WDBQ         | Dubuque Bcstg. Co.                | 103.3          | James D. Carpenter, Pres.     |
| Fort Dodge           | KFMY         | Northwest Bcstg. Co.              | 102.7          | Edward Breen, Pres.           |
| Keokuk               | KOKX-FM      | Keokuk Bcstg. Co.                 | 102.7          | H. W. Stadler, Pres.          |
| Mason City           | KGLO-FM      | Lee Radio, Inc.                   | 101.1          | Lee P. Loomis, Pres.          |
| Muscatine            | KWPC-FM      | Muscatine Bcstg. Co.              | 99.7           | George Volger, Gen. Mgr.      |
| Sioux City           | KSCJ-FM      | Perkins Bros. Co.                 | 94.9           | W. R. Perkins, Pres.          |
| Storm Lake           | KAYL-FM      | Cornbelt Bcstg. Co.               | 101.5          | Oscar J. Grau, Pres.          |
| Waterloo             | KXEL-FM      | Josh Higgins Bcstg. Co.           | 105.7          | Joe DuMond, Pres.             |
| <b>KANSAS</b>        |              |                                   |                |                               |
| Hutchinson           | KWBW-FM      | Bess Marsh Wyse                   | 93.1           | Bess M. Wyse, Pres.           |
| Wichita              | KFH-FM       | radio station KFH Co.             | 100.3          | John Rigby, Pres.             |
| <b>KENTUCKY</b>      |              |                                   |                |                               |
| Ashland              | WCMI-FM      | Ashland Bcstg. Co.                | 93.7           | Gilmore N. Nunn, Pres.        |
| Bowling Green        | WLBJ-FM      | Bowling Green Bcstg. Corp.        | 101.1          | Ken D. Given, Pres.           |
| Henderson            | WSON-FM      | Henderson Bcstg. Co., Inc.        | 99.5           | Hecht S. Lackey, Pres.        |
| Hopkinsville         | WHOP-FM      | Hopkinsville Bcstg. Co., Inc.     | 98.7           | F. E. Lackey, Pres.           |
| Lexington            | WLAP-FM      | Amer. Bcstg. Corp.                | 94.5           | J. E. Willis, Gen. Mgr.       |
| Louisville           | WRXW         | WAVE, Inc.                        | 95.1           | George W. Norton, Jr., Pres.  |
| Madisonville         | WFMW         | Messenger Bcstg. Co., Inc.        | 93.9           | Edgar Arnold, Sr., Pres.      |
| Owensboro            | WOMI-FM      | Owensboro Bcstg. Co.              | 92.5           | L. W. Hager, Pres.            |
| Owensboro            | WJIS-FM      | Owensboro On the Air, Inc.        | 96.1           | Vincent J. Steele, Pres.      |
| Paducah              | WKYC         | WKYC, Inc.                        | 93.3           | Edward J. Paxton, Jr., Pres.  |
| Paducah              | WPAD-FM      | Paducah Bcstg. Co., Inc.          | 96.9           | Pierce E. Lackey, Pres.       |
| <b>LOUISIANA</b>     |              |                                   |                |                               |
| Alexandria           | KALB-FM      | Alexandria Bcstg. Co., Inc.       | 96.9           | Walter H. Allen, Pres.        |
| Baton Rouge          | WAFB-FM      | Modern Bcstg. Co.                 | 104.3          | Charles C. Barnard, Pres.     |
| Baton Rouge          | WBRL         | Baton Rouge Bcstg. Co., Inc.      | 98.1           | Douglas L. Manship, Pres.     |
| Baton Rouge          | WLCS-FM      | Airwaves, Inc.                    | 101.1          | R. F. Cangelosi, Pres.        |
| Lafayette            | KVOL-FM      | Evangeline Bcstg. Co., Inc.       | 96.1           | George H. Thomas, Pres.       |
| Monroe               | KMFM         | Liner's Bcstg. Station, Inc.      | 104.1          | J. C. Liner, Pres.            |
| New Orleans          | WDSU-FM      | WDSU Bcstg. Service               | 105.3          | Edgar B. Stern, Jr., Pres.    |
| New Orleans          | WRCM         | Supreme Bcstg. Co., Inc.          | 97.1           | Chester F. Owens, Pres.       |
| New Orleans          | WSMB-FM      | WSMB, Inc.                        | 102.7          | N. L. Carter, Pres.           |
| New Orleans          | WTPS-FM      | Times Picayune Pub. Co.           | 95.7           | L. K. Nicholson, Pres.        |
| Shreveport           | KRMD-FM      | Radio Station KRMD                | 101.1          | Glenn V. Wilson, Mgr.         |
| Shreveport           | KWKH-FM      | International Bcstg. Corp.        | 94.5           | John D. Ewing, Pres.          |
| <b>MAINE</b>         |              |                                   |                |                               |
| Bangor               | WGUY-FM      | Guy Gannett Bcstg. Service        | 93.1           | Guy P. Gannett, Pres.         |
| Lewiston             | WCOU-FM      | Twin City Bcstg. Co., Inc.        | 93.9           | Faust Couture, Pres.          |
| <b>MARYLAND</b>      |              |                                   |                |                               |
| Annapolis            | WNAV-FM      | Capital Bcstg. Co.                | 99.1           | Albert H. MacCarthy, Pres.    |
| Baltimore            | WCAO-FM      | Monumental Radio Co.              | 102.7          | Lewis W. Milbourne, Pres.     |
| Baltimore            | WITF-FM      | Maryland Bcstg. Co.               | 104.3          | Thomas G. Tinsley, Jr., Pres. |
| Baltimore            | WWIN-FM      | Belvedere Bcstg. Corp.            | 94.7           | Thomas F. McNulty, Pres.      |
| Bradbury Heights     | WBUZ         | Chesapeake Bcstg. Co., Inc.       | 96.7           | Leslie L. Altmann, Pres.      |
| Cumberland           | WCUM-FM      | Tower Realty Co.                  | 102.9          | Karl F. Steinmann, Owner      |
| Frederick            | WFMD-FM      | Menocacy Bcstg. Co.               | 99.9           | Laurence Leonard, Pres.       |
| Hagerstown           | WJEJ-FM      | Hagerstown Bcstg. Co., Inc.       | 104.7          | Grver C. Crilly, Pres.        |
| Salisbury            | WESN-FM      | Peninsula Bcstg. Co.              | 97.5           | John W. Downing, Pres.        |
| <b>MASSACHUSETTS</b> |              |                                   |                |                               |
| Boston               | WBZ-FM       | Westinghouse Radio Stations, Inc. | 92.9           | Walter Evans, Pres.           |
| Boston               | WCOP-FM      | Baker, Beaman & Whisnand          | 100.7          | Roy V. Whisnand, Gen. Mgr.    |
| Boston               | WEEI-FM      | Columbia Bcstg. System            | 103.3          | Frank Stanton, Pres.          |
| Boston               | WHDH-FM      | Matheson Radio Co., Inc.          | 94.5           | Robert B. Choate, Pres.       |
| Boston               | WNAC-FM      | Thomas S. Lee Enterprises         | 98.5           | Linus Travers, Exec. V.-P.    |
| Brckton              | WBET-FM      | Enterprise Pub. Co.               | 97.7           | Charles A. Fuller, Gen. Mgr.  |
| Cambridge            | WXHR         | Middlesex Bcstg. Corp.            | 96.9           | Frank Lyman, Jr., Pres.       |
| Greenfield           | WHAI-FM      | John Haigis                       | 98.3           | John W. Haigis, Pres.         |
| Holyoke              | WHYN-FM      | Hampden-Hampshire Corp.           | 93.1           | Charles N. DeRose, Gen. Mgr.  |
| Lawrence             | WLAW-FM      | Hildreth & Rogers Co.             | 93.7           | Irving E. Rogers, Pres.       |
| Lowell               | WLLH-FM      | Merrimac Bcstg. Co., Inc.         | 99.5           | Gerald Harrison, Pres.        |
| Lynn                 | WLYN-FM      | Puritan Bcstg. Service, Inc.      | 105.5          | Theodore Feinstein, Pres.     |
| New Bedford          | WBSM-FM      | Bay State Bcstg. Co.              | 97.3           | Joseph P. Duchaine, Pres.     |
| New Bedford          | WFMR         | E. Anthony & Sons                 | 98.1           | Basil Brewer, Pres.           |
| Pittsfield           | WBEC-FM      | Western Mass. Bcstg. Co.          | 94.3           | Donald P. Miller, Pres.       |
| Springfield          | WBZA-FM      | Westinghouse Radio Stations, Inc. | 97.1           | Walter Evans, Pres.           |
| Springfield          | WMAS-FM      | WMAS, Inc.                        | 94.7           | Gerald Harrison, Pres.        |
| Springfield          | WSPR-FM      | WSPR, Inc.                        | 97.9           | Allan C. Tindal, Pres.        |
| West Yarmouth        | WOCB-FM      | E. Anthony & Sons, Inc.           | 94.3           | Basil Brewer, Pres.           |
| Worcester            | WGTR         | Thomas S. Lee Enterprises, Inc.   | 99.1           | William O'Neil, Pres.         |
| Worcester            | WTAG-FM      | WTAG, Inc.                        | 96.1           | Robert W. Booth, Vice-Pres.   |

## FM Stations in Operation

### MICHIGAN

| City          | Call Letters | Licensee                         | Frequency (mc) | Chief Executive               |
|---------------|--------------|----------------------------------|----------------|-------------------------------|
| Ann Arbor     | WPAG-FM      | Washtenaw Bcstg. Co.             | 98.7           | Arthur E. Greene, Pres.       |
| Battle Creek  | WELL-FM      | Federated Publications, Inc.     | 101.2          | D. E. Jayne, Gen. Mgr.        |
| Bay City      | WBCM-FM      | Bay Bcstg. Co., Inc.             | 96.1           | Harley D. Peet, Pres.         |
| Benton Harbor | WHEB-FM      | Palladium Pub. Co.               | 99.9           | S. R. Banyon, Pres.           |
| Detroit       | WDET         | UAW-CIO Bcstrs. Corp.            | 101.9          | Mildred M. Jeffrey, Gen. Mgr. |
| Detroit       | WJBK-FM      | Fort Industry Co.                | 93.1           | George B. Storer, Pres.       |
| Detroit       | WJLB-FM      | Booth Radio & TV Station Inc.    | 97.9           | John L. Booth, Pres.          |
| Detroit       | WJR-FM       | WJR, The Goodwill Stations, Inc. | 96.3           | John F. Patt, Pres.           |
| Detroit       | WLDM         | Lincoln Bcstg. Co.               | 95.5           | Ellis C. Thompson, Gen. Mgr.  |
| Detroit       | WWJ-FM       | Evening News Assn.               | 97.1           | Harry Bannister, Gen. Mgr.    |
| Detroit       | WXYZ-FM      | WXYZ, Inc.                       | 101.1          | James G. Riddell, Gen. Mgr.   |
| Detroit       | WAJL         | Advertisers' Press, Inc.         | 102.1          | Myron Weingarden, Pres.       |
| Flint         | WFRS         | Grand Rapids Bcstg. Corp.        | 97.5           | Gerald R. Loop, Pres.         |
| Grand Rapids  | WLAV-FM      | Verluis Radio & Tele., Inc.      | 96.9           | Leonard A. Verlusis, Owner    |
| Jackson       | WIBM-FM      | WIBM, Inc.                       | 92.3           | Herman Radner, Pres.          |
| Mt. Clemens   | WMLN         | Macomb Pub. Co.                  | 106.3          | Paul W. McKee, Pres.          |
| Muskegon      | WKBB-FM      | Arch Shawd                       | 98.9           | Arch Shawd, Pres.             |
| Owosso        | WOAP-FM      | Owosso Bcstg. Co.                | 103.1          | J. E. Campbell, Pres.         |
| Pontiac       | WCAR-FM      | WCAR, Inc.                       | 99.5           | H. Y. Levinson, Gen. Mgr.     |
| Royal Oak     | WOMC         | Royal Oak Bcstg. Co.             | 104.3          | Jacob B. Sparks, Pres.        |
| Saginaw       | WSAM-FM      | Saginaw Bcstg. Co.               | 98.1           | M. L. Greenebaum, Pres.       |
| Wyandotte     | WJWW         | The Wyandotte News Co.           | 103.1          | Strauss Gantz, Pres.          |

### MINNESOTA

|                          |         |                                |       |                             |
|--------------------------|---------|--------------------------------|-------|-----------------------------|
| Mankato                  | KYSM-FM | F. B. Clements & Co.           | 103.5 | John F. Meagher, Gen. Mgr.  |
| Minneapolis              | KTIS-FM | Northwestern Schools           | 98.5  | Dr. William Graham, Pres.   |
| Minneapolis—<br>St. Paul | WTCN-FM | Mid Continent Radio-Tele. Inc. | 97.1  | W. J. McNally, Pres.        |
| Minneapolis              | KSTP-FM | KSTP, Inc.                     | 102.1 | Stanley E. Hubbard, Pres.   |
| Minneapolis              | WMIN-FM | WMIN Bcstg. Co.                | 99.5  | Frank M. Devaney, Gen. Mgr. |
| Northfield               | WCAL-FM | St. Olaf College               | 95.7  | Milford Jensen, Gen. Mgr.   |
| St. Cloud                | KFAM-FM | Times Pub. Co.                 | 104.7 | Fred Schlipplin, Pres.      |
| Winona                   | KWNO-FM | Winona Radio Service           | 97.5  | M. H. White, Pres.          |

### MISSISSIPPI

|             |         |                          |       |                            |
|-------------|---------|--------------------------|-------|----------------------------|
| Gulfport    | WGCM-FM | WGCM Bcstg. Co.          | 101.5 | Hugh O. Jones, Pres.       |
| Hattiesburg | WRFM-FM | Forrest Bcstg. Co., Inc. | 97.9  | C. J. Wright, Sr., Pres.   |
| Jackson     | WJDX-FM | Lamar Life Insur. Co.    | 102.9 | Wiley P. Harris, Gen. Mgr. |
| Meridian    | WMOX-FM | Birney Imes, Jr.         | 98.5  | Birney Imes, Jr., Pres.    |

### MISSOURI

|                |         |                         |      |                              |
|----------------|---------|-------------------------|------|------------------------------|
| Cape Girardeau | KFVS-FM | Hirsch Bcstg. Co.       | 95.7 | Oscar C. Hirsch, Pres.       |
| Cape Girardeau | KGMO    | Cape Co. Bcstg. Co.     | 97.7 | Richard C. Brandt, Gen. Mgr. |
| Jefferson City | KWOS-FM | Capital Bcstg. Co.      | 98.5 | R. C. Goshorn, Pres.         |
| Joplin         | WMBH-FM | Joplin Bcstg. Co.       | 96.1 | D. J. Poynor, Pres.          |
| Kansas City    | KCMO-FM | KCMO Bcstg. Co.         | 94.9 | T. L. Evans, Pres.           |
| Kennett        | KBOA-FM | Kennett Bcsta. Corp.    | 98.9 | Paul C. Jones, Pres.         |
| Poplar Bluff   | KWOC-FM | Poplar Bluff Bcstg. Co. | 94.5 | A. L. McCarthy, Pres.        |
| St. Louis      | KXOK-FM | KXOK, Inc.              | 93.7 | Elzey Roberts, Pres.         |
| Sedalia        | KDRO-FM | Milton J. Hinlein       | 99.7 | Milton J. Hinlein, Pres.     |
| Springfield    | KTTS-FM | Independent Bcstg. Co.  | 94.7 | J. H. G. Cooper, Pres.       |

### NEBRASKA

|         |         |                       |       |                         |
|---------|---------|-----------------------|-------|-------------------------|
| Lincoln | KFOR-FM | Cornbelt Bcstg. Corp. | 102.9 | James Stuart, Pres.     |
| Omaha   | KBON-FM | Inland Bcstg. Co.     | 98.7  | Paul R. Fry, Vice-Pres. |

### NEVADA

|           |         |                 |       |                      |
|-----------|---------|-----------------|-------|----------------------|
| Las Vegas | KENO-FM | Nev. Bcstg. Co. | 103.9 | Maxwell Kelch, Owner |
|-----------|---------|-----------------|-------|----------------------|

### NEW HAMPSHIRE

|            |         |                                |       |                           |
|------------|---------|--------------------------------|-------|---------------------------|
| Claremont  | WTSV-FM | Granite State Bcstg. Co., Inc. | 106.1 | William J. Barkley, Pres. |
| Manchester | WKBR-FM | Granite State Bcstg. Co., Inc. | 100.1 | William J. Barkley, Pres. |
| Nashua     | WOTW-FM | Nashua Bcstg. Corp.            | 106.3 | Arthur A. Newcomb, Pres.  |

### NEW JERSEY

|               |         |                             |       |                               |
|---------------|---------|-----------------------------|-------|-------------------------------|
| Alpine        | WFMN    | Edwin H. Armstrong          | 93.1  | Dr. Edwin H. Armstrong, Owner |
| Asbury Park   | WJLK    | Asbury Park Press, Inc.     | 94.3  | Wayne D. McMurray, Pres.      |
| Atlantic City | WFGP-FM | Neptune Bcstg. Co.          | 98.5  | Fred Weber, Pres.             |
| Bridgeton     | WSNJ-FM | Eastern States Bcstg. Corp. | 98.9  | Paul Alger, Gen. Mgr.         |
| Elizabeth     | WPEO    | Radio Elizabeth, Inc.       | 96.7  | Robert C. Crane, Pres.        |
| Newark        | WAAT-FM | Bremer Bcstg. Corp.         | 94.7  | Irving R. Rosenhaus, Pres.    |
| Newark        | WNJR-FM | North Jersey Radio, Inc.    | 102.7 | Edward W. Scudder, Jr., Pres. |
| New Brunswick | WCTC-FM | Chanticleer Bcstg. Co.      | 98.3  | James L. Howe, Pres.          |
| New Brunswick | WDHN    | Home News Pub. Co.          | 93.5  | Hugh N. Boyd, Gen. Mgr.       |
| Plainfield    | WXNJ    | WXNJ, Inc.                  | 103.9 | Lucien Merle, Pres.           |
| Trenton       | WTOA    | Mercer Bcstg. Co.           | 97.5  | Jerome P. McCarthy, Gen. Mgr. |



## FM Stations in Operation

### NEW YORK

| City           | Call Letters | Licensee                           | Frequency (mc) | Chief Executive                |
|----------------|--------------|------------------------------------|----------------|--------------------------------|
| Albany         | WROW-FM      | Hudson Valley Bstg. Co., Inc.      | 93.9           | Dr. John J. Quinlan, Pres.     |
| Auburn         | WMBO-FM      | WMBO, Inc.                         | 96.1           | William O. Dapping, Pres.      |
| Binghamton     | WNBF-FM      | Clark Assoc., Inc.                 | 100.5          | John C. Clark, Sr., Pres.      |
| Bristol Center | WVBT         | Rural Radio Network, Inc.          | 95.1           | C. E. Snyder, Pres.            |
| Buffalo        | WBEN-FM      | WBEN, Inc.                         | 106.5          | Edward H. Butler, Pres.        |
| Buffalo        | WBNY-FM      | Roy L. Albertson                   | 92.9           | Roy L. Albertson, Pres.        |
| Buffalo        | WWOL-FM      | Greater Erie Bstg. Co.             | 104.1          | Leon Wyszatycki, Pres.         |
| Cherry Valley  | WVCV         | Rural Radio Network, Inc.          | 101.9          | C. E. Snyder, Pres.            |
| Corning        | WCLI-FM      | Elmira-Corning Bstg.               | 106.1          | W. A. Underhill, Pres.         |
| Cortland       | WKRT-FM      | Radio Courtland, Inc.              | 99.9           | Leighton A. Hope, Pres.        |
| De Ruyter      | WVCN         | Rural Radio Network, Inc.          | 105.1          | C. E. Snyder, Pres.            |
| Hempstead      | WHLI-FM      | FM Bstg. Corp.                     | 98.3           | Elias I. Godofsky, Sta. Mgr.   |
| Harnell        | WVHG         | The W. H. Greenhow Co.             | 105.3          | Louis G. Buisch, Pres.         |
| Ithaca         | WHCU-FM      | Cornell University                 | 97.3           | Michael R. Hanna, Gen. Mgr.    |
| Jamestown      | WJTN-FM      | James Bstg. Co.                    | 93.3           | Jay E. Mason, Pres.            |
| Lockport       | WUSA-FM      | Union-Sun & Journal, Inc.          | 99.3           | Egbert D. Corson, Pres.        |
| Massena        | WMSJ-FM      | The Brockway Co.                   | 105.3          | Louis Saiff, Gen. Mgr.         |
| New Rochelle   | WGNR         | New Rochelle Bstg. Svc., Inc.      | 93.5           | Julian H. Gins, Pres.          |
| New York       | WABF-FM      | Metropolitan Bstg. & TV, Inc.      | 99.5           | Ira A. Hirschmann, Pres.       |
| New York       | WCBS-FM      | Columbia Bstg. System              | 101.1          | Frank Stanton, Pres.           |
| New York       | WFDR         | WFDR Bstg. Corp.                   | 104.3          | Frederick F. Umhey, Pres.      |
| New York       | WGHF         | WGHF, Inc.                         | 101.9          | William G. H. Finch, Pres.     |
| New York       | WJZ-FM       | American Bstg. Co., Inc.           | 95.5           | Robert Kintner, Pres.          |
| New York       | WMGM-FM      | Marcus Loew Booking Agcy.          | 100.3          | Bertrum Lebar, Jr., Exec. Dir. |
| New York       | WNBC-FM      | National Bstg. Co., Inc.           | 97.1           | Joseph H. McConnell, Pres.     |
| New York       | WNYC-FM      | City of N. Y. Municipal Bstg. Sys. | 93.9           | Seymour N. Siegel, Gen. Mgr.   |
| New York       | WOR-FM       | General Tele Radio, Inc.           | 98.7           | Theodore C. Streibert, Pres.   |
| New York       | WQXR-FM      | Interstate Bstg. Co., Inc.         | 96.3           | Arthur H. Sulzberger, Pres.    |
| Niagara Falls  | WHLB-FM      | The Niagara Falls Gazette Pub. Co. | 98.5           | Earl C. Hull, Vice-Pres.       |
| Ogdensburg     | WSLB-FM      | St. Lawrence Bstg. Corp.           | 106.1          | Joseph R. Brandy, Pres.        |
| Olean          | WHDL-FM      | WHDL, Inc.                         | 95.7           | E. B. Fitzpatrick, Pres.       |
| Poughkeepsie   | WHVA         | Poughkeepsie Newspapers, Inc.      | 104.7          | M. C. Spidel, Pres.            |
| Rochester      | WHFM         | Stromberg-Carlson Co.              | 98.9           | William Fay, Vice-Pres.        |
| Rochester      | WRNY-FM      | Monroe Bstg. Co., Inc.             | 97.9           | George B. Kelly, Pres.         |
| Schenectady    | WBCA         | Capital Bstg. Co., Inc.            | 101.1          | Leonard L. Asch, Pres.         |
| Schenectady    | WGFM         | General Electric Co.               | 99.5           | Chester H. Lang, Vice-Pres.    |
| Syracuse       | WNDR-FM      | Syracuse Bstg. Corp.               | 102.5          | Franklin H. Small, Vice-Pres.  |
| Syracuse       | WSYR-FM      | Central N. Y. Bstg. Corp.          | 94.5           | H. C. Wilder, Pres.            |
| Troy           | WFLY         | The Troy Record Co.                | 92.3           | Frank L. York, Gen. Mgr.       |
| Troy           | WTRI         | Troy Bstg. Co., Inc.               | 102.7          | H. C. Wilder, Pres.            |
| Utica          | WIBX-FM      | WIBX, Inc.                         | 96.9           | Margaret Brown Stevens, Pres.  |
| Utica-Rome     | WRUN-FM      | Rame Sentinel Co.                  | 105.7          | Bradley C. Barnard, Pres.      |
| Watertown      | WVNY-FM      | The Brockway Co.                   | 100.5          | John Johnson, Pres.            |
| Wethersfield   | WFNF         | Rural Radio Network, Inc.          | 107.7          | C. E. Snyder, Pres.            |
| White Plains   | WFAS-FM      | Westchester Bstg. Corp.            | 103.9          | V. E. Macy, Jr., Pres.         |

### NORTH CAROLINA

|                 |         |                                    |       |                              |
|-----------------|---------|------------------------------------|-------|------------------------------|
| Asheboro        | WGWR-FM | Asheboro Bstg. Co.                 | 92.3  | Roy Cox, Pres.               |
| Asheville       | WLOS-FM | Skyway Bstg. Corp.                 | 104.3 | Charles B. Britt, Vice-Pres. |
| Burlington      | WBBB-FM | Alamance Bstg. Co., Inc.           | 101.1 | E. Z. Jones, Gen. Mgr.       |
| Burlington      | WFNS-FM | Burlington-Graham Bstg. Co.        | 93.9  | John C. Hanner, Gen. Mgr.    |
| Charlotte       | WAYS-FM | Intercity Adv. Co.                 | 107.7 | G. W. Dowdy, Pres.           |
| Charlotte       | WBT-FM  | Jefferson Standard Bstg. Co.       | 99.9  | J. M. Bryan, Pres.           |
| Charlotte       | WIST    | Bstg. Co. of the South             | 104.7 | Ray A. Furr, Mgr. Dir.       |
| Charlotte       | WSOC-FM | Radio Station WSOC, Inc.           | 103.5 | E. J. Gluck, Pres.           |
| Durham          | WDNC-FM | Durham Radio Corp.                 | 105.1 | C. C. Council, Pres.         |
| Elkin           | WIFM    | Yadkin Valley Bstg. Co.            | 100.9 | John A. Hinshaw, Owner       |
| Fayetteville    | WFNC-FM | Cape Fear Bstg. Co.                | 98.1  | Victor W. Dawson, Gen. Mgr.  |
| Forest City     | WBBO-FM | Rutherford County Radio Co., Inc.  | 93.3  | Ed M. Anderson, Pres.        |
| Gastonia        | WGNC-FM | Catherine T. McSwain               | 101.9 | Catherine T. McSwain, Pres.  |
| Goldsboro       | WGQR    | Eastern Carolina Bstg. Co., Inc.   | 93.3  | A. T. Hawkins, Pres.         |
| Greensboro      | WFMY    | Greensboro News Co.                | 97.3  | E. B. Jeffress, Pres.        |
| Henderson       | WHNC-FM | Henderson Radio Corp.              | 92.5  | S. S. Stevenson, Pres.       |
| High Point      | WHPE-FM | High Point Enterprise, Inc.        | 95.5  | R. B. Terry, Pres.           |
| High Point      | WMFR-FM | Radio Station WMFR                 | 99.5  | Frank S. Lambeth, Pres.      |
| Leaksville      | WLOE-FM | Douglas L. Craddock                | 92.7  | D. L. Craddock, Pres.        |
| Lexington       | WBXY-FM | Davidson County Bstg. Co.          | 94.3  | C. Robert Ray, Sta. Mgr.     |
| Madison-Mayodan | WFMB    | Maya Bstg. Corp.                   | 93.5  | J. B. Shelton, Pres.         |
| Raleigh         | WNAO-FM | News & Observer Pub. Co.           | 96.1  | Frank Daniels, Pres.         |
| Raleigh         | WPTF-FM | WPTF Radio Co.                     | 94.7  | Richard Mason, Gen. Mgr.     |
| Raleigh         | WRAL-FM | Capital Bstg. Co., Inc.            | 101.5 | A. J. Fletcher, Pres.        |
| Reidsville      | WREW-FM | Reidsville Bstg. Co.               | 102.1 | William Oliver, Pres.        |
| Rocky Mount     | WFMA    | Eastern Carolina Electronics, Inc. | 100.7 | Josh L. Horne, Pres.         |
| Rocky Mount     | WEED-FM | W. A. Wynne                        | 92.1  | W. A. Wynne, Pres.           |
| Salisbury       | WSTP-FM | Piedmont Bstg. Corp.               | 106.5 | Alex P. Beard, Gen. Mgr.     |
| Sanford         | WSNS    | Radio Sanford, Inc.                | 103.1 | Thomas E. Barker, Pres.      |
| Sanford         | WVGP    | Sandhills Bstg. Corp.              | 105.5 | J. R. McIver, Pres.          |
| Shelby          | WOHS-FM | Western Carolina Radio Corp.       | 106.7 | Lee B. Weathers, Pres.       |
| Statesville     | WSIC-FM | Statesville Bstg. Co., Inc.        | 95.1  | Dr. James W. Davis, Pres.    |



## FM Stations in Operation

| City          | Call Letters | Licensee               | Frequency (mc) | Chief Executive              |
|---------------|--------------|------------------------|----------------|------------------------------|
| Thomasville   | WTNC-FM      | Thomasville Bestg. Co. | 98.3           | G. W. Lyles, Pres.           |
| Wilmington    | WMFD-FM      | Richard Austin Dunlea  | 96.3           | Richard Austin Dunlea, Pres. |
| Winston-Salem | WAIR-FM      | WAIR Bestg. Co.        | 93.1           | George D. Walker, Gen. Mgr.  |
| Winston-Salem | WSJS-FM      | Piedmont Pub. Co.      | 104.1          | Gordon Gray, Pres.           |

| <b>OHIO</b>  |              |                                |                |                                  |
|--------------|--------------|--------------------------------|----------------|----------------------------------|
| City         | Call Letters | Licensee                       | Frequency (mc) | Chief Executive                  |
| Akron        | WAKR-FM      | Summit Radio Corp.             | 97.5           | S. Bernard Berk, Pres.           |
| Alliance     | WFAH         | Review Pub. Co.                | 101.7          | Mrs. Alice C. Hoiles, Pres.      |
| Ashland      | WATG         | Beer & Koehl                   | 101.3          | Robert M. Beer, Gen. Mgr.        |
| Ashtabula    | WICA-FM      | WICA, Inc.                     | 103.7          | R. B. Rowley, Pres.              |
| Canton       | WHBC-FM      | The Ohio Bestg. Co.            | 94.1           | Roy D. Moore, Pres.              |
| Cincinnati   | WCPO-FM      | Scrapps-Howard Radio, Inc.     | 105.1          | Jack R. Howard, Pres.            |
| Cincinnati   | WKRC-FM      | Radio Cincinnati               | 101.9          | Hulbert Taft, Jr., Pres.         |
| Cincinnati   | WLWA         | Crosley Bestg. Corp.           | 101.1          | James D. Shouse, Chmn. of Bd.    |
| Cleveland    | WERE-FM      | Cleveland Bestg. Corp.         | 98.5           | Roy T. Miller, Pres.             |
| Cleveland    | WHK-FM       | United Bestg. Co.              | 100.7          | Kenneth K. Hackathorn, Gen. Mgr. |
| Cleveland    | WJW-FM       | WJW, Inc.                      | 104.1          | William M. O'Neil, Pres.         |
| Cleveland    | WSRS-FM      | WSRS, Inc.                     | 95.3           | S. R. Sague, Pres.               |
| Cleveland    | WTAM-FM      | National Bestg. Co.            | 105.7          | John McCormick, Gen. Mgr.        |
| Columbus     | WCOL-FM      | Dispatch Printing Co.          | 92.3           | Charles Sawyer, Pres.            |
| Columbus     | WELD         | Radio Ohio, Inc.               | 97.1           | Richard A. Borel, Gen. Mgr.      |
| Columbus     | WHKC-FM      | United Bestg. Co.              | 98.7           | Sterling Graham, Pres.           |
| Columbus     | WLWF         | Crosley Bestg. Corp.           | 96.3           | R. E. Dunville, Pres.            |
| Columbus     | WVCO         | Sky Way Bestg. Corp.           | 94.7           | Gustav Hirsch, Pres.             |
| Dayton       | WHIO-FM      | Miami Valley Bestg. Corp.      | 99.1           | James M. Cox, Jr., Pres.         |
| Dayton       | WLWB         | Crosley Bestg. Corp.           | 97.5           | R. E. Dunville, Pres.            |
| Dayton       | WTWO         | Skyland Bestg. Corp.           | 104.7          | Ronald B. Woodyard, Pres.        |
| Elyria       | WEOL-FM      | Elyria-Lorain Bestg. Co.       | 107.3          | Roy W. Ammel, Pres.              |
| Findlay      | WFIN-FM      | Findlay Pub. Co.               | 100.5          | R. L. Heminger, Pres.            |
| Fostoria     | WFOB         | Seneca Radio Corp.             | 96.7           | Andrew Emerine, Pres.            |
| Fremont      | WFRO-FM      | Wolfe Bestg. Corp.             | 99.3           | Robert F. Wolfe, Pres.           |
| Hamilton     | WMOH-FM      | Fort Hamilton Bestg. Co.       | 103.5          | Robert J. Briede, Pres.          |
| Lima         | WIMA-FM      | Northwestern Ohio Bestg. Corp. | 102.1          | G. E. Hamilton, Pres.            |
| Lima         | WLOK-FM      | WLOK, Inc.                     | 103.3          | L. A. Pixley, Pres.              |
| Newark       | WCIT         | Advocate Prtg. Co.             | 100.3          | Thomas A. Rogers, Gen. Mgr.      |
| Portsmouth   | WPAY-FM      | The Scioto Bestg. Co.          | 104.1          | Roy D. Moore, Pres.              |
| Steubenville | WSTV-FM      | WSTV, Inc.                     | 103.5          | John J. Laux, Gen. Mgr.          |
| Toledo       | WSPD-FM      | The Fort Industry Co.          | 101.5          | George P. Storer, Pres.          |
| Toledo       | WTOL-FM      | Community Bestg. Co.           | 104.7          | Frazier Reams, Pres.             |
| Toledo       | WTRT         | Unity Corp., Inc.              | 99.9           | Edward Lamb, Pres.               |
| Wooster      | WWST-FM      | Wooster Republican Prtg. Co.   | 104.5          | E. B. Evans, Gen. Mgr.           |
| Youngstown   | WFMJ-FM      | WFMJ Bestg. Co.                | 105.1          | William F. Maag, Pres.           |
| Youngstown   | WKBN-FM      | WKBN Bestg. Corp.              | 98.9           | W. P. Williamson, Jr., Pres.     |

## **OKLAHOMA**

|               |          |                     |       |                           |
|---------------|----------|---------------------|-------|---------------------------|
| Durant        | KSEO-FM  | Democrat Prtg. Co.  | 107.3 | Leroy Moses, Gen. Mgr.    |
| Muskogee      | KMIUS-FM | Muskogee Bestg. Co. | 101.5 | R. M. Maulcastle, Pres.   |
| Oklahoma City | KOMA-FM  | KOMA, Inc.          | 94.7  | John Toole Griffin, Pres. |
| Stillwater    | KSPI-FM  | Stillwater Pub. Co. | 93.9  | C. R. Bellatti, Pres.     |
| Tulsa         | KAKC-FM  | Public Radio Corp.  | 95.5  | Sam E. Avey, Pres.        |
| Tulsa         | KTUL-FM  | Tulsa Bestg. Co.    | 97.1  | John Toole Griffin, Pres. |

## **OREGON**

|             |         |                                   |       |                         |
|-------------|---------|-----------------------------------|-------|-------------------------|
| Albany      | KWIL-FM | Central Willamette Bestg. Co.     | 101.7 | R. R. Cronise, Pres.    |
| Eugene      | KUGN-FM | KUGN, Inc.                        | 99.1  | C. H. Fisher, Pres.     |
| Grants Pass | KGPO    | Southern Ore. Bestg. Co.          | 96.9  | A. E. Voorhies, Pres.   |
| Portland    | KEX-FM  | Westinghouse Radio Stations, Inc. | 92.3  | Walter Evans, Pres.     |
| Portland    | KOIN-FM | KOIN, Inc.                        | 101.1 | Marshall Field, Pres.   |
| Portland    | KPFM    | Bestrs. Ore., Ltd.                | 97.1  | Stanley M. Gaord, Pres. |
| Portland    | KPOJ-FM | KPOJ, Inc.                        | 98.7  | P. L. Jackson, Pres.    |

## **PENNSYLVANIA**

|              |         |                               |       |                                 |
|--------------|---------|-------------------------------|-------|---------------------------------|
| Allentown    | WFHZ    | Penn-Allen Bestg. Co.         | 100.7 | Raymond F. Kohn, Pres.          |
| Allentown    | WSAN-FM | Lehigh Valley Bestg. Co.      | 99.9  | Bryan Musselman, Co-owner       |
| Altoona      | WJSW-FM | Altoona Bestg. Co.            | 100.1 | Herbert T. Wolf, Pres.          |
| Bethlehem    | WGPA-FM | The Bethlehem Globe Pub. Co.  | 95.1  | Roland L. Adams, Pres.          |
| Butler       | WBUT-FM | Eagle Printing Co.            | 103.9 | Phillip B. Hirsch, Gen. Mgr.    |
| Butler       | WISR-FM | Butler Bestg. Co.             | 97.7  | (Mrs.) Georgia Rosenblum, Pres. |
| Chambersburg | WCHA-FM | Chambersburg Bestg. Co., Inc. | 95.9  | John S. Booth, Gen. Mgr.        |
| DuBois       | WCED-FM | Tri-County Bestg. Co. Inc.    | 102.1 | H. T. Grav, Pres.               |
| Easton       | WEEX    | Easton Pub. Co.               | 98.3  | Nelson S. Rounsley, Gen. Mgr.   |
| Easton       | WEST-FM | Associated Bestrs., Inc.      | 107.9 | Clair R. McCollough, Sta. Exec. |
| Erie         | WERC-FM | Presque Isle Bestg. Co.       | 99.9  | Jacob A. Young, Pres.           |
| Erie         | WLEU-FM | WLEU Bestg. Corp.             | 97.9  | Leo J. Omelian, Pres.           |
| Harrisburg   | WHP-FM  | WHP, Inc.                     | 97.3  | A. K. Redmond, Gen. Mgr.        |
| Hazleton     | WAZL-FM | Hazleton Bestg. Co.           | 97.9  | Victor C. Diehm, Pres.          |
| Johnstown    | WARD-FM | Central Bestg. Co., Inc.      | 92.1  | Paul Short, Pres.               |
| Johnstown    | WJAC-FM | WJAC, Inc.                    | 95.5  | W. W. Krabs, Pres.              |
| Lancaster    | WGAL-FM | WGAL, Inc.                    | 101.3 | Clair R. McCollough, Pres.      |

## FM Stations in Operation

| City         | Call Letters | Licensee                          | Frequency (mc) | Chief Executive                                    |
|--------------|--------------|-----------------------------------|----------------|----------------------------------------------------|
| Lancaster    | WLAN-FM      | Peoples Bcstg. Co.                | 96.9           | F. H. Altdorfer, Pres.                             |
| Lebanon      | WLBR-FM      | Lebanon Bcstg. Co.                | 100.1          | Lester P. Eter, Mng. Dir.                          |
| Lewiston     | WLTN         | Lewiston Bcstg. Co.               | 97.9           | J. S. Woods, Pres.                                 |
| McKeesport   | WMCK-FM      | Mon-Yough Bcstg. Co.              | 104.9          | Robert M. Cox, Pres.                               |
| Meadville    | WMGW-FM      | Meadville Bcstg. Svc., Inc.       | 100.3          | H. C. Winslow, Pres.                               |
| New Castle   | WKST         | WKST, Inc.                        | 101.1          | S. W. Townsend, Pres.                              |
| Philadelphia | KYWF-FM      | Westinghouse Radio Stations, Inc. | 92.5           | Walter Evans, Pres.                                |
| Philadelphia | WCAU-FM      | WCAU, Inc.                        | 98.1           | Donald W. Thornburgh, Pres.                        |
| Philadelphia | WFIL-FM      | Triangle Pub., Inc.               | 102.1          | Roger Clipp, Gen. Mgr.                             |
| Philadelphia | WFNL         | Franklin Bcstg. Corp.             | 95.7           | L. M. C. Smith, Pres.                              |
| Philadelphia | WHAT-FM      | Independence Bcstg. Co.           | 105.3          | William A. Banks, Pres.                            |
| Philadelphia | WIBG-FM      | Seaboard Radio Bcstg. Corp.       | 94.1           | Paul F. Harron, Pres.                              |
| Philadelphia | WIP-FM       | Penn. Bcstg. Co.                  | 93.3           | Benedict Gimbel, Jr., Pres.                        |
| Philadelphia | WPEN-FM      | William Penn Bcstg. Co.           | 102.9          | William H. Sylk, Pres.                             |
| Pittsburgh   | KDKA-FM      | Westinghouse Radio Stations, Inc. | 92.9           | Walter Evans, Pres.                                |
| Pittsburgh   | WCAE-FM      | WCAE, Inc.                        | 96.1           | Leonard Kapner, Pres.                              |
| Pittsburgh   | WJAS-FM      | Pgh. Radio Supply House, Inc.     | 99.7           | H. K. Brennan, Pres.                               |
| Pittsburgh   | WKJF         | Mrs. A. J. R. Greer               | 93.7           | Mrs. A. J. R. Greer, Pres.                         |
| Pittsburgh   | WWSW-FM      | WWSW, Inc.                        | 94.5           | O. M. Schloss, Jr., Pres.                          |
| Pottsville   | WPAM-FM      | Miners Bcstg. Svs.                | 95.5           | J. L. Maguire, Pres.                               |
| Pottsville   | WPPA-FM      | Pottsville Bcstg. Co.             | 101.9          | A. V. Tidmore, Owner                               |
| Reading      | WEU-FM       | Hawley Bcstg. Co.                 | 92.9           | Hawley Quier, Pres.                                |
| Scranton     | WGBI-FM      | Scranton Bcstrs. Inc.             | 101.3          | M. E. Megarage, Pres.                              |
| Scranton     | WQAN-FM      | The Scranton Times                | 92.3           | Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners |
| Sharon       | WPIC-FM      | Sharon Herald Bcstg. Co.          | 102.9          | John Fahnlne, Jr., Pres.                           |
| Sunbury      | WKOK-FM      | Sunbury Bcstg. Corp.              | 94.1           | Harry H. Haddon, Pres.                             |
| Warren       | WRRN         | Northern Allegheny Bcstg. Co.     | 92.3           | David Potter, Jr., Pres.                           |
| Washington   | WJPA-FM      | Wash. Bcstg. Co.                  | 104.3          | William S. Yard, Pres.                             |
| Wilkes-Barre | WBRE-FM      | Louis G. Baltimore                | 98.5           | Louis G. Baltimore, Owner                          |
| Wilkes-Barre | WILK-FM      | Wyoming Valley Bcstg. Co.         | 96.1           | Dr. I. C. Morgan, Pres.                            |
| Williamsport | WLYC         | Lycoming Bcstg. Co.               | 105.1          | John K. Keliher, Pres.                             |
| Williamsport | WRAK-FM      | WRAK, Inc.                        | 100.3          | George E. Joy, Gen. Mgr.                           |
| York         | WNOW-FM      | Bcstg. Div., Helm Coal Co.        | 105.7          | Lowell W. Williams, Gen. Mgr.                      |
| York         | WRZE         | White Rose Bcstg. Co.             | 98.5           | Charles M. Gitt, Pres.                             |
| York         | WSBA-FM      | The Susquehanna Bcstg. Co.        | 103.3          | Louis J. Appell, Pres.                             |

## RHODE ISLAND

|            |         |                          |       |                                |
|------------|---------|--------------------------|-------|--------------------------------|
| Providence | WJAR-FM | The Outlet Co.           | 95.5  | George O. Griffith, Vice-Pres. |
| Providence | WPJB    | Providence Journal Co.   | 105.1 | George Pierce Metcalf, Pres.   |
| Providence | WPRO-FM | Cherry & Webb Bcstg. Co. | 92.3  | William S. Cherry, Jr., Pres.  |
| Woonsocket | WRON-FM | Woonsocket Bldg. Co.     | 105.5 | Mrs. M. S. Palmer, Pres.       |

## SOUTH CAROLINA

|             |         |                             |       |                                |
|-------------|---------|-----------------------------|-------|--------------------------------|
| Anderson    | WCAC    | Wilton E. Hall              | 101.1 | Wilton E. Hall, Owner          |
| Charleston  | WCSC-FM | WCSC, Inc.                  | 96.9  | John M. Rivers, Pres.          |
| Charleston  | WTMA-FM | Atlantic Coast Bcstg. Co.   | 95.1  | Edward Manigault, Pres.        |
| Columbia    | WIS-FM  | Bcstg. Co. of the South     | 94.5  | G. Richard, Shafto, V.-P.      |
| Greenville  | WESC-FM | Greenville Bcstg. Co.       | 92.5  | Mrs. Scott Russell, Pres.      |
| Greenville  | WFBC-FM | News-Piedmont Co.           | 93.7  | B. H. Peace, Pres.             |
| Greenville  | WMRC-FM | Textile Bcstg. Co.          | 94.9  | R. A. Jolley, Sr., Pres.       |
| Greenwood   | WCRS-FM | Greco, Inc.                 | 95.7  | Douglas Featherstone, Pres.    |
| Rock Hill   | WRHI-FM | York County Bcstg. Co.      | 97.5  | James S. Beaty, Jr., Gen. Mgr. |
| Spartanburg | WDXY    | Soartan Radiocasting Co.    | 100.5 | Walter J. Brown, Pres.         |
| Spartanburg | WSPA-FM | The Bcstg. Co. of the South | 98.9  | Roger A. Shaffer, Mrg. Dir.    |

## TENNESSEE

|               |         |                                   |       |                              |
|---------------|---------|-----------------------------------|-------|------------------------------|
| Bristol       | WOPI-FM | Radiophone Bcstg. Sta. WOPI, Inc. | 96.9  | W. A. Wilson, Sr., Pres.     |
| Chattanooga   | WDDO-FM | WDDO Bcstg. Corp.                 | 96.5  | Norman A. Thomas, Vice-Pres. |
| Jackson       | WTIS-FM | Sun Pub. Co.                      | 100.7 | A. A. Stone, Vice-Pres.      |
| Johnston City | WJHL-FM | Kingsport Bcstg. Co., Inc.        | 100.7 | W. H. Lancaster, Pres.       |
| Kingsport     | WKPT-FM | Radio Station WBIR, Inc.          | 93.3  | C. P. Edwards, Jr., Pres.    |
| Knoxville     | WBIR-FM | Memphis Pub. Co.                  | 99.7  | Gilmore N. Nunn, Pres.       |
| Memphis       | WMCF    | Memphis Pub. Co.                  | 99.7  | H. W. Slavick, Gen. Mgr.     |
| Nashville     | WSIX-FM | WSIX Bcstg. Station               | 97.5  | Jack M. Draughon, Gen. Mgr.  |

## TEXAS

|            |         |                           |       |                               |
|------------|---------|---------------------------|-------|-------------------------------|
| Amarillo   | KFDA-FM | Amarillo Bcstg. Corp.     | 100.3 | Gilmore Nunn, Pres.           |
| Baytown    | KREL-FM | Tri-Cities Bcstg. Co.     | 92.1  | Robert Matherne, Pres.        |
| Beaumont   | KRIC-FM | The Enterprise Co.        | 99.5  | E. C. Davis, Gen. Mgr.        |
| Jelton     | KMHB    | Mary Hardin-Baylor Coll.  | 97.1  | Frank Magers, Prog. Dir.      |
| Cleburne   | KCLE-FM | Marti, Inc.               | 94.3  | George W. Marti, Owner        |
| Dallas     | KIXL-FM | Variety Bcstg. Co., Inc.  | 104.5 | Lee Segall, Pres.             |
| Dallas     | KRLD-FM | KRLD Radio Corp.          | 92.5  | John W. Runyon, Pres.         |
| Dallas     | WRR-FM  | City of Dallas            | 101.1 | Durward J. Tucker, Gen. Mgr.  |
| Denton     | KDNT-FM | Harwell V. Shepard        | 106.3 | Harwell V. Shepard, Gen. Mgr. |
| Edinburg   | KURY-FM | J. C. Looney              | 104.9 | J. C. Looney, Owner           |
| Fort Worth | WBAP-FM | Carter Publications, Inc. | 100.5 | Amon Carter, Pres.            |
| Galveston  | KLUF-FM | The KLUF Bcstg. Co., Inc. | 98.7  | Ovryn Tucker, Pres.           |

## FM Stations in Operation

| City          | Call Letters | Licensee                | Frequency (mc) | Chief Executive               |
|---------------|--------------|-------------------------|----------------|-------------------------------|
| Houston       | KPRC-FM      | Houston Post Co.        | 102.9          | W. P. Hobby, Pres.            |
| Houston       | KTRH-FM      | KTRH Bcstg. Co.         | 101.1          | B. F. Orr, Pres.              |
| Houston       | KXYZ-FM      | Shenrock Bcstg. Co.     | 96.5           | Glenn H. McCarthy, Pres.      |
| Houston       | KLTI-FM      | R. G. Letourneau, Inc.  | 105.9          | R. G. Letourneau, Pres.       |
| Lufkin        | KRBA-FM      | Darrell E. Yates        | 95.5           | Darrell E. Yates, Pres.       |
| San Antonio   | KISS         | The Walzac Co.          | 99.5           | Howard W. Davis, Owner        |
| San Antonio   | KONO-FM      | Mission Bcstg. Co.      | 92.9           | Eugene J. Roth, Pres.         |
| San Antonio   | KTSA-FM      | Sunshine Bcstg. Co.     | 101.5          | Frank G. Huntress, Jr., Pres. |
| Temple        | KTEM-FM      | Bell Bcstg. Co., Inc.   | 107.5          | Frank W. Mayborn, Pres.       |
| Texarkana     | KCMC-FM      | KCMC, Inc.              | 98.1           | Frank O. Myers, Gen. Mgr.     |
| Wichita Falls | KWFT-FM      | Rowley-Brown Bcstg. Co. | 99.9           | Kenyon Brown, Pres.           |

## UTAH

|                |         |                                 |       |                              |
|----------------|---------|---------------------------------|-------|------------------------------|
| Salt Lake City | KDYL-FM | Intermountain Bcstg. & TV Corp. | 98.7  | S. S. Fox, Pres.             |
| Salt Lake City | KSL-FM  | Radio Svc. Corp. of Utah        | 100.3 | C. Richard Evans, Vice-Pres. |

## VIRGINIA

|              |         |                                |       |                                 |
|--------------|---------|--------------------------------|-------|---------------------------------|
| Arlington    | WARL-FM | Northern Va. Bcstrs., Inc.     | 105.1 | Lou Poller, Pres.               |
| Crewe        | WSVS-FM | Southern Va. Bcstg. Corp.      | 104.7 | C. S. Willis, Pres.             |
| Danville     | WBTM-FM | Piedmont Bcstg. Corp.          | 97.9  | L. N. Dibrell, Pres.            |
| Harrisonburg | WSVA-FM | Shenandoah Valley Bcstg. Corp. | 100.7 | Frederick L. Allman, Pres.      |
| Lynchburg    | WLVA-FM | Lynchburg Bcstg. Corp.         | 97.5  | Edward A. Allen, Pres.          |
| Lynchburg    | WVOD-FM | Old Dominion Bcstg. Corp.      | 100.1 | David Hugh Dillard, Pres.       |
| Martinsville | WMVA-FM | Martinsville Bcstg. Co.        | 96.3  | William C. Barnes, Pres.        |
| Newport News | WGH-FM  | Hampton Roads Bcstg. Corp.     | 96.5  | Raymond B. Bottom, Pres.        |
| Norfolk      | WRVC    | Larus & Bros. Co., Inc.        | 102.5 | C. T. Lucy, Gen. Mgr.           |
| Norfolk      | WTAR-FM | WTAR Radio Corp.               | 97.3  | Campbell Arnoux, Pres.          |
| Richmond     | WLEF-FM | Lee Bcstg. Corp.               | 102.9 | Thomas G. Tinsley, Jr., Pres.   |
| Richmond     | WRNL-FM | Richmond Newspapers Inc.       | 102.1 | D. Tannant Bryan, Pres.         |
| Richmond     | WRVB    | Larus & Bros. Co., inc.        | 94.5  | C. T. Lucy, Gen. Mgr.           |
| Roanoke      | WDBJ-FM | Times World Corp.              | 94.9  | J. P. Fishburn, Pres.           |
| Roanoke      | WROV-FM | Radio Roanoke, Inc.            | 103.7 | Leo F. Henebery, Pres.          |
| Roanoke      | WSLS-FM | Roanoke Bcstg. Corp.           | 99.1  | Paul C. Buford, Pres.           |
| Suffolk      | WLPM-FM | Suffolk Bcstg. Corp.           | 107.7 | Fred L. Hart, Pres.             |
| Winchester   | WRFL    | Richard Field Lewis, Jr.       | 92.5  | Richard Field Lewis, Jr., Pres. |

## WASHINGTON

|          |         |                              |       |                              |
|----------|---------|------------------------------|-------|------------------------------|
| Longview | KWLK-FM | Twin City Bcstg. Corp.       | 103.9 | C. O. Chatterton, Pres.      |
| Richland | KALE-FM | Yakima Bcsting. Co.          | 103.9 | Robert S. McCaw, Pres.       |
| Seattle  | KING-FM | King Bcstg. Co.              | 98.1  | Mrs. A. Scott Bullitt, Pres. |
| Seattle  | KIRO-FM | Queen City Bcstg. Co.        | 100.7 | Saul Haas, Pres.             |
| Seattle  | KISW    | Ellwood W. Lippincott        | 99.9  | E. W. Lippincott, Pres.      |
| Seattle  | KOMO-FM | Fishers' Blend Station, Inc. | 98.9  | O. W. Fisher, Pres.          |
| Tacoma   | KTNT    | Tribune Pub. Co.             | 97.3  | Leonard H. Higgins, Mgr.     |

## WEST VIRGINIA

|             |         |                                     |       |                                   |
|-------------|---------|-------------------------------------|-------|-----------------------------------|
| Beckley     | WJLS-FM | Joe L. Smith, Jr.                   | 99.5  | Joe L. Smith, Jr., Pres.          |
| Charleston  | WKV-FM  | Kanawha Valley Bcstg. Co.           | 98.5  | R. M. Venable, Pres.              |
| Charleston  | WKNA-FM | Joe L. Smith, Jr.                   | 97.5  | Joe L. Smith, Jr., Pres.          |
| Clarksburg  | WPDX-FM | Clarksburg Bcstg. Corp.             | 95.1  | O. L. Billingsley, Pres.          |
| Fairmont    | WJPB    | Fairmont Bcstg. Co.                 | 92.3  | J. Patrick Beacom, Pres.          |
| Huntington  | WHTN-FM | Greater Huntington Radio Corp.      | 100.5 | A. B. Hyman, Pres.                |
| Huntington  | WPLH-FM | Huntington Bcstg. Corp.             | 102.5 | Flem J. Evans, Pres.              |
| Logan       | WLOG-FM | Clarence H. Frey, Robert O. Greever | 103.3 | C. H. Frey, R. O. Greever, Owners |
| Martinsburg | WEPM-FM | Martinsburg Bcstg. Co.              | 94.3  | C. Leslie Golliday, Gen. Mgr.     |
| Morgantown  | WAJR-FM | W. Va. Radio Corp.                  | 99.3  | Mrs. A. J. R. Greer, Chief Owner  |
| Oak Hill    | WOAY-FM | Robert R. Thomas, Jr.               | 94.1  | Robert R. Thomas, Jr., Owner      |
| Parkersburg | WPAR-FM | Ohio Valley Bcstg. Corp.            | 106.5 | George H. Clinton, Vice-Pres.     |
| Wheeling    | WKWK-FM | Community Bcstg. Co.                | 97.3  | John B. Reynolds, Pres.           |
| Wheeling    | WWVA-FM | The Fort Industry Co.               | 98.7  | George B. Storer, Pres.           |

## WISCONSIN

|                  |         |                                |       |                                 |
|------------------|---------|--------------------------------|-------|---------------------------------|
| Eau Claire       | WEAU-FM | Central Bcstg. Co.             | 94.1  | W. C. Bridges, Pres.            |
| Green Bay        | WJPG-FM | Green Bay Newspaper Co.        | 101.1 | A. B. Turnbull, Pres.           |
| Janesville       | WCLO-FM | Southern Wisc. Radio, Inc.     | 99.9  | Sidney H. Bliss, Pres.          |
| Madison          | WFOV    | Earl W. Fessler                | 104.9 | Earl W. Fessler, Pres.          |
| Madison          | WIBA-FM | Badger Bcstg. Co.              | 101.5 | William T. Evjue, Pres.         |
| Madison          | WISC-FM | Radio Wisc., Inc.              | 98.1  | Morgan Murphy, Pres.            |
| Marshfield       | WDLB-FM | Dairyland's Bcstg. Svc., Inc.  | 103.9 | Lloyd L. Felker, Pres.          |
| Merrill          | WLIN-FM | Alvin E. O'Konski              | 100.7 | Alvin E. O'Konski, Pres.        |
| Milwaukee        | WEMP-FM | Milwaukee Bcstg. Co.           | 94.1  | G. L. Roberts, Pres.            |
| Milwaukee        | WISN-FM | Hearst Radio, Inc.             | 102.9 | G. W. Grignon, Gen. Mgr.        |
| Neenah           | WNAM-FM | Neenah Menasha Bcstg. Co.      | 98.5  | Don C. Wirth, Vice-Pres.        |
| Neenah           | WVCF    | William C. Forrest             | 94.9  | William C. Forrest, Pres.       |
| Poynette         | WRJN-FM | Racine Bcstg. Corp.            | 100.7 | Harry R. Le Poidevin, Gen. Mgr. |
| Racine           | WJMC-FM | WJMC, Inc.                     | 96.3  | Walker C. Bridges, Pres.        |
| Rice Lake        | WJMC-FM | WHBL, Inc.                     | 100.3 | A. Matt Warner, Pres.           |
| Sheboygan        | WHBL-FM | William F. Huffman Radio, Inc. | 103.3 | Mrs. Louise Huffman, Pres.      |
| Wisconsin Rapids | WFHR-FM |                                |       |                                 |



# TECHNIQUE FOR TV SPORTCASTING

By HARRY WISMER, General Executive of MBS

THE coming of television in sports necessitated the "education" not only of the viewer, but of the experienced radio broadcaster as well.

Everybody knows by now that the greatest problem that confronted established radio sportscasters, when they turned to television, was the question of when to talk and when not to talk.

I believe it's reasonable to say that the average sportscaster on television today has struck a happy medium. He talks when he has something to say, but he is smart enough to let the little pictures do their share of the talking too.

As anyone who has worked in both medias can tell you, there is a vast difference between covering sports on radio and doing them on TV. You certainly have to be better informed when you're doing television. Your audience is in a position to check on much of what you say. If you glibly have Joe Doakes racing across for the tying touchdown—when it was actually Bob Jones—you're in trouble. If you call an end run an off-tackle play, everybody knows instantly that you don't know what you're talking about. A thorough knowledge of the rules, the tactics and the personnel of the game you are covering is far more essential in TV than it was on radio, although it certainly was—and is—important there too.

Taking a look at the other side of the coin, I think the crew producing a telecast of a sports event is under much heavier pressure to give the viewers a more interesting show than is the radio crew. You have to fight monotony on television all the time. Because your cameras are making the watcher feel he is inside the stadium or arena, he gets impatient if he is inside the stadium or arena, he gets impatient if he is given only a restricted view of the proceedings. He wants your cameras to be as free and as inquisitive as his eyes would be if he were in on a ticket.



Wismer

Broadcasting and telecasting range from the simplicity of baseball to the complexity of football.

In my opinion the easiest sport to broadcast or telecast is baseball because the action is comparatively slow, and the line-ups remain fairly consistent throughout a game. The broadcaster is very close to the scene of action and the rules and fundamentals of the game are simple. In fact, it's pretty safe to say that seventy-five out of a hundred professional baseball players in this country—with fair voices—could eventually become top-flight baseball broadcasters.

The other extreme is football. Football is difficult to broadcast because the whole game is designed to deceive and confuse—the opposition and the spectators alike. The constant use of substitutions during a football game makes it very difficult for the fans to keep up with the progress of the contest. In a stadium holding 90,000 people, football men and coaches will tell you not more than 20,000 are entirely familiar with what's going on down the field. That ratio I am sure would be even greater in the TV homes of the nation. The bringing of a football game to the listening and viewing audiences therefore demands a true knowledge of the game and requires much more explanation and commentary than any other sport.

Of course, we're all familiar with the gags about the radio broadcaster sounding as though he were describing a different game from the one appearing on the television screen. Personally, I think this problem has been grossly exaggerated, but there is no question that the radio announcer, feeling the responsibility of setting the scene, and providing his listeners with a general description of the event—as well as specific information—has to come up with a much more colorful job than does the TV-caster. After all, the latter merely has to fill in what the screen does not show. There's certain "on the scene" excitement attached to all sports—especially football and basketball—and while I agree that TV broadcasters must guard against too much conversation, the TV audience still seems to enjoy a bit of color and background—that little extra something that transmits to them the thrill of being part of the attending throng.



# INTERNATIONAL

International Broadcast Stations  
In The United States



Stations of Mexico



Radio Cadena Nacional, S. A.



Radio Programas de Mexico, S. A.



AM Stations of Cuba



TV Stations of Cuba

# INTERNATIONAL STATIONS IN THE UNITED STATES



| <i>Licensor and Location</i>                                             | <i>Call Letters</i>                  | <i>Ownership</i>                                                                                                     | <i>Power</i>                                                   |
|--------------------------------------------------------------------------|--------------------------------------|----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| The Associated Broadcasters, Inc.<br>San Francisco, California .....     | KWID-1<br>-2                         | Government owned<br>Government owned                                                                                 | 100 kw.<br>50 kw.                                              |
| Columbia Broadcasting System, Inc.<br>Brentwood, Long Island, N. Y. .... | WABC-1<br>-2<br>-3<br>-4             | Privately owned<br>Privately owned<br>Privately owned<br>Privately owned                                             | 50 kw.<br>50 kw.<br>50 kw.<br>10 kw.                           |
| Columbia Broadcasting System, Inc.<br>Wayne, N. J. ....                  | WABC-5<br>-6                         | Government owned<br>Government owned                                                                                 | 50 kw.<br>50 kw.                                               |
| Columbia Broadcasting System, Inc.<br>Delano, Calif. ....                | KCBB-1<br>-2<br>-3                   | Government owned<br>Government owned<br>Government owned                                                             | 200 kw.<br>50 kw.<br>50 kw.                                    |
| The Crosley Corporation<br>Mason, Ohio .....                             | WLWO-1<br>-2                         | Government owned<br>Privately owned                                                                                  | 75 kw.<br>50 kw.                                               |
| The Crosley Corporation<br>Bethany, Ohio .....                           | WLWO-3<br>-4<br>-5<br>-6<br>-7<br>-8 | Government owned<br>Government owned<br>Government owned<br>Government owned<br>Government owned<br>Government owned | 200 kw.<br>200 kw.<br>200 kw.<br>200 kw.<br>200 kw.<br>200 kw. |
| General Electric Company<br>Schenectady, New York .....                  | WGEO-1<br>-2<br>-3                   | Privately owned<br>Privately owned<br>Jointly owned                                                                  | 100 kw.<br>50 kw.<br>25 kw.                                    |
| General Electric Company<br>Belmont, Calif. ....                         | KEGI-1<br>-2                         | Privately owned<br>Government owned                                                                                  | 50 kw.<br>100 kw.                                              |
| National Broadcasting Co., Inc.<br>Bound Brook, N. J. ....               | WRCA-1<br>-2<br>-3<br>-4<br>-5<br>-6 | Government owned<br>Government owned<br>Government owned<br>Privately owned<br>Privately owned<br>Privately owned    | 50 kw.<br>50 kw.<br>50 kw.<br>50 kw.<br>50 kw.<br>50 kw.       |
| National Broadcasting Co., Inc.<br>Dixon, Calif. ....                    | KRCA-1<br>-2<br>-3                   | Government owned<br>Government owned<br>Government owned                                                             | 50 kw.<br>50 kw.<br>200 kw.                                    |
| Westinghouse Radio Stations, Inc.<br>Hull Mass. ....                     | WBOS-1                               | Privately owned                                                                                                      | 50 kw.                                                         |
| World Wide Broadcasting Corp.<br>Scituate, Mass. ....                    | WRUL-1<br>-2<br>-3<br>-4<br>-5       | Privately owned<br>Privately owned<br>Privately owned<br>Privately owned<br>Privately owned                          | 50 kw.<br>50 kw.<br>50 kw.<br>20 kw.<br>7 kw.                  |

# STATIONS OF MEXICO



| Call Letters | Frequency (Kcs.) | Power               | Location                       | Owner, Mgr. or Operating Agency   |
|--------------|------------------|---------------------|--------------------------------|-----------------------------------|
| XEA          | 1370             | 1000                | Campeche, Cam.                 | Luis A. Maury                     |
| XEB          | 1220             | 100000              | Mexico, D. F.                  | El Buen Tono, S. A.               |
| XEC          | 1310             | 250                 | Tijuana, B. C.                 | Luis E. Enciso                    |
| XED          | 1050             | 5000                | Mexicali, B. C.                | Carlos Blando                     |
| XEF          | 1420             | 250                 | Ciudad Juarez, Chih.           | Jose Carlos Amaya                 |
| XEG          | 1050             | 150000              | Monterrey, N. L.               | La Voz de Norteamerica, S. A.     |
| XEH          | 1420             | 1000                | Monterrey, N. L.               | Radio Tarnava, S. de R. L.        |
| XEI          | 1400             | 1000-D<br>250-N     | Morelia, Mich.                 |                                   |
| XEJ          | 970              | 5000                | Ciudad Juarez, Chih.           | Pedro Meneses, Jr.                |
| XEK          | 970              | 1000-D<br>500-N     | Mexico, D. F.                  | Arturo Martinez                   |
| XEL          | 1260             | 5000-D<br>1000-N    | Mexico, D. F.                  | Herdez S. A.                      |
| XEM          | 1390             | 500                 | Chihuahua, Chih.               | Pedro Meneses, Jr.                |
| XEN          | 690              | 5000                | Mexico, D. F.                  | Guillermina P. del Conde          |
| XEO          | 970              | 1000                | Matamoros, Tams.               | Jose Maria Gonzalez               |
| XEP          | 1300             | 500                 | Ciudad Juarez, Chih.           | Esteban Parra                     |
| XEQ          | 940              | 150000-D<br>50000-N | Mexico, D. F.                  | Radio Panamericana, S. A.         |
| XER          | 1260             | 250                 | Linares, N. L.                 | Radio Linares, S. A.              |
| XES          | 1460             | 1000                | Tampico, Tams.                 | Difusora Portena, S. de R. L.     |
| XET          | 990              | 5000                | Monterrey, N. L.               | El Pregonero del Norte, S. A.     |
| XEU          | 960              | 500                 | Veracruz, Ver.                 | Fernando Pazos Sosa.              |
| XEW          | 900              | 250000              | Mexico, D. F.                  | Cadena Radiodifusora Mexicana S A |
| XEX          | 730              | 500000              | Mexico, D. F.                  | Radio de Mexico, S. A. de C. V.   |
| XEY          | 1360             | 1000-D<br>250-N     | Celaya, Gto.                   |                                   |
| XEZ          | 600              | 2000                | Merida, Yuc.                   | Jorge L. Palomeque                |
| XEAA         | 1340             | 250                 | Mexicali, B. C.                | Consuelo Tonella de Eguia         |
| XEAC         | 690              | 50000-D<br>500-N    | Tijuana, B. C.                 | Jorge I. Rivera                   |
| XEAD         | 1150             | 125                 | Guadalajara, Jal.              | Alejandro Diaz                    |
| XEAG         | 1280             | 1000                | Cordoba, Ver.                  | Sucrs. Diodoro Zuniga             |
| XEAI         | 1320             | 1000                | Mexico, D. F.                  | G. N. Medina y Loc., Ag. Ramos    |
| XEAM         | 1450             | 1000-D<br>250-N     | Matamoros, Tams.               | Manuel L. Salinas                 |
| XEAO         | 910              | 250                 | Mexicali, B. C.                | Juan C. Chavez                    |
| XEAP         | 1290             | 100                 | Ciudad Obregon, Son.           | Emilio Manzanilla                 |
| XEAQ         | 1490             | 250                 | Agua Prieta, Son.              | Manuel Rodriguez V.               |
| XEAR         | 1480             | 250                 | Monterrey, N. L.               | Jesus O. Gonzalez                 |
| XEAT         | 1250             | 250                 | Hidalgo del Par-<br>ral, Chih. | Alfonso Perez P.                  |
| XEAU         | 1470             | 5000                | Tijuana, B. C.                 | Manuel Acuna Varela               |
| XEAV         | 580              | 1000                | Guadalajara, Jal.              | Manuel Lopez Diaz                 |
| XEAW         | 1280             | 3000-D<br>500-N     | Monterrey, N. Y.               | Jesus D. Gonzalez                 |
| XEAX         | 1270             | 500                 | Oxacaca, Oax.                  | Alvaro Rodriguez Avendano         |
| XEBA         | 840              | 250-D               | Guadalajara, Jal.              | Jesus D. Gonzalez Garcia          |
| XEBG         | 1550             | 1000                | Tijuana, B. C.                 | Octavio B. Lelevir                |

## Stations of Mexico

| Call Letters | Frequency (Kcs.) | Power            | Location                  | Owner, Mgr. or Operating Agency      |
|--------------|------------------|------------------|---------------------------|--------------------------------------|
| XEBH         | 920              | 5000-D<br>1000-N | Hermosillo, Son.          | Carlos Balderrama                    |
| XEBI         | 790              | 1000-D<br>250-N  | Aguascalientes, Ags.      | Pedro C. Rivas                       |
| XEBJ         | 1340             | 250              | Ciudad Victoria, Tams.    | Fernando Elizalde                    |
| XEBK         | 1340             | 100              | Nuevo Laredo, Tams.       | J Manuel Cortes                      |
| XEBL         | 1260             | 1000-N<br>500-D  | Culiacan, Sin.            | Max Gomez Blanco                     |
| XEBM         | 920              | 1000             | San Luis Potosi, S. L. P. | Benjamin Briones                     |
| XEBO         | 1330             | 500              | Irapuato, Gto.            | Alfonso Martinez                     |
| XEBP         | 1310             | 5000-D<br>250-N  | Torreón, Coah.            | La Voz de la Laguna, S. A.           |
| XEBS         | 1410             | 1000             | Mexico, D. F.             | Hispano Mexicano, S. A.              |
| XEBU         | 620              | 1000-D           | Chihuahua, Chih.          | Enriqueta G. de Uranga               |
| XEBW         | 1280             | 1000-D<br>600-N  | Chihuahua, Chih.          | Radioemisora del Norte S. de R. L.   |
| XEBX         | 610              | 500              | Sabinas, Coah.            | Radiodif Coahuila, S. A.             |
| XEBZ         | 660              | 500              | Mexico, D. F.             | Vocero Mexicano, S. A.               |
| XECD         | 1170             | 350              | Puebla, Pue.              | Roberto Canedo                       |
| XECF         | 1410             | 1000-D<br>250-N  | Los Mochis, Sin.          | Francisco Perez H.                   |
| XECH         | 1490             | 250              | Toluca, Mex.              | Rodolfo Llamas                       |
| XECL         | 990              | 5000             | Mexicali, B. C.           | Alfonso A. Lacarra                   |
| XECQ         | 1300             | 1000-D<br>500-N  | Culiacan, Sin.            |                                      |
| XECZ         | 1430             | 1000             | San Luis Potosi, S. L. P. | Guadalupe Delgado Ramirez            |
| XEDA         | 1290             | 1000             | Mexico, D. F.             | Publicidad Comercial de Mexico, S.A. |
| XEDE         | 1400             | 250              | Saltillo, Coah.           | Blas Narro Dune                      |
| XEDF         | 790              | 1000-D<br>500-N  | Nuevo Laredo, Tams.       | Ruperto Villarreal                   |
| XEDH         | 1340             | 250              | Villa Acuna, Coah.        | Oscar Gonzalez Galindo               |
| XEDJ         | 1450             | 100              | Magdalens, Son.           | Jesus L. Rochin                      |
| XEDK         | 1250             | 1000             | Guadalajara, Jal.         | Manuel Lopez Diaz                    |
| XEDL         | 1250             | 500              | Hermosillo, Son.          | Eufemia Esque de Vidal               |
| XEDN         | 600              | 1000             | Torreón, Coah.            | Difusora del Norte, S. A.            |
| XEDR         | 1490             | 500-D<br>250-N   | Guaymas, Son.             | Refugio Ortega                       |
| XEDS         | 1420             | 1000-D<br>500-N  | Mazatlan, Sin.            | Alejandro A. Schober                 |
| XEDU         | 860              | 1000-D<br>500-N  | Durango, Dgr.             | Carlos C. Armas                      |
| XEDW         | 1260             | 250              | Minatitlan, Ver.          | Sucrs. de Hector Silva Canto         |
| XEFA         | 1340             | 250              | Jalapa, Ver.              | Adolfo Alvarez                       |
| XEFB         | 630              | 5000-D<br>500-N  | Monterrey, N. L.          | Emisoras Incorporadas de Monterrey   |
| XEFC         | 1330             | 1000             | Merida, Yuc.              | Rafael Rivas Franco                  |
| XEFE         | 960              | 5000-D<br>1000-N | Nuevo Laredo, Tams.       | Rafael T. Carranza                   |
| XEFI         | 1440             | 1000             | Chihuahua, Chih.          | Pregonero del Edo. de Chihuahua      |
| XEFM         | 1270             | 100              | Leon Gto.                 |                                      |
| XEFO         | 1480             | 5000-D<br>500-N  | Poza Rica, Ver.           |                                      |
| XEFQ         | 980              | 500              | Cananea, Son.             | Pedro L. Diaz                        |



## Stations of Mexico

| Call Letters | Frequency (Kcs.) | Power              | Location                | Owner, Mgr. or Operating Agency     |
|--------------|------------------|--------------------|-------------------------|-------------------------------------|
| XEFV         | 1240             | 250                | Ciudad Juarez, Chih.    | Dario Cordo Rocha                   |
| XEFW         | 810              | 50000-D<br>30000-N | Tampico, Tams.          | Flores y Martinez                   |
| XEGL         | 1270             | 500                | Navojoa, Son.           | Fausto M. Gomez                     |
| XEGM         | 950              | 2500               | Tijuana, B. C.          | Gustavo Faist Farnandez             |
| XEGW         | 1270             | 250                | Acambaro, Gto.          |                                     |
| XEGT         | 1490             | 250                | Zamora Mich.            | Radio Zamora S. de R. L.            |
| XEHF         | 1370             | 5000               | Nogales, Son.           | Gaston Mascarenas                   |
| XEHK         | 960              | 250                | Guadalajara, Jal.       | Francisco E. Fregoso                |
| XEHL         | 1010             | 10000-D<br>5000-N  | Guadalajara, Jal.       | Radiodifusoras de Occidente, S. A.  |
| XEHQ         | 590              | 500                | Hermosillo Son.         | Radio Hermosillo, S. de R. L.       |
| XEHR         | 1090             | 250                | Puebla, Pue.            | Manuel R. Canale                    |
| XEHV         | 1310             | 1000               | Veracruz Ver.           | Sucs. de Juan A. Palavicini         |
| XEJA         | 1400             | 100                | Jalapa, Ver.            | Adolfo Alvarez                      |
| XEJC         | 980              | 250                | Cuernavaca, Mor.        | Ed Jimenez de la Cuesta             |
| XEJE         | 1310             | 250                | Guadalajara, Jal.       | Difusoras de Occidente              |
| XEJP         | 1150             | 1000-D<br>600-N    | Mexico, D. F.           | Radio America, S. A.                |
| XEJW         | 1270             | 250                | Jalapa, Ver.            | Marino Caraza                       |
| XEJX         | 1520             | 250                | Queretaro, Qro.         | Radio Emisora Queretana S. de R. L. |
| XEKJ         | 1400             | 250                | Acapulco, Gro.          | Ramon Ortega Escobedo               |
| XEKL         | 500              | 1000-D<br>250-N    | Jalapa, Ver.            | Carlos Ferraez Matos                |
| XEKS         | 1330             | 100                | Saltillo, Coah.         | Efrain Lopez                        |
| XELA         | 830              | 1000               | Mexico, D. F.           | Radio Metropolitana, S. A.          |
| XELC         | 1600             | 5000-D<br>1900-N   | La Piedad, Mich.        | Heriberto Guizar Castro             |
| XELG         | 680              | 10000              | Leon, Geato.            | Radio Impulsora del Centro, S. A.   |
| XELK         | 1280             | 250                | Zacatecas, Zac.         | Jose M. Acevedo                     |
| XELL         | 1430             | 250                | Veracruz, Ver.          | Dolores G. Estrada de Ferreiro      |
| XELO         | 800              | 150000             | Ciudad Juarez, Chih.    | Cia. Radiodifusora de P. Negras     |
| XELQ         | 570              | 1000               | Morelia, Mich.          | Jose Laris Iturbide                 |
| XELT         | 920              | 250                | Guadalajara, Jal.       | Eduardo Reynoso Gonzales            |
| XELW         | 1340             | 1000-D<br>250-N    | Guadalajara, Jal.       | Salvador Galindo de la Torre        |
| XELZ         | 1440             | 1000               | Mexico, D. F.           | Maria Cardena de Zetina             |
| XEMA         | 1340             | 250                | Fresnille, Zac.         | Jose Miguel Acevedo Moya            |
| XEMC         | 1590             | 5000               | Mexico, D. F.           | Dolores G. Estrada de Ferreiro      |
| XEMH         | 1490             | 250                | Merida, Yuc.            | Alvaro Barquet Y,                   |
| XEMJ         | 920              | 1000-D<br>250-N    | Piedras Negras, Coah.   | Jesus F. Elizondo                   |
| XEMO         | 860              | 5000               | Tijuana, B. C.          | Fernando Federico Ferreira          |
| XEMQ         | 1240             | 1000-D<br>250-N    | Merida, Yuc.            | Lazaro Achurra Suarez               |
| XEMR         | 1370             | 5000-D<br>500-N    | Monterrey, N. L.        | Enrique Serna Martinez              |
| XEMU         | 580              | 5000-D<br>250-N    | Piedras Negras, Coah.   | Alfonso L. Bres                     |
| XEMX         | 1380             | 5000               | Mexico, D. F.           | Publicada Comercial de Mexico S. A. |
| XENC         | 1540             | 250                | Celaya, Gto.            | El Herald del Bajio                 |
| XENK         | 620              | 5000               | Mexico, D. F.           | Gral. Brig. Fernando Proal Pardo    |
| XEOM         | 1340             | 250                | Coatzacoalcos, Ver.     | Daniel Schacht Perez                |
| XEON         | 710              | 1000               | Tuxtla Gutierrez, Chls. | Enrique Valero Arambula             |

# MEXICO

*An Evergrowing Market!*

**25** Million prospective buyers that  
can be reached through

**TWO** BIG RADIO & TV STATIONS

**XEW-RADIO XEW-TELEVISION**  
MEXICO'S LEADING BROADCASTERS

**XEQ-RADIO XEQ-TELEVISION**  
FEATURING "THE BLUE NETWORK"

**AND** The largest Latin-American network  
linking 92 local stations . . .

**RADIO PROGRAMAS DE MEXICO**  
INSTITUCION MEXICANA DE RADIO

**ALWAYS** SERVICING WISE ADVERTISERS

## Stations of Mexico

| Call Letters | Frequency (Kcs.) | Power           | Location                     | Owner, Mgr. or Operating Agency     |
|--------------|------------------|-----------------|------------------------------|-------------------------------------|
| XEOX         | 1430             | 1000-D<br>500-N | Ciudad Obregon,<br>Son       | Felipe G. de Leon                   |
| XEOY         | 1000             | 50000           | Mexico, D. F.                | Fomento de Radio, S. A.             |
| XEPF         | 1400             | 200             | Ensenada, B. C.              | Luis Enrique Enciso                 |
| XEPH         | 590              | 5000            | Mexico, D. F.                | Cea Mexico de Radiodif., S. A.      |
| XEPK         | 760              | 250             | Pachuca, Hgo.                | Radio Publicidad Pachuca, Mgd.      |
| XEPP         | 1450             | 250             | Orizaba, Ver.                | Radio Impulsora de Orizaba          |
| XEQK         | 1350             | 1000            | Mexico, D. F.                | Guillermo Morales B.                |
| XEQR         | 1030             | 1000            | Mexico, D. F.                | Corp Mexicana de Radio, S. A.       |
| XEQW         | 1450             | 250             | Merida, Yuc.                 | Radio Mexicana de Merida, S. A.     |
| XERA         | 1490             | 250             | Chihuahua, Chih.             | Red. Nat. Radioemisora              |
| XERB         | 1090             | 50000           | Rosarito                     | Interamericana de Radio, S. A.      |
| XERC         | 790              | 1000            | Mexico, D. F.                | Radio Popular de Mexico, D. F       |
| XERF         | 1570             | 150000          | Villa Acuna, Coah            | Cia. Radiodifusora de Coahuila, S.A |
| XERH         | 1500             | 5000-D<br>500-N | Mexico, D. F.                | "ARSE", S. A.                       |
| XERJ         | 1320             | 1000            | Mazatlan, Sin.               | Oscar Perez E.                      |
| XERK         | 1380             | 500             | Tepic, Nay.                  | Tomas Mondragon                     |
| XERO         | 1490             | 250             | Aguascalientes,<br>Ags.      | Radio Hidrotermopolitana S. de R.L  |
| XERL         | 1280             | 250             | Colima, Col.                 | J. Roberto Levy                     |
| XERT         | 590              | 5000-D<br>250-N | Reynosa, Tams                | Ignacio Magallon                    |
| XERW         | 1390             | 250             | Leon, Gto.                   | Augustin Obregon Padilla            |
| XERZ         | 1240             | 250             | Leon, Gto.                   | Carlos Obregon Padilla              |
| XESA         | 1360             | 500             | Culiacan, Sin.               | Pablos 7 Elizalde                   |
| XESB         | 1400             | 100             | Santa Barbara,<br>Chih.      | Domingo Salayandia Najera           |
| XESF         | 1300             | 500             | Morelia, Mich.               | Jose Martinez Ramierez              |
| XESJ         | 1250             | 500             | Saltillo, Coah.              | Froylan Mier Narro                  |
| XESL         | 1340             | 250             | San Luis Potosi,<br>S. L. P. | Josefina Delgado Sucs.              |
| XESM         | 1470             | 500             | Mexico, D. F.                | Salvador San Martin                 |
| XETB         | 1350             | 5000-D<br>500-N | Torreon, Coah.               | Radio Laguna, S. A.                 |
| XETF         | 1250             | 500             | Veracruz, Ver.               | Sucrs. Jose Rodriguez Lopez         |
| XETK         | 1390             | 1000-D<br>500-N | Mazatlan, Sin.               | Radio Emisora de Occidente          |
| XETL         | 1390             | 1000            | Tuxpan, Ver.                 | Calixto Almazan                     |
| XETM         | 1350             | 1000            | Naco, Son.                   | Jesus Manuel Franco                 |
| XETO         | 1400             | 250             | Tampico, Tams.               | Radio Tiempo S. de R. L. C. C.      |
| XETQ         | 1370             | 250             | Orizaba, Ver.                | Sucrs. de Francisco Campos H.       |
| XETR         | 1120             | 1000            | Ciudad Valles,<br>S. L. P.   | Tomas Oliva Banuelos                |
| XETS         | 630              | 500-D<br>250-N  | Tapachula, Chis.             | Waldelay Dominguez Correa           |
| XETU         | 980              | 1000            | Tampico, Tams.               | Impulsora Moderna del Radio, S. A   |
| XETX         | 1400             | 1000-D<br>250-N | N. Casas Grandes,<br>Chih.   | Laureano F. Moliyar, Jr.            |
| XEUF         | 610              | 500             | Uruapan, Mich.               | Ignacio Navarro                     |
| XEVV         | 970              | 1000-D<br>500-N | Villahermosa, Ta             |                                     |
| XEWE         | 1420             | 100             | Irapuato, Gto.               | Felipe Gallardo                     |
| XEWG         | 1490             | 250             | Ciudad Juarez,<br>Chih.      | Carlos Mendez                       |
| XEWJ         | 1420             | 250             | Tehuacan, Pue.               |                                     |
| XEXT         | 980              | 1000            | Tepic, Nay.                  | State Government                    |
| XEXX         | 1420             | 2000            | Tijuana, B. C.               | Jose J. Clark, Fernando Federico    |



all MEXICO  
will hear your message through

**R C N**

Affiliated 75 Broadcasting  
Stations



ACAPULCO, GRO.  
AGUASCALIENTES, AGS.  
AGUA PRIETA, SON.  
CAMARGO, CHIH.  
CIUDAD JUAREZ, CHIH.  
CIUDAD OBREGON, SON.  
COATZACOALCOS, VER.  
CUAUTLA, MOR.  
CULIACAN, SON.  
CHIHUAHUA, CHIH.  
DELICIAS, CHIH.  
DURANGO, DGO.  
GUADALAJARA, JAL.  
HERMOSILLO, SON.  
HUATABAMPO, SON.  
JALAPA, VER.  
LA BARCA, JAL.  
LEON, GTO.  
LOS MOCHIS, SIN.  
MAGDALENA, SON.  
MATAMOROS, TAMPS.  
MAZATLAN, SIN.  
MERIDA, YUC.  
MEXICALI, B. C.  
MONTERREY, N. L.  
NUEVO LAREDO, TAMPS.  
PARRAL, CHIH.  
PIEDRAS NEGRAS, COAH.  
POZA RICA, VER.  
PUEBLA, PUE.  
REYNOSA, TAMPS.  
SAHUAYO, MICH.  
SALTILLO, COAH.  
SAN LUIS POTOSI, SLP.  
SAN LUIS  
RIO COLORADO, SON.  
SANTA ANA, SON.  
SANTA BARBARA, CHIH.  
TAMPICO, TAMPS.  
TEPIC, NAY.  
TIJUANA, B. C.  
SAN PEDRO  
TLAQUEPAQUE, JAL.  
TORREON, COAH.  
URUAPAN, MICH.  
VERACRUZ, VER.  
VILLA ACUNA, COAH.  
ZACATECAS, ZAC.  
ZAMORA, MICH.

RADIO CADENA NACIONAL S.A.

Vallarta 1 Sixth Floor Mexico D.F.



# Radio Cadena Nacional, S. A.

Head Office: Vallarta #1

General Offices: Vallarta #1

Phones:

Head Office: 21-01-78—36-84-68

General Offices: 10-39-09—21-38-62

P. O. Box 7892

Mexico City, Mexico

## —PERSONNEL—

|                                    |                          |
|------------------------------------|--------------------------|
| President & General Manager.....   | Rafael Cutberto Navarro  |
| Sub-Manager.....                   | José Horacio Septién     |
| Assistant Manager—Accounting ..... | Raquel Burgos Romero     |
| Assistant to President .....       | María Vázquez            |
| Sales Manager.....                 | Héctor Ventura de Castro |
| Head of Control.....               | Valente Garza García     |
| Advertising Department.....        | Jorge Suarez Lozano      |

## AFFILIATED STATIONS IN MEXICO

| Call Letters | City                 | Call Letters | City                        |
|--------------|----------------------|--------------|-----------------------------|
| XELJ         | Acapulco, Gro.       | XEAA         | Mexicali, B. C.             |
| XERO         | Aguascalientes, Ags. | XET          | Monterrey, N. L.            |
| XEFH         | Agua Prieta, Son.    | XEAW         | Monterrey, N. L.            |
| XEAO         | Agua Prieta, Son.    | XEAR         | Monterrey, N. L.            |
| XEHA         | Camargo, Chih.       | XEG          | Monterrey, N. L.            |
| XEJ          | Ciudad Juarez, Chih. | XEOK         | Monterrey, N. L.            |
| XELO         | Ciudad Juarez, Chih. | XESF         | Morelia, Mich.              |
| XEWG         | Ciudad Juarez, Chih. | KNOG         | Nogales, Arizona            |
| XEF          | Ciudad Juarez, Chih. | XEDF         | Nuevo Laredo, Tamps.        |
| XEAP         | Ciudad Obregon, Son. | XEAS         | Nuevo Laredo, Tamps.        |
| XEGB         | Coatzacoalcos, Ver.  | XERG         | Nuevo Laredo, Tamps.        |
| XEWF         | Cuautila, Mor.       | XEJS         | Parral, Chih.               |
| XECO         | Culiacan, Sin.       | XEMJ         | Piedras Negras, Coah.       |
| XESA         | Culiacan, Sin.       | XEFO         | Poza Rica, Ver.             |
| XEM          | Chihuahua, Chin.     | XECD         | Puebla, Pue.                |
| XEBW         | Chihuahua, Chin.     | XEOR         | Reynosa, Tamps.             |
| XEJK         | Delicias, Chih.      | XEGC         | Sahuayo, Mich.              |
| XEDU         | Durango, Dgo.        | XEKS         | Saltillo, Coah.             |
| XEHL         | Guadalajara, Jal.    | XEPO         | San Luis Potosi, SLP.       |
| XEHK         | Guadalajara, Jal.    | XECB         | San Luis Rio Colorado, Son. |
| XEJE         | Guadalajara, Jal.    | XEAB         | San Ana, Son.               |
| XEAD         | Guadalajara, Jal.    | XESB         | Santa Barbara, Chih.        |
| XEBA         | Guadalajara, Jal.    | XEFW         | Tampico, Tamps.             |
| XEDL         | Hermosillo, Son.     | XETO         | Tampico, Tamps.             |

## Radio Cadena — Radio Programas

| <i>Call Letters</i> | <i>City</i>       | <i>Call Letters</i> | <i>City</i>        |
|---------------------|-------------------|---------------------|--------------------|
| XEHX                | Huatabampo, Son.  | XEXT                | Tepec, Nay.        |
| XEJW                | Jalapa, Ver.      | XEBG                | Tijuana, B. C.     |
| XELB                | La Barca, Jal.    | XEAU                | Tijuana, B. C.     |
| XERZ                | Leon, Gto.        | XEXX                | Tijuana, B. C.     |
| XECU                | Los Mochis, Sin.  | XESP                | Tlaquepaque, Jal.  |
| XEDJ                | Magdalena, Son.   | XETB                | Torreón, Coah.     |
| XEO                 | Matamoros, Tamps. | XEOB                | Torreón, Coah.     |
| XEMT                | Matamoros, Tamps. | XEFN                | Uruapan, Mich.     |
| XERJ                | Mazatlan, Sin.    | XETF                | Veracruz, Ver.     |
| XEDS                | Mazatlan, Sin.    | XERF                | Villa Acuna, Coah. |
| XEZ                 | Merida, Yuc.      | XEDH                | Villa Acuna, Coah. |
| XEMQ                | Merida, Yuc.      | XEXZ                | Zacatecas, Zac.    |
| XEMH                | Merida, Yuc.      | XEZM                | Zamora, Mich.      |
| XED                 | Mexicali, B. C.   | XEGT                | Zamora, Mich.      |

### AFFILIATED STATIONS IN MEXICO CITY

| <i>Call Letters</i> | <i>City</i>   | <i>Call Letters</i> | <i>City</i>   |
|---------------------|---------------|---------------------|---------------|
| XEX                 | Mexico, D. F. | XEDA                | Mexico, D. F. |
| XEB                 | Mexico, D. F. | XEBS                | Mexico, D. F. |
| XELA                | Mexico, D. F. | XERH                | Mexico, D. F. |
| XEL                 | Mexico, D. F. | XEN                 | Mexico, D. F. |
| XEK                 | Mexico, D. F. | XEJP                | Mexico, D. F. |
| XEAI                | Mexico, D. F. |                     |               |
| XEBZ                | Mexico, D. F. | Radio Mil           | Mexico, D. F. |
| XELZ                | Mexico, D. F. | XERC                | Mexico, D. F. |
| XEMX                | Mexico, D. F. | XEQR                | Mexico, D. F. |
| Radio 6.20          | Mexico, D. F. | XEQB                | Mexico, D. F. |
| Radio 590           | Mexico, D. F. | XEQK                | Mexico, D. F. |
| XESM                | Mexico, D. F. |                     |               |
| XEMC                | Mexico, D. F. |                     |               |

## Radio Programas de Mexico, S. A.

*Head & General Offices: Bucareli 109*

*Phones:*

Head Office: 35-13-73—12-72-34

General Offices: 36-29-01—12-65-44—13-91-14

*P. O. Box 1324*

*Mexico City, Mexico*

### — PERSONNEL —

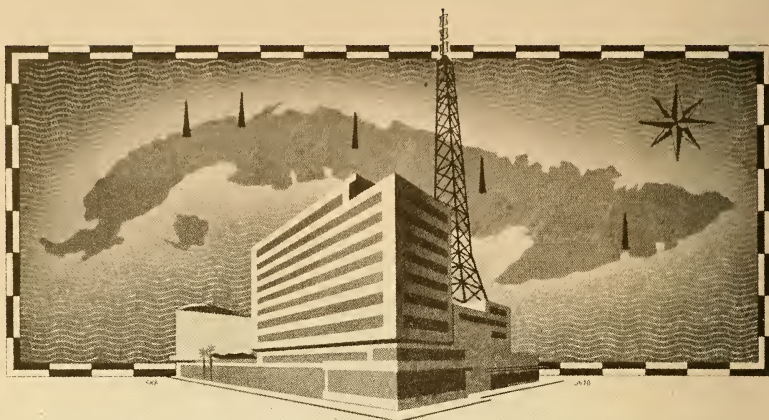
President & General Manager.....Clemente Serna Martínez  
 Assistant Manager—Commercial.....Antonio Eufrazio Ontiveros

## Radio Programas de Mexico

Assistant Manager—Accounting.....Horacio Niño Medina  
 Executive .....V. Mundz Ayarza  
 Executive .....Victor Rivero  
 Assistant to Pres. & Gen. Mgr.....Joaquin de la Garza  
 Advertising Department.....Homero Rios D.

### AFFILIATED STATIONS IN MEXICO

| <i>Call Letters</i> | <i>City</i>             | <i>Call Letters</i> | <i>City</i>               |
|---------------------|-------------------------|---------------------|---------------------------|
| XEBI                | Aguascalientes, Ags.    | XEDW                | Minatitlan, Ver.          |
| KEYZ                | Aguascalientes, Ags.    | XEMF                | Monolova, Coah.           |
| XEA                 | Campeche, Camp.         | XEFB                | Monterrey, Coah.          |
| XEFQ                | Cananea, Son.           | XEMR                | Monterrey, N. L.          |
| XENC                | Celaya, Gto.            | XEI                 | Morelia, Mich.            |
| XEJK                | Ciudad Delicias, Chih.  | XELQ                | Morelia, Mich.            |
| XEBC                | Ciudad Guzman, Jal.     | XETM                | Naco, Son.                |
| XEP                 | Ciudad Juarez, Chih.    | XEGL                | Navojoa, Son.             |
| XEOX                | Ciudad Obregon, Son.    | XEHF                | Nogales, Son.             |
| XETR                | Ciudad Valles, S. L. P. | XETX                | N. Casas Grandes, Chih.   |
| XEBJ                | Ciudad Victoria, Tamps. | XEFE                | Nuevo Laredo, Tamps.      |
| XEOM                | Coatzacoalcos, Ver.     | XEAN                | Ocotlan, Jal.             |
| XERL                | Colima, Col.            | XEAX                | Oaxaca, Oax.              |
| XEAG                | Cordoba, Ver.           | XETQ                | Orizaba, Ver.             |
| XEJC                | Cuernavaca, Mor.        | XEPP                | Orizaba, Ver.             |
| XEBL                | Culiacan, Sin.          | XEPK                | Pachuca, Hgo.             |
| XEFT                | Chihuahua, Chih.        | XEAT                | Parral, Chin.             |
| XEBU                | Chihuahua, Chih.        | XEMU                | Piedras Negras, Coah.     |
| XERA                | Chihuahua, Chih.        | XEHR                | Puebla, Pue.              |
| XEE                 | Durango, Dgo.           | XENA                | Queretaro, Qro.           |
| XEPF                | Ensenada, B. C.         | XERT                | Reynosa, Tamps.           |
| XEMA                | Fresnillo, Zac.         | XEBX                | Sabinas, Coah.            |
| XEAV                | Guadalajara, Jal.       | XERX                | Salamanca, Gto.           |
| XELW                | Guadalajara, Jal.       | XEDE                | Salttillo, Coah.          |
| XEDK                | Guadalajara, Jal.       | XESJ                | Salttillo, Coah.          |
| XEWZ                | Guanajuato, Gto.        | XECZ                | San Luis Potosi, S. L. P. |
| XEGS                | Guasave, Sin.           | XEBM                | San Luis Potosi, S. L. P. |
| XEDR                | Guaymas, Son.           | XETU                | Tampico, Tamps.           |
| XEBH                | Hermosillo, Son.        | XES                 | Tampico, Tamps.           |
| XEHT                | Huamantla, Tlx.         | XETS                | Tapachula, Chis.          |
| XEBO                | Irapuato, Gto.          | XEWJ                | Tehuacan, Pue.            |
| XEWE                | Irapuato, Gto.          | XERK                | Tepic, Nay.               |
| XEKL                | Jalapa, Ver.            | XEC                 | Tijuana, B. C.            |
| XEJA                | Jalapa, Ver.            | XECH                | Toluca, Mex.              |
| XELC                | La Piedad, Mich.        | XEBP                | Torreón, Coah.            |
| XELG                | Leon, Gto.              | XEDN                | Torreón, Coah.            |
| XERW                | Leon, Gto.              | XEUX                | Tuxpan, Nay.              |
| XER                 | Linares, N. L.          | XETL                | Tuxpan, Ver.              |
| XECF                | Los Mochis, Sin.        | XEON                | Tuxtla Gutierrez, Chis.   |
| XEAM                | Matamoros, Tamps.       | XEUF                | Uruapan, Mich.            |
| XETK                | Mazatlan, Sin.          | XEU                 | Veracruz, Ver.            |
| XEQW                | Merida, Yuc.            | XEHV                | Veracruz, Ver.            |
| XEFC                | Merida, Yuc.            | XEZU                | Zacapu, Mich.             |
| XECL                | Mexicali, B. C.         | XELK                | Zocatecas, Zac.           |
|                     |                         | XETA                | Zitacuaro, Mich.          |



# CMQ Television

HAVANA, CUBA

THE FIRST NATIONAL TELEVISION NETWORK IN LATIN AMERICA!

In March 1952 CMQ-TV will inaugurate its National Television Network, which will cover 80% of the Cuban territory—a market of over FIVE MILLION consumers. Besides the Havana station, now in actual operation, FOUR other television stations will be in operation in Matanzas, Santa Clara, Camaguey and Santiago de Cuba.

CMQ Television now offers the advertiser, THROUGH ITS NATIONAL NETWORK, total and efficient coverage of the Island of Cuba - THIRD NATION OF THE WORLD IN TRADE WITH THE U. S. AND FIRST IN LATIN AMERICA.

EXCLUSIVE REPRESENTATIVE:

Melchor Guzmán, 45 Rockefeller Plaza, New York City, N. Y.

## LOCATION AND POWER OF STATIONS

| STATION       | CHANNEL | POWER      | HEIGHT OF ANTENNA ABOVE SEA LEVEL | RADIATED POWER |         |
|---------------|---------|------------|-----------------------------------|----------------|---------|
|               |         |            |                                   | VIDEO          | AUDIO   |
| HAVANA        | 6       | 5000 watts | 385 feet                          | 9382 W.        | 18765 W |
| MATANZAS      | 9       | 500 "      | 760 "                             | 1507 "         | 3015 "  |
| STA. CLARA    | 5       | 5000 "     | 1020 "                            | 8439 "         | 16878 " |
| CAMAGUEY      | 6       | 500 "      | 650 "                             | 896 "          | 1793 "  |
| STGO. DE CUBA | 2       | 5000 "     | 1760 "                            | 7802 "         | 15604 " |

IN CUBA... LET CMQ-TV SELL FOR YOU



# STATIONS OF CUBA



| <i>Location</i>               | <i>Call Letters</i> | <i>Frequency (Kcs.)</i> | <i>Power (Kw.)</i> |
|-------------------------------|---------------------|-------------------------|--------------------|
| Pinar Del Rio.....            | CMAR                | 1170                    | .25                |
| Artemisa .....                | CMAD                | 1240                    | .25                |
| Bayamo .....                  | CMKX                | 1390                    | .25                |
| Cabaiguan .....               | CMHP                | 1250                    | 0.25               |
| Camaguey .....                | CMJN                | 960                     | 1.                 |
| Camaguey (Circuito CMQ) ..... | CMJL                | 920                     | 5.                 |
| Camaguey .....                | CMJK                | 1150                    | 0.5                |
| Camaguey .....                | CMJB                | 880                     | 1.                 |
| Camaguey .....                | CMJA                | 1060                    | 0.25               |
| Camaguey .....                | CMJF                | 1340                    | 1.                 |
| Camaguey .....                | CMJR                | 1030                    | 1.                 |
| Camaguey .....                | CMJW                | 1440                    | 0.25               |
| Camaguey .....                | CMJC                | 1270                    | 1.0                |
| Camajuani .....               | CMHD                | 890                     | 1.0                |
| Camajuani .....               | CMHF                | 1040                    | 1.0                |
| Cardenas .....                | CMGE                | 1470                    | 0.25               |
| Cienfuegos .....              | CMHJ                | 1350                    | 0.25               |
| Cienfuegos .....              | CMHU                | 720                     | .25                |
| Ciego de Avila .....          | CMJD                | 1190                    | .25                |
| Ciego de Avila .....          | CMJY                | 760                     | 1.                 |
| Ciego de Avila .....          | CMJM                | 840                     | .5                 |
| Ciego de Avila .....          | CMJH                | 1370                    | .25                |
| Ciego de Avila .....          | CMJO                | 1470                    | 0.25               |
| Havana .....                  | CMZ                 | 1560                    | 10.                |
| Colon .....                   | CMGU                | 1340                    | .25                |
| Cruces, L. V. ....            | CMHK                | 1210                    | 0.25               |
| Encrucijada .....             | CMHE                | 1090                    | .25                |
| Florida .....                 | CMJI                | 1400                    | 0.25               |
| Guantanamo .....              | CMKI                | 1560                    | .25                |
| Guantanamo .....              | CMKA                | 1250                    | .25                |
| Guantanamo, Orte .....        | CMKS                | 900                     | 0.25               |
| Guantanamo .....              | CMKH                | 1130                    | 0.25               |
| Havana (Circuito CMQ) .....   | CMQ                 | 630                     | 25.                |
| Havana .....                  | CMCA                | 1560                    | 10.                |
| Havana (Radio Reloj) .....    | CMCB                | 1330                    | 1.                 |
| Havana .....                  | CMCQ                | 1420                    | .25                |
| Havana .....                  | CMBX                | 1390                    | 0.25               |
| Havana .....                  | CMCX                | 1060                    | 10.—d; .25 n       |

## Stations of Cuba

| <i>Location</i>              | <i>Call Letters</i> | <i>Frequency (Kcs.)</i> | <i>Power (Kw.)</i> |
|------------------------------|---------------------|-------------------------|--------------------|
| Havana                       | CMCO                | 1230                    | .25                |
| Havana                       | CMBD                | 1520                    | 0.25               |
| Havana                       | CMCU                | 660                     | 1.                 |
| Havana                       | CMCW                | 1290                    | 0.25               |
| Havana                       | CMBY                | 1120                    | .25                |
| Havana                       | CMCF                | 910                     | 10.0               |
| Havana                       | CMK                 | 1190                    | .25                |
| Havana                       | CMBL                | 860                     | 15.                |
| Havana                       | CMCI                | 1260                    | 5.                 |
| Havana                       | CMOA                | 1590                    | .25                |
| Holguin                      | CMKM                | 560                     | 5.                 |
| Holguin                      | CMKV                | 600                     | 1.                 |
| Holguin                      | CMKF                | 1050                    | 0.25               |
| Holguin (Circuito CMQ)       | CMKJ                | 730                     | 5.0                |
| Holguin                      | CMKO                | 1220                    | .25                |
| Holguin                      | CMKD                | 970                     | 1.                 |
| Jovellanos                   | CMGN                | 960                     | 0.5                |
| Camaguey                     | CMJG                | 1000                    | 1.                 |
| Havana                       | CMCH                | 790                     | 10.                |
| Havana                       | CMCM                | 1460                    | 0.25               |
| LaMaya                       | CMKT                | 1520                    | .25                |
| Matanzas                     | CMGW                | 1100                    | 0.5                |
| Matanzas                     | CMGF                | 1240                    | 0.25               |
| Matanzas                     | CMGL                | 1400                    | .25                |
| Moron                        | CMJX                | 1230                    | .25                |
| Nuevitas                     | CMJQ                | 1580                    | .25                |
| Palma Soriano, Orte          | CMKZ                | 1430                    | .25                |
| Pinar del Rio                | CMAB                | 760                     | 5.                 |
| Pinar del Rio (Circuito CMQ) | CMAQ                | 920                     | 1.0                |
| Pinar del Rio                | CMAN                | 840                     | 1.0                |
| Pinar del Rio                | CMAW                | 800                     | 0.25               |
| Havana                       | CMCK                | 980                     | 5.                 |
| Havana                       | CMBF                | 950                     | 10.0               |
| Puerto Padre                 | CMKY                | 1350                    | 1.0                |
| Havana                       | CMBZ                | 330                     | 5.                 |
| Havana                       | CMCY                | 590                     | 15-D 25-D          |
| Havana                       | CMBQ                | 1010                    | 25.0               |
| Havana                       | CMBC                | 690                     | 10.0               |
| Havana                       | CMCD                | 740                     | 10.                |
| Havana                       | CMW                 | 550                     | 2.5                |
| Sagua La Grande              | CMHA                | 1280                    | .25                |
| San Cristobal                | CMAC                | 1030                    | 0.25               |

## Stations of Cuba

| Location                        | Call Letters | Frequency (Kcs.) | Power (Kw.) |
|---------------------------------|--------------|------------------|-------------|
| Sancti Spiritus                 | CMHB         | 780              | .25         |
| Sancti Spiritus                 | CMHT         | 990              | 1.          |
| Santa Clara                     | CMHI         | 570              | 10-D        |
| Santa Clara (Circuito CMQ)      | CMHQ         | 640              | 10.0        |
| Santa Clara                     | CMHW         | 810              | 1.          |
| Santa Clara                     | CMHO         | 1310             | 1.          |
| Santa Clara                     | CMHX         | 1480             | .25         |
| Santa Clara                     | CMHM         | 1130             | 1.          |
| Santiago de Cuba                | CMKN         | 930              | 1.          |
| Santiago de Cuba (Circuito CMQ) | CMKU         | 850              | 2.0         |
| Santiago de Cuba                | CMKW         | 800              | 2.0         |
| Santiago de Cuba                | CMKL         | 1000             | 0.25        |
| Santiago de Cuba                | CMKR         | 1090             | .25         |
| Santiago de Cuba                | CMKB         | 1170             | 1.          |
| Santiago de Cuba                | CMKC         | 770              | 1.0         |
| San Luis, Oriente               | CMKQ         | 1460             | .25         |
| Havana                          | CMOX         | 1490             | .25         |
| Havana                          | CMBS         | 1090             | 0.25        |
| Havana                          | CMBG         | 1360             | 0.25        |
| Victoria de las Tunas           | CMKE         | 1320             | .25         |
| Victoria de las Tunas           | CMKG         | 1490             | .25         |
| Santiago de Cuba                | CMDA         | 650              | 1.          |

# Television Stations of CUBA



### UNION TELEVISION, S. A.

Mazon 52, Habana, Cuba

Cable: Unratel

Telephone: U-6056 — U-5323

### CIRCUITO CMQ, S. A.

Radiocentro, Habana, Cuba

Director General.....Goar Mestre

Director of News and Public Relations

Abel Mestre

General Sales Manager.....Arturo Chabau

Director of Personnel.....Rene Puig

Manager of TV Program Dept.

Ramiro Gomez Kemp

Manager of Advertising and Promotion

Miguel A. Ma:tin

Manager of Film Procurement Dept.

Jenny Torres

### U. S. REPRESENTATIVE

Melchor Guzman Company

45 Rockefeller Plaza

New York City — Circle 7-0624

### STATIONS

*Call Letters City Channel Licensee*

CMUR-TV .. Havana ..... Union Radio

CMQ-TV .. Havana ..... 6 CMQ

CMQ-TV .. Santa Clara... 5 CMQ

CMQ-TV .. Camaguey ... 6 CMQ

CMQ-TV .. Santiago .... 2 CMQ

CMQ-TV .. Matanzas ... 9 CMQ

# What's in a Name?

Way back in 1922, the late Henry C. Gates, well known industrialist, decided to make the name GATES synonymous with service in the electronics field.

Today, 30 years later, it would be a rare exception to find anyone who does not know about GATES products.

One of the oldest manufacturers of electronic equipment in the world, the GATES RADIO COMPANY specializes in radio transmitting equipment of all types — AM, FM, TV, Communications, etc.

By so specializing — and through production efficiency — GATES is able to offer higher quality at more modest prices.

No job is too large or small, too complex or simple for GATES to tackle.

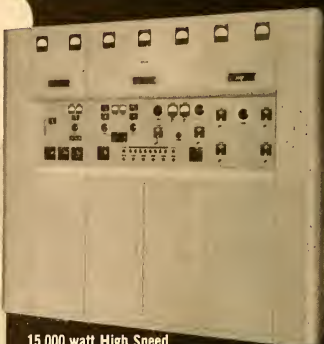
Because GATES itself manufactures a large number of the components that go into finished GATES equipment, designs are not assemblies built to the convenience of someone else's particular size of material.

This means GATES offers "custom-built" quality and efficiency at prices that pleasantly surprise.

All of these points are of outstanding importance to you — are specific reasons for wanting your transmitting equipment to bear that familiar and trusted name — GATES.

## GATES PRODUCTS

- Commercial broadcasting equipment
- Commercial communications transmitting equipment
- Television transmitting equipment
- Frequency modulated transmitting equipment
- Mobile transmitting equipment
- Audio equipment including: broadcast, recording, public address
- Specially designed electronic instruments including: vibration fatigue apparatus, laboratory hearing aid equipment, recording equipment
- And many other items.



15,000 watt High Speed Telegraph Transmitter for Inter-continental service



Turntable



F.C.C. Approved Frequency Monitor



Dual Channel Speech Input System



GATES Supercab Co-ax



GATES Inductor



Tube Sockets for High Powered Tubes

GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U. S. A.

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 East 40th Street, New York City • Canadian Marconi Company, Montreal, Quebec, Canada



# EQUIPMENT

Radio-TV Equipment Manufacturers



RTMA Personnel — Committees



Consulting Engineers



# 8

## reasons why engineers everywhere select PRESTO above all others



### TAPE RECORDERS

#### PRESTO rack mounted RC-10 24

Three-motor drive eliminates take-up clutch. Solenoid type brakes operated by push button. Three magnetic heads. Accommodates 10½" reel.

#### PRESTO portable RC-10 14

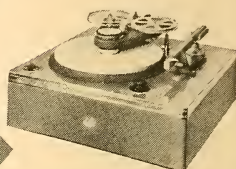
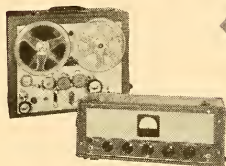
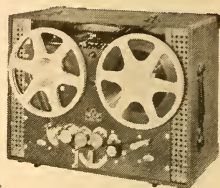
High fidelity tape recorder with rotary type selector control. Speeds of 7½" and 15" per sec.

#### PRESTO portable PT-920

The top buy in portable tape recorders, 10 watt amplifier, two speakers and amplifier in one case. 3 motors, no take-up clutch.

#### PRESTO tape reproducer TL-10

New and improved. Permits tape playback on 16" turntable at 7½" or 15"/sec. Plugs into standard speech input equipment.



### DISC RECORDERS

#### PRESTO studio console 8 D-6

Direct gear drive, twin motors. 8 feed pitches in each direction. Radial cantilevered overhead with 1-D cutting head.

#### PRESTO portable 6-N

Low mechanical noise level; excellent accuracy at 78 and 33½ rpm; 1-D cutting head. Micro-groove attachment available.

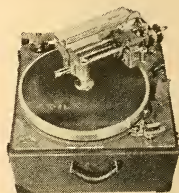
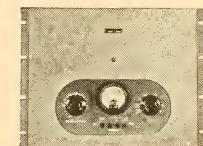
### RECORDING AMPLIFIERS

#### PRESTO 92-B

For rack mounting. 60 watts, push button selector for recording characteristics. Removable front panel for easy maintenance.

#### PRESTO portable 90-B

Distortion of less than 1.5% at maximum output, 3 microphone input with mixer and master gain control. Complete facilities for remote recording.



**PRESTO** RECORDING CORPORATION  
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.

Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

A LIST OF IMPORTANT RADIO, TELEVISION AND FM

# EQUIPMENT FIRMS



## Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.  
Phone: Spaulding 2-0100  
N. Y. Phone: PLaza 7-7500

President ..... Ross D. Siragusa  
Exec. Vice-Pres. .... John B. Huarisa  
Vive-Pres., Appliance Div. .... Lee H. D. Baker  
Vice-Pres., Real Estate. .... Richard F. Dooley  
Vice-Pres., Electronics Div. .... R. A. Graver  
Vice-Pres., Sales. .... Wallace C. Johnson  
Vice-Pres., Purchasing. .... Frank J. Kazda  
Vice-Pres., Prod. .... Cy S. Rossate  
Vice-Pres., Eng. .... Kenneth D. Turner  
Treasurer ..... Lynn C. Park  
Secretary ..... George E. Driscoll  
Assistant Secretary ..... Frank H. Uriell  
Comptroller ..... Edgar C. Bauler  
Adv. Dir. .... Seymour Maintz  
Public Relations Dir. .... Neil T. Regan  
Asst. Adv. Mgr. .... John Wm. Walt  
TV Promotion Mgr. .... Edwin J. Sherwood  
Service Manager. .... M. J. Schinke

PRODUCTS: Television receiving sets, table models, consoles and TV-radio-phonograph combinations. Table model AM radios, AM-FM radio phonograph combinations. Dual-temp and conventional refrigerators, electric ranges.

## Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wis.  
Phone: Mitchell 5-5151

Pres.-Sales Manager. .... F. F. Look  
Radio Sales Mgr. .... D. S. W. Kelly  
Chief Engineer. .... J. J. Mellon  
Credit Manager. .... E. M. Kroening  
Purchasing Agent. .... Theron C. Child  
Advertising Mgr. .... A. H. Fensholt  
Industrial Relations Mgr. .... George Megow  
Export Mgrs. .... Rockne Intern't Corp.  
Service Mgr. .... G. W. Vater

PRODUCTS: Fixed Composition Resistors, Variable Composition Resistors, Electrically operated Solenoid Contactors, AC and DC Electric Motor Control Apparatus, Power Type Relays, Push Buttons, Pressure and Temperature Controls, Limit Switches, Timing Relays, etc.

## Allied Radio Corp.

833 W. Jackson Blvd., Chicago 7, Ill.  
Phone: HAYmarket 1-6800

Pres. & Gen. Mgr. .... A. D. Davis  
Treasurer. .... A. E. Davis  
Merchandising Manager. .... Alex Brodsky  
Sales Manager. .... S. H. Levey  
Sales Promotion Mgr. .... J. W. Rubin

Gen. Superintendent. .... W. M. Kordtsimon  
Office Manager. .... A. Shapiro  
Operations Manager. .... Fred Schuurstein  
PRODUCTS: Distributors of radio, TV, and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.

## American Structural Products Co. subsidiary of Owens-Illinois Glass Co.

Box 1935, Toledo 1, O.  
Phone: FA. 6543

President ..... S. J. McGiveran  
Gen. Sales Mgr. .... E. B. Dennis, Jr.  
Industrial & Electronics

Sales Mgr. .... J. P. Kearney  
Sales Promotion Mgr. .... Harlan Hobbs  
Advertising Mgr. .... W. E. McWhorter

PRODUCTS: Cathode ray bulbs, hand blown hard and soft glass bulbs, and lime glass tubing, electronic glass, tube and rod specialties.

## Amperex Electronic Corp.

25 Washington St., Brooklyn 1, N. Y.  
Phone: MAIn 5-2050

Pres. & Sales Manager. .... Sam Norris  
Dir. of Engineering. .... Simeon Weston  
Purchasing Agent. .... Arnold Fricke  
Advertising Mgr. .... Louis Shappe  
Export Managers. .... Rocke International

PRODUCTS: Tubes: Transmitting, Power, Photo, X-Ray, Radiation Counter, Magnetrans, Special Purpose, Vacuum Condensers, Sub-miniature tubes, all tube accessories, etc.

## Ampex Electric Corp.

934 Charter St., Redwood City, Calif.  
Phone: EMerson 8-1471

Chmn. of Board. .... T. Kevin Mallen  
President. .... A. M. Poniatoff  
V.P.-Gen. Mgr. .... George I. Long  
Secretary. .... C. E. McSharry  
Mgr. Prod. Engr. Dept. .... Harrison Johnston  
Comptroller. .... Thomas L. Taggart

PRODUCTS: Magnetic Tape Recorders, Tape Film Synchronizing Equipment.

## American Television & Radio Co.

300 East Fourth St., St. Paul 1, Minn.  
Phone: Cedar 3791

Pres. & Sales Mgr. .... Albert A. Goffstein  
Chief Engineer. .... Albert A. Goffstein  
Credit Manager. .... Henry Blehert  
Purchasing Agent. .... Albert A. Goffstein

## Equipment Manufacturers

Export Managers.....Lincoln Export Co.  
 Service Manager.....Allan Degnan  
**PRODUCTS:** Auto Radio Vibrators, Heavy  
 Duty Inverter Vibrators, DC-AC Inverters,  
 Vibrator Packs, Battery Eliminators, and  
 Rectifier Power Supplies.

### Amy, Aceves & King, Inc.

11 W. 42St., New York 18, N. Y.  
 Phone: LOnacre 5-6622

President.....Ernest V. Amy  
 Pur. Agt. & Credit Mgr.....Frank King  
 Chief Engineer.....Julius G. Aceves  
 Sales Manager.....F. A. Klingenschmitt  
**PRODUCTS:** Master antenna systems, TV  
 and FM antennas. Electronic developments.

### Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C.1, N.Y.  
 Phone: SStillwell 4-5411

President.....Frank A. D. Andrea  
 Sales Manager.....Lynn Eaton  
 Gen. Sec. & Chief  
 Engineer.....H. J. Heindel  
 Plant Mgr.....Joseph A. Poitras  
 Service Mgr.....Joseph Haug  
 Credit Manager.....Victor J. Buck  
 Purchasing Agent.....Bruce B. Donald  
 Industrial Relations Mgr.....John Andrea  
 Export Manager.....Ramon Masvidal  
**PRODUCTS:** Radio and TV-FM receiv-  
 ers and TV-AM-FM phono. combinations.

### Andrew Corporation

363 E. 75 St., Chicago 19, Ill.  
 Phone: TRiangle 4-4400

Chairma, Bd. of Dir....Dr. V. J. Andrew  
 President.....Mrs. A. S. Andrew  
 V.P. & Gen. Mgr.....C. R. Cox  
 Production Mgr.....D. M. Smith  
 Chief Engineer.....J. S. Brown  
 Controller.....H. L. Coltman  
 Sales Manager.....J. A. Estelle  
**PRODUCTS:** Coaxial transmission line  
 FM-AM-TV, antennas FM broadcast, antenna  
 phasing equipment and accessories, tower  
 lighting equipment, indicating devices  
 (misc.), monitoring equipment relays, trans-  
 formers, UHF and VHF equipment and acces-  
 sories.

### Ansley Radio & Television, Inc.

85 Tremont St., Meriden, Conn.  
 Phone: 5-0660

President.....T. S. Harris  
 Vice-President.....R. G. Kramer  
 Chief Engineer.....J. Sieger  
**PRODUCTS:** Television Receivers, AM-  
 FM Radios, Phonograph Combinations.

### The Astatic Corporation

Harbor & Jackson Sts., Conneaut, O.  
 Phone: 12-656

President.....L. D. Cahoon  
 Vice-Pres. & Gen. Mgr....George B. Fraser

Vice-Pres. & Sec.....C. M. Chorpeneing  
 Vice-Pres. & Asst. Sec.....F. H. Kuhlman  
 Chmn. of Bd. & Asst. Treas...James H. Ross  
 Sales Manager.....W. J. Doyle  
 Chief Engineer.....G. A. Morrell, Jr.  
 Plant Superintendent.....R. G. James  
 Purchasing Agent.....H. J. Greene  
**PRODUCTS:** All channel TV & FM boost-  
 ers, U.H.F. converters.

### Audak Company

500 Fifth Ave., New York 18, N. Y.  
 Phone: LA 4-3723-3724

President.....Maximilian Weil  
 Vice-President.....Geo. V. Sullivan  
 Advertising.....Hart Lehman  
 Secretary.....J. C. Parvey  
**PRODUCTS:** Electronic reproducing and  
 recording equipment.

### Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 3-0973

President.....Wm. C. Speed  
 Vice-President-Sec.....Bryce Haynes  
**BRANCH OFFICE:** Allan H. Bodge, West  
 Coast, Mgr., 1006 N. Fairfax Ave., Hollywood  
 46, Calif.  
 Phone: HOLLYWOOD 9-8902  
**PRODUCTS:** Recording discs (Audio-  
 discs), recording and playback points (Au-  
 dio-points), Magnetic Recording Tape (Au-  
 diotape).

### Audio Masters Co.

341 Madison Ave., New York 17, N. Y.  
 Phone: MUrRay Hill 3-3881

President.....Herbert Rosen  
**PRODUCTS:** Transcription and electric  
 playback machines, recording tape, tape play-  
 back machine.

### Audio & Video Products Corporation

730 Fifth Ave., New York 19, N. Y.  
 Phone: PLaza 7-3091

President.....Charles E. Rynd  
 Vice-President.....Percy L. Deutsch  
 Vice-President.....Russell O. Hudson  
 Vice-President.....Thomas P. Robinson  
 Vice-President.....W. Oliver Summerlin  
 Vice-President.....Fred M. Thrower  
 Vice-Pres., Treas. &  
 Assistant Secretary.....Richard S. Rynd  
 Secretary.....Norah K. Donovan  
 Director of Adv. &  
 Sales Promotion.....Leon A. Wortman  
**PRODUCTS:** Sales and engineering repre-  
 sentatives for the finest line of magnetic tape  
 and disc recording equipment manufactured  
 by: Altec Lansing Corp., Ampex, Audiocisc,  
 Cinema Engineering Co., Edittall Tape  
 Splicer, Electric-Voice, Fairchild Disc Re-  
 corders and Playbacks, Langevin Mfg., Jim



## Equipment Manufacturers

Lansing, McIntosh Amplifiers, Minnesota Mining & Manufacturing magnetic tape, Pickering, Teleflex TV Productions Equipment and Rear-Process Slides, Thermo-Fax Duplicators and Sheets.

### Automatic Manufacturing Corp.

65 Gouverneur St., Newark 4, N. J.  
Phone: Humboldt 5-2100

President .....Martin H. Benedek  
Vice-Pres., Charge of Sales..Bert E. Smith  
Chief Engineer.....Joseph A. Mazzola  
Credit Mgr.....M. E. Silver  
V.P. Charge of Mfg.....J. A. Heimbruch

PRODUCTS: Intermediate Frequency Coils, Radio Frequency Coils, K-trans, tuners.

### John F. Beasley Construction Co.

P. A. Box 1624, Muskogee, Okla.  
Phone: 4762

President .....John F. Beasley  
Vice-President.....Marvin W. Kyger  
Secretary-Treas. ....James H. Beasley  
Assistant Secretary.....Andrew B. Lytle  
Sales and Engineering Offices in Dallas, Texas and Chicago, Illinois.

PRODUCTS: Steel erectors (radio-television towers and antennas.)

### Bendix Television & Broadcast Receiver Division (Bendix Aviation Corp.)

East Joppa Road, Towson 4, Maryland  
Phone: Towson 2200

General Manager .....W. A. Mara  
General Sales Manager.....R. W. Fordyce  
Merchandise Manager.....C. J. Hassard  
Adv. & Sales Prom. Mgr.....W. C. Lederer  
Credit Manager .....H. F. B. Kerr  
Chief Engineer .....J. M. Miller, Jr.  
Service Manager .....W. P. Muller

PRODUCTS: 14", 16", 17" and 20" TV receivers, both table models and console. AM and FM Console radios; 3 speed phono on some models.

### Bendix Radio, Broadcast Receiver & Television, Division of Bendix Aviation Corp.

Baltimore 4, Md.  
Phone: TUxedo 4020

General Manager .....W. A. Mara  
Sales Manager .....R. W. Fordyce  
Chief Engineer .....J. Miller  
Advertising Manager .....W. C. Lederer  
Purchasing Agent .....J. L. Winchester

PRODUCTS: Radio and Television Receivers.

### The William Brand & Co.

North and Valley Sts., Willimantic, Conn.  
Phone: Willimantic 3-1661  
President .....William Brand

Vice-President.....A. W. Brand  
Sales Manager.....R. H. Robinson  
Purchasing Agent.....J. R. Garey  
Office Manager.....E. F. Low  
Credit Manager.....H. K. Lathrop

Chicago Office, 1313 W. Randolph St.  
E. W. Brinson, Mgr.; Phone: SEcley 8-0345

PRODUCTS: Turbo Varnished Tubing—All NEMA grades. Cotton, rayon, or glass braid. Turbo Saturated Sleeving—all NEMA grades. Cotton, rayon, or glass braids. Turbo-sil Silicone Glass Varnished Tubing—all NEMA grades. Turbo Silicone Glass Saturated Sleeving—all NEMA grades. Turbo Cambrics, tapes, cloths, and papers. Turbotuf Tubing and Sleeving—NEMA grades B-A-1, B-B-1, B-C-1. Glass braid coated with Turbotherm insulation.

Turbo Extruded Plastic Tubing: Turbotherm 105, UL approved for a continuous operation at 105° C. Turbotrans is specially processed tubing of high quality used extensively for potting and baking operations, etc. Turbozone 47, special compound to meet AAF12047A specification. Turbolox 63, meets MIL-I-631 requirements. Turbolox 85, general purpose tubing for moderate heat and occasional exposure to oil.

Turbo Wire and Multi-Conductor Cables: Turbotherm 60, types SRIR and SRHV. Available with nylon jacket in standard RMA colors. Sizes 16 to 24 solid or stranded. Turbotherm 80, radio, instrument, and control hook-up wire. Approved appliance wire for 80° C. 300-600 volts with or without cotton, rayon or glass lacquered overbraid. Sizes 12 to 26 solid or stranded. Numbers 14, 16, and 18 stranded UL approved for 80° C. 1000 volts. Available also as a thin-wall instrument wire. Meets Buships 15-W-9 type LV. Nos. 22-28 in solid or stranded. RMA standard colors. Turbotherm 90, radio, instrument, and motor lead wire, with or without lacquered braid. UL approved 90° C., 600 volts. Nos. 16 to 26 solid or stranded. Turbotherm 105, motor lead and appliance wire UL approved 105° C., 600 volts. Nos. 16 to 26 solid or stranded. Turbotherm 105, hook-up and appliance wire with a lacquered glass overbraid UL approved 105° C., 300-600 volts. Nos. 16 to 26 solid or stranded. Turbolene PE, low voltage loop antenna wire. Nos. 22 and 24 solid or stranded with natural or brown insulation. Turbolene NF, high voltage appliance wire. UL approved 10,000 and 20,000 volts. Nos. 14 to 22 solid and stranded in natural white. Neon Sign Cable, UL approved 15,000 volts. Nos. 12 and 14 stranded in a natural color primary insulation with a black jacket.

Turbo Mica Products: Heater Plate, withstand direct contact with heat, 1000° F., 625 VPM. Flexible Plate, soft mica bonded with non-hardening adhesive varnish can be bent

## Equipment Manufacturers

or molded whether cold or warm. Amber Segment Plate, soft edge for wearing down with copper commutator bars, 600 VPM. Molding Plate, moldable at approximately 234° F., on flat sheets, 600 VPM up to .015 inch thickness, 450 VPM .015 inch and over.

### Brook Electronics, Inc.

34 DeHart Pl., (Box 491), Elizabeth 2, N. J.  
Phone: ELizabeth 2-7600

President .....N. Dinion  
Vice-Pres. & Chief Eng. ....Lincoln Walsh  
Purchasing Agent. ....Frank Hill  
PRODUCTS: High quality audio amplifiers.

### Browning Laboratories, Inc.

750 Main St., Winchester, Mass.  
Phone: WINchester 6-2121

President .....G. H. Browning  
Vice-President .....R. L. Purrington  
Chief Engineer .....F. A. Spindell  
Production Manager .....J. C. Sullivan  
PRODUCTS: FM tuners; FM-AM tuners; Frequency meters, cathode ray oscilloscopes. Regulated power supplies and square wave generators. Standing wave amplifiers.

### William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 16, Calif.  
Phone: Talbot 4943

Owner-Chief Eng. ....William W. L. Burnett  
PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

### Cambridge Thermionic Corp.

445 Concord Ave., Cambridge 38, Mass.  
Phone: TRowbridge 6-2800

President .....Frank Lyman, Jr.  
Vice-President .....Mary G. McGillen  
Vice-President. ....Danforth W. Comins, Jr.  
PRODUCTS: Frequency measuring service for AM-FM and TV lugs, terminal boards, electronic hardware, insulated terminals feed thru, coils, coil forms, chokes and tooling.

### Chicago Telephone Supply Corp.

1142 W. Beardsley Ave., Elkhart, Ind.  
Phone: 3-0310

President .....J. G. Best  
V. P. & Gen. Sales Mgr. ....W. A. Nicely  
V. P. & Gen. Mgr. ....B. S. Turner  
Chief Engineer .....W. H. Budd  
Credit Manager .....M. F. Schenck  
Purchasing Agent .....F. A. Bundy  
General Superintendent. ....G. M. Cooper  
Industrial Relations Mgr. ....A. M. Daily

Export Manager .....W. A. Nicely  
Traffic Manager .....R. I. Corner  
PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

### Clarostat Mfg. Co., Inc.

Washington Street  
Dover, N. H.

Phone: DOver 975

Chairman of the Bd. ....John Mucher  
President .....Victor Mucher  
Sales Mgr. Distributors  
Div. ....Fran Chamberlain  
Secretary .....Arthur Richenthal  
Exec. Vice-Pres. &

Chief Engineer .....George Mucher  
V.P. in Chg. of Sales. ....I. J. Youngblood  
Jobber Sales Mgr. ....Fran G. Chamberlain  
N. Y. Phone: MUrray Hill 9-2518

PRODUCTS: Volume controls, tone controls, wire wound power resistors, glassohms, resistor tubes, voltage dividers, L & T pads, attenuators, Decade Bos, rotary switches, television tube beam sender.

### Capehart-Farnsworth Corp.

3700 E. Pontiac St., Fort Wayne 1, Ind.  
Phone: ANThony 5301

President .....Fred D. Wilson  
Chairman of the Bd. ....Wm. H. Harrison  
Vice President (Research)

Philo T. Farnsworth  
Vice President (Engineering) .Antony Wright  
Treasurer .....Paul H. Hartmann  
Comptroller .....W. F. Hoepfner  
Secretary and Asst. Treas. ....C. H. Wiggin  
Director of Sales. ....E. Patrick Toal  
Merchandise Mgr. ....I. C. Hunter  
Director of Advertising. ....S. A. Morrow  
Director of Purchases. ....R. B. Brown  
Traffic Mgr. ....R. M. Hoey  
Credit Mgr. ....A. E. Sibley  
PRODUCTS: Capehart television receivers, AM-FM phonograph-radios, table, clock, and portable radios.

### Collins Radio Co.

855-35th St., N. E., Cedar Rapids, Ia.  
Phone: 3-0281

President .....Arthur A. Collins  
Executive V. P. (New York) .W. J. Barkley  
Vice-Pres.-Gen. Mgr. ....R. S. Gates  
V.P. Chg. Engr. & Mfg. ....L. M. Craft  
Secretary-Treasurer .....S. J. Storm  
PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receivers and accessories.

### Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.  
Phone: Bridgeport 6-0181

## Equipment Manufacturers

President .....Edward Wallerstein  
 V. P. in Chg. of Sales....Paul E. Southard  
 V. P. in Chg. of Mfg. and Engineering

J. H. Hunter

Dir. of Research.....William Bachman  
 Treasurer .....William Wilkins  
 Dir. of Purchases...Robert P. Robinson, Jr.  
 Advertising Mgr. ....Albert Earl  
 Export Mgr.....L. V. Ruyschaert  
 Ind. Rel. Mgr.....K. Raine  
 Order Service Mgr.....E. P. Eldridge  
 Traffic Manager.....Lou Morrison

PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions, Long Playing Microgroove Records.

### Continental Electric Co.

715 Hamilton St., Geneva, Ill.  
 Phone: GENEVA 4140

President .....H. R. McIlvaine  
 Credit Manager .....J. E. DeVleshower  
 Chief Engineer.....J. H. Cone  
 Sales Engineer.....J. S. Kirk  
 Sales Manager .....E. C. Hanson

PRODUCTS: Phototubes, rectifier tubes, thyratrons, lead sulfide cells, TRU VAC vacuum gauges, TV picture tubes.

### Continental Electronics Mfg. Co.

4212 Buckner Blvd., Dallas 10, Texas  
 Phone: EVERGREEN 1137

President .....James O. Weldon  
 Vice-President .....Lester H. Carr  
 General Mgr. ....W. M. Witty

PRODUCTS: Broadcast transmitters, 250 watt through 50 kilowatt. Antenna phasing equipment and associated apparatus.

### Corning Glass Works

Corning, New York  
 Phone: CORNING 372

President .....W. C. Decker  
 V.P. & Controller.....George D. Macbeth  
 V.P. & Secretary.....William H. Curtiss  
 V.P. & Treasurer.....Chas. D. LaFollette  
 Vice President .....Harry M. Hosier  
 Vice President.....Jesse T. Littleton  
 Vice President .....William C. Taylor  
 Asst. Secretary .....Wm. W. Sinclair  
 Asst. Secretary .....Frederick H. Knight  
 Asst. Treasurer .....C. H. Kruidenier  
 Mgr. Elec. Products Div.....J. L. Hanigan  
 Mfg. Mgr. Elec. Products Div.....N. J. Yang  
 Sales Mgr. Electronic Sales Dept.

J. S. Muller

Purchasing Agent .....F. S. Conable  
 Mgr., Public Relations Department

Howard E. Bahr

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators and bushings, resistor tubes, metallized glassware, including timmer capacitors, resistors, etc.

### Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.  
 Phone: BARCLAY 7-5140

President .....John Cook  
 Vice-Pres. & Gen.

Sales Mgr. ....W. F. Osler, Jr.  
 Treasurer .....J. C. Stagg  
 Secretary .....J. E. Hoffman  
 Sales Mgr. (Electric Wire  
 Products Div.) .....J. B. Baxter

PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets.

### Crosley Division-AVCO Mfg. Corp.

1329 Arlington St., Cincinnati 25, O.  
 Phone: KIRBY 6600

N. Y. Phone: MURRAY Hill 3-0202  
 Vice-Pres. & Gen. Mgr.....John W. Craig  
 Vice-Pres. & Gen. Sales Mgr...Wm. A. Bles  
 Gen. Works Mgr.....F. L. Meacham  
 General Controller.....L. W. Adkins  
 Controller .....W. A. Smith  
 Director of Purchases....Frank W. Warner  
 Director of Industrial

Relations .....Paul W. Deubery  
 Asst. Gen. Sales Mgr. in Chg.  
 Sales Prom. & Service.....R. K. White  
 Asst. Gen. Sales Mgr.-In

Charge of Adv.....V. C. Havens  
 Asst. Gen. Sales Mgr. Prods....Inwood Smith  
 Dir. of Public Relations...Varley P. Young  
 Mgr. Radio Sales Section....H. F. Koether  
 Mgr. TV Sales Section....H. E. McCullough  
 Mgr. Radio & TV Section.....L. E. Septer  
 Mgr. Appliance Eng.....O. E. Norberg  
 Mgr. Electronic Eng.....D. B. Nason  
 Credit Manager .....John J. Hope, Jr.  
 Director of Exports.....Tye M. Lett, Jr.  
 Service Dept. Mgr. Richard H. Schueberger  
 Traffic Dept. Mgr.....Frank C. Partlan

PRODUCTS: Television, models including table, consoles and console phono-combinations. Radio, AM table models in wide color range, clock radios, AM-FM models, portable models, phono-combinations, and versatile radio-TV combination.

### Doolittle Radio Inc.

7421 S. Loomis Blvd., Chicago 36, Ill.  
 Phone: RADCLIFFE 3-4100

President .....E. M. Doolittle  
 Genl. Manager .....M. E. Montgomery

PRODUCTS: FD-12 Frequency & modulation monitor. Monitors carrier operating frequency as well as deviation during FM modulation on any four frequencies between 25 and 175 mc. "littlefones" Models PJ2-2, three-quarters watt output, 25-50 mc. PJ2-4, two full watts output, 25-50 mc. PJ2-12 one-half watt output 150-175 mc, and PJ2-14, one full watt output 150-175 mc.



## Equipment Manufacturers

### Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Avenue, Clifton, N. J.  
Phone: Mulberry 4-7400  
for all divisions

President ..... Allan B. Du Mont  
Vice-President ..... Stanley F. Potter  
Director of Research

Thomas T. Goldsmith, Jr.

Asst. to President ..... M. W. Loewi  
Asst. to President ..... Keeton Arnett  
Mgr., Mfg. Divisions except  
TV Receiver & Elect.

Pts. .... C. Edwin Williams  
Controller ..... B. L. Graham  
Credit Manager ..... M. Morgan  
Director of Industrial Relations

..... Harry Houston  
General Supt. .... Bruce T. Du Mont  
Director of Advertising ..... Douglas Day

*TV Receiver Manufacturing Div.*

35 Market St., East Paterson, N. J.  
Manager ..... Paul Eshleman  
Manufacturing Mgr. .... Charles Seelig  
Chief Engineer ..... Robert Cavanagh  
Purchasing Agent ..... William Paton

*TV Receiver Sales Div.*

35 Market St., East Paterson, N. J.  
Manager ..... Ernest A. Marx  
Sales Manager ..... Walter L. Stichel  
Advertising Manager ..... George Hakim  
Sales Promotion ..... J. Calvin Affleck  
Service Manager ..... Harold J. Schulman

*TV Transmitter Division*

1000 Main Avenue, Clifton, N. J.  
Manager ..... Herbert E. Taylor  
Sales Manager ..... James Tharpe  
Chief Engineer ..... Gordon Gregory  
Manufacturing Mgr. .... Chester E. Greenwood  
Purchasing Agent ..... Lawrence A. Fuller

*Cathode-Ray Instrument Div.*

1000 Main Avenue, Clifton, N. J.  
Manager ..... Rudolf Feldt  
Sales Manager ..... G. Robert Mezger  
Chief Engineer ..... P. Samuel Christaldi  
Manufacturing Mgr. .... Robert Svozil  
Purchasing Agent ..... C. Paul Martin

*Cathode-Ray Tube Div.*

750 Bloomfield Ave., Clifton, N. J.  
Manager ..... Irving G. Rosenberg  
Asst. Manager ..... F. P. Rice  
Sales Manager ..... Bill C. Scales  
Purchasing Agent ..... A. R. Dutcher  
Chief Engineer ..... A. Y. Bentley  
Manufacturing Mgr. .... William Carlin

*Du Mont TV Network*

515 Madison Ave., New York, N. Y.  
Phone: MUrray Hill 8-2600  
Director ..... C. J. Witting  
General Manager ..... C. J. Witting  
Administrative Asst. .... Norman W. Drescher  
Director of Sales ..... Theodore Bergman  
Asst. Dir. of Sales ..... John Bachem  
Dir. of Programmings &  
Production ..... James L. Cadigan  
Dir. of Network Oper. .... C. G. Alexander

Chief Eng., Network ..... R. Chipp  
Mgr., WTTG, Wash., D. C. .... Walter Compton  
Mgr., WDTV, Pittsburgh ..... Harold Lund  
Station Relations ..... Elmore B. Lyford

PRODUCTS: Du Mont Television Receivers, Du Mont Imputuners and Sensituners, Television Component Parts, Cathode-ray Tubes for Television Receivers and Industrial Use, Complete Television Transmitting Equipment including Control and metering accessories, camera chains, film pick-up chains, mixing desks, sync generators, and studio control consoles. Cathode-ray Oscillographs for Television and Radio Testing, and general industrial use.

### Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia, Pa.  
Phone: DAVenport 4-7000

President ..... James L. Hawley  
Vice-President ..... Bernard Offerman  
Secretary-Treasurer ..... Jules Sussman  
Personnel Manager ..... A. H. Hankinson  
Chief Engineer ..... E. E. Ritter  
Credit Manager ..... William T. Lodwig  
Sales Manager ..... W. J. Sharp

PRODUCTS: Adaptors, jacks, knobs, plugs, male and female connectors, binding posts, octal sockets, miniature sockets (seven and nine pin), terminal strips, terminal boards, special assemblies (both mechanical and electrical) true shields, metal stampings.

### Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 39, Calif.  
Phone: NO. 2-2168

Chicago Phone: SuPERior 7-7572  
President ..... William H. Burgess  
Sales Mgr. (Shavex Div.) .... Wm. F. Edwards  
Div. Mgr., TV Service ..... W. B. Terrill  
Div. Mgr., Contracts ..... D. A. Marcus

PRODUCTS: Electronic Equipment-Contract Division: Sensitometer and intervometers. Electric shaver accessories. Shavex Div.: Shavex for changing AC to DC for a faster, smoother shave with any electric shaver (a rectifier device). TV Service Division: Do not manufacture any equipment—service only.

### Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.  
Phone: Chestnut Hill 7-6800

Pres. .... Edward D. Gray  
V.P.-Chief Engineer ..... Henry S. Bamford  
Credit Mgr. .... C. John Seez  
Purchasing Agent ..... J. Edwin Fitzgerald

PRODUCTS: Cathode Ray Receiving, Multi-Gum and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators; Electronic Engineering and Development.



## Equipment Manufacturers

### Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.

Phone: ORegon 5-7000

President ..... B. Abrams  
 Secretary-Treasurer ..... M. Abranis  
 Exec. Vice-Pres. .... Dorman D. Israel  
 V.P. Govt. Contracts. .... Morton P. Rome  
 V.P. Purchasing. .... Harve Tullo  
 V.P. Works Manager. .... E. J. Kelly  
 Controller ..... A. Vogel  
 Dir. of Engineering. .... R. T. Capodanno  
 Director of Sales. .... S. M. Abrams  
 Distribution Manager. .... Joseph Kattan  
 Sales Promotion Mgr. .... Gerald Light  
 Public Relations Mgr. .... E. F. Solow  
 Export Manager. .... Joseph Kattan  
 Personnel Manager. .... P. R. Certo  
 Parts Sales-Service Mgr. .... Fred Abrams

**PRODUCTS:** Emerson Television Receivers: 17 in., 19 in., 20 in. picture size, table and console models, console model television phonoradio. Emerson Radio Receivers: AC/DC compact and table models for AM and FM-AM. Portable Radio: Self-powered models (operate on batteries): "3-way" models (operate on batteries, AC, DC). Phonoradio: Table and console models. Electronic Equipment: For Government defense program.

### Espey Manufacturing Co., Inc.

528 E. 72 St., New York 21, N. Y.

Phone: TRafalgar 9-7000

President & Treas. .... Nathan Pinsley  
 V.P. & Sales Advtg. .... W. Walter Jablon  
 Vice-Pres. Production. .... Sol Pinsley  
 V.P. Eng. .... Sam Sack  
 Secretary ..... Morris Pinsley

**PRODUCTS:** Model TV3K, TV Training Kit, Model 511B AM & FM Radio Receiver Chasis, 10 watts audio, Model 512B AM-FM Radio Receiver Tuner, self powered. Model 513B, AM-FM Radio Receiver Tuner, Model 514-B, amplifier & power supply, 20 watts audio for Model 513B tuner.

### Fairchild Recording Equipment Corp.

154 St. & 7 Ave., Whitestone, N. Y.

Phone: INdependence 3-2100

President. .... Fred R. Driessen  
 Vice-Pres. & Gen. Mgr. .... Ray F. Crews  
 Secretary-Treasurer. .... John B. Wolf, Jr.

**PRODUCTS:** Sound recorders: synchronous disk recorders, synchronous magnetic tape recorders; transcription tables; magnetic cutterheads; dynamic pickups; miniature cartridges; recording equalizers; pickup equalizers; unitized amplifier systems and audio systems. Special development projects undertaken.

### Federal Telephone and Radio Corp.

100 Kingsland Road, Clifton, New Jersey

Phone: NUTley 2-3600

Executive Vice-Pres. .... H. C. Roemer  
 Vice-President. .... W. Hatton  
 Vice-President. .... F. B. Powers  
 Asst. to the Exec. V.-P. G. T. Scharffenberger  
 Comptroller. .... R. D. Osborne  
 Secretary. .... W. B. Levett  
 Treasurer. .... W. E. Ogilvie, Jr.  
 Dir. Vacuum Tube Div. .... W. Happe, Jr.  
 Dir. of Selenium Intelin Div. .... S. J. Powers  
 Works Mgr. .... T. M. Douglas  
 General Sales Mgr. .... R. S. Perry  
 Advertising Mgr. .... Crump Smith  
 Sales Mgr. Vacuum Tube Div. .... C. J. Harrison

**PRODUCTS:** Radio and Television equipment, transmitting and rectifying tubes, TV receiving tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies, measuring equipment.

### Freed Radio Corp.

200 Hudson St., New York 13, N. Y.

Phone: WO. 4-0770

President ..... Arthur Freed  
 Vice-Pres. & Director of

Eng. & Res. .... Adolph H. Rosenthal  
 Purchasing Agent. .... Gerald Ganly  
 Adv. Sales Prom. .... Harold S. Boxer

**PRODUCTS:** TV consoles, radio-TV consoles, radio-TV-phonographs, AM-FM radio phonographs, AM-FM radios.

### Gates Radio Co.

123 Hampshire St., Quincy, Ill.

Phone: 8202

President. .... P. S. Gates  
 Executive V-Pres. .... L. I. McEwen  
 V.-P. Sales & Engr. .... F. O. Grimwood  
 Executive Secretary. .... A. S. Petzoldt  
 Chief Engineer. .... F. W. Wentura  
 Mgr. Eastern Zone Sales. .... O. J. McReynolds  
 N. Y. Sales Engr. .... L. J. Cervone

**PRODUCTS:** AM & FM transmitters; complete speech input systems; control units; transcription turntables and recording units; antenna phasing, coupling, and control equipment; power supplies; remote amplifiers; communications and talk-back remotes; transmission line for both coaxial and open wire types.

### General Electronics Inc.

101 Hazel St., Paterson 3, N. J.

Phone: MU. 4-5271

President. .... D. E. Replogle  
 Gen. Mgr. .... C. G. Hampson, Jr.  
 Purchasing Agent. .... Edward Newman  
 Chief Engineer. .... Irving Stein

**PRODUCTS:** Cathode ray tubes, transmitter and electron tubes.

### General Electric Electronics Division

Electronics Park, Syracuse 1, N. Y.

Phone: 76-4411

## Equipment Manufacturers

Vice-Pres. & Gen. Mgr. . . . . Dr. W. R. G. Baker  
 Mgr. of Engineering . . . . . I. J. Kaar  
 Mgr. of Marketing . . . . . E. H. Vogel  
 Mgr. of Finance . . . . . G. L. Chamberlin  
 Mgr. of Mfg. . . . . W. M. Barker  
 Mgr. of Govt. Sales . . . . . V. M. Lucas  
 Counsel . . . . . R. M. Estes  
 Gen. Mgr., Components Dept. . . . . E. L. Hulse  
 Gen. Mgr., Receiver Dept. . . . . W. H. Sabloff  
 Gen. Mgr., Comm. & Govt.

Equipment Dept. . . . . G. F. Metcalf  
 Gen. Mgr., Tube Dept. . . . . J. M. Lane

PRODUCTS: Radio and radio-phonograph combination receivers, TV receivers; radio and TV transmitters, antennas, and studio equipment; receiving, picture, transmitting and industrial tubes, germanium diodes; components; two-way communications equipment, electronic specialty items, civilian and government radar.

### The General Industries Co.

Olive and Taylor Streets, Elyria, Ohio  
 Phone: 2235

President . . . . . Allan W. Fritzsche  
 V.-P.-Sales Mgr., Motor Div. . . . . H. E. Moon  
 V.-P.-Factory Mgr., Plastic Div. . . . . O. W. Marsh  
 Sales Mgr., Plastic Div. . . . . Steve Hildebrand  
 Factory Mgr., Motor Div. . . . . Charles Walsh  
 Purchasing Agent . . . . . Clete Heidrich  
 Treasurer . . . . . C. F. Russert  
 Chief Eng. Motor Div. . . . . Howard Shumaker  
 Chief Eng. Plastic Div. . . . . Russell Smith  
 Dir. of Industrial Relations . . . . . George Morrison

PRODUCTS: Electric Phonograph motors, Smooth power motors, Disc Recording assemblies, Tape Recording assemblies, Molders of plastic parts.

### General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.  
 Phone: Elizabeth 3-4400

Chairman of the Board . . . . . A. Blumenkrantz  
 Pres. & Treas. . . . . R. E. Laux  
 Secy. & Controller . . . . . W. M. Torgersen  
 General Manager . . . . . E. A. Freed  
 Director of Eng. . . . . W. P. Hilliard  
 Chief Engineer . . . . . B. N. Fisher  
 Credit Manager . . . . . J. T. Lenihan  
 Dir. of Purchases . . . . . C. B. L. Townley  
 Export Agents . . . . . Ad. Auriema, Inc.

PRODUCTS: Television Front End Tuners, Variable Condensers, Auto Radio Tuners, Automatic Record Changers.

### General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.  
 Phone: Victory 2-0707  
 N. Y. Phone: DiGby 9-1330

President . . . . . Morris Perlman  
 Chief Engineer . . . . . Albert Krivo  
 Purchasing Agent . . . . . Robert Smith  
 Sales Mgr. . . . . L. D. Tenenberg

PRODUCTS: Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board As-

semblies, multiple and single Male and Female Pin Plug Assemblies.

### General Precision Laboratory, Inc.

63 Bedford Road, Pleasantville, N. Y.  
 Phone: Pleasantville 2-2000

President . . . . . H. G. Place  
 Exec. Vice-Pres. . . . . Herbert Barnett  
 Vice-Pres. & Dir. of Res. . . . . Dr. R. L. Garman  
 Comm. Engr. Mgr. . . . . Blair Foulds  
 Chief Engineer . . . . . W. P. Short  
 Mgr. Theatre TV Dept. . . . . John Sims  
 Mgr., TV Bestg. Dept. . . . . E. A. Hungerford, Jr.  
 Govt. Contract Rep. . . . . Walter Cooper  
 Mgr. Field Service Div. . . . . A. C. Haemer, Jr.

PRODUCTS: Image Orthicon Camera Chain, 16-mm Arc Projector, 16-mm Utility Projector, Video Recording System, Rapid Film Processor, Videogam Amplifier, Video Switcher, Synchronizing Generator, Video-film Theatre Television System.

### General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.  
 Phone: TRowbridge 6-4400  
 N. Y. Phone: WOrth 2-5837

Chairman of Board . . . . . H. B. Richmond  
 President . . . . . E. H. Locke  
 Vice-Pres. for Sales . . . . . A. E. Thiessen  
 Vice-Pres. for Mfg. . . . . C. C. Carey  
 Secretary-Treasurer . . . . . F. L. Tucker  
 Sales Engng. Mgr. . . . . M. T. Smith  
 Export Mgr. . . . . C. E. Hills, Jr.  
 Chief Engineer . . . . . D. B. Sinclair  
 Publicity Mgr. . . . . C. E. Worthen  
 Service Mgr. . . . . H. H. Dawes

### Graybar Electric Company, Inc.

420 Lexington Ave., New York 17, N. Y.  
 Phone: LE 2-4000

President . . . . . A. H. Nicoll  
 Vice-President . . . . . G. F. Hessler  
 Genl. Communications

Sales Mgr. . . . . J. W. La Marque  
 Mgr., Electronic Sales . . . . . R. W. Griffiths

PRODUCTS: Amplifiers, antenna equipment, attenuators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast, tubes, turntables, reproducers and accessories, wiring supplies and devices.

### The Hallicrafters Co.

4401 W. Fifth Ave., Chicago 24, Ill.  
 Phone: Van Buren 6-6300

President . . . . . Wm. J. Halligan  
 Exec. Vice-Pres. . . . . R. W. Durst  
 Gen. Sales Mgr. . . . . Michael D. Kelly  
 Chief TV Engineer . . . . . H. J. Adler  
 Advertising Mgr. . . . . Chas. J. Nesbitt  
 Service Manager . . . . . Norman Cooper  
 Credit Manager . . . . . Cal A. Sheara  
 Export Agents . . . . . Phillips Export Corp.

PRODUCTS: TV Receivers, Short-Wave

## Equipment Manufacturers

"Ham" Xmtrs. and Receivers, Portable Radios, FM/AM Radios.

### The Hammarlund Mfg. Co., Inc.

460 W. 34 St., New York 1, N. Y.

Phone: LOngacre 5-1300

President.....Lloyd A. Hammarlund  
Vice-Pres. & Treas.....Joseph Lush  
Sec. & Comptroller.....Edward A. Wittmer  
Production Manager...Hugh A. McCloskey  
Chief Engineer.....George H. Phelps  
Sales Manager.....Walter E. Darden

PRODUCTS: Communication receivers, variable capacitors, remote supervisory controls.

### Hartenstin-Zane Co., Inc.

225 Broadway, New York 7, N. Y.

Phone: BA 7-8390-1

Gen. Mgr. & Sec.....Chas. J. Hartenstine  
Asst. Sec.....M. A. Hartenstine

PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and painting radio towers; installing ground system for AM broadcasting, the installation of broadcasting antennae and accessories for FM & TV maintenance and repairs of radio towers, antennae & electrical accessories since 1922.

### Harvey Radio Laboratories, Inc.

447 Concord Ave., Cambridge 38, Mass.

Phone: TRowbridge 6-2600

President.....Frank Lyman, Jr.  
Dir. Contract Adm....Norman W. Bertelsen  
Sales Engineer.....E. J. Vogel  
Clerk of Corp.....R. W. Martin  
Chief Engineer.....B. J. Cosman  
Purchasing Agent....Frank C. Waterhouse  
Comptroller.....Gordon C. Genter  
Production Mgr.....E. Douglas Papkee  
Personnel Director.....Mary Rizzitano

PRODUCTS: High fidelity FM broadcast transmitting and studio equipment, short wave telephone and telegraph transmitters, high fidelity FM broadcast receivers, regulated power supplies, LF strips, visual alignment signal generators, galvanoscopes and associated radio and electronic equipment, two-way emergency communications equipment.

### Haydu Brothers

P. O. Box 1226, Plainfield, N. J.

Phone: PLainfield 6-0878

President.....George K. Haydu  
Secy.-Treas.....Zoltan Haydu  
Chief Engineer.....Ben Artau  
Sales Manager.....Joseph Bozzelli  
Purchasing Agent.....Frank del Olivo

PRODUCTS: Television picture tubes, miniature receiving tubes, power tubes for transmitting and industrial use, electron guns for television picture tubes, components for all types of vacuum tubes, including receiving and transmitting, TV radio, x-ray, incandescent and special purpose tubes,

equipment for the manufacture of such tubes, equipment for the manufacture of neon signs, cold cathode lamps, and various special purpose lamp machinery.

### Hazeltine Electronics Corp.

58-25 Little Neck Pkwy, Little Neck, L. I., N. Y.

Phone: FLushing 7-6700

President.....W. A. MacDonald  
Executive Vice-Pres.....J. B. Dow  
V.P. in Chg. of Sales.....F. Robinson  
V.P. in Chg. of Research...A. V. Loughren  
V.P. in Chg. of Engng.....O. M. Dunning  
V.P. in Chg. of Mfr.....J. Willenbecher  
Director of Procurement.....M. E. Bahr

PRODUCTS: Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

### Hytron Radio & Electronics Corp.

P. O. Box 390, 76 Lafayette St., Salem, Mass.

Phone: Salem 2260

President.....Bruce A. Coffin  
Chairman of Board-Treas...Lloyd H. Coffin  
Vice-President.....Edgar M. Batchelder  
Vice-Pres. & Sales Mgr....John Q. Adams  
V.P. Chg. of Engineering...C. F. Stromeyer  
Advertising Manager.....Harry G. Burnett  
Credit Manager.....M. S. Jones  
Purchasing Agent.....Edward R. Carroll  
Industrial Relations Mgr....A. S. Nelson  
Export Manager.....W. L. Urquhart

PRODUCTS: Receiving and electronic tubes; special purpose tubes, voltage regulators.

### The Indiana Steel Products Co.

Valparaiso, Indiana

Phone: 178

Pres. & Treas.....A. D. Plamondon, Jr.  
V. P. & Gen. Mgr.....R. F. Smith  
V. P. & Sales Mgr.....F. A. Hayden  
Advertising Manager.....I. A. Dickey

PRODUCTS: Permanent Magnets, Ion Traps, Permanent Magnet Focus Coils, Magnetrons, Magnet Assemblies, Magnetic Ferrites, Hyflux Magnetic Recording Tape, Magnetic Tape Recording and Reproducing Heads.

### Insuline Corp. of America

3602—35th Ave., Long Island City 1, N. Y.

Phone: AStoria 8-3738

President.....S. J. Spector  
Secretary-Treasurer.....A. S. Spector  
General Sales Mgr.....B. L. Cahn  
Advertising Manager.....A. S. Chambers  
Superintendent.....F. Henneke  
Industrial Sales Mgr.....I. Romm  
Chief Engineer.....F. Lester  
Purchasing Agent.....H. Weston  
Production Chief.....H. White  
PRODUCTS: Adapters, Phone Pick-up; Aligning Tools; Amplifier Chassis; Angles



## Equipment Manufacturers

and Brackets Antenna, Auto Radio; Antenna Connectors; Antenna Kits; Antennas, Home Mast; Antennas, FM & Television; Auto Radio Noise, Suppressors; Bases, Steel; Beads, Cable; Binding Posts; Binding Post Heads; Bushings, Insulated; Cabinets, Metal; Cabinets, Speaker; Cable Clamps; Chassis Base; Chassis, Bottom Plate; Chokes; Chrome Trim; Clips, Alligator; Clip, Brass Spring; Code Set, Triplex; Coils, Coil Forms; Condensers; Cords, Double Phone; Cords, Resistor; Couplers, Flexible; Cushions, Ear; Cutters, Replacement; Cutting Tools; Dial Markers; Dial Plates; Displays; Drill, Replacement; Eyelets; Equalizing Condensers; FM Antennas; Fuse Mountings; Fuse Retainers; Grid Caps; Grid Cap Shield; Grommets, Rubber; Hardware, Radio; Headphones; Insulators; Jacks; Jacks, Microphone; Jacks, Shielded; Jacks, Tip; Jacks, Transmitting; Jars, Glass; Knobs; Lugs, Soldering; Lugs, Spade; Lugs, Terminal; Meter Cabinets; Morse Code Records; Mountings, Fuse; Name Plates; Neutralizing Tools; Noise Eliminators; Nuts; Oscillators; Panels, Aluminum, Bakelite, Masonite, Metal, Meter, Racks; Panel Bearings; Phone Cords; Phones, Ear; Phone Plugs; Phone Tips; Plates, Bottom; Plugs; Punches; Recks, Brackets, Chassis; Radio Panels; Record Player Switch; Reducers; Resistor Cords; Riveting Punch Set; Rivets, Rods; Screw Drivers, Insulated; Screws; Shearing Punch; Shields; Shields, Grid Cap; Sockets; Soldering Irons; Soldering Iron Elements; Spagetti, Flexible; Spacers, Bushings; Spade Lugs; Speaker Cabinets; Steel Cabinets; Strips, Terminal; Suppressors, Auto Radio; Switches; Television, Accessories; Antennas, Tools; Terminal Lugs; Terminal Strips; Test Leads; Test Lead Wire; Test Prods; Test Tools; Tools; Tools, Neutralizing; Trans. Coil Mountings; Transmitting Tube Caps; Tube Shields; Tubing; Washers; Window Pole Antenna; Wire, Test Lead; Wrenches, Wrench Sets.

### Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.

Phone: Michigan 6367

President.....Paul F. Jackson  
 Vice-President.....Robert Apple  
 Sales Manager.....J. M. Fulkerson  
 Purchasing Agent.....R. C. Groves  
 Credit Manager.....J. E. Beery  
 Production Superintendent.....Carl Wack

PRODUCTS: Oscillograph, receiving tube testers, CR tube testers, electronic multi-meters, RF generators, sweep generators, audio oscillators and condenser testers.

### Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.

Phone: MANSfield 6-7161

N. Y. Phone: BARclay 7-8972

Chairman of Board.....J. C. Daley  
 President.....J. M. Bennan  
 Vice-Pres., Treas.....W. S. Minter  
 Vice-Pres., Engineering.....L. Mauerec  
 Vice-Pres., Works Mgr.....E. J. Bennan  
 Credit Manager.....V. E. Lee  
 Sales Manager.....J. D. O'Brien  
 Export Manager.....M. J. Schmitt  
 Dir. of Purchases.....E. J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, horizontal and vertical scanning transformers, centering and focusing coils.

### Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.

Phone: PORTsmouth 7-7600

President.....Thomas A. White  
 Sales Manager.....Charles A. Hausen  
 Product Manager.....Ralph P. Glover

PRODUCTS: Loudspeakers and accessories, cabinets for radio and TV equipment.

### JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 4, N. Y.

Phone: BENsonhurst 6-9200

President.....Julius Finkel  
 Vice-President.....Albert Finkel  
 Secretary-Treasurer.....Edward Finkel

PRODUCTS: TV antennas, FM antennas, TV antenna brackets and accessories, insulators, TV booster, wire, masts, glare filters, wire strippers, key hex wrenches, plugs, male, female, AC-DC continental and domestic test leads, test prods., phono needles, grille cloth, dial pointers, steel rule and . . . wire gauge, line cords, resistance cords, AC service cords, "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapted harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midjet jacks and plugs, toggle switches, auto condensers.

### Johns-Manville

22 E. 40th St., New York 16, N. Y.

Phone: LEXington 2-7600

Commodity Manager.....P. J. Washburn  
 (Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

### J. H. Keeny & Co., Inc.

2600 West 50th St., Chicago 32, Ill.

Phone: HEMlock 4-5500

General Manager.....Robert A. Guichard  
 PRODUCTS: Home receivers.

### Kerrigan-Lewis Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.

Phone: SPAulding 2-7208

President.....Vincent M. Kerrigan  
 Vice-Pres.-Treasurer.....Charles F. Lewis  
 Secretary.....Fergus Kerrigan

PRODUCTS: Magnet and Litzendraht Wire.



## Equipment Manufacturers

### King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.  
Phone: 2-5209

President.....Aden J. King  
Vice-President.....F. M. Michaelian  
Treas. & Gen. Mgr.....W. R. MacLeod  
Secretary.....Barbara H. Sisson

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, barax getters.

### Kliegl Bros. Universal Electric Stage Lighting Co., Inc.

321 West 50th St., New York 19, N. Y.  
Phone: COLUMbus 5-0130

President.....J. H. Kliegl  
Vice-President.....Herbert A. Kliegl  
Secretary.....Frank H. Bliss  
Treasurer.....Alfred Kliegl  
Plant Superintendent.....Joseph Kliegl  
Purchasing Agent.....Henry Fisher

PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and M.P. studios.

### Langevin Manufacturing Corp.

37 W. 65 St., New York 23, N. Y.  
Phone: ENdicott 2-7200

Chairman of Board.....H. A. Leander  
President.....Donald S. Morgan  
Vice-President.....George V. Rosenquist  
Chief Engineer.....Myron R. Coe  
Secretary-Treasurer.....Harold Kondolf  
Asst. Sec.-Treas.....L. Ward Frey

PRODUCTS: Audio amplifiers, power supplier, audio and power transformers, accessories for public address and broadcast systems.

### Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.  
Phone: WHitehall 4-1424

Sales Mgr., Radio Div.....J. F. Neary  
PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

### Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.  
Phone: STamford 4-5781

President.....R. R. Machlett  
Vice-Pres. of Sales.....W. E. Stevenson  
Treasurer.....J. A. Lambert  
V.P. of Production.....J. W. Skehan  
Vice-President.....H. J. Hoffman  
Mgr. Engineer.....T. H. Rogers  
Adv. Mgr.....R. N. Kellogg, Jr.  
Industrial Rel. Mgr.....R. Gordon Hamblen  
Export Mgr.....A. J. Foster

PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

### The Magnavox Co.

Bueter Road, Fort Wayne 4, Indiana  
Phone: Eastbrook 5471

Chairman of the Bd....Richard A. O'Connor

President.....Frank F. Freimann  
V.P. & Secretary.....Gerard M. Ungaro  
Treasurer.....J. S. Sturgeon  
Radio-Phonograph & TV

Factory Manager.....Harold M. Detrick  
Factory Mgr.-Components

Division.....L. E. Quinnell  
Chief Television Engineer.....Frank Norton  
Chief Radio-Phonograph

Engineer.....R. H. Dreisbach  
Mechanical Engineer

R.P. & TV.....W. E. Kierulff  
Asst. Sales Mgr. & Merch. Mgr.-

Radio & TV Div.....Stewart Roberts  
Dir. of Adv. & Public

Relations.....Lauren K. Hagaman  
Sales Manager—

Components Div.....Stanley S. Sondles  
Sales Mgr. Spec. Devices....John C. Koonz

Service Mgr. RP & TV.....Ray J. Yeranko

PRODUCTS: Receivers: Radio: AM-FM Console with Phonograph. Television: Table. Console, AM-FM Console with Phonograph. Speakers, Capacitors, Solenoids.

### Majestic Radio & Television, Div. of Wilcox-Gay Corp.

70 Washington St., Brooklyn 1, N. Y.  
Phone: ULster 2-6000

President.....Leonard Ashbach  
V.P. & Gen. Mgr.....M. Raphael  
Secretary.....Barnett S. Trott  
Advertising Mgr.....Joseph G. DeVico  
Chief Engineer.....Frank Dieli

PRODUCTS: TVreceivers; TV-radio receivers; TV-radio-phonograph combinations; radio-phonograph combinations.

### J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.  
Phone: STillwell 4-4600

President.....John A. Maurer  
Treasurer.....Daniel R. Ehrlich  
General Manager.....Donald G. McKay  
Sales Manager.....Louis A. Root  
Chief Elec. Engr.....Lauge Fanoe

PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

### Measurements Corp.

116 Monroe St., Boonton, N. J.  
Phone: BOonton 8-2131

President-Gen. Mgr.....H. W. Houck

### Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.  
Phone: SPRing 7-7670-1

President.....Dr. S. R. Birne  
Sec.-Gen. Mgr.....J. M. Kuhlik, Sc.D.

## Equipment Manufacturers

Chief Eng.....I. W. Kuhlík  
 Purchasing Agent.....J. V. Conniff  
 Treasurer.....H. B. Kuhlík  
 Advertising Mgr.....B. Burns  
 Dr. of Pub. Rel.....George Ruskin

**PRODUCTS:** Filmgraph sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recorders and reproducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders.

### **James Millen Mfg. Co., Inc.**

150 Exchange St., Malden 44, Mass.  
 Phone: Malden 4-4108-9

President.....James Millen  
 Sales Mgr.....E. E. Williams  
 Credit Manager.....Frances Bearse  
 Purchasing Agent.....George E. Pike  
 Chief Engineer.....Wade Caywood

**PRODUCTS:** Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

### **Mirror Record Corp.**

40-25 206 St., Bayside, L. I., N. Y.  
 Phone: Bayside 9-5656

Pres. & Treas.....P. K. Trautwein  
 Chief Engineer.....R. V. Hough

**PRODUCTS:** Recording accessories (discs, cutting needles, playback needles).

### **Motorola, Inc.**

4545 August Blvd., Chicago 51, Ill.  
 Phone: Spaulding 2-6500

President.....Paul V. Galvin  
 Exec. Vice-Pres.....Robert W. Galvin  
 V.P. Cons. Prod. Div.....Elmer H. Wavering  
 V.P. in Charge of Comm. &

Electronics Div.....D. E. Noble  
 V.P. Finance.....E. P. Vanderwicken  
 V.P. in Charge of

Procurement.....Frank J. O'Brien  
 Sales Mgr. Cons. Goods Div.....Wim. H. Kelley  
 Special Mdse. Mgr.....E. A. Holsten  
 Mgr. Natl. Defense Div.....J. Benton Minnick  
 Prod. Mgr., Radio Div.....Jack Davis  
 Prod. Mgr., TV & Handie

Talkie Units.....E. Passow  
 Dir. Adv. Sales Prom.....Ellis L. Redden  
 Sales Mgr. Comm. &

Electronics Div.....Eugene S. Goebel  
 Credit Manager.....Henry Kleinhans  
 Export Manager.....J. C. Weidemann  
 Service Manager.....A. T. Alexander

**PRODUCTS:** AM battery auto radio; battery and AC-DC portables; table model AM,

AC, and AC-DC radios; table model AM-FM; console AM-FM with phonograph; record players; television—table models and consoles; combination AM-FM phonograph and television. Communications Equipment: FM marine, police, railroad, trucks and busses, taxicab, walkie-talkie, radar systems. Transmitters: marine, police, fixed station, supervisory control, telemetering, carrier communication and microwave multiplex systems.

### **The Muter Co.**

1255 S. Michigan Ave., Chicago 5, Ill.  
 Phone: WAbash 2-8800

President.....Leslie F. Muter  
 Vice-Pres. & Sales Mgr.....K. E. Rollefson  
 Vice-Pres. & Credit Mgr.....A. A. Dailey  
 Purchasing Agent.....A. R. Campbell

**PRODUCTS:** Resistors, switches, ceramic capacitors, Spirashields, coils, precision potentiometers, I.F. and R.F. transformers.

### **National Carbon Div., Union Carbide & Carbon Corp.**

30 East 42nd St., New York 17, N. Y.  
 Phone: MURray Hill 7-8000

Chairman of Board.....J. M. Spangler  
 President.....A. S. Johnson

Vice-President.....C. O. Kleinsmith  
 Gen. Sales Mgr. Cons. Prods.....A. C. Bryan  
 Mgr. Battery Eng. Dept.....W. H. Fritz  
 V.-P., Adv. Sales Mgr.....H. M. Waren

**PRODUCTS:** "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Ail Cell" batteries for 2-volt and 1.4 volt receivers.

### **National Union Radio Corp.**

350 Scotland Rd., Orange, N. J.  
 Phone: ORange 2-6600

President.....K. C. Menken  
 V.P. in Charge of Research...A. M. Skellett  
 Equipment Sales Manager

Western Division.....K. C. Meinken, Jr.  
 Renewal Sales Mgr.....V. K. Ulrich

Treasurer.....W. H. Carey  
 Secretary.....J. V. Deevy  
 Credit Manager.....H. A. Pope

**PRODUCTS:** Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, radio dry batteries.

### **New York Transformer Co., Inc.**

Third Ave., Alpha, N. J.  
 Phone: PHilip:burg 5-1143

President.....Joseph B. Schaefer  
 Sales Manager.....Thomas B. Armstrong

Chief Design Eng.....Ernest D. Belanger  
 Chief Engineer.....George Pappas

Purchasing Agent.....Carl Seefor  
 Plant Superintendent.....A. H. Coover  
 Controller.....Kenneth Llewellyn

**PRODUCTS:** Transformers and reactors

## Equipment Manufacturers

for TV, radios, transmitters, and receivers; audio frequency coils, electronic control devices and Hornet miniaturized transformers.

### Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.  
Phone: ATlantic 4-6161

President.....J. D. Ceadar  
V.P. & Mgr.....Hugo Sunberg  
Secy. & Treas.....David E. Davis  
General Sales Mgr.....John A. Proctor, Jr.  
Asst. Sales & Serv. Mgr.....Wm. B. Barnes  
Chief Engineer.....K. H. Wessel  
Works Manager.....A. Sorice

PRODUCTS: Radio speakers, output and line transformers, cathode ray tubes.

### Packard-Bell Company

3443 Wilshire Blvd., Los Angeles 16, Calif.  
Phone: DUnkirk 2-2141

President.....Herbert A. Bell  
Vice-President.....Robert S. Bell  
Vice-President.....Joe M. Spain  
Sec.-Treas.....Lowell R. Day  
Chief Engineer.....Charles Nichols  
Plant Manager.....Jean Gleis  
General Sales Mgr.....Kenneth R. Johnson  
Dir. of Adv. & Sales

Prom.....Robert H. Thompson  
Service Manager.....Carl Duffy  
Personnel Dir.....Charles Askin  
Purchasing Agent.....William P. Kennedy

PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations), Television, Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations.

### The Pentron Corp.

221 E. Callerton, Chicago 16, Ill.  
Phone: Victory 2-7234

President.....Irving Rossman  
Treasurer.....Bernard Sahlens  
Secretary.....Theodore Rossman  
Chief Engr.....Rudolph A. Bierwirth  
Mechanical Engineering.....Robert Parnell  
Quality Engineer.....David Oberlander  
Contract Officer.....Ray R. Hutmacher  
Chief Industrial Engineer.....Joseph Jenz

PRODUCTS: Tape recorder, playback units, mic mixer, portable phonograph magnetic recording equipment, amplifiers, electronic communications equipment.

### Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.  
Phone: NEbraska 4-5100

Board Chairman.....James T. Buckley  
President.....William Balderston  
Exec. V.P.....James H. Carmine  
Pres.-TV & Radio Div.....Larry F. Hardy  
V.P.-Ind. Rel.....Harold W. Butler  
V.P. & Dir. of

Purchases.....William H. Chaffee  
V.P.-Oper.-TV & Radio

Division.....Joseph H. Gillies  
V.P.....Russell L. Heberling

### V.P.-Sales-TV & Radio

Div. ....Frederick D. Ogilby  
V.P., Gen. Sales Mgr.....John M. Otter  
V.P.-Finance.....Courtney Pitt  
V.P.-Watsontown

Cab. Div.....Fred D. Rombach  
V.P.-Service & Quality...Henry T. Paiste, Jr.  
V.P.-Research.....David B. Smith  
V.P.-Dir. of Res. & Eng....Leslie J. Woods  
V.P.-Adv.....John F. Gilligan  
Pres.-Phileo Intl. Corp....Dempster McIntosh  
Traffic Manager.....J. Swan

PRODUCTS: Receivers: Battery—Automobile, Table, Portable, Portable AC-DC; Radio—AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Portable Wet Cell, AM Table with Phonograph, AM Console with Phonograph, AM Console with Phonograph and Recorder, AM-FM Table, AM-FM Console, AM-FM Table with Phonograph, AM-FM Console with Phonograph; Television—Table, Console, Console with Phonograph, AM-FM Console with Phonograph, Record Players, Communications Equipment: Marine, Railroad, Walkie-Talkie, Radar Systems, Transmitters: Micro Wave, Relay, Tubes: Receiving, Cathode Ray Receiving.

### Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.  
Phone: ALgonquin 4-3363

President.....Philip Schwartz  
V.P. & Sales Mgr.....M. L. Granat  
Chief Engineer.....Reginald Burke  
Credit Manager.....P. Schwartz  
Export Manager.....Morris L. Granat  
Purchasing Agent.....Murray Granat

PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils.

### Pilot Radio Corp.

37-06 36 St., Long Island City 1, N. Y.  
Phone: STillwell 4-5455

President.....Isador Goldberg  
Executive Vice-Pres.....E. L. Hall  
Secretary-Treasurer.....I. W. Wyckoff  
General Works Mgr.....J. I. Benjamin  
Sales Manager.....E. M. Gilmore  
Purchasing Agent.....E. J. Manning  
Chief Engineer.....Dr. W. Auerbacher

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and TV receivers.

### Presto Recording Corp.

P. O. Box 500, Haekensaek, N. J.  
Phone: DIamond 3-5700

President.....George J. Saliba  
Secretary.....Morris M. Gruber



## Equipment Manufacturers

Treasurer ..... A. Benjamin  
 Comptroller..... Ruth B. Sholes  
 Sales Manager..... Thomas B. Aldrich  
 Asst. Sales Mgr..... Austin B. Shules

**PRODUCTS:** Disc recording and transcription equipment; tape recording and transcription equipment; recording amplifiers; limiter amplifiers; blank recording discs.

### Polarad Electronics Corp.

100 Metropolitan Ave., Brooklyn 11, N. Y.  
 Phone: STagg 2-3464

President..... Dr. D. L. Jaffe  
 Chief Engineer..... P. H. Odessey  
 Chief Systems Engr..... Leo Gross  
 Production Manager..... Victor Cross

**PRODUCTS:** TV studio & test equipment, synchronized generator, TV microscope signal source, picture & wave form monitor, portable picture monitor dual, TV camera chain, distribution amplifier, camera channel amplifier, dual & single regulated power unit, radio cue system, wide band video amplifier, color TV studio & test equipment; color TV receivers & monitors.

### Radio Condenser Co.

Davis & Copewood Sts., Camden 3, N. J.  
 Phone: EMerson 5-5500

President..... Stanley S. Cramer  
 Exec. Vice-Pres..... Russell E. Cramer, Sr.  
 V.-P., Charge of Sales... Russell E. Cramer, Jr.  
 V.P., Sec.-Treas..... William W. Paul  
 Chief Engineer..... J. S. Robb

**PRODUCTS:** TV Tuning Devices; Variable Air Condensers; Variable Air Capacitors for special radio apparatus of all description; Automotive Push-Button Permeability Tuning Units.

### RCA Victor Division, Radio Corp. of America

Front & Cooper Sts., Camden, N. J.  
 Phone: WOODLAWN 3-8000

V.P. & Gen. Mgr..... W. A. Buck  
 Operating V.P..... C. M. Odorizzi  
 V.P. in Chge. of

Tech. Prod..... L. W. Teegarden  
 V.P. in Chge. of Cons. Prod..... J. B. Elliott  
 V.P. in Chge. of Dis..... R. A. Seidel  
 V.P. in Chge. of Materials... V. deP. Goubeau  
 V.P. in Chge. of Eng..... D. F. Schmit  
 V.P. in Chge. of Eng. Prod..... W. W. Watts  
 In Charge of Organ Dvlp..... E. M. Tuft  
 V.P. & Gen. Mgr. of Home Inst.

Dept..... H. G. Baker  
 V.P. & Dir. Finance Dept..... J. S. Carter  
 V.P. & Western Mgr..... H. R. Maag  
 V.P. & Gen. Mgr. of Tube Dept... R. T. Orth  
 V.P. & Gen. Mgr. of Record

Dept..... P. A. Barkmeier  
 Pres., RCA Service Co., Inc..... E. C. Cahill  
 Pres., RCA Victor Dist. Corp... W. M. Norton  
 V.P. & Dir. of Pub. Rel. Dept... J. M. Toney

Dir. of Acctg..... D. L. Trouant  
 Dir. of Dist..... H. M. Winters  
 Dir. of Plant Eng..... Frank Slecter  
 Gen. Attorney..... S. E. Ewing  
 Chief Eng. Home Instruments

Dept..... D. D. Cole  
 Chief Eng. Eng. Prod. Dept... M. C. Batsel  
 Chief Eng. Tube Dept..... G. R. Shaw  
 Gen. Sales Mgr. Home

Instruments..... A. B. Mills  
 Gen. Sales Mgr. Eng. Products... T. A. Smith  
 Mgr. Comm. Sales, Records

Dept..... L. A. Kanaga  
 Gen. Sales Mgr. Tube Dept..... L. S. Thees

**DIVISION PLANTS:** Camden, N. J. (General offices); Bloomington, Ind.; Indianapolis, Ind.; Marion, Ind.; Monticello, Ind.; Pulaski, Va.; Lancaster, Pa.; Harrison, N. J.; Hollywood, Calif.; New York, N. Y.; Canonsburg, Pa.; Detroit, Mich., and Cincinnati, O.

**PRODUCTS:** Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenkert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chimes, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Service Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens, Service & Maintenance for Electronic Equipment, 16 mm. Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government TV Receivers, Transmitters and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-phonographs.

### Radio Engineering Laboratories, Inc.

36-40 37th St., Long Island City 1, N. Y.  
 Phone: STillwell 6-2100

President..... C. R. Runyon, Jr.  
 V. P. & Mgr. of Sales... Frank A. Gunther  
 Secy. & Dir. of Purchases..... Joseph Behr



## Equipment Manufacturers

Chief Engineer.....Joseph Tennis  
 Director of Research.....James R. Day  
 Comptroller.....James A. Cronin

**PRODUCTS:** Broadcast transmitter, FM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment. Quadrilene Amplifiers, Serrasoid modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point multiplex communications equipment, FM radio relay links, special FM communications systems, FM store receivers, FM bus receivers and radio music receivers.

### Rangertone, Inc.

73 Winthrop St., Newark 4, N. J.  
 Phone: HUmboldt 5-2550

President.....R. H. Ranger  
 V.P. Charge Eng.....P. M. Brubaker  
 Secretary.....H. Gallina  
 Asst. Treasurer.....A. V. Colabella  
 Sales Engineer.....C. H. Wirth  
 Purchasing Agent.....A. C. Willms

**PRODUCTS:** Magnetic Tape Recorders; for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyatron Inverters; for Controlled 60 cycle Power, and Magnetic Heads. Tape-to-Film Editor.

### Raytheon Manufacturing Co.

138 River St., Waltham 54, Mass.  
 Phone: 5-5860  
 Branch Office:

60 E. 42 St., New York 17, N. Y.  
 Manager.....Henry J. Giest  
 Phone: MUrray Hill 7-1550

**PRODUCTS:** Tubes, TV microwave relay equipment, communications, microwave equipment.

### Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.  
 Phone: PLaza 9-2644

President.....Hazard E. Reeves  
 Vice-President-Sales.....Frank B. Rogers  
 Vice-Pres.-Production.....Homer Clapper  
 V.P. Springdale Pl.....Edward Schmidt  
 V.P. Allentown Pl.....Harry F. Scheirer  
 Advertising Manager.....David O. S. Ruark

**PRODUCTS:** Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, TV picture tubes, TV projection sets.

### Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.  
 Phone: STillwell 4-7062-3-4

President, Sales Manager....George Silber  
 Plant Supt.....S. Simonson  
 Credit Manager.....F. Wein  
 Export Dept.....Morhan Exporting Corp.

**PRODUCTS:** Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

### Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.  
 Phone: UNiversity 4-2400

President.....E. Alschular  
 Vice-President.....M. D. Block  
 Secretary.....R. S. Lawton  
 Production Manager.....I. J. Jacobsen  
 Chief Engineer.....W. J. Schnell  
 Purchasing Agent.....J. L. Jones  
 Director of Sales.....E. G. May  
 Sales Manager.....R. B. Parks  
 Export Manager.....H. A. Silcox

**PRODUCTS:** Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

### Sherron Electronics Co.

(Div. of Sherron Metallic Corp.)  
 1201 Flushing Ave., Brooklyn 6, N. Y.  
 Phone: HYacinth 7-2820

President.....P. H. Sherron  
 Vice-President.....J. W. Hunter  
 Senior Vice-President.....R. M. Stock  
 Dir. Electronic Res.....J. G. Littell  
 Director of TV.....P. J. Golhofer  
 Dir. of Purchases.....M. C. Turner

**PRODUCTS:** Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom built equipment designed and manufactured to customers requirements. Experimentally licensed TV station KE2XIE manned by licensed personnel for TV investigations, communications equipment.

### Standard Radio Transcription Services, Inc.

140 North LaBrea, Hollywood 36, Calif.  
 Phone: WEbster 8-9181

President.....Gerald King  
 Vice-President.....Milton M. Blink  
 V.P. in Chg. of Sales—Eastern Office  
 Alex Sherwood  
 Sales Mgr.—Central States Office

Gus Hagenah  
 Business Mgr. & Counsel...Lewis TeeGarden  
 Production Manager.....Harry Bluestone  
 Chief Engineer.....Ernest Baumeister

**PRODUCTS:** Standard radio transcription library service, Standard super sound effects, Mood music library.

### Stewart-Warner Electric

#### Div. of Stewart-Warner Corp.

1826 W. Diversey Pkway., Chicago 14, Ill.  
 Phone: LAkeview 5-6000

President.....J. S. Knowlson  
 Sr. Vice-President.....F. A. Hiter  
 General Manager.....E. G. Fossom  
 Gen. Sales Mgr.....E. L. Taylor

## Equipment Manufacturers

Advertising Mgr.....J. B. Ottman  
 Service Mgr.....R. W. Felber  
 Chief Engineer.....S. C. Kolanowski  
 Credit Manager.....A. W. Grossklags  
 Publicity Mgr.....C. W. Grange  
 Export Mgr.....J. E. Burke  
 Purchasing Agent.....J. S. Burress  
 Industrial Relations Mgr.....W. W. Miller  
 Traffic Manager.....R. C. Stockton

**PRODUCTS:** RADIOS: AM, Short-Wave, AM-FM Console, Table, Console Combinations, Table Combinations, Portables; Civil and Military Electronic Devices; Miniaturized Electronic Equipment; Citizens Radio Transceivers, TV: Table, Console, Console Combinations, and Direct Video.

### Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.  
 Phone: CULver 0260

President.....Robert C. Tait  
 Vice-Pres., Finance.....Gordon G. Hoyt  
 V.P. & Gen. Mgr.

Broadcasting Div.....William Fay  
 V.P. & Gen. Mgr.

Radio-TV Div.....Sidney R. Curtis  
 V.P. Public & Industrial

Relations .....Lee McCanne  
 Gen. Mgr. Tele. Div.....Arthur F. Gibson  
 Secretary.....Edwin C. Roworth  
 Treasurer.....Wilbur W. Hetzel  
 Controller & Asst. Treas.....J. Lester Gasser  
 Mgr. Industrial Relations

& Asst. Secy.....George E. Eyer  
 Mgr., Sound Equip. Div.....A. G. Schifino  
 General Sales Manager,

Radio-Tele. Div.....Clifford J. Hunt  
 Sales Mgr. Tele. Div.....T. C. Thompson  
 Mgr. Adv. & Public Rel. Stanley H. Manson

**PRODUCTS:** TV Table Models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, Table Model Radios, Combination Radios with AM, FM, and 3-speed changer, Electronic Carillon Equipment, Intercommunicating Systems, Telephones, and Switchboard Equipment.

### Sylvania Electric Products, Inc.

1740 Broadway, New York 19, N. Y.  
 Phone: JUDson 6-2424

Chairman of Board.....Max F. Balcom  
 President.....D. G. Mitchell  
 Vice-President.....E. Finley Carter  
 Vice-President.....R. H. Bishop  
 Exec. Vice-President.....H. Ward Zimmer  
 V.P. Charge of Sales.....B. K. Wickstrum  
 General Sales Mgr., Radio Div.

G. R. Sommers  
 Dir. of Advertising.....T. P. Cunningham

**PRODUCTS:** Television Picture Tubes, Radio and Television Receiving Tubes, Germanium Diodes, Radio and Television Testing Equipment, Radio and Television Receivers, Tube Parts, Tungsten and Chemical Products,

### Sylvania Electric Products, Inc.

43-20 34th St., Long Island City 1, N. Y.  
 Phone: STIllwell 4-1160

Plant Manager.....Albert W. Franklin  
 Works Manager.....Henry M. Randall  
 Chief Engineer.....Milton King  
 Credit Manager.....Albert Pappert  
 Purchasing Agent.....Jack Blau  
 Service Manager.....Andrew Ruge

**PRODUCTS:** Tube adapters, bakelite stampings, banana pin boards, capacitor and resistor boards, brackets, bushings, cable assemblies, clamps, clips, connectors, contacts, couplings, dial light sockets, fastening devices, fiber stampings, hearing aid connectors, crystal holders, molded insulation parts, stamped insulation parts, jacks, test leads, looking rings, lugs, masonite stampings, metal parts, stamped, metal stampings, pilot light assemblies, pins, plastic fabrication, plugs, retaining rings, sockets, switches, terminal blocks, terminal boards, terminal strips, metal terminals, insulating washers.

### Sylvania Electric Products, Inc.

#### Radio & Television Division

254 Rano St., Buffalo 7, N. Y.  
 Phone: Victoria 2450

Vice-Pres. & Gen. Mgr.....A. L. Chapman  
 General Mfg. Manager.....H. E. Riordon  
 General Sales Manager.....J. K. McDonough  
 Chief Engineer.....N. L. Harvey  
 Div. Controller.....L. C. Guest  
 Div. Personnel Manager.....H. S. Hagen  
 Asst. Sales Manager.....B. O. Holsinger  
 Adv. & Prom. Mgr.....William Stroben  
 Sales Mgr.—Auto Sales.....C. H. Symington  
 (Detroit)

**PRODUCTS:** Sylvania Radio Receivers (AM & FM) Sylvania "Movie-Clear" Television Receivers.

### Television Associates, Inc.

E. Michigan St., Michigan "City, Ind.  
 Phone: 7-7207

Pres. & Gen. Mgr.....W. C. Eddy  
 Asst. Gen. Mgr.....J. L. Lahey  
 Secretary.....Margaret Durnal

**PRODUCTS:** Studio lighting equipment: Ceiling mounted incandescents, and fluorescents; dolly mounted fluorescents; control fixtures for mounting spotlights; light panel control equipment and switch panels. Micro-wave relay equipment: Reflectors and mounting supports; parapet clamps; metal tripods. Studio equipment: Camera Dollies, tripods, hi-hats and lo-hats for camera mounting, cable clamps. Projection Room accessories: Continuous reel magazines, rewind mandrels, and storage racks for continuous reel film loops; kaleidoscope projectors; specialized film loops for continuous reel use.

### Television Equipment Corp.

238 William St., New York 38, N. Y.  
 Phone: BEekman 3-6750

## Equipment Manufacturers

President.....John B. Milliken  
 Vice-President.....Seward Heaton  
 Secretary-Treasurer.....Peter H. Milliken  
 Chief Engineer.....Harold A. Levine  
 Purchasing Agent.....Lee Seiler  
 Sales Manager.....Gerald Gibbs

PRODUCTS: TV Cameras, TV accessories, oscilloscopes, special purpose electronic equipment.

### Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.  
 Phone: WAtkins 4-1550

President.....Morton B. Kahn  
 Treasurer.....Morton B. Kahn  
 Secretary.....E. J. Nagler

PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computers, Radar Equipment, Guided Missile Controls, etc.

### U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.  
 Phone: LIncoln 3-2705

General Manager.....Joseph Tait  
 Plant Manager.....Robert L. Kaufman  
 Chief Engineer.....Henry P. Meisinger  
 Sales Manager.....Eugene Rosen

PLANT: 1347 South Capitol St.  
 Phone: Sterling 3626

PRODUCTS: Manufacturers and distributors of audio and sound equipment—Pan-acoustic, Presto, Magnecord, Stromberg-Carlson, Liberty Carrillon, and many others. Specializing in engineering manufacturing, assembling custom equipment for radio Broadcast stations. Complete Studio and Technical Plant for Sound Recording—both disc and tape.

### United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.  
 Phone: CIRCLE 6-4255

President.....Hamilton Hoge  
 Vice-President.....Francis H. Hoge, Jr.  
 Purchasing Manager.....Jack Gordon  
 Chief Engineer.....N. Maradino  
 Chief Mechanical Engr.....Henry Strahlman  
 Credit Manager.....Herbert Slot

PRODUCTS: Television: 10" & 15" Table Model Direct View, 12" Console Direct View, 12" & 15" Console Direct View, 15".

### Westinghouse Electric Corp.

306 Fourth Ave., Pittsburgh 6, Pa.

President.....Gwilym A. Price  
 V.P. (Cons. Prods.).....J. M. McKibbin  
 Ass't to V. P. (Cons. Prods.)...Roger Bolin  
 Home Radio Division

Manager.....F. M. Sloan  
 Asst. Mgr.....A. G. Rogers  
 Asst. to Mgr.....L. J. Fitzpatrick

Chief Engineer.....G. C. Larson  
 Mgr. of Mfg.....F. H. Barnett  
 Purchasing Agent.....J. R. Todd  
 Sales Manager.....J. F. Walsh  
 Asst. Sales Mgr.....J. W. Hitchcock  
 Adv. & Sales Prom. Mgr.....Earl L. Hadley  
 Asst. to Adv. Mgr.....Robert Austin  
 Sales Prom. Mgr.....F. S. McCarthy  
 Service Manager.....W. H. McKnew

### Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.  
 Phone: Bigelow 3-4700; WOrth 4-3510 in N.Y.

President.....Earl R. Mellen  
 Exec. Vice-Pres.....Ross Nichols  
 V.P. & Plant Mgr.....A. H. Lamb  
 V.P. & Treasurer.....H. L. Gerstenberger  
 V.P. & Chief Engineer.....John H. Miller  
 Controller & Sec.....F. Gerald Hawthorne  
 Director of Sales.....Philip Barnes  
 Advertising Manager.....Chas. B. Denton  
 Purchasing Agent.....A. L. Morrison

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

### Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.  
 Phone: Great Neck 2-7806

President.....Harold A. Wheeler

PRODUCTS: Consulting services and laboratory facilities for special problems in the field of radio and electronics,—microwave waveguide components on special order.

### Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.  
 Phone: Berkshire 7-7500

Pres. and Gen. Mgr.....E. F. McDonald, Jr.  
 Exec. V-P and Treas.....Hugh Robertson  
 V-P and Dir. of Sales.....H. C. Bonfig  
 V-P in Chg. of Eng.....G. E. Gustafson  
 V-P in Chg. of Prod.....Donald MacGregor  
 V-P and Cont.....S. Kaplan  
 V-P in Chg. of Purchases.....J. E. Anderson  
 V-P in Chg. of Res.....Dr. Alexander Ellett  
 V-P in Chg. of Household Receiver

Sales.....Leonard C. Truesdell  
 V-P in Chg. of Speaker Prod.....W. Dumke  
 Secty. and Asst. V-P.....Karl E. Hassel  
 Asst. V-P.....J. E. Brown  
 Asst. Treas and Asst. Secty.....J. Kuhajek  
 Asst. Secty.....H. M. Chesser  
 Adv. Mgr.....D. H. Grigsby  
 Public Relations Director....Ted Leitzell

PRODUCTS: Table model radios, table radio-phonographs, portable radios, clock radios, console radio-phonographs, table television receivers, console television receivers, console television-radio-phonograph combinations.



# RADIO—TELEVISION MANUFACTURERS ASSN.

Officers and Executive Personnel—1951-1952

777 14th Street, N.W., Washington 5, D. C.



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### Gen. Mgr. and Secretary

James D. Secrest, 777 14th Street, N.W., Washington 5, D. C.

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#### (Tube Division)

R. E. Carlson, Tung-Sol Electric Inc., Newark 4, New Jersey.

#### (Parts Division)

A. D. Plamondon, Jr., The Indiana Steel Products Co., Chicago 2, Illinois.

#### (Transmitter Division)

W. J. Barkley, Collins Radio Company, New York 18, New York.

#### (Amplifier & Sound Division)

Arie Liberman, Talk-A-Phone Company, Chicago 23, Illinois.

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Peter H. Cousins

### Attorney

Ray S. Donaldson

### Assistant Secretary

Ralph M. Haarlander

### Director of Statistics

William F. E. Long

### Office Manager

Anna M. Chase

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J. B. Elliott, RCA Victor Division of RCA, Camden, New Jersey.

Walter Evans, Westinghouse Electric Corporation, Baltimore 3, Maryland.

Frank Freimann, The Magnavox Company, Fort Wayne, Indiana.

Paul V. Galvin, Motorola, Inc., Chicago 51, Illinois.

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Larry F. Hardy, Philco Corporation, Philadelphia 34, Pennsylvania.

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#### Term Expiring 1953

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Robert C. Tait, Stromberg-Carlson Company, Rochester 3, New York.



**Radio-Television Manufacturers Assn.**

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**Term Expiring 1954**

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Max F. Balcom, Sylvania Electric Products Inc., Emporium, Pennsylvania.

W. J. Barkley, Collins Radio Company, New York 18, New York.

H. C. Bonfig, Zenith Radio Corporation, Chicago 39, Illinois.

Herbert W. Clough, Belden Manufacturing Company, Chicago 44, Illinois.

John W. Craig, Crosley Division, Avco Mfg. Corp., Cincinnati 25, Ohio.

E. G. Fossom, Stewart-Warner Electric Division, Chicago 51, Illinois.

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J. J. Kahn, Standard Transformer Corporation, Chicago 18, Illinois.

F. R. Lack, Western Electric Company, Inc., New York 5, New York.

W. A. MacDonald, Hazeltine Electronics Corporation, Little Neck, Long Island, New York.

A. D. Plamondon, Jr., The Indiana Steel Products Company, Chicago 2, Illinois.

**RTMA DIVISION ORGANIZATION**

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**Tube Division**

R. E. Carlson, Chairman.

Peter H. Cousins, Staff Assistant.

**Parts Division**

Raymond G. Zender, Chairman.

Ralph M. Haarlander, Staff Assistant.

**Transmitter Division**

H. J. Hoffman, Chairman.

Ralph M. Haarlander, Staff Assistant.

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**Division**

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**(Set Division)**

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Chairman: Leslie F. Muter, The Muter Company.

**FM Policy Committee**

Chairman: John W. Craig, Crosley Division, Avco Mfg. Corp.

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**(Set Division)**

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**Service Committee**

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• • • **Radio-Television Manufacturers Assn.** • • •

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(JEIC)**

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Fred R. Lack, Western Electric Company,  
Inc., New York 5, New York.

**Co-Chairman**

Robert C. Tait, Stromberg-Carlson Com-  
pany, Rochester 3, New York.

**Counsel**

Sullivan, Bernard, Shea & Kenny, 1200  
18th Street, N.W., Washington 6, D. C.

**Secretary**

H. G. Beauregard, 1200 18th Street, N.W.,  
Washington 6, D. C.

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of RTMA and IRE  
(JTAC)**

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Company, Electronics Park, Syracuse,  
New York.

Donald G. Fink, Editor of Electronics,  
330 West 42nd Street, New York 18,  
New York.

John V. L. Hogan, Hogan Laboratories,  
Inc., 155 Perry Street, New York 14,  
New York.

Philip F. Siling, RCA Frequency Bureau,  
1625 K Street, N.W., Washington 6,  
D. C.

Dr. Raph Brown, Vice-Chairman, Bell  
Telephone Laboratories, Murray Hill,  
New Jersey.

Dr. T. T. Goldsmith, Jr., Allen B. Du  
Mont Laboratories, Inc., 2 Main  
Avenue, Passaic, New Jersey.

A. V. Loughren, Hazeltine Electronics  
Corporation, 58-25 Little Neck Park-  
way, Little Neck, Long Island, N. Y.

David B. Smith, Philco Corporation, Ti-  
oga and C Streets, Philadelphia 34, Pa.

L. G. Cumming, Secretary (Non-Mem-  
ber), Institute of Radio Engineers,  
1 East 79th Street, New York 21, N. Y.

**RTMA ENGINEERING  
DEPARTMENT  
1951-1952**

Dr. W. R. G. Baker, Director, General  
Electric Company, Electronics Park,  
Syracuse, New York. (Syracuse 76-  
4411), (Schenectady 4-2211).

David B. Smith, Vice-Director, Philco  
Corporation, Philadelphia 34, Pennsyl-  
vania. (NEbraska 4-5100).

Virgil M. Graham, Associate Director,  
Sylvania Electric Products, Inc., 40-22  
Lawrence Street, Flushing, New York.  
(FLushing 8-1600), (JUDson 6-2424).

**General Standards  
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Dorman D. Israel, Chairman, Emerson  
Radio & Phonograph Corp., New York  
11, New York.

Observer: R. A. Hackbusch, RTMA of  
Canada

**JOINT ELECTRON TUBE  
ENGINEERING COUNCIL  
of  
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W. R. G. Baker, General Electric Com-  
pany, Syracuse 1, New York.

H. J. Hoffman, Machlett Laboratories,  
Inc., Springdale, Connecticut.

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Electric Products, Inc., Flushing, New  
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V. L. Ronci, Bell Telephone Laboratories,  
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Corp., New York, New York.

D. D. Knowles, Westinghouse Electric  
Corporation, Bloomfield, New Jersey.

A. C. Gable, General Electric Company,  
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G. R. Shaw, RCA Victor Division of  
RCA, Harrison, New Jersey.

A. K. Wright, Tung-Sol Electric Inc.,  
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Mrs. Martha Kinzie, General Electric  
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**Vice-Chairman**

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Phone: New Rochelle 6-1620

## LLOYD R. AMOO

3709 Carpenter, Des Moines, Ia.  
Phone: 7-9272

## ANDREW CORP.

363 E. 75th St., Chicago 19, Ill.  
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Field Office: 86 Webster Ave., Harrison, N. Y.

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Phone: Jackson 5302

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Phone: District 1319

## CRAVEN, LOHNES & CULVER

Munsey Building, Washington 4, D. C.  
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Munsey Bldg., Washington 4, D. C.  
Phone: Sterling 0111

## DOOLITTLE RADIO, INC.

7421 S. Loomis Blvd., Chicago 36, Ill.  
Phone: Radcliffe 3-4100

## A. JAMES EBEL

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Phone: 6-0711

## WILLIAM L. FOSS, INC.

927 15th St., N.W., Washington 5, D. C.  
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Laboratories: Great Notch, N. J.  
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244-B Olmos Dr., W., San Antonio 2, Tex.  
Phone: P 7287

## JOHN B. HEFFELFINGER

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Phone: Hiland 7010

## JOHN V. L. HOGAN

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Montreal, Que., Canada

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Phone: AR 4-8721

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National Press Bldg., Washington 4, D. C.  
Phone: Metropolitan 5411

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1339 Wisconsin Ave., N.W., Wash. 7, D. C.

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Phone: Glebe 9096

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Lab.: 329 Water St., Binghamton, N. Y.

Phone: 3-3566

**DIXIE B. McKEY & ASSOC.**

1820 Jefferson Pl., N.W., Washington 6, D. C.

Phone: Republic 7236

**JAMES C. McNARY**

National Press Bldg., Washington 4, D. C.

Phone: District 1205

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# RADIO AND TV—A REVIEW

By *BILL NOBLE*, Associate Editor, *RADIO-TELEVISION DAILY*

WHILE the near future of television must be re-evaluated in light of the lifting of the three-and-a-half year freeze on new transmitters in the field, it is still necessary to point out that the most recent twelve months have already seen new thoughts concerning the survival of radio.

Finally, cognizance has been taken of the fact that untold millions of listeners of radio are beyond the reach of measuring services, in automobiles, at the beach or camp, or that more than a single set is on in the home at one time.

Certainly the final estimates issued by the RTMA, for 1951, prove the point that radio is a live and vital factor. On February 1, last, the industry body announced that a total of 12,299,146 radios, were sold last year. Of these, 6,584,960 were home sets; 1,264,319 were portables and 4,449,867 were car radios.

These figures compare to a total of 7,463,800 TV sets sold during the year and can be confidently offered that radio, in the face of its most powerful competition is going along at the saturation point as the country's greatest and most used means of mass communications.

Then too, the past twelve months has seen networks in particular and some stations come to the realization that radio must be sold against all types of competing media. As a result more thought has been given to telling radio's story and many excellent selling tools, such as films with sound tracks and special presentations of what radio has to offer, have come forth from the promotion departments.

However, it is in the field of out-of-home listening and out-of-living-room listening that radio researchers have found a vast audience, completely overlooked or brushed aside. Facts and figures substantiating this great audience have been published during the past year and in effect have forced a re-evaluation of "cost-per-thousand" figures, so dear to advertising agencies.

In another part of the field radio has not been idle. Faced with high production costs, packagers, networks and independ-



*Bill Noble*

ent stations have consistently found new ways to cut their budgets—this despite the rate cuts put into effect during the past year.

As a result, it can be confidently stated that radio, today, is in a more healthy state than in the medium's hey-day, when it attracted all the glamour and was without competition.

Turning to TV, the industry, despite criticism from many fronts, has forged steadily ahead. One need only to compare present offerings with those of four years ago to see that on all levels television has improved.

However, with the promise of 1291 new stations destined for the air, TV is going to be forced to face many new problems. First and foremost, of course, is the "eating" up of material at a terrifying pace when all the new stations finally get on the air.

The new communities to receive television service are not expected to be too much of a problem at first, nor are those cities which to date have had single or double outlets. But where TV will come in "new" and available on multiple channels, programming will face new problems.

It is only necessary to review the findings of the various rating services during the past year to see that what people like on the East Coast of the country is not necessarily popular on the West Coast, and vice-versa. To date no program has come up with a sure-fire formula which will attract viewers across the country.

With funds available, it is expected that non-commercial, educational television will be afforded its greatest opportunity of all persons on all levels from the kindergarten to adulthood. However, here, without state or community help or college and university grants, the educational stations may well find themselves with valuable assignments and without the means of building studios and programming shows.

The last twelve months in the allied fields of radio and TV have been notable, however, first for radio's re-evaluation of what it has to offer and its efforts to once again go out and sell itself as the fastest and greatest means of mass communications and secondly for the new horizon which faces TV—that of being able to bring its visual picture into every home across the country.

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To raise continually higher standards of advertising practice.

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Phone: LO 4-1251. Mort Borrow, Chairman.  
Atlantic Branch, 5 Beekman St., N. Y. C. 7, N. Y.  
Phone: RE 2-9223. W. Bender, Chairman.

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San Francisco Local—26 O'Farrell St., San Francisco,  
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c/o Major G. F. Elliott, 209 A East 61st St., New York, N. Y.  
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### BRANCH OFFICES

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### FUNCTIONS

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## BROADCAST ADVERTISING BUREAU, INC.

270 Park Ave., New York 17, N. Y.  
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 Eugene Katz, Katz Agency, New York, N. Y.  
 Robert Kintner, ABC, New York, New York  
 William B. McGrath, WHDH, Boston, Mass.  
 John F. Mcagher, KYSM, Mankato, Minnesota  
 Howard Meighan, CBS, New York, New York  
 J. Archie Morton, KJR, Seattle, Washington  
 John Pate, WGAR, Cleveland, Ohio  
 H. Preston Peters, Free & Peters, New York, N. Y.  
 William B. Quarton, WMT, Cedar Rapids, Iowa  
 George B. Storer, Fort Industry Co., Birmingham,  
 Mich.

Theodore C. Streibert, WOR, New York, N. Y.  
 Robert D. Swezey, WDSU, New Orleans, La.  
 Donald W. Thornburgh, WCAU, Philadelphia, Pa.  
 Niles Trammell, NBC, New York, New York  
 Frank White, Mutual, New York, New York  
 Allen Woodall, WDAK, Columbus, Georgia  
 Frederic W. Ziv, Ziv Company, New York, N. Y.

### FUNCTION

The Broadcast Advertising Bureau, Inc., is a service  
 organization supported by the entire Radio Industry  
 and devoted solely to the promotion of Radio as an  
 advertising medium.

## BROADCASTING AND FILM COMMISSION

220 Fifth Ave., New York 1, N. Y.  
 ORegon 9-2968

### OFFICERS

Chairman.....Truman B. Douglass  
 Vice-Chairman.....Rome Betts  
 Vice-Chairman.....S. Franklin Mack  
 Vice-Chairman.....Paul Calvin Payne  
 Vice-Chairman.....Mrs. Norman Vincent Peale  
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 Treasurer.....Stanley I. Stuber  
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 Dir. Radio & Tele.....Albert Crews  
 Director Films.....Paul E. Heard

## Organizations

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 Production Asst..... Wesley B. Goodman  
 Educational Director..... Charles H. Schmitz  
 Research Director..... Everett C. Parker  
 Supervisor Special Events..... Arthur Austin  
 Director Promotion..... Marjorie Hyer

**BRANCH OFFICE**  
 5746 Sunset Blvd., Hollywood 28, Calif.  
 Phone: Hillside 7464, Owen W. Evans, Manager

### FUNCTIONS

The Broadcasting and Film Commission is the official broadcasting agency of the National Council of the Churches of Christ, producing network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches. It seeks to raise the level of religious broadcasting nationally and locally, through training opportunities for religious leaders.

## BMI CANADA LIMITED

229 Yonge St., Toronto 1, Ont., Can.  
 Elgin 0040

### OFFICERS

President..... Carl Haverlin  
 Vice-President..... Donald Manson  
 Vice-President..... Harry Sedgwick  
 General Manager..... Robert J. Burton  
 Asst. General Manager..... William Harold Moon  
 Treasurer..... Charles A. Wall  
 Secretary..... T. Arthur Evans

### BOARD OF DIRECTORS

Ernest L. Bushnell, CBC, Toronto; Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Kenneth D. Soble, CHML, Hamilton.

### CANADIAN ADMINISTRATIVE STAFF

Publicity..... Jean L. Howson  
 Research & Accounting..... M. E. Hewitt  
 Distribution..... M. L. Ingram

### QUEBEC BRANCH (French Division)

1502 St. Catherine St. W., Montreal, P. Q. Fitzroy 2552. T. Clyde Moon, Branch Manager; Dr. Claude Champagne, Editor-in-Chief; Marcel Fortier, Liaison; Mireille Fortier, Secretary

### FUNCTIONS

BMI Canada Limited was organized to encourage and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated composers, publishers and performing rights societies and to provide equal opportunity of recognition for all writers and composers.

## BROADCAST MUSIC, INC. (BMI)

580 Fifth Ave., New York 19, N. Y.  
 PLaza 7-1800

### OFFICERS

President..... Carl Haverlin  
 Vice-President—General Counsel..... Sydney M. Kaye  
 Vice-Pres. in charge of Finance & Treasurer..... Charles A. Wall

Vice-Pres. in charge of Publisher Relations..... Robert J. Burton  
 Vice-Pres. in Charge of Non-Radio License..... Harry P. Somerville

Vice-Pres. in charge Station Relations..... Roy Harlow  
 Vice-Pres. in charge Foreign Relations..... Jean Geiringer  
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 Comptroller..... Alexander D. Nicol  
 Assistant Treasurer..... Charles E. Lawrence

### BOARD OF DIRECTORS

Chairman, Justin Miller, NARTB, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadcasting System, N. Y.; John Elmer, WCBM, Baltimore; Walter Evans, Westinghouse Radio Stations, Inc., Baltimore; Carl Haverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Leonard Hollister, KBOL, Boulder City, Colo.; Leonard Kapner, WCAE, Pittsburgh; Joseph A. McDonald American Broadcasting Co., N. Y.; Paul

W. Morency, WTIC, Hartford, Conn.; J. Leonard Reinsh, WSB, Atlanta; J. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Wallen, Mutual Broadcasting System, N. Y.

### STATION RELATIONS

Glenn Solberg, Director; Ralph Wentworth, James L. Cox, Al Martin, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

### NON-RADIO LICENSING DEPT.

Vice-President..... Harry P. Somerville  
 Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.  
 Los Angeles, 4040 Wilshire Blvd., Fairfax 8979, R. I. Kirk, Far-Western Representative.

### PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.  
 Chicago Office, 360 N. Michigan Ave. Andover 3-5394. Jimmie Cairns, Professional Representative.  
 Hollywood, Calif. Office: Willis Walters, Professional Mgr., 1549 N. Vine St., Hillside 7-7447. Gen. Mgr., Eddie Janis.

### FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

## THE BUREAU OF BROADCAST MEASUREMENT

701 Federal Building, 85 Richmond Street West, Toronto 1, Ontario, Canada

EMpire 3-8046  
 President: Charles R. Vint, Colgate-Palmolive-Peet Co. Ltd., Toronto.

Vice-President: Horace N. Stovin, Horace N. Stovin & Company, Toronto.

Treasurer: Athol McQuarrie, Assoc. of Canadian Advertisers, Toronto.

Executive-Secretary: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto.

### DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; Walter E. Powell, Canadian Broadcasting Corp., Toronto, Ont.; L. E. Phenner, Canadian Cellulotone Products Co. Ltd., Toronto, Ont.; E. D. Cooper, Imperial Oil Limited, Toronto, Ont.; W. E. Trimble, Baker Advertising Agency Limited, Toronto, Ont.; G. C. Hammond, Cockfield, Brown & Co. Ltd., Montreal, P. Q.

### FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

## CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Ont.  
 3-4036

Chairman of the Board..... D. Malcolm Neill  
 Vice-Chairman of the Board..... F. H. Elphicke  
 Manager..... T. J. Allard

Secretary-Treasurer..... T. A. Evans  
 Director of Adv. & Research..... Patrick Evans  
 General Counsel..... Joseph Sedgwick, K.C.  
 Associate Counsel..... Guy Roberge



## Organizations

### DIRECTORS

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### BRANCH OFFICE

37 Bloor St., West, Toronto, Ont. Phone: PR 3729.  
Director of Adv. & Research.....Patrick Freeman

### FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.

## CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.  
Circle 6-5566

### OFFICERS

President.....Gene Buck  
1st Vice-Pres.....Pat O'Brien  
2nd Vice-Pres.....Jay Ostyn  
Recording Secretary.....Ed Begley  
Historian.....Tess Sheehan  
Executive Secretary.....George Buck  
Chairman of Executive Board.....Frank McNellis  
Chaplain.....Rev. Gustav de Leon  
Treasurer.....Rev. Francis M. Costello

### FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

## CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.  
Endicott 2-0412

### OFFICERS

Spiritual Director.....Rev. John B. Kelly  
President.....William Fay  
Vice-Pres.....Richard Reid  
Vice-Pres.....Joseph A. Duffy  
Executive Secretary.....Eleanor M. Tucker

### FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

## COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CANADA, LTD. (CAPAC)

132 St. George St., Toronto 5, Ont., Canada  
Phone: M. 8457  
405 Keefer Bldg., 1440 St. Catherine St. West, Montreal, Que. Phone: HA 4472.  
branch manager.

### OFFICERS

President.....Sir Ernest MacMillan, B.A., Mus. D. (Oxon.), Hon R.A.M., F.R.C.M., F.R.C.O.  
General Manager.....William S. Low  
Manager, Licensing Dept.....C. R. Matheson  
Manager, Distribution Dept.....Ruth Passey  
Comptroller.....J. K. Bailey

### DIRECTORS

David Adams, Rosaire Archambault, Harold W. Cluff, C. C. Devereux, John Murray Gibbon, H. T. Jamieson, G. de La Chapelle, Dr. J. Eugene Lapierre,

Sir Ernest MacMillan, Louvigny de Montigny, Richard F. Murray, Gordon V. Thomson.

### FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-seven (27) countries.

## THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.  
Murray Hill 9-4950

President.....Mass Hart  
Vice-Pres.....George S. Kaufman  
Secretary.....Dorothy Fields  
Exec. Sec.....Mills Ten Eyck, Jr.

### FUNCTIONS

The national business organization of dramatists.

## FEDERAL COMMUNICATIONS BAR ASSOCIATION

800 World Center Bldg., Washington 6, D. C.  
Sterling 3200

### OFFICERS

President.....William A. Porter  
1st Vice-President.....Arthur W. Scharfeld  
2nd Vice-President.....Fred W. Albertson  
Secretary.....R. Russell Eagan  
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Omar L. Crook, Carwin R. Lockwood, Jr., Ralph L. Walker, Vernon L. Wilkinson, John T. Quisenberry, Joseph F. Zias.

Delegate to American Bar Association.....Neville Miller

### FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

## FEDERAL RADIO EDUCATION COMMITTEE (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.

Executive 6300, Extension 2897.

### OFFICERS

Chairman.....Earl J. McGrath  
Secretary-Editor.....Gertrude G. Broderick

### EXECUTIVE COMMITTEE MEMBERS

Earl J. McGrath, U. S. Commissioner of Education, Chairman  
Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University  
Franklin Dunham, Chief, Radio Services, U. S. Office of Education, representing Assn. of Education by Radio  
William C. Eddy, Director of Television, Station WBKB, Chicago  
John Elmer, President, Baltimore Broadcasting Corporation  
Judith C. Waller, Director Public Affairs and Education Department, Central Division National Broadcasting Company  
Willard E. Givens, Executive Secretary, National Education Association  
Clyde Hissong, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers  
Very Rev. Msgr. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference



## Organizations

Dorothy A. Kemble, Director of Education, Mutual Broadcasting System

S.g. Mickelson, Director of Public Affairs (CBS)  
Harold B. McCarty, Director, Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters

Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association

Justin Miller, President, National Association of Broadcasters

Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company

Mrs. Nathan Straus, Director of Educational Programs, Station, WMCA, New York City

Levering Tyson, President, Muhlenberg College

### FUNCTIONS

The Federal Radio Education Commission was appointed in 1935 by the Federal Communications Commission with the recommendation of that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers and broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

## FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.  
Executive 6800

### PERSONNEL

Chairman.....James M. Mead  
Commissioner.....William A. Ayres  
Commissioner.....Lowell B. Mason  
Commissioner.....John Carson  
Commissioner.....Stephen J. Spingarn  
Secretary.....D. C. Daniel  
General Counsel.....Wm. T. Keely  
Director, Bureau of Antimonopoly.....Joseph E. Sheehy  
Dir., Bu. of Antideceptive Practices.....Richard P. Whiteley

Dir., Bu. of Industrial Economics.....Corwin D. Edwards  
Dir., Bu. of Industry Cooperation.....James M. Horton  
Dir. of Trial Examiners.....Everett F. Haycraft  
Dir., Bu. of Administration.....D. C. Daniel

### BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y., Rolf H. Kielland, Atty. in charge.

Room 1500, 173 Madison St., Chicago 2, Ill., John H. Bass, Atty. in charge.

Room 133, Federal Office Bldg., San Francisco 2, Calif., Clarence T. Sadler, Atty. in charge.

Room 811, U. S. Court House, Seattle 4, Wash., Walter W. Harris, Atty. in charge.

Room 413, Masonic Temple Bldg., 333 St., New Orleans, La., William B. Lott, Atty. in charge.

Room 904, Customs House, Second and Chestnut St., Philadelphia, Pa., Alfred A. Browne, Investigator.

Room 527-3, Federal Bldg., Spring and Temple St., Los Angeles, Calif., Edwin H. Anderson, Investigator.

Room 1003-C, New Court House and Customs House, St. Louis, Mo., Harry E. Graham, Attorney.

408 Atlantic Ave., Boston, Mass., M. L. Ott, Investigator.

### FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which

otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

## THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

934 Fifth Ave., New York 21, N. Y.  
Régent 4-1501

Director.....Pierre Crenesse  
Asst. Dir.....Alice Lewitinn  
Manager.....Suzanne Weltman  
Program Director.....Jacqueline Landry  
Director Public Relations.....Shelly Dobbins

### FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

## INSTITUTE FOR EDUCATION BY RADIO-TELEVISION

Ohio State Univ., Columbus 10, O.  
UN. 3148 Ext. 280

### OFFICERS

Honorary Dir.....W. W. Charters  
Director.....I. Keith Tyler  
Secretary.....Joan E. Zuber

### FUNCTIONS

The Institute for Education by Radio-Television is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State Univ. It meets in Columbus each Spring. The Institute sponsors an Annual Exhibition of Educational Radio and Television Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

## THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.  
Régent 7-9600

### OFFICERS

President.....D. B. Sinclair  
Vice-President.....H. L. Kirke  
Treasurer.....Dr. W. R. G. Baker  
Secretary.....Haraden Pratt  
Editor.....Dr. A. N. Goldsmith  
Executive Secretary.....G. W. Bailey

### DIRECTORS

S. L. Bailey, K. C. Black, G. H. Browning, I. S. Coggeshall, H. F. Dart, W. H. Doherty, A. W. Graf, R. F. Guy, W. R. Hewlett, P. L. Hoover, A. V. Loughren, J. W. McRae, A. B. Oxley, W. M. Rust, Jr., J. D. Ryder, R. L. Sink, G. R. Town, Ernst Weber, Irving Wolff.

### 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.

## Organizations

### INTER-AMERICAN ASSOCIATION OF BROADCASTERS (AIR)

Montevideo, Uruguay

#### OFFICERS

President .....Goar Mestre  
 Vice-Pres. ....Emilia Azcarraga  
 Secretary.....Eneas Machado de Assis  
 Directors.....Lorenza Balerio Sicco and  
 Gilmore N. Nunn  
 Director of Permanent Office: Justino Jiménez de Aréchaga.

#### FUNCTIONS

AIR is an association made up of all the national associations of Broadcasters, from Canada to South (except Argentina), to protect private broadcasters specially from Government encroachment.

The postal address of the Permanent Office is "Asociación" Interamericana de Radiodifusion. Calle Uruguay, 1218 Montevideo—URUGUAY.

### INTERCOLLEGIATE BROADCASTING SYSTEM

2808 Erie St., Washington 20, D. C.

Victor 7210

706 Sanders Ave., Schenectady 2, N. Y.

Schenectady 3-6028

#### OFFICERS

Chairman: George Abraham, 2808 Erie St., S.E., Washington 20, D. C.; Operations Manager: David W. Borst, 706 Sanders Ave., Schenectady 2, N. Y.; Engineering Director: Herbert B. Barlow, 1725 New Hampshire Ave., N.W., Washington 9, D. C.; Business Manager: James R. Wylie, R.D. 2, Winsted, Conn.; Station Relations Manager: Anne E. McClarkin, 2801 Quebec St., N.W., Washington, D. C.; Program Manager: Howard C. Hansen, MacMurray College, Jacksonville, Ill.; Public Relations Director: E. E. Roberts, 185 Public Relations Office, Bethany, West Va.; Regions Coordinator: E. J. McClarty, Modesto Jr. College, Modesto, Calif.; Sales Manager: Richard E. Pittenger, Station WKCR, Columbia University, New York 27, N. Y.; General Counsel: Vail W. Pischke, 724 9th St., N.W., Washington 1, D. C.

#### DIRECTORS

George Abraham, Herbert B. Barlow, David W. Borst, John C. Crabbe, Roy J. Flynn, Howard C. Hansen, Donald F. Istvan, E. J. McClarty, Donald J. Nores, E. E. Roberts, John B. Roberts, James R. Wylie.

#### REGIONAL DIRECTORS

Region 1—New England, Edward J. Hayden, WHUS.  
 Region 2—New York State, Eric Teddlie, WVBR.  
 Region 3—Middle Atlantic, Charles Shaffran, WRTI.  
 Region 4—Capital, W. Fletcher Tarr, WAFT, Region 5—Southern, Jeannine Roberts, WABP. Region 6—Great Lakes, Jane Hansen, WRMU. Region 7—Midwestern, Sharlene Agertter, KCLC. Region 8—Southwestern, Carl Baker, KSMU. Region 9—Rocky Mountain, Patricia Phillips, KVDU. Region 10—Western, Ramona Miner, KEWC.

#### FUNCTIONS

The Intercollegiate Broadcasting System is a non-profit association of college and university campus stations established to pool the resources of these stations and further the development of this form of educational radio in this country.

### THE LAMBS

130 W. 44 St., New York 18, N. Y.

LUXemburg 2-1515

#### OFFICERS

Shepherd .....Bert Lytell  
 Boy.....Walter N. Greazzi  
 Corresponding Secretary.....Bobby Clark  
 Recording Secretary.....Russ Brown  
 Treasurer.....James E. Meighan  
 Librarian.....Harold G. Hoffman

#### DIRECTORS

Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, Emil Friedlander, Arthur Vinton, Lep Solomon, Edward H. Ford, S. E. Rogers, H. Pierson Mapes, Robert Griffith, Len Doyle, Happy Felton, Horace McMahon, Joseph Downing, Ralph Bellamy.

LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Gaxton, Fred Waring, John Golden.  
 MANAGER: Louis Cline

#### FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance to be disbursed in the discretion of the Council of the Club.

### LOWELL INSTITUTE COOPERATIVE BROADCASTING & STATION WGBH

Symphony Hall, Boston 15, Mass.

Kenmore 6-6522

#### OFFICERS

Trustee .....Ralph Lowell  
 Dir.-Gen. Mgr., Station WGBH.....Parker Wheatley  
 Assistant Mgr. for Programs.....Lawrence Creshkoff  
 Assistant Mgr. for Operations.....Hartford N. Gunn, Jr.  
 Chief Engineer.....Richard E. Johnson  
 Program Manager.....Ralph J. Tangney  
 Production Manager.....Jack D. Summerfield  
 Music Manager.....Maureen M. Mosher

#### COORDINATORS

Boston College, Rev. Thomas F. Fleming, S.J.; Boston Symphony Orchestra, Symphony Hall, George E. Judd, Jr.; Boston University, Samuel B. Gould; Boston Museum of Fine Arts, William G. Dooley; Harvard University, Cambridge, Mass., John E. Burchard; New England Conservatory of Music, Harrison Keller; Northeastern University, Milton P. Tilton; Tufts College, John P. Tilton.

#### FUNCTIONS

The Lowell Institute and Boston College, The Boston Symphony Orchestra, Boston Museum of Fine Arts, Boston University, Harvard University, Mass. Institute of Technology, New England Conservatory of Music, Northeastern University, and Tufts College, cooperate in the operation of non-commercial educational station WGBH and in the presentation of educational broadcasts over Boston's commercial stations.

### MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

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

Circle 6-3084

#### OFFICERS

Chairman of the Board.....Walter G. Douglas  
 President.....Lewis Bernstein  
 Vice-President.....Jack Mills  
 Secretary.....J. J. Bregman  
 Treasurer.....Abe Olman  
 Agent and Trustee.....Harry Fox

### NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

(For Complete Listing See NARTB Section—250)

### NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

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

LUXemburg 2-5130

#### OFFICERS

National Chairman.....Oliver W. Nicol

## Organizations

### COUNCILS

37 W. 46th St., New York 36, N. Y. Phone: Luxemburg 2-5130. Oliver W. Nicoll, Chairman, New York Council; 341 Menomonee St., Chicago 11, Ill. Phone: DElaware 7-7017, J. Walter Thompson, Chairman, Chicago Council; 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: Hillside 5125. Claude McCue, Chairman, Hollywood Council.

### CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, Ohio; Dallas, Tex.; Fort Worth, Tex.; Denver, Colo.; Detroit, Mich.; Erie, Pa.; Fort Wayne, Ind.; Independence, Mo.; Kansas City, Mo.; Indianapolis, Ind.; La Crosse, Wisc.; Louisville, Ky.; Madison, Wisc.; Miami, Fla.; Milwaukee-Racine, Wisc.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo. Raleigh-Durham, N. C.; Rochester, N. Y.; Salt Lake City, Utah; Schenectady, N. Y.; Peoria, Ill.; Sioux City, Iowa; Seattle, Wash.; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

### 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

2500 Municipal Building, New York 7, N. Y.  
Whitehall 3-3600

### OFFICERS

President ..... Seymour N. Siegel  
Vice-President ..... Graydon Ausmus  
Secretary ..... Burton Paulu  
Treasurer ..... Frank Schooley  
Executive Director ..... James Miles

### BRANCH OFFICE

119 Gregory Hall, U. of Illinois, Urbana, Ill.  
Phone: 2611, James Miles, Exec. Director

### FUNCTIONS

Representing non-commercial, educational AM and FM radio stations, workshops and production centers owned and operated by colleges, universities, school systems, and public-service agencies.

## NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.  
Circle 7-8194

### OFFICERS

President ..... Fred Waring  
Treasurer ..... Don Voorhees  
General Counsel ..... Alfred Rice

### FUNCTIONS

To obtain moral and pecuniary rights of performing artists in the commercial uses of such performances.

## NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS

WOW-TV, 35th & Farnam, Omaha 3, Nebraska  
WE 3400

### OFFICERS

President, James Bormann, WCCO, Minneapolis, Minn.; Vice-Pres., Tom Eaton, WTIC, Hartford, Conn.; Executive Sec., Soren Munkhof, WOW-TV, Omaha, Neb.; Treasurer, Sheldon Peterson, KLZ, Denver, Colo.; Editor NARND Bulletin, Art Barnes, University of Iowa, Iowa City, Iowa.

### FUNCTIONS

Annual convention usually in November with 1952 site not set. Publishes monthly bulletin and booklets on radio news. Basic purpose to advance standards of radio and television as news media.

## THE MUSIC PUBLISHERS CONTACT EMPLOYEES (A. F. of L.)

1270 Sixth Ave., New York 20, N. Y.  
Columbus 5-7362

### OFFICERS

President ..... Robert Miller  
Vice-President ..... Joseph Santly  
Treasurer ..... Charles Lang  
Members Executive Board ..... Harry Santly,  
Sam Smith, Mickey Garlock, Irving Tanz, Bernice Pollack, Jack Spatz.  
Exec. Secty. .... Robert Miller

### BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.  
Regional Director ..... Martin Schafer  
516 Glenrock, Los Angeles, Calif.  
Regional Directors ..... Lucky Wilber Sec., Ralph Smitman  
36 East Fifth Street, Cincinnati, Ohio  
Regional Director ..... Danny Engel

### FUNCTIONS

Labor Union.

## NATIONAL ASSOCIATION OF RADIO & TV STATION REPRESENTATIVES, INC.

101 Park Avenue, New York 17, N. Y.  
Murray Hill 5-4141

### OFFICERS

President ..... Robert D. C. Meeker  
Vice-President ..... Max Everett  
Secretary ..... Eugene Katz  
Treasurer ..... Joseph Timlin  
Managing Director ..... Murray Grabhorn  
Directors ..... Lewis Avery,  
Joseph Weed, Russell Woodward

### FUNCTIONS

To develop the use and increase the sale of Spot Radio and Television.

## NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.  
Murray Hill 6-3535

### OFFICERS

Chairman of Board ..... R. P. Clayberger  
President ..... Edward L. Greene  
Vice-Pres. .... Warren Agry  
Secretary ..... Lowell Shumway  
Treasurer ..... Frank E. Soule

### FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

## THE NATIONAL FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS, INC.

1819 Broadway, New York 23, N. Y.  
Columbus 5-3934

### OFFICERS

President ..... Judge Sarah T. Hughes  
1st Vice-Pres. .... Helen G. Irwin  
2nd Vice-Pres. .... Marguerite Rawalt  
3rd Vice-Pres. .... Elaine C. Barnes  
Treasurer ..... Mrs. Anita F. Calhoun  
Recording Secretary ..... Mrs. Eunice C. Hennessy

### FUNCTIONS

National Federation is the largest organization in the world created to serve business and professional women. Its aims and purposes are to elevate the standards, to promote interest, bring about spirit of cooperation, and to extend opportunities to business and professional women, through education along lines of industry, scientific, and vocational activities.



## Organizations

### NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.

17 East 45th St., New York 17, N. Y.  
Murray Hill 7-3076  
Room 504

#### OFFICERS

President ..... Irvin Paul Sulds  
Vice-President ..... Charles Basch  
Secretary ..... Arthur Erlich  
Treasurer ..... Jack Levine

#### DIRECTORS

Walter Armitage, Martin Gosch, Judy Dupuy,  
Richard Jordan, Oliver Nicoll, Sandy Howard, West  
Hooker.

#### COUNSEL

James L. Fly

#### BRANCH OFFICE

7063 Sunset Blvd., Hollywood 28, Calif.  
Granite 6930

#### OFFICERS

President ..... J. Paul Sulds  
1st Vice-Pres. .... Mike Stokely  
2nd Vice-Pres. .... Bob Oakley  
Secretary ..... Gladys Rubens  
Treasurer ..... Maleese Black

#### BOARD OF DIRECTORS

Mal Boyd, Michael Stokely, Gladys Rubens, Maleese  
Black, Syd Cassidy, Al Burton, Bob Clampett, Mort  
Singer.

Legal Counsel ..... Max Gilford

#### FUNCTIONS

The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded tele. programs. Membership in NSTP is open to all such independent producers or production firms provided they are not a part of, or associated with, an advertising, agency, tele. network, or local tele. station.

### NATIONAL TELEVISION FILM COUNCIL

1501 Broadway, New York 19, N. Y.  
JUdson 2-2928

President ..... Andrew Jaeger  
(Prockter Syndications International)  
Vice-President ..... Paul White  
(Prockter Syndications International)  
Secretary ..... Connie Lazar  
(Unity Television Corp.)  
Treasurer ..... William Holland  
(Hyperion Films)

#### BOARD OF DIRECTORS

Mel Gold, Chairman of the Board; Sally Perle, Public Relations Counsellor; Robert Paskow, WATV, Newark; William Holland, Hyperion Productions; Ed Carroll, WABD, Dumont Transcription; Joseph Seiden, Cinema Service; Elaine Phillips, WSPD, Toledo, O.; Helen Buck, WCAU, Philadelphia; Jack Kopfstein, Atlantic Television; Eugene Scharin, Ambassador Films; Waldo Mayo, Mayo Productions.

### NATIONAL VARIETY ARTISTS, INC.

226 W. 47 St., New York 19, N. Y.  
Columbus 5-0956

#### OFFICERS

Honorary President ..... George Jessel  
President ..... Louis Handin  
First Vice-Pres. .... Jack O'Brien  
Second Vice-Pres. .... Lou Kaufman  
Treasurer ..... Lester Rose  
Secretary ..... Dorothea A. Masters

#### FUNCTIONS

The function of National Variety Artists, Inc. is to promote Americanism, fraternal and welfare activities among the members of the theatrical profession.

### OHIO ASSOCIATION OF BROADCASTERS

550 S. Market St., Canton 2, Ohio

#### OFFICERS

President ..... L. A. Pixley, WCOL, Columbus  
Vice-President ..... Robert Ferguson, WTRF, Bellaire  
Sec.-Treas. .... Robert Felhman, WHBC, Canton  
Directors ..... Joel Stovall,  
WKRC, Cincinnati; Len Nasman, WFJM, Youngs-  
town; Al Heiser, WLEC, Sandusky; John McCormick,  
WTAM-WNBB, Cleveland.

#### FUNCTIONS

A trade association serving the interests of radio and television broadcasters in Ohio.

### PENNSYLVANIA ASSOCIATION OF BROADCASTERS

31 North Second Street, Harrisburg, Pa.  
4-0191

Pres. .... John S. Booth, WCHA  
Vice-Pres. .... Roger W. Clipp, WFIL  
Secretary ..... David J. Bennett, Jr. WKBO  
Treasurer ..... George E. Joy, WRKA  
Immediate Past Pres. .... Victor C. Diehm, WAZL

#### DIRECTORS

Frank H. Ahdoerffer, WLAN; Charles E. Denny, WERC; George D. Coleman, WGBI; C. G. Moss; Louis H. Murray, WPAM; J. F. Murray, KQV; T. W. Metzger, WMRF; W. J. Thomas, WCPA.

#### FUNCTIONS

To promote closer cooperation and understanding among the members; To promote customs and practices which will be for the best interests of the public and the radio industry.

### PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.  
Columbia 5-7362

#### OFFICERS

Honorary President ..... Rocco Vocco  
President ..... Robert Miller  
Treasurer ..... Charles Lang  
Executive Director ..... Bob Miller  
Board of Governors ..... Mickey Garlock,  
Bernie Pollack, Harry Santly, Sam Smith, Jack Spatz, Irving Tanz.

#### BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.  
Regional Director ..... Morton Schaefer  
516 Glenrock, Los Angeles, Calif.  
Regional Director ..... Lucky Wilbur  
36 E. 5th St., Cincinnati, O.  
Regional Director ..... Danny Engel

#### FUNCTIONS

Charitable and Benevolent Organization.

### RADIO EXECUTIVES CLUB OF NEW YORK

3948 Grand Central Terminal, New York 17, N. Y.  
Murray Hill 6-0238

#### OFFICERS

President ..... I. E. Showerman  
(Free & Peters, Inc.)  
Vice-Pres. .... C. H. Cottingham  
(Advertising Executive)  
Secretary ..... Claude Barrere  
(Program Representative)  
Treasurer ..... S. R. Dean  
(Columbia Broadcasting System)

#### FUNCTIONS

The purpose of the Radio Executives Club of New York is to provide a common meeting place for all who are concerned with the administration and development of all phases of broadcasting, including AM, FM and television. The Radio Executives Club will seek to inform its members on the more important functions and problems of broadcasting in all its forms but will not seek to regiment the opinions of its individual members. Through all means at its disposal, the Club will disseminate information concerning broadcasting which will provide a better understanding of its problems, not only to the industry, but to the public at large.



## Organizations

The REC holds meetings on alternate Thursdays from October through May, at luncheons, Waldorf-Astoria, New York City.

### RADIO GUILD, LOCAL No. 50, UOPWA—C.I.O.

13 Astor Place, New York 3, N. Y.  
ORegon 3-5120  
President ..... Melvin Gordon  
Vice-Pres. .... Richard H. Dade, Jr.  
Vice-Pres. .... Herman Cowen  
Secy.-Treas. .... Nelda Scudder

#### FUNCTIONS

A trade union representing white collar and professional workers in the radio industry.

### RADIO-TELEVISION MANUFACTURERS ASSOCIATION

777 14th St., N.W., Washington 5, D. C.  
NAtional 3902

#### OFFICERS

Chairman of Board ..... Robert C. Sprague  
(Sprague Electric Co.)  
President ..... Glen McDaniel  
Gen. Mgr. & Sec. .... James D. Secrest  
Treasurer ..... Leslie F. Muter  
(The Muter Co.)

General Counsel ..... John W. Van Allen  
Vice-Presidents ..... John W. Craig,  
Crosley Div., Avco Mfg. Corp.; R. E. Carlson, Tung-  
Sol Electric Inc.; A. D. Plamondon, Jr., The Indiana  
Steel Products Co.; W. J. Barkley, Collins Radio  
Co.; Arrie Liberman, Talk-A-Phone Co.

#### HEADQUARTERS STAFF

Information Director ..... Peter H. Cousins  
Attorney ..... Ray S. Donaldson  
Assistant Secretary ..... Ralph M. Haarlander  
Director of Statistics ..... William F. E. Long  
Office Manager ..... Anna M. Chase  
(See Complete Listing Equipment Section)

### RADIO-TV MANUFACTURERS ASSOCIATION OF CANADA

Room 301, 159 Bay St., Toronto 1, Ontario, Canada  
EM 3-1531

#### OFFICERS

President ..... R. A. Hackbusch  
Vice-President ..... A. B. Hunt  
Executive Secretary ..... S. D. Brownlee  
Chairman, Parts and Accessory Division ..... L. M. Price  
Chairman, Receiver Division ..... A. B. Hunt  
Chairman, Transmitter Division ..... S. G. Paterson  
Chairman, Engineering Committee ..... F. H. R. Pounsett  
Chairman, Transmitter Engineering Committee  
C. G. Lloyd  
Chairman, Service Committee ..... G. B. Elliott

#### FUNCTIONS

This Association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

### THE RADIO PIONEERS CLUB

580 Fifth Ave., New York 19, N. Y.  
PLaza 7-1800

#### OFFICERS

President ..... Carl Haverlin  
First Vice-Pres. .... J. R. Poppele  
Vice-Pres. .... P. W. Morency  
Vice-Pres. .... Arthur B. Church  
Vice-Pres. .... Raymond Guy  
Vice-Pres. .... O. H. Caldwell  
Secretary ..... Sydney M. Kaye  
Treasurer ..... Herbert V. Akerberg

#### FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about

the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

The purposes as outlined in the constitution are sufficiently broad to enable the Radio Pioneers to undertake almost any task which the Club may desire for the furtherance of the Radio Industry.

Accordingly, 1950 will mark the establishment of a Radio Hall of Fame in which the memories of men and women whose contribution have placed them among the immortals will be perpetuated.

### RADIO SCRIPT & TRANSCRIPTION EXCHANGE

U. S. Office of Education, Washington 25, D. C.  
EXecutive 6300, Ext. 2897

Chief ..... Franklin Dunham  
Radio Education Specialist ..... Gertrude C. Broderic 1/2

#### FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

### RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.  
PLaza 3-4300, Ext. 214

#### OFFICERS

International President ..... Dick Mack  
Int. First Vice-Pres. .... Oliver W. Nicoll  
Int. Second Vice-Pres. .... Arthur Hanna  
Int. Third Vice-Pres. .... Hal Miller  
Int. Secretary ..... Kenneth W. MacGregor  
Int. Treasurer ..... Francis Buss

#### NATIONAL BOARD

Joseph W. Browne, Wash.; Francis Buss, New York; Lee D. Davis, Philadelphia; Shields Dierkes, Detroit; Alan M. Fishburn, Chicago; John Guedel, Hollywood; Arthur Hanna, New York; Gordon T. Hughes, Hollywood; Max Hutto, Hollywood; Jack Lyman, Hollywood; Kenneth W. MacGregor, New York; Sherman A. MacGregor, New York; Dick Mack, Hollywood; Hal Miller, Chicago; Ralph Nelson, New York; Oliver Nicoll, New York; Charles Powers, New York; Ernest D. Ricca, New York; Franklin J. Schaffner, New York; Lester Vail, New York.

National Executive Director ..... Newman H. Burnett  
General Counsel ..... Charles Ballou  
(Phillips, Nizer, Benjamin & Krim)

#### LOCALS

New York Local—114 East 52nd St., New York 22, PLaza 9-0875. President, Ernest D. Ricca.  
Hollywood Local—1655 N. Cherokee Ave., Hollywood 28, Calif., GRanite 5866. President, Max Hutto.  
Chicago Local—1413 N. Dearborn Parkway, Chicago, Ill., DElaware 7-4867. President, Alan M. Fishburn.  
Detroit Local—1426 Buhl Bldg., 535 Griswold St., Detroit, Michigan, WOODward 2-1422. President, Shields Dierkes.

Washington Local—101 N. Wayne St., Arlington, Va., OWens 7-4573. President, Joseph W. Browne.

Philadelphia Local—2601 Parkway, Philadelphia 30, Pa., ST 7-4573. President, Lee D. Davis.

#### FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

### THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.

6 East 39th St., New York 16, N. Y.  
MUrray Hill 6-5252

# Organizations

## OFFICERS

National President.....Milton Merlin  
 Eastern Region Vice-Pres.....Ira Marion  
 Western Region Vice-Pres.....Larry Marks  
 Midwestern Region Vice-Pres.....Hugh Jones  
 Eastern Region Exec.-Sec.....May Balhower  
 Western Region Exec.-Sec.....Michael Davidson  
 Midwest Region Exec.-Sec.....George Faber

## BRANCH OFFICE

1521 Sherwin Ave. C., Chicago 26, Ill.

George Faber, Executive-Secretary

## FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

## SESAC INC.

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

Murray Hill 5-5365

## OFFICERS

President.....Paul Heinecke  
 Secretary-Treas.....R. C. Heinecke  
 General Manager.....K. A. Jadassohn

## FUNCTIONS

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed 15-minute open-end shows.

## SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

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

MU 2-2185

## OFFICERS

President.....Peter Male  
 Past President.....Earl I. Sponable  
 Executive Vice-Pres.....Herbert Barnett  
 Engineering Vice-Pres.....F. T. Bowditch  
 Editorial Vice-Pres.....John G. Frayne  
 Financial Vice-Pres.....R. B. Austrian  
 Convention Vice-Pres.....W. C. Kunzmann  
 Secretary.....R. M. Corbin  
 Executive-Sec.....Boyce Nemeo

## FUNCTIONS

The advancement of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication. Television-developing and documenting the technical history of television and all forms of pictorial rendition of action.

## SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

1250 Sixth Ave., New York 20, N. Y.

Columbus 5-3758

## OFFICERS

President.....Charles Tobias  
 Vice-Pres.....Louis Alter  
 Secretary.....Joseph Meyer  
 Treasurer.....Abel Baer  
 Counsel.....John Schulman  
 Executive Secretary.....Miriam Stern

## MEMBERS OF THE COUNCIL

Chairman, Edgar Leslie, Stanley Adams, Fred E. Ahlert, Abel Baer, Paul Cunningham, Peter De Rose, Milton Drake, Ira Gershwin, Jesse Greer, Ferde Grofe, Oscar Hammerstein II, Otto Harbach, Milton Ager, George W. Meyer, Joseph Meyer, Geoffrey O'Hara, Richard Rodgers, Sam H. Stept, Charles Tobias, Jack Yellen.

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

## SOUTHERN CALIFORNIA BROADCASTERS ASSN.

6253 Hollywood Blvd., Rm. 329, Hollywood 28, Calif.  
 Hollywood 9-7254

## OFFICERS

Managing Director.....Robert J. McAndrews  
 Asst. Mgr. Directors.....Eleanor Nichols, Peggy Wood  
 Pres., & Dir. Oper. CBS, Hollywood.....A. E. Joscelyn  
 Vice-Pres. & Mgr. KFXM, San Bernardino.....Ernest L. Spencer  
 Sec'y.-Treas. & Mgr. KFMV, Hollywood.....Cliff Gill  
 Dir., & Mgr. KFWB, Hollywood.....Harry Maizuish  
 Dir., & Mgr. KFI-TV, Los Angeles.....Haan J. Tyler  
 Dir., & Mgr. KMPC, Hollywood.....Robert O. Reynolds  
 Dir., & Mgr. KFAC, Los Angeles.....Calvin J. Smith

## FUNCTIONS

Represents 60 member stations and networks, located in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, information, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

## SPORTS BROADCASTERS ASSOCIATION

c/o WGMG, 711 Fifth Ave., New York 22, N. Y.

Murray Hill 8-1000

## OFFICERS

President.....Mel Allen  
 First Vice-Pres.....Ted Husing  
 Second Vice-Pres.....Russ Hodges  
 Treasurer.....Bill Ackman  
 Secretary.....Sam Taub  
 Executive Secretary.....Jimmy Dolan

## TELEVISION AUTHORITY

15 West 44th St., New York 18, N. Y.

Vanderbilt 6-1810

## OFFICERS

National Exec.-Secretary.....George Heller  
 Chairman.....Lawrence Tibbett

## FUNCTIONS

Trade union affiliated with American Federation of Labor, representing performers in the television field; collective bargain agreements have been executed with all four television networks covering programs in New York, Chicago, and Los Angeles. Organization also handles legislative matters affecting performers in television.

## UNITED NATIONS—RADIO DEPARTMENT OF PUBLIC INFORMATION DIVISION

United Nations, New York, N. Y.

Plaza 4-1234

## OFFICERS

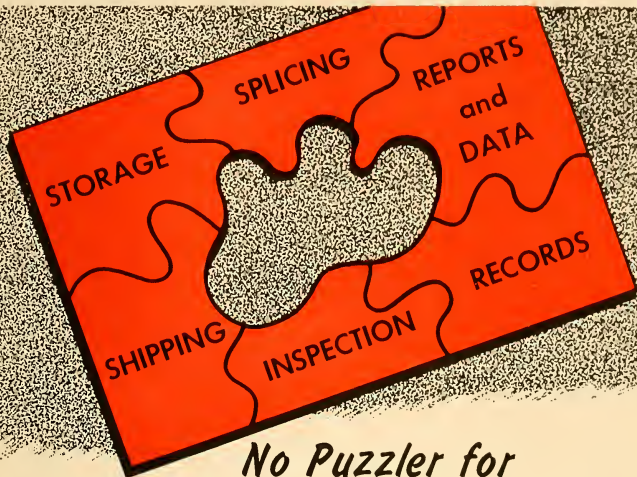
Asst. Sec'y. Gen.....Benjamin Cohen  
 Principal Director.....Tor Gjesdal  
 Dir., Radio Div.....Peter Aylen  
 Deputy Dir., Radio Div.....Carlos Garcia Palacios  
 Chief of Production.....W. Gibson Parker  
 Sup. of Special Projects.....Norman Corwin  
 Sr. Broadcast Engineer.....Arthur E. Barrett

## BRANCH OFFICES

Moscow, Prague, Warsaw, London, Paris, Geneva, Copenhagen, Belgrade, Cairo, Teheran, Karachi, New Delhi, Shanghai, Sydney, Monrovia, Washington, Rio de Janeiro, Buenos Aires, Mexico City.

## FUNCTIONS

Also helps telecast important meetings of United Nations organs, for which purpose it has specialized staff and three cameras.



## No Puzzler for TV FILM USERS and DISTRIBUTORS

Whether you're an advertising agency, film producer or distributor, station or network, handling 16mm or 35mm film, don't be puzzled when these and similar questions arise:

*Will the film be shipped on time? Are the commercials spliced in properly?*

*Where can we store surplus film? Where can we consign returned film? Who will examine and repair damages? Who will remove out-dated commercials?*

Call Bonded, the world's largest film service organization servicing and shipping over 5,000,000 reels of film yearly for the film and television industries.

Bonded's Television Film Service Division is organized to handle as many film service operations as you require—storage, inspection, shipping, splicing, keeping records and preparing reports and data on all your film—at a nominal fee.

You'll find that Bonded offers the largest film service facilities available anywhere—from storage through screening:

**FILM STORAGE**—six huge, centrally located warehouses equipped with the latest and best means of protecting film.

**PHYSICAL DISTRIBUTION & HANDLING**—thoroughly experienced personnel to insure maximum efficiency for both 16mm and 35mm film.

**SCREENING**—Bonded's *Film Center Theatre* available for day and night 16mm and 35mm screenings.

For additional information, call Judson 6-1030.

**BONDED**  
TV FILM SERVICE DIVISION

"THE SOLUTION TO YOUR TV  
FILM SERVICE PROBLEMS"

**BONDED** FILM STORAGE  
CO., INC.

630 NINTH AVENUE, NEW YORK CITY

Judson 6-1030

MEMBER OF NATIONAL FILM SERVICE, INC.

SERVING FILM AND RELATED INDUSTRIES FOR OVER 20 YEARS



# 1000 TITLES

*from* **UNITY!**

★ **200 FEATURES**

*starring* - CAREY GRANT • GENE TIERNEY • VICTOR MATURE  
LINDA DARNELL • JAMES MASON • MERLE OPERON • "ROCHESTER"  
CONSTANCE BENNETT • ROLAND YOUNG • JOAN BLONDELL  
EMLYN WILLIAMS • FRANCES LANGFORD • WALTER HUSTON, etc.

★ **52 LAUREL & HARDY comedies**

★ **52 CHARLIE CHASE comedies**

★ **100 CARTOONS**

★ **40 WESTERNS**

★ **30 SERIALS**



# UNITY TELEVISION CORPORATION

1501 BROADWAY, NEW YORK 18, N. Y. • Longdrea 4-8234



# Top Variety for TV film programs

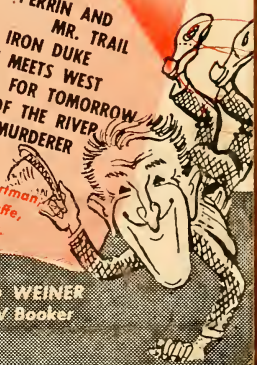


**Special!**

## "THE INTERNATIONAL GROUP" 13 GREAT PICTURES—GREAT STARS —GREAT CASTS

- |                     |                          |
|---------------------|--------------------------|
| MY BROTHER'S KEEPER | MR. PERRIN AND MR. TRAIL |
| MAGIC BOW           | THE IRON DUKE            |
| MR. EMMANUEL        | EAST MEETS WEST          |
| AGAINST THE WIND    | SONG FOR TOMORROW        |
| THE BROTHERS        | END OF THE RIVER         |
| THE GUV'NOR         | DEAR MURDERER            |
| CORRIDOR OF MIRRORS |                          |

Featuring such noted players as  
Stewart Granger, Yehudi Menuhin, Eric Portman,  
Sabu, Marius Goring, Patricia Roc, Will Fyfe,  
Roland Young, George Arliss and Others.



ARCHE MAYERS      "BOB" WORMHOUDT      "CONNIE" LAZAR      SID WEINER  
President      Sales Manager      Program Director      TV Booker

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*"The challenge of Tomorrow  
fascinates me  
much more than the  
achievement of Yesterday"*

*David Sarnoff*

Chairman of the Board  
Radio Corporation of America

**RADIO CORPORATION OF AMERICA**  
World Leader in Radio—First in Television