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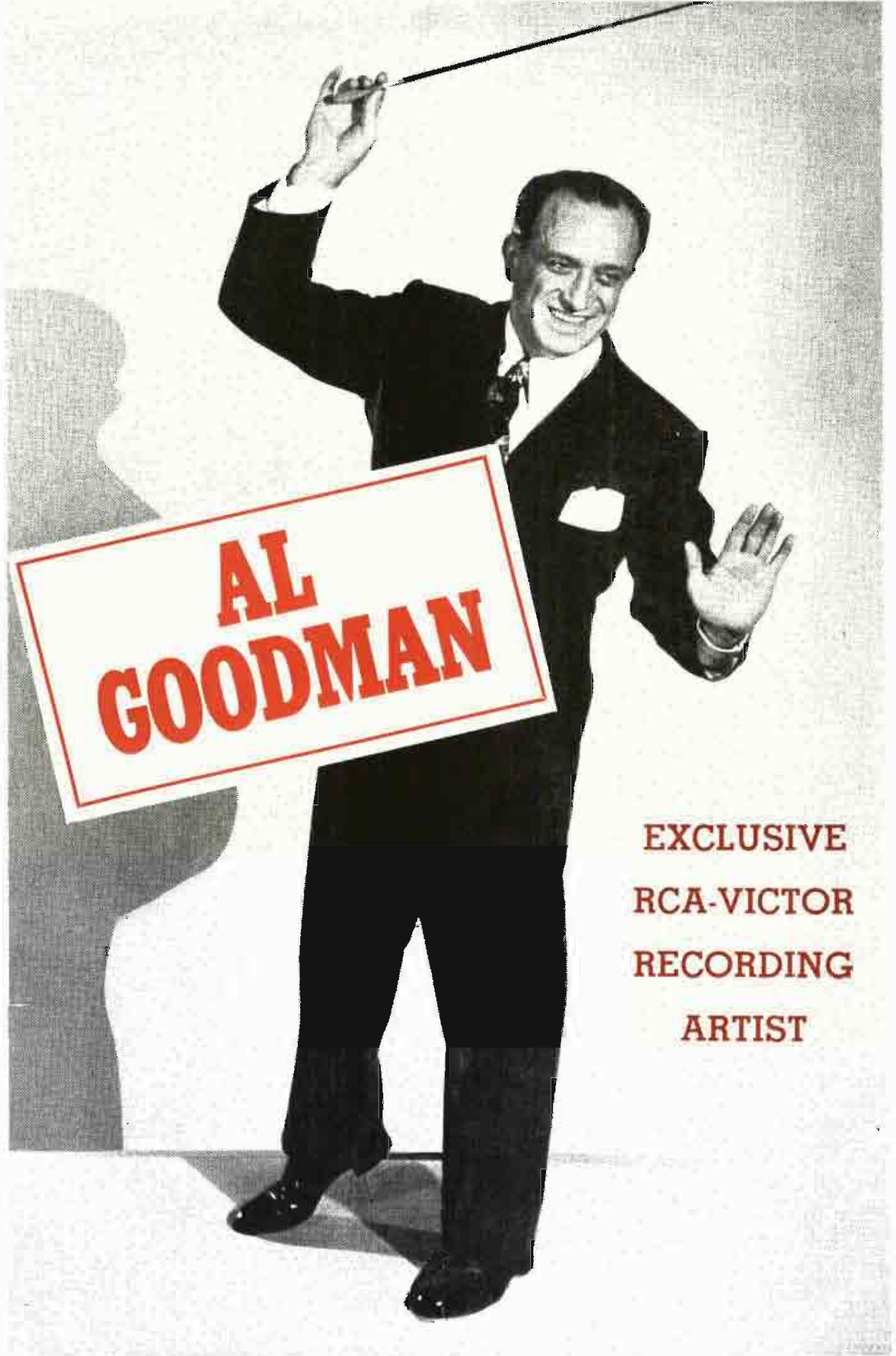
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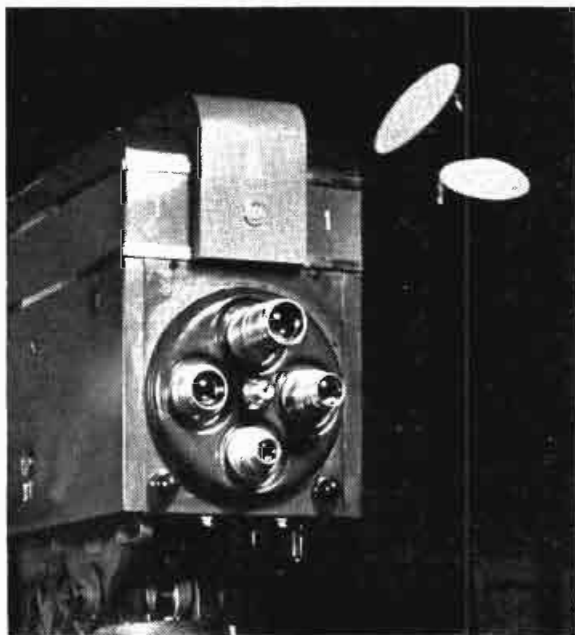
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# APPRECIATION

To that understanding legion, representing every facet of radio and television who have helped us in gathering material for the 1950 RADIO ANNUAL and TELEVISION YEAR BOOK we of Radio Daily extend our grateful appreciation.

The 1950 stride of this work of reference is compellingly reflected in the departments that follow. More pages, more subjects, more streamlined and of more interest to the busy executives of a dynamic industry of which Radio Daily is happy to play its modest part.

RADIO ANNUAL and TELEVISION YEAR BOOK is constantly in preparation. It forms the hard core of the always busy and universally used Radio Daily Information Department. Next year's edition is always in preparation. Again, many thanks to all who have helped.

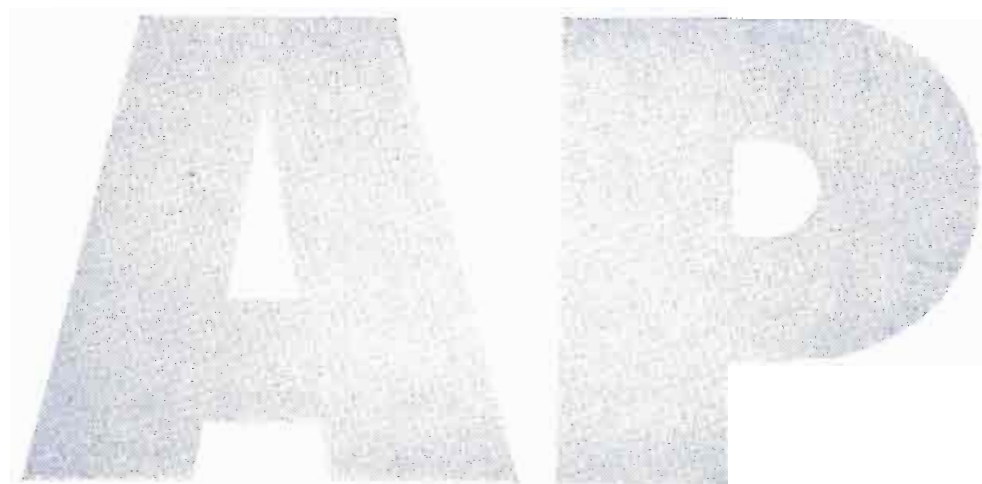
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# United Press News Programs for Radio

*At the top teletype speed of a word a second, United Press 24-hour, coast-to-coast leased wires deliver every day to more than 1100 radio stations an average of 40 scheduled basic news programs and news features—plus hundreds of extra shows yearly of special seasonal and topical interest. Broadcasters sell U.P. programs to 200 kinds of sponsors. Your nearest United Press bureau has further information.*

TYPE	TITLE	MINUTES	DAYS
<b>BASIC NEWS</b>	World News Roundup	15	Weekdays, 7 times Sunday, 6 times
	News of the World in Brief	5	Weekdays, 12 times Sunday, 11 times
	The World in a Nutshell	1	Weekdays, 7 times Sunday, 6 times
<b>SPORTS</b>	Speaking of Sports	5	Mon. through Saturday
	The Sports Lineup	5	Every day
	Great Moments in Sports	5	Mon. through Saturday
	Sizing Up Sports	15	Sunday
<b>FOR WOMEN</b>	In the Woman's World	5	Mon. through Saturday
	Women in the News	5	Mon. through Saturday
	Mainly for Women	5	Mon. through Friday
	Your Home	15	Sunday
<b>HUMAN INTEREST</b>	Names in the News	5	Mon. through Saturday
	Time Out	5	Mon. through Saturday
	In Your Neighborhood	5	Every day
	In Movieland	5	Mon. through Saturday
<b>FARMING</b>	On the Farm Front	5	Every day
	Daily Farm Market Survey	5	Mon. through Saturday
	Rural Roundup	5	Tues. through Saturday
<b>COMMENTARY</b>	Today's United Press Commentary	5	Every day
	Under the Capitol Dome	5 15	Mon. through Saturday Sunday
	Highlights of the Week's News	15	Sunday
	United Press Reporting	15	Sunday
<b>BUSINESS &amp; PROGRESS</b>	Weekly Business Review	5	Saturday
	Tomorrow's Business	5	Friday or thereafter
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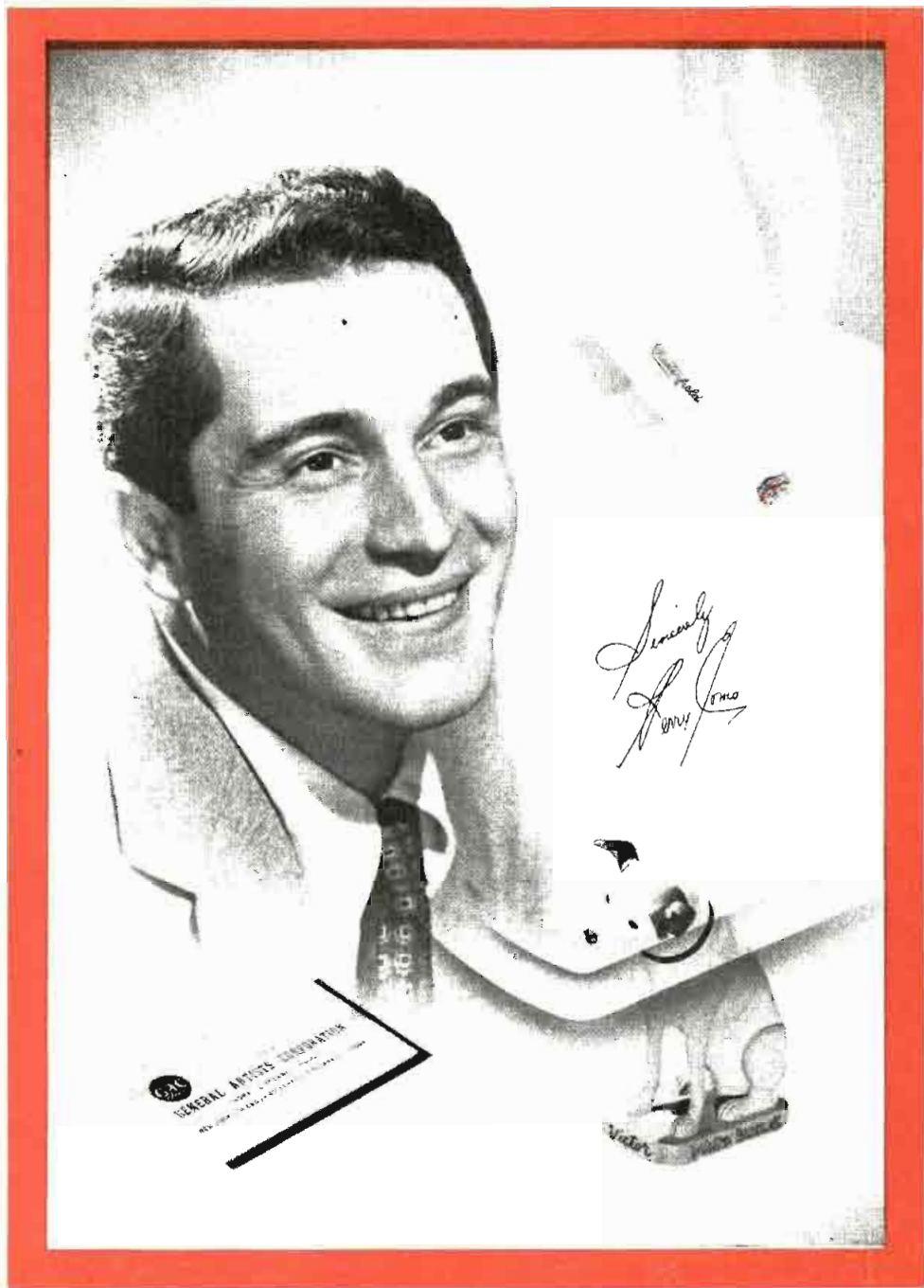
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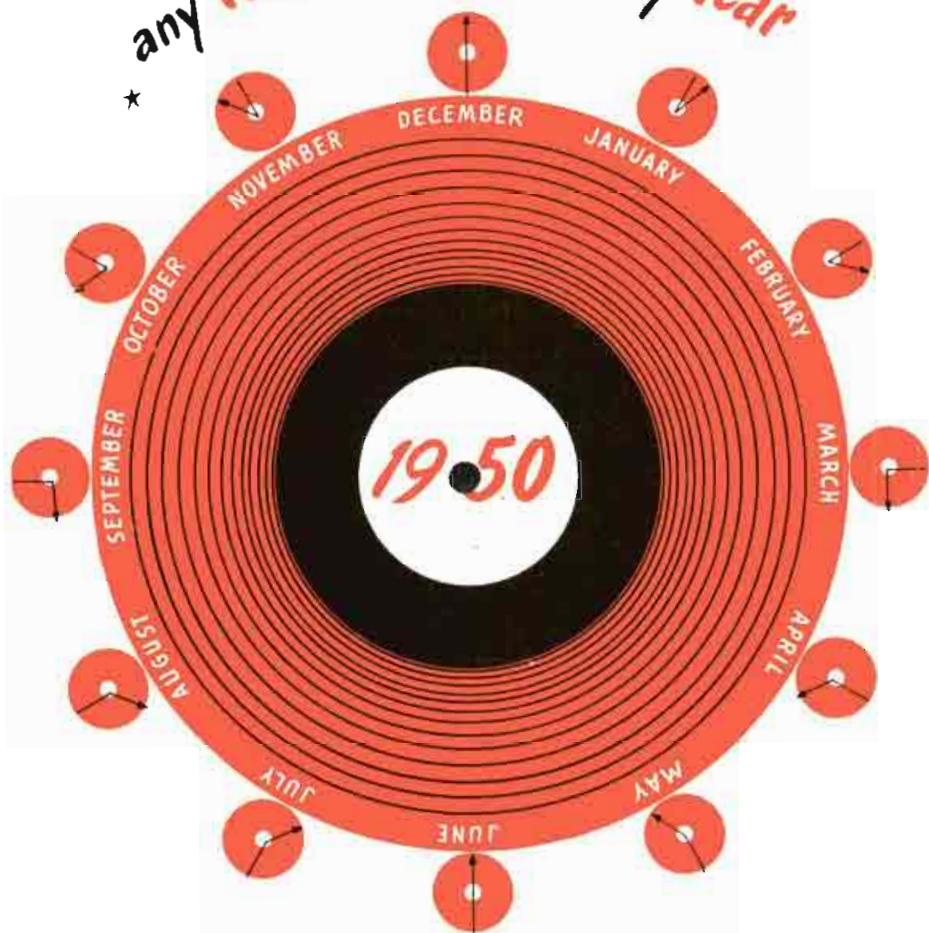
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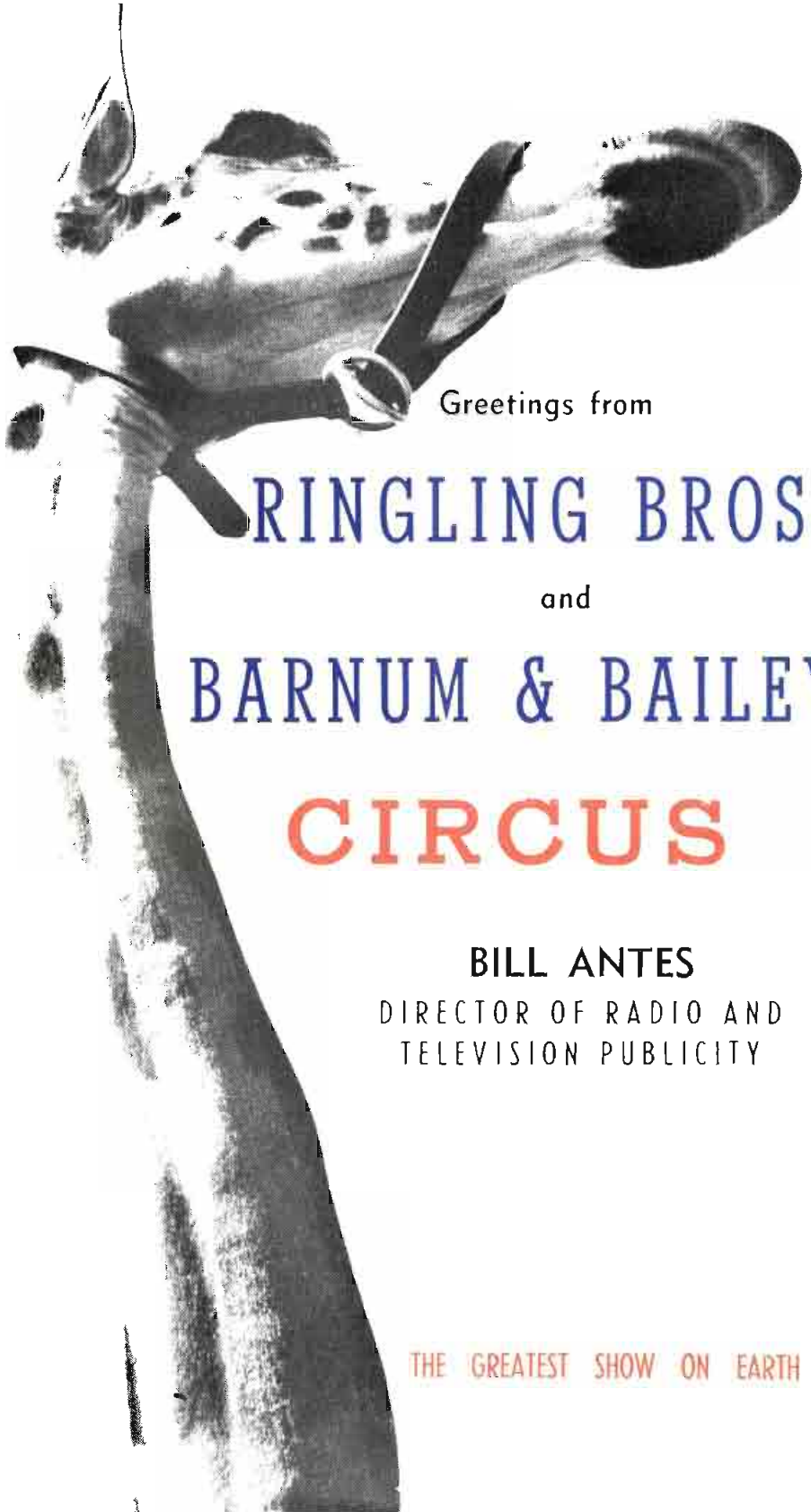
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Greetings from

**RINGLING BROS.**

and

**BARNUM & BAILEY**

**CIRCUS**

**BILL ANTES**

DIRECTOR OF RADIO AND  
TELEVISION PUBLICITY

THE GREATEST SHOW ON EARTH

# PUBLIC SERVICE PROGRAMMING

## GIVEN EMPHASIS BY FCC CHAIRMAN

by  
**WAYNE COY**  
Chairman

**Federal Communications Commission**

**T**HE proudest boast of American radio is its pre-eminence as the people's forum. The record of our radio system is studded with examples of outstanding public service to support that claim. All over the nation there are broadcasters who have studied their community needs so searchingly and have then proceeded to serve them so enthusiastically that they have won an enviable place in the hearts of the citizens. In city after city such broadcasters have enriched the life of their community by making their station a new and indispensable civic institution, a powerful force in the social, economic, cultural, educational and political life of the community, a focus for local progress. By virtue of such zeal and public spirit, the broadcaster in many such cases has become the city's "first citizen."

In the light of such distinguished and well-publicized achievements in community service it is difficult to understand the apparent disregard of some licensees for this most important phase of their operation. It is difficult to understand how they can assume the obligation as a trustee of a publicly-owned frequency—often the only frequency available in a community—and then proceed to black out the needs of their community. The examination of the annual program reports for a composite week from such stations is apt to make pretty gloomy reading.

You get the impression that such licensees are content to keep the community service activities of their station on a par with those of a juke box.



You get the impression that in such communities there are no problems of health, juvenile delinquency, labor, education, recreation, transportation or housing; that no local groups such as the schools, welfare bodies, religious organizations, unions, civic study clubs or governmental agencies ever wants or needs to use radio to further its activities; that there are no local musicians, authors, artists, professional leaders or other gifted citizens who might be given an opportunity for expression. Perhaps there are such communities. I don't know of any. In only such communities (did they exist) would a licensee be justified in relying completely on a network hook-up and a phonograph turntable. If there are such communities you may be sure that those conditions are never reported to the Commission when an applicant is seeking a license to establish a new station.

The Commission does not tell a licensee what the particular needs of his community are. They are for him to uncover—not by sitting in his office and waiting for timid requests for time, but by going out and making a real study of his community.

I hope that the cases of apparent neglect of community service that the Commission set down for a hearing in 1949 will not develop into a trend.

The broadcasting industry can strengthen itself and grow in the esteem of the American people during the mid-century year of 1950 by building up this area of public service.

**FAVORITE SEAFOOD SPOT**

Guy Lombardo's

**EAST POINT HOUSE**

Freeport, Long Island



# GUY LOMBARDO

AND HIS ROYAL CANADIANS

Currently At The  
**ROOSEVELT HOTEL**  
NEW YORK

**DECCA RECORDS**

**"THE GUY LOMBARDO SHOW"**

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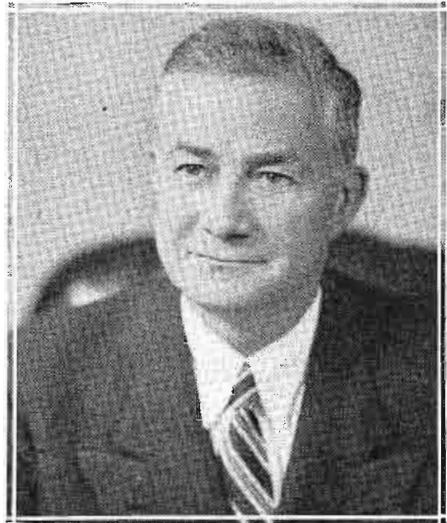
Exclusive Management  
**MUSIC CORPORATION**  
OF AMERICA

Publicity — **DAVID O. ALBER ASSOCIATES**: Gene Shetlin

# LOOKING AHEAD IN 1950 SOLUTION OF NARBA PROBLEM IS ISSUE

ALAN W. LEE, SEAS, N. J.

FRANK C. LEPORE  
28 OAK TERRACE



by  
**JUSTIN MILLER**  
President, National Association  
of Broadcasters

1950 will be the last year of a momentous half century, a 50-year span which has seen the growth of radio from the first spark of Marconi's wireless to the great medium of mass communication and advertising we now know. Few men, at the beginning of that half century, would have dared to predict the growth of that small spark into today's vast web of communications—aural and visual—for information, entertainment and education. Few men will dare, now, to predict the events of the coming half century. But it is easier to guess at the coming year's events.

In a world of universal complexities, it is perhaps inevitable that one of 1950's major communication problems is an international snarl. The coming year will find us increasingly concerned for the successful negotiation of a new NARBA agreement. Without such an agreement, which will protect their frequencies and their audiences, American broadcasters cannot hope to realize the achievements which 1950 may otherwise have in store for them. With some services already seriously degraded, the American people are threatened with chaotic conditions if efforts to negotiate a new agreement fail.

The NAB is working faithfully in this field, through its staff members who sit on the United States delegation. We will continue to work toward an equitable agreement, for the protection of American listeners and broadcasters.

In other fields, 1950 seems to offer bright prospects. It should be a year of increased incomes, and of more careful attention to the control of operating costs; a subject of interested discussion at 1949 NAB District meetings. It will be a year in which American broadcasters, through their NAB, will continue a vigilant defense of the people's fundamental freedoms; an area in which notable victories have been won in the two years just past.

It will be a year of continuing change for broadcasting of all kinds—AM, FM and Television; for change continues to be the only completely sure prediction concerning broadcasting. But unless all the signs are wrong, it will be healthy change; change toward better operation and better economic condition.

In summary, broadcasting takes just pride in its accomplishments as it comes to the end of its 30th year and the end of the century's halfway marker.

JACK BENNY





# RADIO SALES INTENSIFIED AS TV EXPANSION LOOMS

by

**FRANK BURKE**

**Editor, Radio Daily**

**R**ADIO, entering its most aggressive selling year, holds promise of good returns for 1950 as television interests fight for the lifting of the TV freeze and chance to expand as the nation's most promising young industry.

The radio pitch for a share of the advertisers' dollar will be more forceful this year than ever before in the history of the industry. These plans have taken form in the campaign of Broadcast Advertising Bureau and the National Association of Radio Station Representatives. They have been augmented too by the promotional efforts of broadcasters in competitive markets in key center cities throughout the country.

Just how effective radio's bid will be remains to be seen. The outlook, however, is far from gloomy and broadcasters in the AM field hope to hold the gains made in the past year and to attract new accounts.

Coupled with the campaigns are several schools of thought on the future of radio. Something that AM commercial network as we know it today will decline with the development of the nighttime TV audience. Others think that the TV impact has not been too competitive to date and that it will be several years before AM and FM radio will feel the force of its competition.

Some broadcasters view the TV expansion with alarm. In several cities, New York, Philadelphia and Washington, the broadcasters have been considering reducing their nighttime rates and raising their daytime rate cards. They argue that TV is capturing some of the nighttime audience but that the daytime listening audience remains intact and will so for years to come.

Language station broadcasters take a more optimistic view of the situation. They believe that the foreign language stations will hold their audiences come what may and see no threat in the sight and sound media. This is espe-

cially true in the Italian, Yiddish and Polish markets of the New York area.

Turning to other sections of the country where TV stations do not exist, or are not expected to be built in the immediate future, the picture is different. Broadcasters in these areas, selling at the local level, have only the competition of fellow radio broadcasters. This competition, however, is vigorous especially in cities and towns where too many stations exist and there are unethical rate card practices.

Comforting words come from the publicity departments of the major networks. Top brass are quoted as saying that they see no competition between radio and TV and say that one service complements another. In fact networks are making much of simulcasting of radio shows on TV and predict more of it will occur in the months to come.

All is not complacent, however, in the industry. The National Association of Broadcasters which has had a series of stream-lining operations the past year is still a shaky convalescent.

Television, despite the shackles of the FCC freeze, continues to be the nation's most talked of industry. With 100 stations operating in cities throughout the country and the audience rated at 4,000,000 receivers at this time, some have predicted that more than 10,000,000 sets will be in use before year's end.

Linked with the expansion plans of TV is the prayer of the industry that the FCC in its wisdom will lift the freeze on 346 applications for stations. This will turn the industry expansion on at full blast and by the end of the year there should be more than 200 TV stations in operation throughout the United States. Confidentially we think the commission will lift the freeze and that the industry will move forward at unprecedented speed in the year ahead



# JUDY CANOVA

**"THE JUDY CANOVA SHOW"**

For

**Colgate-Palmolive-Peet**

Saturday Evenings **NBC**

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# TEN OUTSTANDING RADIO EVENTS OF 1949

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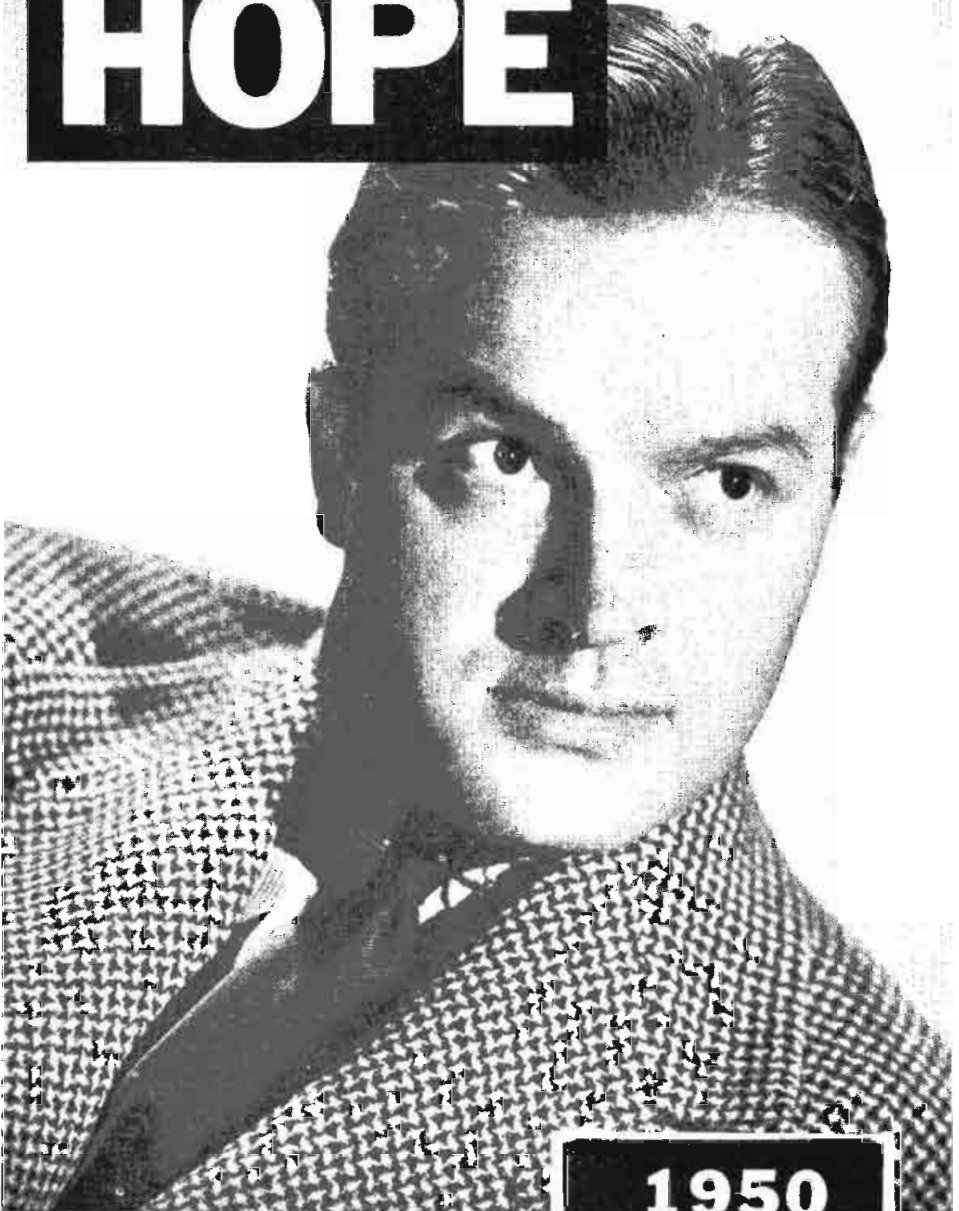
*Poll of network and stations news directors on the 10 outstanding radio news events of the past year resulted in the following selections:*

1. **Russia's Atomic Explosion.**
2. **The Atlantic Pact.**
3. **Devaluation of Foreign Currency.**
4. **U. S. Treason Trials.**
5. **Communists Take China.**
6. **Soviet Clashes with Vatican and Tito.**
7. **Labor Strikes for Pensions.**
8. **Washington "Five Per Centers."**
9. **Unification Hearings.**
10. **The "Veep" and his Bride.**

## **Outstanding Broadcasts**

- CBS' "Mind In the Shadow" Documentary.**
- NBC's "Living, 1949" Series.**
- ABC's Documentary, "The Berlin Story."**
- Mutual's Coverage of "World Series."**

# HOPE



1950

SWAN SOAP PROGRAM  
PARAMOUNT PICTURES



# NEW ERA OF ENTERTAINMENT —TV ADVANCES ARE NOTEWORTHY

by

**BRIG. GENERAL DAVID SARNOFF**

**Chairman of the Board, Radio Corporation of America**

**T**ELEVISION shook off its adolescence and came into man's estate during 1949. Wherever it appeared the public embraced it, no longer as a novelty of sight and sound but as a service of untold potentiality. Great as is its future, from industrial, scientific and educational standpoints, the American people have been quick to recognize the new era of entertainment it has brought to the home, the significant informational services it has begun to develop, and its importance in communications by serving the eye as well as the ear. The strides it is making as an advertising and marketing medium of unsurpassed impact on the business and buying habits of the nation are now widely recognized, and new technical developments give promise of continuous improvement.

In 1949 television began to exert a powerful impact on the entertainment habits of Americans. Home-life, education, news, politics, sports and all forms of entertainment are beginning to realize the social and economic import of this new art.

As 1950 opened, there were 98 television broadcasting stations in the United States. Networks are being extended by coaxial cable and radio relay interconnections. Millions of people in areas still out of range of the wave-borne pictures eagerly await the arrival of TV. In February, 1950, RCA Victor will manufacture its millionth television set, and sets will come off the production lines in greater numbers as increased mass production makes it possible.

*Achievements in 1949:* Achievements of RCA scientists and research men, coupled with the accomplishments of commercial engineers, contributed much to the advance of radio-electronics in 1949. New fields of research were opened with promising possibilities for the future not only in communications but in science and industry. Among the outstanding achievements in

radio-electronics and television during the year were:

1. Expansion of television as a service to the public.
2. Development of the RCA all-electronic, high-definition compatible color television system now being field tested.
3. Introduction of the RCA 45-rpm system of recorded music featuring the simplest and fastest phonograph record changer ever devised and providing the best quality of reproduction.
4. Advanced development of radar and its increased application for national security and safety at sea and in the air.
5. Application of the electron microscope and electronic techniques in the fields of biology and medicine; for example, its use in research for close-up study of cancer cells and tissues.

The electron tube, as the greatest basic invention in 50 years, has been the master key to radio progress. It opened the pathways through space for world-wide radiotelegraphy and telephony, for radio broadcasting, television, radar Ultrafax and numerous industrial applications. It will continue to unlock new developments from year to year.

For example, the "memory tube," developed as an electronic brain for rapid computing machines, makes it possible to complete the multiplication of two numbers, each having as many as 12 digits, in a hundred millionth of a second. It is called a "memory tube" because the figures fed into it can be retained for an indefinite time and be extracted when desired.

Another new RCA tube called the Graphechon has "visual memory." It can store radar signals and transient phenomena which occur in less than a millionth of a second and which ordinarily fade out in only a few seconds when traced on fluorescent screens yet this tube stores such signals for more than a minute.

New photo-tubes developed by RCA  
(Continued on Page 53)



**MR. TELEVISION**



# UNITED NATIONS EXPANDING ITS BROADCASTING ACTIVITIES

by

**DOROTHY LEWIS**

**Coordinator, United Nations Radio**

**T**HE Charter of the United Nations states that "The United Nations cannot achieve the purpose for which it has been created unless the peoples of the world are fully informed of its aims and activities." Because radio is an instantaneous means of intelligence transmission and because it reaches across borders to the illiterate as well as the educated—its utilization in fulfilling this directive is strategic. Since there are two billion citizens in United Nations' 59 member states, broadcasters have a ready market for United Nations programs. While United Nations activities in the fields of politics, economics, science, art, agriculture, human rights, etc. are global in scope—they are intimately related to everyday living and are therefore excellent grist for the program mill. During 1949 United Nations Radio, many systems of broadcasting, networks and local stations have materially increased their efforts to dramatize this unfolding story of man's effort to establish a peaceful world.

**SECTIONS:** The Radio Division of UN consisting of 90 members from some 25 member states, is divided into four sections: European and Middle Eastern Services, Latin American Services, Trans-Pacific Services and English Language Services.

Each week about 20-25 hours are devoted to live broadcasts of regular meetings. Approximately 100 hours of broadcasting originate weekly at Lake Success except during the General Assembly when the output increases materially. This figure does not reflect the countless hours of rebroadcast by national systems, networks, local stations.

United Nations news and feature programs are released to all member states in the following languages: English, French, Spanish, Russian, Chinese, Dutch, Norwegian, Arabic, Icelandic, Greek, Turkish, Serbo-Croat, Polish, Czech, Amharic, Persian, Pushtu, Hebrew, Italian, Portuguese, Burmese, Hindustani, Siamese, Indonesian-Malay, Tagalog and Urdu.

"UNITED NATION TODAY," the daily (Monday through Friday) Peabody Award-winning actuality news review, now in its third year, is carried by some 175 U. S. stations and is transmitted overseas to Australia, New Zealand, India, Pakistan, and the Philippines. It covers not only day-to-day United Nations news from all parts of the world but voices of delegates.

"MEMO FROM LAKE SUCCESS"—another Peabody winner—began its second season in September 1949 over the Columbia Broadcasting System and in Canada over CBC. It is released overseas to Australia, New Zealand, and South Africa. It is noteworthy that exclusive statements by its featured personalities have made newspaper headlines regularly from coast-to-coast.

"TWO BILLION STRONG":—This documentary-type, half-hour series, carried by 225 ABC stations, had the distinction of being repeated in evening time during the summer of 1949. For this series UN's roving reporter travelled extensively to secure exclusive interviews and color.

"U. N. STORY":—Mr. Benjamin A. Cohen, Assistant Secretary-General, addressed the National Association of Broadcasters 1949 convention on "Independents' Day. His offer of several special services to this segment of the industry was met with enthusiastic response. As a direct result, 300 independent stations in 44 states have scheduled a weekly 15-minute transcribed feature program, entitled "U. N. Story," by a relay process. Under its earlier title, "Operation U. N.," the show won an award at the Ohio Institute for Education by Radio. It is carried in many English-speaking countries.

**NBC CAMPAIGNS FOR U.N.:** For the fourth consecutive year, the Public Affairs and Education Department of the National Broadcasting Company, New York, presented its annual NBC-United Nations Project, the purpose of which was to bring before the American public, through radio and television, the political as well as the social and economic accomplishments of the United Nations. The slogan for 1949 was "The United Nations Works For YOU."

**TELEVISION AT UNITED NATIONS:** It is indeed fortunate for millions of people that television has developed so rapidly in the last year through phenomenal increased distribution of television receiving sets and improved transmission. Most of the 84 U. S. television stations are now associated in networks. Early in 1949, U. N. began

(Continued on Page 73)



## CAMEL PROGRAM

Friday

Pacific Time 6:30 to 7:00 P.M.

Eastern Time 9:30 to 10:00 P.M.

NBC

Mgt. LOU CLAYTON





# TV PRODUCTION SCHEDULES TOP RMA ACTIVITIES

by

**BOND GEDDES**

Executive Vice President

Radio Manufacturers Association

**A**NOTHER milestone in the growth of the radio industry was achieved in 1949 just as the industry, as represented by the Radio Manufacturers Association, celebrated its "silver anniversary." It became the radio-television industry, and the television receiver took the lead over the radio in the value of set sales.

Early in 1949 for the first time manufacturers' sales of TV sets exceeded, in dollars, their sales of radios, and television increased its lead throughout the year. By the fourth quarter of the year, the ratio of receiver sales was about 70 per cent TV and 30 per cent radio.

Final figures on set production indicate that 1949 was the industry's biggest year to date in dollar volume of sales. TV set production exceeded 2,800,000 units. Radio output is estimated at about ten million receivers, and total set sales, at the manufacturers' level, at better than \$825,000,000.

These estimates may be compared with the industry's previous record in 1948 when 975,000 television receivers and about 16,500,000 radios brought set manufacturers about \$750,000,000.

Several interesting and significant trends in television receiver designs are apparent from a study of comparative statistics for 1948 and 1949.

One sharp trend, especially during the latter part of 1949, was toward larger direct view pictures. For example, 65 per cent of cathode ray tubes bought by set manufacturers during the third quarter of 1949 were 12 inches or larger as compared with six per cent in 1948. The increase in picture tubes of 14 inches or over was even more striking. Tubes of 14 inches or over accounted for 21 per cent and 14/100 of one per cent of sales, respectively, in the same periods.

Another significant trend was an in-

crease in the ratio of console and console TV sets to table models. In fact, television seems to have restored the popularity of the small console without a phonograph which, as a radio, has practically disappeared.

While the sale of home radio receivers declined sharply in 1949, the demand for outdoor types of radio sets—auto and portable receivers—remained high, and these alone accounted for production of more than 4,000,000 sets.

Moreover, the market for radios showed such a surprising upward turn in the fall and early winter of 1949 that most manufacturers were unable to fill all orders.

FM broadcasting suffered from the competition of AM stations on the one hand and TV stations on the other, but receiver manufacturers in 1949 were producing an increasing number of radios with FM reception facilities, largely AM-FM combinations, and in addition were incorporating FM audio reception facilities in a substantial number of television receivers.

Despite a "freeze" on new television station construction, the outlook for continued progress in TV set production and sales in 1950 is good. Industry estimates indicate between 3,500,000 and 4,000,000 television receivers will be manufactured in 1950, and that by 1951 approximately 7,500,000 TV sets will be in use in the United States.

While the "freeze" will delay the opening of new markets for television receivers, existing television areas will continue to absorb a large number of sets if radio receiver ownership can be taken as a yardstick.

Only about 12 per cent of the homes in TV-served areas had television receivers near the end of 1949. By comparison over 95 per cent of these homes have radios.

**TENTH YEAR ON THE AIR!**

**DUFFY'S TAVERN**

NBC Network

*Now setting new sales records*

*for a new sponsor!*

*BLATZ, Milwaukee's Finest Beer.*

*Ed "Archie" Gardner*

*and*

*Vinny Bogert*

*(who never gets any credit)*



# NEED OF AUDIENCE RESEARCH EMPHASIZED BY A. A. A. A. PREXY

by

FREDERIC R. GAMBLE

President, A.A.A.A.

**I**N 1950, the buyer's market will be with us in full normal stride. For the broadcasting industry, this comes at a time when the number of radio stations has more than *tripled* and when few television stations are yet on a profitable footing.

What are the problems in selling tomorrow's time that can be expected to result?

Selling radio and television time is really a two-fold job. It is not enough merely to sell the time. It must also be converted into *successful* advertising. And making advertising successful is the specialized job of advertising agencies.

In radio and television broadcasting there is as yet no national body to recommend agencies as worthy of recognition, no general recognition standards of any kind, and no recognition machinery whatsoever.

Can radio afford to do less than other media are doing? In the contest of a buyer's market, can radio afford to have less insurance than other media enjoy, to evaluate the agencies who serve them?

It is also in radio's interest to give agencies certain research assistance which *only* broadcasters can give.

Printed media long ago found that confidence in their various media is based on their audited circulations. The audit is conducted by a joint tri-partite organization, the Audit Bureau of Circulations, or A.B.C., governed by all three interested partners—the printed media, the advertisers and the agencies. The media pay almost the entire bill for the auditing operations, so that the cost gets reflected in rates and so is shared pro rata among those who use the media.

Does this set-up sound familiar? It should? The parallel organization in radio—Broadcast Measurement Bureau, or B.M.B.—was set up in almost ex-

actly the same way. The tri-partite set-up under which B.M.B. was organized is a sound one. Some such organization or organizations are needed to match the A.B.C. of printed media, and it should have broadcasting's full support.

We sincerely hope that broadcasters everywhere will give their best and most searching thought to a sound continuation of station audience research with strong industry support behind it. Radio needs such industry-wide research, with tri-partite validation, if it hopes to realize its full potential as marketing and advertising practices continue to be tightened.

Another bulwark which broadcasting needs—and which *only* broadcasters can supply—is a safeguard against credit losses by agencies and by stations.

Over many years, other media have found it essential to supply a collection device and a credit safeguard, the 2 per cent cash discount. *They do not give this out of their revenue*; they make allowance for it in setting their rate, so as to receive the same net revenue. And the 2 per cent cash discount is *not a source of agency revenue* because agencies customarily pass it to the client, when he earns it by paying promptly. This enables the agency to collect promptly or be warned. It keeps the agency in sound financial condition to pay stations by their due dates.

The needs in radio and television are clear: (1) agency recognition standards; (2) industry research, widely supported; and (3) a credit safeguard.

The challenge of a buyers' market demands our best thought and wisest decisions. Let us make these wise and constructive decisions, and lick the challenge good.



## FRED WARING AND HIS PENNSYLVANIANS

RADIO — TELEVISION — CONCERTS

*Over 30 Years of Happy Association*

*by [signature]*



# ROLE OF BAB DEFINED —WIDE ACCEPTANCE FORECAST

by

**MAURICE B. MITCHELL**

**Director, Broadcast Advertising Bureau**

**W**HEN last year's Radio Daily Annual went to press, establishment of a Broadcast Advertising Bureau was only a dream of several far-sighted broadcasters. Today it is firmly established and functioning.

The idea took form last April at the National Association of Broadcasters' annual convention and contiguous meetings of the NAB Board of Directors. The Bureau was formally established in June of 1949, with these as its objectives:

- (1) To promote the superior advantages of broadcasting as an advertising medium.
- (2) To conduct a continuing educational campaign designed to improve the technique of selling broadcast advertising.
- (3) To expand the use of broadcasting as a medium for selling services and merchandise.
- (4) To advance the profession of advertising generally as an essential part of our free enterprise economy.

In every instance, BAB's scope includes television as well as AM and FM radio broadcasting. Throughout the organization—in its name, its long-term directives, its day-to-day operating policies—the term "broadcasting" is used specifically to cover both radio and TV.

BAB functions as a bureau of the National Association of Broadcasters. It serves NAB members exclusively.

Headquarters of the BAB were moved from Washington to New York last July so that its staff could better serve the vast number of national advertisers and agencies doing business in this major metropolitan area. Budget permitting, offices will be opened during 1950 in Chicago and possibly on the West Coast.

Eventually, offices may be established in other cities where there are major advertisers and agencies to be served and sold.

Right now, though, advertisers and

agencies everywhere are invited to call upon BAB for services. Local advertisers should communicate via NAB member stations. National and regional advertisers may work either through members or directly with us at 270 Park Avenue in New York. Through correspondence, telegraph, telephone, and travelling representatives wherever feasible, we are ready to be of help.

This year BAB will intensify its efforts to create a greater understanding and appreciation of advertising, and broadcast advertising in particular, at all levels of the mass distribution system. Already NAB member stations are multiplying their contacts with regional offices, factory representatives, distributors, and all the other echelons lying between manufacturer and local dealers.

To give greater force and direction to this work, BAB will release early in the year a new strip-film designed especially for showing to executives at these intermediate distribution levels. It will document the power of broadcast advertising, and suggest means of coordinating activity throughout the distribution chain to insure the best results all along the line. And two new direct-mail campaigns, designed for use by member stations with local and regional prospects, are already on the presses.

BAB's activities in the retail field have received the greatest attention so far from the advertising industry generally, and these efforts will be stepped up in 1950.

Retail, regional, national-network, spot or local—we are here to help everyone who buys or sells broadcast advertising. To our members and all the broadcast industry's customers, we extend a cordial invitation to put us to work on your problems and potentialities.



THE OXYDOL SHOW  
Tuesday, Wednesday, Thursday  
8:15 P. M., CBS, E.S.T.

*Dinah Shore*

COLUMBIA RECORDS



# FUTURE OF CANADIAN RADIO-TV RESTS WITH ROYAL COMMISSION

by

**E. T. SNELGROVE**

**President, Canadian Association of Broadcasters**

**T**HE years 1949 and 1950 mark the second great milestone of Canadian radio history. In 1949, the Federal Government appointed a special five-man Royal Commission, charged with the duty of recommending, after complete investigation, a policy to set the broadcasting framework of Canada.

Mindful of the last Royal Commission on radio, which seventeen years ago recommended complete nationalization of broadcasting, the Canadian Association of Broadcasters immediately mobilized all its resources to see that the case of independent (non-government) broadcasting, was fully and fairly presented.

In September of 1949, the Canadian Association of Broadcasters presented two comprehensive briefs to the Royal Commission at its first, or Ottawa, hearings. These detailed the community service and other important work performed by the independent stations, outlined the history of broadcasting in Canada, showed the inequities and anomalies of the present radio structure, and urged the necessity for placing regulatory power in the hands of an impartial Commission or Board, rather than, as at present, in the hands of the Canadian Broadcasting Corporation which competes with the 119 non-government stations for audience and business.

Subsequently, officials of the CAB followed the Royal Commission on its tour of cities in Western Canada, Ontario, and Quebec. During these hearings on tour, greater and more complete detail of the broadcasting picture was presented in briefs submitted by individual member stations. The same policy will be followed in connection with the Royal Commission's tour of cities in the Atlantic provinces during January of 1950.

Hereafter, the Canadian Association of Broadcasters will present a final summary brief to the Royal Commission

at special sittings in Ottawa during April, 1950. This brief will outline a suggested pattern for Canadian broadcasting of the future.

Special speaking tours by officials of the Association brought the subject matter of the Commission's investigation to the attention of key clubs and groups, and organizations in various areas of Canada.

During most of the time that the Royal Commission was sitting during 1949, the Association was also confronted with the problem of the North American Regional Broadcasting Conference in Montreal. For the first time, the Association was permitted to have an observer present at this Conference. The Technical Committee, under chairmanship of Mr. George Chandler of Vancouver, engaged the services for this purpose of Mr. W. J. Bain, O.B.E., formerly of the Department of Transport. Mr. Chandler was also in attendance as a registered observer during key portions of the Conference. At the time the NARBAC recessed in December, no private station interest in Canada had been adversely affected.

Several planned fields of expansion were temporarily halted, to permit almost complete concentration on the problems posed by NARBAC and the investigations of the Royal Commission.

The biggest news in Canadian radio in 1950 will be the issue of the Royal Commission's report, probably in mid-year or later. Whether or not that report is implemented immediately by the Government, it will have a profound bearing on the future pattern of Canadian broadcasting, both in the sound and television fields. The Royal Commission investigation remains the biggest and most important job of the Canadian Association of Broadcasters; and its members are satisfied that their interests are being efficiently and fully protected.



# FIBBER MCGEE AND MOLLY

for

Johnson's Wax

NBC

Tuesday Evenings



# NEW ERA OF ENTERTAINMENT—TV ADVANCES ARE NOTEWORTHY

by

BRIG. GENERAL DAVID SARNOFF

(Continued from Page 41)

have made possible a new instrument, called a "scintillation counter," which detects and measures atomic and nuclear radiation at a rate which the Geiger counter cannot attain.

*Color Television:* While black-and-white television captured the public imagination in 1949, scientists and research experts kept their thoughts on the future. They demonstrated that television can "paint" pictures electronically in color. RCA Laboratories demonstrated a new all-electronic, high-definition color television system, completely compatible with present monochrome receivers. Scientists, broadcasters and radio manufacturers heralded this new system as an important and logical forward step. Its eventual introduction as a service to the public would not obsolete existing television receivers. Black-and-white sets would continue to receive color telecasts in monochrome, without the necessity for any changes in the receivers. Viewers who would want programs in color could attach a converter to their present sets, or use a color television receiver.

Much experimental work, as well as further engineering development and exploration of the radio spectrum, will be required before color television attains the present status of black-and-white. To this end, field tests of the new RCA color system are now under way in Washington, D. C. The preliminary results have been highly encouraging.

Notable progress is being made by RCA Laboratories in the development of a color picture reproducer of the single-tube type. Perfection of this color picture tube will greatly simplify television sets of the future, because in an electronic system it will replace the three tubes now necessary to reproduce the three primary colors and will make conversion of a black-and-white receiver for reception of color programs a relatively simple matter.

*The Newest Phonograph:* Television, however, is only one field in which the magic of electronics is being felt. In 1949, RCA Victor introduced a new and revolutionary system of recorded music, with the phonograph further electron-

ized and embodying the fastest record-changer ever to be developed. This new and compact record-player operates at the speed of 45 revolutions per minute and achieves distortion-free quality in music picked up by a permanent sapphire point from vinyl plastic disks 6 $\frac{3}{8}$  inches in diameter. This RCA achievement has modernized the phonograph and added greatly to its distinction as a musical instrument, winning acclaim of music lovers and music critics alike. As the year 1949 ended, RCA was producing the new records at the rate of 20,000,000 a year to meet the public demand.

*The Challenge to Advance:* Like other new inventions, television and the 45-rpm Victrola phonograph have been challenged by those who resent change, by those who would impede or delay progress by clinging to the old. Nevertheless, the year's results confirmed commercially that the American public is eager to welcome improvements and advances. As with the electric light, the wireless, the automobile and the airplane, the public finally decided the fate of each. Lamp-makers cast dark glances at Edison's electric lamp, cables assailed wireless, carriage builders and blacksmiths frowned upon the automobile, the phonograph makers saw no future in radio, and the theatre belittled the movies. Now the motion pictures, theatres, and even radio itself are confronted with a new art created by science within their own fields. They must meet the challenging newcomer and advance with it or take their places in memory as old-fashioned things that constituted entertainment not so long ago.

*Looking Ahead:* On the threshold of 1950, the thoughts of those who would advance must be on the future, for modern science moves swiftly. To take one's eyes off the road and look back wistfully to the past, is to lose sight of the vast new opportunities ahead. RCA moves into the next 50 years determined to progress in service to the Nation and its people and to people everywhere. They will not only hear, but they will see the daily activities, the scenic surroundings and the achievements of each other, leading to the promise of greater understanding among nations.



**EDGAR BERGEN WITH CHARLIE McCARTHY**

CBS SUNDAY EVENINGS

FOR COCA-COLA



# UPS AND DOWNS OF TELEVISION VIEWED BY TBA PRESIDENT

by  
**J. R. POPPELE**  
President

**Television Broadcasters Association**

**N**OW that the flood gates have been flung wide open and the torrent of television is gushing freely across the nation, whither is the TV industry drifting?

Television has hurdled its greatest obstacle—public acceptance. The enormity of demand for video receivers which marked the past year can be expected to increase as more cities throughout the country are supplied with a television service. Network expansion will certainly keep pace with the growth of regional service and better programming will follow in its wake.

History is repeating itself in television, since the concept of visual broadcasting parallels that of aural transmissions. The free enterprise system, bolstered by enthusiastic private capital, has proved its soundness once again. The American system of free television service has already copped first place as the best in the world.

Yet with all the progress achieved in a scant two years of expanding television service, the industry is beset with urgent problems which must be met with alacrity if a period of retrogression is not to set in.

Stated briefly, these problems include: ending the paralyzing "freeze" on new station construction; resolving the issue of color television so that this service may be integrated into the present pattern of operations with the least possible displacement, and establishing stability within the industry itself by adjusting the economics of operations to permit a well-ordered growth.

Assuming all 13 are in full swing by the spring of 1950, further expansion of television service comes to a standstill. The "freeze" which went into effect in October, 1948, remains the single serious obstacle to the future of TV broadcasting in the U. S. For while the "freeze"

remains in effect there is complete standstill of station activity, with its attendant effect on the manufacture of transmitters and the obvious slowing down in the manufacture of receivers. Furthermore, network expansion remains only regionally and the hope for coast-to-coast television flounders.

The impasse can be splintered through two courses of action: utilization of frequencies in the ultra high frequency region of the spectrum (which are basically unexplored and uncertain) or a reshuffling of assignments between the present channels six and seven (88 to 164 megacycles) to permit greater "elbow room" for TV broadcasting in the very high frequencies.

Finally, the welfare of the broadcaster himself hangs in the balance. Stability at the economic level must be achieved on the basis of the industry's ability to pay. The past year has seen television grow from the so-called provincial stage to something resembling partial national service. The upsurge of TV activity has provided boundless employment opportunities. Zealous artisans and others whose services figure prominently in TV are beginning to make their presence felt in terms that at times defy logic.

In the long haul, all equitable demands can be met, provided an orderly growth of the industry is permitted. The prime factor in the immediate future is to build solidly—and sanely—toward that day when a full-fledged television service, offering a profitable return, can be achieved. Any other approach invites not only chaos but might spell ruination. This is one case where logic and reasonableness must dominate.

The television industry has survived many trials and discouragements over the years. It can and will be a vital force in our way of life—if given half a chance.



*"Be Good To Yourself"*

*is the wish of*

**DON McNEILL**

TOASTMASTER OF THE

*Breakfast Club*

17th YEAR

SPONSORED COAST TO COAST  
MONDAY THROUGH FRIDAY

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

SWIFT - PHILCO - GEN. MILLS



# RINGING THE CASH REGISTER BY ELECTRICAL TRANSCRIPTION

by

**FREDERIC W. ZIV**

**President, Frederic W. Ziv Company**

**H**OW far should the program producer go in helping the sponsor make sales?

During the fabulous 40's when sponsors seemed to have endless dollars to spend for advertising of all kinds, ringing the cash register seemed a lead-pipe cinch. But, these are the fighting 50's and advertisers are looking for sales plans calculated to keep sales and profits at a high level. It behooves the program producer to keep a sensitive finger on the pulse of the sponsor's sales.

So today, we find the program producer going all out in his effort to make his program ring the cash register for the sponsor. Perhaps one of the most interesting promotions designed by a program producer is the recent plan offered to retail advertisers who sponsor the across-the-board 15 minute show titled *Meet The Menjous*, starring Adolphe Menjou and his wife, Verree Teasdale Menjou. This famous Mr. & Mrs. team have built a tremendous audience for sponsors of this interesting Mr. & Mrs. show. And yet, a large audience is not enough. How to make that audience patronize the sponsor, that is the problem.

Credit for the answer must go to Burger-Phillips Department Store in Birmingham, Alabama. This famous store, sponsors of the Mr. & Mrs. Menjou program, have launched a truly terrific promotion by calling their store *The Mr. & Mrs. Store*. Utilizing photographs and quotations over the signatures of Mr. & Mrs. Adolphe Menjou in their newspaper ads, in their store windows, in their floor displays, in their elevator cards, in their envelope stuffers—in fact, in every bit of promotion utilized by the store—Burger-Phillips has become Birmingham's *Mr. & Mrs. Store*, featuring "Everything for the Mr.—Everything for the Mrs."

So, we see a radio program that now

makes the sponsor's newspaper ads more effective. That's a new thought, isn't it? A radio program designed to improve the store's newspaper advertising! A radio program designed to improve the store's windows! (Giant blow-ups of Adolphe Menjou in the newest apparel appear in Burger-Phillips' windows. Giant blow-ups of Verree Teasdale Menjou pointing out household appliances appear in Burger-Phillips' floor displays).

Thus, the producer of the *Meet the Menjous* program has not stopped by merely attracting a large radio audience. He has furnished the sponsor photographs of the stars, letters from the stars, blow-ups of the stars, and a complete retail promotion kit.

How about the national sponsor? Today, many national sponsors are using television in major markets and are confining their radio efforts to non-network programs in selective markets. These national and regional advertisers, like the retail sponsors, want programs that will ring the cash register.

Thus, the producers of the *Cisco Kid* have not stopped with merely producing a great program that attracts a huge audience. They have gone all out in merchandising that program for the sponsor. *Cisco Kid* becomes not only a radio program, but a completely merchandised promotion destined to carry the sponsor's sales to ever-increasing heights.

How far should the program producer go in assisting the sponsor to achieve sales results? The answer is "All Out." The program which offers the sponsor the greatest merchandising opportunities usually is the program which rings the cash register most vehemently. Our firm, for one, will leave no stone unturned in designing merchandising slants to help the sponsor enjoy directly-traceable increased results from his radio program.



**PATSY LEE**

Singing star of  
ABC's "Breakfast Club"

8:00 to 9:00 a.m., CST

Monday through Friday



# RADIO EXECUTIVES CLUB REVIEWED BY PRESIDENT

by  
**JOHN KAROL**  
President, REC

A GROUP of time-buyers and time-salesmen, supplemented by a few others in the broadcasting business, met frequently for lunch back in 1939 and it was natural that someone suggest forming a club. Most informal in its inception, it called itself The Broadcasters Bull Sessions and its first stationery carried a bovine head as emblem. High in aspirations, earnest in purpose, and founded on close friendship and associations, from the first there was the important stipulation: don't use the club to sell your wares or your watts.

In 1941 it formalized its organization and chose the name Radio Executives Club, ran its membership to over 100, had guest speakers at its luncheons, and was on its way to its present approximately 1,000 members and the responsibilities of being a forum for industry discussions.

The purposes as laid down in the constitution of the club best describe its activities: "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."

All the electronic mass communication systems are considered included in the generic word radio, by the REC, which has always accorded much time and attention to television, frequency modulation and other means of broadcasting.

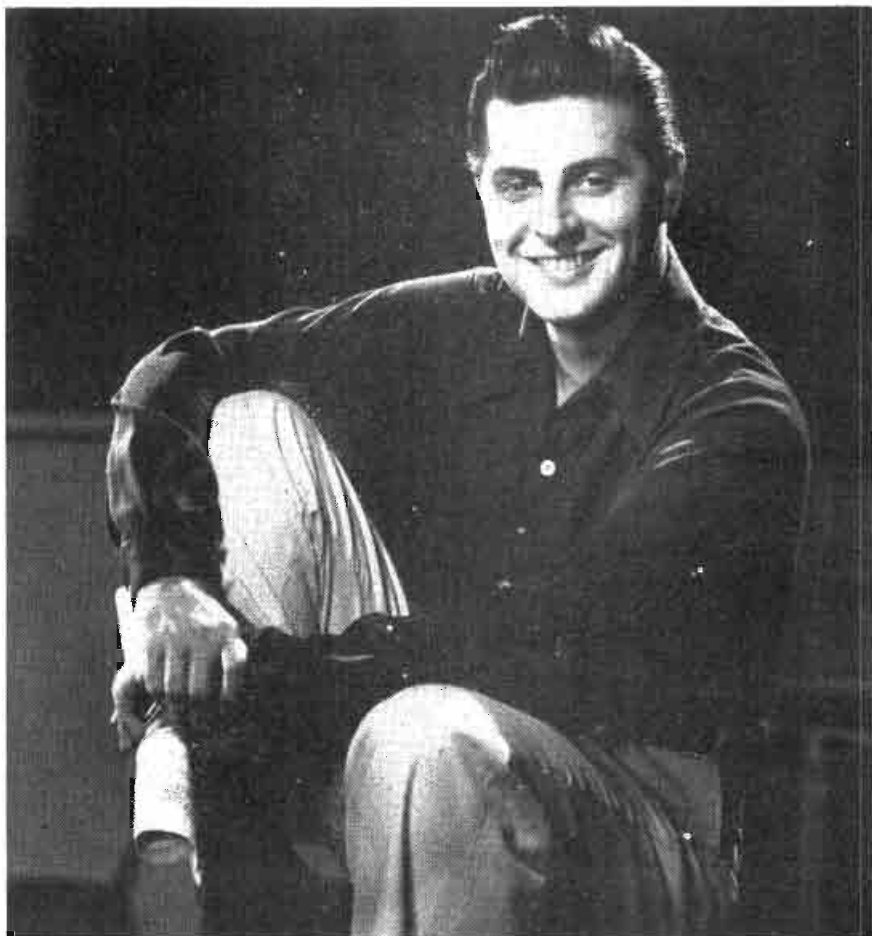
Dramatic proof of this is the well remembered Television Seminar which the Club ran in the spring and summer

of 1944. On sixteen successive Thursdays, in NBC studio 6-A several hundred members met to hear the leaders in the nascent branch of broadcasting, tell what was known, anticipated and crystal balled in television.

Each year, the members of the Club devote time and energy to a growing Christmas party whose basic function is to raise money for selected charities. Some of these have included the Army and Navy Relief Associations, the New York Times Neediest Cases, The Herald Tribune Fresh Air Fund, the Hearst Milk Fund, the New York Boys' Club, the Veterans Guidance in advertising and selling, sponsored by the Advertising Club of New York, and establishing an emergency loan fund for students at the City College of New York.

In 1949, the first REC year-book and membership roster appeared. Non-resident or associate members, most of whom attend meetings only at rare intervals, receive reports of each meeting, frequently including full transcripts of speeches given.

It is impossible to give credit to the many who have given their time and energy to the growth of the REC, who have made it a model for many similar groups in other cities, who have willingly served on the Advisory Council and the several necessary committees. Suffice to cite the fact that without this hearty co-operation of men and women in all phases of the industry, the club could not continue long. We are grateful too, for the standards and example set by the past president under whose leadership the REC has grown—the late Arthur Sinsheimer, John D. Hymes, Alman J. Taranton, Thomas H. Lynch, M. B. Grabhorn, Warren Jennings, Robert D. Swezey, William S. Hedges and Carl Haverlin.



## **JOHNNY DESMOND**

*"The G.I.'s Favorite Singer"*

Singing Star of

**"The Breakfast Club"**

ABC — Monday through Friday  
8:00 to 9:00 a.m., CST

**"The Johnny Desmond Show"**

for Ronson

ABC — Wednesday night  
7:55 to 8:00 p.m.

**M-G-M Recording Artist**

Management

MCA





# STORY OF RADIO PIONEERS IS HISTORY OF INDUSTRY

by

**WILLIAM S. HEDGES**

**Retiring President, Radio Pioneers Club**

**I**N the spring of 1942 someone discovered that H. V. Kaltenborn had been on the air for twenty years. There was something fascinating about the idea that a man could have rendered a service for twenty consecutive years in a medium which acknowledged November 2, 1920, as its birthday and as a result the inevitable happened. A dinner was given the Dean of American Commentators!

Hans Kaltenborn in a magnificent gesture of sharing his honors with others expressed the somewhat hesitant hope that perhaps there were others who had toiled in this new vineyard for a like period of time and therefore they, too, should be hailed as pioneers. During the next two or three years he found that his faint hopes were not only verified but that there were pioneers of even longer lineage than himself—that one of them—General David Sarnoff—who was thirteen years younger had served in broadcasting and its predecessor, wireless, for fifteen years longer.

This discovery was most fortunate because it gave the founder of the Radio Pioneers a tolerant view of the men and women who entered radio after the magic date of April 4, 1922 and he readily consented to the proposal that the organization maintain (until June 1951) the qualification of twenty years of service in radio for admission to the sacred portals of the Pioneers.

The rationalization in arriving at this conclusion was quite natural. Who would deny that Daniel Boone was a pioneer? Yet he didn't come over on the Mayflower; nor did he arrive with Captain John Smith but he did blaze a few trails and explore the wilderness. He, too, must be counted a pioneer.

The time requirement having been established the club got under way under the kindly ministrations of its founder, who paid all bills, published its yearbooks, arranged its annual banquets and extended (or withheld) the

invitations for membership. This happy state of affairs continued until 1947 when the burdens of an increasing membership with its volume of correspondence and the multiplicity of "things to do" pointed to the necessity of sharing of those burdens by the formalization of the club with officers, committee chairmen and an executive committee.

Mark Woods, vice-chairman of the American Broadcasting Company was elected president of the reconstituted club. Next in office was Edgar Kobak, then president of the Mutual Broadcasting System, who headed the Pioneers during the 1948-49 term.

It has been my good fortune to have been elected president of the Radio Pioneers during a year when many men and women who have had exceptionally distinguished careers in radio have become eligible for membership in the Pioneers. Thanks to the tireless efforts of Carl Haverlin, president of BMI, who is chairman of the membership committee, these newly qualified men and women as well as others who either "hadn't gotten around to it" or who "hadn't been asked" have come into the organization in droves. It is confidently expected that the membership of the club will have doubled by the end of the present club year.

Membership in the Radio Pioneers sets a man or woman apart as one who has successfully met throughout at least two decades the tests of service in a new, growing, exciting industry. There is no short-cut to becoming a Pioneer. One can make the grade only through steady, consistent effort; giving something of himself day by day; adding to the immeasurably valuable service which radio has rendered to mankind during the past generation. In joining the Radio Pioneers one becomes a member of the most select group of individuals in the radio industry because each has met the test of time and each has contributed to industry progress.



BURR TILLSTROM

WITH

KUKLA, OLLIE and FRAN ALLISON

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

<i>Musical Director</i> .....	JACK FASCINATO
<i>Producer</i> .....	BEULAH ZACHARY
<i>Director</i> .....	LEWIS GOMAVITZ

NBC TELEVISION NETWORK



# COMMERCIAL VALUE OF NEWS STRESSED BY RADIO NEWSMEN

by

SIG MICKELSON

Past President of NARND

**T**HE year 1949 will surely be recognized as one of radio's great years. In radio news there were no news stories to compare with the big breaks of the war years, nor was there anything particularly spectacular that occurred, but it was a year of steady and certain progress toward a common goal—better news for more listeners.

As 1950 opens, the list of stations employing competent news personnel to report, edit and broadcast their news is much larger than it was twelve months ago. News has established itself as a prime profit maker within the station's structure. And public acceptance is established beyond question.

As a new year opens, however, news as broadcast by radio stations still has a number of very obvious shortcomings. Before radio can take time to pat itself on the back, it needs to see to it that more trained personnel is employed to work at more radio stations; it needs to improve the competence of the personnel now working in news; it needs to build a common front against persons who refuse to open up their sources of news and against those who dry up the sources now open; it needs to build unified support for the maintenance and expansion of the concept of press freedom in the United States; and within its own organization it needs more understanding from management both of its profit making potentiality and its impact on listeners.

The Association has made a particular point during the past year of emphasizing to the radio industry the profit-making capabilities of a sound news operation. It has been pointed out to management that not only do expenditures on thoroughly competent news departments return substantial dividends, but that in many cases the percentage of profits rises in direct proportion with the amount of money expended in the maintenance of the department.

In connection with its efforts to convince management of the financial wisdom of maintaining sound news operations, NARND has used the opportunity to point out the by-products of aggressive local news organization; by-products which include better community relations, prestige for the station and improved station morale.

Outside the structure of the station itself, NARND has carried on a concerted campaign to improve the quality of the raw material from which news broadcasts are built. A committee on press associations issued two reports during the year. Both of them critical analyses of the reports of the four press associations serving radio stations. The criticism was not entirely adverse. Praise was given where committee members thought it was deserved and likewise errors were pointed out where the committee felt it was necessary.

The press associations uniformly took the reports in good spirit and there has already been considerable evidence that the NARND criticisms were taken seriously and followed by steps to correct what NARND members described as faults.

Plans for the Association's work during the 1950 year are elaborate. They include continued operations in the fields described above, as well as further efforts to achieve the basic objective of better and more profitable news in more radio stations. Execution of those plans is up to a new slate of officers headed by a very competent 1950 president, Jack Shelley of WHO, Des Moines.

The new officers inherit a legacy of good will and support from the NARND membership, from the press associations, the trade press and scores of station managers. It looks now as if 1950 should be a better year than 1949.



**SMILIN'  
ED McCONNELL**

**BROWN SHOE COMPANY**

8th Year

NBC

**MANTLE LAMP COMPANY**

24th Year

ABC

28th Radio Anniversary

May 30th, 1950



# TV PRODUCTION SOARING —RECORD YEAR FORECAST FOR '50

by

**FRANK M. FOLSOM**

**President, Radio Corporation of America**

**T**HE spectacular rise of television is without precedent in America's industrial history and the resulting effects on the national economy already are far-reaching. After only three years of production the relatively new industry is consuming vast amounts of raw materials, and tens of thousands of workers are finding employment in converting these materials into television set components and sub-assemblies.

To much the same degree, the social implications of television's wide acceptance already are becoming apparent. There is evidence to show that television is becoming an influential factor in establishing closer family relationships. Moreover, people have an innate desire to see, as well as hear subjects of entertainment, education and news, and television comes closer than any other medium to fulfilling this basic human want.

The reasons for the public's enthusiastic and wholehearted acceptance of television as a fundamental addition to home life are clear:

1. High standards of performance and value adhered to by most manufacturers in the television industry.
2. Rapid increase in the number, variety, and quality of television programs.

The outlook for television in 1950 is exceptionally good. The industry may be expected to produce and sell between 3,500,000 and 4,000,000 video receivers, bringing the total number of sets in use by the beginning of 1951 to more than 7,000,000. The potential television audience will then number at least 25,000,000 persons.

To achieve new production records in 1950, industry reports indicate that capacity will be increased by nearly 50 per cent. This will be accomplished through the addition of new manufacturing facilities. The only limiting factor that can be foreseen at this time will be, as it was in 1949, the ability of

component parts manufacturers to keep pace with demand.

Telecasters, stimulated by the public's keen interest, stepped up the number and quality of programs in 1949. Improvements were made and new ideas were tried out. During the evening, the viewing audiences, especially in New York where seven stations are on the air, are finding it increasingly difficult to choose between the many fine programs being offered. As a result, the demands on artists and performers of all types are increasing. This condition is certain to bring about better programs, greater variety, and higher levels of entertainment.

While the progress of television held the spotlight during the past year, sound broadcasting steadily advanced. Far from being doomed—as some pessimists predicted—broadcasting continued to function as the greatest single medium of mass communication available to the American people. Reflecting the soundness of its position is the fact that the radio industry expects to produce and sell between 8,000,000 and 10,000,000 radio receivers during 1950. Moreover, there is every reason to believe that there will be a market for 6,000,000 to 8,000,000 radio sets a year for an indefinite period in the future.

In the phonograph field, the outstanding even of 1949 was RCA Victor's introduction of the revolutionary new 45-rpm system of recorded music. As more and more people became acquainted with the quality, convenience, and economy of this new system, its public acceptance soared. In October, only seven months after the "45" was introduced, the new records were being produced and sold at the rate of 20,000,000 a year and the new record players at the rate of 65,000 a month.

The progress of the 45-rpm system provides ample justification for the prediction that it will be the standard of the industry within five years.



# JO STAFFORD

*Management:*  
MICHAEL NIDORF

*Direction:*  
GENERAL ARTISTS CORP.

CAPITOL RECORDS



# FRANCE AND WORLD-WIDE RADIO; A PLAN FOR TODAY AND TOMORROW

by  
**SHELLEY DOBBINS**

**Director of Public Relations for the French Broadcasting  
System of North America**

**A**LTHOUGH there was no great celebration, the 20th of August last year was a very important day to the people of France. It was the fifth anniversary of the Liberation of French Radio—an exciting, yet little known story outside of France.

It was less than a week before the Liberation of Paris in 1944, that a group of men from the French Resistance stole into a studio of the Vichy Radio Building and electrified the French radio audience with, "This is the voice of Free French Radio!" They had heard the voice of Pierre Crenesse, one of the most famous in France. With Nazi guns and tanks all around them they held that studio. That night Crenesse issued a call to arms. Telling them of the struggle yet to come, he asked his listeners to continue their great sacrifices until final victory.

After Liberation, France began to compute the cost of victory. Radio, a war essential, had been completely destroyed by the fleeing Germans as well as by the advancing Allied Forces. But before the last German had been rounded up, skeleton crews of engineers were out in the field repairing transmitters. Indoors, plans were under way to create an International Exchange Bureau to re-establish contact with the more than 30 nations formerly receiving short-wave transmissions before June of 1940. Today, French Radio has not only been completely re-built but contains all the latest equipment. And French Television promises to take its place among the finest in the world. At the head of the International Exchange Bureau is Jacques Manachem, whose weekly programs from Paris are now broadcast in 25 languages. To Manachem and Vladimir Porché, Director of all Radio in France—and one of the most capable in radio circles—the four years of occupation proved conclusively the necessity of radio.

The greatest help in the field of International Radio came from America, which at the same time presented Radio Diffusion Francaise (R D F) with its greatest challenge. To bring to 100 million listeners programs of high calibre and still increase understanding between the United States and France. In 1948, the position of Director of the French Broadcasting System in North America was taken over by Pierre Crenesse, who had rallied his countrymen to greater action during the last days of struggle. Less than 30 years of age Crenesse continued and expanded RDF's international plans and the challenge has been met successfully with the following five weekly shows transcribed in Paris: *Songs of France*; *Gai Paris*; *Five Centuries of French Music*; *French in the Air*; and *Bonjour Mesdames*.

Latest step in RDF planning is the creation by Crenesse of the symbolic International Goodwill Network, linking all of the 220 stations carrying RDF programs. Its aim: To promote better understanding by overcoming the language barriers, which to date no one has ever really tackled. Member stations have been preparing programs in French, telling about their section of America—their farmers, factory workers, students, even the type of music preferred. At the last counting over 220 radio stations have availed themselves of these non-commercial programs in 41 states, Alaska, Canada, Panama, Puerto Rico, Hawaii, and the Philippines.

France has learned the truth the hard way. There can be no peace without real understanding and no real cooperation without mutual regard. The French have had to learn the meaning of Free Radio by existing without it for four years. To keep it from happening again, they have put their faith in the power of International Radio to help forge an international and a lasting Peace.

*The People who live in the Burns house . . .*



**GEORGE and GRACIE**

*Now on C.B.S.*

FOR

***Amm-i-dent Tooth Paste***

Wednesday Nights





# LATIN AMERICAN RADIO FOLLOWS U. S. TRENDS

by

**CARLOS GUTIERREZ RIANO**

**Radio Coordinator, McCann-Erickson, N. Y., Foreign Department**

**P**ERHAPS the most important single factor in Latin American radio is the fact that it closely follows almost all the trends that predominate this country's radio thinking as each new phase comes along. Ample proof of this fact is evident at this very moment. For give-away shows and all kinds of audience participation shows are enjoying ever-increasing popularity in Latin America. Unlike this country, this type of show has not reached the peak of its popularity in Latin America which shows that Latin American radio does follow our radio; but that there is a slight time lapse each time.

The actual time at which the upsurge of give-aways came about in Latin America can be very definitely pinpointed to a certain time period. This time period was when "Stop The Music" and other shows of its type became so tremendously popular. Naturally enough, reverberations of this event reached into radio circles in Latin America and thus the give-away programs in those countries greatly increased in number.

In this way, American trends influence Latin American radio thinking. Coinciding with the give-away craze, Latin American radio has taken up all kinds of audience participation radio and is doing scores of location shows. On this type of show, they have found that they can merchandise and actually sample the sponsor's products over the air by trying out sampling ideas with their audience. This kind of showmanship is particularly suitable to Latin America, for, as a general rule, people in those countries will gather in great crowds to hear any show that is presented.

Another outgrowth of stimulating American radio in Latin America is shown in the preponderance of soap operas. When the day time serials took such a firm hold on the American public, Latin American radio executives im-

mediately began programming shows of a like nature in their countries. At first they ran translations of soap operas as written in America, but soon found out that locally-written shows were received far better by the public. And they also found out that Latin American listeners wanted each story to finish in a 13-week cycle if possible. Day time serials seldom run for scores of weeks without a final ending as they do in this country. Half-hour dramatic shows similar to the ones in this country are very popular with listeners too. However, the general content of all these dramatic shows is usually much heavier and more dramatic than our domestic brand of drama. And "soap operas" are scheduled mostly in the evening—not in the early afternoon.

Thus it is easy to see that Latin American radio almost always follows the major trends of American radio, which leads us to the latest trend in the radio industry—television. Like many other countries, the countries in Latin America are preparing for television, but it will be some time before television is actually an active factor. The only active step in this direction up till now has been made by Dr. Assis Chateaubriand of Brazil, who owns a chain of newspapers and several radio station. He has just bought a television station for Sao Paulo which will go into operation in October 1950.

Only in the future will we know whether Latin American television programming will follow American trends as much as it has done in radio.

One final observation can be made, however, on this whole subject. Radio listening is much more a part of a way of living in Latin America than in other foreign countries—certainly much more than in Western Europe and The United Kingdom where people can take radio or leave it. The Latin American can't get along without his radio.



*The*

PHIL HARRIS ALICE FAYE SHOW

Presented by Rexall

Sunday Afternoons  
N.B.C.

7:30 P. M. E.S.T.

4:30 P. M. P.S.T.



# MEXICAN ET NETWORK SERVES 88 STATIONS

by

**CLEMENTE SERNA MARTINEZ**  
President of Radio Programas De Mexico, S.A.

**O**N our ninth year in business I think we have the right to be proud of our Transcription Service. Here is the story of how it works.

Our sales force keeps in touch with all live program sponsors in both major stations XEW and XEQ in Mexico City. These sponsors are our natural field for good programs to be transcribed and broadcasted, later on, in some or all of our chain stations.

Other way around is to buy transcribed serials from Arte Radiofónico de México, S. A. This company has a fine production unit. If necessary, we can produce our own serials, whether musical or dramatic, but in all cases programs cannot be used outside of our chain. In all respects our policy is very sound; do not produce for any sponsor whose account is in the hands of any recognized Advertising Agency. When we do originate lone or serial programs we hire an independent producer.

For the recording process we have a good number of permanently leased telephone lines which link XEW and XEQ with our studio and lab. These lines are constantly tested and adjusted to insure high fidelity transcriptions.

Within our premises we have a studio where we can record with orchestras not above 14 men, or small dramatic casts. Our recording room is equipped with a number of machines which can be used simultaneously if so desired. We keep more machines in a special studio at XEW for emergency cases.

Copy making and close checking of each copy is routine work but we are very careful to see that each copy has an A-1 standard. We do not allow for flaws of any kind whether technical or artistic. When our inspectors find any flaw, retakes are ordered. Not a single record leaves our shipping room without a final O. K.

After each record has been approved by our Control Department it goes to the Shipping Room where it is labeled.

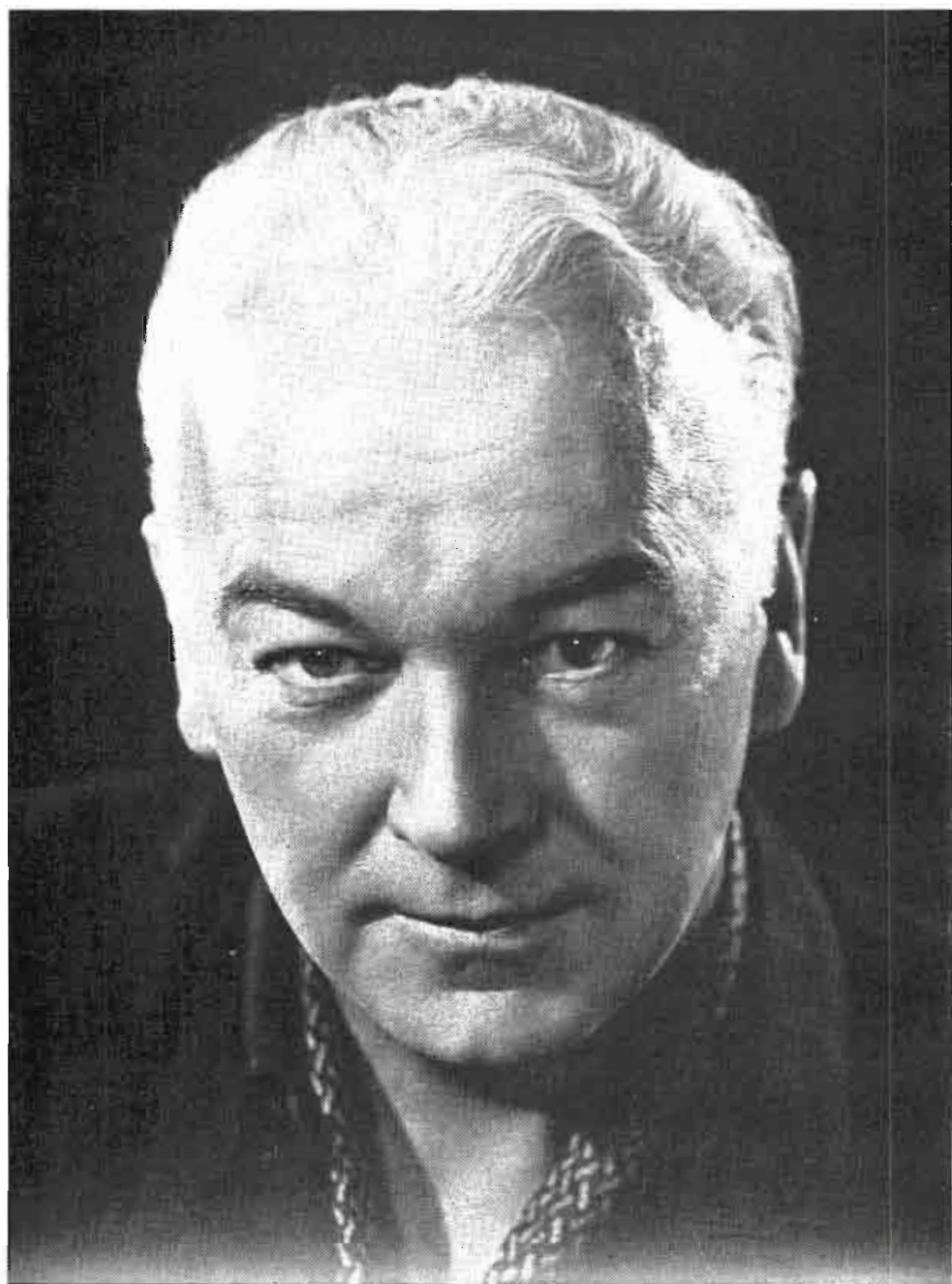
Together with the record, our Transcription Department hands to the shipping room a shipping order with the following detail: name of the serial, number of each shipping box, destination and means of transportation to be employed. As soon as the shipping takes place this order returns to the Program Department for registration and file.

Altogether we can say that our Transcription Service which covers, through different routes, all of the 88 stations in our chain, is satisfactory to all concerned. Of course, delays are unavoidable but very few. Breakage is negligible because we have developed a breakproof box and packing.

Year after year we have increased our transcription sales. Up to this date our 1949 sales, as compared to 1948, show an increase of 30.8 per cent. However, this Transcription Service represents only one section of our total business. Another one is our telephone network. This telephone network has a regular coverage of not less than 21 important cities in the country. Live sponsored programs originated either in XEW and XEQ are thus carried through telephone lines to all towns where we have affiliated stations and wire service is available.

Our present schedule runs to an average of three hours a day. All of our regular telephone network programs are night time broadcasts, sponsored by advertisers of goods or services with a nation wide distribution.

As commercial representatives of the 88 stations, which are scattered all over the country, we handle a large volume of national and international "spot" business. All and all our yearly volume of sales run up to \$5,000,000.00 pesos.



**WILLIAM BOYD**

*"Hoppy"*

# UNITED NATIONS EXPANDING ITS BROADCASTING ACTIVITIES

by  
**DOROTHY LEWIS**

(Continued from Page 43)

its TV operation with a regular series—"U. N. Case Book"—over CBS-TV. Later in the spring, during the special session of the General Assembly, a pool operation was established in cooperation with NBC and CBS TV networks. U. N. television coverage reached an all time high on U. N. Day, October 24th, when not only all TV network outlets released the Cornerstone Ceremony program, but each TV station received special slides for station breaks and kinescopes of the event sent to all member states. The inauguration of daily coverage on a commercial basis climaxed the year's growing utilization of this new medium. The Ford Motor Company sponsored this series as a public service. Thus it was possible to feature 3 hours daily coverage of General Assembly proceedings.

**UNITED NATIONS DAY:** United Nations Day, October 24th, afforded broadcasters everywhere, and particularly in the United States, a unique opportunity for all-out cooperation and an estimated 100,000,000 listeners were reached. The U. N. Day National Citizens' Committee's Radio Sub-Committee—under Mr. Robert K. Richards' (N.A.B.) chairmanship—mobilized the entire industry with the assistance of the Advertising Council's allocation plan and script kit, BMI and other

groups. Through the generous cooperation of RCS, transcriptions of "The Birthday Story" (narrated by Ronald Colman and featuring top U. N. personalities) produced by United Nations Radio were released to 1,800 U. S. stations and a special version shipped to all English-speaking countries.

**SCROLLS TO NETWORK FOR PEACE STATIONS:** To pay tribute to American broadcasters for their continuing support, Mr. Benjamin A. Cohen, Assistant Secretary-General, entertained industry leaders at a luncheon on November 16th where scrolls were presented.

Supplementary Services included during 1949—"U. N. CALLING YOU"—is the educational script service used by 250 U. S. educational stations and school services; "U. N. WOMEN BROADCASTERS BULLETIN"—now in its third year and issued monthly to 2000 women broadcasters and lay leaders throughout the world—is written by official U. N. "Observers" and edited by a committee of key women broadcasters; "LITTLE SONGS ABOUT U. N."—are transcribed one minute folksongs or jingles that tell about the United Nations through song; **QUARTERLY BOOKLET:**—United Nations Radio issues a colorful booklet to U. S. listeners, giving program listings, schedules, and generously illustrated.

## UNITED NATIONS RADIO DIVISION

### LAKE SUCCESS

Feldstone 7-1100, Ext. 8364

#### OFFICERS

<b>Benjamin Cohen</b> .....	<b>Asst. Sec. Gen., Dept. of Public Information</b>
<b>Tor Gjesdal</b> .....	<b>Director, Department of Public Information</b>
<b>Peter Aylen</b> .....	<b>Director, Radio Division</b>
<b>Carlos Garcia Palacios</b> .....	<b>Deputy Director, Radio Division</b>
<b>W. Gibson Parker</b> .....	<b>Chief of Production</b>
<b>Norman Corwin</b> .....	<b>Supervisor of Special Projects</b>
<b>Arthur E. Barrett</b> .....	<b>Senior Broadcast Engineer</b>

#### REGIONAL SUPERVISORS

<b>Hugh Williams</b> .....	<b>European and Middle East Services</b>
<b>Eugenio A. Soler</b> .....	<b>Latin American Services</b>
<b>Mike Peng</b> .....	<b>Trans-Pacific Services</b>
<b>Gerald Kean</b> .....	<b>English Language Services</b>
<b>Dorothy Lewis</b> .....	<b>U. S. Station Relations</b>
<b>Caesar Ortiz</b> .....	<b>Supervisor, Radio Reports Desk</b>



WALTER O'KEEFE

star of

**"DOUBLE OR NOTHING"**

---

NBC NETWORK  
11:00 AM PST

MONDAY THRU FRIDAY  
2:00 PM EST



# EQUIPMENT MANUFACTURER —COMMENTS ON TV FREEZE

by  
**H. E. TAYLOR, JR.**  
Manager, Television Transmitter Division  
Allen B. Du Mont Laboratories, Inc.

**T**HE Television Industry has just completed a phenomenal year. According to our best informants, it's now a billion dollar industry—a major factor in our national economy. Over three and one-half million television sets have been produced as we enter 1950. Over two and one-half million of these sets were produced in 1949 alone. Today, 98 TV broadcast stations provide program service to over twenty million families in sixty cities. Advertisers have taken to telecasting in steadily increasing numbers and with greatly expanded advertising budgets to assure full network coverage. Smaller TV stations have gone from the red into the black, while the larger stations are beginning to see the end of the dark days. Newspaper lineage has benefited from TV, as have many sports and businesses. Yes, the effects of television have been far-reaching in this phenomenal year just closed.

Which brings this discussion around to you, and poses the significant question: Where do you fit in with this picture, Mr. Broadcaster? If you are not one of the fortunate 98 on-the-air telecasters, or the dozen or more CP holders, very frankly, you don't fit in with the picture. Equally frankly but constructively stated, you've been left at the post—a victim of political fumbling spear-headed by publicity-seeking "do-gooders" who are unconsciously, perhaps, but nevertheless placing barrier after barrier in the path of the one bright and new and oh-so-promising communications medium that can increase public service and the American standard of living.

Fifteen months ago this January, 1950, the Federal Communications Commission announced a "freeze" on the construction of television broadcasting stations for the purpose of reviewing present channel allocations and furthermore to consider the use of UHF frequencies to expand TV service to all

cities and areas of the country. We were all assured that the "freeze" action was temporary and would be lifted in about six months.

That was fifteen months ago this January, 1950! For fifteen long and precious months you've been forced to sit and watch television pass you by. Some of you have seen your more fortunate competitor inaugurate his TV service—perhaps initially laughed at his troubles and programming attempts—and then realized that he had a year's head start on you—was grabbing off the best network shows—was training your audience to watch his station—and had the significant advantage of having antennas "beamed" on his signal. Yes, the "do-gooder" was helping him to create a monopoly and beat you out!

TV is your big decision for 1950, Mr. Broadcaster. If the F.C.C. and the "do-gooders" within and without the Commission continue on their present course, you won't have television in 1950, or perhaps 1951. The public you serve will be denied a competitive service, or in most cases, will receive no service at all. It's up to you to protect the public you serve, protect your investment, and to protect your future in the broadcasting field. It's up to you to help those who know, advance and expand our national television service.

The Television Broadcast Industry can ill afford another "Clear Channel" situation, particularly with a ban on construction. You as a broadcaster can ill afford competitive monopoly, fostered by misguided "do-gooders." You can ill afford to sit by and not pitch in to bring the "freeze" to a sensible and early conclusion. You, have much at stake—have, indeed, a great deal to lose—if you do not take the necessary steps to assure the continuing growth of television. It's your future. TV or NO TV, *it's up to you!* Such is the big question that must be answered in 1950.

No. 1 Folk Recording Artist



JIMMY WAKELY

JUST FINISHED  
FOX THEATRE, DETROIT  
—  
THUNDERBIRD HOTEL  
LAS VEGAS, NEV.

EXCLUSIVE

  
Capitol  
RECORDS

PERSONAL MGR.  
CHARLES WICK



# 1941—GROWTH OF STATIONS—1949

<i>AM Outlets as of:</i>	<i>Licenses</i>	<i>Construction Permits</i>	<i>Special Broadcast Stations</i>	<i>Total</i>
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943
December 1945	1003	24	—	1027
December 1946	1062	464	—	1526
December 1947	1522	446	—	1968
December 1948	1867	260	—	2127
<b>DECEMBER 1949</b>	<b>2086</b>	<b>148</b>	<b>—</b>	<b>2234</b>

\*\* This Figure includes 5 Special Broadcast Stations.



## JACK SMITH

THE OXYDOL SHOW

CBS

7:15 P.M. — EST

8:15 P.M. — PST

  
*Capitol*  
RECORDS



# LIBRARY SERVICE EXPANDING AS ALL-AROUND STATION SERVICE

by

**ROBERT W. FRIEDHEIM**

**Sales Manager, World Broadcasting System**

SINCE the spring of 1949, radio stations across the country have witnessed revolutionary changes in the old concept of transcription library services. In response to the changing demands of today's economy and changing conditions in station operations at the local level, the transcription program service library has assumed a larger share of responsibility for productive, revenue building programs, a wider variety of special services, a greater contribution to the solution of many problems challenging broadcasters.

World Broadcasting System, notable leaders in the improvement of transcription materials since the early '30s, has accepted this challenge and launched a dynamic program of vital improvements in the library service field which are being enthusiastically welcomed by a rapidly expanding list of stations.

No longer do stations look upon their library service only as a source of basic musical material. Today, sparked by the series of important innovations launched by World, station managers are demanding that this library service become an all-around station service. It must hit hard and continuously as a commercial program service to produce sales at the local level. It must brighten up the station schedule and enhance local program production with startling new production aids. It must make a major contribution not only to sales and program departments but also to the continuity staff, to the sales promotion department and publicity.

The library service today must make money for its stations through sales and save money in operating costs.

World has attacked the first problem vigorously with a steady parade of new show ideas and service features—bringing to a transcription library for the first time carefully planned, comprehensive program properties. These are illustrated by outstanding star person-

ality programs like the *Dick Haymes Show*, notable musical variety shows like the *Lyn Murray Show*, shows designed to develop local personalities and artists such as the five-a-week daytime woman's program, *Homemaker Harmonies*.

In this new concept, transcription library producers can not limit themselves to a single approach to the sales problem. World recognized that programs alone are not the answer to sales and survival at the local station level. Stations must be helped by their library service to attract more participating sponsors, more advertisers seeking special service tie-ins, more revenue from spot announcements. Above all, stations must be supplied the materials for signing long term contracts to satisfy advertisers who recognize that penetration is achieved only through continuity of effort whether through programs, announcements, participation or service features.

For the first time in library history, World invaded all of these local revenue fields with fresh new ideas to stimulate sales. Programs like *Homemaker Harmonies* devoted to women's service were created to provide logical vehicles to advertisers in the fashion, food, beauty and homemaking fields. Special material was designed to make local service features like time signals and weather reports more salable and more productive. Attention-commanding devices were produced to sell long term announcement contracts to a wide variety of local advertisers.

Success of this new concept that a library service must make money for its stations in as many phases of operation as possible is demonstrated by the rising tide of sales reports from hundreds of stations sweeping back to World through its commercial department.



**J. CARROLL NAISH**

CBS — William Wrigley, Jr. Co.

“LIFE WITH LUIGI”

6:00 P.M., PST

9:00 P.M., EST



# COMMERCIAL RADIO EXPANDING IN THE CARIBBEAN AREA

by

**TOMAS MUNIZ**

**President, Puerto Rican Broadcasters Association**

**S**OMEWHERE in the overcrowded island of Puerto Rico there may be a person who doesn't listen to radio every day, but it is a highly improbable possibility. The two million inhabitants of this insular territory of the United States are perhaps the most avid radio fans in the world. Exact statistics are unavailable but a casual "paseo" along city streets or an excursion up mountain sides or country lanes, will convince any observer that everyone in Puerto Rico listens to radio.

It is not that radio is new to Puerto Ricans, as a matter of fact Puerto Rico had one of the first broadcasting stations in the world with the establishment of WKAQ in San Juan in 1922, when only four other commercial stations were operating in the entire world. By 1946 there were eight stations on the island; in 1947 the number increased to seventeen. There are twenty-two operating in 1949.

The listening habits of Puerto Ricans are not difficult to analyze, especially during the baseball season. In this baseball-mad island, the play by play broadcasts of the games are listening musts.

After baseball the most popular form of entertainment is the soap opera. The soap opera has been lifted to a degree of eminence that puts it in the unique position of commanding the number one position in the night programming of most stations. Soap operas in Puerto Rico go on in the evening hours, between six and nine P.M. which is the "A" plus time.

Musical programs with popular orchestras and singers, quiz shows, newscasts and classic music, would follow roughly in that order in an analysis of listening habits.

The links that join Puerto Rican broadcasters to continental stations are strong. Three of the local stations are affiliated with the large United States networks, although language difficulties

make it difficult for them to carry continental programs. Ninety per cent of the programming in Puerto Rico is in Spanish, and most English programs are transcribed rebroadcasts of top American shows, carried by AFRS for the Army and Navy personnel, with no commercial announcements.

Many stations in Puerto Rico are members of NAB and the Puerto Rican Broadcasters Association is a member of AIR, the large Inter-American Radio Association which was founded in 1946, with the collaboration of NAB to establish closer links between the broadcasters of the 21 American Republics. In this work, Puerto Rico, privileged to have free radio, and standing half way between the two American continents, has been able to play a prominent part as a Spanish-speaking representative of the American system of broadcasting. The rights of private broadcasting have been jealously guarded by the men who run the island stations, and the insular government has followed a policy of non-interference.

Spanish speaking American broadcasters have come to stay in Puerto Rico. Men like Buck Canel who was NBC's director of programs for Latin America, Ary Moll who produced shows in NBC for its short wave department and others who had continental, Cuban and Mexican experience, have helped to bring Puerto Rican radio to its present standard of excellence.

Although most top stations in Puerto Rico have a crowded commercial schedule, a good percentage of time is devoted to public interest programs. All recognized religious groups who so request it can have time. Many hours a week are devoted to programs of public health and other educational activities and all stations work in close harmony in this direction with the Insular Government Departments.



TED DALE

# Radio Daily's Almanac

## of

# Holidays and Special Events

### 1950

### January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions).  
Paul Revere Bcrn (1735).  
Proclamation of Emancipation (1863).  
Blue Network organized (1927).
- 2: Georgia Admitted (1788).
- 3: Battle of Princeton (1777).  
William S. Paley is elected president of CBS (1929).
- 4: Utah Admitted (1896).
- 5: Stephen Decatur Born (1779).  
George Washington Carver Died (1943).  
Week of Prayer, first week in January.
- 6: Carl Sandburg Born (1878).  
New Mexico Admitted (1912).
- 7: Millard Fillmore, 13th President Born (1800).  
Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
- 8: Anniversary of the Battle of New Orleans (Louisiana).  
Battle of New Orleans (1815) Holiday in Louisiana.
- 9: Connecticut Ratified the U. S. Constitution (1788).  
Connecticut Admitted (1788).
- 10: Ethan Allen Born (1737).
- 11: Alexander Hamilton Born (1757).
- 12: John Singer Sargent Born (1856).
- 13: Salmon Portland Chase Born (1808).
- 14: First Written Constitution Adopted at Hartford, Conn. (1639).
- 15: Mathew B. Brady Died (1896).
- 17: Benjamin Franklin Born (1706).  
Feast of St. Anthony.
- 18: Daniel Webster Born (1782).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).  
Edgar Allen Poe Born (1809).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
- 21: Foundation Day. In the Canal Zone.  
Thomas Jonathan (Stonewall) Jackson Born (1824).
- 23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes 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).  
Australia Day. Public Holiday in Australia. FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
- 27: Wolfgang Amadeus Mozart Born (1756).  
Lewis Carroll, pen name of Charles Lutwidge Dodgson Born (1832).
- 28: Thomas Edison granted patent on his incandescent light (1880).
- 29: William McKinley Born (1843).  
Kansas Admitted (1861).
- 30: Franklin D. Roosevelt Born (1882).
- 31: Franz Schubert Born (1797).  
Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

### February

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



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**"King of the Cowboys"**  
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**"Smartest Horse in the Movies"**

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*Exclusive Management*  
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HOLLYWOOD

*Press Contact*  
AL RACKIN  
Hollywood



## Holidays and Special Events Almanac

- 4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).  
Charles Augustus Lindbergh Born (1902).
- 6: Massachusetts Admitted (1788).  
Aaron Burr Born (1756).  
American Forces Recapture Manila from Japs.
- 7: Charles Dickens Born (1812).
- 8: Boy Scout Day.
- 9: William Henry Harrison 9th President Born (1773).  
Nebraska Admitted (1867).
- 10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
- 11: Thomas A. Edison Born (1847).  
Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).  
Georgia Day.
- 14: Valentine's Day.  
Arizona Admitted (1912).  
Oregon Admitted (1859).
- 15: Destruction of the Maine (1898).  
Constitution Day. In the Canal Zone.  
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
- 16: Katharine Cornell Born (1898).
- 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
- 19: Ohio Admitted (1803).  
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.  
Phonograph Patented by Edison (1878).
- 20: U. S. purchased the Danish West Indies (1917).
- 21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.  
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
- 22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).  
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).  
James Russell Lowell Born (1819).
- 23: Johannes Gutenberg Died (1468).  
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
- 25: Enrico Caruso Born (1873).  
John Adams appointed first Minister of U. S. to England (1785).
- 26: William F. Cody (Buffalo Bill) Born (1846).
- 27: Henry Wadsworth Longfellow Born (1820).
- 29: Leap Year. The name given to every year of 366 days.

### March

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

# AL JOLSON

## Holidays and Special Events Almanac

- 25: The Annunciation or Lady Day.  
Arturo Toscanini Born (1867).  
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).  
Maryland Day.
- 27: President Washington signed the act creating the U. S. Navy (1794).  
Marconi flashes first wireless signals across English Channel (1899).
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.

### April

- 1: All Fools' Day.
- 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).
- 6: Army Day. Observed in New York and some other States by a display of flags and military parades.  
Easter Sunday (1947).
- 7: Peary Discovered North Pole (1909).  
Metropolitan Opera House Opened in New York (1830).  
Louisiana Admitted (1812).  
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
- 8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
- 9: Surrender of General Lee (1865).  
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
- 10: Salvation Army Founder's Day.  
William Booth Born (1829).  
Joseph Pulitzer Born (1847).  
U. S. Patent System established by Congress (1790).  
National Be Kind to Animals Week falls about this date.
- 11: Charles Evans Hughes Born (1862).
- 12: Franklin Delano Roosevelt Died (1945).  
Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson Born (1743).
- 14: Pan American Day.  
S. S. Titanic disaster at sea proves value of wireless (1912).

- 15: Abraham Lincoln Assassinated (1865).
- 16: Charles Spencer Chaplin Born (1889).
- 17: Charter granted American Academy of Art and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 20: Adolph Hitler Born (1889).
- 21: Easter Sunday (1946).  
Anniversary of Battle of San Jacinto (Texas).
- 22: Arbor Day (Nebraska).  
William Shakespeare Born (1564).
- 23: James Buchanan Born (1791).  
St. George Day (English).  
Marconi transatlantic American-Europe service opened (1910).
- 24: First Newspaper Issued in America (1704).  
U. S.-Mexican War (1846).  
Arbor and Bird Day (Massachusetts).
- 25: War Declared with Spain (1898).  
St. Mark's Day.  
Guglielmo Marconi Born (1874).
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi).  
Slavery Abolished in U. S. (1865).  
First Shot of War with Germany (1917).  
John James Audubon Born (1785).
- 27: General U. S. Grant Born (1822).  
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
- 28: James Monroe Born (1758).  
Maryland Admitted (1788).
- 29: Sir Thomas Beecham Born (1879).
- 30: Boys and Girls Week always includes May 1.  
Louisiana Purchased (1803).  
Washington Became First President (1789).  
Rhode Island Settled (1636).  
Benito Mussolini Executed (1945).

### May

- 1: May Day.  
Child Health Day.  
Labrec 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).



**Thanks...  
a  
million!**

George Putnam's B'way to H'wood edition of 'Headline Clues' via WABD has jumped from a Pulse rating of 7.5 when it originated, to a solid 10.\* This gives Putnam the highest news program rating in the history of teevée—a 3 point advantage over all other television news programs regardless of time. What makes his new rating even more amazing is the fact that he bucks, slotwise, such programs as 'We the People,' 'Man Against Crime,' 'The Ruggles,' wrestling and televised films. Typical of reasons for the show's heavy popularity is the fact that it's always right on top of spot news. Example was the clean newsbeat he scored on the Yonkers missing girl story last week and the follow-up he gave it with appearances of the detective who found her. Show is produced by Gerry Gross and edited by Norman Bauer and Eddie Higgins. Stanza, incidentally, has the lowest point for dollar price on a rating basis in television.

SID WHITE Radio Daily, Tuesday, January 17, 1950.

And especial thanks to Dumont's

**Commander Mortimer W. Loewi — Chris Whitting — Jim Caddigan  
and my own gang**

**Gerry Gross  
producer**

**Eddie Higgins  
news editor**

**Pat Fay  
director**

**GEORGE PUTNAM**

\* February Rating 14.0

## Holidays and Special Events Almanac

- Robert Browning Born (1812).  
Plans to spend \$1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
- 8: V.E. Day (1945).
- 9: John Brown Born (1833).  
Mothers-Day, second Sunday in May.
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).  
Completion of First Transcontinental Railroad (1869).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: Mother's Day.  
WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
- 14: Rockefeller Foundation Granted Charter (1913).
- 15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
- 17: "I am An American Day" often referred to as Citizenship Recognition Day.  
Norwegian Independence Day (1814).
- 18: World Good-Will Day, formerly Peace Day.
- 19: First American Confederation of United Colonies of New England (1643).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).  
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
- 21: Lindbergh's Flight to Paris (1927).
- 22: National Maritime Day.
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
- 25: Ralph Waldo Emerson Born (1803).
- 27: Golden Gate Bridge, San Francisco opened (1937).
- 29: Wisconsin Admitted (1848).  
Rhode Island Admitted (1790).  
Patrick Henry Born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
- 31: Walt Whitman Born (1819).  
The Johnstown (Pa.) flood (1889).  
Battle of Jutland (1916).
- King's Birthday (Canada).  
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
- 6: American Marines victorious at Belleau Wood, June 6-10 (1918).  
Nathan Hale Born (1756).  
D-Day (1944).
- 7: Daniel Boone Day (Kentucky).
- 8: Battle of New Orleans (1815).  
Children's Day, second Sunday in June.  
Regular tv schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
- 9: Feast of St. Columbia.  
Confederate Memorial Day (Petersburg, Virginia).
- 11: Feast of St. Barnabas.  
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).  
Kamehameha Day. Celebrates the birthday of Kamehameha, first King of Hawaii. Observed in Hawaii.  
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
- 12: John Augustus Roebling Born (1806).  
Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939).
- 14: Hawaii organized as U. S. territory (1900).  
Harriet Beecher Stowe Born (1811).  
Flag Day.
- 15: Pioneer Day (Idaho).  
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).  
Arkansas, 25th state admitted to the Union (1836).  
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
- 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
- 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.  
King John of England signed Magna Carta (1215).
- 20: West Virginia Day.  
Father's Day, 3rd Sunday in June.
- 21: Longest Day in Year.  
New Hampshire Joined the Union (1788).  
Constitution Ratified (1788).
- 22: Bolivarian Day (Canal Zone).
- 23: Penn Signs Peace Treaty With Indians.
- 24: San Juan Day (Puerto Rico).  
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).

### June

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

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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, Rosalynd Tureck, Eugene List, Abram Chasins, Constance Keene, Earl Wild, Appleton and Field, The Philharmonic Piano Quartet, etc., etc., in addition to such great outstanding jazz guest stars as Frankie Carle, Vincent Lopez, Art Tatum, Teddy Wilson, George Shearing, Skitch Henderson, Johnny Guarnieri and Joe Bushkin. . . .

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## Holidays and Special Events Almanac

- 25: Virginia Admitted (1788).  
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
- 26: Virginia ratified the U. S. Constitution (1788).  
First American Troops Land in France (1917).
- 27: Hellen Keller Born (1880).
- 28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).  
U. S. purchased rights and franchises of France in the Panama Canal (1902).  
Treaty of Versailles ending World War I signed (1919).
- 29: George Washington Gcethals Born (1858).  
St. Peter's Day.
- 30: St. Paul's Day.  
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.  
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).
-   
**July**
- 1: Battle of San Juan Hill.  
Dominion Day (Canada).  
Battle of Gettysburg (1863).  
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.  
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).
- 2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).  
Garfield Assassinated (1881).
- 3: Idaho Admitted (1890).  
John Singleton Copley Born (1737).
- 4: Independence Day.  
U. S. Military Academy at West Point Opened (1802).  
Calvin Coolidge Born (1872).  
Slavery Abolished in New York (1825).  
Providence, R. I. founded by Roger Williams (1636).  
Work on Erie Canal commenced (1817).  
Thomas Jefferson Died (1826).  
James Monroe Died (1831).  
John Adams Died (1826).  
Cornerstone of Washington Monument laid (1848).  
Surrender of Vicksburg (1863).  
Bartholdi's Statue of Liberty presented to U. S. in Paris (1883).  
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut Born (1801).
- 6: Republican Party Founded (1854).  
John Paul Jones Born (1747).  
Columbia University Opened (1754).
- 7: U. S. annexed Hawaii (1898).
- 8: John D. Rockefeller Born (1839).  
Liberty Bell Cracked Tolling Death of John Marshall (1835).
- 9: Elias Howe Born (1819).
- 10: Wyoming Admitted (1890).  
James McNeill Whistler Born (1834).
- 11: John Quincy Adams Born (1767).  
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).  
Bastille Day—First Celebrated in U. S. (1914).  
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
- 15: St. Swithin's Day.
- 16: Mary Baker Eddy Born (1881).  
First Atomic Bomb exploded (experimental) New Mexico (1945).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 18: William Makepeace Thackeray Born (1811).
- 19: Franco-Prussian War Began (1870).
- 20: Guglielmo Marconi Died (1937).
- 21: Spanish Armada Defeated by England (1588).  
Society of Jesuits Abolished by Pope Clement XIV (1773).  
First Battle of Bull Run (1861).  
CBS begins tv broadcasting from station W2XAB (1931).
- 24: Simon Bolivar Born (1783).  
Pioneer Day (Utah).  
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).  
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
- 26: George Bernard Shaw Born (1856).  
Sergei Koussevitzky Born (1874).  
New York ratified the U. S. Constitution (1788).
- 27: First Successful Atlantic Cable (1866).  
Barbosa's Birthday, in the Canal Zone.
- 28: Austria Declared War on Serbia (1914).  
Volunteers of America Founder's Day.
- 29: Booth Tarkington Born (1869).  
Benito Mussolini Born (1883).
- 30: Henry Ford Born (1863).  
First Representative Assembly in America Convened (1607).  
First patent for wireless telegraphy granted in U. S. (1872).  
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
- 31: Feast of St. Ignatius De Loyola.

AIR FEATURES, Inc.

347 MADISON AVENUE

NEW YORK CITY



## Holidays and Special Events Almanac

### August

- 1: Colorado Day.  
Beginning of World War I (1914).
- 2: Government of India Transferred to British Crown (1858).  
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).  
Germany Declared War on England and France (1914).  
Columbus Sailed From Spain (1492).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.  
Second Atomic Bomb dropped (1945) Hiroshima.
- 6: Feast of the Transfiguration.  
Westinghouse discloses Stratovision plan (1945).
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.  
Creation of War Department (1789).  
Society of Jesuits Restored by Pope Pius VII (1814).
- 8: Charles A. Dana Born (1819).  
Third Atomic Bomb dropped (1945) Nagasaki.
- 9: First Train Drawn in U. S. by Steam Locomotive (1831).  
Izaak Walton Born (1593).
- 10: Herbert Clark Hoover Born (1874).  
Russia Declared War Against Japan (1945).
- 11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
- 14: V-J Day.  
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).  
First transatlantic cable opened (1858).
- 18: Virginia Dare Born (1587).
- 19: National Aviation Day.  
Orville Wright Born (1871).
- 20: Benjamin Harrison Born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy Born (1862).
- 23: Oliver Hazard Perry Born (1785).
- 24: British Burn White House (1814).  
St. Bartholomew's Day Massacres, France (1572).  
Festival of St. Bartholomew.
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).

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

### September

- 1: Germany Invaded Poland (1939).  
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri).  
Labor Day.  
Eugene Field Born (1850).
- 3: First American Peace Treaty With England (1783).  
Allies Invaded Italy (1943).
- 4: Henry Hudson Discovered Manhattan Island (1609).  
First Electric Power Station in World in New York (1882).
- 5: First Continental Congress (1774).
- 6: Lafayette Day.  
First Battle of the Marne (1914).
- 7: James Fenimore Cooper Born (1789).
- 8: Dutch Surrendered New Amsterdam (New York) to British (1664).  
Italy Surrendered (1943).  
Crimean War Ended (1855).
- 9: Admission Day (California—1850).
- 10: Arthur Holly Compton Born (1892).  
Battle of Lake Erie (1813).
- 11: Harvest Festival.  
O. Henry (pen name William 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).

# **LOUIS G. COWAN, INC.**

**NEW YORK**  
485 Madison Avenue  
New York 22, N. Y.  
PL 9-3700

**CHICAGO**  
8 S. Michigan Avenue  
Chicago 3, Ill.  
RANdolph 6-2022

## Holidays and Special Events Almanac

- 19: Washington issued his farewell address to people of U. S. (1796).
- 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
- 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).  
Nathan Hale Executed (1776).  
First Day of Autumn.
- 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
- 24: John Marshall Born (1775).
- 25: Balboa discovered the Pacific (1513).  
Bill of Rights (1789).
- 25: George Gershwin Born (1898).  
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).  
Rosh Hashonah.
- 27: American Indian Day (4th Friday).
- 28: George Eugene Benjamin Clemenceau Born (1841).
- 29: Michaelmas Day.
- 30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).
- 12: Columbus Day.
- 14: William Penn Born (1644).
- 15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
- 16: Noah Webster Born (1758).
- 17: Surrender of General Burgoyne at Saratoga (1777).
- 18: General Tojo Appointed Premier of Japan (1941).  
Alaska Day.  
FCC set aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
- 19: Surrender of Cornwallis (1781).  
Volstead Act (Prohibition) Passed (1919).  
John Adams Born (1735).
- 22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
- 23: Sarah Bernhardt Born (1845).
- 24: Transcontinental telegraph line completed (1861).  
Pennsylvania Day.  
William Penn Born (1644).
- 26: Erie Canal opened to traffic (1825).  
Better Parenthood Week, observed last week in Oct.
- 27: Navy Day.  
Theodore Roosevelt Born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.  
Admission Day, Nevada (1864).

### October

- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).  
Germany Crossed Border Into Czechoslovakia (1938).
- 2: Ferdinand Foch Born (1851).  
Mahandas Gandhi Born (1869).
- 3: Religious Education Week. First full week in Oct.
- 4: Rutherford B. Hayes Born (1822).
- 5: Yom Kippur.  
Wright Brothers Took First Long Distance Flight in an Airplane (1905).  
Chester A. Arthur Born (1830).
- 6: Missouri Day.  
National Business Women's Week, generally the second week of Oct.
- 7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).  
James Whitcomb Riley Born (1853).
- 8: Edward Vernon Rickenbacker Born (1890).
- 9: Fire Prevention Week.  
Fraternal Day (Alabama).  
Chicago Fire (1871).
- 10: U. S. Naval Academy in Annapolis opened (1845).
- 11: Eleanor Roosevelt Born (1884).  
Farmers' Day (2nd Friday) (Florida).  
YMCA Founder's Day—Sir George Williams Born (1821).

### November

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

**The FACTS SPEAK FOR US!**



**TED MACK**


- 1**  
3rd Consecutive YEAR  
ON TELEVISION!  
1948 - 1949 - 1950
- 2**  
OUR 16th YEAR  
ON RADIO!  
1934 - 1950
- 3**  
OUR 15th YEAR  
IN THEATRES!  
1935 - 1950

*The Original*  
**AMATEUR HOUR**  
 PRODUCED BY  
**THE MAJOR BOWES STAFF**

EVERY THURS. at 9 P.M. (E.S.T.)  
 OVER THE ABC NETWORK  
*and*  
 EVERY TUES. at 10 P.M. (E.S.T.)  
 OVER NBC-TV NETWORK  
*For The Makers Of*  
**OLD GOLD CIGARETTES**

*An American Institution!*

## Holidays and Special Events Almanac

- 8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).  
Montana Admitted (1889).
  - 9: Great Fire in Boston (1872).  
American Education Week.
  - 10: Martin Luther Born (1483).  
U. S. Marine Corps was created by the Continental Congress (1775).
  - 11: Armistice Day, World War I.  
Washington Admitted (1889).
  - 13: Robert Louis Stevenson Born (1850).  
Edwin Booth Born (1833).
  - 14: Robert Fulton Born (1765).  
Book Week.
  - 15: Pikes Peak discovered (1806).
  - 16: Oklahoma Admitted (1907).
  - 17: Sixth Congress Met for First Time in Washington (1801).  
Suez Canal Opened (1869).
  - 18: Standard Time went into effect in the U. S. (1883).  
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
  - 19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
  - 19: James A. Garfield Born (1831).
  - 21: North Carolina Admitted (1789).  
Edison Announced Invention of Phonograph (1877).
  - 23: Franklin Pierce Born (1804).
  - 24: Zachary Taylor Born (1784).
  - 28: Thanksgiving Day (4th Thursday).
  - 29: Admiral Byrd Discovered South Pole (1929).
  - 30: Samuel L. Clemens (Mark Twain) Born (1835).  
Russia Invaded Finland (1939).  
Winston Churchill Born (1874).
- 

### December
- 2: Promulgation of the Monroe Doctrine (1823).
  - 3: Illinois Admitted (1818).  
Gilbert Stuart Born (1755).
  - 5: Martin Van Buren Born (1782).  
Walt Disney Born (1901).
  - 7: Pearl Harbor Attacked (1941).  
Roosevelt, Churchill, Stalin Confer at Teheran (1943).  
Delaware Day.  
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
  - 8: Eli Whitney Born (1765).  
U. S. Declared War on Japan (1941).
  - 9: Germany-Italy Declare War on U. S. (1941).
  - 10: U. S. Declared War on Germany-Italy (1941).  
Peace Treaty Signed With Spain (1899).  
Mississippi Admitted (1817).
  - 11: Alfred Nobel Born (1833).  
Indiana Admitted (1816).
  - 12: First Marconi Wireless Across Atlantic (1901).  
Pennsylvania Admitted (1787).  
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
  - 13: Council of Trent (1545).
  - 14: Alabama Admitted (1819).  
George Washington Died at Mt. Vernon (1799).
  - 15: Bill of Rights Day.  
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
  - 16: Boston Tea Party.  
Ludwig von Beethoven Born (1770).
  - 17: John Greenleaf Whittier Born (1807).  
Aviation Day.  
First Mechanical Airplane Flight by Wright Brothers (1903).
  - 18: New Jersey Admitted (1787).  
First Sunday Paper Published (1796).
  - 19: Tyrus (Ty) Cobb Born (1886).  
Washington went into winter quarters at Valley Forge (1776).
  - 20: First Electric Lights on Broadway (1880).
  - 21: Pilgrims Landed at Plymouth Rock (1620).  
First day of winter.
  - 23: George Washington Resigned Army Commission (1783).  
NBC establishes a permanent coast-to-coast network (1928).
  - 24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.  
Reginald Fessenden transmits human voice by wireless (1906).
  - 25: Washington crossed the Delaware to attack Trenton (1776).  
Christmas Day.
  - 26: Battle of Trenton (1776).  
Record snow fall in New York, exceeding in depth, blizzard of 1888 (1947).
  - 27: Louis Pasteur Born (1822).
  - 28: Iowa Admitted (1848).  
Woodrow Wilson Born (1856).  
Irish Free State Became State of Eire (Ireland).
  - 29: Texas Admitted (1845).  
Andrew Johnson Born (1808).  
First American YMCA established in Boston (1851).  
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of Calif. and other stations (1936).
  - 30: Rudyard Kipling Born (1865).  
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
  - 31: New Year's Eve.

**EVERYBODY  
EVERYWHERE  
PERFORMS  
BMI-LICENSED  
MUSIC**

**BROADCAST MUSIC, INC.**  
580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago  
Hollywood • Toronto  
Montreal

# BMI

10<sup>th</sup>

## ANNIVERSARY

1940

1950

Each succeeding year finds BMI service to broadcasters building and expanding. Year by year the BMI catalogue grows steadily in size and in value.

BMI has had the hearty support of broadcasters from its very inception, not only because its combined catalogs contain a well-rounded store of great music but because it has created strong competition in publishing and in the field of performance rights.

With its current licenses running until 1959, BMI more than ever stands as enduring proof of the power and determination of American enterprise to create and maintain the right of free trade in a competitive market.

**BROADCAST MUSIC, INC.**

580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago  
Hollywood • Toronto  
Montreal

# Important Radio TELEPHONE NUMBERS in NEW YORK



## AM Radio Stations

WBXN	MELrose	5-0333
WCBS	PLaza	5-2000
WEVD	PLaza	7-0880
WFAS	White Plains	9-6400
WGBB	FReepert	9-1400
WHLI	OLYmpia	8-1100
WHOM	Circle	6-3900
WINS	BRyant	9-6000
WJZ	TRafalgar	3-7000
WKBS	OYster Bay	6-2500
WLIB	ORegion	9-2720
WMCA	Circle	6-2200
WMGM	MURray Hill	8-1000
WNBC	Circle	7-8300
WNEW	PLaza	3-3300
WNYC	WOrth	2-5600
WOR	LOngacre	4-8000
WOV	Circle	5-7979
WOXR	Circle	5-5566
WWRL	NEWtan	9-3300

## FM Radio Stations

WABF-FM	TEmpleton	8-5400
WCBS-FM	PLaza	5-2000
WFAS-FM	White Plains	9-6400
WGHF	LEXington	2-4927
WGNR	New Rochelle	6-8220
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
WOXR-FM	Circle	5-5566

## TV Stations

WABD	MURray Hill	8-2600
WATV	BARclay	7-8216
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

## Station Representatives

ABC Spot Sales	TRafalgar	3-7000
Avery-Knodel, Inc.	PLaza	3-6513
John Blair & Co.	MURray Hill	9-6084
Blair-TV, Inc.	MURray Hill	9-6084
Guy Bolom	ALgonquin	4-7881
The Bolling Co., Inc.	PLaza	9-8150
The Branham Co.	MURray Hill	6-1860
Burn-Smith Co., Inc.	MURray Hill	2-3124
Thomas F. Clark Co., Inc.	MURray Hill	4-6317
Clark-Wandless Co.	ORegion	9-1575
Continental Radio Sales	LEXington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Everett-McKinney, Inc.	PLaza	9-3747
Free & Peters, Inc.	PLaza	9-6022
The Friedenberg Agency, Inc.	PLaza	7-7655
McChor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	MURray Hill	9-7463
Headley-Reed Co.	MURray Hill	3-5467
George P. Hollingsbery Co.	ORegion	9-2660
Hal Holman Co.	MURray Hill	3-3421
The Kutz Agency, Inc.	Wiscansin	7-8620
Joseph Hershey McGillyvra, Inc.	MURray Hill	2-8755

Robert Meeker Associates, Inc.	MURray Hill	2-2170
National Bestg. Co. (Spot-Local Sales)	Circle	7-8300
Pan American Bestg. Co.	MURray Hill	2-0810
John E. Pearsan Co.	PLaza	8-2255
John H. Perry Associates	MURray Hill	4-1647
Edward Petry & Co., Inc.	MURray Hill	2-4400
Ra-Tel Representatives, Inc.	MURray Hill	4-2549
Radio Sales (Div. of CBS)	PLaza	5-2000
William G. Rambeau Co.	LEXington	2-1820
Paul H. Raymer Co., Inc.	MURray Hill	7-6540
Taylor-Barroff & Co., Inc.	PEnnsylvania	6-6857
Transit Radio, Inc.	MURray Hill	8-3780
The Walker Co.	MURray Hill	3-5830
Weed & Co.	MURray Hill	7-7772
Adam J. Young, Jr., Inc.	MURray Hill	9-0006

## Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3719
Ted Bates, Inc.	Circle	6-9700
Batton, Barton, Durstine & Osborn	ELdorado	5-5800
Bentan & Bowles, Inc.	MURray Hill	8-1100
Bermingham, Castleman & Pierce	LEXington	2-7550
The Biow Co., Inc.	PLaza	7-4100
Broake, Smith, French & Dorrance	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7660
Buchanan & Co., Inc.	BRyant	9-7900
Calkins, & Holden	PLaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3190
Cecil & Presbrey, Inc.	PLaza	5-8200
Compton Advertising, Inc.	Circle	6-2800
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald & Sample, Inc.	MURray Hill	8-1600
D'Arcy Advertising Co.	PLaza	8-2600
Daherty, Clifford & Shenfield, Inc.	BRyant	9-0445
Donahue & Co., Inc.	COlumbus	5-4252
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
Footo, Cone & Belding	PLaza	5-6600
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
The M. H. Hackett Co.	Circle	6-1950
Hicks & Greist, Inc.	MURray Hill	3-9135
Hirshan-Garfield, Inc.	PLaza	7-6300
Robert Holley & Co., Inc.	Circle	7-3822
Charles W. Hoyt Co., Inc.	MURray Hill	2-0850
Duane Jones Co., Inc.	PLaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	ORegion	9-4440
The Joseph Katz Co.	PLaza	5-2740
Kayton-Spira Co., Inc.	LOngacre	5-5090
Kenyon & Eckhardt, Inc.	PLaza	3-0700
Kicsewetter, Wetterau & Baker, Inc.	LEXington	2-0025
Abbott Kimball Co., Inc.	PLaza	3-9600
Kudner Agency, Inc.	Circle	6-3200
C. J. LaRocha & Co., Inc.	PLaza	5-7711
Al Paul Lefton Co., Inc.	VANderbilt	6-4340
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Marschalk & Pratt Co.	VANderbilt	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	WHitchall	3-2860
McCann-Erickson, Inc.	JUDson	6-3400
C. L. Miller Co.	MURray Hill	2-1010
Emil Mogul Co., Inc.	COlumbus	5-2482
Morcy, Humm & Johnstone, Inc.	BRyant	9-5950
Morse International, Inc.	ORegion	9-4600
Peck Adv. Agency, Inc.	PLaza	3-0900
Pedlar & Ryan, Inc.	PLaza	5-1500
Progressive Radio Adv. Co.	MELrose	5-5522
Redfield-Johnstone, Inc.	PLaza	3-6130
Fletcher D. Richards, Inc.	Circle	7-6383
Arthur Rosenberg Co., Inc.	CHickering	4-4420
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
Shorman & Marquette, Inc.	PLaza	9-6810
Street & Finney, Inc.	WATkins	4-8510



Sullivan, Stauffer, Colwell & 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
William Warren, Jackson & Delaney	Judson	6-0350
Warwick & Legler, Inc.	Murray Hill	6-8585
William H. Weintraub & Co., Inc.	Circle	7-4282
Weiss & Geller, Inc.	PLaza	3-4070
Ward Wheelock Co.	PLaza	3-7120
Young & Rubicam, Inc.	Murray Hill	9-5000

### Publications

Advertising Age	Murray Hill	8-0073
Advertising & Selling	Murray Hill	5-9770
Billboard, The	PLaza	7-2800
Broadcasting	PLaza	5-8355
Editor & Publisher	BRyant	9-3052
Film Daily	BRyant	9-7117
Printers' Ink	Murray Hill	3-6500

<b>RADIO DAILY</b>	<b>Wisconsin</b>	<b>7-6336</b>
Radio & Television Weekly	Walker	5-2576
Sales Management	LEXington	2-1760
Sponsor	Murray Hill	8-2772
Standard Rate & Data Service	LEXington	2-6611

<b>TELEVISION DAILY</b>	<b>Wisconsin</b>	<b>7-6336</b>
Television Magazine	PLaza	3-3671
Tide	Murray Hill	3-7700
Variety	LUXemburg	2-2700

### News Associations

Associated Press	PLaza	7-1111
International News Service	Murray Hill	7-8800
Press Association, Inc.	PLaza	7-1111
Reuters	BRyant	9-8558
Transradio Press Service, Inc.	Murray Hill	2-4053
United Press Associations	Murray Hill	2-0400

### Talent Agencies

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
Wallace Downey, Inc.	Circle	6-6646
Fanchon & Marco, Inc.	CHickering	4-3956
Frederick Bros. Artists Corp.	Murray Hill	7-2033
Gale, Inc.	PLaza	7-7100
Hesse & McCaffrey	ELorado	5-1076
Bob Kerr	Columbus	5-8051
M. & S. Lyons, Inc.	PLaza	3-5181
Management Corp. of America	PLaza	9-7500
A. T. Michaud	Circle	7-2900
Music Corp. of America	PLaza	9-7500
William Morris Agency, Inc.	Circle	7-2160
National Concert & Artists Corp.	PLaza	9-6000
Robbins Bros.	Murray Hill	7-2033
Franklin H. Small	Judson	6 0123
Roy Wilson (Wilson, Powell & Hayward)	PLaza	9-4961

### Organizations, Unions and Government Agencies

Actors' Equity	PLaza	7-7660
Advertising Federation of America	BRyant	9-0430
AAAA	LEXington	2-7980
American Communications Assn.	CORland	7-1374
American Federation of Musicians	PLaza	8-0600
AFRA	Vanderbilt	6-1810
ASCAP	PLaza	7-2700
American Television Society	Murray Hill	7-9250
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
NARSR	Murray Hill	5-4141
Professional Music Men, Inc.	Columbus	5-7362
Radio Writers' Guild	Murray Hill	6-5251
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Assn.	Columbus	5-3758
Television Broadcasters' Assn., Inc.	LACKawanna	4-4788

### Radio-TV Program and Transcription Cos.

Advance Television Pictures Service	Circle	5-6873
Advertisers Recording Service, Inc.	Circle	6-0141
Affiliated Program Service, Inc.	Murray Hill	7-1881
Air Features	PLaza	5-2700
Alton Alexander Productions	LORaine	8-3100

Ambassador Films, Inc.	Judson	6-2680
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 Productions	LONGacre	3-7290
Jack Barry Productions Inc.	Murray Hill	9-6199
Bosch Radio & TV Productions	Murray Hill	2-8877
Boss & Co., Inc.	WHITEhall	3-0580
V. S. Becker Advtg. Service	LUXemburg	2-1040
Beltone Recording Corp.	LUXemburg	2-2920
Ford Bond Radio Productions, Inc.	Circle	7-2236
Ruth & Gilbert Braun	SCHuyler	4-8896
Byron Productions Co.	Circle	6-2677
The Bruce Chapman Co.	Wisconsin	7-9244
Cineffects, Inc.	Circle	6-0951
Cinemat, Inc.	Murray Hill	4-1562
Coastal Recording Co.	Circle	6-3900
Columbia Transcriptions	Circle	5-7300
Louis G. Cowan, Inc.	PLaza	9-3700
Frederic Damrau, M.D.	PLaza	5-3638
Gordon M. Day Productions	OREgon	9-3595
Decca Records, Inc.	COLUMbus	5-2300
Roy DeGroot, Consultants, Inc.	Murray Hill	7-9139
Empire Broadcasting Co.	PLaza	9-4500
Mildred Fenton Productions	PLaza	9-8266
Fisher Productions	PEnnsylvania	6-9557
Edward H. Ford	LUXemburg	2-5188
Allen A. Funt Radio Productions	Murray Hill	5-1211
Gale, Inc.	PLaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	COLUMbus	5-4888
Harry S. Goodman Radio Productions	PLaza	5-6131
Les Hafner & Co.	PLaza	3-4840
Laurence Hammond Productions, Inc.	PLaza	9-2210
Arthur Henley Productions	ILlinois	9-6729
Ted Hudes Radio Productions	MURray Hill	2-0276
Hummert Radio Features	PLaza	5-2700
International 16mm Corp.	PLaza	7-2265
Kermit-Raymond Corp	PLaza	9-4770
Keystone Broadcasting System, Inc.	PLaza	7-1460
Long-Worth Feature Programs, Inc.	Judson	6-5700
Bob Loewi Productions, Inc.	MURray Hill	8-2600
Phillips H. Lord, Inc.	PLaza	5-2211
Charles Michelson, Inc.	PLaza	7-0695
Motion Pictures Stages, Inc.	PLaza	3-4840
William Morris Agency, Inc.	Circle	7-2160
Murphy-Lillis Productions, Inc.	MURray Hill	6-2142
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
Original Radio Productions, Inc.	SCHuyler	4-8896
Press Associations, Inc.	PLaza	7-1111
Procter Productions, Inc.	Judson	6-4360
Radio Artists Corp	MURray Hill	8-0944
Radio Events, Inc.	MURray Hill	7-1668
Radio Features of America	LUXemburg	2-5130
Radio-Video Associates	PLaza	5-5781
Reemock Enterprises, Inc.	MURray Hill	7-7979
Reeves Sound Studios, Inc.	OREgon	9-3550
Roberts Radio, TV Stage & Screen Studios	Judson	6-0076
Rockhill Radio	PLaza	9-7979
Bernard L. Sackett TV Productions	LUXemburg	2-1690
Bernard L. Schubert, Inc.	MURray Hill	8 0944
SESAC, Inc.	MURray Hill	5-5365
K. R. Smith	Judson	2-3791
Henry Souvaine, Inc.	Circle	7-5656
Richard Stark & Co.	Circle	6-7337
Richard Strout Productions	MURray Hill	2 6924
Irvin Paul Suids, Inc.	TEmpleton	8-7025
Telemated Cartoons	MURray Hill	6-8933
Television Screen Productions, Inc.	MURray Hill	2-8877
Torchlight Productions	Wisconsin	7-0771
Towers of London, Ltd.	LUXemburg	2-5131
Transcribed Radio Shows	LUXemburg	2-3530
Transcription Broadcasting System	ELdorado	5-5511
Transfilm, Inc.	LUXemburg	2-1400
United Press Associations	MURray Hill	2-0400
Thomas J. Valentino Inc	Circle	6-4675
Video Associates, Inc.	PLaza	3-7966
Chick Vincent Co.	ELdorado	5-0734
Van Baumann Studio	RHInelander	4-5508
Rnger 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
WBMM	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	ROckwell	2-7756
WFND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MOncroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MIchigan	2-1570
WNMP	SHeldroke	3-1590
WSBC	MOncroe	6-9060

## FM Radio Stations

WEAW	AMbassador	2-1128
WEFM	STate	2-1357
WEMS	FIncial	6-2551
WMOR	ANdover	3-6050
WOAK	SAcramento	2-6272
WXRT	WHitehall	4-1711

## Television Stations

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

## National Networks

American Broadcasting Co.	ANdover	3-7800
Columbia Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	STate	2-4590
National Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

## Station Representatives

John Blair & Co.	SUperior	7-8659
The Branham Co.	CEntrol	6-5726
Burn-Smith Co.	CEntrol	6-4437
Copper Publications	CEntrol	6-5977
Crosley Broadcasting Corp.	STate	2-0366
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingsbery	ANdover	3-2636
Hof Holman Co.	FRanklin	2-0016
The Katz Agency	CEntrol	6-4006
Joseph Hershey McGillvra	STate	2-5282
J. P. McKinney & Son	SUperior	7-9866
Robert Meeker Associates, Inc.	CEntrol	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Peorson Co.	FRanklin	2-2359
John H. Perry Associates	HArrison	7-8085
Edward Petry & Co.	DEloware	7-8600
Radio Sales	WHitehall	4-6000
Radio Advertising Co.	CEntrol	6-1742
William G. Rombeau Co.	ANdover	3-5566
Paul H. Roymer Co.	SUperior	7-4473
Sears & Ayer, Inc.	SUperior	7-8177
The Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730

## Advertising Agencies

Aubrey, Moore & Wallace, Inc.	FIncial	6-1600
Auspitz & Lee	WAbash	2-0315
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBD&O	SUperior	7-9200
Gordon, Best, Co., Inc.	STate	2-5060

Hill Blackett & Co.	STate	2-0950
Bozell & Jacobs, Inc.	CEntrol	6-6503
Richard Bradley Associates	WHitehall	4-5543
Buchanan & Co., Inc.	DEloware	7-5522
Leo Burnett Co., Inc.	CEntrol	6-5959
Burnett-Kuhn Advertising Co.	SUperior	7-3800
Campbell-Ewold Co.	CEntrol	6-1946
Campbell-Mithun Inc.	DEloware	7-7553
Doremus & Co.	CEntrol	6-9132
Erwin Wasoy & Co.	RAndolph	6-4952
Albert Frank-Gunther Law, Inc.	DEarborn	2-6424
Foote, Cone & Belding	SUperior	7-4800
Goodkind, Joice & Morgon	SUperior	7-6746
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	SUperior	7-3000
H. W. Koster & Sons Advertising Co.	CEntrol	6-5331
W. E. Long Co.	RAndolph	6-4606
MacFarland, Aveyard & Co.	RAndolph	6-9360
Moxan, Inc.	WHitehall	4-1676
C. L. Miller Co.	CEntrol	6-1640
Mitchell-Faust Advertising Co.	STate	2-6610
Needham, Louis Brorby, Inc.	STate	2-5151
Presbo, Fellers & Presbo	CEntrol	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	FIncial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russell M. Seeds Co.	DEloware	7-1045
Sherman & Marquette, Inc.	DEloware	7-8000
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STate	2-7369
Weston-Bornett, Inc.	WHitehall	4-7725
Young & Rubicam	FIncial	6-0750

## Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Richard Bradley Associates	WHitehall	4-5543
Dirk Courtenay & Associates	INdependence	3-0225
Louis G. Cowan & Co.	RAndolph	6-2022
Chortac-Coleman Productions	RAndolph	6-6150
Chicago Recording Co.	CEntrol	6-5275
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	DEloware	7-8800
Feature Productions	STate	2-8999
Green Associates	CEntrol	6-5593
Wendell Hall Music Maker Prod.	GRaceland	2-6418
Hollywood Recorded Features, Inc.	LOngbeach	1-6730
William Morris Agency	STate	2-3632
Jewell Radio Productions	FIncial	6-4474
Beulah Korney, Inc.	STate	2-5060
Herbert S. Loufman	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.	CEntrol	6-4144
Music Corp. of America	DEloware	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
Hol Tate Radio Productions	SHeldroke	3-0880
Tele-Radio Creations, Inc.	MOhawk	4-0015
Television Adv. Productions, Inc.	STate	2-5941
Wright Radio Productions	SUperior	7-1280
Federic W. Ziv Co.	FRanklin	2-8917

## News Agencies and Ass'ns.

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

# Radio and Television TELEPHONE NUMBERS in LOS ANGELES



## AM Radio Stations

KALI (Pasadena)	RYan 1-7149
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
KGFJ	HILLside 0201
KGIL (San Fernando)	STANley 7-3467
KHJ	HUdson 2-2133
KIEV (Glendale)	CHARleston 5-2388
KLAC	HUdson 2-7311
KMGGM	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
KVUN	HOLLYwood 5771
KVVC	MICHigan 4784
KWIK (Burbank)	CHARleston 0-2111
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
KMGGM	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	HUdson 2-2301
KTSL	HUdson 2-2133
KTTV	HUdson 2-1301

## Networks

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

## Station Representatives

American Jewish Broadcasting	NORMandy 2-5546
Avery-Knodel, Inc.	TUCKer 2095
Walter Biddick Co.	RICHmond 6184
John Blair & Co.	GRAnite 6103
Blair TV, Inc.	GRAnite 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 Repr., Inc.	HILLside 2450
Forjoe & Co.	DUNkirk 2-1171
Free & Peters	HOLLYwood 9-2151
Gene Grant & Co.	YORk 8812
W. S. Grant Co.	VANDyke 6341
Irene Griffith Co.	HUdson 2-7391
Headley-Reed Co.	HILLside 7738
George P. Hollingbery	MADison 6-3633
The Katz Agency	TUCKer 3219
Keenan & Elckelberg	DUNkirk 2-8458
Joseph Hershey McGillvra, Inc.	DUNkirk 7-4388
Tracy Moore	HOLLYwood 9-5408
NBC-KNBH Spot Sales	HOLLYwood 9-6161
Benton Paschall Co.	HOLLYwood 9-5237
John Pearson Co.	DUNkirk 7-4388
Edward Petry Co.	MICHigan 8729
Radio Sales	HOLLYwood 9-1212
Wm. G. Rombeou Co.	DUNkirk 9-8281
Paul H. Raymer	HUdson 2-2376
Walker Co.	DUNkirk 2-3200
Weed & Company	HILLside 8611
Western Radio Soles	GRAnite 0656

## Advertising Agencies

Abbott Kimball Co., Inc.	DUNkirk 7-7305
Ad Associates	TUCKer 5713
R. H. Alber Co.	HOLLYwood 9-8273
Allied Advertising	DUNkirk 7-7331
Anderson-McConell	WEBster 8139
Associated Advertising Agency, Inc.	DUNkirk 8-3145
Atherton Advtg.	WEBster 3-3488
N. W. Ayer & Son	HEmpstead 4871
Boll & Davidson, Inc.	YORk 7947
Banning Co.	DUNkirk 8-3456
Bass-Luckoff of Hollywood	BRADshaw 2-3396
Ted Botes, Inc.	HOLLYwood 9-2161
Botten, Barton, Durstine & Osborn (Hollywood)	HOLLYwood 9-7337
(Los Angeles)	WEBster 1-1234
Beumont & Hohman, Inc.	MADison 9-2676
Benton & Bowles, Inc.	HILLside 9151
Berghoff Associates, Inc.	BRADshaw 2-2625
Biow, Inc.	HEmpstead 2377
W. Earl Bothwell, Inc.	GRAnite 6114
Botsford, Constantine & Gardner	VANDyke 0796
Brisacher, Wheeler & Stoff	WEBster 8143
Buchanan & Co.	DUNkirk 8-2313
Leo Burnett Co. Inc.	DUNkirk 8-8131
Compbell-Ewold Co.	RICHmond 6204
Cecil & Presbry, Inc.	HEmpstead 2324
Coleman-Jones	MADison 6-5869
Compton Advertising, Inc.	HOLLYwood 9-8107
Cunningham & Walsh, Inc.	GRAnite 6131
Dancer, Fitzgerald & Sample, Inc.	HUdson 2-3256
Davis, Harrison, Simmonds	HUdson 2-2311
Roy S. Durstine Inc.	DUNkirk 8-3411
Erwin-Wasey & Co., Ltd.	WEBster 1-1211
William Esty & Company	HUdson 2-3366
Ted H. Factor	DUNkirk 8-8111
Dick Fishell & Assoc.	CRestview 5-4557
Foote, Cone & Belding (H'wood)	HOLLYwood 9-6265
Foote, Cone & Belding (L. A.)	MICHigan 7651
Frank Ford	GLADstone 1768
A. Newton Free Co.	MICHigan 1195
John F. Freiburg & Co.	NORMandy 3-2111

## Radio-TV Telephone Numbers in Los Angeles

General Advtg. Hempstead 5129  
 Glasser-Coiley DUnkirk 4-2141  
 Glenn Gordon VAndick 1466  
 Grant Adv. Inc. HOLlywood 9-5371  
 Will Grant TRinity 1384  
 Harrington-Whitney & Hurst WEBster 3-5577  
 Heasley & Heasley CRestview 5-6875  
 Hixson & Jorgensen, Inc. MUTual 8331  
 Honig-Cooper Co. PRespect 5317  
 Irwin-McHugh BRAdshaw 2-5455  
 W. C. Jeffries Co. DUnkirk 2-8271  
 Dona Jones Co. TUCKer 6131  
 Raymond Keane WEBster 1-1489  
 Edwards S. Kellogg Co. DUnkirk 2-8811  
 Kenyon & Eckhardt Hillside 8368  
 William Kester Hillside 9251  
 J. B. Kiefer DUnkirk 2-8373  
 Kudncr, Inc. HEMnstead 4915  
 Londer-Young DUnkirk 8-7194  
 Leanen & Mitchell, Inc. CRestview 1-7221  
 Lockwood-Shackelford DUnkirk 8-3121  
 Dudley L. Logan MADison 9-1694  
 Mack-Wharton Richmond 7-5477  
 Mays & Co. TRinity 8534  
 McCann-Erickson Hillside 8269  
 McKee, Burns & McKee HOLlywood 9-1107  
 McNeill & McCleery HUDon 2-2337  
 Dan B. Mincer TRinity 9711  
 Thomas Moady & Assoc. DUnkirk 2-1127  
 Raymond R. Morgan HEMnstead 4191  
 H. C. Morris & Co., Inc. Hillside 8233  
 Murray-Dymock-Carson, Inc. WEBster 5277  
 Needham, Louis & Brorby HUDon 2-2391  
 Nelson Advtg. Service Michigan 0548  
 Mike Newman & Associates HUDon 2-1208  
 N. J. Newman TRinity 7664  
 Pacific Advtg. Service PRespect 5803  
 Lyman Peters, Inc. CHARleston 5-3619  
 Wesley H. Porter HEMnstead 1590  
 L. W. Ramsey Co. HOLlywood 9-3523  
 Larry Raymond Co. YORk 8125  
 Lee Ringer Advtg. DUnkirk 7-8131  
 Roche-Eckoff & Assoc. HOLlywood 9-5363  
 Rockett-Lauritzen REPUBLIC 2-9141  
 Ross-Gardner-White DUnkirk 7-7211  
 Ruthrauff & Ryan Hillside 7593  
 Ross Sawyer WEBster 6275  
 Scholts Advtg. Service Michigan 2396  
 Russel M. Seeds HUDon 2-1276  
 Seidel Advtg. HUDon 2-7296  
 The Show Co. MUTual 5161  
 Dean Simmons WEBster 2-5787  
 Smith, Bull & McCreey HEMnstead 5671  
 Borton A. Stebbins TRinity 8821  
 Sudler Co. TRinity 0709  
 Sullivan, Stauffer, Colwell & Bayles, Inc. Hillside 2119  
 Taggart & Young WEBster 3-8108  
 J. Walter Thompson Co. (Hollywood) Hillside 7241  
 (Los Angeles) MADison 2661  
 The Tullis Co. HEMnstead 6831  
 Universal Advtg. Hillside 8218  
 Van der Boom Hunt, McNaughton, Inc. MADison 6-8337  
 Wade Advtg. Michigan 8608  
 Warwick & Legler HEMnstead 8163  
 R. W. Webster MADison 9-2283  
 Milton Weinberg Co. TUCKer 4111  
 Adalphe Wenland CRestview 4-5241  
 Word Wheelock Co. Hillside 9221  
 Western Advtg. Inc. DUnkirk 7-7367  
 Young & Rubicam HOLlywood 9-2734

## Radio-TV Program and Transcription Cos.

Audio-Video Recorders, Inc. CRestview 5-4373  
 Bill Bates HEMnstead 6062  
 B & B Recording Studios THornwall 1397  
 George R. Bentel & Assoc. GRANite 8608  
 Wolter Biddick Co. Richmond 6184  
 Capitol Records HOLlywood 9-8171  
 The Cardinal Co. HEMnstead 1177  
 Eddie Chevie Productions CRestview 4-5403  
 Leslie Clucos HOLlywood 5111  
 Columbia Records, Inc. BRAdshaw 2-5411  
 Commodore Productions HOLlywood 9-8229  
 Bing Crosby Enterprises BRAdshaw 2-2771  
 Crosby & Fogle GRANite 3171  
 Des Autels & Grahm HUDon 2-2291  
 Jerry Devine Productions HUDon 2-1228  
 Eccles Recordings, Inc. Hillside 8351  
 Electro-Vox Recording Studio CLadstone 2189  
 Bruce Eells & Assoc. HOLlywood 9-5869  
 Jerry Fairbanks Productions HUDon 2-1101  
 Finley Transcriptions, Inc. BRAdshaw 2-5841  
 Five Star Productions HOLlywood 9-5280  
 General Artists Corp. CRestview 1-8101  
 General Radio Productions BRAdshaw 2-6211  
 Mitchell Gerts Agency, Inc. CRestview 4-5491  
 Grace Gibson Productions GRANite 5543  
 John Guedel Productions HEMnstead 5186  
 Andrew G. Hickox Productions HOLlywood 9-2281  
 Hollywood Central Recording Studio HEMnstead 0270  
 Hollywood Music Recording Studios HEMnstead 5407  
 Inter-Calif. Besta. System MUTual 2759  
 Robert Kenneth James, Inc. CRestview 4-6041  
 Robert Joseph Television Productions UNSet 1-1331  
 Lawrence & Lee Productions CLadstone 5242  
 Lawrence Productions GRANite 5543  
 C. P. MacGregor Sound Studios DUnkirk 4-4191  
 Ted MacMurray & Co. Hillside 4305  
 Mayfair Transcription Co. CRestview 1-8151  
 Fred C. Mertens & Assoc. DUnkirk 3-3732  
 Les Mitchel Productions Florida 3-1105  
 Monogram Radio Programs, Inc. CLadstone 8045  
 Music City HOLlywood 9-8211  
 Ed Paul Phillips Agency HUDon 2-7245  
 Precision Recording Co. PLeasant 5-7631  
 George Logan Price, Inc. DUnkirk 3-3732  
 Radio Recorders, Inc. HEMnstead 3282  
 Radiovision Productions HOLlywood 9-7079  
 RCA Victor Division Hillside 5171  
 (Recording Studios) HEMnstead 6811  
 Jack Rnurke Productions HEMnstead 7178  
 James L. Soehier Agency, Inc. CRestview 1-7331  
 Script Associates MADison 6-6476  
 Sentinel Productions HEMnstead 6828  
 Standard Radio Transcription Service, Inc. WEBster 9-951  
 Richard Strout Productions HUDon 2-7145  
 Studio & Artists Recorders Hillside 8741  
 Sunshine Audio Sales & Service ORean 2-7424  
 Teevco Film Co. CRestview 1-0704  
 Tel-Air Associates CLadstone 2070  
 Telefilm, Inc. HOLlywood 9-7205  
 Telemount Pictures, Inc. HOLlywood 9-8371  
 Telepix Corp. Hillside 8351  
 Tele-Radio, Inc. CRestview 6-7371  
 Tele-Sound Productions HEMnstead 0270  
 Television Films of America CLadstone 2624  
 Teleways Radio Productions BRAdshaw 2-1447  
 The Thomos Co. Hillside 6564  
 TV Ads, Inc. DUnkirk 8-1323  
 20th Century Television CRestview 5-6875  
 United Productions of America CHARleston 0-7171  
 Universal Recorders HOLlywood 9-8282  
 Vallee-Video Hillside 6118  
 Wilding Picture Productions of Calif. WEBster 0183  
 Fletcher Wiley Productions HOLlywood 9-1212  
 Hal Wilson Productions HOLlywood 9-1714  
 Herbert Wixson UNSet 2-3580  
 World Broadcasting System HEMnstead 5121  
 WRS, Recording Lab. CLadstone 1454  
 Frederic W. Ziv HEMnstead 5121

## Radio-TV Phone Numbers in LOS ANGELES

### Radio Artists Agencies

Larry Allen	HEmpstead 0421
American Federation of Radio Artists	Hillside 5125
Artists Agency Corp.	CRestview 6-1071
Stanley Bergerman	CRestview 6-3195
Phil Bloom	CRestview 4-6064
Business Administration Co.	CRestview 6-7071
Century Artists	HUdson 2-1283
Cinema Authors & Artists Agcy.	CRestview 6-6241
Columbia Artists Management	HEmpstead 5316
Hallam Cooley Agcy.	CRestview 5-6161
Jack Creamer	GLadstone 9683
Everett N. Crosby	BRadshaw 2-2771
Ken Dolan & Co.	HOLlywood 9-3558
Famous Artists	CRestview 1-5222
Federal Artists Corp.	CRestview 5-5251
Ferry & Pickman	CRestview 5-4588
Frederick Bros.	CRestview 1-6244
General Artists	CRestview 1-8101
Mitchell Gertz	CRestview 4-5491
Bruce Gear	CRestview 5-1660
Goldstone Agcy.	CRestview 6-1071
Mitchell J. Hamilburg	CRestview 5-4171
Hartford Agency	CRestview 4-5416
Lou Irwin	CRestview 1-7131
Sam Jaffe	CRestview 6-6121
Poul Kohner	CRestview 1-5165
Earl Kramer	CRestview 6-2338
Levee-Short	CRestview 5-0626
Levee-Stark	CRestview 1-5781
A. & S. Lyons	CRestview 1-6131
McConkey Artists Corp.	HEmpstead 7141
MCA Artists, Ltd.	CRestview 6-2001
Monter-Gray	CRestview 1-1191
William Morris	CRestview 1-6161
George Rosenberg	CRestview 1-8121
Radio Registry	Hillside 8321
Radio Artists Corp.	CRestview 1-7111
Art Rush	Hillside 5161
The Salkow Agcy.	CRestview 1-9134
James L. Saphier	CRestview 1-7231
Schwarz Agency	CRestview 4-6301
Louis Shurr	CRestview 1-1116
Edward Sherman	CRestview 5-0186
Stempel-Olenick	CRestview 1-7141
A. George Volck	CRestview 6-3121
D. M. Winkler	CRestview 1-7244
Chas. Wendling	CRestview 6-2348

### Publications

Broadcasting-Telescoping	HEmpstead 8181
Hollywood Reporter	Hillside 7411
<b>RADIO DAILY</b>	<b>GLadstone 8436</b>
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

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

### Federal Departments and Agencies

American National Red Cross	REpublic 8300
Archives, National	DIstrict 0520
Capitol U. S. (Senate, House of Reps.)	NATIONAL 3120
Censors, Bureau of the	TRinidad 3000
Commerce, Department of	STERling 9200
Copyright Office—Library of Congress	NATIONAL 2722
Court of Customs & Patent Appeals	NATIONAL 4694
Executive Mansion	NATIONAL 1414

### FEDERAL COMMUNICATIONS

<b>COMMISSION</b>	<b>EXecutive 3620</b>
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	REpublic 6700
Army, Department of The	REpublic 6700
Navy, Department of The	REpublic 7400
National Research Council	EXecutive 8100
Patent Office	STERling 1200
Post Office Department	DIstrict 5360
Radio Correspondents' Galleries—Capitol (Senate & House of Reps.)	NATIONAL 3120
Radio Script & Transcription Exchange	REpublic 1820, Ext. 2225
State, Department of	REpublic 5600
Supreme Court of The U. S.	EXecutive 1640
White House	NATIONAL 1414
Blair House	REpublic 1681

### Non-Governmental

Clear Channel Broadcasting Service	EXecutive 0255
Frequency Modulation Ass'n.	HUdson 7170
National Association of Broadcasters	DEcatur 9300
National Press Club	REpublic 2500

### RADIO DAILY

Wisconsin 3271  
HOhart 7627  
NATIONAL 2292

Radio Manufacturers' Association	NATIONAL 4901
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### AM Radio Stations

WARL	OWens 7800
WBCC	OLiver 2800
WEAM	OWens 7100
WFAX	FALLS Church 0900
WGAY	SHepherd 1050
WINX	REpublic 8000
WMAL	NATIONAL 5400
WOL	METropolitan 0010
WOOK	STERling 7265
WPIK	OVERlook 3000
WQQW	EXecutive 8676
WRC	REpublic 4000
WTOP	METropolitan 3200
WWDC	NATIONAL 7203

### FM Radio Stations

WASH-FM	DIstrict 1356
WCFM	REpublic 8688
WRC-FM	REpublic 4000
WWDC-FM	NATIONAL 7203

### Television Stations

WMAL-TV	NATIONAL 5400
WNBW	REpublic 4000
WOIC	STERling 0600
WTTG	STERling 5300

### News Services

Associated Press	DIstrict 1500
International News Service	NATIONAL 1733
Transradio Press	NATIONAL 1178
United Press	EXecutive 8480

# *NBC...America's No.1*

\* *In the long run*, it's results that count . . . solid, measurable results that have linked these national advertisers to NBC year after year, together with dozens of other leaders now building up similar long runs . . . obvious effectiveness that in 1949 won 24 new network sponsorships for NBC . . . busiest network in America.

THE NATIONAL BROADCASTING COMPANY

*A service of Radio Corporation of America*

★ *on NBC for more than 20 years:*

The American Tobacco Company

Bristol-Myers Company

Cities Service Company

General Foods Corporation

General Mills, Incorporated

Standard Oil Company of California

National Dairy Products Corporation

The Procter & Gamble Company

Radio Corporation of America

Sterling Drug, Incorporated

Sun Oil Company

★ *on NBC for more than 10 years:*

Brown & Williamson Tobacco Corporation

# *Advertising Medium*

★ *on NBC for more than 15 years:*

American Home Products Corporation

B. T. Babbitt, Incorporated

Colgate-Palmolive-Peet Company

The Firestone Tire and Rubber Company

S. C. Johnson & Son, Incorporated

Miles Laboratories, Incorporated

Philip Morris & Company, Ltd., Inc.

Campana Sales Company

E. I. du Pont de Nemours & Company, Inc.

Lever Brothers Company

Lewis-Howe Company

Liggett & Myers Tobacco Company

Manhattan Soap Company

The Pure Oil Company

R. J. Reynolds Tobacco Company

Skelly Oil Company

# BENRUS SALUTES

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

## BENRUS

*official watch of famous airlines\**

\*Reg. U. S. Pat. Off.





# RADIO HOLDING ITS OWN AS TELEVIEWING EXPANDS

by

**BILL SILAG**

Staff Writer, Radio Daily

**A** STATISTICAL analysis of TV's highly publicized impact on audio broadcasting reveals, on an overall basis, that radio is more than holding its own in set ownership, estimated listening hours and time and talent billings.

As of January 1, 1950, there were in operation almost 3,000 AM and FM stations blanketing the country as against only 98 video outlets in slightly more than 50 cities each servicing a 40-mile listening area. And, as of this writing, there are in use in excess of 80 million audio receivers as compared with an estimated four million TV sets.

A. G. Nielsen, of Nielsen-Ratings, says that radio homes have increased from 28,000,000 in 1940 to 39,281,000 this year. He says that it would be a "serious error" for advertisers to conclude now that radio is all washed up and that advertising appropriations should be shifted to other media.

He points out that the increase in radio homes has been accomplished by an increase in listening hours per home, and bolsters this statement by directing attention to the 129,000,000 home listening hours in the Jan.-March period of 1943 as compared with the 198,000,000 listening hours in the comparable 1949 period.

Nielsen says that TV's impact on daytime radio listening is negligible following the introduction of a TV receiver into the home, but adds that the impact is more telling in the evening hours. He reports that in the first four months of 1949, radio listening was down only 2 per cent in all areas, only 5 per cent (presumably an effect of TV) in metropolitan areas, and was up 4 per cent in medium cities and 2 per cent in small towns and rural areas.

Any predictions, he admits, regarding future TV effects on radio involves many unresolved questions; however, in

1954, says Nielsen, 38 per cent of the 13,100,000 radio homes in 500,000 population cities will have TV; 36 per cent of the 13,800,000 radio homes in 5,000 to 500,000 population cities will be TV equipped; and, in rural areas, only 4 per cent of an estimated 16,100,000 radio homes will have video.

Considering radio listening in TV equipped homes, the *Second Quarterly Status of The Television Industry* states that while AM listening declined immediately following the introduction of video into the home, it gradually increased again over a twelve month period until, during the last four months, it settled at a point not far below that originally held. It reported a daily average in radio listening of 3.97 hours at the end of 12 months as against an original average of 4.13 listening hours before TV's introduction into the home.

Business-wise, TV affected radio not at all during 1949, nor should it in 1950. Major advertisers, in appropriating TV expenditures, are not changing their radio appropriations for the coming year. Predictions by web execs are for a record radio year in 1950, an opinion which has the full concurrence of agency chiefs, advertisers, trade associations and others who should know.

NBC Research predicts that national spot sales will increase in 1950, as will local station billings; and says that the record breaking web sales of recent years will decline only slightly. \$676,000,000 in radio time expenditures are anticipated for this year.

Video, as radio's chief competitor, should not be underestimated by broadcasters; but the time has not yet come when it should be held in awe. As NBC chief Joseph McConnell says, 1950 will be a good year for "all of us in the radio industry who are nimble of foot and mind."

# "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

# 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..... Tom O'Neil

## **International News Service**

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

### Executives

General Manager..... Seymour Berkson  
Editor-In-Chief..... Barry Faris  
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. and Assistant General Manager..... Oliver Gramling  
Radio News Director..... Tom O'Neil

## **Reuters**

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

### Executives

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

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

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

### Executives

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

## **United Press Associations**


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

### Executives

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



*Still the best mousetrap...*

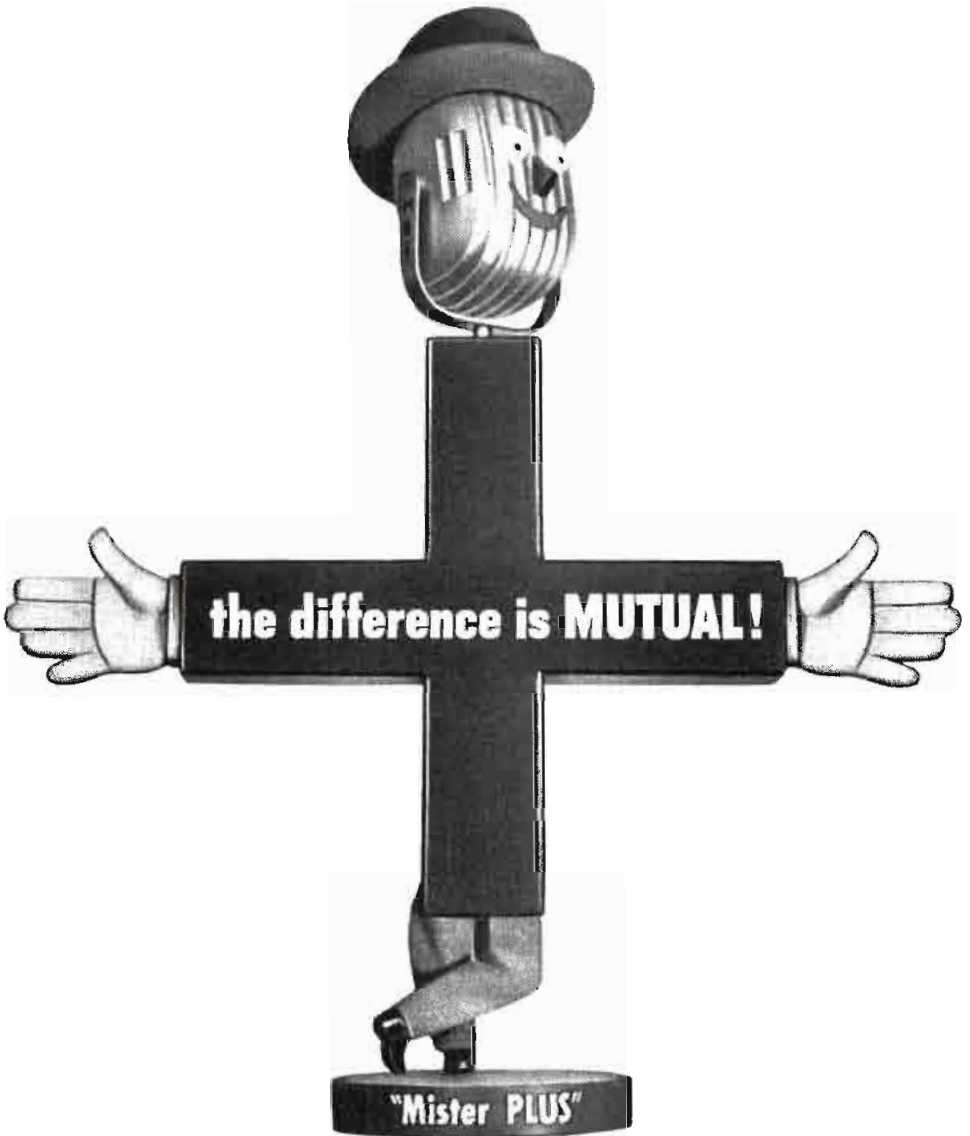


*In all advertising, there's only one medium  
where one advertiser reaches over half the  
families of the country...21,000,000 families!  
...with one program in one month.\*  
He does it with Network Radio...on CBS.*

*The Columbia Broadcasting System*

\*And forty-nine other CBS advertisers reach their customers... everywhere in America week in, week out... at an average cost of approximately 85¢ per thousand people, the lowest cost of actual "advertiser circulation" in all major advertising media today.

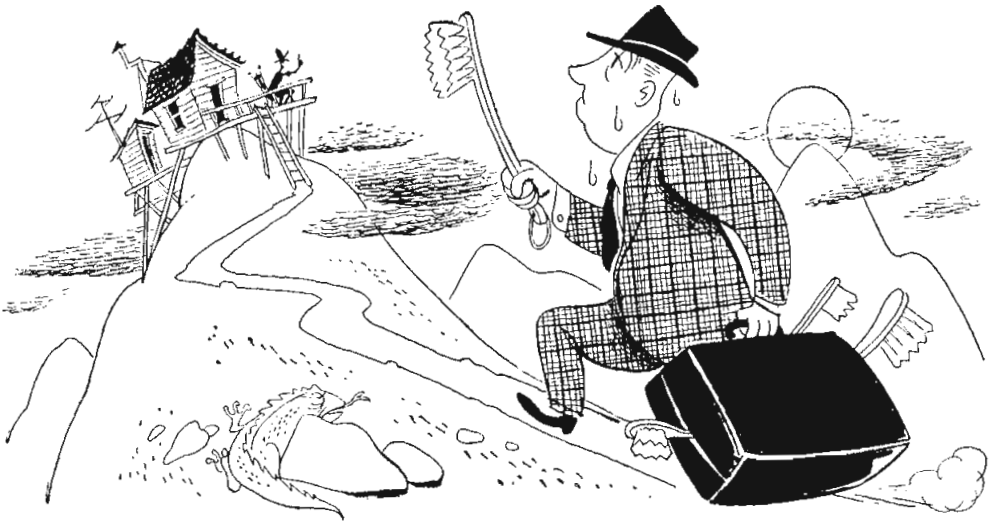
A single symbol  
and four significant  
words . . . to convey  
a new concept  
of network radio  
in 1950:



# NON-COMMERCIAL AM STATIONS OF THE U. S.

As Listed By The Federal Communications Commission, Jan. 1, 1950

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>				
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	WMPC	The Liberty St. Gospel Church	1230	250
<b>MINNESOTA</b>				
Minneapolis-St. Paul	KTIS	Nwstrn. Theo. Sem.	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
<b>NEW JERSEY</b>				
Zaraphath	WAWZ	Pillar of Fire	1380	500 d; 1000 n
<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 Agric. College	550	5000
Portland	KBPS	Benson Polytechnic School	1450	100
<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
Stevens Point	WLBL	State of Wisc., Dept. of Agric.	930	5000 d



**Some sales are more profitable than others .**

American Broadcasting Company

**ABC**

NEW YORK • CHICAGO • DETROIT  
LOS ANGELES • SAN FRANCISCO







**. So sell hardest where you sell best!**

**NO MATTER WHAT YOU HAVE TO SELL**

**ABC**

**COVERS AMERICA'S BEST MARKETS—EFFICIENTLY!**

# How One Advertising Agency Looks At Television

No one knows all the answers, today.

But it is unsafe, we believe, to regard Television as anything less than potentially the greatest advertising medium yet known.

Believing that, we have, in the last five years spared no effort to develop facilities which will enable Y&R clients to get an

outstanding value for every dollar spent in the Television field.

And we have told our clients what we believe ourselves; that outstanding values are now and will be increasingly, available.

Young & Rubicam supervises and directs TV advertising for the following clients:

## TELEVISION SHOWS

<i>CLIENT</i>	<i>PROGRAM</i>
Duffy-Mott Company, Inc. ....	"Hollywood Screen Test"
Dictaphone Corporation ....	"Manhattan Spotlight"
General Electric Company ....	"The Fred Waring Show"
General Foods Corporation	
Jello Family of Desserts ....	"The Aldrich Family"
Sanka Coffee ....	"The Goldbergs"
Gulf Oil Corporation ....	"We, The People"
Goodyear Tire & Rubber Co., The ..	"The Goodyear-Paul Whiteman Revue"
International Silver Company ....	"Silver Theater"
Lipton, Inc., Thomas J. ....	"Arthur Godfrey's Talent Scouts"
Schlitz Brewing Company, Jos. ....	"Schlitz Family Parade"
Packard Motor Car Company ....	"Holiday House"

## TELEVISION SPOT CAMPAIGNS

Borden Company, The	General Foods Corporation	Simmons Company
Bristol-Myers Company	Johnson & Johnson	Petri Wine Company
Duffy-Mott Company, Inc.	O-Cedar Cor'n.	

# YOUNG & RUBICAM, INC.

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

# BUSINESS

Agency and Sponsor Network Billings



Research Firms



Advertising Agencies



Radio-TV Station Representatives

# NINETEEN FIFTY





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

Again in 1949, as in years past—more Americans chose BULOVA than any other fine watch in the world.

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

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

**BULOVA WATCH COMPANY, INC.**

FIFTH AVENUE



NEW YORK

# Network Billings

## AGENCY AND SPONSOR

### American Broadcasting Co. 1949 Agency Gross Billings

Dancer-Fitzgerald-Sample, Inc.	\$5,185,036
J. Walter Thompson Company	3,586,220
McCann-Erickson, Inc.	2,202,688
Lennen & Mitchell, Inc.	2,122,919
Hutchins Advertising Co., Inc.	1,964,929
Leo Burnett Company, Inc.	1,916,781
The Biow Company, Inc.	1,848,107
Wm. H. Weintraub & Co., Inc.	1,590,393
Kudner Agency, Inc.	1,551,131
Young & Rubicam, Inc.	1,401,951
Batten, Barton, Durstine & Osborn, Inc.	1,178,775
Compton Advertising, Inc.	1,074,156
Tatham-Laird, Inc.	1,036,808
Warwick & Legler, Inc.	983,752
Maxon, Incorporated	945,375
Cecil & Presbrey, Inc.	926,891
C. J. La Roche & Co., Inc.	818,438
Sherman & Marquette	813,275
Benton & Bowles, Inc.	809,960
Lawrence C. Gumbinner Adv. Agency, Inc.	809,838
Knox Reeves Advertising, Inc.	678,919
Sullivan, Stauffer, Colwell & Bayles, Inc.	664,231
Needham, Louis & Brorby, Inc.	636,198
Doherty, Clifford & Shenfield, Inc.	607,191
Robert W. Orr & Associates, Inc.	602,382
Geyer, Newell & Ganger, Inc.	192,976
The Joseph Katz Company	396,722
Weinstein & Company	360,352
Roche, Williams & Cleary, Inc.	355,238
H. B. Humphrey Company	348,440
R. H. Alber Company	314,381
Hixson & Jorgensen, Inc.	324,721
Weiss & Geller, Inc.	288,870
MacManus, John & Adams, Inc.	283,951
Raymond Spector Company, Inc.	266,580
Foote, Cone & Belding	211,083
Zimmer-Keller, Inc.	225,631
Roy S. Durstine, Inc.	218,168
Lambert & Feasley, Inc.	202,341
Buchanan & Company, Inc.	170,272
Thwing & Altman, Inc.	160,587
Grey Advertising Agency, Inc.	139,092
Klau-Van Pieterseon-Dunlap Associates	137,811
Tucker Wayne & Company	134,154
Western Adv. Agency, Inc.	125,389
Huber Hoge & Sons	110,480
Gotham Adv. Company, Inc.	105,722
Gardner Advertising Co.	67,021
Hirshon-Garfield, Inc.	61,977
Liller, Neal & Battle Adv. Agency	59,544
The Clements Company, Inc.	58,711

W. L. Gleeson & Company	48,757
Morey, Humm & Johnstone, Inc.	41,015
John C. Dowd, Inc.	38,472
Ewell & Thurber Associates	27,807
MacKenzie-Advertising	24,704
Politicals	24,428
Beaumont & Hohman, Inc.	21,160
Lockwood-Shakelford	20,596
John F. Murray Adv.	15,780
Russell, Harris & Wood, Inc.	13,516
Pacific National Advertising	13,352
Irwin-McHugh Adv. Agency	13,260
Charles W. Hoyt Company, Inc.	13,101
No Agency	11,808
Hill & Knowlton, Inc.	11,761
Wiltman & Callahan	11,710
Furman, Feiner & Co., Inc.	11,181
Philip J. Meany Company	11,036
Brisacher, Van Norden & Staff, Inc.	6,720
Raymond R. Morgan Co.	6,240
Abbott Kimball Co., Inc.	5,981
Cowan & Whitmore Adv. Agency	4,969
Houig-Cooper Company	2,160
Glasser-Gailey, Inc.	1,110
West-Marquis, Inc.	1,050

TOTAL \$12,312,225

### Mutual Broadcasting System 1949 Agency Gross Billings

Cecil & Presbrey, Inc.	\$ 1,872,202
Wade Advertising Agency	1,159,329
J. Walter Thompson Co.	1,211,655
McCann-Erickson, Inc.	1,036,566
Sherman & Marquette, Inc.	956,559
Neal D. Ivey Co.	919,124
Gardner Advertising Co., Inc.	861,119
Benton & Bowles, Inc.	757,195
Kudner Agency, Inc.	688,810
Grey Advertising Agency, Inc.	580,802
Roy S. Durstine, Inc.	566,737
William H. Weintraub Co., Inc.	551,593
Grant Advertising, Inc.	190,180
Sullivan, Stauffer, Colwell & Bayles, Inc.	175,537
Erwin Wasey & Co., Inc.	461,612
Ruthrauff & Ryan, Inc.	456,978
Gotham Advertising Co., Inc.	128,589
Aubrey, Moore & Wallace, Inc.	402,204
Hill Blackett & Co.	387,239
Brown Radio Productions, Inc.	360,302
Walker & Downing	355,345
Stanley G. Boynton Advertising Co.	322,481
Western Advertising, Inc.	299,130
Maxon, Inc.	278,918
H. B. Humphrey Co.	221,478
Huber & Sons, Hoge	211,203

*Since 1898...*

THE  
AGENCY  
OF  
THE  
SHOW  
WORLD



WILLIAM MORRIS  
AGENCY, INC.

NEW YORK • BEVERLY HILLS • CHICAGO • LONDON

## Agency—Network—Sponsor Billings

O'Neil, Larson & McMahon...	172,332
Dorland, Inc. ....	155,917
Glenn-Jordan-Stoetzel, Inc....	141,668
Harry B. Cohen Advertising Co.	122,688
Evans Associates Co.....	113,818
Batten, Barton, Durstine & Osborn, Inc. ....	100,528
St. Georges & Keyes, Inc.....	70,080
Birmingham, Castleman & Pierce, Inc. ....	67,070
Raymond Spector, Inc.....	63,018
Ewell & Thurber Associates...	62,774
Tracy-Locke Co., Inc.....	49,939
Ralph H. Jones Co.....	45,960
Van Sant, Dugdale & Co., Inc..	44,405
William Estly Co., Inc.....	32,860
Crook Advertising Agency....	30,740
Weston-Barnett, Inc.....	23,551
Klinger Advertising Corp.....	20,488
Henri. Hurst & McDonald, Inc..	18,759
Charles W. Hoyt Co., Inc.....	14,560
J. M. Mathes, Inc.....	11,352
Brook, Smith, French & Dor- rance, Inc. ....	8,811
Sorensen & Co.....	8,800
Counselors Advertising Co....	5,876
Furman & Feiner Co., Inc....	5,801
Raymond K. Morgan Co.....	5,421
Smith, Bull & McCreery, Inc...	5,340
Leo Burnett Co., Inc.....	4,518
Brooks & Co.....	4,096
Buchanan & Co., Inc.....	2,904
Charles Schlaifer & Co., Inc...	1,371
<b>TOTAL</b> .....	<b>\$18,071,695</b>

### American Broadcasting Co. 1949 Sponsor Expenditures

General Mills, Inc.....	\$ 4,805,036
Sterling Drug, Inc.....	2,392,910
Swift & Company .....	2,236,448
P. Lorillard Company .....	2,122,919
Pillsbury Mills, Inc.....	2,054,016
Phileo Corporation .....	1,964,929
The Quaker Oats Co.....	1,631,713
Pepsi-Cola Company .....	1,438,414
Libby, McNeill & Libby.....	1,335,742
The Procter & Gamble Co....	1,074,456
A. & M. Dept. of G. E.....	977,168
Equitable Life Assurance Society	909,025
Westinghouse Electric Corp...	904,137
The Norwich Pharmaceutical Co.	809,838
Association of Amer. Railroads	776,341
Gillette Safety Razor Co.....	731,151
The Texas Company .....	677,225
U. S. Steel Corp. of Delaware..	670,775
Derby Foods, Inc.....	636,198
Kaiser-Frazier Sales Corp.....	623,292
Bristol-Myers Company .....	607,491
General Motors Corporation...	603,420
The Andrew Jergens Co.....	602,382
Pacific Coast Borax Co.....	584,620
Seeman Brothers, Inc.....	537,160
Spidel Co. ....	519,469

Nash-Kelvinator Corp. ....	492,976
The Goodyear Tire & Rubber Company, Inc. ....	436,736
The Frank H. Lee Company...	428,351
Philip Morris & Co., Ltd., Inc..	407,425
American Oil Company.....	396,722
Cartier Products, Inc.....	385,558
Chesebrough Mfg. Co., Cons'd..	380,148
Geo. A. Hormel & Co.....	377,456
Eversharp, Inc. ....	365,533
United Electrical, Radio & Machine Workers of America	360,352
Revere Camera Co.....	355,238
Gospel Broadcasting Assn....	344,384
Richfield Oil Corp.....	324,724
Christian Science Pub. Soc....	324,448
Elgin-American Div. of Illinois Watch Case Company.....	288,870
Champion Spark Plug Co....	283,954
Smith Brothers .....	273,673
Bruner-Ritter, Inc. ....	266,580
Fruenaufl Trailer Co.....	225,631
Serutan Co. ....	218,168
H. J. Heinz Company.....	214,224
Phillips Petroleum Co.....	202,341
Toni, Inc., Div. of Gillette Safety Razor Co.....	199,683
General Foods Corporation...	195,006
William H. Wise & Co., Inc...	160,587
The Drackett Co.....	146,971
Club Aluminum Products Co...	143,352
Adam Hat Stores, Inc.....	140,685
Miller Brewing Company.....	137,811
American Bakeries Company...	134,154
Servel, Incorporated .....	130,544
Voice of Prophecy, Inc.....	125,389
Lutheran Laymen's League...	105,722
Petri Wine Company .....	101,943
Radio Offers Company.....	85,485
Farnsworth Tele & Radio Corp.	74,727
The U. S. Air Force Recruiting Service .....	67,021
The Southern Baptist Convention	59,544
P. J. Ritter Co.....	58,711
Globe Mills, Pillsbury Mills, Inc.	53,199
Waltham Watch Company...	48,813
Dawn Bible Students Assn....	48,757
Langendorf United Bakeries, Inc.	44,160
The Anahist Co.....	41,400
Richfield Oil Corp. of N. Y....	41,015
First National Stores, Inc....	38,472
Wilson Sporting Goods Co....	27,806
Doubleday & Company, Inc...	24,995
Stanley Home Products, Inc...	24,909
Beauty Factors, Inc.....	24,704
Politeicals .....	24,428
Greystone Press .....	23,992
Pacific Greyhound Lines.....	21,160
California Medical Association.	20,596
Whitehall Pharmaceutical Company	18,598
National Assn. of Mfrs.....	17,482
Safeway Stores, Incorporated..	14,030
U. S. Sixth Army Command...	13,546
Fisher Flouring Mills Co....	13,352
Budget Finance Plan, Inc.....	13,260
Dr. A. Posner Shoes, Inc....	13,164
Inland Steel Co.....	11,764



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



## Agency—Network—Sponsor Billings

United Steel Workers of Amer.	11,740
The Textile Workers' Union of America	11,184
Green Spot, Inc.	11,036
Butler Packing Company	6,720
Institute of Religious Science	6,210
Regal-Amber Brewing Co.	5,981
R. C. W. Enterprises	4,969
Fisher Body Div. Gen. Motors Corp.	4,022
Dr. Hiss Shoe Stores	2,160
Mode O'Day Corp.	1,410
Gen. Petroleum Corp. of Calif.	1,050
<b>TOTAL</b>	<b>\$42,842,225</b>

### Mutual Broadcasting System 1949 Sponsor Expenditures

Miles Laboratories, Inc.	\$ 1,316,129
Philip Morris & Co., Ltd.	1,310,050
Johns-Manville Corp.	1,211,655
Ralston-Purina Co.	1,196,956
Ronson Art Metal Works	1,142,964
National Biscuit Co.	1,066,566
Quaker Oats Co.	956,559
Bayuk Cigars, Inc.	919,124
General Foods Corp.	757,195
U. S. Tobacco Co.	688,810
Serutan Co.	566,737
Cudahy Packing Co.	490,180
R. B. Semler, Inc.	461,612
Lutheran Laymen's League	428,589
Williamson Candy Co.	402,201
Wander Co.	387,239
Mutual Benefit Health & Accident Ass'n of Omaha	373,394
Mail Pouch Tobacco Co.	369,905
Helbros Watch Co.	363,201
Noxzema Chemical Co.	336,079
Radio Bible Class	322,481
Voice of Prophecy Inc.	299,130
Gillette Safety Razor Corp.	278,918
Christian Reformed Church	255,486
Doubleday & Co.	197,337
Trimount Clothing Co.	179,099
Rhodes Pharmaceutical Co.	172,332
Shotwell Manufacturing Co.	143,200
Carter Products Inc.	139,458
National Council of Protestant Episcopal Churches	128,871
Grove Laboratories, Inc.	122,688
Kaiser-Frazer Corp.	103,194
Delaware, Lackawanna & Western Coal Co.	83,581
Piedmont Shirt Co.	72,016
Benjamin Moore & Co.	70,080
Murine Co.	69,248
Conti Products Co., Inc.	67,070
Universal Carloading & Distributing Co.	63,048
Wilson Sporting Goods Co.	62,771
First Church of Christ Scientist	50,875
Burrus Mill & Elevator Co.	49,939
Miami Margarine Co.	45,960
Fram Corp.	44,405
Greystone Press	41,729
R. J. Reynolds Tobacco Co.	32,860
International Milling Co.	30,740
H. C. Cole Milling Co.	27,795
George A. Hormel Co.	25,560
American Bird Products, Inc.	23,554
Ace Markets, Inc.	20,488
Perfect Circle Co.	18,759
Political	11,511
Capeheart-Farnsworth, Inc.	11,352
Radio Offer Co.	8,962
Hudson Motor Co.	8,811
Halliercrafters Corp.	8,800
Faydrex Corp.	5,876
Shipstad & Johnson	5,340
White King Soap Co.	5,421

Wally Frank, Ltd.	4,904
Brown Shoe Co.	4,518
Charles B. Silver Co.	4,096
Paramount Pictures, Inc.	2,901
Twentieth Century-Fox Corp.	1,371
<b>TOTAL</b>	<b>\$18,071,695</b>

Note: December billings estimated.

### American Broadcasting Co. TV Industrial Classifications

Foods and Food Products	\$ 285,017
Automobiles, Trucks and Accessories	214,263
Drugs and Toilet Goods	208,577
Publications	131,063
Radios, Refrigerators, Phono & Electrical Appliances	123,169
Beverages	120,852
Cigars, Cigarettes and Tobacco	119,087
Lubricants, Petroleum Products and Fuel	80,448
Clothing and Dry Goods	33,804
Religion	31,271
Photographic Equipment	29,752
Hardware	11,643
Toys	1,560
Miscellaneous	1,485
<b>TOTAL</b>	<b>\$ 1,391,991</b>

### American Broadcasting Co. 1949 TV Advertisers

The B. F. Goodrich Co.	\$ 132,595
Time, Inc.	131,063
The Kellogg Company	128,712
Admiral Corporation	123,169
P. Lorillard Company	114,941
Canada Dry Ginger Ale, Inc.	86,082
General Mills, Inc.	75,027
Sun Oil Company	72,958
International Cellulose Prod. Co.	61,512
Bristol-Myers Company	60,166
The Goodyear Tire & Rubber Co.	56,855
Pat Blade Co., Inc.	52,452
Derby Foods, Inc.	47,588
Blatz Brewing Co.	37,770
Chesebrough Mfg. Co Cons'd	33,297
Young People's Church of the Air	31,271
Bell & Howell Co.	29,752
Chevrolet Dealers Assn., Inc.	24,813
Libby, McNeil & Libby	24,780
A. Stein & Company	22,814
The Delta Mfg. Company Div. of Rockwell Mfg. Co.	11,613
A. Sagner's Son, Inc.	10,960
American Bakeries Company	8,910
The Texas Company	7,490
R. J. Reynolds Tobacco Co.	4,146
The Lionel Corp.	1,560
American Jewish Congress	1,485
Gillette Safety Razor Co.	1,150
<b>TOTAL</b>	<b>\$ 1,391,991</b>

### American Broadcasting Co. 1949 Gross Monthly Billings

Month	1949
January	\$ 4,067,907
February	3,845,610



**A. & S. LYONS**  
INC.

MANAGERS OF DISTINGUISHED ARTISTS

22

**YEARS  
OF  
RADIO  
LEADERSHIP**

**NEW YORK**

515  
MADISON  
AVENUE

**BEVERLY HILLS**

177  
SO. BEVERLY  
DRIVE

## Agency—Network—Sponsor Billings

March	4,238,780
April	3,893,736
May	4,030,915
June	3,387,939
July	2,788,103
August	2,544,141
September	3,076,900
October	3,404,713
November	3,406,989
December	3,656,492

**TOTAL** ..... \$12,312,225

### Mutual Broadcasting System 1949 Gross Monthly Billings

Month	1949
January	\$ 1,876,124
February	1,677,257
March	1,775,790
April	1,757,132
May	1,788,790
June	1,403,880
July	1,133,315
August	1,119,361
September	1,178,388
October	1,667,482
November	1,316,963
December	1,376,910

**TOTAL** ..... \$18,071,695

### American Broadcasting Co. 1949 Industrial Classifications

Foods and Food Products	\$13,818,636
Drugs and Toilet Goods	7,056,240
Radios, Refrigerators, Phono & Electrical Appliances	4,544,481
Cigars, Cigarettes and Tobacco	2,530,344
Automobile Trucks and Accessories	2,177,055
Beverages	1,695,188
Laundry Soaps and Cleansers	1,659,076
Lubricants, Petroleum Products and Fuel	1,643,077
Jewelry and Accessories	1,123,732
Insurance and Personal Loans	912,881
Household Furnishings and Accessories	852,392
Transportation and Travel	797,504
Religion	690,036
Steel	670,775
Clothing and Dry Goods	585,770
Publications	534,022
Miscellaneous	452,103
Photographic Equipment	355,238
Toys	90,454
Controversial Issues	40,986
Sporting Goods	27,807
Politicals	24,428

**TOTAL** ..... \$42,342,225

### Mutual Broadcasting System 1949 Industrial Classifications

Foods & Food Beverages	\$ 4,548,605
Cigars, Cigarettes & Tobacco	3,325,653
Drugs & Toilet Goods	2,201,353

Jewelry & Silverware	1,506,165
Religious	1,485,435
Building Materials	1,211,655
Confectionary & Soft Drinks	545,404
Laundry & Household Supplies	495,601
Finance & Insurance	373,394
Paints & Hardware	348,998
Clothing & Dry Goods	265,633
Stationery & Publishers	239,066
Automobiles & Accessories	175,169
Miscellaneous	143,054
Lubricant, Petroleum & Fuel	83,584
Sporting Goods	62,774
Radio & Phonographs	20,152

**TOTAL** ..... \$18,071,695

### American Broadcasting Co. 1949 Agency TV Gross Billings

Young & Rubicam, Inc.	\$ 187,918
Balfen, Barton, Durstine & Osborn, Inc.	132,595
Kudner Agency, Inc.	130,659
N. W. Ayer & Son, Inc.	128,712
Lennen & Mitchell, Inc.	114,941
J. M. Mathes, Incorporated	86,082
Dancer-Fitzgerald-Sample, Inc.	75,027
Hewitt, Ogilvy, Benson & Mather, Inc.	72,958
Foote, Cone & Belding	61,512
Doherty, Clifford & Shenfield, Inc.	60,166
Al Paul Leffon Co., Inc.	52,452
Needham, Louis & Brorby, Inc.	47,588
Kastor, Farrell, Chesley & Clifford, Inc.	34,770
McCann-Erickson, Inc.	33,297
J. M. Camp & Company	31,271
Henri, Hurst & McDonald, Inc.	29,752
Campbell-Ewald Co., Inc.	24,813
J. Walter Thompson Co.	24,780
Louis A. Smith Company	22,844
Hoffman & York, Inc.	11,643
I. A. Goldman & Company	10,960
Tucker Wayne & Company	8,910
William Esty Company, Inc.	4,146
Reiss Advertising	1,560
No Agency	1,485
Maxon, Inc.	1,150

**TOTAL** ..... \$ 1,391,991

### American Broadcasting Co. 1949 TV Gross Time Sales

Month	1949
January	\$ 6,273
February	18,674
March	26,352
April	47,359
May	132,146
June	119,835
July	119,674
August	115,002
September	155,480
October	217,199
November	214,660
December	219,337

**TOTAL** ..... \$ 1,391,991

CBS & NBC 1949 Network Billings Not Available

# MONARCH SAPHIN

3 **STUPENDOUS** STORES...  
DISPLAYING THE WORLD'S  
**FINEST** NATIONALLY KNOWN  
**BRANDED MERCHANDISE**



Name it... we've got it! Over 2000 nationally famous products for home use, personal use, office use... gift giving—brand new, current models in original factory cartons—AT BIG SAVINGS. Come in... compare our prices... convince yourself that Monarch Saphin is the place to shop for **QUALITY**... for **SERVICE**... for **SAVINGS**.

#### • TELEVISION

- AIR CONDITIONERS
- REFRIGERATORS
- VACUUM CLEANERS
- WASHING MACHINES
- ELEC. APPLIANCES
- SPORTING GOODS
- RADIOS
- RANGES
- CAMERAS
- LUGGAGE
- DIAMONDS
- JEWELRY
- BICYCLES
- GIFTWARE

SEND FOR FREE 68-PAGE CATALOG

## MONARCH-SAPHIN

NEW YORK • 56 W. 45th St., bet. 5th & 6th Ave.

Open Daily 'til 6 P.M. Thurs. 9 P.M. MU. 2-1470

BROOKLYN • 1640 Bedford Ave., cor. Crown St.

Open Daily and Sat. 10 A.M.-10 P.M. UL. 6-8007

HEMPSTEAD • 120 Main St.

Open Daily and Sat. 10 A.M.-10 P.M. Wed. 10 A.M.-6 P.M.

HE. 2-9182





# SPOT BUSINESS EXPANSION FORECAST FOR 1950

by

**T. F. FLANAGAN**

**Managing Director, National Association of  
Radio Station Representatives**

**N**ATIONAL Spot advertising won added acclaim and recognition in 1949 in the great transition from institutional advertising to practical creation of sales volume at low cost. When the students of advertising go back to study the year of 1949, this change from general to specific advertising will certainly stand out as a highlight of the year.

Now in 1950 a new kind of recognition is coming to National Spot advertising in the more general understanding by advertisers and their advertising agencies of National Spot as a nationwide primary medium for maintaining and increasing volume of business.

All the marketing men agree that our salesmanship lost, during the lush war and post-war years, some of its sharp edge as a marketing tool. That applies to both personal selling and advertising.

1949 was a sort of transition year from the institutional advertising to the specific. There was closer study of markets, of consumer habits, of competition, of the coverage of various media. Out of it came a much sharper attack.

Now in 1950 advertising directors and agency plan men, account men and media men are turning their thoughts toward the power that National Spot advertising has when it is put to its maximum use. Advertising men who once thought of National Spot as a powerful way to introduce a new product, now also think of it as a powerful way to spread that product nationally, and to hold and increase its sales nationally.

Advertising men who used to think of National Spot as a medium to use where the going was hard, or where something supplementary was needed, now think in terms of National Spot as the medium to carry the brunt of the sales burden.

There is a large growth in the number

of advertisers using 250 or more radio stations the year-round to cover the country; to blanket a very large proportion of the 94 per cent of all families in this country who now have one or more radio sets.

One of the causes for this growth of National Spot as a major medium is the recognition of the radio commercial as a complete sales presentation, more powerful than any previously known medium in carrying the consumer all the way from complete lack of knowledge of the product right up to the retailer's counter to call for the product by name.

Television has attracted a great deal of attention to itself as an advertising medium because of its extraordinary power of the commercial to make the complete sale. But television has also awakened advertisers to the same power in AM radio.

There are some studies going on to measure the influence of all year-round advertising as against seasonal. Once the jewelry trade and gift items were considered good only for graduation and Christmas. But, like the greeting cards, Bulova and Ronson have developed quite a business in birthday and anniversary gifts, which occur every day in the year. You could make a list as long as your arm of products that were once considered seasonal, but which have improved by extending their advertising over many more months of the calendar.

Fortunately advertising is blessed with thousands of inquisitive minds, more and more digging up the facts and causes. The second half of the century may well be marked by the introduction of a very substantial amount of science into the art of advertising. The purpose of that science will be the isolation of the causes of sales. In that field there is great promise for larger markets and lower costs.



## RADIO SETS DO NOT LISTEN — PEOPLE LISTEN . . .

and information about listening done by people can best be obtained by other people in a face to face personal interview. This factor of *rapport* is a cardinal principle of Pulse research.

Full undistorted information about listening can only be obtained *after* that listening is done and without previous "warning" to the listener. In the Pulse technique, there is no advance warning to the listeners that their listening is going to be recorded.

Mechanical "gimmicks" measure mechanical usage of radio sets—but not necessarily listening by people.

Properly filled out diaries attempt to measure listening influenced by the silent censorship diaries exert.

Pulse listening data are based on personal interviews with *people* in a true cross section of radio homes, after the listening was done. There is no surprise or confusion of the short quick telephone call.

For information about the radio or TV audience now in 11 markets—Boston, New York, Northern New Jersey, Philadelphia, Washington, D. C., Chicago, Cleveland, Cincinnati, St. Louis, Los Angeles, and San Francisco.

## ASK THE PULSE

110 FULTON STREET

NEW YORK 7, N. Y.

# Research Organizations

## ADVERTEST RESEARCH

133 Albany St., New Brunswick, N. J.  
Phone: CHarter 7-1564  
605 Broad St., Newark, N. J.  
Phone: MITchell 3-0166

## AUDIENCE RESEARCH, INC.

110 E. 42nd St., New York 17, N. Y.  
Phone: MURray Hill 4-5382  
Princeton, N. J.  
Phone: PRIncton 335  
6305 Yucca St., Hollywood, Calif.  
Phone: HILLside 8103

## A. S. BENNETT ASSOCIATES, INC.

347 Madison Ave., New York 17, N. Y.  
Phone: MURray Hill 6-9282

## CROSLY, INC.

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

## ELLIOTT-HAYNES LTD. (Radio Research Division)

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

## C. E. HOOPER, INC.

(Executive Office)  
10 East 40th St., New York 16, N. Y.  
Phone: LEXington 2-3000  
Dry Hill, Norwalk, Conn.  
Phone: NORwalk 8-0606  
230 N. Michigan Ave., Chicago 1, Ill.  
Phone: RANDolph 6-8150  
315 Equitable Bldg., 6253 Hollywood Blvd.  
Hollywood 28, Calif.  
Phone: HOLLYwood 9-3553

## INDUSTRIAL SURVEYS CO., INC.

292 Madison Ave., New York 17, N. Y.  
Phone: MURray Hill 3-0690  
425 N. Michigan Ave., Chicago 11, Ill.  
Phone: MOhawk 4-4600

## JOHN B. KNIGHT CO.

6530 Sunset Blvd., Hollywood 28, Calif.

## RICHARD MANVILLE RESEARCH

15 W. 45th St., New York 19, N. Y.  
Phone: LUXemburg 2-4378

## McKINSEY & COMPANY

60 East 42nd St., New York 17, N. Y.  
Phone: MURray Hill 7-3123  
208 South LaSalle St., Chicago 4, Ill.  
Phone: RANDolph 6-6980

## A. C. NIELSEN COMPANY

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

## NOBLE & SWARS, INC.

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

## OFFICE OF RESEARCH, INC.

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

## ALFRED POLITZ RESEARCH, INC.

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 9-5200

## THE PULSE, INC.

110 Fulton St., New York 7, N. Y.  
Phone: DIGby 9-4532

## RADIO COPY

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

## RADIO REPORTS, INC.

220 East 42nd Street, New York 17, N. Y.  
Phone: MURray Hill 7-6658  
519 Sixth Street, N.W., Washington 1, D. C.  
Phone: Executive 2689  
1642 East 53rd Street, Chicago 15, Illinois  
Phone: Hyde Park 3-3215

## ELMO ROPER

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

## N. C. RORABAUGH CO.

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

## ROSS FEDERAL RESEARCH CORP.

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

## SPOT RADIO SERVICE

545 W. 112th St., New York 25, N. Y.  
Phone: LEXington 2-5032

**TEXACO STAR THEATER**

*Starring*

**MILTON BERLE**

*for*

*The Texas Company*

**LIGHTS OUT**

*for*

*Admiral Corporation*

**TOPS OF THEIR TYPES**  
***in TV ADVERTISING, too!***

**STOP THE MUSIC**

*for*

*Admiral Corporation*

**MARTIN KANE,**

**PRIVATE EYE**

*Starring*

**WILLIAM GARGAN**

*for*

*United States*

*Tobacco Company*



**KUDNER AGENCY, INC.**

**NEW YORK ★ DETROIT ★ WASHINGTON ★ LOS ANGELES ★ SAN FRANCISCO**



# ADVERTISING AGENCIES

RADIO AND TELEVISION

Personnel



Addresses



Phone Numbers



Membership



Network Accounts



Local Accounts

NINETEEN FIFTY





## *Lido Belli*

*NINETEEN* years of successful *ITALIAN* language  
broadcasting over

**RADIO STATION W B N X**

**Progressive Radio Advertising Co.**

260 East 161st Street

New York 51, N. Y.

# ADVERTISING AGENCIES

## Agency Recognition Symbols

- AAAA . . . American Association of Advertising Agencies
- ABC . . . Audit Bureau of Circulation
- ABP . . . Associated Business Papers
- ANPA . . . American Newspaper Publishers' Association
- APA . . . Agricultural Publishers' Association
- BMB . . . Broadcast Measurement Bureau
- CAN . . . Continental Agency Network
- FAAG . . . First Advertising Agency Group
- NAAN . . . National Advertising Agency Network
- NOAB . . . National Outdoor Advertising Bureau
- PPA . . . Periodical Publishers' Association
- SNPA . . . Southern Newspaper Publishers' Association
- TAAN . . . Transamerica Advertising Agency Network

### A. W. ADV., INC.

17 E. 53 St., New York 22, N. Y.  
Phone EL 5-5158  
ANPA—APA

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

### AD FRIED ADVERTISING AGENCY

318 15 St., Oakland 12, Calif.  
Phone: Higate 4-6580

Owner-Radio-TV Dir. . . . . Ad Fried  
Time Buyer . . . . . Ruth Grennan  
TV Librarian . . . . . Ruth Grennan  
Production Mgr. . . . . Joseph A. Babando  
Art Director . . . . . Gerhard Jacobi  
TV Research . . . . . Ad Fried  
Music Director . . . . . Elaine Trigger  
Radio Producers . . . . . Ruth Grennan,  
Joseph A. Babando, Elaine Trigger, Gerhard Jacobi (Art), and Ad Fried  
*Radio Accounts:* Cochran & Celli Chevrolet Dealers, Darling Shops (P. C. only) (Ladies Ready-to-Wear); Bigelow Films (Motion Picture Film); Dr. J. J. Citron Dental Offices, Commercial Truck Sales, Cochran & Celli Home Appliance Stores, Coy Hair Curler, Crescent Jewelry Co., Davi Miracle Foam International (Rug & Upholstery Cleaner); Fox West Coast Theaters (Oakland only); Guarantee Furniture

Co., 30th & San Pablo Warehouse, Henry De Lugach Real Estate, Oakland Lodge No. 324, Moose, General Appliance Co., G & W Refrigeration (Ice Machines); Morse Starrett Products (Wire Rope Cutters); Oakland Frame & Axle Co., Rocil Shoe Co., Rhodes & Jamieson, Ltd., Swans Market, Sports Unlimited, Quality Laundries, West Coast Soap (White Navy), (P. C. Dist.); Powow Scouring Cleanser, (P. C. Dist.); Williams Diary Co., The Quiet Hour, Minit Man Auto Landries, Foster & Louis Insurance, Lo Fare Cab Co., Lou Winston Co.

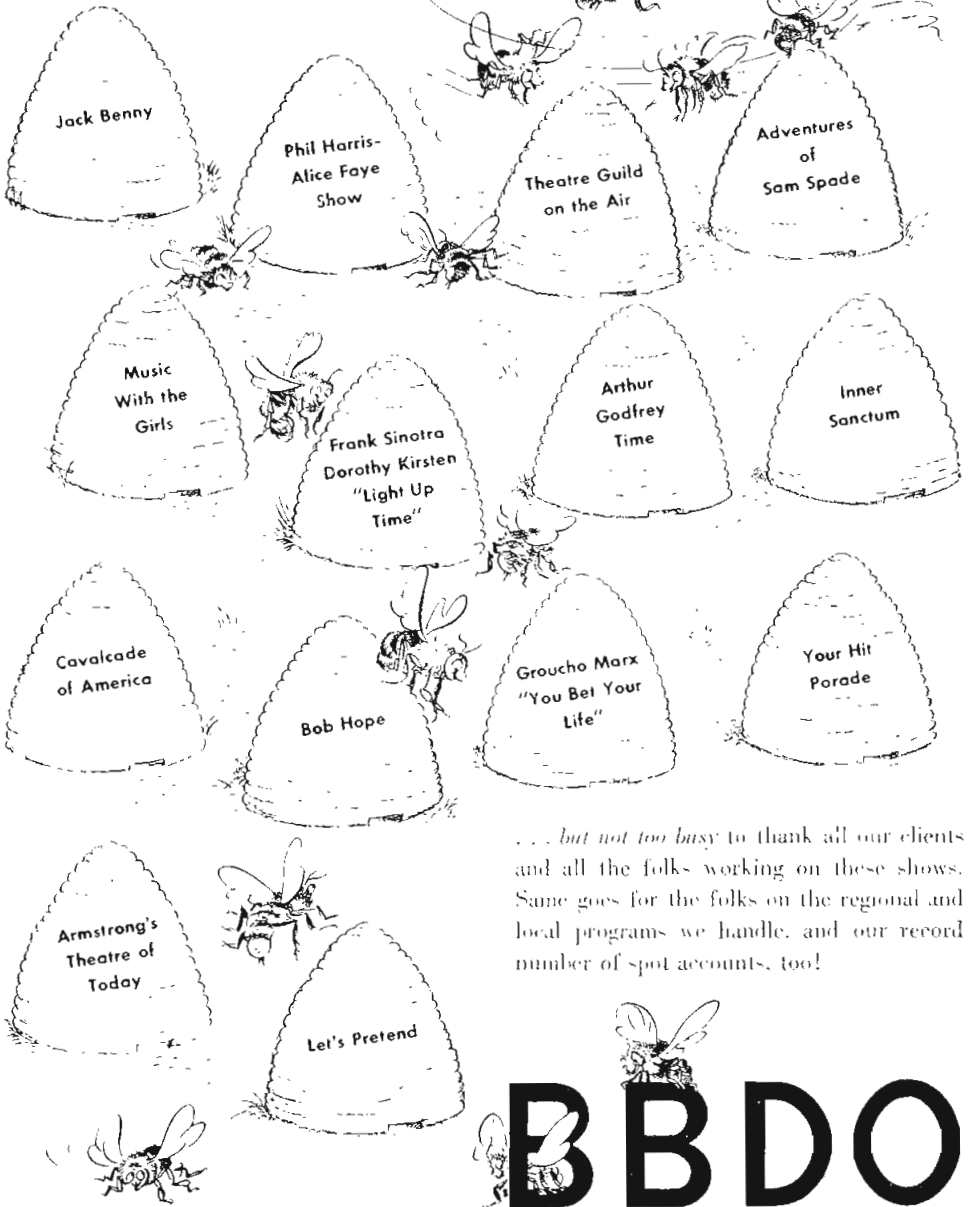
*TV Accounts:* G & W Refrigeration (Ice Making Machines), Oakland-San Francisco; West Coast Soap Co. (White Navy Soap & Powow); Lo-Fare Cab Co. (Taxi Service); The Quiet Hour (Religion); Quality Laundries (Laundry Service to Cleaning Firms).

### WILLIAM HART ADLER, INC.

720 N. Michigan Ave., Chicago 11, Ill.  
Phone: Whitehall 4-5210  
ABP—APA

Pres.-Treas. . . . . William Hart Adler  
V.-P., Secy., Art Dir. . . . . Warren Shuster  
Personnel Dir. . . . . James W. Taylor  
Copy Chief, Radio-TV Dir. . . . . Aaron Adler  
Media & Research Dir. . . . . George Bromberg  
Asst. to Pres. . . . . Kenneth C. Ring  
Acct. Execs. . . . . W. H. Adler,  
Warren Shuster, Aaron Adler, Kenneth Ring, George Bromberg

# We're busy as



... but not too busy to thank all our clients and all the folks working on these shows. Same goes for the folks on the regional and local programs we handle, and our record number of spot accounts, too!

# BBD

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

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

## Advertising Agencies

### ADMASTERS ADVERTISING, INC.

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

President.....John E. Waterfield  
Vice-President.....J. P. Jones, Jr.  
Secretary.....E. H. Bell  
Prod. Mgr.....V. E. VanderSchaat  
Copy Chief.....J. DuVall

### ADVERTISERS' BROADCASTING CO.

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

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

*Radio Accounts:* Foreign Language Programs; General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Sanka Coffee, Instant Sanka, Yuban Coffee, Post Toasties, Grape-Nuts Flakes); Horowitz-Margaretten (Food Products); I. Rokeach & Sons, Inc. (Food Products, Soaps, Cleansers); Breakstone Bros. (Dairy Products); R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O, Glim); Whitehall Pharmaceutical Co. (Anacin); The Best Foods, Inc. (Heekers' Cream Farina, H-O Oats, Hellmann's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sun-sweet Prune Juice, Mott's Apple Juice); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); American Maize Products Co. (Amazo Instant Dessert); Florida Citrus Exchange (Florigild Orange & Grapefruit); The Birkett Mills (Wolff's Buckwheat Products); Arnold Bakers (Arnold Bread); Campbell Soup Co. (Campbell's Soups); Cream of Wheat Co. (Cream of Wheat); J. L. Prescott Co. (Dazzle); Gordon Baking Co. (Silvercup Bread); Pet Milk Sales Corp. (Pet Milk); Lever Bros. Co. (Spry); Procter & Gamble Co. (Crisco, Tide); Maltex Co., Inc. (Maltex Cereal); G. Washington Coffee Co. (G. Washington Instant Coffee); Public National Bank & Trust Co.

### ADVERTISING COUNSELORS

Spreckels Bldg., San Diego 1, Calif.  
Phone: M-8016 & B-7832

Owner.....Buckleigh Oxford  
Manager.....Terese Oxford  
Chief Acct. Exec.....Mary Alice Haggard  
Copy Chief.....W. E. Kiser  
Art & Layout.....Harold B. DePute  
Production.....Esta Burton

Producer-Director.....Buckleigh Oxford  
Writer.....W. E. Kiser  
Chief Acct. Exec.....Mary Alice Haggard  
Production.....Esta Burton

*Radio Accounts:* Arey-Jones Co., Fackler Motor Service, Hammond's Dept. Store, Huff Rug Stretcher, Iowa Farmer, Las Palmas Clinic, Lory Dry Cleaner, Modern Furniture Co., Nooman Furs, McChesney Specialty Works, Pacific Surplus Co., SD & AE Southern Pacific, Uncle Ed, McChesney Specialty Works (Drink, Founts, Drink Master, for Poultry) Cardiff; Willis H. Fletcher Co., Charles H. Nelson (Jewelry-Gen. Merchandise), Independent Sales Co. (Model Planes) San Diego; Huff Rug Stretchers, Da Mesa; Desert Air Lodge (Sanitarium Joshua Tree); Amethyst (Sanitarium) San Diego, Calif.

### ADVERTISING, INC.

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

Phones: 3-2800, 3-2809

ABP—ANPA—APA—FAAG—NOAB  
PPA—SNPA

President & Treas.....J. Lynn Miller  
Vice-President.....M. T. Miller  
Secretary.....A. G. Timewell  
Production Mgr.....F. T. Cooke  
Art Director.....Robert Bowers

#### Radio-TV Dept.

TV Director.....Aubrey F. Watson  
Assistant.....Harry Cornet  
Copy.....Jane Morris

#### Branch Office

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

Manager.....A. F. Watson  
*Radio Accounts:* Virginia Electric & Power Co. (Public Utility), Commonwealth Motors, Inc. (Ford Automobiles), Henry Haase (Furs), Virginia Dairy (Milk products), Richmond, Va.

*TV Accounts:* Meyer Greentree, (Men's clothing), Richmond, Va.

### AGENCY SERVICE CORP.

66 E. S. Water, Chicago 1, Ill.  
Phone: Central 6-5255

ABP—ANPA—APA—NOAB—PPA

Vice-Pres. & Gen. Mgr.....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), Family Life Ins. Co. (Insurance), Chicago; Wis. Div. American Automobile Assu. (Auto Club Service & Insurance), Madison, Wis.

*TV Accounts:* Travel Bureau, Chicago Motor Club (Travel information & reservations), Chicago.

**SHERMAN & MARQUETTE**

*ADVERTISING*



CHICAGO

NEW YORK

HOLLYWOOD

**Advertising Agencies**

**THE AITKIN-KYNETT CO.**

1400 South Penn Square,  
Philadelphia 2, Pa.  
Phone Rittenhouse 6-7810

AAAA — APA — NOAB — ABP — ANPA  
PPA—ABC—BMB

Senior Partner.....H. H. Kynett  
Partners.....A. K. Aitkin,  
M. E. Goldman, H. A. Medholdt  
Art Dir.....F. Wade Lane  
Production Mgr.....W. B. Turner  
Space & Radio Time Buyer.....E. M. Gretz  
Acct. Execs.....Thomas J. Smith,  
Allen C. Smith

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

**R. H. ALBER CO.**

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

ANPA

Exec. Vice-Pres.....Pauline M. Hagen  
Secy. & Treas.....Evelyn R. Jones

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

**ALLEN & REYNOLDS**

1300 Woodmen of the World Bldg.,  
Omaha 2, Neb.

Phone: Atlantic 4445

AAAA—ABP—ANPA—APA

Account Executives:

Partners.....Earl H. Allen,  
Milton H. Reynolds

Account Executives.....Karl Joens,  
Robert H. Reynolds, Claude F. Anderson,  
John E. Enis, Floyd Mellen

Dir. of Radio & TV.....Milt Stephan  
Asst. Dir.-Radio & TV...Don B. Amsden, Jr.  
Continuity & Scenario Writer.Hariette Koch  
Steno. & Librarian.....Dona Rech

*Radio Accounts:* Omaha Public Power District (Public Utility), Western Iowa Power Co. (Public Utility), Paramount Radio Shop (Appliances), Graybar Electric Co (Electrical Appliances), Carpenter Oil Co. (Coryell), Merchants Biscuit Co. (Peter Pan Bread) (Bakery Products), Petersen Baking Co. (Bakery Products), Vitamin Industries (Vitamins), Reed Ice Cream Co. (Ice Cream), (Hog Feeds), Omar Inc. (Flour, Packaged Mixes), Webber Motors (Automobiles, Trucks and Equipment—Dodge-Plymouth), Byron Reed Co., Inc. (Real Estate, (Farm Management), Einot Home Permanent (Home Permanent Waves), Tekseed Hybrid Co. (Hybrid Corn), John A. Gentleman Mortuary (Civic Service), U. S. National Bank; George H. Lee Co. (Biologics and Pharmaceuticals), General Electric (Nebr.-Iowa) Electrical Appliances), Muel-

ler-Selby, Inc. (Motorola—Radio and TV Gunnison Homes), T. H. Maenner Co.; Ted's Pen Shop (Pens, Cards, Stationery), Hill Hotel, Omaha Stationery Co. (Office Equipment), Omaha, Neb.

*TV Accounts:* T. H. Maenner Co. (Gunnison Homes), Paramount Radio Shop (Appliances), Omaha Public Power District (Public Utility), Webber Motors (Autos, Trucks, Equipment — (Dodge-Plymouth), Merchants Biscuit Co. (Bakery Products), Ted's Pen Shop (Pens, Cards, Stationery), P. F. Petersen Baking Co. (Bakery Products, Peter Pan Bread, Omaha, Neb.

**ALLEY & RICHARDS, INC.**

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

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V.P. and Creative Dir.....D. H. Uptgrovc  
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Time Buyers.....Grace Kipp, Elane Akst  
Production.....John Fitzgerald

*Branch Office*

Statler Office Bldg., Boston 16, Mass.

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Vice-President.....Paul B. Cavanagh  
Radio-TV Director.....Barbara Keane

*Radio Accounts:* Allen V. Smith, Inc., Packaged Peas, Beans, etc., Marcellus Falls, N. Y.; R. C. Williams & Co., Foods, New York, N. Y.; Glenwood Range Co., Ranges, Taunton, Mass.; Edgar Lewis & Sons, Inc., Candies, Malden, Mass.; Haffenreffer & Co., Inc., Pickwick Ale, Jamaica Plains, Mass.

*TV Accounts:* Haffenreffer & Co., Pickwick Ale, Jamaica Plains, Mass.

**ALLIED ADVERTISING AGENCIES, INC.**

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

ANPA—APA—NOAB—PPA

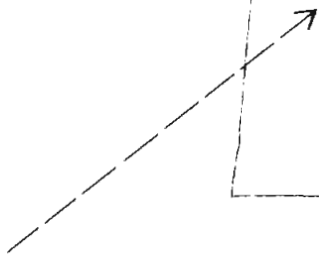
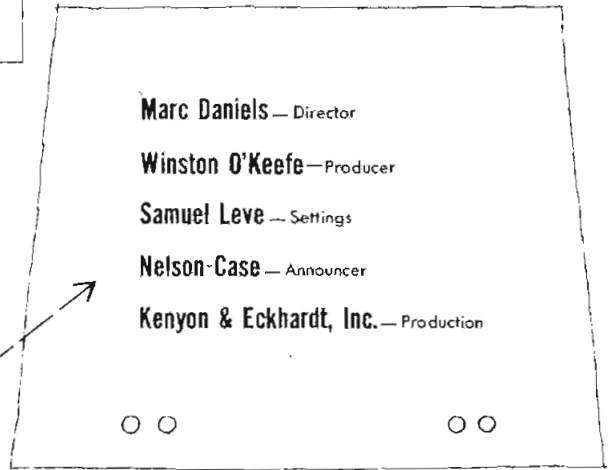
President.....W. Fehr Gardner  
Vice-Pres.....A. Howard Esary  
Manager.....Bill Welsh  
Prod. Mgr.....Stuart Heinemann  
Time Buyer.....Shirley Peron

*Branch Office*

358 Flood Bldg., San Francisco, Calif.

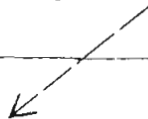
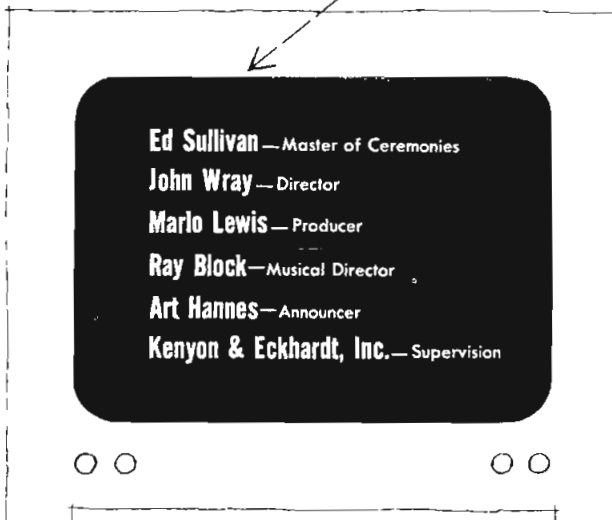
Phone: Douglas 2-7018

Manager.....Jack Gregory  
*Radio Accounts:* Dr. F. E. Campbell (Dentistry), L. A. Examiner (Newspaper), Star Piano Co. (Pianos), Gold Furniture Co. (Furniture), Los Angeles; Reliance Pharamcal Co. (Drugs), Nevada City; Pridham Davis Optometrist (Optometrist), Los Angeles; Dnndee Smart Clothes (Clothes), Progressive Optical Co. (Optical



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*TV Accounts:* Star Piano Co. (Pianos), Duro Furniture Co. (Furniture), Los Angeles; Auction Park (Auction), Culver City, Calif.

### ANDERSON, DAVIS & PLATTE

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

Phone: PLaza 7-2300

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 Director of Radio & TV.....Victor Seydel  
 Time Buyer.....Vera J. Munzer  
 Research.....Donald Foote  
*Radio Accounts:* Alderney Dairy Co. (Dairy Products), Newark, N. J.; Alexander Smith (Rugs & Carpets), Yonkers, N. Y.; Rootes Motors (Hillman Minx Motor Car), Rolls Razor (Razor), F. Schumacher (Fahrics), New York, N. Y.

*TV Accounts:* C. H. Masland & Sons (Carpets), Carlisle, Pa.; Alexander Smith (Rugs & Carpets), Yonkers, N. Y.

### CLAUDE ANIOL & ASSOCIATES

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Phone: Fannin 9148

SNPA—PPA

President & Prod. Mgr.....Claude B. Aniol

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Phone: Main 5784

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 Secy. & Treas.....I. C. Levy  
 Service.....Russel C. Cook  
 Director Radio-TV.....Stephen Freiberg

*Radio Accounts:* Hotel Gibson, Ford Dealers of Northern Ky., Ford Dealers of Greater Cincinnati, Linder Ice Cream Co. (Ice Creau), Frisch's Restaurants, Inc. (Drive-In-Restaurants), Hotel Sinton, Cincinnati.

*TV Accounts:* French Bootery (Women's Shoes, Retail), Cincinnati, O.

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Phone: CA 7878

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 Exec. Vice-Pres.....Glenn B. Hiller  
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Secretary.....T. R. Johns  
 Gen. Mgr.....Kurt Scheuer  
 Space Buyer, Media Dir.....F. Humphreys

#### Branch Office

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

Phone: LO 3-7260

Manager.....Lansing Moore  
*Radio Accounts:* Detroit Times, Locks Laboratories.

### ATHERTON ADVERTISING AGENCY

8455 Melrose Pl., Los Angeles 46, Calif.

Phone: Webster 3-8488

Owner & Copy Chief....Alfred A. Atherton  
 Prod. TV & Radio Dir....Thomas Mullins  
 Space & Time Buyer.....Alice Asdour  
*Radio Accounts:* Pacific Citrus Products Co. (Hawaiian Punch), Fullerton; Dictograph Products Inc. (Acousticon Hearing Aids), San Francisco, Calif.

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

### ATHERTON & CURRIER, INC.

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

Phone: LEXington 2-8795

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 Vice-President.....Lester Stone  
 Secretary.....W. T. Tieman  
 Treasurer.....H. P. Francis  
 Time Buyer.....Wm. T. Tieman  
 Program Director.....J. P. A. Atherton

#### Branch Office

100 Adelaide St., Toronto, Ont., Canada

Vice-Pres.....K. C. Utley  
*Radio Accounts:* Brylcreem Cuticura, Eno, Scott's Emulsion, Phelps Dodge Refining Corp.

### AUBREY, MOORE & WALLACE, INC.

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

Phone: Randolph 0830

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 Vice-President.....John J. Finlay  
 Space & Radio Time Buyer & TV Dir.

John H. North

*Radio Accounts:* International Harvester Co., Williamson Candy Co. (Oh Henry), McKenzie Pancake Flour, Dubuque Packing Co., Belle-Sharmer Hosiery, Foot Saver Shoes, Dr. Locke Shoes, Double-Cola.

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Phone Lombard 3-0100

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President.....H. A. Batten  
 Vice-Pres. & Dir. of Radio-TV

H. L. McClinton

Vice-Pres.-Mgr. Radio-TV Dept.

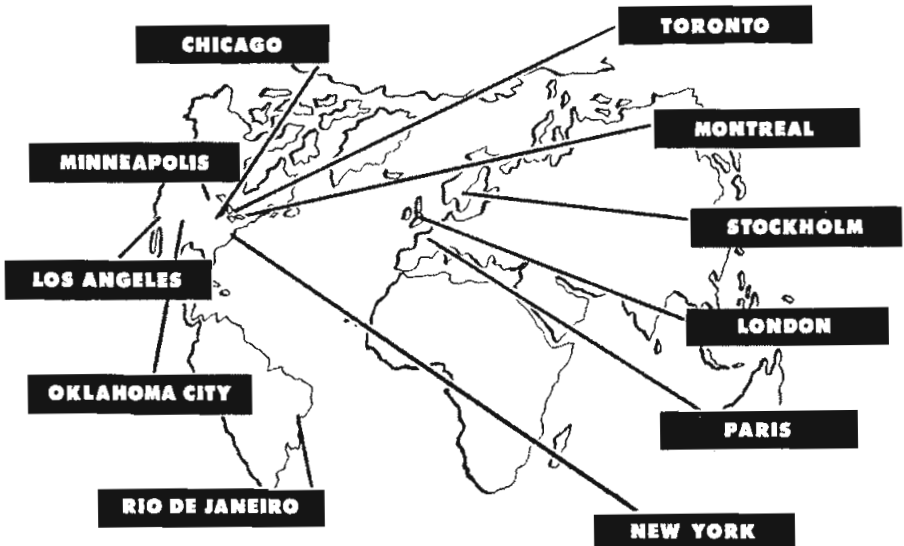
James E. Hanna

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 Copy Chief.....Philip A. Young  
 Publicity.....Wauhillaun LaHay  
 Sports Broadcasting.....R. A. Mortensen  
 Contracts.....Richard S. Bunbury  
 Dir. Radio Research.....Gordon C. Braine  
 Film Production.....G. D. Gudebrod  
 Manager TV Production.....Donald N. McClure  
 Time Buyers.....Paul F. Kizenberger,  
 John W. Purves, Charles M. Wilds, Dirk  
 Watson.

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 Statler Office Bldg., Boston 16, Mass.

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 135 S. LaSalle Street, Chicago 3, Ill.

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Manager.....T. J. Henry  
 612 Taft Bldg., Hollywood 28, Calif.

Manager.....Glenhall Taylor  
 235 Montgomery St., San Francisco 4, Calif.

Manager.....Carl Zachrisson  
 231 Dillingham Bldg.,  
 Honolulu 16, Hawaii

Manager.....Avery McBee

*Radio Accounts:* The Atlantic Refining Co., The Bell Telephone System, Chesapeake & Potomac Tel. Co., Chrysler Corp., Cliquot Club Co., Elec. Cos. Adv. Program, The Hawaiian Pineapple Co., Ltd., Charles F. Hires Co., Illinois Bell Telephone Co., Michigan Bell Telephone Co., Sealtest Inc., Regal Shoe Co., Supplee-Wills-Jones Milk Co., United Air Lines, Gordon Baking Co., Lever Bros., (Surf); Webster Tobacco Co., John Morrell & Co.

*Television Accounts:* American Tobacco Co. (Lucky Strike Cigarettes), The Atlantic Refining Co., Illinois Bell Telephone Co., Sheffield Farms Co., Inc., Brooklyn Union Gas Co., Gordon Baking Co., Michigan Bell Telephone Co., Sealtest, Pennsylvania Co., Kellogg Corn Soya.

### **BACHRODT, NEWELL, O'KANE & GANO**

75 E. Wacker Dr., Chicago 1, Ill.  
 Phone: Franklin 2-4883  
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 V.-P.'s.....R. C. Gano, Thomas J. O'Kane  
 Secretary.....Katherine Jansen  
 Treasurer.....R. B. Newell  
 Account Executives.....J. C. Bachrodt,  
 R. B. Newell, Thomas J. O'Kane, Ashley  
 Kennedy  
*Radio Account:* Wm. Frank Co.

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30 Rockefeller Plaza, New York 20, N. Y.  
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 Vice President.....J. C. Morrow  
 Treasurer.....F. S. Browning  
 Radio-TV Time Buyer...Edward Whitley  
 Radio-TV Director.....Jack Wilcher  
 Radio Time Dept.....Marie H. Missing  
 Shirley Helmich

### *Branch Office*

Badger, Browning & Parcher, Inc.  
 75 Federal St., Boston 10, Mass.  
 Phone: Liberty 2-3364

*Radio Accounts:* American Chicle Co. (Chewing Gum Products), Long Island City, N. Y.; White Tower Management Corp. (White Tower Restaurants), Stamford, Conn.  
*TV Accounts:* American Chicle Co. (Chewing Gum Products), Long Island City, N. Y.

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 Personnel Mgr. & Acct. Ex....R. C. Baker  
 Copy Chief.....W. E. Trimble  
 Secretary-Treas.....A. N. Nisbet  
 Merchandising Mgr. & Acct. Ex...G. H. Sloan  
 Account Executives.....H. S. Baxter,  
 K. W. Jones, C. S. Wallace, R. D. Albertini  
 Space Buyer.....S. Cook  
 Radio Director.....Jack F. Horler  
 Ass't Radio Dir.....W. A. Lindsey  
 Time Buyer & Secretary.....Jean Honour  
 1557 MacKay St., Montreal, Que.  
 Manager.....Gabriel Langlais

*Radio Accounts:* Adams Brands Sales Ltd., Canada Packers Ltd., Carnation Co., General Foods, Ltd., Murine, Inc., The Tea Bureau, White Laboratories, Inc., Eversharp Inc.

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 Phone: Washington 6854  
 ABP—ANPA—APA—NOAB—PPA

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 Radio Director.....Everett L. Thompson  
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 Catherine D. Walsh  
 Traffic.....J. A. MacMurray



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*TV Accounts:* General Ice Cream Corp., Martin Jacobi (Haberdashery), Hambleton Terminal Corp. (Gas & Oil), Buffalo, N. Y.

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Vice-Pres.....R. J. Sloan  
Production Mgr.....Donald Nowak  
Media Dir.....F. B. Tompkins  
Vice-Pres. & Copy Chief.....J. J. Hines  
Art Director.....H. C. Millard

*Radio Accounts:* Lincoln National Bank & Trust Co., Beverly Hills Wine Co.

### BARNES CHASE COMPANY

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Phone: Franklin 7771

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Account Executives.....Norman Foster,  
Mark Moore, George Hawkins  
Radio Director.....Edwina B. Sample

#### Branch Office

1121 South Hill St., Los Angeles 15, Calif.  
Manager.....Charles J. Hawkins

*Radio Accounts:* Bay Shore Motors, Frazee's, Greenwood Memorial Park, Johnson Saum Co., Qualitee Dairy Products Co., Yellow Cah Co.

### TED BATES & CO.

630 Fifth Ave., New York 20, N. Y.  
Phone: Circle 6-9700

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ABC—FAAG

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Walker G. Everett, Clinton S. Ferris, Thos.  
F. Harrington, Edward F. Hudson, Wil-  
liam H. Kearns, John M. Lyden, D. Robert  
Parman, Clifford N. Parsells, Austin Peter-  
son, T. Rosser Reeves, Edward P. Small  
Radio & TV Producers.....Jay Clark,  
Alan Dingwall, Jr.  
Director Press Dept.....Benson Inge

#### Branch Office

Room 1014, Taft Bldg.,  
1680 North Vine St., Hollywood 28, Calif.  
Phone: Hollywood 9-2161

Partner in Charge of Radio Prod.

Austin Peterson  
Producers.....Harry Saz,

Frank O'Connor, William Harding  
*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 Pro-  
ducts (Kitchen Bouquets), Carter Products,  
Inc. (Carter's Little Liver Pills), American  
Home Food Products (G. Washington In-  
stant Coffee), Standard Brands, Inc. (Blue  
Bonnet, Royal Puddings), Brown & William-  
son (Kool, Life, Viceroy Cigarettes).

*TV Accounts:* Colgate-Palmolive-Peet Co.  
(Colgate Dental Cream), Continental Bak-  
ing Company (Wonder Bread), Brown &  
Williamson (Kool, Viceroy Cigarettes).

### BATTEN, BARTON, DURSTINE & OSBORN, INC.

383 Madison Ave., New York 17, N. Y.  
Phone: ELdorado 5-5800

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BMB—NOAB—PPA—SNPA

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Vice-Chmn. of Board.....Alex F. Osborn  
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V.P. & Treasurer & Chmn. of Exec. Comm.  
F. R. Feland

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Exec. V.P. in Chg. Creative Services  
Charles H. Brower

Exec. V. P. in chg. Account Operations  
J. D. Danforth

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V.P. in Chg. Radio.....Arthur Pryor, Jr.

V.P. in Chg. New Program Development  
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LUxemburg 2-1040

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V.P. in Chg. Radio Commercial Copy

Robert L. Foreman

In. Chg. Radio Timebuying.Frank Silvernail  
Local Radio Mgr.....Elenore Scanlan  
Chief Story Editor.....George Kondolf  
Mgr. Radio Promotion & Merchandising

James A. McGarry

TV Dept. (In Chg.).....Herbert B. West  
In Chg. Talent Contracts.Katherine V. Winn  
Chief Talent Contact...Edwin M. Marshall

### Branch Offices

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Rand Building, Buffalo 3, N. Y.  
Phone: Cleveland 7915

Vice-President.....Stanley P. Irwin  
919 N. Michigan Ave., Chicago 11, Ill.  
Phone: Superior 7-9200

Vice-President.....H. H. Haupt  
1050 Terminal Tower, Cleveland 13, O.  
Phone: Towers 1-7270

Vice-President.....E. E. Haring  
Suite 1856, Penobscott Bldg., Detroit 26, Mich.  
Phone Woodward 5-0620

Manager.....Donald B. Hamilton  
1680 N. Vine St., Hollywood 28, Calif.  
Phone: Hollywood 9-7337

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6363 Wilshire Blvd., Los Angeles, Calif.  
Phone: Webster 1-1234

Vice-President.....A. K. Neally  
N. W. Bank Bldg., Minneapolis 2, Minn.  
Phone: Lincoln 8401

Exec. V.P. chg. Western offices

J. C. Cornelius

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Grant Building, Pittsburgh 19, Pa.  
Phone: Grant 1-8060

Vice President.....Leon D. Hansen  
2200 Russ Bldg., San Francisco 4, Calif.  
Phone: Sutter 1-2232

Vice-President.....C. H. Ferguson

*Radio Accounts:* American Tobacco Co., Armstrong Cork Co., Cream of Wheat, Curtis Circulation Co., DeSoto Div., Chrysler Corp., E. I. du Pont de Nemours & Co., Inc., Emerson Drug Co., General Electric Co., U. S. Steel, Rexall Drug Co., Wildroot Co., Inc., Berwin Fuel Corp., Bon Ami Co., Chamberlain Sales Corp., Circus Foods, Inc., Consolidated Edison Co., First National Bank of Boston, Fort Pitt Brewing Co., Fruit Dispatch Co., Gauble-Skogmo, Inc., General Baking Co., Golden State Co., Ltd., B. F. Goodrich Co., Hormel, Geo. A. & Co., Lever Brothers, Marine Trust Co., Maywood Park Trotting Assoc., Minneapolis Brewing Co., Minnesota Mining & Mfg. Co., Murine Co. Inc., Black Horse Ale, Nehi Corp., New York Telephone Co., Northwestern Bell Telephone, Pacific Telephone & Telegraph, Penick & Ford, Ltd., Inc., Peter Hand

Brewing Co., Reader's Digest Assoc., Roosevelt Raceway, Savings Bank Assoc. of Mass., Servel, Inc., F. & M. Schaefer Brewing Co., Sea Breeze Laboratories, Southern New England Telephone, Standard Oil of Calif., Stearns Co., R. H., Tea Garden Products Co., Tennessee Coal, Iron & Railroad, Timken Roller Bearing Co., Trans World Airlines, Waitt & Bond, Inc., William Underwood Co., Republican State Committee, F. W. Cook Co., Inc., Easy Washing Machine Co., Ethyl Corp., General Mills Co., Infra Roast, Inc., Liberty Mutual Insurance Co., MJB Co., National Pet Foods, Hamilton Watch Co., Northrup King & Co., Schick, Inc., Oneida, Ltd., Fedders Quigan Co., Barcalo Manufacturing Co.

*TV Accounts:* Curtis Publishing Co., De Soto, Ethyl Corp., Hamilton Watch Co., Minneapolis Brewing Co., Minn. Mining & Mfg. Co., Roosevelt Raceway, Emerson Drug Co., B. F. Goodrich, Remington Arms, Inc., Barcalo Mfg. Co., Schaefer, F. & M. Brewing Co., Schick, Inc., Bon Ami Co., Consolidated Edison Co., Cream of Wheat, First National Bank of Boston, Fort Pitt Brewing Co., General Baking Co., D. L. Clark, General Time Corp., Hygeia Nursing Bottle Co., Rexall Drug Co., Easy Washing Machine Co., Murine Co., New York Telephone Co., Peter Hand Brewery, Servel, Standard Oil of Calif., United Fruit Co., Western Auto Supply, Wildroot Co., Du Pont, Golden State Co., MJB Co., TWA, Fedders—Quigan Corp.

### ADRIAN BAUER ADVERTISING AGENCY, INC.

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Phone: KIngsley 5-7870  
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Sr. Vice-Pres.-Secty.....Alan R. Tripp  
Vice-Pres.....Harold Finestone  
Vice-Pres.-Consult. Engr.

W. Laurence LePage

Art Director.....David X. Miller  
Production Manager..Wilmer S. D. Roberts  
Copy Chief.....John Milton  
Radio & TV Dir.....Patricia M. Randolph  
Space Buyer.....Sylvia P. Etkin

*Radio Accounts:* Adelphia Hotel, Broad St. Trust Co., Cayuga Federal Savings & Loan Assoc., J. Frank & Sons (Carbonated Beverages), Land Title Bank & Trust Co., Phila. Dairy Products Co., Inc. (Dolly Madison and Aristocratic Milk and Ice Cream) 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.; Sanson Hosiery Mills, Inc. ("Picturesque" Stockings), New York, N. Y.;

**Advertising Agencies**

Quaker City Chocolate & Confectionery Co., Inc. ("Good and Plenty" Candy), Phila., Pa.; Phila. Dairy Products Co., Inc., Sun Oil Co.

**BEANE ADV. AGENCY**

136 N. Delaware St., Indianapolis 4, Ind.  
Phone: FRanklin 4248

Owner ..... Roger Beane  
Art Director..... Francis Fox

*Radio Accounts:* L. S. Ayres & Co., Polar Ice & Fuel Co., Wil-on Bros.

**BEAUMONT, HELLER & SPERLING, INC.**

6th & Walnut Sts., Reading, Pa.  
Phone: 7447

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Vice-Pres. & Sec..... L. J. Sperling  
Treasurer & Copy Chief..... R. F. Heller  
Art Director..... R. R. Glassmire  
Production Manager..... J. L. Ryan  
Publicity Director..... Marion W. Nagle  
Media & Research Dir... Kenneth W. Erdman  
Radio Time Buyer..... Dorathea Hassler

*Radio Accounts:* Allen Laundries, Allentown; Automotive Service, Bowers Battery (Batteries & Spark Plugs), Reading; Fuhr-

mann & Schmidt Brewing Co. (Beer & Alc), Shamokin; Maier's Bakery, Reading Laundries, St. Lawrence Dairy Co., Reading, Pa.

*TV Accounts:* Bowers Battery, Crystal Rock Beverage Co. (Soft Drinks), Reading, Pa.

**VICTOR A. BENNETT CO., INC.**

511 Fifth Ave., New York 22, N. Y.  
Phone: MUrray Hill 7-2189

ANPA—PPA

President..... Victor A. Bennett  
Vice-res..... John A. Moore

*Radio Accounts:* Longines-Wittnauer Watch Co. Inc., New York, N. Y.

**BENTON & BOWLES, INC.**

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

Phone: MUrray Hill 8-1100

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*Radio Accounts:* Association of American  
 Railroads, Arnold Bakers, Inc., General  
 Foods Corp. (Post's 40 percent Bran Flakes,  
 Post's Sugar Crisp, Post's Raisin Bran, Post's  
 Corn Toasties, Post's Cereal Products, Dia-  
 mond Crystal Shaker Salt, Diamond Crystal  
 Kosher Salt, Maxwell House Coffee, Instant  
 Maxwell House Coffee, Ridgways Tea, Yuban  
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 Cabin Syrup, Snider Condiments, Baker's  
 Premium No. 1, Baker's Deluxe Cocoa,  
 Baker's Chocolate Chips, Baker's 4-in-1  
 Sweet Cocoa Mix, Certo, Sure-Jell); Bitum-  
 inous Coal Institute, The Prudential In-  
 surance Company of America, The Procter  
 & Gamble Co. (Tide, Chipso, Ivory Snow,  
 Prell), The Best Foods, Inc. (Hellmann's  
 Mayonnaise, Nucoa, H-O Oats, Presto, Far-  
 ina, 2-In-1 Shoe Polish, Shinola, Jet Oil),  
 The AVCO Manufacturing Corp.—Crosley  
 Division, The Pepperell Manufacturing Co.,  
 American Express Travelers Cheques.

*TV Accounts:* General Foods Corp. (Max-  
 well House Coffee), Procter & Gamble  
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*TV Accounts:* Weil & Co. (Don-De Coffee),  
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Manager.....Leslie J. Hannah

*Radio Accounts:* Bulova Watch Co., Inc.,  
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endorf United Bakeries, San Francisco,  
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*TV Accounts:* Messing Bakeries, Brooklyn, N. Y.; "Popsicle"—Joe Lowe Corp (Ice Cream Products), New York.

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

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*Radio Accounts:* Central Ill. Electric & Gas Co., Halgar, Inc., Inc., Leaf Gum Co., Milko-Cone & Baking Co.

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*Radio Accounts:* Narragansett Brewing Co. (McE Beer), Baird North, Inc. (Jewelry), R. I. Hospital Natl. Bank (Banking), Rocky Point Park (Amusement), Sally's Fur Studios (Furs), White Fuel Co. (Coal), 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), Silvertown Chevrolet Co. (Auto Agency), Providence, R. I.

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*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.

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*Radio Account:* Dawson's Brewery, Inc.

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*Radio Accounts:* Home Mutual Insurance Co., Brillion Iron Works, Inc.

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V.P. & Mgr.....Charles H. Gabriel

*Radio Accounts:* Dennison's Foods (Catsup, Chili Con Carne, Canned Meat Products), Oakland; Los Angeles Dons (Football Team), Los Angeles; Mondavi, C. & Sons (Wines), St. Helena, Calif.; Peter Paul Inc. (Mounds & Almond Joy Candy Bars), Naugatuck, Conn.; Pietsweet Food, Inc. (Canned Corn & Peas, Frozen Foods), Mt.

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*TV Accounts:* Globe Bottling Co. (Wilshire Club Beverages), Los Angeles, Calif.; Peter Paul Inc. (Mounds & Almond Joy Candy Bars), Naugatuck, Conn.; Van Camp Sea Food Co., Inc. (Chicken-of-the-sea & White Star Tuna), Los Angeles, Calif.; Zausner Foods Inc. (Cheese), Harrison, N. J.

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*Radio Accounts:* Crew of the Good Ship Grace, Bible Institute of Los Angeles, Los Angeles; Radio Kid's Bible Club, Fresno; Church of the Open Door, Accent on Youth, Los Angeles; Morning Bible Hour, Huntington Park, Calif.; World's Greatest Book Quiz, Seattle, Wash.; Grace Dotson, Denver, Colo.; Floyd B. Johnson (Religious Broadcasts), Los Angeles, Calif.

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*Radio Accounts:* Goebel Brewing Co., Hudson Motor Car Co., Michigan State Apple Conum., Mullins Mfg. Corp (Youngstown Kitchens), Sparks-Withington Co., (Sparton Radios & Combinations), U. S. Radiator Corp., John Bean Mfg. Co.

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Phone: HILLSide 7237  
Manager ..... Howard Blake

*Radio Accounts:* North American Accident Insurance Co., Johnson Candy Co., Fashion Frocks, The Theohald Industries.

*TV Accounts:* Bowman Gum, Inc., Phila, Pa.; Walter H. Johnson Candy Co., Chicago; Croton Watch Co., Inc., New York; Fashion Frocks, Inc., Cincinnati; Coty, Inc., New York.

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*TV Accounts:* Du Mont Laboratories, (Du Mont Telesets), Paramount Pictures (Feature Film), Monitor Equipment Co. (Monitor Washer), United Artists (Feature Film), New York, N. Y.

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Media Dir. & Sec.....Dolores E. McCarthy  
Radio Dir.....Lillian Jacobs  
Radio & TV Dir.....G. Norman Burk  
Time Buyer.....D. F. McCarthy  
Asst. Director.....Lillian Jacobs

*Radio Accounts:* W. Boehm Co. (Macaroni, Noodles), Central Lincoln-Mercury, Inc. (New and Used Cars), Electronic Disc Systems (Office Machines), D. J. Kennedy Co. (Kitchen Equip., Storm Sash, etc.), Liberty Baking Co., John McClements, Inc. (Florist), Meadow Gold Dairies, Inc., Meadow Gold Foods Co. (Frozen & Packaged Foods), Midtown Motors, Inc. (New and Used Fords), Pittsburgh Products Co. (Crosley Dealer), Standard Floor Co. (Flooring & kitchen equip.), Watson-Standard Co. (Paints and Varnishes), National Coffee Distrib., Inc., National Electronics, Inc. (Air-King TV Sets), Pittsburgh, Pa.

*TV Accounts:* Meadow-Gold Dairies, Inc., Midtown Motors, Inc. (New and Used Fords), Pittsburgh, Pa.

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Art Director.....Jerome Leve  
Production Manager.....R. C. Mackey  
Copy Dir.....S. S. Kain  
Account Executive.....M. A. Harvis

*Radio Accounts:* Auto Lamp Mfg. Co., Graphic Arts Monthly, Seatinaster Co.

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*Radio Accounts:* Chicago Tribune, Coronet, Inc.

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Radio Director.....William McIlvain  
3632 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUinkirk 8-8131

Manager.....Howard Cheney  
Radio Director.....Wendell Williams

*Radio Accounts:* Brown Shoe Co. (Buster Brown Shoe), St. Louis, Mo.; Pure Oil Co. (Chicago, Ill.; Minne-ota Valley Canning Co. (All products), LeSueur, Minn.; Brewing Corp. of America (Carling's Red Cap Ale), Cleveland, O.; Club Aluminium Co. (Aluminum utensils), Chicago, Ill.; Pillsbury Mills, Inc. (All products), Minneapolis, Minn.

*TV Accounts:* Pillsbury Mills, Inc. (Pillsbury White Cake Mix, Choc. Fudge Cake Mix), Minneapolis, Minn.; Pure Oil Co.



## • • • Advertising Agencies • • •

(Petroleum products), Chicago, Ill.; Brown Shoe Co. (Roblee & Buster Brown Shoes), St. Louis, Mo.; Atchinson, Topeka & Santa Fe (Santa Fe Railroad) Chicago, Ill.; Brewing Corp. of America (Carling's Red Cap Ale), Cleveland, O.; Horlicks Corp. (Bed-time Horlicks), Racine, Wis.; Minnesota Valley Canning Co. (Green Giant Peas & Niblets Whole Kernel Corn), LeSueur, Minn.; Dean Milk Co. (Chocolate Dairy Drink), Chicago, Ill.

### BYER & BOWMAN ADVERTISING AGENCY

203 E. Broad St., Columbus 3, O.  
Phone: MAIn 3276

ABP—ANPA—NOAB—PPA

Partner .....Herbert Byer  
Partner .....Gus K. Bowman  
Partner .....Joel M. Burghalter  
Director .....Bill Copeland  
Acct. Exec. ....Neil Hallock  
Acct. Exec. ....R. W. Testement

*Radio Accounts:* Franklin Brewing Co. (Ben Brew Beer), Buckeye Foods (Potato Chips), Columbus, O.; Ashland Refining Co. (Gas and Oil), Ashland, Ky.; Clean Products Co. (Wallpaper Cleaner), Central Bldg. Loan & Savings, Franklin Glue Co. (Household Glue), Wetalene Laboratories (Household Cleaners), Community Chest, State of Ohio (Ohio State Fair), Red Cross (Annual Drive), Columbus, O.

*TV Accounts:* Franklin Brewing Co. (Ben Brew Beer), Ace Radio (Radio & TV Service), Buckeye Foods (Potato Chips), For Finance Dir. Comm. (Political), Columbus, O.

### HAROLD CABOT & CO., INC.

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

AAAA—ANA—APA—NOAB—PPA

President .....Harold Cabot  
Vice-Presidents.....Langley C. Keyes  
Donald D. Douglass, Russell Hunt, Peter Black, James I. Summers, John M. Lord, William H. Ganick, George R. Griffin, Edward F. Chase.

Treasurer .....Richard P. Holland  
Production Manager....Frederick E. Dwyer  
Copy Chief.....Henry W. Patterson  
Art Director.....William H. Ganick  
Account Executives.....Harold Cabot, Langley C. Keyes, Richard P. Holland, Donald D. Douglass, Edward F. Chase, Courtney A. Crandall, Russel Hunt, John M. Lord, William H. Ganick, Henry G. Balch, Peter Black, James I. Summers.  
Radio-TV Director.....Jan Gilbert

*Radio Accounts:* Adams & Swett (Rugs), Boston Couslodated Gas Co. (Public Utility), Haffenreffer & Co., Inc. (Pickwick Ale & Beer), Boston Glohe (Newspaper), S. S.

Pierce Co. (Importers & Grocers), H. P. Hood & Sons (Dairy Products), Boston and Maine Railroad, Boston; Quincy Savings Bank, Quincy, Mass.; Rock of Ages Corporation (Monuments), Barre, Vt.

*TV Accounts:* Haffenreffer & Co., Inc. (Pickwick Ale & Beer), Boston and Maine Railroad, Adams & Swett (Rugs), H. P. Hood & Sons (Dairy Products), Boston, Mass.

### CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.  
Phone: SARatoga 4466

PPA

President .....Louis F. Cahn  
Vice-Pres. & Treas.....C. LeRoy Miller  
Secretary .....George Gettman  
Account Executives....Louis C. Pedlar, Jr., Betty Reese, Mary Downey.  
Media Director.....George Gettman

*Radio Accounts:* Baum's Restaurant, Elite Laundry, The Fidelity Trust Co., Jarman Motors, Inc. (Dodge & Plymouth dealers), Baltimore, Md.

*TV Accounts:* Hunline Bros. (Paint), Jarman Motors, Inc. (Dodge & Plymouth dealers), K. Katz & Sons, Inc. (Men's Clothing), Pre-Fab Homes & Supplies, Inc. (Prefabricated homes), Baltimore, Md.

### CALKINS & HOLDEN

247 Park Ave., New York 17, N. Y.  
Phone: PLaza 5-6900

AAAA—ABP—ANPA—PPA—SNPA  
NOAB—ABC

President.....J. Sherwood Smith  
Vice-President.....James A. Clark  
Secretary-Treasurer.....R. P. Clayberger  
Partner.....Z. C. (Jess) Barnes  
Radio-TV Pgm. Consultant...Walter Lurie  
Art Director.....William Chausse  
Production Manager.....Fred Oughton  
Manager Outdoor Dept....F. J. Fitzgerald  
Media Director.....Thomas H. Young  
Radio-TV Program Dir....Chester H. Miller

*Branch Office*

333 No. Michigan Ave., Chicago, Ill.  
Radio Dept. Manager.....R. A. Washburn  
*Radio Accounts:* Oakite Products, Inc., O-So-Grape, Modern Food, Van Camp.

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

### CAMPBELL-EWALD CO.

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

AAAA—ABC—ABP—ANPA—APA  
NOAB—PPA

Pres. & Chr. of Bd.....Henry T. Ewald  
Exec. V-P. & Gen Mgr.....Henry G. Little  
Sr. V-P. & Sec.-Treas....Lawrence R. Nelson

**Advertising Agencies**

Vice-Pres. & Dir. Med. . . . . J. J. Hartigan  
 Vice-Pres. & Art Dir. . . . . Halsey Davidson  
 Vice Presidents . . . . . J. H. Neebe.

L. T. Robinson, W. E. Schweikart, W. P. Stewart, W. Colin Campbell,  
 Chairman Radio-TV Dept. Winslow H. Chase  
 Mgr. Det. Office . . . . . W. Arthur Fielden

*Branch Offices*

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

Sr. V-P. . . . . Winslow H. Case  
 230 N. Michigan Ave., Chicago 1, Ill.  
 Phone: CEntral 6-1916

V-P. & Gen. Mgr. . . . . Earl W. Clements  
 711 W. Olympic Bld., Los Angeles 15, Calif.  
 Phone: RIchmond 6204

V-P. & Gen. Mgr. . . . . R. C. Francis  
 995 Market St., San Francisco 3, Calif.  
 Phone: SUtter 1-8736

Manager . . . . . T. M. Johnson

*Radio Accounts:* Chevrolet Motor Division of G. M. Corp., The Detroit Edison Co., Detroit, Mich.; Grocery Store Products Co., Foulds Division, Local Metropolitan Chevrolet Dealer Group, Detroit, Mich.

*TV Accounts:* Chevrolet Motor Division of G. M. Corp., The Detroit Edison Co., Norge Div., Borg-Warner Corp., Local Chevrolet Dealer Asso. Inc.

**CAMPBELL-MITHUN, INC.**

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

ABP NOAB ANPA—PPA—APA

President . . . . . Ray, O. Mithun  
 Vice-Presidents . . . . . John W. Forney,  
 August C. Ragnow, Lester J. Will  
 Secretary . . . . . E. S. Brugette  
 Treasurer . . . . . B. N. Sandquist  
 Radio Dir. . . . . Arthur H. Lund  
 Production Creative Dir. . . . . John W. Forney  
 Copy Writers . . . . . Donald Crawert,  
 Myrna McCauley.

*Branch Office*

919 N. Michigan Ave., Chicago 11, Ill.  
 Vice-President . . . . . August C. Ragnow

*Radio Accounts:* Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-O-Meal), Gold Seal Co. (Wax Products), Our Own Hardware (Wholesale Hardware and Paint), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), Hilex Co. (Hilex Bleach & Disinfectant), Land O'Lakes Creameries, Inc. (Dairy Products), Northwestern National Bank (General Banking), Quality Check Ice Cream Assoc. (Industry Advertising & Merchandising), Red Dot Foods (Potato Chips, Popcorn, Nutmeats), Russell-Miller Milling Co. (Occident Flour & Mixes), Zim-master Baking Co. (Bakery Goods.)

**SOLIS S. CANTOR ADV. AGENCY**

1714 Walnut St., Philadelphia 3, Pa.  
 Phone: LO 7-8141

PPA—ABC—ABP—ANPA

Pres. & Acct. Exec. . . . . Solis S. Cantor  
 Vice-Pres. . . . . Kathryn Cantor  
 Art Director . . . . . Robert Hersch  
 Acct. Execs. . . . . John Shaw,  
 Robert Weiner, Bernard Binnick

*Branch Office*

350 Lincoln Rd. Bldg., Miami Beach 39, Fla.  
 Manager . . . . . Sidney B. Gorchov

**CARTER ADV. AGENCY**

912 Baltimore, Kansas City 6, Mo.  
 Phone: HA 1356

ABP ANPA APA—NAAN—NOAB—PPA

President . . . . . Charles W. Carter  
 Vice-Pres. . . . . William G. Rowe  
 Radio-TV Director . . . . . Herb True  
 TV Acct. Executive . . . . . Fred Klemp

*Radio Accounts:* Rudy Patrick Seed Co. (Feeds & Seeds), Perry Motor Co., May Potato Chip Co., Corn Kurl Chips, Security Nat'l. Bank, Home State Bank, Kansas City, Mo.; Consumers Co-op (Tires, Oil, Feed), City Nat'l. Bank, Atchinson, Kans.; Rushton Baking Co., Kansas City, Mo.

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

**CASMIER ADVERTISING CO., INC.**

551 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 2-2014

ABP—APA

President . . . . . David C. Casmier  
 Copy Chief . . . . . James T. Cunningham  
 Art Director . . . . . Ray Tatro  
 Art Director . . . . . William E. Burgess  
 Production Mgr. . . . . C. Wiechmann  
 Radio-TV Director . . . . . Marvin Casmier

*Radio Account:* Haynes-Griffin (Radio-TV Records), New York.

**CAYTON, INC.**

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

ABP—APA—ANPA—PPA

President . . . . . William D'Arcy Cayton  
 Secretary . . . . . D. R. Roberts  
 Art Director . . . . . Bob Lee  
 Radio Director . . . . . M. Eaton  
 Prod. Mgr. . . . . C. F. Lucchese  
 TV Director . . . . . Allan Black  
 TV Time Buyer . . . . . M. Eaton,  
 Allan Black  
 Copy . . . . . Leo Nolan  
 Publicity . . . . . K. Carr

*Radio Accounts:* Delicia Chocolate & Candy Mfg. Co., Devoe & Reynold Co., Inc. (Paints & Art Supplies), Wearbest Rugs

**Advertising Agencies**

(Broadloom, Carpeting), Hardin Chemical Co. (5-in-1 Soap, Why-Fires, Home Deodorant).

*TV Accounts:* Polaroid TV Filters, Durable Irons, Bond Clothing Stores, Chesebrough Mfg. Co.

**CECIL & PRESBREY, INC.**

247 Park Ave., New York, N. Y.  
Phone: PLaza 5-8200  
AAAA-ABC-ABP-ANPA-BMB-  
NOAB-PPA

President.....James M. Cecil  
Vice-Presidents.....H. L. Kneeland,  
Samuel Dalsimer, S. M. Kenyon, Terrence  
F. MacGrath, David G. Lyon, Cecil Hackett,  
Eugene Bannvart.

Sec.-Treas.....David C. Thomas  
Media Director.....Harry Parnas  
Radio & TV Dir.....Edward E. Simmons  
Time Buyer.....Thaddeus Kelly  
Asst. Radio-TV Dir.....David G. McAneny

*Branch Offices*

6253 Hollywood Blvd., Hollywood, Calif.  
Phone: HEmpstead 2324

Exec.in-Chge.....Riley Jackson  
*Radio Accounts:* Philip Morris & Co. Ltd.  
Inc. (Philip Morris Cigarettes), New York,  
N. Y.; Block Drug Co. (Amprident Tooth  
powder & paste, Minipoo, Omega Oil, Poli-  
grip, Polident), Jersey City, N. J.; Lamont  
Corliss (Nestle candy), New York, N. Y.;  
Speidel Corp. (Watch bands), Providence,  
R. I.; Oyster Shell Products, Denver, Colo.

**NELSON CHESMAN COMPANY**

Main at Market St., Chattanooga 8, Tenn.  
Phone: 6-4942  
ABP-ANPA-APA-NOAB-PPA  
SNPA

Partner-Radio Director....John E. Fontaine  
Partner-Time Buyer.....Sara M. Kelly  
Time Buyer.....James R. Fox

*Radio Accounts:* The Chattanooga Medicine Co. (Cardui, Black-Draught, Zyrone, Solticc), Chattanooga; Tennessee Nursery Co. (Nursery and fruit trees), Cleveland; Capital Nursery Co. (Tyler, Texas Roses), Hartley Garment Co. (Dresses), Nashville, 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

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

James Robertson Hotel, Nashville 3, Tenn.  
Phone: 6-4179  
APA-ABP-NOAB-PPA-SNPA  
President-In-Charge of Radio.....C. P. Clark  
Vice-Pres. & Treasurer.....D. G. Goodwin

Secretary.....J. D. Clark  
*Radio Accounts:* American National Bank  
(Institutional), Fletcher & Wilson Co. (Luxury Food Products), Colonial Milling Co. (Polly Rich Flour), Tenn. Valley Marketers (Top Line Appliances).

**CLEMENTS COMPANY, INC.**

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

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

*Radio Accounts:* Network: Modern Food Process Co., Hudson Coal Co., Horn & Hardart.

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

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

President.....Harry B. Cohen  
Vice-Pres.-Treas.....Edith S. Cohen  
Vice-Pres.-Gen. Mgr.....Edward Aleshire  
Vice-Pres.....Edward Rosenwald

Secretary.....Harry B. Cohen, Jr.  
Art Director.....Robert E. Wilson  
Production Mgr.....Oscar Fileppo  
Print Space Buyer.....Jeannette LeBrecht  
Acct. Executives.....Harry B. Cohen,  
Ted W. Keller, Edward J. Rosenwald,  
Edward Aleshire, Harry B. Cohen, Jr.

Research Director.....William A. Yoell  
Radio-TV Dir.....Edward Aleshire  
Radio Time Buyer.....John Donaldson  
Asst. Time Buyer.....Viola Nolan

*Radio Accounts:* The Grove Laboratories (4-Way Cold Tablets, Grove's Chill Tonic, Pfunder's Tablets), St. Louis, Mo.; Grove-Fitch Division (Fitch Shampoo, Fitch Ideal Hair Tonic), Pearson Pharmacal Co. (Dew Deodorant), New York, N. Y.

*TV Accounts:* The Grove Laboratories, Inc. (4-Way Cold Tablets), St. Louis, Mo.; Pearson Pharmacal Co. (Dew Deodorant), New York, N. Y.

**COLE & CHASON, INC.**

331 Madison Ave., New York 19, N. Y.  
Phone: MUrray Hill 7-6414  
PPA

Principal.....Herbert S. Chason

**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  
Space Buyer.....Daniel C. Martin  
Production Mgr.....John C. Fehlandt  
Acct. Executive.....Gardner Reams  
Radio Dir.....Bill Godden

**Advertising Agencies**

**COMPTON ADVERTISING, INC.**

630 Fifth Ave., New York 20, N. Y.  
 Phone: Circle 6-2800  
 SNPA ANPA PPA NOAB ABC  
 BMB

President ..... Robert D. Holbrook  
 Vice-Pres. & Secy. .... Leonard T. Bush  
 Asst. to Vice-Pres. .... Daniel P. Potter  
 Vice-Presidents ..... Thurman L. Barnard,  
 Frank Griffin, John K. Sturbing, Edward  
 Battey, Muriel Haynes, Guy Richards,  
 Lewis H. Titterton, Henry A. Mattoon, C.  
 James Fleming, Jr., Jack Rees, George  
 Chatfield, Merrell Boyce, L. O. Holmberg,  
 Radio & Television Dept.

Director of Radio & TV  
 Production ..... J. H. Titterton  
 Manager of Depts. .... Brewster Morgan  
 Media Director ..... Guy Richards  
 Asst. Media Dir. .... Frank B. Kemp  
 Head Time Buyer ..... Henry Clochessy  
 Times Buyers ..... Julia Brown,  
 Jean Carroll, Richard Hurley, Ken Kearns,  
 Herb Claassen.

*Branch Offices*

Socony-Vacuum Bldg., Chicago, Ill.  
 Manager ..... L. O. Holmberg  
 Gwynne Bldg., Cincinnati, O.  
 Manager ..... Robert P. Marsh  
 74 N. 4 St., Milwaukee, Wis.  
 Manager ..... Richard Davis  
 6253 Hollywood Blvd., Hollywood, Calif.  
 Manager ..... Floyd Holm  
*Radio and TV Accounts:* Procter & Gam-  
 ble Co. (Ivory Soap, Ivory Flakes, Crisco,  
 Duz, Fluffo, Bonus, Drene), Socony-Vacuum  
 Oil Co., Standard Brands, Inc. (Chase &  
 Sanborn Coffee, Instant Chase & Sanborn,  
 Tender Leaf Tea, Instant Tender Leaf Tea),  
 Allis-Chalmers Co., Goodyear Tire & Rubber  
 Co., N. Y. Life Insurance Co., Kelly Spring-  
 field Tires, Simons Knife.

**THE CONNOR COMPANY, INC.**

541 Market St., San Francisco 4, Calif.  
 Phone: YUkon 0196

APA ABP ANPA-PPA

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

**COWAN & DENGLER, INC.**

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

ANPA PPA-NOAB-APA

President ..... Stuart D. Cowan  
 Vice-Pres. & Treas. .... H. W. Dengler  
 Vice-President ..... Porter F. Leach  
 Vice-President ..... J. Clement Boyd  
 Secretary ..... Stuart D. Cowan, Jr.

Space-Time Buyer ..... A. Marie Maus  
 Radio-TV Director ..... T. H. Moore, Jr.

*Radio Accounts:* Schieffelin & Co. (Pears-  
 Soap), Isbraudtsen & Sons, Inc. (26 Coffee),  
 New York; Mittag & Volger, Inc. (Carbon  
 paper & Ribbons), Park Ridge, N. J.; Frank  
 G. Shattuck Co. (Schrafft's Stores & Restau-  
 rants), New York.

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

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

ABP ANPA APA NAAN PPA

President ..... John Gilbert Craig  
 Sec.-Treas. .... Kathleen A. Walsh

*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.; Dela-  
 ware Steeplechase & Race Ass'n, Stanton;  
 Diamond 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 Steeplechase &  
 Race Ass'n, Stanton, Del.

**THE CRAMER-KRASSELT CO.**

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

AAAA-ABC ABP ANPA-NOAB-BMB  
 President ..... A. W. Seiler  
 Exec. Vice-Pres. .... H. N. Pasteur  
 Vice-Pres.-Treas. .... C. W. Faude  
 Secretary ..... F. Aumueller  
 Vice-Presidents ..... H. Dyson,  
 C. H. Brehm, R. E. Timm, N. L. Telander  
 Vice-Pres.-Dir. of Media ..... L. H. Ness  
 Radio-TV Director ..... J. S. Stolzoff  
 Prod. Mgr. .... H. J. Fink  
 Art Div. .... A. H. Biermann  
 Radio Time Buyer ..... Loretta Mahar  
 Copy Chief ..... R. B. Skeen

*Radio Accounts:* Plankinton Packing Co.,  
 Ed. Schuster & Co., Inc., Luick Ice Cream Co.,  
 First Federal Savings & Loan Association of  
 Wisconsin, Hoberg Paper Mills, Fox Wiscon-  
 sin Amusement Corp., St. Charles Mfg. Co.,  
 Hamilton Mfg. Co., Klinkert Candy Co.,  
 Luick Dairy Co.

*TV Accounts:* Ed Schuster & Co., Inc.,  
 Broadway House of Music, Plankinton Pack-  
 ing Co., First Federal Savings & Loan Associ-  
 ation of Wis., Marine National Exchange  
 Bank, Milwaukee Company.

**Advertising Agencies**

**CRITCHFIELD & COMPANY, INC.**

720 North Michigan Ave., Chicago 11, Ill.  
 Phone: Superior 7-3061  
 ANPA—APA—PPA—NOAB  
 President.....E. P. Nesbitt  
 Media Dir.....E. Groenboom  
 Production Manager.....R. M. Cowing

**CRUTTENDEN & EGER**

69 W. Washington St., Chicago 2, Ill.  
 Phone: Financial 6-3630  
 ABP—ANPA—PPA—NOAB—APA  
 Partners.....Edmond I. Eger,  
 Harley B. Hobbs  
 Account Executives.....Leon H. Lewis,  
 George M. Stern, Harley B. Hobbs, E. I.  
 Eger  
 Media-Research Director....Harry C. Pick  
 Art Director.....Harry J. Beier  
 Prod. Mgr.....R. H. Wilson  
 Radio Account: Admiral Corp.  
 TV Account: Admiral Corp.

**CUNNINGHAM & WALSH, INC.**

(formerly Newell-Emmett Co.)  
 40 E. 34 St., New York 16, N. Y.  
 Phone: MURray Hill 3-4900  
 AAAA—ANPA—PPA—ABP—NOAB—  
 SNPA—ABC—APA—CAN—NAAN—  
 TAAN—BMB  
 Principals .....J. P. Cunningham,  
 E. H. Ellis, G. S. Fowler, G. E. Hoyt, R. R.  
 Newell, Wm. Reydel, R. L. Strobbridge,  
 F. H. Walsh.  
 Media Director.....N. M. McAvoy  
 Branch Office (Radio)  
 8420 Sunset Blvd., Hollywood 46, Calif.

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

247 Park Ave., New York 17, N. Y.  
 Phone: MURray Hil 8-1600  
 AAAA—ANPA—APA—PPA  
 President .....H. M. Dancer  
 Vice-President.....C. L. Fitzgerald  
 Vice-Pres.-Treas. ....Paul Keenan  
 Vice-Pres.-Secy. ....F. T. Leighty  
 V-P's. & Acct. Execs.....Lyndon O. Brown,  
 Joseph H. Holmes, Jr., Charles Hotchkiss,  
 Gordon Johnson, Donald Manchester, J.  
 James Neale, Howard Newton, Richard  
 Porter, Frank Riggio, Adrian Samish, Jer-  
 rome Seehof, A. W. Spence, Jr., Samuel Sut-  
 ter, George Tormey.

*Branch Offices*

221 N. La Salle St., Chicago 1, Ill.  
 Exec. Vice-Pres.....F. Sewall Gardner  
 V-P's. & Acct. Execs.....E. R. Detchon,  
 J. Fitzmorris.  
 1680 N. Vine St., Hollywood 28, Calif.  
 Manager .....Alvin Kabaker  
 6 King St., E., Toronto, Ontario, Can.  
 Manager .....Gilbert Nunns  
 Radio Accounts: Campbell Soup Co., Fal-

staff Brewing Corp., General Mills, Inc.,  
 Lewis-Howe Co., Procter & Gamble Co., Ster-  
 ling Drug, Inc.

TV Accounts: Carter Products, Inc., Fal-  
 staff Brewing Corp., General Mills, Inc.,  
 Sterling Drug, Inc.

**D'ARCY ADVERTISING CO.**

Missouri Pacific Bldg., St. Louis 3, Mo.  
 Phone: CEntral 6700  
 AAAA—ABC—ABP—ANPA—APA—  
 BMB—NOAB—PPA  
 Chairman of the Board.....A. L. Lee  
 President.....J. F. Oberwinder  
 Secretary-Treasurer .....E. D. Cronk  
 Exec. Vice-Pres.....P. J. Orthwein  
 Radio Director.....P. A. Louis  
 (New York Office)

*Branch Offices*

515 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 8-2600  
 Vice-Pres. ....John Toigo  
 Terminal Tower Bldg., Cleveland 13, O.  
 Phone: CH 0158  
 Vice-Pres. ....Stanley P. Seward  
 90 Broadway, Toronto, Ontario, Can.  
 Phone: GL 7591  
 Vice-Pres. ....G. P. Altenbernd  
 800 Peachtree St., N.E., Atlanta 5, Ga.  
 Phone: VE 8815  
 Vice-Pres. ....J. Hixon Kinsella  
 6532 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HU 2-7787  
 Manager .....Dario Soria  
 Radio Accounts: The Coca-Cola Co., At-  
 lanta, Ga.; Anheuser-Busch, Inc., Leaclede Gas  
 Light Co., St. Louis, Mo.; General Tire &  
 Rubber Co., Akron, Weather-Seal Inc., Bar-  
 erton, Cleveland Electric Illuminating Co.,  
 Cleveland, O.  
 TV Accounts: General Tire & Rubber Co.,  
 Akron, O.

**JIMM DAUGHERTY, INC.**

706 Chestnut St., St. Louis 1, Mo.  
 Phone: Main 0790-1  
 PPA—NOAB—APA  
 Pres., Space-Time Buyer James M. Daugherty  
 Secretary-Treasurer..Pauline Otto Daugherty  
 Radio Accounts: Pepsi-Cola, St. Louis  
 Dairy Co., So Good Potato Chips, Blanke-  
 Bar, Odera.  
 TV Account: Pepsi-Cola.

**DAVIS & COMPANY**

Pacific Mutual Bldg., Los Angeles 14, Calif.  
 Phone: Michigan 3908  
 ANPA—PPA  
 Partner.....Robert J. Davis  
 Time Buyer.....Beth Freeman  
 Radio Accounts: Blue Bird Potato Chips,  
 Inc., Scudder Food Products, Dodson, Ltd.,  
 American Fruit Growers, Fruit Industries,  
 Ltd.

. . . **Advertising Agencies** . . .

**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**

1325 National City Bldg., Dallas 1, Tex.  
Phone: C-8295  
APA—SNPA

Owner-Radio Buyer... Irene Scott Dicklow

**DINION & DuBROWIN, INC.**

624 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-2826-9-3639

Pres.-Treas. .... Erwin Dinion  
Secretary ..... Blanche Dinion  
Radio-TV Dir..... Jack Lloyd,  
Cy Williams.  
TV Accounts: House Beautiful Curtains,  
New York.

**DOE-ANDERSON ADV. AGENCY**

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

Partner ..... Elmer H. Doe  
Partner ..... Warwick Anderson  
Acct. Execs. .... Elmer H. Doe,  
Warwick Anderson, George W. Emerson,  
Robert G. O'Brein.  
Space Buyer ..... Miss G. P. Wagner  
Prod. Mgr. .... J. B. Peterkin

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

350 Fifth Ave., New York 1, N. Y.  
Phone: BRyann 9-0445

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

President..... Lawrence L. Shenfield  
V.P. & Treasurer..... Arthur Cobb, Jr.  
V.P. & Secretary..... William E. Steers  
Asst. Treasurer..... Nelson O. Argueso  
Asst. Secretary..... Marie L. Brennan  
Vice-Presidents..... Donald K. Clifford,  
Francis J. Doherty, Joel F. Jacobs, Chester  
MacCracken, James F. Egan, E. M. Ray-  
nolds, Philip Reichart, S. L. Frey, A. P.  
Butler, Robert Shaw

Director Radio-TV..... Chester MacCracken  
Supervisor Radio-TV..... Blancy Harris  
Director-Commercials..... D. Peter Rowles  
Time Buyer ..... Helen Wilbur  
Radio Accounts: Bristol-Myers, Co.  
(Ipana, Vitalis, Trushay, Benex, Mum, Am-  
men, Resistab), Minute Maid Corp. (Minute  
Maid).

TV Accounts: Bristol Myers Co. (Ipana,  
Vitalis, Mum, Sal Hepatica, Resistab, Buf-  
ferin).

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

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

AAAA—ABC ABP—ANPA—APA  
NOAB PPA SNPA

Pres.Treas. .... Ralph L. Dombrower, Sr.  
Vice-Pres. .... Ralph L. Dombrower, Jr.  
Malcolm B. Dombrower.

Acct. Executive..... Edward J. Wallerstein  
Counsel ..... Morton L. Wallerstein  
Art Director..... J. H. O. E. Pickett  
Production Manager..... Hobart Britton  
Space & Time Buyer..... Phyllis King  
Talent Buyer..... T. Michaux Moody  
Assistant ..... Wilson Angel

*Branch Office*

Woodward Bldg., Washington, D. C.  
Phone: REpublic 1420

Manager ..... Philip Rosenfeld  
Radio Accounts: Pamplin Smoking Pipe &  
Mfg. Co., Pamplin; Richmond Hotels, Inc.  
(Richmond, Va. Hotels & Old Point Com-  
fort); Southland Wine Co., Inc. (Velvet Rose  
Wines), Goldberg Electric Products Co.,  
Inc., Richmond; Fork Union Military Acad-  
emy (Military School), Fork Union; The  
Words Co. (TV Receivers), Central National  
Bank, Etchison Hat Co., Inc., Chesterfield  
Hat Corp., Richmond, Va; Hushpuppy Corp.  
of America, Inc. (Thompson's Hushpuppy  
Mix), Jacksonville, N. C.; Chelco Corp., Inc.  
(Four "C's" Headache Remedy), Peter-burg,  
Va.; John D. Battle (Gubernatorial Nom-  
inee), Richmond, Va.

**DONAHUE & COE, INC.**

1270 Sixth Ave., 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  
Production Assts..... Marjorie Shields,  
Walter Collins.

Writer-Acct. Exec..... Latham Ovens  
Radio Accounts: New York Herald Trib-  
une, New York World-Telegram & The Sun,  
Aborn's Coffee, Carolina Rice (River Brand  
Rice Mills, Inc.), M-G-M, New York, N. Y.;  
Atlantic Ale & Beer, Atlanta, Ga.

TV Accounts: Sunset Appliance Stores,  
(Home appliances), Gold Medal Candy  
Corp., (Bonomo's Turkish Taft), New  
York, N. Y.; Scripto, Inc. (Pens and pencils),  
Atlanta, Ga.

**DORLAND, INC.**

217 Park Ave., New York 17, N. Y.  
Phone: ELdorado 5-2680

ABP—ANPA—APA—NOAB—PPA

President ..... Atherton Pettingell  
Treas., Exec. V.P..... Walter S. Maas

## Advertising Agencies

Secy., Adm. Asst. to Pres... Mary L. Shaunty  
 Vice Pres..... Charles B. Strauss  
 V.P.-Controller of Prod. Svcs.

Emanuel Tietler

V.P.-Dir. of Package Goods  
 Div. .... Herschel Deutsch  
 V.P.-Assoc. Dir. of Package

Goods Div..... Abner J. Rubien  
 Vice-Pres. .... Robert Seidel  
 Vice-Pres.-Art Dir..... Goldie Heller  
 Art Director..... William K. Jacoby  
 Promotion & Sales Dev..... Robert Weill  
 Dir. of Merchandising..... Shirley Polykoff  
 V.P.-Consultant for Art &

Industrial Design..... Herbert Bayer  
 V.P.-Radio & TV Dir..... Howard G. Barnes  
 Radio-TV Time Buyer... Katherine Kirkbride

*Radio Accounts:* Helbros Watches, A. S. Beck Shoe Corp., Lanvin Perfumes, Ameritex Div.-Cohn-Hall-Marx, Colonial Airlines, Breitenbach (Gude's Pepto-Mangan), New York, N. Y.

*TV Accounts:* A. S. Beck Shoe Corp., Ameritex Div.-Cohn-Hall-Marx (Ameritex Fabrics), New York, N. Y.

### JOHN C. DOWD, INC.

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

Radio-TV Dir..... Theodore B. Pitman, Jr.  
 Asst. Radio-TV Dir..... Helen Garabedian

*Radio Accounts:* Albany Carpet Cleaning Co., Allston; Buckley & Scott (Equipment for Heating), Watertown; Clinton Clothes, Boston; National Co. (Radio Receivers & Sets), Malden; First Nat'l Stores (Food), City Fuel, Staples Coal, Paine's (Furniture, etc.), Studio Shop (Gifts), Victor (Coffee & Tea), Boston Edison (Electricity), Boston; Harvard Brewing (Beer), Lowell; Reddi-Whip (Whipped Cream), Newton; Hotel Somerset, Strazzula Bros. (Tomatoes), Ring Clear (Hosiery), Boston, Mass.; M & M Bakeries, Dover, N. H.; Haviland Chocolates, Boston, Mass.

*TV Accounts:* Clinton Clothing, Boston Edison (Electricity), Boston, Mass.; Rothmund (Sausages & Frankforts), Somerville; Albany Carpet Cleaning Co., Allston; Carpenter-Morton (Pain's), Everett, Mass.; National Co. (Radio Receivers & Sets), Malden, Mass.; Ring Clear (Hosiery), Boston, Mass.; Buckley & Scott (Equipment for Heating), Watertown, Mass.

### L. J. DuMAHAUT ADV. AGENCY

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

APA

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

### ROY S. DURSTINE, INC.

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

ABC—ANPA—NOAB—PPA—SNPA

President ..... Roy S. Durstine  
 Vice-Pres., Secy. Dir. of

Media ..... Arch T. Gardiner  
 Vice-Presidents ..... Wm. E. Dempster,  
 John Malone, Ralph D. Allum, Wm. C. Pank.

Treasurer ..... T. Arnold Rau  
 Prod. Mgr. .... David R. Margaretten  
 Head Art Dir..... Harvey A. Spooner  
 Art Directors..... J. Burton Stevens,  
 John A. Hagstrom.

Exec. Staff..... John C. Rome,  
 David L. Rand, Clem W. Kohlman, Carl Friedlander, Robert L. Whitehead, C. Henry Heppenstall.

Radio-TV Dir..... Maurice Condon  
 Mgr. Radio-TV Dept. & Time

Buyer ..... Bergi Boe

#### Branch Offices

2853 W. 7 Ave., Los Angeles, Calif.

Phone: DUNkirk 8-3411

Exec.-in-Charge ..... William Sloan  
 703 Market St., San Francisco, Calif.

Phone: YUKon 6-6239

Exec.-in-Charge..... Robert England

*Radio Accounts:* The Serutan Co. (Serutan, Nutrex, RDX, Lemel, Hi-V, Journal of Living), Van Houten & Zoon Inc. (Cocoa & Chocolate), New York, N. Y.

### ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.  
 Phone: MADison 9221

Owner ..... Adam F. Eby  
 Account Execs..... Pauline Fergusson,  
 Samuel E. Eby, Lillian Kirk.

*Radio Accounts:* Annual Sports Show, Home Family Laundry, David J. Scott Co., Brace McGuire Co., Inc.

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

27 East Monroe St., Chicago 3, Ill.

Phones: ANdover 3-3867, DEarborn 2-5976

ABP—PPA

President & Sp. Buyer..... Edward Edelstein

Acct. Exec..... Lloyd C. Nelson

W. C. Kauer, Edward Edelstein

Art Director..... Louise Larson

### ELLINGTON & CO., INC.

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

Phone: MURray Hill 7-4300

ANPA—APA—NOAB—PPA

President ..... Jesse T. Ellington

Vice-Presidents ..... Theodore S. Strong,

Hyland L. Hodgson, Charles R. Marshall,

Chauncey L. Landon.

Dir. of Radio & TV..... Hal James

# Advertising Agencies

Radio & TV Time Buyer.....Dan Kane  
*Radio Accounts:* Cities Service (Gas & Oils), Celanese Corp. of America (Yarns, Fabrics & Plastics), New York, N. Y.

*TV Accounts:* Cities Service (Gas & Oils), Celanese Corp. of America (Yarns, Fabrics & Plastics), New York, N. Y.

## ELLIS ADVERTISING CO.

2500 Rand Bldg., Buffalo 3, N. Y.

Phone: CL 0422

ABP—ANPA—NOAB—PPA

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

Radio-TV Director.....Toby Treger

*Radio Accounts:* Basil Theaters, Buffalo Optical Co., Simon Greenbaum Clothing, John Henrich Co., Italian & French Wine Co., Niagara National Bank, Western Savings Bank, City Service Taxi Co., Kensington Savings & Loan Assn., Old Barn, Di-Bello Pontiac Motors, Rosinski Furniture Stores, Nemmer Furniture Stores, McF's Clothing, Loonsk Bros. Dry Cleaning, First Federal Savings & Loan Assn. of Kenmore.

*Television Accounts:* Rosinski Furniture Stores, Loonsk Bros. Dry Cleaning, Bredenberg Distributing Co. (Drewry's Brewery), Household Outfitting Co., Western Savings Bank, Niagara National Bank, Buffalo Optical Co., Bredenberg Distributing Co. (Lahatt's Ale and Beer).

## ROBERT J. ENDERS ADVERTISING

1415 K St., Washington 5, D. C.

Phone: STerling 2222

President.....Robert J. Enders

Account Execs.....William F. Fitzgerald,

Leonard C. Rennie, Sylvia Devoy, Robert

I. Black, Howard Enders, Robert J. Enders,

Creative Staff.....Dorothy Wasserman,

Baxter Schwellenbach, Donald Blass.

TV Art Director.....Fred Waller

Film Director.....Richard Lyford

Animation Director.....Gene Touyville

Chief Photographer.....Sam Rosenberg

### Branch Offices

1420 Walnut St., Philadelphia, Pa.

Phone: KIngsley 6-1858

Manager.....Howard Enders

1912 Duke St., Alexandria, Va.

Phone: TEmples 9337

Manager.....Leonard C. Rennie

*Radio Accounts:* Amvets (American Vet-

erans of World War II), Occidental Rest.,

Washington, D. C.; AP's Motors (Automob-

iles & Service), Arlington, Va.; George's

Radio & TV Co., in coop. with RCA, Ad-

miral, Motorola, Frigidaire, General Electric

(Radios, TV & Electrical Appliances), National

Productions (Shows) Washington, D. C.;

Briggs Filtration Co. (Oil Filters, etc.),

Bethesda, Md.; Simon Distributing Corp.

(Motorola Distributor), Abbott Refrigeration

(Air Conditioning, Comm. Refrigeration,

Frigidaire Product-), Federal Security Agency, Home Appliance Co. (Radios, TV & Elec. Appliances) Travel, Inc. (Travel Agency), Economic Cooperation Administration, McCoy's (Radios, TV & Elec. Appliances), Mid-Atlantic Appliances (Admiral, Bendix, etc. Distrib.), Washington, D. C.

*TV Accounts:* Gimbels (Department Store), Pierce-Phelps Inc., Philadelphia, Pa.; George's Radio & TV Co., Julius Garfunkel & Co. (Department Store), Washington, D. C.

## ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.

Phone: State 1366-7

ANPA PPA—APA—NOAB

President & Treasurer.....Frank L. Engel, Jr.

Vice-Pres. & Sec.....M. L. Engel

Art Dir. & Copy Dir.....A. A. Lausmann

*Radio Accounts:* Superior Match Pants

Co., Westhauser Nurseries.

## ENNIS-ANDERSON ADV. AGENCY

Angelo Bank Bldg., Fresno, Calif.

Phone: PH 3-2613

Pres. & Prod. Mgr.....E. E. Anderson

Vice-Pres. & Space Buyer.....Frank Ennis

Art Director.....Milton M. Young

Radio Director.....Lou McAdam

*Radio Accounts:* Midget Auto Race Assoc.,

National Dollar Stores, Roth Furniture Co.,

Fresno Macaroni Co.

## ERWIN, WASEY & CO., INC.

Graybar Bldg., 120 Lexington Ave.,

New York 17, N. Y.

Phone: LExington 2-8700

AAAA—ANPA PPA—NOAB—APA

Chairman of the Board.....Louis R. Wasey

Pres.-Gen. Mgr.....Howard D. Williams

Vice-Presidents.....George F. Wasey,

Charles A. Rheinstrom.

Sec.-Treas.....James F. O'Connor

Exec. Radio-TV Dir., C. H. Cottingham (L.A.)

Radio-TV Dir., Richard L. Eastland (N.Y.)

Time Buyer.....Raymond Sims (N.Y.)

Radio Producers.....Charles F. Lowe, (L.A.),

John Halpern (N.Y.)

Erwin, Wasey & Company, Ltd.

230 N. Michigan Ave., Chicago, Ill.

Manager.....L. R. Northrup

*Branch Office of Erwin, Wasey & Co., Ltd.*

5045 Wilshire Blvd., Los Angeles, Calif.

Manager.....Fred M. Jordan

Erwin, Wasey & Co. of Minnesota

523 Marquette Ave., Minneapolis 2, Minn.

President-Manager.....Mac Martin

Erwin, Wasey & Co. of the South

First National Bank Bldg., Oklahoma City,

Okla.

Vice-Pres.-Mgr.....Harold Halsell

Erwin, Wasey of Canada, Ltd.

1170 Bay St., Toronto, Ont., Canada

Manager.....Ralph L. Lawson



**Advertising Agencies**

*Branch Office of Toronto*

1121 St. Katherine St., W., Montreal, Canada  
 Manager ..... Brian Devlin

*Radio Accounts:* Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., Acme Flour Mills, Albers Milling Co., Peter Fox Brewing Co., Zonite Products Corp., S. C. Johnson & Sons, Inc., Nash Coffee Co., Anderson-Pritchard Oil Corp., Krenil Hair Tonic & Shampoo, K-R-O Co., Pertussin, Jaesh Riess Bottling Works, Inc., McCall-Frontenae, California Bank, McCoy Products, Inc., Daggett & Ramsdell Olive Tablet Co.

**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. & 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. 42 St., New York, N. Y.  
 Phone: Murray Hill 5-1900

Vice-Pres.-Chg. Radio. Thomas D. Luckenbill  
 Chg. Television ..... Kendall Foster  
 Chg. Hollywood Office ..... Don Bernard  
 Chief Execs. .... Wendell Adams,  
 Stan Lomas, Sam Northercross, Helen  
 Phillips, Andrew Potter, Charles White,  
 Max Wylic.

*Branch Office*

California Bank Bldg., Vine & Selma,  
 Hollywood 28, Calif.  
 Phone: Hudson 2-3366

Exec.-in-Chg. .... Don Bernard  
*Radio Accounts:* Colgate (Super Suds, Fab, Vel), National Carbon (Prestone Anti-Freeze), Piel Bros. (Piel's Beer), R. J. Reynolds Tob. Co. (Camel Cigarettes, Prince Albert Smoking Tobacco).

*TV Accounts:* R. J. Reynolds Tob. Co. (Camel Cigarettes), Colgate (Vel), National Carbon (Eveready Batteries), Piel Bros. (Piel's Beer).

**ALBERT EVANS—ADVERTISING**

9th Floor Dan Waggoner Bldg.,  
 Fort Worth 2, Tex.  
 Phone: 3-9521

ABP—ANPA—APA—BMB—NAAN  
 NOAB—SNPA

Partner ..... Albert Evans, Jr.  
 Partner ..... Gordon N. Teague  
 Acct. Exec. .... Gene M. Lightfoot  
 Acct. Exec. .... Stan Schlenther

Art Dir. .... Jud Acker  
 Prod. Mgr. .... Mary Lou Slay  
*Radio Accounts:* Armour & Co. (Cloverbloom 99), Foremost Dairies, Inc. (Southwest Division), "OB" Maccaroni Co., Terminal Grain Co., William-Dickie Co.

**EVANS-WORK ADVERTISING AGENCY**

318½ South Sixth, Springfield, Ill.  
 Phone: 28868

President ..... Clarence R. Evans  
 Art Director ..... John Robert Work  
 Continuity Director ..... Imogene Reische  
*Radio Accounts:* American Roofing Co., Arch Wilson, Inc., Axtell Kramer, L. B. Bell Fur Co., Bootery, Bridge Jewelry, Inc., Camera Shop, Capital City Motors, Capitol Aviation, Inc., Community Bakery Co., Constantino Packing Co., Faultless Milling Co., Frostie Bottling Co., Harold Prehn, Inc., Kennedy Laundry & Dry Cleaners, L & L Sales, Piggly Wiggly (Fisher Grocery Co.), Oauality Dairy, Rolands, St. Nicholas Hotel, Seck DeVault Paint Manufacturing Co., Springfield Refinoil Co., Willis Meyers Upholstery Co.

**LAWRENCE I. EVERLING, INC.**

1700 Walnut St., Philadelphia 3, Pa.  
 Phone: Pennypacker 5-7927

ABP—ANPA—APA—AAAA  
 NOAB—ABC

President ..... Lawrence I. Everling  
 V.P. Radio Dir. & Buyer Radio Time  
 Frank J. Crockery  
 Sec. & Dir. of Art. .... Reynold Abbruzi  
*Radio Accounts:*—Petroleum Heat & Power Co., Mrs. Smith Pic Co.

**FEDERAL ADVERTISING AGENCY, INC.**

385 Madison Ave., New York 17, N. Y.  
 Phone: MUrray Hill 8-4200

AAAA—ABP—ANPA—APA—NOAB—PPA  
 President ..... Gordon Hyde  
 Vice-residents. .... Dr. Wallace H. Wulfeck,  
 Jules Singer, Kenneth Plumb, Pete Hurd,  
 Joseph Leopold, Douglas Boyd, Thomas  
 P. McMahon, Frank Hermes, Herb Morse,  
 Charles Wright  
 Vice-Pres.-Dir. of Radio & TV

Francis C. Barton, Jr.  
 Ass't to Mr. Barton ..... George Burbach  
 Time Buyer ..... Penelope A. Simmons  
 Copywriter-Radio & TV. Miss Pat Hartels  
 Estimator ..... Frank Howlett  
 Ass't to Time Buyer ..... Jacqueline Ruta  
*Radio Accounts:* American Safety Razor Corp. (Razors, Blades, Lighters), Brooklyn, N. Y.; Harriet Hubbard Ayer, Inc. (Cosmetics, Home Permanents), Pan American

**Advertising Agencies**

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), Lever Bros. (Breeze), New York; John F. Trommer, Inc. (White Label Beer & Ale), Brooklyn, N. Y., Orange, N. J.; McCall Corp. (McCall's Magazine), New York, N. Y.

*TV Accounts:* Harriet Hubbard Ayer, Inc. (Cosmetics, Home Permanents), New York; John F. Trommer, Inc. (White Label Beer), Brooklyn, N. Y., Orange, N. J.; American Safety Razor Corp. (Lighters), Brooklyn, N. Y.; McCall Corp. (Magazine), New York, N. Y.

**HARRY FEIGENBAUM  
ADVERTISING AGENCY**

2011 Walnut St., Philadelphia 3, Pa.  
Phone: LOcust 1-1536  
ANPA—NOAB—PPA

Partners: Harry Feigenbaum, David Werman  
Radio & TV Director: Franklyn S. Roberts  
*Radio Accounts:* Grabosky Brothers (Royalist Cigars), B. S. Pineus & Co. (Yankee Maid Frankfurters), Laundry Board of Trade of Phila., Federal Savings Associations of Phila., Hardwick & Magee Company (Rugs & Furniture), Phila.; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; Philadelphia Daily News (Newspaper), Continental Casualty Co. (Phila. Office), (Sickness & Accident Insurance); A. B. C. Auto Driving School, Phila., Pa.  
*TV Accounts:* B. S. Pineus & Co. (Yankee Maid Meats), The Arrow Store (Men's Store), Master Floor Covering (Rugs & Floor Coverings), Phila., Pa.; Hudson Dealers of Phila.

**ROBERT FELDMAN, INC.**

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

Pres. & Radio Time Buyer: Robert Feldman  
Vice-Pres.: B. Michael  
Radio Director: C. Rhodes  
Copy Chief: L. Barton  
*Radio Accounts:* Hotel Manhattan Towers Nevele, Country Club, Elliott Murphy's Aquashow, Maurella Products (Perfumes), Wivel Restaurant, Village Barn, Jack Dempsey's Rest, Palisades-Amusement Park, Chen-Singapore, Young's Gap Hotel.

*TV Accounts:* Chateau Martin Wines, Wivel Restaurant, China Doll Night Club.

**FELLOWS ADVERTISING AGENCY**

110 Harned Blvd., Syracuse, N. Y.  
Phone: 2-2197  
ABP APA

President: Byron F. Fellows, Jr.  
Vice-President: Donald G. Novak  
Sec. Treas.: Marjorie Hughes

Copy Writer: Jane Logan  
*Radio Accounts:* Merchants Bank, Syracuse; BWB Food Co. (Baked Beans, Soup), Mexico, N. Y.; Moore & Quinn Brewery, Syracuse; Syracuse Industrial Club, Syracuse, N. Y.

*TV Accounts:* Syracuse Industrial Club, Syracuse, N. Y.

**COURTLAND D. FERGUSON, INC.**

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

President: Courtland D. Ferguson  
Secy. Treas.: Lucille Pierce Ferguson  
Radio Director: Wm. R. Groome  
TV Director: Walter J. Kerwin  
Radio Time Buyer: Patricia Brennan  
Account Executive: George D. McGuinness  
Account Executive: Philip Martin

*Branch Offices*

525 N. Charles St., Baltimore, Md.  
Manager: George Ross  
Life Ins. Co. of Va. Bldg., Richmond, Va.  
Manager: Frank G. Christian  
*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-Douglass Co. (Fertilizer), James G. Gill Co. (Coffee), Richmond; Smith's Storage Co., Washington; Lincoln Warehouse Corp., New York; Manbeck Bread Co. (Bread Products), Hagerstown, Md.; High's Ice Cream Co. (Dairy Products), Washington, D. C.; Little Tavern Shops (Restaurants), Wash. & Baltimore.  
*TV Accounts:* Bergmann Laundry, Briggs (Meat products), Emerson & Ore (Buick Dealers), Smith's Storage Co., Washington, D. C.

**LAWRENCE FERTIG & CO., INC.**

149 Madison Ave., New York 16, N. Y.  
Phone: MUrray Hill 9-7100  
ABP—ANPA—APA—NOAB PPA

President-Treasurer: Lawrence Fertig  
Exec. Vice-Pres. & Secy.: Alexander Slavitt  
Vice-President: Philip Lukin  
Account Execs.: J. B. Morse, Lawrence Wisser, Henry Bretzfield  
Space Buyer: Miss Selma Grosswirth  
Art Director: Stanley Dusek  
Production Mgr.: Kenneth Miller  
Radio-TV Time Buyer, Dir.: Henry Bretzfield  
*Radio Accounts:* Sam Smith Shoe Corp. (Little Yankee Shoes), Newmarket, N. H.

**ROBERT G. FIELDS & CO.**

1100 Warner Bldg., Nashville 3, Tenn.  
Phone: 6-1977  
ABP APA PPA SNPA

President: Robert G. Fields

## Advertising Agencies

Account Exec.....W. R. Culbertson  
 Secretary.....A. Ferguson  
*Radio Accounts:* Robt. Orr & Co. (Coffee),  
 Cherokee Mills (Flour), St. Bernard Coal  
 Co. (Coal), Nashville Pure Milk Co. (Milk).

### JOHN A. FINNERAN, INC.

1475 Broadway, New York 18, N. Y.  
 Phone: BRyant 9-1290

Pres. & Secy.....John A. Finneran  
 V.P. & Treas.....Honorita Finneran  
 Asst. Treas.-Gen. Mgr.....H. B. Pettengill  
 Art Dir.....K. Elmore  
 Chief Copywriter.....D. Anscombe  
 Space & Time Buyer.....E. Pryde  
 Acct. Execs.....Curtis I. Brown,  
 G. White, B. Silon, F. Quinn, Dayton M.  
 Jones.  
*Radio Accounts:* DeSoto Beach Hotel &  
 Cabana Club, Heaton Hall, Hollywood Acade-  
 my, Red Lion Inn, St. Moritz Hotel (Lake  
 Placid), United Air Lines.

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

445 Loeb Arcade, Minneapolis 2, Minn.  
 Phone: Main 4393  
 ANPA—APA

President.....Allan L. Firestone  
 V.P.-Treas.....Archie Goodman  
 Sec.....R. S. Firestone  
*Radio Accounts:* Great Minneapolis Sur-  
 plus Store, Palm Beach Cosmetics, Minne-  
 apolis, Minn.

### M. M. FISHER ASSOCIATES

134 N. LaSalle St., Chicago 2, Ill.  
 Phones: Cen. 6-1610-1611

Owner.....Jack L. Fisher, Sr.  
 Co-Owner.....Jack L. Fisher, Jr.  
 Radio Time & TV Space Buyer..Helen Heinz  
*Radio Accounts:* Lester Cowan Prods.  
 (Movies), New York; Balaban & Katz  
 (Movies), Bell Savgs. & Loan Assn. (Bank),  
 Hilton Hotels (Hotel), Cook Co. Democratic  
 Party (Political), Chicago; Greater Chicago  
 Hotel Assn. (Hotel), Eagle-Lion Films, Inc.  
 (Movies), Chicago & New York; Geo. S.  
 May Co. (Tam O'Shanter Country Club),  
 Chicago; Selznick Releasing Org. (Movies),  
 New York; Shubert Theaters (Stage shows),  
 Chicago; United Artists Corp. (Movies),  
 Universal Pictures (Movies), Warner Bros.  
 Pictures (Movies), Essaness Theaters (Mo-  
 vies), Sol Lesser Productions (Movies),  
 Andrew Stone Productions (Movies), 20th Cen-  
 tury-Fox Film Corp. (Movies), New York;  
 Vanguard Films, Inc. (Movies), Hollywood.  
*TV Accounts:* Selznick Releasing Org.  
 (Movies), New York, N. Y.

### FITZGERALD ADVERTISING AGENCY

833 Howard Ave., New Orleans 12, La.  
 Phone: Tulane 3131

Partners.....Joseph L. Killeen,  
 Joseph H. Epstein, Roy M. Schwarz, Leon-  
 ard Gessner, Warren G. Posey, E. W.  
 Rector Wootten.  
 Radio Director.....Aubrey Williams  
*Radio Accounts:* Wesson Oil & Snowdrift  
 Sales Co. (Wesson Oil, Snowdrift), H. G.  
 Hill Stores, Jackson Brewing Co. (Jax Beer),  
 New Orleans, La.  
*TV Accounts:* Jackson Brewing Co. (Jax  
 Beer), New Orleans, La.

### FLACK ADV. AGENCY, INC.

1110 Hills Bldg., Syracuse 2, N. Y.  
 Phone: 2-3129

AAAA—ABP—ANPA—APA—NAAN—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, David R. Allen

### FOLEY ADVERTISING AGENCY

1012 N. B. C. Bldg., Cleveland 14, O.  
 Phone: CHerry 1490

President.....Robert B. Foley  
 Sec.-Treas.....Helen M. Little  
*Radio Accounts:* I. J. Fox, Inc. (Retail Fur-  
 rier), Grismer Motors, Inc. (Lincoln-Mer-  
 cury Dealer), Morton S. Pine Co. (Day's  
 Pine Cleanser), Cleveland Stetson Shop  
 (Retail—Shoes), Cleveland, O.

### THE RICHARD A. FOLEY ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.  
 Phone: Kingsley 5-1560  
 AAAA—ABC—NOAB

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 V.P.-General Manager....A. Edward Morgan  
 V.P.-Dir. of Merch'dising....Jerome B. Taft  
 Vice-President.....Russell Gray, Jr.  
 V.P.-Media Director.....Wesley Winning  
 Research Director.....David F. Johnstone  
 Copy Director.....Raymond Barr  
 Art Director.....Earle Steiert  
 Mech. Production Mgr....Ed. G. Griffiths  
 Office Manager.....Catherine E. Gibbons  
 Radio-TV Director.....James L. Tabor  
*Radio Accounts:* Abbotts Dairies, Inc.,  
 Beneficial Saving Fund, Brock & Co. (Frozen  
 French Fries), Freihofer Baking Co., Phila-  
 delphia, Pa.  
*TV Accounts:* Abbotts Dairies, Inc.,  
 Beneficial Saving Fund, Brock & Co. (Frozen  
 French Fries), Philadelphia, Pa.

## Advertising Agencies

### FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.  
Phone: PLaza 5-6600

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V.P. & Gen. Mgr. .... M. P. Franceschi  
V.P. & Art Dir. .... Elwood Whitney  
V.P. in chg. of Media & Research  
Sherwood Dodge  
V.P. & Mgr. East Motion Pic. Div.

Harold Holt  
Vice-Presidents. .... Bernard M. Douglas,  
Kenath T. Sponkel, A. E. Rood, Frank  
Delano, Cyrus H. Nathan  
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Dir. of TV. .... Roger Pryor  
Dir. of Research. .... Barrett E. Welch  
Dir. of Media. .... Joseph S. Spiegel  
Mgr. Production Dept. .... J. A. Kochler  
Radio Business Mgr. .... Lillian Selb  
Dir. of Publicity. .... George Wolf

#### Chicago Office

919 N. Michigan Ave., Chicago 11, Ill.  
Phone: SUperior 7-4800

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V.P. & Art Dir. .... David W. Lockwood  
V.P. in chg. of Media & Research  
Harold H. Webber  
V.P. & Media Dir. .... H. R. Van Gunten  
V.P. & Outdoor Adv. .... John J. Lechner  
V.P. & Research Dir. .... Richard W. Tully  
V.P. & Production Dir. .... George Heiland  
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J. Koretz, Leo H. Rosenberg, Milton H.  
Schwartz, Rolland W. Taylor, S. L. Wil-  
liams, William K. Ziegfeld  
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Asst. Treas. .... Joseph W. King  
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Radio Time Buyer. .... Genevieve Lemper  
Mgr. Media Dept. .... Robert Hussey  
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#### Los Angeles Office

604 W. 5 St., Los Angeles 13, Calif.  
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Mgr. Production Dept. .... Ward Ritchie  
Radio Time Buyer. .... Claire Koren

#### San Francisco Office

235 Montgomery St., San Francisco 4, Calif.  
Phone: SUtter 1-2355

V.P. & Mgr. .... Ford Sibley  
V.P. & Art Dir. .... Link Malmquist  
Dir. of Media. .... Ulew A. Jones  
Mgr. Production Dept. .... Albert A. Sperisen  
Dir. of Research. .... Patricia Barbagelata

#### Hollywood Office

6233 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOllivood 9-6265

Vice-President. .... Robert Ballin  
General Manager. .... C. Burt Oliver

#### Portland Office

Pacific Bldg., Portland 4, Ore.  
Phone: ATwater 8181

Exec-in-charge. .... Leith F. Abbott  
*Radio Accounts:* Acme Breweries, San  
Francisco; A & T Productions, Hollywood;  
All-Year Club of So. Calif., Ltd., Los An-  
geles; American Bakers Assn., Chicago;  
American Wine Co., Beverly Hills; Analyst  
Co., Yonkers, N. Y.; Anglo California Na-  
tional Bank, San Francisco; Arden Farms  
Co., Los Angeles; Argosy Picture Corp., Cul-  
ver City; Arko Productions, Inc., Culver  
City; Armour & Co., Chicago; B-B Pen Co.,  
Inc., Los Angeles; Barbara Gould, Inc., New  
York; Beatrice Foods Co., Chicago; Bero  
Films, Hollywood; Bourjois, Inc., New York;  
California Fruit Growers Exchange, Los An-  
geles; Californians, Inc., San Francisco;  
Chanel, Inc., New York; Cole of California,  
Los Angeles; Commercial National Bank &  
Trust Co. of New York; Crest Produc-  
tions, Inc., Hollywood; Deleo Appliance Div.,  
General Motors Corp., Rochester, N. Y.;  
John H. Dulany & Son, Inc., Fruitland, Md.;  
Emerson Radio & Phonograph Corp., New  
York; Fairfax Bread Co., San Francisco;  
Federation of Swiss Watch Manufacturers,  
Biemme, Switzerland; First National  
Bank of Chicago; Frigidaire Division, Gen-  
eral Motors Corp., Dayton, O.; General  
Foods Corp., Post's Rice Toasties, Instant  
Postum and Postum Cereal, New York;  
Glass Container Manufacturers Institute,  
New York; Hall Brothers, Inc., Kansas City,  
Mo.; Har Research Foundation, New York;  
Hughes Productions, Hollywood; Independ-  
ent Artists, Inc., Hollywood; International  
Cellulotton Products Co., Chicago; Inter-  
national Latex Corp., Dover, Del.; Kimberly-  
Clark Corp., Neenah, Wis.; Jesso L. Lasky  
Productions, Inc., Los Angeles; Liebhmann  
Breweries, Inc., Brooklyn; Lockheed Aircraft  
Corp., Burbank; Marshall Field & Co., John  
Marshall Insurance Co., Chicago; Glenn Mc-  
Carthy Productions, Hollywood; McKem &  
Vanta, Divisions of Shawmut Mills, Inc.,  
New York; Montgomery Ward & Co., Chi-  
cago; National Piano Manufacturers Associ-  
ation of America, Chicago; New York Cen-  
tral System, New York; Northrop Aircraft

## . . . Advertising Agencies . . .

Corp., Hawthorne, Calif.; Northwestern University, Evanston, Ill.; Pacific Mutual Life Insurance Co., Los Angeles; Pepsodent Div., Lever Brothers Co. (Pepsodent Tooth Paste, Antiseptic, Toothbrushes, Trim Hair Tonic), Chicago; Purex Corp., Ltd., South Gate; Rheem Manufacturing Co., San Francisco, New York; RKO Pathe, Inc., RKO Radio Pictures, Inc., RKO Theatres (RKO Service Corp.) New York; S & W Fine Foods, Inc., San Francisco; Safeway Stores, Inc., Oakland; Security-First National Bank of Los Angeles; Showtime Pictures, Inc., Sierra Pictures, Inc., Hollywood; Southern Pacific Co., San Francisco; Hunt Stromberg Productions, Los Angeles; Sun Harbor Packing Co., San Diego; Toni Company, The, Chicago; Union Oil Co. of California; Van Raalte, Inc., New York; Hiram Walker, Inc. (Hiram Walker's Imperial Whiskey, Walker's De Luxe Straight Bourbon Whiskey), Walkerville, Ont., Can.; Western Beet Sugar Producers, Inc., San Francisco; Western Oil and Gas Assn., Los Angeles; Westwood Productions, Inc., Hollywood.

*TV Accounts:* Beatrice Foods Co., New York; Marshall Field & Co., Chicago; New York Central System, New York; Pepsodent Division, Lever Bros. Co., Chicago.

### MARSHALL FORD ADV. AGENCY

918 11th St., Sacramento 14, Calif.

Phone: Gilbert 2-3645

APA—PPA

President ..... Marshall Ford  
 Radio Director ..... Wm. Cummings  
*Radio Accounts:* Bercut-Richards Packing Co. (Sacramento Brand Foods), Pureta Sausage Co. (Sausage Products), Capital National Bank, Taylors Dairy (Ice Cream), Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.

### FORT & COMPANY

1101 S. Tryon St., Charlotte 1, N. C.

Phone: 4-7122

SNPA

President ..... John L. Fort  
 Secretary ..... Mrs. Ruby Black  
 Art Director ..... William Bain  
*Radio Account:* Kennedy Laboratories, Inc. (The Kennedy Formula).

### FRANK & HOLLINSHEAD, INC.

1407 Industrial Bank Bldg., Detroit 26, Mich.

Phone: Woodward 2-6220

ABP—ANPA—APA—PPA—NOAB

Pres., Treas. & Copy Chief ..... E. G. Frank  
 V.-P. Radio Dir. & Radio Time Buyer  
     M. A. Hollinshead  
 Research Dir. .... D. R. Hodgins  
 Art Dir. & Prod. Mgr. .... J. S. Chandlee  
 Space Buyer ..... Mrs. M. A. Yonngs  
 Account Executives ..... E. G. Frank,  
     M. A. Hollinshead, D. R. Hodgins

### ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York 6, N. Y.

Phone: COrtlandt 7-5060

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 President ..... Frank J. Reynolds  
 First Vice-President & Treasurer

Victor J. Cevasco

Vice-Chairman-General Mgr.

Harold E. Maples

#### Branch Offices

10 Post Office Square, Boston 9, Mass.

Packard Bldg., Philadelphia 2, Pa.

1 La Salle St., Chicago 2, Ill.

235 Montgomery St., San Francisco 4, Calif.

*Radio Accounts:* Merrill, Lynch, Pierce, Fenner & Beane, Noma Electric.

### JONES FRANKEL CO.

180 N. Wabash Ave., Chicago 1, Ill.

Phone: DEarborn 2-5745

NOAB—ABP—ANPA—APA—PPA

President ..... Jones B. Frankel  
 Acct. Execs. .... A. G. Gaines,  
     Ben Rubin, Ira L. Morton, Jones B.  
     Frankel, Lew Sanders, Fred McCarthy  
 Prod. Manager ..... Gladys R. Arnold  
 Space Buyer ..... Helen Eich  
 Radio-TV Director ..... Lew Sanders  
*Radio Accounts:* Lion Chemical Co., Terman's, Rolin Sales, Valmor Prod., General Camera Co.

*TV Accounts:* Terman TV Sls., Rosin-Starr, General Camera Co.

### 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. Burger  
 Exec. V.-P. & Treas. .... H. S. Rieff  
 Secretary ..... R. S. Buckbinder  
 Art Director ..... E. Gambole  
 Prod. Mgr. .... Phil Berman  
 Radio & TV Dir. .... Sydney Rubin  
*Radio Accounts:* Adler Shoes, New York; Coward Shoes, N. Y., Phila., Boston.

### CURT FREIBERGER & CO.

314 Cooper Building, Denver 2, Colo.

Phone: Alpine 2048

ANPA—ABP—APA—NAAN

Pres., Radio Dir. & Time Buyer

C. J. Freiberger

Art Director ..... H. Ray Baker  
 Account Executive ..... Kent Thomas  
 Secretary ..... Charles A. Haskell

*Radio Accounts:* Central Bank & Trust Co., Tivoli Brewing Co., Brecht Candy Co., Toner's Peantt Butter, Colorado Potato Flake Mfg. Co., Securities Credit Corp., Associated Grocers of Colo., Conway-Bogue Realty Co., Burns Realty & Trust Co., Wildgrube Decorating Co.

**Advertising Agencies**

**FREITAG ADV. AGENCY**

988 Spring St., N.W., Atlanta 5, Ga.  
Phone: HEanlock 1345  
ABP—ANPA—APA—NOAB—PPA  
SNPA—BMB

Owner..... J. V. Freitag  
Prod. Mgr. & Art Dir..... H. J. Torgesen  
Space Buyer..... M. K. McGowan  
Secretary..... R. W. Wallace  
Copy Chief Radio Dir..... Norman Frankel  
*Radio Accounts:* Columbia Baking Co.,  
Walton Rice Mill, Inc.

**OAKLEIGH R. FRENCH  
& ASSOCIATES**

1235 Lindell Blvd., St. Louis 8, Mo.  
Phone: Newstead 0037  
AAAA—ABP—NOAB—ANPA—PPA  
APA—NAAN

Partner..... Oakleigh R. French  
Partner..... Mazie G. French  
Dir. Consumer Mktg..... G. Gordon Hertslet  
Art Director..... F. H. Turpin  
Dir. Client Service..... Richard C. Lynch  
Radio Time Buyer, Acct. Exer.

Al Maescher, Jr.  
*Radio Accounts:* Mercantile Commerce  
Bank & Trust Co., Dixie Mills, Phelan-Faust  
Paint Co., H. P. Coffee Company, Meletio  
Sea Food Company, Luber-Tone, Inc.

**AD FRIED ADVERTISING AGENCY**

318 15 St., Oakland 12, Calif.  
Phone: Higate 4-6580

(See Complete Listing Under "A")

**HARRY M. FROST CO., INC.**

260 Tremont St., Boston 16, Mass.  
Phone: Liberty 2-0813  
ANPA—PPA—APA

President..... Karl M. Frost  
Treasurer..... Harry M. Frost  
Asst. Treas..... Florence A. Dondoro  
Secy. Radio Dir. & Time Buyer

Harvey P. Newcomb  
V.-P. Pro. Mgr. & Space Buyer  
Harold E. Bessom  
Newspaper Space Buyer..... Anna V. Turner  
*Radio Accounts:* Dunkee Mower, Inc.,  
Supreme Wine Co., Eastern Racing Assn.,  
Campbell Fairbanks Expositions, Genoa  
Packing Co., Eldred & Barbo.

**FULLER & SMITH & ROSS, INC.**

71 Vanderbilt Ave., New York 17, N. Y.  
Phone: MURray Hill 6-5600

AAAA—ABC—ABP—ANPA—APA—BMB  
NOAB—PPA

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President..... Allen L. Billingsley  
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Secy.-Treas..... C. C. Reidenbaugh  
Mgr. Radio & TV Dept. (New York)  
Lee Williams

Mgr. Media Dept. (New York)... George Lyon  
Mgr. Media Dept. (Cleveland)... W. J. Staab  
Mgr. Film Dept. (Cleveland)

Richard Reynolds  
Mgr. Radio Dept. (Cleveland)... M. M. Scott

*Branch Offices*

1501 Euclid Ave., Cleveland 15, O.  
Phone: CHerry 6700

Vice-Pres..... W. A. Wright  
105 W. Adams St., Chicago 3, Ill.  
Phone: ANdover 3-5041

Vice-Pres..... E. J. Lauesen  
*Radio Accounts:* Olney & Carpenter (Food  
Products), Westinghouse Elec. Corp. (Vari-  
ous), Plymouth Cordage Co. (Rope), Her-  
cules Powder Co. (Toxaphene), Aluminum  
Cooking Utensil Co. (Wear-Ever), Bryant  
Heater Corp. (Gas Heaters), Burkardt Brew-  
ing Co. (Beer), Penzoil (Gasoline & Oil),  
Commonwealth Shoe & Leather Co. (Shoes),  
Commercial Solvents Corp. (Anti-Freeze),  
Owens-Corning Fiberglas (Curtains), Alumi-  
num Co. of Amer. (Various).

*TV Accounts:* Central Nat'l Bank of Cleve-  
land, American Greeting Card Publishers,  
Burkhart Brewing Co., Aluminum Cooking  
Utensil Co., Orange Screen Co., Linder  
Davis Co., Domestic Sewing Machine Co.,  
Westinghouse Elec. Corp.

**FURMAN, FEINER & CO., INC.**

117 W. 46 St., New York 19, N. Y.  
Phone: PLaza 7-6265  
ANPA—APA—PPA

Pres.-Time Buyer..... Norman Furman  
Vice-President..... Irving J. Gottlieb  
Secretary..... Nathan Rothenberg  
Art Director..... Edwin R. Swaback  
Acct. Executive..... H. Edward Simon  
TV Director..... Les Persky

*Radio Accounts:* American Federation of  
Labor, Washington, D. C.; International Lad-  
ies Gar. Worker- Union, Liberal Party,  
Reimann & Bresse (Furniture), Labor Zion-  
ist Comm. for Relief & Rehabilitation,  
Colomby Watch (Jewelry), New York, N. Y.

**GARDNER ADVERTISING CO.**

915 Olive St., St. Louis 1, Mo.  
Phone: Garfield 2915

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Radio-TV Director..... Arthur J. Casey  
Asst. Radio-TV Director..... May A. Kohler  
Radio Time Buyer..... John Naylor  
Asst. Radio Time Buyer..... John Hetherington

*Branch Office*

9 Rockefeller Plaza, New York 20, N. Y.  
Phone: COlumbus 5-2000

Exec. Vice-President..... S. M. Ballard  
V.-P. in Chg. of Radio for N. Y. Office

Roland Martini  
*Radio Accounts:* Ralston Purina Co.  
(Cereal and Feeds), Pet Milk Co. (Evapo-

## Advertising Agencies

rated Milk), Barton Mfg. Co. (Barton's Dyanshine), St. Louis; Cook Chemical Co. (Cook-Kill Insecticide), Kansas City, Mo.; H. C. Cole Milling Co. (Omega Flour), Chester, Ill.; Godefroy Mfg. Co. (Larieuse Hair Coloring), The Grove Laboratories, Inc. (Bromo Quinine Cold Tablets, Kare Lotion Deodorant), St. Louis; H. D. Lee Co. (Food Products), Kansas City; Old Judge Coffee Co. (Old Judge Coffee), St. Louis Public Service Co., St. Louis; Stokely-Van Camp, Inc., Indianapolis, Ind.; Union Electric Co. of Missouri, St. Louis; Lion Oil Co., Eldorado, Ark.; National Guard, Washington, D. C.

*TV Accounts:* Pet Milk Co. (Pet Milk), St. Louis; Stokely-Van Camp, Inc., Indianapolis, Ind.; Banquet Canning Co., St. Louis Independent Packing Co., St. Louis, Mo.

### GARFIELD & GUILD ADV. AGENCY

45 2 Street, San Francisco, Calif.

PPA—ANPA—NOAB—ABP—NAAN  
AAAA—APA—SNPA—BMB

President.....Sidney Garfield  
Prod. Mgr.....John Brevit  
V.-P. Radio-TV Dir....William A. Morrison  
Acct. Execs.....Sidney Garfield,  
W. A. Morrison

*Radio Accounts:* Chemicals, Inc., Kay Jewelry Co., No Doz Awakeners.

### 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  
Secretary & Space Buyer.....G. P. Schill  
V.-P. & Acct. Exec.....Earl Lines  
Art Dir.....O'Cal Hanson

*Radio Accounts:* Florida Citrus Exchange, Gibson Refrigerator Co.

### GEARE-MARSTON, INC.

21 S. 12 St., Philadelphia 7, Pa.

Phone: LOcust 4-0530

AAAA—ABC—ABP—ANPA—APA—BMB  
NOAB—PPA

President.....Norman W. Geare  
V.-P.-Media Dir.....Frank C. Murphy  
Secretary.....William G. Huekel  
Treasurer.....Elizabeth A. Heath  
Acct. Execs.....Bates Compton,  
John E. Rooney, John W. Claghorn, J.  
Ross Pilling, Jr., Wm. E. Surgner, John  
F. Coverly-Smith, Joseph F. Feeney, Ed-  
ward B. Scull

Public Relations Director....Wm. C. Faust  
Radio-TV Dir.....Hal S. Lamb

*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:* Aberle, Inc. (Women's Hosiery), Philadelphia, Pa.

### JOSEPH R. GERBER CO.

1305 S. W. 12 Ave., Portland 1, Ore.

Phone: Broadway 0515

AAAA—ABP—NOAB—ANPA  
PPA—APA

President.....Joseph R. Gerber  
V.-P. & Radio Dir.....Chas. H. Devlin  
Media Dir.....Geo. E. Clinton  
Production.....Jack Lockie  
Art Director.....John Blew  
Copy Chief.....Dean Pollock  
Account Execs.....Chas. H. Devlin,  
Vernor M. Schenck, II, William MacGib-  
bon.

### GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Calif.

Phone: Garfield 1-1081

AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth  
Account Executives.....J. W. Clark,  
R. A. Heeley  
Media Director.....Pat Crowell  
Production Manager.....M. F. Musil

*Branch Office*

5319 Hollywood Blvd., Hollywood 27, Calif.  
Manager.....Orson Hauter  
*Radio Accounts:* David D. Bohannon  
Orgn., Stringer Driver Moving & Storage Co.,  
Calif. Fruit Products, Ltd.

*TV Account:* Calif. Fruit Products, Ltd.

### GEYER, NEWELL & GANGER, INC.

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

Phone: PLaza 5-5400

AAAA—ABP—ANPA—APA—BMB  
NOAB—PPA

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Exec. Vice-Pres.....H. W. Newell  
Vice-Presidents.....R. M. Ganger,  
C. A. Brocker, A. J. Cole, F. P. Reynolds,  
Jr., J. H. Sheldon, A. A. Surin, E. F.  
Thomas, W. R. Mason  
Treasurer.....J. R. Kunz  
Publicity Director.....E. F. Thomas  
Director.....Frederick A. Long  
Associate Director.....George J. Zachary  
Traffic.....Barbara A. Fishel

*Branches Offices*

14250 Plymouth Rd., Detroit 32, Mich.

Phone: Hogarth 5520

Vice-President.....John L. McQuigg  
Executive Contacts.....R. Manney,  
W. Graham, H. Wilson

## Advertising Agencies

931 Third National Bldg., Dayton 2, O.

Phone: Fulton 445

Vice-President.....E. G. Frost  
*Radio Accounts:* Nash-Kelvinator Corp.  
 (Nash, Kelvinator, Leonard), Detroit, Mich.;  
 Continental Oil Co. (Conoco), Ponca City,  
 Okla.; Lorillard Co. (Embassy), Knox-The-  
 Hatter (Wearing Apparel), Chicopee Mills  
 (Lumite Screening, Infant Specialties), New  
 York, N. Y.; G. Krueger Brewing Co. (Beer  
 & Ales), Newark, N. J.

*TV Accounts:* Nash-Kelvinator Corp.  
 (Nash, Kelvinator, Leonard), Detroit, Mich.;  
 G. Krueger Brewing Co. (Beer & Ale), New-  
 ark, N. J.; Continental Oil Co. (Conoco),  
 Ponca City, Okla.

### J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada

Phone: Elgin 2111

ABC

President.....Mrs. J. J. Gibbons  
 Chairman of Board.....R. A. Stapeli  
 Managing Dir.....H. M. Tedman  
 Vice-Pres. & Gen. Mgr.....R. B. Battinson  
 Secy.-Treas.....E. T. Saunders  
 Vice-President.....W. Kiehn  
 Radio Director.....Don Bassett

#### Branch Offices

924 Dominion Square Bldg., Montreal, Que.  
 Manager.....G. W. McGilhoun  
 272 Scott Block, Winnipeg, Manitoba  
 V.-P. & Manager.....A. B. Johnston  
 204 Leader Bldg., Regina, Saskatchewan  
 Manager.....Stanley Wayne  
 Renfrew Bldg., Calgary, Alberta  
 Vice-Pres. & Mgr.....R. G. Smith  
 McDougal Court, Edmonton, Alberta  
 Manager.....J. H. Fulton  
 609 Province Bldg., Vancouver, B. C.  
 Vice-President.....Dave Crawford

### THE GIEZENDANNER CO.

3003 Louisiana St., Bx. 6273, Houston, Tex.

Phone: Key-stone 7383

Owner.....Charles J. Giezendanner, Jr.  
 Acct. Exec.....Maudeen Marks  
 Acct. Exec-Artist.....Dave Lemke  
 Traffic.....Mrs. Juanita Threadgill  
 Bookkeeper.....Mrs. Lucille Thornberg  
 Auditor.....Winthrop Carter  
 Clerical.....Billie McDaniel  
 TV-Radio Dir.....Maudeen Marks

*Radio Accounts:* Houston Fat Stock Show  
 (Livestock Exposition), Sun-Up Ice Cream,  
 Fogle-West, Inc. (Mortuary & Ambulance),  
 Pollyanna Shop (Ladies Ready to Wear),  
 Union Bottling Works (Dr. Pepper), Archer  
 Grain Co. (Livestock & Poultry Feeds),  
 Amer. Brahman Breeders Assn. (Brahman  
 Cattle), Hargis Motor Co. (Ford Automob-  
 iles), South Texas Motor Co. (Kaiser-Frazer  
 Cars), Houston Hat Co. (Men's Hats), Home  
 Owned Properties (Real Estate), Braswell's

of Houston (Floral Shop), Kelley's Restau-  
 rants (Restaurants), Pin Oak Horse Show  
 (Charity Horse Show), Loew's State Theater  
 (Movie House), Sakowitz Brothers (Cloth-  
 ing, etc.), Houston, Tex.

*TV Accounts:* Houston Fat Show Show  
 (Livestock Exposition), Sun-Up Ice Cream  
 Co. (Ice Cream), Fogle-West, Inc. (Mortu-  
 ary-Ambulance), Pollyanna Shop (Women's  
 Ready to Wear), Houston, Tex.

### GILLHAM ADVERTISING AGENCY

220-228 Continental Bank Bldg.,

Salt Lake City 1, Utah

Phone: 4-5516

ABP ANPA APA

President & Treasurer.....Marion C. Nelson  
 Vice-Pres.....Lon Richardson, J. Y. Tipton  
 Secretary.....Marjorie Farrell  
 Dir., Radio & TV Acct. Exec. Victor V. Bell  
 Asst. Radio Dir.....Robert F. Rohlfing  
 Film Technician.....Richard V. Thiriot  
 Secretary.....Enid Ogaard

*Radio Accounts:* J. I. Case Co. (Farm  
 Machinery & Equipment), Cloverleaf Dairy  
 (Dairy Products), Colville Ice Cream (Ice  
 Cream), Exceles Products Co. (Beauty  
 Products), First Fed'l Savings & Loan,  
 Fisher Brewing Co. (Beer), Ford Motor Co.,  
 General Electric Supply Corp., Graybar  
 Electric Co., Mountain Fuel Supply Co.  
 (Gas-Natural), Salt Lake City; Ogden First  
 Fed'l Savings & Loan, Ogden; Petty Motor  
 (Ford Dealer, Used Cars), Salt Lake City,  
 Utah; Porter Macaroni Co., Portland, Ore.;  
 Purity Biscuit Co. (Crackers, Cookies, etc.),  
 Royal Baking Co. Bread, Cakes, etc.), Salt  
 Lake City Chamber of Commerce, Salt Lake  
 Hardware Co., Sego Milk Products Co.  
 (Evaporated Milk), Streater Chevrolet Co.  
 (Chevrolet Dealer), Sweet Candy Co., Tracy-  
 Collins Trust Co., Union Pacific Railroad,  
 Salt Lake City; Utah Finance Co., Provo,  
 Utah Oil Refining Co. (Gas & Oil, Atlas  
 Products), Utah Power & Light Co., Utah  
 Automobile Dealers Assn., Walker Bank &  
 Trust Co., Salt Lake City; Western Colo-  
 rado Power Co., Montrose, Colo.

*TV Accounts:* Petty Motor (Ford Dealer,  
 Used Cars), Union Pacific Railroad, Utah  
 Oil Refining Co. (Gas and Oil, Atlas Pro-  
 ducts), Utah Power & Light Co., Salt Lake  
 City, Utah.

### GLASSER-GAILEY, INC.

301 S. Harvard Blvd., Los Angeles 5, Calif.

Phone: Dinkirk 4-2111

AAAA ANPA APA

President.....G. E. Glasser  
 Vice-President.....P. E. Gailey  
 Secretary-Treasurer.....Howard W. Gambrell  
 Art Director.....C. S. Heizer  
 Traffic Manager.....Louise Ludke



# Advertising Agencies

## Branch Office

De Young Bldg., San Francisco, Calif.  
 Manager.....Robert O. Davis  
*Radio Accounts:* Ralphs Grocery Co.,  
 Tropical Preserving Co., Bu-Tay Products,  
 Ltd., Chip Steak Company, Bluhill Foods,  
 Inc., Huggins-Young Coffee Co., Microtone  
 Co. (Hearing Aid), Los Angeles; Santa Clara  
 Packing Co. (Quality Canned Fruits, Juices,  
 Nectars), San Jose; L. B. Laboratories, Inc.  
 (Hair Oils, Shampoos, Hair Preparations),  
 Los Angeles; Pearson Motor (Car Dealer),  
 San Diego; Quickway Household Products  
 (Woodwork, Wall Cleaner), Radio Gospel  
 Fellowship (Religious Programs), Los  
 Angeles, Calif.  
*TV Accounts:* Quickway Household Prod.  
 (Woodwork, Wall Cleaner), Los Angeles,  
 Calif.

## GLEW ADVERTISING AGENCY

517 Murray Bld., Grand Rapids, Mich.  
 Phone: 8-1848  
 ABP—ANPA

Owner-Operator.....Francis K. Glew  
*Radio Account:* Valley City Milling Co.

## GOLDMAN, WALTER & KANNA ADV. AGENCY, INC.

36 State St., Albany 7, N. Y.  
 Phone: 5-88645  
 ABP—APA

President.....Jack Goldman  
 Vice-President.....Ralph D. Kanna  
 Treasurer.....Harry L. Goldman  
 Secretary.....Hyman Rosenblum  
 Radio & TV Dir., Space Time Buyer,  
 Account Exec.....Ralph D. Kanna  
 Account Exec., Sales Mgr.,  
 Space Time Buyer.....Jack Goldman  
 Account Exec.....Norman D. Tillman  
 Copy Chief.....Betty Tierney  
 Asst. Copy Chief.....Elinor Yaguda  
*Radio Accounts:* Albany Garage, Inc.  
 (Dodge Cars & Trucks, Electric Appliances),  
 Albany; Greens Stationers, Albany, Seven Up  
 Bottling Co. (Soft Beverage), Troy; Stand-  
 ard Furniture Co. (Furniture Stores in Al-  
 bany, Kingston, Troy & Schenectady),  
 Wultex Clothes Factory (Men's Smits, Coats,  
 Slacks), Troy and Schenectady; Electra Pro-  
 tection Co. (Lightning Rod), Sector Men &  
 Boys Furnishings, Swartz & Levison (Shoes  
 for entire family), Lou Weiss Dress Shop  
 (Ladies' Wear), Albany; Ben Katz, Inc.  
 (Furniture Store), Troy, N. Y.  
*TV Accounts:* Albany TV Headquarters,  
 Electra Protection Co., Albany; Chas. Frei-  
 hofer Baking Co. (Bakeries), Albany, Troy,  
 Schenectady; Seven Up Bottling Co. (Soft  
 Drinks), Troy, N. Y.; Wultex Clothing Fac-  
 tory, Troy and Schenectady N. Y.

## GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago 11, Ill.  
 Phone: SUperior 7-6746  
 AAAA—ANPA—PPA—ABP—AA  
 President.....Clyde M. Joice  
 V.-P. & General Mgr.....Harlow P. Roberts  
 Vice-President.....Charles O. Puffer  
 Vice-President.....Fred W. Swanson  
 Treas. & Copy Chief.....Garrick M. Taylor  
 Secy. & Media Dir.....Florence A. Neighbors  
 Research & Mds.....George B. Frank  
 Research & Mds.....J. Alden Joice  
 Production Mgr.....Doris Monnette  
 Account Exec.....Henry Nathan  
*Radio Accounts:* Service Stores, Inc.,  
 Planters Nut & Chocolate Co., Goldenrod  
 Ice Cream Co., Planters Edible Oil Co.,  
 Hooker Glass & Paint Co., Jewel Tea Co.,  
 Inc., The Illinois Canning Co., Newly Weds  
 Baking Company (Ice Cream 'n Cake Roll),  
 Chicago, Ill.  
*TV Accounts:* Goldenrod Ice Cream Co.  
 (Ice Cream), Chicago, Ill.

## GOTHAM ADVERTISING CO.

2 West 46th St., New York 19, N. Y.  
 Phone LUXemburg 2-2880  
 APA—ABP—ANPA—PPA—ABC  
 Chairman of Board.....G. E. Harris  
 President.....D. D. Sutphen, Jr.  
 Radio & Tele. Dir., Exec. V.-P. & Treas.  
 Arthur A. Kron  
 Secretary.....C. A. Priest  
*Radio Accounts:* Hartley's Marmalade,  
 Lutheran Hour, A. D. Juilliard & Co., Inc.,  
 Regione Siciliana, New York, N. Y.

## GREEN-BRODIE

420 Madison Ave., New York 17, N. Y.  
 Phone: PLaza 3-9533  
 ANPA—PPA  
 Partner.....Julian P. Brodie  
 Partner.....Alan Green  
 Radio Time Buyer.....Dorothy Grim  
 Art Director.....Cecil Baumgarten  
 Production Directors.....Sidney Sawyer,  
 Melford Brodie  
 Copy Chief.....Tom D. Murray  
*Radio Accounts:* Pieter de Witt, Inc., The  
 Viking Press, The New School, Castle Pro-  
 ducts Co.

## GREY ADVERTISING AGENCY, INC.

166 W. 32 St., New York 1, N. Y.  
 Phone: CHickering 4-3900  
 AAAA—ABP—ANPA—APA—NOAB  
 President.....Lawrence Valenstein  
 Executive Vice-Pres.....Arthur C. Fatt  
 Media & Research Dir.....Herbert A. Vitriol  
 Radio-TV Director.....John Wyatt  
 Manager, Radio-TV Dept.....Joseph Bailey  
 TV Supervisor.....Barbara Jones  
 Time-Video Buyer.....Philip Leshem

**Advertising Agencies**

*Radio Accounts:* Gruen Watch Co. (Watches), Cincinnati, O.; Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Lambert Brothers (Jewelry), Phillips-Jones Corp. (Shirts), Kleinert Corp. (Bathing Caps), A. Hollander & Son, Inc. (Furs), New York, N. Y.

*TV Accounts:* Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Disney, Inc. (Hats), Deltax Rug Co. (Rugs), New York, N. Y.; Rusteraft Publishers (Greeting Cards), Boston, Mass.; Gruen Watch Co. (Watches), Cincinnati, O.

**THE GRISWOLD-ESHELMAN CO.**

2700 Terminal Tower, Cleveland 13, O.  
 Phone: Main 9184  
 AAAA-ANPA-PPA-APA-APB-NOAB  
 ABC

President.....Kenneth W. Akers  
 Vice-President.....Earl R. Preble  
*Radio Accounts:* Fleetwing Corp., B. F. Goodrich Farm Service Tires.

**JULIAN GROSS ADV. AGENCY**

11 Asylum St., Hartford 3, Conn.  
 Phone: 7-7179  
 ABP-NAAN-ANPA  
 Pres., Treas., Publ. Div.....Julian Gross  
 Vice-Pres.....Beulah Gross  
 Art Div.....Robert Honer  
 Sec., Media Dir., Time Buyer  
     Erwin B. Needles  
 Copy Chief.....Lami James  
*Radio Accounts:* (21 Local and Regional.)

**GULFORD ADVERTISING AGENCY**

350 Fifth Ave., New York 1, N. Y.  
 Phone: Pennsylvania 6-8518  
 ANPA  
 Owner.....Frances G. Guilford  
 Space Buyer.....Amelia Pronko  
*Branch Office*  
 812 Olive St., St. Louis 1, Mo.

**JOHN L. HALPIN ADVERTISING**

208 State St., Schenectady 5, N. Y.  
 Phone 2-0492  
 Partners.....John L. Halpin,  
     Marion G. Halpin  
 Copy Chief.....E. C. Geneis  
 Production Chief.....M. B. Kunes  
 Art.....A. J. Hitchins  
*Radio Accounts:* Chas. Freihoffer Baking Co., Jonathan Levi Co., Wallace Co.

**HANLY, HICKS & MONTGOMERY**

500 Fifth Ave., New York 18, N. Y.  
 Phone LOngacre 5-5000  
 AAAA-ABP-ANPA-PPA-APA-NOAB  
 Board Chairman.....C. P. Hanly  
 President.....H. M. Montgomery  
 Secretary-Treasurer.....H. E. Lehman

V.-P. & Radio-TV Dir.....Wells Spence  
*Branch Office*  
 Wallace-Ferry-Hanly Co.  
 100 W. Madison St., Chicago, Ill.  
 Phone: Franklin 2-6140  
 President.....L. T. Wallace

**RALPH A. HART ADV.**

1700 Walnut St., Philadelphia 3, Pa.  
 Phone: Pennypacker 5-0837  
 ABP  
 Partner-Radio Dir.....Ralph A. Hart  
 Partner-Art Dir.....Leon Greenfield  
 Prod. Mgr.-TV Dir.....Alvin Schultzberg  
 Publicity Dir.....Vivian Sandler  
 Account Executives.....Ralph A. Hart,  
     Alvin Schultzberg  
*Radio Accounts:* Capitol Tire Co., Glamour Shoe Co.

**HART-CONWAY CO., INC.**

Genesee Valley Trust Bldg.  
 Rochester 1, N. Y.  
 Phone: Main 2073-4  
 ANPA APA PPA ABP  
 President & Treasurer.....H. Lyman Hart  
 Vice-Presidents.....Harold E. Kennedy,  
     Joseph Brown  
 Secretary.....John P. Street  
 Account Execs.....H. Lyman Hart,  
     Harold E. Kennedy, Joseph P. Brown,  
     John P. Street, E. Ward Phillips, John M.  
     Nixon, Lawrence F. Luecher  
*Radio Accounts:* Blue Boy Dairy, Blue Bus Lines, F. Cappellino & Sons, Crescent-Puritan Laundry, Crouch & Beahan Co., Genesee Valley Trust Co., Genesee Monroe Racing Assoc., Haxton Canning Co., Levis Music Stores, Powers Hotel, J. H. Rae Oil Co., Inc., Security Trust Co., Henry Siebert & Sons, Standard Brewing Co., Veteran Foods, Inc., Wegman's Supermarkets, Bickford Bros. Co.

**GEORGE H. HARTMAN CO.**

307 North Michigan Ave., Chicago 1, Ill.  
 Phone: State 2-0055  
 ANPA-PPA-APA-ABP-NOAB  
 President.....George H. Hartman  
 Vice-President.....Edwin Cabn  
 Secretary-Treasurer.....Frank R. Hartman  
 Radio Director.....Thomas Kivlan  
*Radio Accounts:* M. J. Lanahan, Neumode Hosiery Co., Nash-Underwood, Chicago Tribune.

**HENRI HURST & McDONALD, INC.**

121 West Wacker Drive, Chicago 1, Ill.  
 Phone: FRanklin 2-9180  
 ABP-ANPA-APA-NOAB-PPA  
 (Chairman of Board of Dir....W. D. McDonald  
 President.....W. B. Henri  
 Secretary.....A. M. Semones  
 Treasurer.....R. H. Eaton

## Advertising Agencies

Media Director.....Charles Pumpian  
 Radio-TV Director.....John Scott Keck  
 Radio-TV Time Buyer.....Dorothy Ayres  
 Publicity Director.....Frazier E. Nounnan  
*Radio Accounts:* Ballard & Ballard, Co., Inc. (Oven Ready Biscuits, Flour and Feeds), Louisville, Ky.; Coopers, Inc. (Men's Underwear and Hosiery Sportswear), Kenosha, Wis.; International Shoe Co. (Shoes for Men, Women and Children), St. Louis, Mo.; Iowa Soap Co. (Nola Soap Flakes), Burlington, Ia.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture, Theater Seats), Naperville, Ill.; The Lane Company, Inc. (Cedar Chests), Altavista, Va.; Perfect Circle Corp. (Piston Rings and Piston Expanders), Hagerstown, Ind.; The Sherwin-Williams Co. ("Weed-No-More" Weed Killer, Paints and "Lin-x"), Cleveland, O.; Skelly Oil Co. (Petroleum Products, Gasoline, Oil and "Skelgas" Bottled Gas), Kansas City, Mo.  
*TV Accounts:* Ballard & Ballard Co., Inc. Louisville, Ky.; International Shoe Co., St. Louis, Mo.; Kroehler Mfg. Co., Naperville, Ill.

### HICKS & GREIST, INC.

420 Lexington Ave., New York 17, N. Y.  
 Phone: MUrray Hill 3-9135  
 ABP—ANPA—APA—PPA

President.....H. L. Hicks  
 V.P. & Treas.....E. H. Greist  
 Acct. Execs.....J. A. Drake,  
 S. R. Huntley, K. A. Hamilton, H. L. Hicks,  
 Jr.  
 Copy Chief.....C. V. Skoog, Jr.  
 Radio & TV Director.....Peter A. Krug  
*Radio Accounts:* Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. J.  
*TV Accounts:* Lewyt Corp., Brooklyn; L. Sonnehorn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

### HIRSHON-GARFIELD, INC.

580 Fifth Ave., New York, N. Y.  
 Phone: PLaza 7-6300

President.....Sidney Garfield  
 Treasurer.....Arthur Hirshon  
 Vice-President.....Lewis Nemerson  
 Charge of Radio-TV.....Stanley J. Wolf  
*Branch Offices*  
 Radio and TV Dep't, at  
 18 E. 50 St., New York 22, N. Y.  
 Phone: PL 9-7979  
 Executive-in-Charge.....Stanley J. Wolf  
 Park Square Bldg., Boston, Mass.  
 Phone: Liberty 2-0485  
 Executive-in-Charge.....Gabe Stern  
*Radio Accounts:* Prentis Clothes (Men's & Women's Clothing), Miles Shoes (Shoes), New York; Waltham Watch Co. (Watches),

Waltham, Mass.; Dr. Posner's Shoes (Children's Shoes), New York, Utica Knitting Mills (Children's Sleepers), Utica, N. Y.  
*TV Accounts:* Galey & Lord (Fabrics), Artistic Foundations ("Flexees" & bathing suits), New York, N. Y.

### W. F. HOLLAND AGENCY

Hotel Sinton, Cincinnati 2, Ohio  
 Phone: MAin 3450

Owner, Space & Time Buyer

William F. Holland

Radio-TV Dir.....Earl Holland  
 Production.....E. Haverfield  
 Research.....Frank Hilgemeyer  
 Copy Chief.....R. Bader  
 Art Dir.....Paul Bogosian  
 Publicity Dir.....Ted Lehmeier

### CHARLES W. HOYT CO., INC.

551 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 2-0850

AAAA—ABP—ANPA—APA—NOAB—PPA  
 President.....Everett W. Hoyt  
 Chairman of the Board.....Winthrop Hoyt  
 Dir. of Radio-TV.....Wm. Philip Smith

#### *Branch Office*

15 Lewis St., Hartford 3, Conn.  
 Phone: Hartford 5-6066

Executive-in-charge.....Frank A. Whipple  
*Radio Accounts:* B. C. Remedy (Headache Tablets & Powders), Durham, N. C.; Charles Gulden, Inc. (Gulden's Mustard), New York; Blueberry Cooperative Association (Tru-Blueberries), N. J. & Mich.; Merck & Co. (Dichloride Moth Killer), N. J.; KLM (Royal Dutch Airlines (Aeroplanes), New York; Stanley Home Products Co. (Brushes), Westfield, Mass.  
*TV Accounts:* The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; F. Ad. Richter & Co., Inc. (Pain Expeller Linament), Brooklyn, N. Y.

### H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.  
 Phone: Liberty 2-4714

AAAA—ABP—ANPA—APA—PPA  
 President & Treas.....Richard S. Humphrey  
 V.P. & Acct. Exec.....Herbert T. Hand, Jr.  
 V.P., Acct. Exec. & Copy Chief  
 Julian L. Watkins  
 V.P. & Acct. Exec.....John H. McCullough  
 V.P., Acct. Exec. & Market Dir.  
 Frank S. Christian  
 V.P., Acct. Exec. & Dir. of Pub.  
 Marjory Hall  
 Dir. of Radio & V.-P. (N. Y.)  
 William H. Eynon  
 V.P. & Asst. Dir. of Radio (Boston)  
 Sally Larkin  
 V.P. & Radio Prod. Mgr. (N. Y.)  
 Walton Butterfield

## Advertising Agencies

Acct. Exec. (N. Y.).....Humphrey Ireland  
*Branch Office*  
 25 W. 45 St., New York 19, N. Y.  
 Phone: JUDson 6-2610

V.-P., Mgr.....Ned Smith  
*Radio Accounts:* The First Church of Christ, Scientist (Religious), Boston; The Christian Science Monitor (Newspaper), Boston; National Council of The Protestant Episcopal Church (Religious), New York.  
*TV Accounts:* Saks-34th (Department Store), New York.

### HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.  
 Phone: HAMilton 1160  
 APA—ANPA—PPA—ABP—NOAB

Chairman of Board.....E. Irving Hutchins  
 President.....Frank A. Hutchins  
 Vice-Pres. & Gen. Mgr.....Frank M. Hutchins  
 Vice-President.....John P. McCarthy  
 Vice-Presidents.....William F. Lacey,  
 Homer C. Scheck  
 Asst. to Pres.....Raymond P. Weiss  
*Branch Offices*

3701 N. Broad St., Philadelphia 10, Pa.  
 Vice-Presidents.....John R. Maxwell,  
 Max Enlow  
 16-18 W. 46 St., New York 19, N. Y.  
 Vice-President.....H. Pierson Mapes  
 Vice-President.....Maitland Jones  
 1214 Dufferin St., Toronto, Que., Canada  
 Res. Mgr.....Walter Engwer

*Radio Accounts:* Phileo Corp., American Brewing Co., Schuler Potato Chips Co., Lincoln Rochester Trust Co., McGurdy & Co., Scrantom's.  
*TV Account:* Phileo Corp.

### INTERNATIONAL ADVERTISERS

60 Division Ave., N., Grand Rapids 2, Mich.  
 Phone: 9-41845

President.....Roy C. Kelley  
 V.-P. & Gen. Mgr.....Lewis N. Steenwyk  
 Treasurer.....Jean Foster  
 Time Buyer.....Abbie Seastrom  
 Prod. Mgr.....Walter L. Van Oeveren

*Radio Accounts:* Brunger & John Hardware, Harold Brink, Folger's Bottling Co., Colonial Custom Upholstering Co., Alpine Auto Parts, Leonard Auto Parts, Adjustable Table Co., John K. Burch Co., Continental Deal Co., C. B. DeKorne, Forsythe Products Co., Goller Upholstery Fabrics & Supply, Grand Rapids Bottling Co., Grand Rapids Chicks, Grand Rapids Industrial Electric, Nehi Beverage Co., Radio Station WFUR, Wolverine Network, Muzak, Inc.

### ROCKLIN IRVING & ASSOCIATES

32 West Randolph St., Chicago 1, Ill.  
 Phone: Randolph 6-2321-25

Account Exec. & Radio-TV Dir.  
 Irving Rocklin

Continuity Director.....M. S. Lovinger  
 Production.....D. Engel

*Radio Accounts:* Libby Furniture Co. (Furniture & Appliances), Walton Motors, Inc. (New and Used Cars), Union Life Insurance Co. (Insurance), Linoleum City (Floor Coverings), Balaban Floor Cov. Co. (Floor Coverings), Chicago Furniture Mart (Furniture & Appliances), Illinois Sewing Machine Dist. (Sewing Machines; Parts), Muntz TV (Radio Counselors) (Television Sets), Doin' the Town Enter. (Pass Books), North Town Currency Exch., Mutual Clothiers (Men's Clothing & Furn.), Richards-Drives-Ins (Restaurants), Martin Jewelers (Watches & Jewelry), Atlas Piano Co. (Pianos), American School (High School by Mail), Town House-Town Pump (Restaurants), Chicago, Ill.

*TV Accounts:* Sandra Motors, Inc. (New and Used Cars), Balaban Floor Cov. Co. (Floor Coverings), North Town Currency Exchange, Walton Motors, Inc. (New and Used Cars), Wolack & Bauer (Women's Shoes), Chicago, Ill.

### JACKSON & COMPANY

19 Worth St., New York 13, N. Y.  
 Phone: WOrth 1-7005

PPA

Managing Partner.....Paul E. Jackson  
 General Manager.....John Yeargain  
 Acct. Execs.....Paul E. Jackson,  
 John Yeargain, James Frankenberg  
 Production Manager.....Gerald Duggan  
 Radio & TV Director...Wallace H. Lanctou  
 Asst. Radio Director.....Alice Frey

*Radio Accounts:* Pequot Mills (Sheets & Pillowcases), Richard E. Thibaut, Inc. (Wallpaper), J. W. Valentine Co., Inc. (Institutional), New York, N. Y.; Deminger Paint & Wallpaper (Wallpaper & Decorating Supplies), Bridgeport, Conn.; George Wood, Sons & Co. (Diapers), Philadelphia, Pa.; Louis Sherry, Inc. (Food Products), New York, N. Y.

*TV Accounts:* Pequot Mills, Berkshire Fine Spinning Associate (Curtains), Richard E. Thibaut, Inc., New York, N. Y.; Warner Wallpaper Co., Chicago, Ill.; Flo-Bar, Ltd. (Soap), New York, N. Y.

### JESSOP ADVERTISING CO.

1st Central Tower Bldg., Akron 8, Ohio  
 Phone: Franklin 2169

APA—ABP

President & Treas.....M. K. Jessop  
 Vice-President.....Charles A. Jessop  
 Radio Director.....R. Gilbert  
 Secretary.....R. D. Moss

**Advertising Agencies**

**DUANE JONES COMPANY, INC.**

570 Lexington Ave., New York 22, N. Y.  
Phone: PLaza 3-4848

President.....Duane Jones  
Exec. V.-P. & Gen. Mgr.....Ralph Smith  
Secretary.....Eugene Hulshizer  
Treasurer.....Lawrence Leaman  
Vice-Presidents.....C. Frederic Bell,  
Joseph Scheideler, Robert Hayes  
Copy Chief.....Robert Hughes  
Space Buyer.....Dave Hogner  
Production Mgr.....Gerald O. DaCosta  
Art Directors.....Thomas McManus,  
Robert Young, Dick Beyer  
Business Manager.....Richard A. Stevens  
Research & Mdsq. Dir., Premium Mgr.

Lawrence Hubbard  
Radio Director.....Reggie Schuebel  
Production-AM.....Chester Gierlach  
Production-TV.....Walter Ware  
Head Time Buyer.....Vera Brennan  
Time Buyers.....Jeanne Sullivan,  
Sally Reynolds, Anne Small, Thelda Cor-  
dani

*Radio Accounts:* B. T. Babbitt, Inc. (Bab-  
O and Glim), New York, N. Y.; Curtice  
Brothers Co. (Blue Label Ketchup), Rochest-  
er, N. Y.; R. B. Davis Co. (Swel Fudge and  
Frosting Mix), Hoboken, N. J.; Haskins Bros.  
& Co. (Blue Barrel Soap), Omaha, Nebr.;  
G. F. Heublein & Bro., Inc. (A-1 Mustard),  
Hartford, Conn.; Hudson Pulp & Paper Corp.  
(Paper Napkins), New York, N. Y.; Intern-  
ational Salt Co., Inc. (Sterling Salt), Scranton,  
Pa.; Kilmer & Co., Inc. (Swamp-Root, Sweet-  
heart Soap), Stamford, Conn.; Manhattan  
Soap Co. (Blu-White Flakes), New York, N.  
Y.; The Marlin Firearms Co. (Marlin Razor  
Blades), New York, N. Y.; Megowen-Educa-  
tor Food Co. (Crax, Kremox), Lowell, Mass.;  
The Mennen Co. (Mennen Men's Products),  
Newark, N. J.; C. F. Mueller Co. (Macaroni  
and Spaghetti), Jersey City, N. J.; Pharmaco,  
Inc. (Chooz, Feen-a-mint), Newark, N. J.;  
Pierce's Properties, Inc. (Dr. Pierce's Golden  
Medical Discovery), Buffalo, N. Y.; Staze,  
Inc. (Staze), Stamford, Conn.; Weekly Pub-  
lications, Inc. (Newsweek Magazine), Wes-  
son Oil & Snowdrift Sales Co. (Tavol),  
Whitehall Pharmacal Company (Anacin  
(Spot) Hill's Cascara Quinine Cold Tablets),  
New York, N. Y.

**THE RALPH H. JONES COMPANY**

3100 Carew Tower, Cincinnati 2, O.  
Phone: GARfield 2300  
APA—NOAB—AAAA—ABP—ANPA  
PPA—BMB—ABC

President & Treas.....C. M. Robertson, Jr.  
V.-P. & Gen. Mgr.....Stanley A. Willer  
Vice-Pres.....James M. Nelson  
Secretary.....Elmer A. Vehr  
Space Buyer.....Richard K. Jones  
Asst. Radio Dir.....Kathryn M. Hardig

*Branch Office*

580 Fifth Ave., New York 19, N. Y.  
Phone: PL 7-4600

Manager.....W. A. Powers  
*Radio Accounts:* Bavarian Brewing Co.,  
Cincinnati Street Railroad Co., Kroger Co.,  
Cincy Products Co., Miami Margarine Co.,  
Martin Rosenberger Wall Paper Co., Ten-B-  
Low Co., Heckin Co., M. Werk Co.  
*TV Account:* Bavarian Brewing Co.

**KAL, EHRLICH & MERRICK  
ADVERTISING, INC.**

314 Star Bldg., Washington 4, D. C.  
Phone: EXecutive 3700  
ABP—ANPA—PPA

President.....Norman C. Kal  
1st V.-P.....Harry L. Merrick  
2nd V.-P.....Alvin Q. Ehrlich  
Secretary.....Bernard R. Linkins  
V.-P. in Charge of Radio and TV

Alvin Q. Ehrlich  
Copy Chief.....Sol Panitz  
Time Buyer.....Nella Manes  
Account Executives.....Joseph Weinstein,  
Alexander Charles, Wm. B. Mullett, Forest  
Entwisle, Philip Berne, Wm. Roberts

**H. W. KASTOR & SONS ADV. CO.**

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-Presidents.....Herinan Kastor,  
John T. Urie, Ashley Belbin  
Manager of Media.....Walter Kniffen  
Radio 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.  
Phone: ORegon 9-4440  
ABP—ANPA—APA—NOAB—PPA

President.....H. Kastor Kahn  
Exec. Vice-Pres.....W. S. Chesley, Jr.  
V.-P. & Copy Dir.....C. E. J. Clifford  
V.-P. & Treasurer.....J. M. Van Horson  
V.-P. & Media Dir.....J. B. Peters  
Radio & TV Dir.....Jules Bundgus

*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.;  
Marlboro Shirt Co., Laco Products, Inc.,  
Baltimore, Md.; Schufel Bros., Newark,  
N. J.

*TV Account:* Blatz Brewing Co., New York.

**Advertising Agencies**

**THE JOSEPH KATZ COMPANY**

114 Madison Ave., New York 22, N. Y.  
Phone PLaza 5-2740

AAAA-ANPA-PPA-ABP-AAA-APA

President.....Joseph Katz  
Vice-President In Chg.....Nat C. Wildman  
Treasurer.....Charles M. Harrison  
Time & Space Buyer.....Alice Ross  
Continuity Writers.....Nat C. Wildman, Margo  
Patterson, Louise Moyer, Phil Thompson,  
Boland Brave, Margaret Carrans, Graydon  
Walker

*Branch Office*

8 South St., Baltimore 2, Md.

Manager.....C. M. Harrison  
Dir. of Radio & Tele.....Robert G. Swan  
Media Dir.....J. T. McHugh  
*Radio Accounts:* American Oil Co., Globe  
Brewing Co., Baltimore Transit Co., Chunk-  
E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc.,  
Laco Products, Inc., Madera Bonded Wine  
& Liquor Co., Maryland Pharmaceutical Co.,  
Pompeian Co., Inc., Voneiff-Drayer Co., Lack-  
awanna Railroad, Humphreys Medicine Co.  
*TV Accounts:* American Oil Co., Globe  
Brewing Co., Maryland Pharmaceutical Co.

**HENRY J. KAUFMAN &  
ASSOCIATES**

Homer Bldg., Washington 5, D. C.  
Phone: District 7400-13

ANPA-APA-ABP-NAAN-ABC-NOAB

Senior Partner.....Henry J. Kaufman  
Partners.....Jeffrey A. Abel,  
Wm. F. Sigmund  
Radio-TV Dir. & Time Buyer.....Jeffrey A. Abel  
Prod. Mgr.....Betty Darling Gwyer  
Acct. Execs.....H. J. Kaufman,  
G. C. Brant, J. A. Abel, A. H. Edelson, A.  
A. Sarra, R. C. O'Donnell

*Radio Accounts:* Potomac Electric Power  
Co., Columbia Federal Bldg. & Loan Assn.,  
Pepsi-Cola Bottling Co. of Wash., Lacy's Ap-  
pliances, The S. S. S. Co., Inc.

*TV Accounts:* Lacy's Appliance, Simon  
Distrib. Co.

**RAYMOND KEANE ADVERTISING  
AGENCY, INC.**

707 S. Broadway, Los Angeles 11, Calif.  
Phone: TR 2917

Pres. & Space Buyer.....Raymond Keane  
Vice-President.....H. B. Kortz  
Secy., Treas., Time Buyer.....Ethel N. Keane  
Radio Dir.....Wes Battersea

*Branch Office*

1441 Welton St., Denver 2, Colo.

Manager.....Harold Neumann  
*Radio Accounts:* American Natl. Bank,  
Kay's Better Jewelers, K & B Packing Co.,  
Kortz Jewelry Co., Republic Drug Co., Seven-  
Up Colorado Co.

**KEELING & CO., INC.**

1028 Chamber of Commerce Bldg.,  
Indianapolis 4, Ind.

Phone: Riley 1476

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

President & Treasurer.....Hal R. Keeling  
Exec. Vice-Pres. & Sec., William M. Hutchison  
Vice-Presidents.....Ralph B. Roberts,  
Lowell H. Stormont, Victor G. Varmo  
Vice-Pres. & Art Dir.....Ernest R. Rose  
Asst. Sec. & Controller.....Lenore R. Martin  
Vice-Pres. & Copy Chief.....Lawrence T. Sogard  
Space & Radio Time Buyer.....Mary C. Dill  
*Radio Accounts:* Hastings Manufacturing  
Co., The Casite Corp., Walker Mfg. Co., Wil-  
son Milk Co., Inc.

**THE KEILSON CO.**

117 W. 16 St., New York 19, N. Y.

Phone: PLaza 7-3560

Executive Director.....M. Keilson  
Radio Director.....Sholom Rubinstein  
Producer.....Jacob F. Keilson  
Continuity Chief.....Jacob I. Freedman  
Scripts & Commercial.....Morris Rivlin  
Program Planning.....David M. Hausdorff

**KELLY, ZAHRNDT & KELLY, INC.**

3529 Franklin Ave., St. Louis 6, Mo.

Phone: Jefferson 8337

PPA-APA-SNPA-ANPA

President.....Virgil A. Kelly  
Vice-Pres. & Space Buyer.....W. W. Zahrndt  
Secretary.....E. M. Kelly  
Director of Radio.....David C. Chopin  
*Radio Account:* Visit St. Louis Committee.

**KENYON & ECKHARDT, INC.**

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

Phone: PLaza 3-0700

Chairman of Board.....Thomas D'A. Brophy  
President.....Dwight Mills  
Sr. Vice-President.....Edwin Cox  
Treasurer.....Charles H. Vasoll  
Secretary.....David C. Stewart  
V.-P. in Charge of Media.....Joseph Braun  
V.-P. in Charge of Research.....G. Maxwell Ule  
V.-P. and Copy Director.....Gerald H. Carson  
V.-P. and Art Director.....Gerald Link  
Vice-Presidents.....Malcolm Smith,  
John Brew, William B. Lewis, E. W. New-  
son, Glen Wiggins  
V.-P. and Radio-TV Director

William A. Chalmers

V.-P. and Pub. Dir.....Hal Davis  
Commercial Continuity

Thomas K. Carpenter, Jr.

Talent Buyer.....Sylvan Taplinger  
Director of Time Buying.....Philip C. Kenney  
Time Buyers.....Mary Dwyer,  
Lucy Kerwin, William Hinman, Eugene  
Litt

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Director of Radio Research...Richard Dunne  
 TV Director.....Garth Montgomery  
 Radio Publicity Director.....Herb Landon

### Branch Offices

Equitable Bldg., Hollywood, Cal.  
 Vice-President in Charge.....Robert D. Wolfe  
 Penobscot Bldg., Detroit, Mich.  
 Vice-President in Charge.....Don Miller  
 135 S. La Salle Street, Chicago, Ill.  
 304 Bay Street, Toronto, Canada  
 Manager.....William J. Frost  
 Other Offices: San Francisco, Washington, D. C., Kansas City

*Radio Accounts:* The Borden Co., Ford Motor Co., The Kellogg Co., Kellogg Company of Canada, Ltd., Wesson Oil and Snowdrift Sales Co., American Maize Products, White Rock Corp., John B. Stetson Co., The Gorham Co., Manhattan Shirt Co., Pepperidge Farms, Inc., Richard Hudnut Sales Co., Inc., Beech-Nut Packing Co., Bristol-Myers Co.

*TV Accounts:* The Borden Co., The Kellogg Co., Ford Motor Co., Lincoln-Mercury Div.

### KIESEWETTER, WETTERAU & BAKER, INC.

9 E. 40 St., New York 16, N. Y.  
 Phone: LExington 2-0025  
 ABP—ANPA—APA—PPA

President.....H. M. Kiewewetter  
 Vice-Presidents.....Sam S. Baker,  
 Randolph Wetterau, Horace Hagedorn  
 Act. Execs.....Edward G. Chase,  
 J. Fred Cross  
 Radio-TV Execs.....Sam S. Baker,  
 Horace Hagedorn, Edward G. Chase  
 Time Buyer.....E. Thompson

*Radio Accounts:* V. La Rosa & Sons (La Rosa Macaroni), Brooklyn, N. Y.; Bathasweet Corp. (Bath Product), New York, N. Y.; Abraham & Straus (Dept. Store), Brooklyn, N. Y.; Stern's Nurseries (Garden Products), Geneva, N. Y.; Courtley, Ltd. (Men's Toiletries), Sloan's Liniment & Balm (Liniments), New York, N. Y.; Royal Lace Paper Works (Royledge Shelving), Brooklyn, N. Y.; Flexnit (Girdles), Elizabeth, N. J.; Ludwig Bauman (Stores), New York, N. Y.

*TV Accounts:* D. P. Harris Co. (Rollfast Bicycles), New York, N. Y.; V. La Rosa & Sons, Abraham & Straus, Royal Lace Paper Works (Roylie Doylies), Brooklyn, N. Y.; Lane, Ltd. (Lords Cigarettes), New York, N. Y.

### ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.  
 Phone: PLaza 3-9600

AAAA—ANPA—NOAB—PPA

President.....Abbott Kimhall  
 Vice-Presidents .....Harry Muller,  
 G. F. Riegel  
 Comptroller.....Monica Riley  
 Time Buyer.....Miriam Traeger

### Branch Offices

333 N. Michigan Ave., Chicago, Ill.  
 Manager.....Thomas Erwin  
 Abbott Kimball Bldg., Van Ness at Wilshire  
 Los Angeles, Calif.

Manager.....Howard Ehrlich  
 155 Sansome St., San Francisco, Calif.

Manager.....Alfred Ducato  
*Radio Accounts:* Family Laundry Owners Asso., New York, N. Y.; Union Pharmaceutical Co. (Saraka), Bloomfield, N. J.

*TV Accounts:* Artra Cosmetics, Inc. (Artra Creme Shampoo), Bloomfield, N. J.; Norcross, Inc. (Greeting Cards), New York, N. Y.; Lampl Fashions (Suits and Dresses), Cleveland, O.; Jackson Furniture Co. (Furniture), San Francisco, Calif.

### KIRCHER, HELTON & COLLETT, INC.

19th Floor, Hulman Bldg., Dayton 2, O.  
 Phone: FULton 5161

AAAA

President.....Ralf Kircher  
 Gen. Manager.....Carter B. Helton  
 Treasurer.....Robert M. Collett  
 Art Director.....Bill Kinzer  
 Production Manager.....Hap Moon  
 Business Manager.....R. C. Mills  
 Act. Executives.....James Hadley,  
 Robert Collett, W. B. Metcalfe, R. C. Mills,  
 Van S. Lindsley

Radio-TV Director.....Chuck Gay  
 Dept. Asst.....Gary Malcolm

*Radio Accounts:* August Wagner Breweries, Inc. (Beer), Columbus; Gem City Bldg. & Loan Asso. (Home Loans, Savings), Frederics-Helton, Travel Service (Travel Service), Fan Tan Gum Corp. (Chewing Gum), Dayton, O.; Automotive Gear Corp. (Gears), Richmond, Ind.

*TV Accounts:* August Wagner Breweries, Inc., Columbus; Gem City Bldg. & Loan Assn., Dayton, O.

### KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.  
 Phone: SUTter 1-6110

AAAA—APA—ABP

President.....James C. Knollin  
 Art Director.....Sigurd Mortenson  
 Space Buyer.....Marion Dunn

### KOEHL, LANDIS & LANDAN, INC.

22 E. 47 St., New York 17, N. Y.  
 Phone: MURray Hill 8-2627

ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Albert E. Koehl  
 Vice-Pres. & Sec.....A. A. Landis  
 Vice-President.....John R. Landan

### Branch Office

524 Guardian Bldg., Cleveland 14, O.  
 Vice-Pres-in-Chg.....A. A. Landis

**Advertising Agencies**

**MERRILL KREMER, INC.**

1711 Exchange Bldg., Memphis 3, Tenn.  
Phone: 5-4343

ABP—ANPA—APA NAAN NOAB  
SNPA

President.....Ernest Lee  
Vice-President.....Marshall J. Smith  
Secretary.....Homer Gentry  
Radio-TV Dept. Executives...Homer Gentry,  
Kathryn Huckaba, Betty Strobel, Edmunda  
McGehee, J. P. Tucker, Andrew Kozik

**KUDNER AGENCY, INC.**

630 Fifth Ave., New York 20, N. Y.  
Phone: Circle 6-3200

President.....J. H. S. Ellis  
Vice-Presidents.....Haywood Anderson,  
Sam D. Fuson, Myron P. Kirk, Schuyler  
Kudner, E. J. Owens, Robert D. Stewart  
Exec. Dir. TV & Radio.....Myron P. Kirk  
Asst Dir. TV & Radio.....Frank Harting  
Prod. Supervision TV & Radio

Edmund Cashman  
Business Manager.....Al Reibling  
Asst Bus. Mgr.....John Marsich  
Time Buyer.....Carlos Franko  
Production Mgr.....Wm. Templeton  
Casting.....Mickey Alpert  
Directors.....Eddie Sutherland.  
A. A. Coughlin, Frank Burns, Hugh Brown  
Copy Chief (Radio & TV)....Norman Nash

*Branch Offices*

New Center Bldg., Detroit, Mich.  
Phone: Madison 5315

Executive in Charge.....J. Ed Schipper  
315 W. 9th St., Los Angeles 15, Calif.  
Phone: Van Duke 0196

Executive in Charge.....E. R. Harrison  
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., Benson & Hedges

*TV Accounts:* The Texas Co., Admiral  
Corp., Buick Motor Division, United States  
Tobacco Co., Benson & Hedges

**J. R. KUPSICK ADV. AGENCY**

122 East 42 St., New York 17, N. Y.  
Phone: MUrray Hill 5-9143

ANPA—PPA—APA

President & Radio Dir.....J. R. Kupsick  
Vice-President.....Saul Kampf  
Sec. & Space Buyers.....Jule Bouton,  
Beth Leveson

**KUTTNER & KUTTNER, INC.**

646 N. Michigan Ave., Chicago 11, Ill.  
Phone: SUperior 7-7910

ANPA—APA—PPA

President.....H. E. Kuttner  
Vice-President.....F. S. Kuttner  
Vice-Pres., Sec. & Treas.....C. D. Kuttner  
Acct. Executives.....S. C. Kuttner,  
Mae McCain  
Media Director & Time Buyer...S. C. Kuttner  
Promotional Director.....Martin Maller

*Branch Office*

New York, N. Y.

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-  
Mfg. Co. (Hollywood Broilers), Chicago, Ill.;  
Shainberg Dry Goods Co. (Dept. Store),  
Memphis, Tenn.; Holleb and Co. (Wholesale  
Grocers), Pacific Wine Co., Frank's Dept.  
Store (Dept. Store), Delaney Heald (Clean-  
ers), Ruttenberg Galleries, Fabric Center,  
Jo Bell Products (Kurl Klasp), Essaness  
Theaters (Chain of Theaters), Chas. Doppelt  
and Co. (Leather Goods), Chicago, Ill.

*TV Accounts:* Bervcraft Corp. (Appliance  
Distr.), Cage Bros. (Millinery), Finders- Mfg.  
Co. (Hollywood Broiler), Chicago, Ill.

**LAKE-SPIRO-SHURMAN, INC.**

Radio Center Bldg., Memphis 3, Tenn.  
Phone: 5-1571

ABP—ANPA—APA—PPA—SNPA

President.....Avron Spiro  
Secy.-Treas.....M. M. Shurman  
Radio Dept. Mgr.....Geo. H. Murphy  
Asst. Radio Time Buyer...Mrs. L. Simmons  
Production Mgr.....Mrs. M. Parker  
Publicity Dir.....Al R. Capley  
Acct. Executives.....David Davidson,  
Jane Erdman, Mrs. L. Cunningham

*Radio Accounts:* Plough Sales Corp., U. S.  
Bedding Co., Abraham Bros. Packing Co.,  
Memphis, Tenn.; Childs' Distributing Co.,  
Jonesboro, Ark.; Wm. A. Webster Co., Mem-  
phis, Tenn.

**LAMBERT & FEASLEY, INC.**

60 E. 42 St., New York 17, N. Y.  
Phone: MUrray Hill 7-8980

ANPA—APA—PPA

President.....E. T. T. Williams  
Executive V.-P.....Gordon K. Seagrove  
V.-P., General Manager.....Frank W. Mace  
Director of Radio.....Ray H. Kremer

*Radio Accounts:* Phillips Petroleum Co.  
(Gasoline, Motor Oil), Bartlesville, Okla.



**Advertising Agencies**

**LANDSHEFT, INC.**

810 Liberty Bank Bldg., Buffalo 2, N. Y.  
Phone: MO 9500

ABP—NOAB—APA—PPA—ANPA—ABC

President.....A. Wm. Landsheft  
Secretary-Treasurer.....Vera H. Landsheft  
V.-P. & Copy Chief.....Henry L. Barber  
Production Manager.....E. T. Drullard  
Art Dir.....Harold F. Feltz  
*Radio Accounts:* Kendall Refining Co.,  
Liberty Bank of Buffalo.

**LANG, FISHER & STASHOWER, INC.**

1010 Euclid Ave., Cleveland 15, O.  
Phone: MA 6579

AAAA—ABP—ANPA—APA—NOAB  
PPA

Vice-President & Secretary...Alvin B. Fisher  
Assistant Radio Copywriter...Mary Haring  
*Radio Accounts:* Bing Furniture Co.  
(Furniture), The Burrows Bros. Co., Inc.  
(Office Supplies & Equipment), C. C. C. D.,  
Inc. (Chrysler Dealers), Dowd-Feder, Inc.  
(Automobile, Parts & Service), Hobby House,  
Inc. (Model Trains), Olrich Motors, Perry  
House Auto Park, Cleveland, O.; Republic  
Pictures Corp., New York, N. Y.; Sears, Roe-  
buck & Co., The World Publishing Co.  
(Books), Yellow Cam Co., Cleveland, O.  
*TV Accounts:* The Babec-Tenda Corp.  
(Baby Furniture), Strong, Carlisle & Ham-  
mond, Cleveland Transit System, Cleveland,  
O.; Republic Pictures Corp., New York, N.  
Y.; G. E. Supply Corp. (Electrical Appli-  
ances), The Miller-Becker Co. (Beverages),  
Phileo Radio & TV, Cleveland, O.

**LAUSEN & SALOMON**

520 No. Michigan Ave., Chicago 11, Ill.  
Phone: SUperior 7-0738

APA—ANPA—PPA

President.....A. M. Salomon  
Account Executives.....Wendell Walker,  
M. H. Sellhorn  
Production Manager.....D. L. Cuttie  
*Radio Accounts:* Foley & Co., Imperial  
Credit Co.

**AL PAUL LEFTON CO., INC.**

1617 Pennsylvania Blvd., Phila. 3, Pa.  
Phone: Rittenhouse 6-1500

ANPA—APA—NOAB—PPA

President.....Al Paul Lefton  
Vice-Pres. & Treas.....H. S. Louchheim  
Vice-Presidents.....P. Brown,  
A. Parker, J. Jensen  
Media Dir.....E. V. Righter

*Branch Offices*

521 Fifth Ave., New York 17, N. Y.  
Phone: VAnderbilt 6-4340

Vice-Pres. & Mgr.....R. J. Herts  
Radio & TV Dir.....Edwin S. Friendly, Jr.

435 N. Michigan Ave., Chicago, Ill.

Phone: Superior 7-9511

Vice-Pres. & Mgr.....E. G. Foreman, Jr.

*Radio Accounts:* Lit Bros. (Department  
store), Phila. Electric Co. (Light & Power),  
Yellow Cab Co. (Taxi service), Borden's Ice  
Cream, Red Arrow Lines (Trolley line),  
Philadelphia; Crawford Clothes, Inc., Clar-  
idge Food Products (Canned meats), Metro-  
politan Jockey Club (Jamaica Race Track),  
Empire Racing Assn. (Racing), A. Goodman  
& Sons (Goodman's Noodles), New York;  
Gordon Chemical Co. (Plasta-Starch), Phila-  
delphia; Hotel Bar Butter, Westchester Rac-  
ing Assn. (Belmont Race Track), Triangle  
Publications (Seventeen Magazine & Trag-  
edy-of-the-Month), J. Lyons & Co. (Tea),  
New York, N. Y.

*TV Accounts:* Pal Blade Company, Inc.  
(Razor blades), New York; Raymond Rosen  
(RCA Distributor), Sylvan Seal Milk Co.  
(Milk), Yellow Cab Co. (Taxi service),  
Philadelphia; Metropolitan Jockey Club (Ja-  
maica Race Track), New York; Gordon  
Chemical Company (Plasta-Starch), Phila-  
delphia; A. Goodman & Son (Goodman's  
Noodles), Hotel Bar Butter, New York;  
Ekco Products (Kitchen utensils), Bruns-  
wick-Balke-Collender (Bowling alleys and  
equipment), Chicago; Schmidt's Beer & Ale,  
Philadelphia, Pa.

**LENNEN & MITCHELL, INC.**

17 E. 45 St., New York 17, N. Y.  
Phone: MURray Hill 2-9170

ANPA—APA—PPA—AAAA—NOAB  
ABC—ABP

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Vice-Pres.....Walter M. Swertfager  
Treasurer & Controller...Barron R. Proctor  
V.-P. & Exec. Art Dir.....Hans Sauer  
V.-P. in Charge of Prod....Michael J. Madar  
Exec. Vice-Pres.....Bryan Houston  
V.-P. in Charge of Copy...John G. Schneider  
V.-P. in Charge of Research.Todd B. Franklin  
V.-P. in Charge of Media

Catherine V. Parker

Vice-Presidents.....Gordon D. Cates,  
Thomas P. Doughten  
V.-P. Radio & TV Copy Chief

Peter V. Keveson

Vice-Pres.....Daniel M. Daley, Jr.  
V.-P. in Charge of Radio & TV

Nicholas Keesely

Art Director TV.....Clark Agnew  
Art Directors.....John DeNero,  
Sanford Gerard, William H. Weber, Lucille  
D. Lupke

Mgr. Art Dept.....Frank Farrell  
Mgr. Service Dept.....Myles E. Baker  
Space Buyer.....Arthur H. Ude  
Time Buyer.....Frank A. Daniel

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Librarian..... Ann Elder  
*Branch Office*  
 308 N. Rodeo Drive, Beverly Hills, Calif.  
 Phone: Crestview 1-7221

Radio Director..... Benjamin R. Potts  
*Radio Accounts:* Calvert Distillers Corp., Carstairs Bros. Distilling Co., Inc., New York, N. Y.; Cock 'N' Bull (Beverage Concentrates), Los Angeles, Calif.; Colgate-Palmolive-Peet Co. (Lustr-Creme Prods.), Jersey City, N. J.; Esquire, Inc. (Coronet, Esquire, Apparel Arts Magazines), Dorothy Gray, Ltd. (Cosmetics), Lehn & Fink Products Corp. (Lysol Disinfectant, Pebeo Toothpaste & Powder), P. Lorillard, Co. (Old Gold Cigarettes, Muriel Cigars, Union Leader Tobacco, Briggs Pipe Tobacco, Friends Pipe Tobacco, Bounty Cigarette Tobacco, Beech-Nut Chewing Tobacco), Scripps-Howard Newspapers, Swedish American Line, New York, N. Y.; Tide Water Oil Co. (Tydol Gasoline, Vedol Motor Oil), New York, N. Y. and Tulsa, Okla.; Welch Grape Juice Co., The, Westfield, N. Y.

**TED LEVY ADVERTISING AGENCY**

515 Insurance Bldg., Denver 2, Colo.  
 Phone: Main 7133  
 ABP ANPA—APA PPA

Time Buyers..... Ted Levy,  
 Gertrude B. Levy  
 Dir. Radio Dept..... Nora Ehrlich  
 Asst. Dir. Radio Dept..... Barbara Aiton  
 Account Executives..... Dorothy Downs,  
 Ted Levy, G. B. Levy

**A. W. LEWIN CO., INC.**

40 E. 49 St., New York 17, N. Y.  
 Phone: Eldorado 5-3545  
 AAAA-ABP—ANPA PPA APA

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 S. M. Weiss  
 Vice-president..... Max Green  
 Art Directors..... Don Waterbury,  
 Leslie Kay  
 Asst. Art Director..... Ed Mungren  
 Space Buyer..... H. H. Dyrsen, Jr.  
 Traffic Manager..... S. Levin  
 Auditor..... E. R. Bader  
 Account Executives..... Archie Foster,  
 Maurice Marks, Ray Kennedy, Jim Eilers

*Branch Office*

11 Commerce St., Newark 2, N. J.

Vice-President..... Leonard Newsteder  
 Account Executive..... Sheldon Berlow,  
 David Strauss, III

*Radio Accounts:* National Spot; First Army, Doggett Pfeil Co., Clearweave Stores, True Tone Hosiery, Colonial House, Powers Inc. (Candy), Gregor Chocolate Shops, Cook & Dunn (Paints), Fisher Bros., Fed-Flack (Cameras), Cook & Dunn (Paints), Colonial House (Candy), Doughten Seed Co., Cham-

bers Distributing Co. (Stoves), Badka Co. (Rum Cakes), C. N. Coughlan (Chimney Sweep).

*TV Accounts:* Norma Pencils, Forstner Chain Corp. (Jewelry).

**ADDISON LEWIS & ASSOCIATES**

1114 Foshay Tower, Minneapolis 2, Minn.  
 Phone: VT 6235

ABP ANPA PPA—NOAB APA ABC  
 Pres. & Acct. Exec..... Addison Lewis  
 Prod. Mgr..... Don H. Johnson  
 Comptroller..... Margie Anderson  
 Account Executives..... Edward Grubb,  
 Harry Kruse, J. A. Quint, Arthur Grove.

*Radio Accounts:* Twin City Dodge Dealers (Automobiles), Twin City Lincoln-Mercury Dls. (Autos), Twin Cities, Minn.; Direct Service Oil Co. (Gasoline), Minnesota Amusement Co. (Theaters), Minneapolis-Honeywell (Heating Controls), Regulator Company, The Microtone Co. (Hearing Aids), Lavoris Co. (Mouthwash), Minneapolis, Minn.

**LILLER, NEAL & BATTLE**

319 Walton Bldg., Atlanta 3, Ga.  
 Phone: Cypress 6521-2-3-4

AAAA-ABP—NOAB—ANPA—APA  
 ABC BMB—SNPA PPA

Partners..... W. W. Neal,  
 C. K. Liller, J. L. Battle  
 Media Div..... Sarah Williams  
*Radio Accounts:* Brock Candy Company, Colonial Stores, Inc., Blackman Stock Company, Bank of Georgia (Bank), National Nu-Grape Company.

*TV Accounts:* Brock Candy Co., H. W. Lay Co.

**LLOYD, CHESTER & DILLINGHAM, INC.**

9 Rockefeller Plaza, New York 20, N. Y.  
 Phone: URele 5-8800

ANPA PPA NOAB ABP APA ABC

President..... Laurence M. Lloyd  
 Vice-Pres. & Secty..... Charles F. Pietsch  
 Vice-President..... Harvey N. Volkmar  
 Treasurer..... John J. Hagan  
 Vice-President & Art Dir..... M. H. Kates  
 Production Manager..... William T. Kaleb  
 Time Buyer..... John J. Hagan

**LOCKWOOD-SHACKLEFORD  
 ADVERTISING AGENCY**

2001 Beverly Blvd., Los Angeles 4, Calif.  
 Phone: DUNKirk 8-3121

ANPA NOAB APA—ABP PPA

President..... R. N. Lockwood  
 Secretary-Treasurer..... M. W. Shackelford  
 Vice-President..... Louis Lombardi  
 Radio Director..... Lou Holzer

# Advertising Agencies

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 57 E. Jackson Blvd., Chicago 4, Ill.  
**Vice-Pres.** .....Scott Robertson  
 420 Madison Ave., New York 17, N. Y.  
**Manager**.....R. T. O'Connell  
*Radio Accounts:* Los Angeles Brewing Co.,  
 Breakfast Club Coffee.

## DUDLEY L. LOGAN ADV.

448 S. Hill St., Los Angeles 13, Calif.  
 Phone: Trinity 8194  
 ANPA—AAAA—PPA—APA—ABP  
**Owner**.....Dudley L. Logan  
**Art Director**.....Lloyd Morris  
**Space Buyer & Prod. Mgr.**....K. Richardson

## THE W. E. LONG CO.

188 Randolph St., Chicago 1, Ill.  
 Phone: RAndolph 6-4606  
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**Treasurer**.....A. Downie  
**Secretary**.....H. Mergener  
**Director of Adv.**.....Wm. Goodman  
**Director of Radio & TV**....Harold Gingrich  
**Radio Dept.**.....J. Minetz, J. Petrie

*Radio Accounts:* Asheville Baking Co.,  
 Asheville, N. C.; Butter Krust Baking Co.,  
 Sunbury, Pa.; Carpenter Baking Co., Mil-  
 waukee, Wis.; Cotton Bros. Baking Co., Alex-  
 andria, La.; Dietzen's Bakeries, Anderson,  
 Ind.; Dixie Maid Baking Co., Kingsport,  
 Tenn.; Fluhrer, Bakeries, Inc., Medford, Ore.;  
 Haller's Eagle Bakery, Inc., Altoona, Pa.;  
 Holsum Bakers, Tampa, Fla.; Holsuu Bakery,  
 Ft. Wayne, Ind.; Lee Baking Co., Victoria,  
 Tex.; New Process Baking Co., Chicago, Ill.;  
 Chas. Newman Baking Co., Amarillo, Tex.;  
 Oak Cliff Baking Co., Dallas, Tex.; Spengler's  
 Bakery, Lewiston, Ida. (Holsum Bread);  
 Cape Girardeau Baking Co., Cape Girardeau,  
 Mo.; Cross Baking Co., Montpelier, Vt.;  
 Holsum Bread Co., Salt Lake City, Utah,  
 (Betsy Ross Old Fashioned Bread); Alfred  
 Nickles Bakery, Inc., Navarre, O., (Toast-  
 master & Nickles Bread); Ungles Baking  
 Co., Des Moines, Ia., Harvest Bread; P. F.  
 Peterson Baking Co., Omaha, Neb., Peter Pan  
 Bread; Williams Bakery, Eugene, Ore.,  
 Roman Meal Bread.

## EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.  
 Phone: AN 3-1888  
 AAAA  
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**Executive V.-P.**.....Vincent R. Bliss  
**Vice-Presidents**.....J. H. Caro,  
 Montgomery N. McKinney, John H. Will-  
 marth, Edward Chapman

**Time & TV Buyer**.....Jane Daly  
**TV Department**.....Dale Fisher  
*Radio Accounts:* Rit Products Corp., W. F.  
 McLaughlin & Co., Chicago Title & Trust Co.,  
 Jules Montenier, Inc., Thor Corp., Carson  
 Pirie Scott & Co., Linco Products Distrib-  
 uting Co., Kitchen Art Foods, Inc., Wyler  
 & Co.  
*TV Accounts:* Jules Montenier, Inc., Rit  
 Products Corp., Thor Corp., Kitchen Art  
 Foods, Inc.

## LYNN-FIELDHOUSE

15 S. Franklin St., Wilkes-Barre, Pa.  
 Phone: 2-7182  
 ABP—ANPA—NOAB  
**Partners**.....S. C. B. Lynn,  
 L. S. Fieldhouse  
**Radio & Media Director**....W. B. Pritchard

### Branch Office

51 E. 42 St., New York 17, N. Y.  
*Radio Accounts:* Carr-Consolidated Bis-  
 cuit Co. (Cookies & Crackers), Wilkes-Barre;  
 Wise Potato Chip Co. (Potato Chips), Ber-  
 wick; J. S. Ivins' Son, Inc. (Cookies &  
 Crackers), Wilkes-Barre; Planters Nut &  
 Chocolate Co. (Peanut Products), Planters  
 Edible Oil Co. (Peanut Oil), Wilkes-Barre,  
 Pa.

## MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.  
 Phone: 7197-8  
 ANPA—ABP—APA—NAAN—PPA—NOAB  
**President**.....J. F. Fellay  
**Secy.-Treas. & Gen. Mgr.**.....Jay J. Keith  
**V.-P. Copy Dept.**.....Larry Harris  
*Radio Accounts:* Keystone Steel & Wire  
 Co., Schulz, Baujan & Co.

## MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.  
 Phone: Randolph 6-9360  
 ANPA—PPA—ABP—APA—NOAM  
**President**.....Hays MacFarland  
**V.-P. & Gen. Mgr.**.....Allen B. Dicus  
**Senior Vice-Pres.**.....A. E. Aveyard  
**Secy.-Treas.**.....L. Peters  
**Media Director**.....Herb Shutts  
**Space Buyer**.....Chandler Bates

## MacLAREN ADVERTISING CO., LTD.

372 Bay Street, Toronto, Ont.  
 Phone: Elgin 0321  
 ABC—ANPA  
**President**.....J. A. MacLaren  
**Vice-Presidents**.....E. V. Rechnitzer,  
 James Ferres  
**Comptroller**.....M. D. MacMahon  
**Director**.....W. G. Abel  
**Directors of Radio**.....M. Rosenfeld,  
 F. H. Horler

# . . . Advertising Agencies . . .

Traffic Mgrs. . . . . Miss Kay Dale,  
V. D. E. Dyer, Gail Ferries, Allan J. Scott,  
E. S. Wallace, Dorothy Robb

*Branch Offices*

110 Dominion Square Bldg., Montreal, Que.  
Manager . . . . . F. P. Gill  
Radio . . . . . Mary Moran  
911 Electric Bldg., Chambers, Winnipeg, Man.  
Manager . . . . . E. P. Thomson  
305 Province Bldg., Vancouver, B. C.  
Manager . . . . . W. D. M. Patterson  
Radio . . . . . John Hoyland  
18 Rideau St., Ottawa, Ont.  
Manager . . . . . W. F. Harrison

*Radio Accounts:* H. J. Heing Co. of Canada (Food), Imperial Varnish & Color Co., Ltd., Imperial Oil Ltd. (Hockey and Baseball), I. H. Lavery & Co., O' Cedar Company of Canada, Ogilvie Flour Mills, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Co., Standard Brands, Tuckett Tobacco Co., Henry K. Wampole & Co., Ltd., Royal Puddings, Shefford-Ingersoll Cheese, Dow Brewery, Ltd., Canadian General Electric, 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, Palmer's Ltd.

## MALCOLM - HOWARD

203 N. Wabash Ave., Chicago 1, Ill.  
Phone: RAndolph 6-7942  
ABP-ANPA-PPA-APA

Radio Director . . . . . Arthur M. Holland  
Asst. Radio Dir. . . . . Allan Sweeton  
Account Executives . . . . . Arthur M. Holland,  
Hal Barkun, M. G. Holland  
Television Director . . . . . Norman Lindquist  
Copy . . . . . William Bent  
*Radio Accounts:* Dad's Root Beer, Mrs. Klein's Potato Chips, Gimino Wines, Legion Ice Cream, Chicago Sun-Times, Holland-Jewelers, Rubin's Apparel, Joy Candies, Roller Derby, Chicago Coliseum, Arcadia Gardens, Armory, Harry Alter Co., Cook County Motors.  
*TV Accounts:* Harry Alter Co., Cook County Motors, Rubin's Apparel, Courtesy Motors, Hollands, Dad's Root Beer, Nectar Beer.

## DAVID MALKIEL ADV. AGENCY

260 Tremont St., Boston 16, Mass.  
Phone: LI 2-1421  
ABP-ANPA-APA-PPA

Copy Chief & Owner . . . . . David Malkiel  
Prod. Mgr. . . . . Julian Malkiel  
Media . . . . . Martha Brest  
Account Exec. . . . . Elliot Rose  
*Radio Accounts:* Gailing Enterprises, Kasanof-Paramount (Bkery Products), Boston:

Serta-White Cross (Mattresses), Cambridge; Lithuanian Society, N. E. Doll & Novelty Co. (Toys), Royal Crown of Boston (Soft Drinks), Steubens Restaurants, Canadian Ace Ale (Beer & Ale) Darbury Room (Supper Club), Boston; D. Monosson & Son (Photo Finisher), Roxbury; C. Pappas Co. (Pappas Wines), Ace Vacuum Stores (Vacuum Cleaners), Boston, Mass.  
*TV Account:* N. E. Doll & Novelty Co. (Toys), Boston, Mass.

## MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 2, Minn.  
Phone: GENEVA 9619  
APA

Pres. & Treas. . . . . Meyer Gold  
V.P. & Secy., Radio Dir., Time Buyer  
Robert P. Miller  
Art Dir. . . . . Neil Robertson  
Prod. Mgr. . . . . Reinhard Steinley  
Media Dir. . . . . Betty Boyer Holmes  
Acct. Execs. . . . . Meyer Gold,  
R. P. Miller, K. Sehlsinger  
*Radio Accounts:* Snyder's Drug Stores, Janney Best Paints, CharTex.

## MARFREE ADVERTISING CORP.

1560 Broadway, New York, N. Y.  
Phone: PL 7-7655

Pres. . . . . H. A. Friedenber  
V. Pres. . . . . Alvin Eicoff  
V. Pres. . . . . Barnett Friedenber  
Sec. & Treas. . . . . Louis P. Randell

*Branch Office*

112 E. Walton, Chicago, Ill.  
Phone: WWhitehall 4-7679

V. Pres. . . . . Alvin Eicoff  
*Radio Accounts:* Dean Ross (Piano Course), New York, N. Y.; House of Goddard (Quilt Lady), Galgano Dist. (Records), Chicago, Ill.; Salvit (Arthritis Pills), Jersey City, N. J.; Foto-Magic (Picture Coloring), Chicago, Ill.; McFadden Foundation (Books), New York, N. Y.; Rig-A-Jig (Toys), Harlieb Corp. (Movie Albums), Chicago, Ill.; Mercury Life & Health Insurance (Insurance), San Antonio, Tex.

## 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  
Radio Director . . . . . Curt A. Peterson  
Time Buyer . . . . . H. Gesregan  
TV Dir. . . . . E. J. Whitehead  
*Radio Account:* Esso Standard Oil Co. (Petroleum), New York, N. Y.  
*TV Account:* Esso Standard Oil Co. (Petroleum), New York, N. Y.

# Advertising Agencies

## MASON-RELKIN CO.

20 E. 35 St., New York 16, N. Y.  
Phone: MURray Hill 9-3891  
ABP—ANPA—APA—PPA

Time Buyer.....R. B. Relkin

## J. M. MATHES, INC.

122 E. 42 St., New York 17, N. Y.  
Phone: LEXington 2-7450

President.....J. M. Mathes  
Treasurer.....A. E. Cox  
Secretary.....Carle E. Rollins  
Vice-Presidents & Directors.....Lester Loh,  
Wilfred S. King, W. T. Okie

Vice-Presidents.....D. R. Hathaway,  
Dr. O. L. Tinklepaugh, Jan H. Meyer

Director of Radio & TV.....Read H. Wight  
Time Buyer.....Edna S. Cathcart  
Motion Pictures.....Anne Moore

*Radio Accounts:* Air France, American Viscose Corp., Austin Motor Co., Ltd. (England), Canada Dry Ginger Ale, Inc. New York, N. Y.; Delaware Floor Products, Wilmington, Del.; Houbigan Sales Corp., Imperial Paper & Color Corp., Judson Dunaway Corp., New York, N. Y.; Luden's, Inc., Reading, Pa.; The Pure Food Co., Inc., Mamaroneck, N. Y.; Union Carbide & Carbon Corp., New York, N. Y.

*TV Account:* Canada Dry Ginger Ale, Inc., New York, N. Y.

## MATHIESSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.  
Phone: DALy 8-4090

ABP—NOAB—PPA—APA—ANPA

President.....C. A. Mathiesson  
Vice-Pres. & Treas.....I. M. Harloff  
Secretary.....Evelyn Heronymus  
Copy Chief.....Edw. G. Ball

*Radio Account:* Edwards Motor Co.

## JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.  
Phone: GASpee 1-4456

ABP—ANPA—APA

resident.....Joseph M. Finkle  
Vice-President.....Aaron M. Finkle  
Treasurer.....Archib M. Finkle  
Copy Chief.....Richard D. Brugman  
Radio Director.....Constance Clarke

## MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.  
Phone: LORain 7-5710

ANPA—APA—PPA—ABC—NOAB

President.....Lon R. Maxon  
Vice-President.....Searle Hendec  
Treasurer.....W. I. O'Neil  
Secretary.....G. Reginald McKiel

*Branch Offices*

12 E. 53 St., New York 22, N. Y.

Vice-President.....W. Ray Baker

664 N. Rush, Chicago 11, Ill.

Manager.....L. J. Sholty  
*Radio Account:* Gillette Safety Razor Co.

## THE MAYERS CO., INC.

2301 W. Third St., Los Angeles 5, Calif.  
Phone: DUNKirk 82111

ABP—APA—FAAG—NOAB—PPA

President.....Henry Mayers  
Vice-Pres.....Forrest Dolan  
Secy. Treas.....James P. Shelley  
Art Director.....Geo. Labadie  
Production.....Edith Hempfling  
Media Dir. and Time Buyer, Radio & TV

Bea Davies

*Radio Accounts:* Gordon Bread Co., Hoffman Candy Co., National Schools (Correspondence Courses), Adolphs Food Products (Meat Tenderizer), Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.

*TV Accounts:* Sears Roebuck & Co. (Retail Department Store), Adolphs Food Products (Meat Tenderizer), Charcook Co. (Charcoal Broiler), Los Angeles, Calif.

## McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 22, N. Y.  
Phone: JUDson 5-3400

AAAA—ABC—ABP—ANPA—APA  
BMB—NOAB—PPA

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Vice-Chairman & Chairman of Exec. Comm.

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V.-P. & Mgr. of Eastern Operations

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Alfred J. Scalpone

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Dir. of Radio-TV Plans.....Frederick Anderson  
Dir. of Radio.....Hendrik Booraem  
Dir. of TV.....Lee Cooley  
Senior Producers.....Glan Heisch,  
Neil Reagan

Director of Radio-TV Copy

Charles H. Wolfe

Mgr. of Radio-TV Time.....Robert M. Reuschle  
Mgr. of Radio-TV Pub.... James Macdonald

# Advertising Agencies

Mgr. of Program Development

Frances Harris

### Branch Offices

31 St. James Ave., Boston 16, Mass.

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318 S. Michigan Ave., Chicago 4, Ill.

Vice-President-Mgr. . . . . Homer Havermale  
Vice-Presidents. . . . . Walter C. Krause,  
A. W. Sherer, H. C. Smith, Sidney A. Wells  
1300 Guardian Bldg., Cleveland 11, O.

Vice-President-Mgr. . . . . A. A. Sommer  
Vice-President. . . . . Ralph Koser  
3546 Penholcot Bldg., Detroit 26, Mich.

Vice-Presidents. . . . . Paul Holder,  
Frank Townshend

6331 Hollywood Blvd., Hollywood 28, Calif.  
Manager. . . . . Neil Reagan  
118 South Hill St., Los Angeles 13, Calif.

Vice-President-Mgr. . . . . Buett Cochran  
1190 Builders Exchange, Minn. 2, Minn.

Vice-President-Mgr. . . . . Jackson Taylor  
1103 Public Service Bldg., Portland 4, Ore.

Manager. . . . . Harry Burton  
114 Sansome St., San Francisco 4, Calif.

Vice-President-Mgr. . . . . H. Q. Hawes  
Vice-Presidents. . . . . Roswell Cochran,  
Clarence Hestorff, E. H. McCrea, Robbins  
Milbank

*Radio Accounts:* Altes Brewing Co., Allied  
Vans, American Trust Co. (San Francisco),  
Bell & Howell Company, Bell Brand Food  
Ltd., Beverwyck Breweries, Inc., Broadway  
Department Store, Inc., California Packing  
Corp., California Walnut Growers Assoc.,  
Chesebrough Mfg. Co., Con's'd, Coldstream  
Products Co., Columbia Records, Inc., Cowles  
Magazine, Inc., Cresta Blanca Wine Co., W.  
P. Fuller & Co., Grand Trunk Railway,  
Gries dieck Western Brewery Co., Interna-  
tional Harvester Co., Lehn & Fink Products,  
Corp., Leisy Brewing Co., Lucky Lager  
Brewing Co., Milk Foundation, Inc., National  
Biscuit Co., The Ohio Bell Telephone Co.,  
Pacific Coast Borax Co., Pacific Power &  
Light Co., Perfection Stove Co., Portland  
Gas & Coke Co., Ray-O-Vac Batteries, Rich-  
man Brothers Co., The S.O.S. Co., Southern  
California and Southern Counties Gas Cos.,  
Standard Oil Co. (Indiana), The Standard  
Oil Co. (Ohio), Swift & Company, Trans-  
Canada Airlines, TruVal Manufacturers, Inc.,  
Westinghouse Electric Corp.

*TV Accounts:* Altes Brewing Co., Bell &  
Howell Co., Beverwyck Breweries, Inc.,  
Broadway Department Store, Inc., California  
Packing Corp., Chesebrough Mfg. Co.,  
Con's'd, Chrysler Sales Division, Coldstream  
Products Co., Columbia Records, Inc., Con-  
goleum-Nairn, Inc., Hood Rubber Co., Leisy  
Brewing Co., Lehn & Fink Products, Corp.,  
National Biscuit Co., The Ohio Bell Tele-  
phone Co., Pharmacrast Corporation, Inc.,  
Perfection Stove Co., Richman Brothers Co.,  
The S. O. S. Co., Southern California and

Southern Counties Gas Cos., Standard Oil  
Company (Indiana), The Standard Oil Com-  
pany (Ohio), Westinghouse Electric Corp.

## R. E. McCARTHY ADV. AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.

Phone: M-2323

SNPA-PPA

President & Space Buyer. . . . . R. E. McCarthy  
Secretary. . . . . M. C. Benito  
Treas. & Prod. Mgr. . . . . Louis Benito  
Art Director. . . . . Harry Walls  
*Radio Accounts:* Borden's Dairy, Foley  
Lumber Company, Peninsular Telephone Co.,  
Pioneer Tire Co., Southern Brewing Co.

## McCORMICK COMPANY

217 E. 7 Ave., Box 1931 Amarillo, Tex.

Phone: 5333

NOAB-ANPA-APA-SNPA

Owner-Manager. . . . . James L. McCormick  
Account Exec. . . . . John R. Forkner  
Account Exec. . . . . R. W. Siemplekamp  
Art Director. . . . . Alfred M. Gibbons  
*Radio Accounts:* Shamrock Oil & Gas  
Corp., Consolidated Appliances, Inc.

## McKEE & ALBRIGHT, INC.

1100 South Penn Square, Philadelphia 2, Pa.

Phone: Locust 7-1737

ANPA-PPA-APA

President. . . . . Roy J. McKee  
Vice-President-Treasurer. . . . . David R. Albright  
V.-P.-Radio-TV Director. . . . . James A. McFadden  
Time Buyer. . . . . Evelyn Walmsley  
V.-P.-Mdse. . . . . Howard H. Yaw  
Secretary. . . . . T. E. Libby

*Radio Accounts:* Western Maryland Dairy,  
Phila. & Reading Coal & Iron Co., Rieck-  
McJunkin Dairy Co., General Ice Cream  
Corp., Castles Ice Cream Co., Breyer Ice  
Cream Co.

*TV Accounts:* General Ice Cream Co.,  
Breyer Ice Cream Co.

## McKIM ADVERTISING LIMITED

1010 St. Catherine St. W., Montreal, Que., Can.

Phone: Lancaster 5192

ANPA-ABC

President. . . . . James M. Baxter  
V.-P., Secy.-Treas. . . . . J. W. Thain

### Branch Offices

320 Bay St., Toronto, Ont., Canada

Manager. . . . . James M. Baxter  
Paris Bldg., Winnipeg, Man., Canada

Manager. . . . . A. A. Brown  
511 Province Bldg.,

Vancouver, B. C., Canada

Acct. Exec. . . . . W. H. Sandstrom  
376 Strand, London, W.C. 2, Eng.

Acting Manager. . . . . H. Suffell

## Advertising Agencies

### 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  
Acct. Execs.....Ralph W. Hobbs,  
Lorne R. Moodie, E. T. Holmgren, New-  
ton Stein, Glenn Knoblauch, Vern Soash,  
A. Pacini, O. L. Smith

Media Dir.....Frank Johns

#### Branch Offices

E-906 First National Bank Bldg., St. Paul 1,  
Minn.

Manager.....E. T. Holmgren  
333 N. Michigan Ave., Chicago 1, Ill.

Manager.....E. R. Livingston  
*Radio Accounts:* Chocolate Products Co.,  
Griggs Cooper & Co., Lan-O-Sheen, Inc.,  
Minnesota Farm Bureau Federation, Milk  
Foundation of Minnesota, Sanitary Food  
Mfg. Co.

### ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.  
Phone: Delaware 7-7860

ANPA—PPA—AAAA—ABP—NOAB

General Manager.....Arthur E. Meyerhoff  
Financial Manager.....J. A. Johnston  
Director of Radio.....Benjamin J. Green  
Assoc. Radio Dir.....George Rich III  
Radio Time Buyer.....Carol Perel  
Publication Space Buyer.....Mary Hauser  
Copy Chief.....M. E. Chon  
Account Executives.....John H. Lemmon,  
A. E. Meyerhoff, George Grabin, Marshall  
Kissel, Benj. Green, George Taylor, Henry  
Bartenstein.

#### 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

ABC—ABP—ANPA—APA—NOAB—PPA

Treasurer.....G. V. Carhart

#### Branch Office

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: Central 6-1640  
Exec.-In-Charge.....Irving M. Tutent  
*Radio Accounts:* Corn Products Sales Co.  
(Niagara Laundry Starch & Mazola Salad  
Oil), New York; Bachman Chocolate Mfg.  
Co. (Old Sol Bar), Mount Joy, Pa.; Dough-  
nut Corp. of America, New York, N. Y.

### DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.  
Phone: DUnkirk 2-2973

AAAA—ABC—ABP—ANPA—APA—BMB  
CAN—NOAB—PPA

President.....Dan B. Miner  
Exec. Vice-Pres.....J. C. Morse  
Vice-Pres.....I. M. Greer  
Vice-Pres.....Hildred Sanders  
Secretary-Treasurer.....M. R. Sweeney  
Account Executives.....J. C. Morse,  
I. M. Greer, Hassel Smith, John Christie,  
Andrew Carpenter

Production Mgr.....Richard Glover  
Art Director.....Fred Kaplan  
Media Director.....Edith Grooms  
Radio & TV Dir.....Hildred Sanders  
Time Buyer.....Terri Brady  
Copy Chief.....Marion Sternbach  
Research Dir.....Herbert Kessler

*Radio Accounts:* American Beauty Macaro-  
ni (West Coast Div.) (Macaroni), Los An-  
geles; Awful Fresh MacFarlane, Inc. (South-  
ern Div.) (Candy), Oakland; Foreman and  
Clark (Clothing), Interstate Bakeries Corp.  
(Weber Bread), Kerr Glass Mfg. Corp. (Jars,  
Caps & Lids), Kendall Foods, Inc. (Dog  
Foods), Log Cabin Baking Co. (Variety  
Breads), Luer Packing Co. (Fresh Meats),  
Los Angeles; Prepared Products Co. (Dixie  
Fry), Pasadena; L. A. Transit Lines (Trans-  
portation), Los Angeles, Calif.

*TV Accounts:* Awful Fresh MacFarlane,  
Inc., Log Cabin Baking Co., Luer Packing  
Co., American Beauty Co., Weber's Bread.

### EMIL MOGUL CO., INC.

250 W. 57 St., New York 19, N. Y.

Phone: CO 5-2482  
ABP—ANPA—PPA

President.....Emil Mogul  
Asst. to Pres.....Seth D. Tobias  
Exec. Vice-Pres.....Charles L. Rothschild  
Secy. & Treas.....Helene Mogul  
General Manager.....Milton Guttenplan  
Production Manager.....Al Mauro  
Art Director.....Jean Coquillot  
Media & Research Dir.....Richard Lieberman  
Asst. Research Dir.....Bob Wanderman  
Radio & TV Dir.....Helen Munroe  
Copy Chief.....Myron A. Mahler

*Radio Accounts:* Barney's Clothes, Inc.  
(Men's & Boys' Clothing), Canadian Fur  
Corp. (Women's Furs), New York; Gem  
Packing Corp. (Gem Oil), Brooklyn; Napa  
Valley Grape Prod. (Colombo Wine), Calif.,  
New York; National Shoes, Inc. (Women's  
& Children's Shoes), New York; Knomark  
Mfg. Co., Inc. (Esquire Boot Polish), Brook-  
lyn; Ronzoni Macaroni Co. (Spaghetti &  
Macaroni Prod. & Spaghetti Sauce), Long  
Island City; Santarpi Wine & Liquor  
(Liquor Store), Berolio Import Co., Inc.  
(Berio Olive Oil), S. A. Schonbrunn & Co.,

• • • **Advertising Agencies** • • •

Inc. (Medaglia D'Oro Coffee), Modern Industrial Bank, New York, N. Y.

*TV Accounts:* National Shoes, Inc. (Women's and Children's Shoes), New York, N. Y.

**THE CHESTER C. MORELAND CO.**

1101 Times-Star Tower, Cincinnati 2, O.  
Phone: Parkway 1178  
PPA ABP-ANPA

President.....Chester C. Moreland  
Secretary.....Walter H. Strauss  
V.P. & Space Buyer.....B. L. Selwyn  
*Radio Accounts:* Rainbo Baking Co.  
Coney Island Amusement Co., Coca-Cola  
Bottling Co., Cincinnati Times-Star.

**MOREY, HUMM & JOHNSTONE, INC.**

350 Fifth Ave., New York 1, N. Y.  
Phone: BR 9-5950  
ABP-ANPA APA-NOAB PPA

President.....Sylvester M. Morey  
Exec. V.P.....Llewellyn B. Van Doren  
V.P. & Mgr. Utility & Home Appliance  
Dept.....Albert W. Humm  
V.P. & Copy Chief.....Stanley F. Ellworth  
V.P. & Art Dir.....William J. Sutton  
Secy. & Treas.....William G. Carmody  
Media Dir.....Lillian F. Parker  
Time Buyer.....Kathryn Shanahan  
Exec. V.P. & Radio Dir.  
Llewellyn B. Van Doren

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  
M-d-c, Counselor.....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 PPA-APA-NOAB

President.....Raymond R. Morgan  
Exec. Vice-President.....Robert C. Temple  
Vice-President.....Sydney B. Gaynor  
Account Executives.....Jack Kerr,  
L. W. Hobson

Radio Director.....James C. Morgan  
Production.....John Burton  
Time Buyer.....Mary Ellen Ryan  
Copy Chief.....Audrey Sharpe

*Branch Offices*

Raymond R. Morgan Co.  
San Francisco 5, Calif.

Account Executive.....Porter F. Anderson  
*Affiliate*

Goodkind, Joice & Morgan, Inc.  
Palmolive Bldg., Chicago 11, Ill.

President.....Clyde M. Joice

Raymond R. Morgan Co.

1 Rue Faubourg St. Honore  
Paris, France

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;  
Merrill's Rich Suds; Merrill's Pine Toilet  
Soap), Chapman Park Hotel, Institute of  
Religious Science.

**MORSE INTERNATIONAL, INC.**

122 E. 42 St., New York 17, N. Y.  
Phone: ORegon 9-1600  
APA-PPA

Chairman of the Board.....A. T. Preyer  
President.....J. Patterson  
Exec. Vice-President.....M. F. House  
Treasurer.....O. L. Lancaster  
Space Buyer.....F. D. Davies  
Mgr. Radio & TV Dept.....C. C. Slaybaugh  
Export Media Mgr.....Aurora Blando  
Dir. 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,  
J. Clark

Art Studio Mgr.....J. V. Ryden  
Account Executives.....Constance Boland,  
Emory Ward, E. R. Korth

*Radio Accounts:* Vick Chemical Co. (Vick  
Products), The Sof-skin Co. (Sof-skin Hand  
Cream), Prince Matchabelli, Inc. (Prince  
Matchabelli Perfumes & Cosmetics).

*TV Accounts:* Vick Chemical Co. (Vick  
Products).

**MOSELLE & EISEN ADV. AGENCY**

522 Fifth Ave., New York 18, N. Y.  
Phone: Murray Hill 2-1939  
PPA APA-ANPA

Partner.....Henry Eisen  
Partner.....Rose Moselle  
Copy Chief.....Mildred Barsky  
Publicity.....Jane Irwin  
Art Dir., TV Prod.....Frederick H. Cassens  
Prod. Mgr.....M. Baumstein  
Media Dir., Research Time Buyer  
Miriam Howard

**MOSER & COTINS, INC.**

10 Hopper St., Utica 3, N. Y.  
Phone: Utica 4-6111

ABP-ANPA-PPA-NOAB APA

Pres. & Treas.....A. S. Collins  
Vice-President.....James N. Brown  
Vice-Pres.-Art Director.....A. M. Huntington  
V.P.-Secretary.....Lyle B. Reigler  
Tsst. Treas.....Mildred S. Brinson  
Media Director.....Miss L. B. Mang

*Radio Accounts:* C. A. Durr Packing Co.,  
Inc., West End Brewing Co.



**Advertising Agencies**

**MOSS ASSOCIATES**

415 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-7377-8  
 ABC—ANPA—APA

President.....Joseph H. Moss  
 Copy Chief.....Charles D. Beckman  
 Space Buyer.....Betty Math  
 Art Director.....James K. Sullivan  
 TV Director.....Ely A. Landau  
 TV Assistant.....Hal Goldin  
*TV Accounts:* The Ziploc Co. (Watch Straps), N. J.; Purofied Down Prod. (Pillows & Comforters), N. Y. C.; Stacor Equip. Corp. (TV Accessories), Brooklyn, N. Y.; Nat Palerton Motors (Auto Dealer), Semca Clock Co. (Clock Mfg.), New York City.

**C. WENDEL MUENCH & COMPANY**

75 E. Wacker Drive, Chicago 1, Ill.  
 Phone: FInancial 6-3481  
 ABP—ANPA—PPA

President.....C. W. Muench  
 Account Executive.....W. O. Yocum  
 Account Executive.....C. T. Kerrigan  
 Mgr. Client Service.....Robert Gingrich  
 Media Director.....Victor Fabian  
 Production Manager.....Wm. G. Fisher  
 Radio Director.....Glenm Martin  
 Time Buyer.....Victor Fabian  
*Radio Accounts:* Durkee Famous Foods (Margarine), Chicago, Ill., Norwalk, O.; Marhofer Packing Co. (Meat Products), Monarch Brewing Co. (Beer), Chicago, Ill.; Sugardale Provision Co. (Meat Products), Canton, O.; 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.; Pavelka Brothers (Meat Products), Cleveland, O.; Triangle Restaurant Co. (Restaurant), Chicago, Ill.; Toffenetti Restaurant Co. (Restaurant), New York, N. Y.  
*TV Accounts:* Durkee Famous Foods (Margarine), Chicago, Ill., Norwalk, O.; The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Meats), 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  
 Treasurer.....Frank Neuhauser  
 Media Director.....Jack Donelon  
 Account Executives.....Paul R. Kruming, Thomas W. Hughes, Joseph W. Madden, Walter Kelly, John Sweeney, Philip Gurchivich  
 Radio & TV Directors.....James G. Zea,

James A. MacDonald, Alex Cardenas, Jean Volpe  
 Time Buyer.....Lenore Sanders

*Branch Offices*

Associates offices in Central and South America, Europe, U. S. possessions and the Far East.

*Radio Accounts:* American Safety Razor, Borden Co., Carter Products, Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmacal Co., Lever Brothers (U. S.), Richard Hudnut, National Carbon Co., Quaker Oats Co., Ruppert Brewery, William R. Warner.

**NEEDHAM, LOUIS & BRORBY, INC.**

135 S. LaSalle St., Chicago 3, Ill.  
 Phone: STate 2-5151

AAAA—ANPA—PPA—NOAB—APA  
 ABC—ABP

President.....Maurice H. Needham  
 Vice-Presidents.....John J. Louis, Melvin Brorby, W. Raymond Fowler, Wm. D. Horne, Jr., Wm. P. Bager, Wm. H. Ohle, Wm. R. Kinnaird.  
 Media Dir.....Otto R. Stadelman  
 Radio-TV Dir.....Allan Wallace  
 Publicity Dir.....John Willoughby  
 Sec.-Treas.....Max D. Andyl

*Branch Office*

1680 North Vine St., Hollywood 28, Calif.  
 V.-P. & Manager.....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

President-Acct. Exec.....William Rogow  
 Acct. Exec.-Copy Chief.....Stewart Pierce Brown  
 Acct. Exec.....Robert Rogow  
 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.

**RALPH NELMS, INC., ADV.**

312 W. Walnut, Springfield 3, Mo.  
 Phone: 4-2555

APA

Pres.-Radio Dir.....Ralph A. Nelms  
 Art Dir.....J. H. Richards  
 Prod. Manager.....James A. Nelms Jr.  
 Account Executive.....Jeanette Mahan  
 Account Executive.....Mrs. Gary Madsen  
*Radio Accounts:* Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed

## Advertising Agencies

Corn & Treatment), St. Joseph; Assemblies of God Church (National Religious Pgm.), Springfield; Meek Lumber Cos. (Lumber Yard Chain), Lockwood; Faith of our Fathers, Inc. (Religious Broadcasts), Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent State Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyno Taudem), Springfield, Mo.

### GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.  
Phone: 4-1135

Pres.-Treas. .... George R. Nelson  
Vice-President. .... Helen C. Nelson  
Secretary ..... Alice Pach  
Copy Chief. .... Robert S. Cragin  
Publicity Director. .... Robert S. Cragin  
Art Director. .... Arnold Hitchins  
Space Buyer. .... Sybil Van Patten  
Research ..... Alice Pach  
Radio Director. .... Jack Rourke  
TV Director. .... Edward F. Flynn  
Radio Time Buyer. .... Anne E. Pratt

*Radio Placement Accounts:* Carl Co. (Department Store), Cowell's Shell Station (Shell Dealer), Hub Store (Sports Store), Schenectady; Wm. W. Lee & Co., Inc. (Cold Remedy), Watervliet; A. L. Parsons & Sons (Ford Dealer), Central Bridge; Parsons, Inc. (Ford Dealer), Amsterdam; Rudolph Brothers, Inc. (Jewelry Chain), Syracuse; Saratoga Racing Assn. (Racing Association), Saratoga Springs; Industrial Bank (Banking Association), Devenpeck Coal Co. (Coal Co.), Cummings Motors, Inc. (Chrysler Dealer), Schenectady; Rodgers Liquor Co. (Liquor Distributors), Albany; Union-Fern (Furniture Chain), Troy; Chas. Miller Coal Co. (Coal Co.), Schenectady, N. Y.

*Radio Transcription Production Accounts:* General Electric Co. Electronics Division (G. E. TV & Radio) Syracuse; Benrus Watch Co. (Watch manufacturers), New York City; Mohawk Carpet Mills, Inc. (Rug and carpet manufacturers), Marcus Breier's Sons (Sports Clothing manufacturers), Amsterdam; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Co. (Soft drink beverage), New York City; Saratoga Assn. (Racing Association), Saratoga Springs, N. Y.

*TV Film Production Account:* Pepsi-Cola Co. (Soft drink beverage), New York City; Saratoga Racing Assn. (Racing Association) Saratoga Springs, N. Y.

*TV Placement Accounts:* Mohawk Carpet Mills, Inc. (Rugs and Carpets), Amsterdam; Allen's Appliances (G. E. Appliance Store), Apex Department Store, Carl Co. (Department Store), Schenectady; Empire State Distributors (Philco Distributors), Cohoes; William W. Lee & Co. (Cold Remedy), Watervliet; Nusbaum's (Men's furnishings),

Schenectady; A. L. Parsons & Son (Ford Dealer), Central Bridge; Parsons, Inc. (Ford Dealer), Amsterdam; Saratoga Assn., Saratoga Springs; Wm. Sherry Tire Co. (Tire Dealer), Central Candy Corp. (Candy manufacturers), Empire State Bedding Co. (Sealey Mattress manufacturers), Schenectady; Smith Food Co. (Potato Chip manufacturer), Cohoes, N. Y.

### TED NELSON ASSOCIATES

730 Fifth Ave., New York 19, N. Y.  
Phone: Circle 6-8470

Acct. Executive. .... Nat Fields  
Supt. Director. .... Richard Diamond  
Talent Director. .... Perry Bruskin  
Director ..... Ted Nelson  
Production. .... Isabelle Van Stockhem  
*TV Accounts:* Exclusive TV and Radio Representatives for Professional Basketball-Gothams on WNBT-1948-49.

### NEWELL-EMMETT CO.

(See Cunningham & Walsh, Inc.)

### THEO. A. NEWHOFF ADV. AGENCY

1103 Court Square Bldg., Baltimore 2, Md.  
Phone: Lexington 7155

AAAA-ANPA-ABP-NOAB-PPA

Partners. .... Theodore A. Newhoff,  
Marx S. Kaufman  
Vice-Pres. .... Samuel S. Strouse  
Comptroller. .... R. M. Newhoff

### NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 2, Fla.

Phone: 3-1253, 5-7720

ABP-ANPA-APA-FAAG-NOAB

PPA-SNPA

President. .... M. T. Newman  
Exec. Vice-Pres. .... Hunter Lynde  
Vice-Pres. .... Kenneth F. Small  
Vice-Pres. .... David E. Robeson  
Secy. & Pub. Dir. .... Ronald G. Sercombe  
*Radio-TV Dept.*

Exec. Vice-Pres. .... Hunter Lynde  
Vice-Pres. .... Kenneth F. Small  
Vice-Pres. .... Allan C. Gottschaldt  
*Branch Office*

Chamber of Commerce Bldg., Miami, Fla.  
Phone: 82-9975

Vice-Pres. .... Allan C. Gottschaldt  
*Radio Accounts:* JAX Brewing Co. (Beer), Bond-Howell Lumber Co. (Bldg. Supplies), Jacksonville, Fla.

### NORTHWEST RADIO ADV. CO.

Empress Bldg., Seattle 4, Wash.

Phone: Elliott 5488

Mgr. & Radio Dir. .... Edwin A. Kraft  
Asst. Manager. .... W. L. Paul

**Advertising Agencies**

*Radio Accounts:* Rhodius Perfumes, Alask-a Life.

**O'BRIEN & DORRANCE, INC.**

160 E. 56 St., New York 22, N. Y.  
Phone: PLaza 9-5120

President-Secretary.....Dick Dorrance  
Exec. Vice-Pres.-Treas.....Harry F. O'Brien  
Vice-Pres.....John A. Cashman  
Media Director.....William L. Morison  
Art Director.....Jack Wolfgang Beck  
Production Manager.....Lincoln W. Allan  
Account Executive.....Joseph Anderson  
Radio-TV Director.....William R. Seth

**OLIAN ADVERTISING CO.**

909 Ambassador Bldg., St. Louis 1, Mo.  
Phone: Central 8380-1-2-3

ABP—ANPA—APA—NOAB—PPA

President.....Irwin A. Olian  
Exec. Vice-Pres.....J. Walter Goldstein  
Vice-President.....Harold A. Thomas  
Copy Chief.....James Spencer  
Space Buyer & Res. Dir.....James O'Neal  
Prod. Mgr.....Evelyn Dieckmann  
Art Director.....Harry Lindermann  
Radio Director.....Margaret Nelson  
*Radio Accounts:* Eagle Stamp Co., Eagle Stamps), General Grocer Co. (American Lady-Topmost Foods, Big Fellow Peas, Cob Cut Corn, Manhattan Coffee), Milton Oil Co. (Diel Gasoline), Sayman Products Co. (Sayman Soap), Pevely Dairy (Jitterbug Dairy Products & Reddi-Wip), Hudson Dealers of St. Louis (Hudson Cars), Stewart's Apparel, Inc. Ladies Ready-To-Wear), Dining Car Coffee Co. (Dining Car Coffee), St. Louis, Mo.

*TV Accounts:* Pevely-Dairy Co. (Reddi-Wip), General Grocer Co. (Manhattan Coffee), Automatic Firing Corp. (Gas-A-Fire), St. Louis, Mo.

**ROBERT W. ORR & ASSOCIATES, INC.**

4 W. 58 St., New York 19, N. Y.  
Phone: PLaza 9-8050

ABC—ANPA—NOAB—PPA

President.....Robert W. Orr  
Exec. Vice-Pres.....John H. Baxter  
Vice-Pres. & Asst. to Pres....Eldon Sullivan  
Vice-Presidents .....Arthur Livingston, Jerome Isaacs

Secy.-Treas.....Chauncey C. Seedorf  
Radio-TV Dir.....Stephen G. Bowen  
*Branch Offices*

9130 Sunset Blvd., Los Angeles, Calif.

Exec.-in-Chge. ....Richard Diggs  
123 New Bond St., London, England

Exec.-in-Chge.....F. A. Nicholson  
96 Rue de la Victoire, Paris, France

Exec.-in-Chge. ....M. Renault  
*Radio Accounts:* Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.

**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-President.....Marc Seixas  
Director of Media.....Harry Torp

*Radio-TV Dept.*

Vice-Pres-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 & Acct. Exec.....Merritt Owens  
Vice-President Acct. Exec.....R. Grant Neds  
Production Mgr.....Bernard L. Wardlow  
Acct. Exec.....Willard G. Saunders  
Copywriter .....Gloria Stults  
Art. Dir.....Bernard L. Wardlow

*Radio Accounts:* Feld Chevrolet Company, Inter-State Moving & Stor. Co., Meyer Sanitary Milk Co., Nourse Oil Company, Sun-Ra Frozen Foods, Inc., Joe M. O'fill Motor Co., Davidson Brothers Motor Co.

**PACIFIC ADV. STAFF**

1624 Franklin St., Oakland 12, Calif.

Phone: TEmplebar 2-2885

ABP—APA

Partners.....Helen A. Kennedy, Carl W. Sickler

Assoc.....Harvey C. Scott  
Prod. Mgr.....Walter Utterhack

**PACIFIC NATIONAL ADVERTISING AGENCY**

605 Union St., Seattle 1, Wash.

Phone: ELiot 1401

ANPA—AAAA—NOAB—CAN

President.....Wm. H. Horsley  
V.-P., Radio-TV Dir.....Trevor Evans  
Secretary, Copy Chief.....H. O. Stone  
Radio Time Buyer.....G. M. Nyman

*Branch Office*

715 Cascade Bldg., Portland 4, Ore.

V.-P. & Mgr.....Milton Foland  
*Radio Accounts:* Fisher Flouring Mills Co., Washington Co-Op Farmers Assn., Laug & Co., Washington State Fruit Commission, Cowman & Campbell Co., William O. McKay Co.

*TV Accounts:* Fisher Flouring Mills Co., Montag, Seattle-First National Bank, Pa-

## . . . Advertising Agencies . . .

cific Lincoln Mercury Co., William O. McKay Co., Pacific Nat. Advg. Agency, Imperial Candy Co., Federal Old Line Insurance Co.

### PEARSON ADV. AGENCY, INC.

50 E. 42 St., New York 17, N. Y.  
Phone: VAnderbilt 6-0029  
PPA

Pres.-Treas. . . . . C. H. Pearson  
Copy Chief, Editor. . . . . W. R. Barker  
Radio Director. . . . . B. J. Lauza  
*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.

100 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-President. . . . . Norman A. Mack  
Dir. of Radio-TV. . . . . Arthur J. Daly  
*Radio Accounts:* I. J. Fox (Fur-), New York; Howard Clothes (Men's & Boys' Furnishings), Brooklyn; Old Dutch Coffee (Coffee); Charles of the Ritz (Cosmetics, Premier Foods (Food Products), New York, N. Y.  
*TV Accounts:* Howard Clothes (Men's & Boys' Furnishings), Brooklyn; Old Dutch Coffee (Coffee), Charles of the Ritz (Cosmetics), Premier Foods (Food Products), New York, N. Y.

### PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.  
Phone: PLaza 5-1500  
AAAA ABC-ABP-ANPA-APA-  
BMB NOAB PPA SNPA

President. . . . . Thomas L. L. Ryan  
Vice-Presidents. . . . . G. Douglas Morris,  
T. C. Fisher, Donald R. Shaw, Jack Skolnik  
Secretary. . . . . H. C. Sutherland  
Media Director. . . . . T. C. Fisher  
Time Buyer. . . . . William G. White  
Director of Radio-TV. . . . . Wilfred S. Roberts  
Program Supervisor. . . . . Elizabeth C. Shay  
*Radio Accounts:* Procter and Gamble (Camay Beauty Shop), Cincinnati, O.; North-east Airlines (Air Transportation), Boston, Mass.; La Primadora Cigar Corp. (Cigars), New York, N. Y.  
*TV Accounts:* La Primadora Cigar Corp. (Cigars), New York, N. Y.

### THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.  
Phone: Franklin 2122  
TAAN

Partner. . . . . William L. Phillips  
Partner. . . . . Charles C. Ramsey

Acct. Exec. . . . . Fred J. Volz  
Time Buyer. . . . . Robert F. Lewis  
Radio Director. . . . . Bill Mesmer

*Radio Accounts:* Walt Tufford DeSoto-Plymouth (DeSoto-Plymouth Automobiles), Davidson Furniture Co. (Retail Furniture), Home Federal Savings & Loan (Savings & Loan), Dennstedt Electro Mart (Electrical Appliances), Tufford TV (Television), First National Bank (Trust & Savings), Dr. G. W. Raichart (Dentist), San Diego, Calif.

*TV Accounts:* Davidson Furniture Co., Tufford TV, Walt DeSoto-Plymouth, Valle's Restaurant, San Diego, Calif.

### CASPER PINSKER, INC.

150 Nassau St., New York 7, N. Y.  
Phone: BEckman 3-8680  
ANPA

President . . . . . Casper Pinsker  
Vice-President. . . . . Thomas J. McElroy  
Secretary-Treasurer. . . . . Casper Pinsker, Jr.  
Director of Radio. . . . . Jules M. Labert  
Asst. Radio Director. . . . . Robert Kirschbaum

*Radio Accounts:* Fifth Ave. Merchandise Mart (Vest Pocket Adding Machine), New York; Albern Sales Co. (Novelties), Long Island City; Associated Nutrition Products ("Protam" Reducing Formula), Christian Herald (Books), Champion Implement Co. (Electric Spray Gun), Fillum Fun, Inc. (Toys), New York, N. Y.; Grayson Farms (California-grown Dates), La Quinta, Calif.; Harbert Company (Toys), Novel Manufacturing Co. (Toys), Scope Sales Co. (Sewing Accessories), Seven Sirens Press (Books), New York; Dale Shears' School of Music (Dale Shears' Piano Course), Struthers, O.; Simon & Schuster (Books), Superior Agencies (American Progressive Health Insurance Company), Tex Smith, Harmonica Man (Harmonica Course), New York, N. Y.

### PITLUK ADVERTISING

2200 Alamo National Bank Bldg.  
San Antonio 5, Texas  
Phone: GARfield 7268  
ABP ANPA-PPA  
SNPA-NOAB APA TAAN

Partner, Space Buyer. . . . . Jack N. Pitluk  
Radio Director. . . . . Bob Holleron  
Copy Chief, Sales Mgr. . . . . Jack N. Pitluk, Jr.  
Radio Time Buyer. . . . . Sam Riklin

### PORTER & ASSOCIATES

130 S. Western Ave., Los Angeles 5, Calif.  
Phone: DUnkirk 8-2972

Partner-Owner, Time Buyer & Adv. Sales Mgr. . . . . Irwin T. Porter  
Partner-Owner, Radio Dir. & Time Buyer. . . . . Gertrude T. Porter  
Copy Chief. . . . . Jean Norah

**Advertising Agencies**

**R. J. POTTS—CALKINS & HOLDEN**

215 W. Pershing Rd., Kansas City 8, Mo.  
 Phone: Victor 2530  
 ANPA—APA—NOAB—PPA  
 President.....R. J. Potts  
 Vice-Presidents.....J. B. Woodbury,  
 C. C. Tucker, E. A. Warner, C. L. Robinson  
 Secretary-Treasury.....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.....W. B. Stone  
 Treasurer.....C. J. Effie  
 V.P. & Radio Dir.....N. P. Rowe

**PRATER ADV. AGENCY, INC.**

705 Chestnut St., St. Louis 1, Mo.  
 Phone: GARfield 6490  
 ABP—ANPA—APA—SNPA  
 President & Treas.....George L. Prater  
 Vice-President.....M. T. Prater  
 Secretary.....Mary E. Johnson  
 Art Dir.....Walter Miller  
*Radio Accounts:* Clausner Hosiery Co.,  
 Falls City Brewing Co., Inc., Merit Clothing  
 Co., Moniteau Mills.

**PROGRESSIVE RADIO  
 ADVERTISING CO.**

260 E. 161 St., New York 51, N. Y.  
 Phone: MELrose 5-5522  
 Director.....Lido Belli  
 Time Buyer.....Catherine Termini  
*Radio Accounts:* Adam Hats, Bendix  
 Washing Machine, Florsheim Shoes, Buitoni  
 Prods., White Sewing Machine, William Oil-  
 O-Matic Oil Burners, Chrysler Corporation,  
 Carter's Little Liver Pills, Conti Products,  
 Consolidated Edison Co. of N. Y., De Nobili  
 Cigar Co., Ford Motors, Flotill Products,  
 Gamharelli & Davitto, Inc., General Electric,  
 General Motors, Johnson & Johnson, Kel-  
 vinator Refrigerators, Manufacturers Trust  
 Co., Pepsi Cola, Philco Refrigerators and  
 Radio, Pinex, Southern Cotton Oil Co.,  
 United Security Associated Warehouses Assn.,  
 White Labs. Inc., Planters Edible Oil Co.,  
 Procter & Gamble, Public National Bank &  
 Trust Co., RCA Victor, Pergina, Inc.,  
 Quiet May Oil Burner Co., S. A. Shonbrunn  
 (Medaglia d'Oro Coffee); Warren Norge Co.,  
 Wrigley Chewing Gum, Superfilm Distrib-  
 uting Corp., St. Joseph's Aspirin, Atlantic  
 Macaroni, Co., Inc., Florence Gas Range,  
 Frank (Chicory & Spices), Hi-Jump Fruit  
 Co. of California; Maytag Washing Machine,  
 Ossola J. Co.; Pandora Cigar Co., Inc., RKO

Theater, Paradise Wines; Cella Vineyards,  
 Muntz TV, International Harvester Refrigera-  
 tor, Starrett TV, Hallicrafter TV, Sonoma  
 Grape Products, Etna Recording Co.

**QUALITY PARK ADV. AGENCY**

450 N. Syndicate St., St. Paul 4, Minn.  
 Phone: NE 7873  
 APA—PPA—ABP  
 President.....C. A. Ward  
 Vice-President.....R. J. Henderson  
 Art Director.....Charles Ernst  
 Pro. Mgr., Radio Time Byr.....D. J. Holstad  
 Gen. Mgr.....E. J. Petersen  
 Radio Dir. Chge. Research...J. H. Fischbein  
 Copy Chief.....John Reely  
*Radio Accounts:* Dairy Fresh Creameries,  
 Miss Morris Candies, Zip Co., Red Wagon  
 Pop Corn, Kennedy Products, Hilltop Feeds.

**RADIO ADVERTISING CORP. OF  
 AMERICA**

47 Audubon Ave., Jersey City 5, N. J.  
 Phone Bergen 4-2332  
 President.....Michael A. Fiore  
 V.P. & Treas.....B. V. Fiore  
 Secretary.....Sol Chasnoff  
 Prod. Mgr. & Acct. Exec.....Paul Apello  
 Radio-TV Director.....Michael A. Fiore  
 Acct. Exec.....B. Wilman  
*Radio Accounts:* China Clipper, Nou-Sec-  
 tarian Radio Church, Evangelistic Prophetic  
 Testimony of Phila., Watchung Lake, Casino  
 Beach & Pool, Freehold Raceways, Dover  
 Race Track, Post Auto Exchange, Airport  
 Motors, Alexander Beverages, D. Wolff &  
 Co., Circle Motor Sales, South Beach Busi-  
 ness Men's Assn., Village Business Men's  
 Assn.  
*Television Accounts:* Watchung Lake,  
 Swimming & Bathing Resort.

**THE L. W. RAMSEY ADV. AGENCY**

111 E. Third St., Davenport, Iowa  
 Phone: 3-1889  
 NOAB—ANPA—PPA—APA—ABP  
 President & Secretary.....E. G. Naeckel  
 Service Director.....A. M. Walgren  
 Production Manager.....Esther Burmeister  
 Art Director.....P. Norton  
 Technical Consultant.....W. A. Giraldi  
*Branch Offices*  
 6671 Sunset Blvd.  
 Hollywood 28, Calif.  
 Exec.-Vice-Pres.....W. W. Kennedy  
 230 N. Michigan Ave., Chicago, Ill.  
 Vice-President & Treas.....L. H. Copland  
 Art Director.....E. J. McCabe  
 Buyer Radio Time.....D. L. Parsons  
 Production Manager.....Vito M. Volino  
*Radio Accounts:* Blackbawk Brewing Co.,  
 Western Grocer Co., The Herman Nelson  
 Corp., Illinois Commercial Men's Assn., Lite  
 Soap Co., Michigan Mushroom Co.

**Advertising Agencies**

**THE RANDALL COMPANY**

75 Pearl St., Hartford 3, Conn.  
Phone: 7-1179

ABP

President.....Wilbur W. Randall  
Act Director.....Bernard S. Vinick  
Prod. Mgr.....Muriel M. O'Connor  
Radio-TV Dir.....Florence F. Grady

*Radio Accounts:* Bacon Bottling Co. (Carbonated Beverages), Hartford, Conn.; Crown Petroleum Corp. (Petroleum Products), Htfd., Conn. Spfld., Mass.; George E. Dewey Co. (Movers), Ellin & Levin (Furs), Hartford; Genton Clothes (Apparel), East Hartford; Harry Glotzer (Furs), Hara Decorators (Home Furnishings), Harry's Clothing Store (Men's Store), Hartford Gas Co. (Public Utility), Hartford; Hatry & Young (Electronics), Hoffman Wallpaper Co., Conn. & Mass.; Savitt Jewelers (Jewelry), Hartford; Schultz Beauty Salons, Conn. & Mass.; Tuckel's Radio & Appliances, Hartford; Wachtel's Dept. Store, Hartford, Conn.

*TV Accounts:* Crown Petroleum Corp., Hatry & Young, Conn. & Mass.

**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-Presidents, Hal G. Truemp, Ralph W. Sharp  
Secy. & Copy Chief.....George B. Dow  
Radio Dir.....R. D. Hughes  
Space & Radio Time Buyer.....Charles E. Foerster  
Art Director.....T. E. Eklund  
Production Mgr.....George L. Husted  
Account Executives...H. Ross Mack, Hal G. Truemp, Ralph W. Sharp, R. D. Hughes, Charles Foerster, Lee E. Crooks, P. F. Droese

*Radio Accounts:* Booth Newspapers, Bronte Champagne & Wines Co., Inc.

**RAYMOND ADV. AGENCY**

11 Commerce St., Newark 2, N. J.  
Phone: MA 2-6811

ANPA PPA-ABP APA

Owner.....Milton C. Tauder  
Art Dir.....Gorman Loss  
Production Mgr.....Margaret McDade  
Publicity Dir.....Lillian Timoney  
Research Dir.....Eleanore Lambeck

*Radio Accounts:* K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Teldisco, Inc., Union National Bank.

**CHAS. DALLAS REACH CO., INC.**

69 Washington St., Newark, N. J.  
Phone Market 3-5100

AAAA ABP ANPA APA PPA

Pres. & Treasurer.....Chas. Dallas Reach  
Ex. V.P.....Howard Sand-  
V.P.....Francis R. Risley  
Secretary.....Everett Sabrbeck  
Asst. Treasurer.....Wm. F. Reuz  
Director of Media.....Jerome B. Harrison  
Director of Research.....Edward Stover  
Prod. Mgr.....Robert J. Burns  
Traffic Mgr.....Emil Lotruglio  
Director Radio & TV.....Jerome B. Harrison  
Fine Buyer.....Rose Italia  
Asst.....Eleanor Leonard

*Branch Office*

46 W. 55 St., New York 19, N. Y.  
Phone: Circle 5-4176

Director of Media.....Jerome B. Harrison

*Radio Accounts:* Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppers Co. (Coke Fuel), Curtis-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  
BMB-NOAB-PPA

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  
Secretary-Treasurer.....C. L. Greenwood  
Director of Media.....K. P. Torge-on  
Space Buyer.....G. E. Anderson

*Branch Office*

625 Market St., San Francisco, Calif.  
Exec-in-charge.....H. R. Ohlweyer  
*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.

**REINCKE, MEYER & FINN, INC.**

520 N. Michigan Ave., Chicago 11, Ill.  
Phone: Whitehall 1-7140

ABP ANPA APA NOAB PPA

President.....Wallace Meyer  
Treasurer.....C. A. Reincke  
Secretary.....A. L. Reincke  
Vice-Presidents.....Gordon Taylor,  
C. C. Stevens, J. J. Finn  
Director.....Frank M. Baker

*Radio Accounts:* Anderson Co. (ANCO Wiper Blades and Arms), Cary, Ind.; Chicago, Burlington & Quincy (Railroad travel), Sterling Insurance Co. (Insurance), American Technical Society (Books), Chicago, Ill.

*TV Accounts:* von Schrader Mfg. Co. (Powder-ene), Racine, Wisc.

**THE REINGOLD CO., INC.**

10 State St., Boston 9, Mass.

Phone: Capital 7-7611

ANPA—PPA—ABP—AAAA

President & Treas.....Harry I. Reingold  
 Art Dir.....Harry Goodman  
 Production Mgr.....Francis R. O'Reilly  
 Asst. Prod. Mgr.....Robert Curley  
 Copy Chief.....Harry Dodsworth  
 Media Dir. & Radio Time Buyer

Thomas J. Rowen

Mgr. Outdoor Dept.....Burt C. Riley, Jr.

*Radio Account:* Hampdon Brewing Co.

**EMIL REINHARDT ADV. AGENCY**

1736 Franklin St., Oakland 12, Calif.

Phone: Templebar 2-2408

ABP—ANPA—APA

President.....Emil Reinhardt  
 Copy Chief.....Dave Lane  
 Space Buyer.....Eleanor Shea Moreira  
 Radio Manager.....Joseph Connor  
 Copywriter.....James Prindiville  
 Production Mgr.....Edward O'Mara  
 Radio Time Buyer.....Anna Ponti

*Radio Accounts:* Kilpatrick's Bakeries, Walter N. Boysen Co., Standard Beverages, Central Bank, San Francisco Brewing Co., Grocers Milk Co., Tuttle Cheese Co.

**REISS ADVERTISING**

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

Phone: PLaza 7-8030

ABP—ANPA—APA—CAN—PPA—SNPA

President.....Joseph Reiss  
 Vice President.....Harold Reiss  
 Sec.-Treasurer.....B. M. Reiss  
 Comptroller & Office Mgr...John T. Cisneros  
 Account Executives..Leonard M. Heine, Jr., Lester Loeb, Stanley Sussman, Elizabeth Taubin, Richard Weiss, Rose Yergin

*Radio Accounts:* Decorative Cabinet Corp. (E-Z-Do Closets and accessories), Kearney, N. J.; Lafayette-Concord Radio (Radio & TV), S. Klein (Retail Apparel), McCrory Stores, New York, N. Y.; Princess House Closets (Closets & accessories), Newark, N. J.; Rand Rubber (Rubber products), Brooklyn, N. Y.

*TV Accounts:* Lionel Corp. (Electric Trains), New York, N. Y.; Decorative Cabinet Corp. (E-Z-Do Closets & accessories), Kearney; Princess House Closets (Closets & accessories), Newark, N. J.

**E. W. REYNOLDS LIMITED**

145 Yonge St., Toronto 1, Ont., Canada

Phone: WAverley 6157

ABC

President.....Edward W. Reynolds  
 Secy. & Treas.....Fred Banks  
 Art Dept.....Garth Harber  
 Production Mgr.....John L. R. Russell  
 Copy Chief.....N. Stuart Walton  
 Radio Department.....Shirley Oakes  
 Space Buyer.....Helen Anderson  
 Press Relations.....John J. Callan  
 Account Executives...C. Warren Reynolds,  
 H. D. R. Newby, H. A. Davis, David G. Kilner

*Branch Office*

Room 409, 1405 Pearl St., Montreal, Quebec

Phone: LANcaster 3745

Excc.-in-charge.....Allan S. Morrison

*Radio Accounts:* Mutual Benefit Health & Accident Assoc., Lantigen Laboratories, Ltd. (Lantigen "E" "g" "B" "C"), Ontario Honey Producers Co-Operative Ltd., Toronto; The T. Sisman Shoe Co. (Scampers, Tredders, Thoro-Bilts), Aurora; The Coffield Washer Co. Ltd. (Washers), Hamilton, Ont.; T. S. Simms & Co. Ltd. (Brushes), St. John N. B.; Benjamin Moore & Co. Ltd. (Paints), J. H. Stafford Industries, Ontario Beekeepers' Council, Toronto, Ont.; D. F. Morgan Ltd. (Morgan Hats), Montreal, P. Q.; Belmont Park, Cartierville.

**R. C. RIBEL ADV. AGENCY**

151 S. 5th St., Louisville 2, Ky.

Phone WABash 6039-30

Owner.....R. C. Ribel  
 Production Mgr.....Walter W. Werle  
 Radio-TV Dir.....Sally V. Woleven

*Radio Accounts:* Bank of Louisville, Burdorff Furniture Co., Cooke Chevrolet Co., Cooke Pontiac Co., Commonwealth Life Insurance Co., Howel Furniture Co., Liberty National Bank & Trust Co., Monarch Auto Co., Hnrry-Up-Broadway.

**FLETCHER D. RICHARDS, INC.**

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

Phone: CIRCle 7-6383

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA

President.....Fletcher D. Richards  
 Vice-Pres.....Eugene I. Harrington  
 Vice-Pres.....Bradley A. Walker  
 Secy.-Treas.....Duane W. Beurmann  
 Vice-Pres. & Media Dir.....E. A. Elliot  
 Vice-Presidents.....Herbert Baldwin,  
 M. J. Casey, J. S. Davidson, Radcliffe Romeyn, Trell Yocum  
 Art Dir.....John Sidebotham  
 Copy Chief.....John William  
 Motion Picture Dir.....Kenneth Young

# . . . Advertising Agencies . . .

V. P. in charge Radio & TV  
 John S. Davidson  
 Radio & TV Program Director...Tom Hicks  
 Time Buyer.....George Pamental  
 Radio & TV Copy.....S. J. Frolick  
 Radio Writer.....Kenneth Derby  
*Branch Offices*  
 Lincoln Tower, 75 E. Wacker Drive  
 Chicago 1, Ill.

Manager.....French L. Eason  
**HARRINGTON & RICHARDS:** Division of  
 F. D. Richards, Inc.

256 Sutter St., San Francisco, Calif.  
 Exec. in charge.....Eugene Harrington  
 5816 Wilshire Blvd., Los Angeles, Calif.

Exec. in charge.....Eugene Harrington  
*Radio Accounts:* U. S. Rubber Co. (U. S. Royal Tires, Fisk Tires, U. S. Keds, U. S. Gaytees, Koylon Mattresses), Eastern Air Lines, Rockwood & So. (Rockwood Chocolate Products), Dixon Crucible Co. (Ticonderoga Pencils), Durham-Enders Razor Corp. (Enders Razor), Foremost Dairy Products, Berghoff Brewing (Berghoff Beer), U. S. Coast Guard.

*TV Accounts:* U. S. Rubber Co. (U. S. Royal Tires, U. S. Keds, U. S. Gaytees), Eastern Air Lines, Atlanta-New York; Berghoff Beer (Berghoff Beer), Durham-Enders (Enders Razor), New York-New Haven; Foremost Dairy (Foremost Ice Cream), New York, N. Y.

## M. EVANS RICHMOND ADV. AGENCY

1518 Walnut St., Philadelphia 2, Pa.  
 Phone: PE 5-2334  
 ABP

Pres. & Radio Time Buyer.....M. Evans  
 Richmond

Art. Dir.....Mathew Lynch  
 Production Mgr.....Claude Lathrop  
 Account Executive....Robert E. Hammond

### *Branch Office*

230 Boylston St., Boston 16, Mass.  
 Exec.-in-charge.....Robert S. Richmond  
 Yucca Vine Bldg., Hollywood, Calif.  
 Exec.-in-charge.....Morcy K. Reiss

## LEE RINGER ADVERTISING

3142 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DRexel 8131

AAAA ABP- ANPA APA PPA

Owner.....Lee Ringer  
 Art Dir.....Richard Pennington  
 Production.....C. C. Wickstrom

## JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 11, Calif.  
 Phone: Madison 6-2291

Owner.....John H. Riordan  
 Art Dir.....Elsie Beck  
 Space & Time Buyer.....Shirley A. Smith

Account Executives.....B. P. Lowry,  
 F. C. McElligot, A. F. Banks

*Radio Accounts:* Calif. Flyers, Inc., Calif.,  
 Doyle Packing Co.

## PHILIP RITTER CO., INC.

511 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 7-6574

ANPA- PPA AAAA NOAB

Chairman & Treas.....Philip Ritter  
 Vice-President.....Walter J. McIndoe  
 Secretary.....Henry P. Bender

*Radio Accounts:* Bel Paese Sales Co., Ryan  
 Sales Co.

## RITTS ADVERTISING AGENCY

601-5 Gerke Bldg., Cincinnati 2, O.  
 Phone: DUbar 0532

Owner.....Charles Rittenhouse

## DAN RIVKIN AGENCY

1118 Walnut St., Phila. 2, Pa.  
 Phone: PE5-5766

Owner.....Dan Rivkin

*Radio Accounts:* John Kohler (Clothing),  
 Ismak Rug Mills, Ford Optical Co., Phila.;  
 Royal Shoe Stores, Chester, Camden;  
 Spiro's Apparel, Moskin Clothes, Berg Bros.  
 (Clothing), Richards Clothes, I. Shubin  
 & Son (Furniture), Phila., Wilmington.

## ELWOOD J. ROBINSON ADV. AGENCY

631 So. Spring St., Los Angeles 11, Calif.  
 Phone: MUtual 6293  
 ABP- ANPA-APA-PPA

President.....Elwood J. Robinson  
 Vice-President.....Melvin A. Jensen  
 Secretary.....Eola E. Gass  
 Copy Chief.....B. E. Howard  
 Production Mgr.....T. H. Tomlin  
 Art Director.....Walton Titus  
 Media Dir-Time Buyer.....R. C. Neuman  
 801 Kohl Building, San Francisco, Calif.

### *Branch Office*

*Radio Accounts:* Loma Linda Food Pro-  
 ducts (Baskets, Oven-Cooked Wheat, and  
 25 other food products), Arlington; Pioneer  
 Savings & Loan, Home Building & Loan  
 Assn., Cinch Products, Inc. (Cake Mixes),  
 Los Angeles; Pasadena Building & Loan  
 Assn., Pasadena; California Fig Institute  
 (Fig Industry), Fresno; California Federal  
 (Savings & Loan), Western Federal S. & L.  
 Assn., Los Angeles; Lorenz Broom & Mop  
 Co. (Rubber Broom), Arlington, Calif.

*TV Accounts:* Pasadena Building & Loan  
 Assn., Pasadena; Loma Linda Food Co.,  
 Arlington; Cinch Products, Inc., Home  
 Building & Loan Assn., California Federal  
 S. & L. Assn., Los Angeles, Calif.



**Advertising Agencies**

**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  
Secretary.....M. F. Williamson  
Vice-Presidents.....J. M. Cleary,  
S. Weston, Lloyd Maxwell, J. V. Gilmour,  
John Hayes Kelly, H. M. Collier  
Radio-TV Program Director...Phil Stewart  
Radio-TV 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 Publ Products (Fleecy White Bleach, Little Boy Blue Blue-ink), Revere Camera Co. (Revere cameras & projector), National Trailways Bus System, Inc., 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 .....Jo Bologna  
Space Buyer .....Sally Winston  
Radio Manager .....Irwin Winehouse  
Account Exec. ....Michael Clarke

**ROGERS & SMITH ADV. AGENCY**

20 North Wacker Dr., Chicago 6, Ill.  
Phone: DEArborn 2-0020

ABP—ANPA—APA—PPA—SNPA

President.....Walter E. Smith  
Exec. V-P.....Ray H. Reynolds  
Vice-President.....Howard N. Smith  
Treasurer.....George C. Huppertz  
Secretary.....Olive A. Kinloch  
Art Dir.....H. A. Frahm  
Account Executives.....Howard N. Smith,  
W. E. Smith, R. H. Reynolds, G. C. Huppertz, J. M. Wentzel

*Branch Offices*

Reserve Loan Life Bldg., Dallas 1, Tex.  
President.....Walter E. Smith  
Exec. V-P. & Mgr.....Howard N. Smith  
Public Relations Dir.....John Olds  
Art Dir. (Dallas).....Marvin Krieger  
Radio Dir.....Marie Callahan  
Copy Chief.....M. Stewart  
1004 Baltimore Ave., Kansas City 6, Mo.  
President.....Walter E. Smith  
Vice-President.....Howard N. Smith  
Manager.....J. W. Coy

**ROIZEN ADV. AGENCY, INC.**

291 Delaware Ave., Buffalo 2, N. Y.  
Phone: CLeveland 5975

ABP—PPA

President, Treas., Space & Time Buyer  
Maus Roizen  
Vice-Presidents.....Samuel Sapowitch,  
Arthur H. Rich  
Secretary .....Edith Roizen  
Art Dir. & Production Mgr..C. John Ginther  
Asst. Production Mgr.....Frank Landau  
Personnel Dir. & Librarian...Mary A. Riley  
Radio Dir., Time & Space Buyer  
David I. Levy

TV Time Buyer.....Arthur H. Rich  
*Radio Accounts:* Buffalo House Wrecking Co. (Building materials), Mnsic House (Record and Musical Instrument stores), Pfeiffer's Food Products, Inc. (Salad dressings), Rich Ice Cream Co., Sattler's (Department Store), 20th Century Theatre, Buffalo, N. Y.

*TV Accounts:* Sattler's, Rich Ice Cream Co., Buffalo, N. Y.

**RONALDS ADV. AGENCY, LTD.**

1440 St. Catherine St. W., Montreal, Can.  
Phone: Plateau 4803

AAAA—ABC—ANPA—BMB—CAN  
NAAN—PPA

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

*Branch Office*

137 Wellington St. W., Toronto, Can.  
Vice-President & Radio Dir.....R. J. Avery  
Asst. to Radio Director.....D. R. Loney  
*Radio Accounts:* Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Montreal Shoe Stores (Footwear), Canada Packers Ltd. (Meats), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers, Tintex, Montreal; L. K. Liggett Co. Ltd., United Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp., Toronto.

**CHARLES EDSON ROSE CO.**

100 East Chicago Ave., Chicago 11, Ill.  
Phone: Superior 7-3486

ANPA—PPA—ABP—APA

Owner.....Charles E. Rose  
Art Dir.....L. E. Manning  
Space & Radio Time Buyers...William Perry,  
M. B. Cooper  
*Radio Accounts:* Auto Accessory Co., Charms & Cain, H. C. Evans & Co., Lomhardo Wine Co., Nu-Dell Mfg. Co., Winkeweder & Ladd, Inc.

**Advertising Agencies**

**WILLIAM GANSON ROSE, INC.**

Williamson Bldg., Cleveland 11, O.  
Phone: Tower 1-6171

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., W. B. Bucke  
& 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-PPA-APA

President.....Irl W. Rose  
Secretary-Treasurer.....John B. Martin  
Vice-President.....Vaughn G. Hamington  
Media Director.....G. M. Rundbaken  
Production Manager.....John A. Bouille  
Art Director.....Andrew K. Nelsen  
Comptroller.....H. J. Carmichael  
Account Executive.....Irl W. Rose 2nd  
*Radio Accounts:* Public National Bank &  
Trust Co. of New York.

**IRVING ROSEN ADVERTISING**

230 Fifth Ave., New York 1, N. Y.  
Phone LOngacre 3-0471

Owner, Space & Radio Time Buyer  
Irving Rosen  
Production Mgr.....E. Wayne  
*Radio Accounts:* Style-Rite Footwear Corp.,  
The Wenley Co.

**ARTHUR ROSENBERG CO., INC.**

570 7th Ave., New York 18, N. Y.  
Phone: CHickering 4-4420  
ABP-ANPA-NOAB-PPA

President.....Samuel Rubenstein  
Vice-President.....Wm. H. Saul  
Secretary.....Harold Chartow  
Treasurer.....A. A. Rosenberg  
Prod. Mgr.....John La Barbera  
Media & Res. Dir.....Sam Haven  
Copy & Plans.....H. B. Sadler,  
Joseph Ellner  
*Radio Accounts:* Glean Shampoo, Myer  
1890 Beverages, Mincer's Inc.  
*TV Accounts:* Monarch-Supflin (Retail  
Store), New York

**A. JAMES ROUSE CO.**

521 N. LaCienega Blvd.,  
Los Angeles 36, Calif.  
Phone: BRadshaw 2-5608  
ABP-APA

Owner .....Art Rouse

Art Director.....John Fish  
Acct. Exec., Production Mgr., Radio-TV Dir.  
Bert Feinberg  
Space, Time Buyer.....Eleanor Dorfman,  
Anne Flynn, Art Rouse  
*Radio Accounts:* Original Barbecue, Cul-  
ver of Calif., Harold's, Pensick & Gordon,  
Inc. (Toys), Los Angeles.  
*TV Accounts:* Harold's, Pensick & Gordon,  
(Toys), Los Angeles.

**CHARLES L. RUMRILL & CO., INC.**

339 East Ave., Rochester 7, N. Y.  
Phone: BAKER 4310

AAAA-ABP-PPA-ANPA  
President.....C. L. Rumrill  
Vice-Presidents.....S. H. Weinstein,  
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 National Bldg.,  
Oklahoma City 2, Okla.  
Phone: 3-5439

AAAA-TBP-APA-PPA-SNPA  
President.....Lowe Runkle  
Vice-President.....Roger Pishny  
Secretary.....Irene Gannuel  
Production Mgr.....Lois Rea  
Art Director.....Elinor Lundquist  
Account Execs.....Harold Kranz,  
Roger Pishny, Lowe Runkle  
Dir. of Radio & TV.....Howard Neumann  
*Radio Accounts:* Arkansas City Flour  
Mills (Flour), Arkansas City, Kan.; Cain's  
Coffee Co. (Coffee, Tea, Spice), Dulaneys  
(Appliances Distributor), Local Federal  
S & L Ass'n., Liberty National Bank, Merit  
Bills, Inc. (Feed), Oklahoma Operating  
Co. (Laundry Group), Oklahoma City.  
*TV Accounts:* Dulaneys (Appliances Di-  
stributor), Oklahoma Operating Co. (Laundry  
Group), Oklahoma City.

**RUTHRAUFF & RYAN, INC.**

105 Lexington Ave., New York 17, N. Y.  
Phone: MUrray Hill 6-0400

AAAA-ANPA-PPA-NOAB-APA  
Chairman of Board.....F. B. Ryan  
President.....F. B. Ryan, Jr.  
Sr. Vice-Pres. & Treas.....Cal. J. McCarthy  
Exec. Vice-Pres.....E. J. Grady  
Media Dir.....J. L. Ames

*Radio Department*

V.P. Dir. of Radio-TV.....Willson M. Tuttle  
Head Talent & Time Buyer.....Thomas G. Slater  
Mgr. TV Dept.....Grant Y. Flynn  
Production Mgr.....John G. Cole  
Script Editor.....Sidney Slon

## Advertising Agencies

Business Mgr., Ass't Time Buyer  
 Bernard Rasmussen  
 Senior Director.....Robert S. Steel  
 Casting Dir.....Katherine McMahon  
 Publicity Director.....Bernard Zwirn  
 Canadian Coordinator.....Louis deMilbau

### Radio Continuity

Head of Radio-TV Commercials Dept.  
 Reggie Morgan  
 Asst. Head.....Bill Russell

### Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.  
 Exec. Vice-Pres. & Western Mgr.

Paul E. Watson  
 Chicago Manager.....William P. Littell  
 Media Manager.....Albert R. Callies  
 Director of Radio.....R. W. Metzger  
 Chg. of Radio Production...N. E. Heyne  
 Bus. Mgr. & Time Buyer...Holly Shivley  
 Charge of Television.....Fran Harris  
 Charge of Commercials.....Irene Small  
 Producer.....Warren Johnson  
 7430 Eecond Blvd., Detroit 2, Mich.

Vice-Pres. & Manager.....Tod Reed  
 812 Oliver St., St. Louis 1, Mo.

Sr. Vice-Pres & Manager..Oscar A. Zahner  
 712 Main St., Houston 2, Texas

Manager.....H. Donald Hopton  
 1680 No. Vine St., Hollywood 28, Calif.

V.P. & Pacific Coast Mgr...John H. Weiser  
 Head of Radio Prod....Glenn Middleton  
 Business Mgr. & Head of TV..Marvin Young  
 Mgr. of Media Dept.....R. K. Fredericks  
 Art Director.....Charles Williams  
 Production Mgr.....Donald Whittemore

Copy Director.....Fred Jones  
 Asst. Head of TV.....Stewart Garner  
 Account Executives.....Charles Bowses,  
 William Howard, Walter Neill, Arthur  
 Trask.

235 Montgomery St., San Francisco 4, Calif.  
 Manager.....Herbert O. Nelson  
 1218 3rd Ave., Seattle 1, Wash.

Vice-Pres. & Manager.....F. G. Mullins  
 Carew Tower, Cincinnati 2, Ohio

Vice Pres. & Manager.....John L. Magro  
 80 Richmond St., W., Toronto, Ont., Canada

Manager.....Gordon Ralston

*Radio Accounts:* Chrysler Corporation,  
 Delaware, Lackawanna & Western Coal Co.,  
 Electric Auto-Lite Co., Gunther Brewery,  
 Garrett & Co., Lever Brothers Co., Lever  
 Brothers Ltd., H. C. Lytton Co., Griesedieck  
 Bros. Brewery, Pepsodent Co. of Canada,  
 Wm. Wrigley Jr. Co., Bailey Schools, Savings  
 Banks Assoc. of State of N. Y., Adler Com-  
 pany, Allen Edmonds Shoe Corp., Allied  
 Florist Association, Binyon Optical Co.,  
 Kick-away Garments, Inc., Krey Packing Co.,  
 Martha Maid Mfg. Co., Thomas J. Lipton,  
 Ltd., Mutual Insurance of Omaha.

### LEWIS EDWIN RYAN

726 Jackson Place, N. L., Washington 6, D. C.  
 Phone: Re. 7606-7-8

AAAA-ABC-ABP-ANPA-NOAB  
 PPA-SNPA

Owner.....Lewis Edwin Ryan  
 Secretary.....Lanra D. Baker  
 Gen. Mgr.....J. Robert Corry  
 Auditor.....Preston B. Coiner  
 Art. Dir.....William N. Clifford  
 Prod. Mgr.....David F. DeYoung  
 Copy Chief.....Harry A. Lyles  
 Rad. Dir.....Gordon Manchester  
 Account Executives.....J. Robert Corry,  
 Robert Ames, John F. Hardie, Wm. Green,  
 Gordon Manchester, Wm. R. Doores  
 Director-Radio & TV..Gordon Manchester  
 Continuity Chief.....Bette Murphy  
 Time Buyer.....Laura D. Baker

### BEN SACKHEIM, INC.

2 W. 59 St., New York 19, N. Y.  
 Phone: PLaza 9-5141

ANPA-PPA-APA-ABP-NOAB

President .....Ben Sackheim  
 Vice-Pres.....Lloyd G. Whitebrook  
 Secretary.....M. A. Aldridge  
 Treasurer.....Leonard H. Spring  
 Prod. Mgr.....Hugh A. Gigante  
 Media Dir. & Time Buyer..Leonard H. Spring  
 Publicity Dir.....Bette Benfield  
 Research Dir.....Sylvia M. Sackheim  
 Art Dir.....Arthur Singer  
 Fashion Prom. Dir.....Ruth Hammer  
 Copy Chief.....Anne Green

*Radio Accounts:* Peter Pan Foundations,  
 Inc. (Brassieres), Miss Swank, Inc. (Slips  
 & Pajamas), N. Y. State Democratic Com-  
 mittee, New York; The Autoyre Co. (Kit-  
 chen & Bathroom accessories), Oakville,  
 Conn.

### 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 Koreak  
 Media Dir.....James J. Freeman  
 Publicity Director.....John C. Gourlic

### Branch Offices

Post Road, Stamford, Conn.

Manager .....Carl Speirs  
 2112 N. Charles St., Baltimore 18, Md.

Manager .....Arthur Booth

*Radio Accounts:* Benj. Moore & Co.  
 (Paints), N. Y.; Bisceglia Bros. Wines,  
 Fresno, Calif.; New Haven R. R., New  
 Haven, Conn.

*TV Accounts:* Revere Copper and Brass  
 (Revere Ware).

**SALESVERTISING ASSOCIATES, INC.**

Board of Trade Bldg., Chicago 1, Ill.  
Phone: WAbash 2-6245

President ..... Douglass Doolittle  
Treasurer ..... G. Xenos  
Secy. .... G. S. Doolittle

**RICHARD SALINGER, ADV.**

99 Chauncey St., Boston 11, Mass.  
Phone: Li. 2-5332

President ..... Richard Salinger  
Radio-TV Director ..... Irving I. Sacks  
*Radio Accounts:* Kussell Furs, Lehrburger & Asher (Furs), Lepic's, Inc. (Fabrics, materials), Renmore, Inc. (Ladies apparel), Stasey-Moore (Furs), Touraine Stores (Women's specialty), Kay Jewelry, Co. Chieftain Pontiac Corp., Boston, Mass.  
*TV Accounts:* Lehrburger & Asher (Furs), Boston, Mass.

**SALOW & RIEDL**

82 Lexington Ave., Passaic, N. J.  
Phone: GRegory 3-1414  
ABP-ANPA

Art Director ..... Geo. Riedl  
Copy Chief ..... Florian Raymond  
Media & Radio Time ..... N. Harvey Salow  
Research ..... Lynn Murray  
Acct. Execs. .... H. H. Salow, S. Robert Freede  
Production Chief ..... Al Latini  
*Radio Accounts:* Arrow Elec. Corp. (Major Appliances), Passaic; Berman, Charles (Floor Coverings), Patterson; La Perla (Spagetti), Passaic; Brogan-Cadillac (Cadillac-Olds), Franklin Tr. Co. (Bank), Paterson, N. J.

**FRANK B. SAWDON, INC.**

130 Lexington Ave., New York 17, N. Y.  
Phone: PLaza 5-2516

President & Treas. .... Frank B. Sawdon  
Vice-Pres.-Radio Dir. .... Jerry Bess  
Secretary ..... Victor Sawdon  
Account Executives ..... Frank B. Sawdon, Jerry Bess

*Branch Office*

737 North Michigan Ave., Chicago 1, Ill.  
Phone: Superior 7-8121

Office Manager ..... Marty Hogan  
*Radio Accounts:* Robert Hall Clothes, Inc., Abelson's, Inc., North Jersey Broadcasting Co., Inc., Universal Motors, Inc.

**SHECK ADV. AGENCY, INC.**

9 Clinton St., Newark 2, N. J.  
Phone: Market 2-0180  
ANPA APA PPA

President ..... Julius Scheck  
V. P. & Treas. .... Morris Scheck  
Art Dir. .... Ernest D. Barnham

Prod. Mgr. .... Louis E. Arrants  
Copy Chief ..... Carlton Smith  
Space Buyer ..... Frank M. Cramer  
Radio Dir. .... E. Grant Scheck  
Account Executives ..... William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck

*Radio Accounts:* Barclay Tissue Corp. (Petal Soft Toilet Tissue), Brooklyn, N. Y.; Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Reddi-Wip Corp. of N. J. (Reddi-Wip topping), Harrison, N. J.; Rex Vacuum Stores (Vacuum Cleaners), Jamaica, N. Y.

*TV Accounts:* Fischer Baking Co. (Baked Goods), Newark, N. J.

**HUGO SCHEIBNER, INC.**

111 West 7th St., Los Angeles 11, Calif.  
Phone: Michigan 6636  
ABC

Pres.-Radio & TV Dir. .... Hugo Scheibner  
Vice-President, Copy Chief ..... Sidney Kahn  
Media & Research ..... Warren Stolaroff  
A C. .... Rose Landau  
A C. .... Rose Landau, Mary Stetten, Hugo Scheibner

**SCHENKER COMPANY**

2101 Wabansia Ave., W., Chicago 17, Ill.  
Phone: ARmitage 1600

Pres.-Media Dir., Space Buyer  
Sydney R. Raike  
Vice-Pres. .... J. E. Schenker  
Art Dir. .... M. Rickabaugh  
Radio Time Buyer ..... C. D. Domin  
Account Executives ..... S. R. Raike, J. E. Schenker, C. D. Domin

**SCHOLTS ADVERTISING SERVICE**

1201 W. 1th St., Los Angeles 13, Calif.  
Phone: Michigan 2396

President ..... Wm. G. Scholts  
Director ..... T. D. Scholts  
Merchandising ..... L. G. Myhro

**GORDON SCHONFARBER & ASSOCIATES, INC.**

58 Weybosset St., Providence 3, R. I.  
Phone: GAspee 1-813-1-5  
ABP-ANPA APA-NOAB-PPA

Pres. & Treas. .... Gordon Schonfarber  
Vice-President ..... Russell C. Edwards  
Secretary ..... Amanda C. J. Olsson  
Radio & TV Director ..... Claire R. Grenier  
Account Executive ..... Gordon Schonfarber  
*Radio Accounts:* California Artificial Flower Co. (Artificial Flowers), Colonial Laundries (Laundry - Cleaning - Storage), Glabbing's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Provi-

**Advertising Agencies**

dence; Otto Seidner, Inc. (Mayonnaise & Salad Products), Westerly; Tilden-Thurber, Inc. (Jewelers & Silversmiths), Providence, R. I.

*TV Accounts:* Kestennan Bros. Mfg. Co. (Watch Bands), Providence, 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  
 Media Dir.....E. Vanderploeg  
 Art. Dir.....A. Thaler  
 Secretary .....H. Heilig  
 Acct. Execs.....E. Guy,  
 C. H. Lillienfeld, Fred Vosse, Gene Colin,  
 Robert Knapp, Frank Kerr, John Bridgwater, Earl Sproul, Holman Faust, R. A. L. Herweg

Radio Dir.....Earl Bronson

*Radio Accounts:* Chicago Stadium, Congress Cigar Co., Puritan Co. of America, Salerno-Megowen Biscuit Co., Shutter Candy Co., Walgreen Co., Hawthorn-Mellody Farms Dairy, Keeley Brewing Co., Dutch Mill Candy Co., National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jewelers), Kansas City, Mo.; Coronet Magazine, Lehon Co. (Mulehide Roofing), Robt. McCormick, Jr. (Real Estate), London House Rest., F. & F. Laboratories (Cough Lozenges), Continental Soap Co. (Bubbulated Fatz), American Frigid Dough Co. (Frozen Foods), Cain's English Muffins, Goodman Bros. (Yarns), Nu-Enamel Corp., W. F. Straub Co. (Lake Shore Honey), Chicago; Nicolay-Dancey, Inc. (Nu-Era Potato Chips), Detroit, Mich.; Hixson Products Corp. (Pkg. Puddings, Fruits Flavored Drinks and Coffee), Chicago; Worcester Salt Co. (Ivory Salt), New York; Sanford Ink Co. (Inks & Adhesives), Bellwood, Ill.; Rapinwax Paper Co., St. Paul, Minn.

**SCOTT'S AGENCY, INC.**

11 Pemberton Sq., Boston 8, Mass.

Phone: CApitol 7-2425

Pres., Treas., Space Buyer, Radio Dir. & Buyer Radio Time  
 George L. Stingel  
 Secretary.....Edith M. Ripley

**J. B. SEBRELL ADV. AGENCY**

300 S. Los Angeles St., Los Angeles 13, Calif.

Phone: Madison 69397

ABP-APA

Owner & Director.....J. B. Sebrell  
 Art Director.....Gilbert Martinez  
 Copy Chief.....George Roosevelt

Media.....Peg Thomas  
 Publicity.....J. P. Barnes  
 Acct. Executives.....J. B. Sebrell,  
 Geo. Roosevelt, Harry Page, Peg Thomas  
 Director.....James P. Barnes  
 Ass't.....Ayn McKechnie

*Radio Accounts:* D. P. Bushnell Importers (Binoculars), Pasadena & Los Angeles; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Los Angeles.

*TV Accounts:* D. P. Bushnell Importers (Binoculars), Pasadena & Los Angeles; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Los Angeles.

**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., Hub Jackson  
 Treasurer.....Jack Harding  
 Secretary.....H. J. Jackson  
 Director of Res.....James Witherell  
 Art Director.....Jerry Bryant  
 Time Buyer.....Merle Myers  
 Space Buyer.....A. H. Bergsten  
 Media Dir.....H. B. Goldsmith, Jr.  
 Media Res.....Katherine Messick  
 Radio-TV Director.....Jack Simpson

*Branch Offices*

Lemcke 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  
 Empire State Bldg., 350 Fifth Ave.

New York City 1

Phone: LOngacre 3-2655

V.P. & Gen. Mgr.....H. B. Goldsmith, Sr.

*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.; House of Crane (Londonaire Pipes & Tobacco), Indianapolis; The Pinex Co. (Cough Syrup), Fort Wayne; Princeton Farms (Popcorn), Princeton, Ind.; The Procter & Gamble Co. (Tide), Cincinnati, O.; Reed Products Co. (Corbex), St. Louis, Mo.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.

*TV Accounts:* Princeton Farms (Popcorn), Princeton, Ind.; W. A. Sheaffer Pen Co. ("Touchdown Pens"), Fort Madison, Iowa.

**Advertising Agencies**

**ROSCOE W. SEGAR ADV.**

2125 N. E. 48th Ave., Portland 13, Ore.  
Phone: TRinity 3445

Owner-Manager.....Roscoe W. Segar  
Sec.-Treas. Radio Dir.....D. D. Segar  
*Radio Accounts:* Spot: Geo. B. Wallace  
Co., Niklas & Son, Tualatin Valley Nurseries.

**FREDERICK SEID ADV.**

127 Montgomery St., San Francisco 4, Calif.  
Phone: GARfield 1-0360  
ABP—ANPA

Owner-Acct. Exec.....Frederick Seid  
*Radio Accounts:* New Process Laundry &  
Dry Cleaning Co. (Laundry-Dry Cleaning),  
San Francisco, Calif.

**SEWELL, THOMPSON & CLAIRE**

852 Carondelet St., New Orleans, La.  
Phone: Tu 2251  
SNPA

President.....Granville Sewell  
Art Director.....Francesca Fry  
Production Mgr.....Ken Franz  
Account Executive.....K. B. Thompson,  
Robert Claire  
*TV Accounts:* Dixie Beer.

**SHAFER, BRENNAN, MARGULIS  
ADV. CO.**

4 No. Eighth St., St. Louis 1, Mo.  
Phone: MAin 2579  
ANPA—APA—PPA

Partner-Space Buyer.....S. I. Rosenfeld  
Partner-Space Buyer-Radio Dir.  
Sam B. Margulis  
Account Execs.....Sam B. Margulis,  
S. I. Rosenfeld, R. W. Bickelhaupt, Sil-  
ney Nehmen.

**ED SHAPIRO ADVERTISING**

Fox Bldg., Philadelphia 3, Pa.  
Phone: LO 4-2877  
ANPA—ABP

President.....Edward Shapiro  
Vice-Presidents.....H. H. Shapiro,  
Leonard Goldsmith  
Account Executive.....George Mallis  
Secretary.....Martin Sacks  
Media Dir.....R. Goddes

**JOHN W. SHAW ADVERTISING, INC.**

221 N. LaSalle St., Chicago 1, Ill.  
Phone: DEarborn 2-5082  
ANPA—APA—PPA

President & Treas.....John W. Shaw  
Vice Presidents.....Wm. J. Wilmont,  
L. W. Scott  
Secretary.....Augusta Young  
Radio & TV Director.....Robert Zelens  
*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.

**SHELDON, QUICK & McELROY, INC.**

100 Madison Ave., New York 17, N. Y.  
Phone: PLaza 3-1670  
AAAA—ANPA—APA—NOAB—PPA

President.....John F. Quick  
Vice Presidents.....L. C. McElroys,  
James Albert Wales  
Treasurer.....John F. Quick  
Secretary.....Agnes R. Volk  
Time Space Buyer.....Catherine Wohlpart  
*TV Accounts:* Habitant Soup Co. (Pea  
Soup, Vegetable Soup, Onion Soup), Man-  
chester, N. H.

**K. E. SHEPARD ADV. AGENCY**

75 East Wacker Dr., Chicago 1, Ill.  
Phone: ANdover 3-5966  
ABP—APA

Owner.....Kenneth E. Shepard  
Art Dir.....Richard L. Felden  
Media Dir.....Frank E. McBride  
Prod. Mgr.....B. Shepard  
Research Dir.....Ben Homan  
*Radio Accounts:* Wilson & Co., National  
Assn. of Homebuilders, Universal Records,  
Inc.

**SHERMAN & MARQUETTE**

919 North Michigan Ave., Chicago 41, Ill.  
Phone: Delaware 7-3000  
AAAA—ABC—ANPA—APA  
NOAB—PPA

Partners.....Stuart Sherman,  
Arthur Marquette, Carl S. Brown  
Radio Director.....Louis E. Tilden  
TV Department.....L. D. Griffith  
*Branch Office*

10 Rockefeller Plaza, New York 20, N. Y.  
Phone: PLaza 7-6400

Eastern Mgr.....Carl S. Brown  
*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-Pect Co. (Ajax  
Cleanser, Cashmere Bouquet Face Powder,  
Colgate Shave Creams, Colgate Talcum  
Powder, Colgate Tooth Powder, Cashmere

**Advertising Agencies**

Bouquet Soap, Halo Shampoo), Jersey City, N. J.

*TV Accounts:* The Quaker Oats Co. (Quaker Oats & Mother's Oats), Chicago, Ill.; Colgate-Palmolive-Pcet Co. (Ajax), Jersey City, N. J.

**THE SIGNET CORP.**

188 W. Randolph St., Chicago 1, Ill.  
Phone: STate 2-2254  
Pres., Treas., Space Buyer, Pub. Dir.  
Karl A. Kopetzky  
V.-P., Prod. Mgr., Space Buyer  
Jacqueline J. Silver  
Secy.....Samuel G. Rautbord

**SIMMONDS & SIMMONDS, INC.**

201 No. Wells St., Chicago 6, Ill.  
Phone: ANdover 3-6645  
ABP—ANPA—APA—PPA—NOAB  
President.....Phil W. Tobias, Sr.  
Asst. to Pres.....Phil W. Tobias, Jr.  
Vice-Presidents.....Albert M. Wolf,  
James A. Grieg  
Exec. Vice-Pres.....F. M. Simmonds, Jr.  
Secy. & Treas.....Carmen Guyot  
Art Dir.....Edward Zuhhriek  
Prod. Mgr.....Sheldon Wasserman  
Radio Time Buyer.....Sherwin Tobias  
Account Executives.....Phil W. Tobias, Jr.,  
F. M. Simmonds, Jr., Russell Mullins, Albert M. Wolf, L. Dale, James A. Grieg, G. Croupier, Jr., Wilson

*Branch Office*

611 Olive St., St. Louis 1, Mo.  
Vice-Pres. & Mgr.....Merle Fuller  
Vice-Pres.....A. S. Gale  
Asst. to V.-P.....Dorothy van Horn  
*Radio Accounts:* Dr. LeGear Medicine Co., Security Mills, Inc., Haynes Milling Co., Jabes H. Gray Milling Co.

**SIMON & GWYNN**

624 Commerce Title Bldg., Memhis 3, Tenn.  
Phone: 5-2404  
SNPA—ANPA—APA—NOAB—ABP  
Partners.....Milton Simon, H. N. Gwynn  
Copy Chief.....W. B. Campbell  
TV & Mdse Dir.....Ralph Bubis  
*Radio Accounts:* American Snuff Co., Donald Furniture Co., The HumKo Co., Robilio & Cuneo (Ronco Foods).

**SIMONS MICHELSON CO.**

1126 Lafayette Bldg., Detroit 26, Mich.  
Phone: Woodward 3-3000  
AAAA—ANPA—APA—PPA  
President-Treas.....Leonard Simons  
VP & Sec.....Laurence Michelson  
Prod. Mgr.....Arthur H. Copland  
Space Buyer.....C. Allison Belcher  
Art Director.....Al Sielaff

Radio & TV Director, Time Buyer,  
Marian Sanders  
Asst. Director.....Rudy Simons  
Production Asst.....Helen Anderson

*Radio Accounts:* Burt's, Inc. (Jewelry), Cleveland Ohio; Campus Record Shop (Music), Phil Bloomgarden, Inc. (Chrysler Dealer), Colonial Dept. Store (Dept. Store), Cunningham's Drug Stores, Dossin's Food Products (Pepsi Cola), Detroit; Kaiser Frazer Dealers (Automotive), Jackson, Ann Arbor, Detroit; Koepplinger Bakery, Frazer Paint Co., Greenwald Jewelers, Marine Foods, Inc. (Pepe Herring), Marks Furs, Benj. Rich (Real Estate), Detroit, Muskegon, Mich.; The Schmidt Brewing Co. (Schmidt's Beer), Detroit, Mansfield, Ohio; Scotland Woolen Co., (Yard goods), Simons and Clark (Jewelry), Taylors, Inc. (Automotive), Troy Laundry (Laundry), Velvet Peanut Products (Peanut Butter), Worth Clothes (Clothing Stores), City Foods (Orange Juice, etc.), Abner Wolf (Foods), Detroit Free Press (Newspaper), Benrus Watch Co. (Watches), Detroit, Mich.

*TV Accounts:* Benj. Rich (Real Estate), Dossin's Food Products, Cunningham's Drug Stores (Esquire Magazine, etc., Sport Magazine—many drug items), The Schmidt Brewing Co. (Schmidt's Beer), Velvet Peanue Products, Century Venctian Blind Co., Worth Clothes, Detroit, Mich.

**R. C. SMITH & SON, LTD.**

80 King St., W., Toronto, Ont.  
Phone: EL 9396

Chairman.....R. C. Smith  
President.....Adam F. Smith  
Secretary.....M. A. Stoakley  
Treasurer.....M. M. Marugg  
Space Buyer.....M. E. Craven  
Radio Director.....G. A. Phare  
Account Execs.....C. H. Gislason,  
W. B. Fraser

**W. J. SMITH CO.**

Martin Brown Bldg., Louisville 2, Ky.  
Phone: Jackson 2163  
APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith  
V.-P. & Secy.....G. B. Smith  
Art Dir.....F. J. Thomas  
Prod. Mgr.....L. M. Fallon  
Media Dir. & Copy Chief..Robert E. Jackson  
Radio Dir.....I. M. Diebold  
Space Buyer.....H. D. Peltier  
Account Executives.....Robert E. Jackson,  
H. D. Peltier, W. J. Smith

*Radio Accounts:* Peerless Mfg. Co., Stratton & Terstegge Co., J. L. James, P. M. Shaughnessy.

# Advertising Agencies

## SMITH-BULL & McCREERY, INC.

6642 Sunset Blvd., Hollywood 28, Calif.  
Phone: HEnpstead 5674

ANPA

President.....Walter K. McCreery  
Vice-President.....V. R. Dick Smith  
Secy.-Treas.....Frank Bull  
Exec. Asst.....Earle Dumont  
Radio-TV Dir.....Dick Gartow  
Radio Time Buyer.....Georgina Small  
Acct. Exces.....Charles B. Ganz,  
Richard Berggren, James Lester, Al Essig  
Radio-TV Dir. Prod.....Richard Garton  
Copy Chief.....Richard Parker  
Publicity.....Henry Konesky

### Branch Offices

350 5th Ave., New York 1, N. Y.

Manager.....Mayfield Kaylor  
522 Powell St., San Francisco, Cal.

Manager.....Robert Selby  
*Radio Accounts:* Seaboard Finance Co.,  
Pan Pacific Auditorium, J. E. Coherly, Inc.,  
Marshall & Clappett, Western Harness Rac-  
ing Assn., Ice Follies, Ice Capades.

*TV Account:* Pan Pacific Auditorium.

## SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.

Phone: ATLantic 1-9312

ABP--ANPA--APA--FAAG--PPA

President.....Ronald P. Taylor  
Chairman of the Board.....Robert M. Jenkins  
Vice-President.....Lee M. Dillon  
Radio & TV Director.....

Thomas J. MacWilliams

Script & Production.....Les Sterne  
Art Director.....Phil Demme  
Films.....L. Cook Thompson  
Musical Director.....Al Marsico  
Account Executives.....Vaughn King,  
Jules Petreus, Robert Quaid

## SON DE REGGER ADV. AGENCY.

1020 Locust St., Des Moines, Ia.

Phone: 3-3185

ANPA--APA--ABP

President.....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 Daniel-  
Acct. Exces.....Fred Carl,  
Gus Strauss.

TV Dir.....James Hill  
*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  
*Radio Accounts:* Bowey's, Inc., J. P.  
Harding Restaurants, Old Heidelberg Corp.

## C. JERRY SPAULDING, INC.

201 Commercial St., Worcester 8, Mass.

Phone: 3-1789

Pres. Treas. & Radio Time Buyer.....

C. Jerry Spaulding

Secretary.....H. H. Hartwell  
Art Director.....Harvey Ball  
Prod. Mgr.....Robert F. Hayward  
Acct. Exce.....Seth Martin  
*Radio Accounts:* Bieber-Polar Corp. (Bey-  
crages), Matthew Mfg. Co. (Roller skates),  
Worcester, Mass.

## SPITZ & WEBB ADV.

206 E. Genesee St., Syracuse 2, N. Y.

Phone: 2-7228

ABP--ANPA--APA

Account Executives.....William Spitz,  
Stephen M. Webb

Production Manager.....Eleanor Bellinger  
Space Buyer.....Carol McCarthy

*Radio Accounts:* Grange Silo Co., Inc.  
(Grange Silos), Red Creek; Greenway's,  
Inc. (Panda Beer), Reynolds Motors, Inc.  
(Ford cars), Syracuse; Moses Bros. Inc.  
(Dairy and Poultry Feeds), Eaton; Best Ice  
Cream Co. (Ice Cream & Frozen Foods),  
Bieber-Isaacs Co. Inc. (Men's Clothing Man-  
ufacturers), C. E. Chappell & Sons, Inc. (De-  
partment Store), Nettleton Shops, Inc.  
(Men's Shoe Stores), Peoples' Ice Co. (Ice,  
Coal), Renee Packing Co., Inc. (Meat  
Products), Rusterholtz & Rossell, Inc. (Chry-  
sler-Plymouth Dealer), Syracuse Glass Co.  
(Store Fronts, Mirrors, etc.), Syracuse,  
N. Y.

## SPITZER & MILLS LIMITED

50 King St. W., Toronto 1, Ont., Canada  
PLaza 2811

CAAA--CDNA--BBM--CAB--CWNA

PPAC--PAA--ABC

President.....C. E. Mills  
Exec. Vice-Pres.....J. W. Spitzer  
Sec. Treas. & Gen. Mgr.....W. H. Reid  
Radio Dir. English (Toronto).....T. R. Hart  
French Radio Director (Montreal).....

P. E. Corbeil

### Branch Offices

1010 St. Catherine St. W., Montreal, Que.  
Phone: HARbour 9117

Vice-Pres.....V. L. Hanna  
675 West Hastings St., Vancouver, B. C.

Phone: PACific 2102

Vice-Pres.....T. G. Vatcher

*Radio Accounts:* Bell Telephone Co. of  
Canada (Yellow Pages), Montreal, Que.;  
Can. Breweries, Ltd. (Brading's and British  
American Ales), Colgate-Palmolive-Peet Co.,  
Ltd., Eagle-Lion Films of Can. Ltd., To-



## Advertising Agencies

ronto, Ont.; Fruitatives Products Ltd. (Fruitatives), Hull, Que.; General Bakeries Ltd., Montreal and Toronto; Jarman's Ltd. (Dry cleaning), London, Ont.; Langley's Ltd. (Dry cleaning), Toronto, Ont.; Monarch Overall Mfg. Co. Ltd. (Work clothes, Babyalls, Playalls), Winnipeg, Man.; Pacific Meat Ltd., Vancouver, B. C.; The Quaker Oats Co. of Can. Ltd., Peterborough, Ont.; R.C.A. Victor Co. Ltd., Toni Division, Gillette Safety Razor (Can.) Ltd. (Home permanents, shampoos), Montreal, Que.

### CHARLES N. STAHL ADV. AGENCY

542 S. Broadway, Los Angeles 13, Calif.  
Phone: Madison 7844

Owner.....Charles N. Stahl  
Radio Director.....Tom Cafferty  
TV Director.....Charles N. Stahl  
Time Buyer.....Kay Huldermann  
*Branch Office*

208 Sheldon Bldg., San Francisco, Calif.  
Phone: EXbrook 2-4713

Manager.....John J. Casey  
*Radio Accounts:* Dr. Beauchamp Dental (All Branches of Dentistry), Offices of So. Calif., Model Furn. Co., Murphy Motors (New & Used Automobiles), Los Angeles; Kling Mfg. Co. (Baby Furniture, etc), Glendale; A. Reed Arch Shoe Co. (Shoes), Los Angeles; Chrysler-Plymouth Dealers (New & Used Cars—Service), Los Angeles, North Hollywood, Long Beach, Alhambra; Light-house Cafe, Santa Monica; Victor Chemical Co. of California (Chemical Products), Broadway-Spring Arcade Bldg., Yorktown Shirt Shop (Men's Clothing), Los Angeles, Calif.

*TV Accounts:* So. Calif. Dental Offices of Dr. Beauchamp (All Branches of Dentistry), Los Angeles; Chrysler-Plymouth Dealers) (New & Used Cars—Service), Los Angeles, North Hollywood, Long Beach, Alhambra; Murphy Motors (New & Used Automobiles), Los Angeles.

### BARTON A. STEBBINS

1250 Wilshire Blvd., Los Angeles 14, Calif.  
Phone: Trinity 8821

AAAA—ABP—ANPA—APA  
BMB—NOAB

Owner.....Barton A. Stebbins  
Acct. Exces.....Walter Jensen,  
Nat Jeffras

Time Buyer.....A. W. Gudelman  
Radio Program Director..E. C. Bloodworth  
*Radio Accounts:* Signal Oil Co., Los Angeles, Calif.

*TV Accounts:* Fortner & Perrin (Topper Pants-Skirt Hanger), La Corte Mfg. Co. (Custom Upholstering), L. A. Honey Co. (Bee Bonnett Honey), Pump-It Inc. (Cat-sup pump), Ready-to-Bake Foods (Borden's Biscuits), Mrs. Lee's Pies (Simple Simon

Frozen Pies), Signal Oil Co., (Vogue Venetian Blinds), Los Angeles, Calif.

### STERLING ADV. AGENCY, INC.

70 West 40th St., New York 18, N. Y.  
Phone: LOngacre 5-4610  
PPA

Chairman of Board.....S. M. Broun  
President.....Joseph S. Edelman  
Secretary.....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  
NOAB—NAAN

Partners.....Fred D. Stevens,  
Gerald S. Stevens  
*Radio Accounts:* Wicks & Greenman, Cornhill Bldg. & Loan Assn.

### STOCKTON, WEST, BURKHART, INC.

1303 First National Bank, Cincinnati 2, O.  
Phone: Dunbar 5600, 01, 02

AAAA—ABP—ANPA—BMB—NOAB

Pres. & Treas.....William Z. Burkhart  
V. P. & Sec.....Ranald S. West  
V. P.....Eric W. Stockton  
V. P. & Art Dir.....C. Thomas Martin  
Research Dir.....R. A. McDowell  
Acct. Exces.....H. S. Lenz,  
L. C. Puchta, J. D. Nelson, Jr., E. P. Broome,  
E. W. Stockton, H. S. Robinson, II

*Radio Accounts:* Ohio Oil Co. (Gasoline & Oil), Findlay; Cin. Gas & Electric (Utilities), Gibson Wine Co. (Wine), Central Trust Co. (Banking Institution), U. S. Shoe Co. (Women's Shoes), Cincinnati, O.

*TV Account:* Ohio Oil Co. (Gasoline & Oil), Findlay, O.

### STORM & KLEIN, INC.

50 E. 42nd St., New York 17, N. Y.  
Phone: MURray Hill 7-4460

ANPA—PPA

President, Secretary.....Allston E. Storm  
Executive Vice-President....Edward Klein  
V. Pres. & Research Dir...Harry Chapperon  
Time Buyer.....Arthur J. Klein  
Art Director.....Frederick Widlicka  
*Radio Accounts:* The Tintex Company, New York City (Tints and Dyes); Park & Tilford, New York City, (Perfumes and Cosmetics).

### C. R. STOUT ADVERTISING

672 Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 2-7074

Owner.....C. R. Stout  
Office Manager.....Dan Andrews  
Art Director.....Rudolph K. Naus

**Advertising Agencies**

**STRAUCHEN & McKIM**

6 E. Fourth St., Cincinnati 2, O.  
Phone: Main 1618

AAAA—ABC—APA—BMB—NOAB

Account Executives.....E. R. Strauchen,  
Gordon F. McKim

Radio & TV Director.....John G. Maupin  
Assistant TV Director.....Charles Diebel  
Radio Time Buyer.....Mary Taylor  
*Radio Accounts:* Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana, Ky., West Va.; The Crosse Co. (Packaged vegetables), Geo. Beyers Sons (Automobile Agency), Four-Way Aluminum Co. (Home Furnishings), Cincinnati, O.

*TV Accounts:* Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana; Beyers Sons (Automobile Dealer), The Crosse Co. (Packaged Vegetables), Four-Way Aluminum Co. (Home Furnishings), Cincinnati, O.

**DANIEL F. SULLIVAN CO.**

216 Tremont St., Boston 16, Mass.  
Phone: Hancock 6-7644

AAAA—ABP—ANPA—APA—NOAB

Radio & TV Dir.....Eugene F. Stafford  
*Radio Accounts:* Carling's Red Cap Dist. (Beers & Ales), Chelsea Clocks (Clocks), Boston; Davis Bros. Fisheries Co. (Canned Fish), Gloucester; Eastern Mass. St. Ry. Co. (Bus service 74 cities), Gould Negative Ion Co. (Medications), Granada Wines, Inc. (Wines), Boston; Hamid-Morton Circus (Circus), Sarasota, Fla; Hampton Beach Casino (Resort), Hampton Beach, N. H.; Hickox Secretarial School (Education), Kaler, Carney, Liffer & Co. (Insurance), Maloney Motors, Inc. (Studebaker Dist.), Metro Dist. Inc. (Appliances), Nutters System (Truck Rentals), Boston; Plastex Co. (Floor Wax), Cambridge; Plasticlear Products, Inc. (Auto Polishes), Malden; Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Dryvit Auto Rental), Cambridge, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburg), Pine Point, Me.; Wilbur and Williams (Paint Products), Boston, Mass.

*TV Accounts:* R. S. Robie, Inc. (Auto Rentals), Cambridge; Granada Wines, Inc. (Wines), Boston; Revere Racing Assn. (Wonderland Greyhound Track), Revere, Mass.

**SULLIVAN, STAUFFER, COLDWELL & BAYLES, INC.**

437 5th Ave., New York 16, N. Y.  
Phone: ORegon 9-2500

ANPA—PPA—NOAB—ABC

President.....Raymond F. Sullivan  
Vice Presidents.....Donald D. Stauffer,  
Robert T. Colwell, S. Heagan Bayles,  
Lloyd W. Baillic

V. P. & Secy.....John J. Cohane  
V. P. & Treas.....T. Newton Weatherby  
V. P. & Radio Tel. Dir.....Philip H. Cohen  
Producers.....Richard R. Uhl,  
Thomas Victor

V. P. & Copy Chief.....J. Clifford Dillon  
V. P. & Media Dir.....Francis Mincham  
V. P. & Merc. Dir.....Daniel J. O'Meara  
Vice Pres.....A. K. Spencer  
Vice Pres.....William M. Spire  
V. P. & Research Dir.....Luther H. Wood  
Head Art Dir.....Robert West  
Production Mgr.....George Andrew  
Controller.....M. Herbert King

*Branch Office*

6253 Hollywood Blvd., Hollywood 28, Calif.  
Phone: Gladstone 5048; Hillside 2119

V. P. Dir.....John J. VanNostrand  
*Radio Accounts:* American Cigarette & Cigar Co., Lever Brothers Co., Noxzema Chemical Co., Smith Brothers Co., Whitehall Pharnacal Co.

**SWEENEY & JAMES CO.**

1501 Euclid Ave., Cleveland 15, O.  
Phone: Main 7142

ANPA PPA—NOAB ABP APA

Partners.....John F. Sweeney, Frank G. James  
Space Buyer.....T. M. Gregory  
*Radio Account:* Network; Firestone Tire & Rubber Co.

**J. D. TARCHER & CO., INC.**

630 Fifth Ave., New York 20, N. Y.  
AAA—ABP—ANPA—APA

NOAB—PPA

Pres.....Jack D. Tarcher  
Vice-Pres.....George R. Marek  
Vice-Pres.....E. C. Ridley  
Space Buyer.....W. W. Kirchert  
Prod. Mgr.....Jay R. Wieder  
Art Dir.....Dimitri Petrov  
Copy Chief.....Ben F. Laitin  
Research Dir.....Leonard Tarcher  
Mgr. Radio-TV.....Bob Kelly  
Act. Execs.....Jack Tarcher,  
Geo. Marek, E. C. Ridley, Len. Tarcher

*Radio Accounts:* Benrus Watch Co., McKesson & Robbins, Seeman Bros.

*TV Accounts:* Benrus Watch Co., McKesson & Robbins, Seeman Bros.

**SAMUEL TAUBMAN & CO.**

1511 Sanson St., Philadelphia 2, Pa.  
Phone: LOcust 4-0792

ANPA

Space Buyer.....S. Taubman  
Radio Director.....M. Taylor  
Copy Chief.....Raymond H. Love  
Art Director.....B. Kistner

*Radio Accounts:* Feinstein Furniture Co., Harry Krouse, Inc.

*TV Account:* Harry Krouse, Inc.

**Advertising Agencies**

**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 & Tele  
John U. Reber  
Radio Tele Time Buyer..... Linnea Nelson  
Radio Tele Talent Buyer... Virginia Spragle

*Branch Offices*

1549 North Vine St., Hollywood 28, Calif.  
V.-P. Manager ..... Cornell Jackson  
410 N. Michigan Ave., Chicago 11, Ill.  
Vice-President and 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 Young  
645 South Flower St., Los Angeles 36, Calif.  
General Manager..... Robert B. Shirey  
Radio Time Buyer..... Jane Hnbert

*Radio-TV Accounts:* Atlantis Sales Corp., P. Ballantine & Sons, F. W. Boltz Corp., Elgin National Watch Co., Fanny Farmer Candy Shops, Ford Dealer Advertising Groups, Homestead Bakery, Indiana Bell Telephone, Johns-Manville Corp., Kraft Foods Co., Lamont-Corliss, Langendorf United Bakeries, Inc., Lever Brothers Co., Libby McNeill & Libby, Leo J. Meyberg Co., Northern Trust Co., Pan American World World Airways, Pharma-Craft Corp., Penick & Ford, Ltd., RCA Victor-Division of Radio Corporation of America, Safeway Stores, Inc., Shell Oil Company, Inc., Standard Brands Inc., Swift & Co., Thompson Products, Times, Mirror Co., Ward Baking Co., Washington State Apple Commission, J. B. Williams Co., Eastman-Kodak Co., Scott Paper Co., Wine Advisory Bd., General Cigar Corp. (White Owl).

**TIMELY ASSOCIATES, INC.**

70 E. 45 St., New York 17, N. Y.  
Phone: MU 4-0286

ABP—APA

President..... Daniel R. Prosnit  
Secy.-Treas.-Radio Dir.... David J. Diamond

*Radio Accounts:* Progressive Life Ins. Co., Jacques Kreisler Mfg. Corp., Solon Palmer, Voco, Inc.

**ALFRED F. TOKAR ADV.**

850 Broad St., Newark 2, N. J.  
Phone: Mitchell 2-2561

ANPA—PPA

Partner..... A. F. Tokar  
Partner & Space Buyer..... M. E. Bach  
Radio Dir. & Buyer Radio Time... N. Tokar

**TRACY, KENT & CO., INC.**

515 Madison Ave., New York 22, N. Y.  
Phone: ELdor 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 Directors:

Programs..... A. S. Moss  
Buying..... P. A. Baecker

*Radio Accounts:* The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; Teddy's, the House of Sea Food (Frozen Sea Food), New York, N. Y.; H. C. Brill Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.

*TV Accounts:* Celomat Corp (Vue-Scope Lens), Teddy's, the House of Sea Food (Frozen Sea Food), New York, N. Y.; The Taylor-Reed Corp (Q-T Frosting), Glenbrook, Conn.; Julian Freirich Co. (Meat Products), Long Island City, N. Y.

**TRACY-LOCKE CO., INC.**

1307 Pacific Ave., Dallas 1, Tex.  
Phone: P7-8655

AAAA—ABC—ABP—ANPA—APA  
NOAB—PPA—SNPA

President..... Raymond P. Locke  
Exec. V. P..... Morris Hite  
Vice-Presidents... Glenn G. Addington, Sr., Ernest S. Lovan, Clay W. Stephenson, Jr.  
V. P., Secy.-Treas. .... John H. Wellenkamp  
Radio Time Buyer..... Ernestine Parker

*Radio Accounts:* Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Borden Co. (Southern Div.) (Milk & Ice Cream), Burrus Mill & Elevator Co. (Flour), Dallas (home office); Imperial Sugar Co. (Sugar), Sugarland; Neuhoft Brothers, Packers (Meat, etc.), Dallas, Republic National Bank (Com'l Banking), Dallas; Resistol Hats, Inc. (Men's hats), Garland, Texas.

**THE TULLIS CO., INC.**

6000 Sunset Blvd., Hollywood 28, Calif.  
Phone: HE 6831

President..... Howard L. Tullis  
Vice-Pres..... Earl Willhite  
TV Director..... Ben Lang  
Time Buyer..... Willy Brosik  
Kelley Kar Co. (Used Cars), Los Angeles; Balion Ice Cream Co. (Vanilla Ice Cream), South Gate; Vacuum Cleaner Co. of America (Vacuum Cleaners), Rogers Upholstering Co. (Reupholstering, Furniture Service), Carolina Pines Restaurant (Restaurant), Party Snax Food Prod. Co. (Packaged Foods), Los Angeles, Calif.

## • • • Advertising Agencies • • •

*TV Accounts:* Tail o' the Cock Restaurant (Restaurant), Beverly Hills; Cal Cast Prod. Co. (Household Products), Leo Kelley Ford Dealer (New Fords), Los Angeles, Calif.

### VALLEY ADVERTISING CO.

113 W. 4 St., Weslaco, Tex.  
Phone: Weslaco 175

Pres., Treas., Radio Dir., Radio Time  
Buyer & Space Buyer.....J. D. Grafton  
Vice-President.....E. S. Grafton  
Secretary.....R. B. Blancett  
Art Director.....L. Blancett  
Production Manager.....F. Schultz  
*Radio Accounts:* Borderland Citrus Groves, Valley Grande Academy.

### VICTOR VAN DER LINDE CO.

683 Fifth Ave., New York 22, N. Y.  
Phone: ELdorado 5-5185

Partners.....Victor van der Linde,  
Charlotte Rains  
Media Dir.....Agnes Kingsley  
*Radio Accounts:* L. Bamberger & Co., Bean Products Co., Dolcin Corp., Dolcin Ltd., Jamane, Inc., C. F. Matilage Sales Co., James McCreery & Co.

### JOHN B. VAN DOMELEN, AGENCY

322-332 Federal Square Bldg.  
Grand Rapids 2, Mich.  
Phone: 9-3153-4  
PPA—ABP

Owner & Space Buyer...J. B. Van Domelen  
TV Director.....Robert Riekse  
Publ. Dir.....E. J. Logie  
Prod. Mgr. & Acct. Exec.....R. F. Doornink

### VAN HECKER, INC.

664 No. Michigan Ave., Chicago 11, Ill.  
Phone: DElaware 7-3122-3-4  
NOAB—PPA—APA

President & Treas.....C. E. Van Hecker  
Account Exec.....W. F. Barkow  
Account Exec. & Space Buyer...E. J. Guzk  
*Radio Account:* Pyroil Co.

### VAN SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.  
Phone: LExington 5100  
AAAA—ABP—ANPA—PPA—NOAB  
APA—ABC

President.....Wilbur VanSant  
Vice-President.....Robert E. Daiger  
V.P. & Acct. Exec.....Robert E. Daiger,  
H. G. Erck, C. M. Buchanan, T. F. C. Quinn  
Media & Research.....U. H. Moss  
Acct. Execs.....Wm. Dugdale,  
D. J. Loden  
Radio Dir.....R. V. Walsh  
*Radio Accounts:* Fram Corp., International Bedding, York Wallpaper, National

Radio Institute, The Glenn L. Martin Co., Sherwood Brothers, The Grosse & Blackwell Co., Rice's Bakery, The Wm. Schludersberg Co., Anchor Post Products, William Montgomery Co., Black & Decker.

### VENABLE-BROWN CO., INC.

211 E. Fourth St., Cincinnati 2, Ohio  
Phone: Dunbar 0067, 0068  
ABP—ANPA—APA

President.....B. W. Brown  
Vice-Pres.....B. Venable  
Vice-President.....G. L. Service  
Sec'y-Art Dir. & Prod. Mgr...P. R. Harrover  
Treas. & Buyer Radio Time...D. B. Mescher  
Acct. Execs.....B. Venable,  
G. L. Service, B. W. Brown,  
Wm. J. McLaughlin

### J. FRANKLYN VIOLA

152 W. 42 St., New York 18, N. Y.  
Phone: CHickering 4-3251

President-Owner.....J. Franklyn Viola  
*Radio Accounts:* Paramount Macaroni Mfg. Co., Italy Laboratories, Inc., Johnson Chemical Co.

### WADE ADVERTISING AGENCY

Pres.....A. C. Wade  
Exec. V. P.....W. A. Wade  
Secy.....E. N. Nelson  
Head of Creative.....R. O. Archer  
Radio Director.....Jeff Wade  
Radio Media Director.....Louis J. Nelson  
Time Buyer.....Wm. B. Condon  
Research Dir.....Gordon A. Norberg

#### *Radio-TV Dept.*

Art Mgr.....Ken Bangs  
Copy Chief.....L. W. Davidson

#### *Branch Office*

411 W. 5th St., Los Angeles 13  
Manager.....Robt. E. Dwyer  
Radio Dir.....Forrest F. Owen, Jr.  
Acct. Exec.....Joe Charboneau  
*Radio Accounts:* Shotwell Mfg. Co. (Candy), Chicago; Miles Calif Co. (Prod. Remedies), Los Angeles, Calif.

*TV Account:* Miles Labs, Inc. (Alka-Seltzer), Elkhart, Ind.

### HUGO WAGENSEIL & ASSOCIATES

Talbot Bldg., Dayton 2, Ohio  
Phone: HEInlock 5542  
AAAA—ABP—CAN—PPA

President.....H. Wagenseil  
Secy-Treasurer.....G. Wagenseil  
Production Mgr.....W. J. Staags  
Art Director.....E. Hageman  
Public Relations.....G. W. Young  
Radio-TV Program Director.....Jim Bridges  
Account Executives.....E. R. Haywood,  
W. H. Ford, William Grisewite

## Advertising Agencies

**Radio Accounts:** Albers Super Markets (Groceries & Meats), Cincinnati; Bonded Oil Co. (Service Stations), Springfield, O.; CROP (World Relief Program), Chicago, Ill.; Dayton Power & Light Co., Dayton; First National Bank, Middletown; Callaheer Drug Co., House of Lowell, Inc (Beauty Items), Lowe Brothers Co. (Paints), Ohio Yellow Cab Co., Dayton; Savings Society, Springfield; Dayton Reliable Motors (New Cars—Service), Cheerheart Cleaners (Dry Cleaners—Launderers), Day Brothers Furniture, Dayton, O.

**TV Accounts:** Anderson Piano Co. (Musical Instruments), Crystal Rug & Carpet Co. (Carpeting—Cleaning), Cheerheart Cleaners, Grismer Tire Co. (Firestone Dealer), Triple Seal Window & Door Co. (Storm Windows & Doors), Dayton, O.

### WALDIE & BRIGGS, INC.

221 N. LaSalle St., Chicago 1, Ill.  
Phone: Franklin 8422

ANPA—APA—PPA—ABC—NOAB

President.....B. D. Waldie  
Vice-Pres. & Treas.....G. L. Briggs  
Vice-President.....Art Kanaske  
Secretary.....Lois Chambers  
Assistant Treasurer.....Leona McMullen  
Account Executives.....A. Kanaske,  
J. H. Bolt, R. E. Wright, P. Frantz  
Art Director.....Helmuth Boenisch  
Production Mgr.....Harold Trestenjak  
Additional Acct. Exces.....R. M. Skallerup,  
D. L. Campbell

### WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.  
Phone: Grant 1900

ANPA—ABP—PPA—APA—CAN

President.....William S. Walker  
Acct. Exces.....Benjamin I. Davis, Jr.,  
C. P. Richardson, F. L. New Meyer, Vic  
Maitland, T. B. Wallace  
Radio Director.....R. C. Woodruff  
TV Director.....Walter Sickles  
*Industrial Div.*  
Dir. & Space Buyer.....Harold S. Downing

**Radio Accounts:** Duquesne Brewing Co., Chartiers Valley Brewing Co., Henry Lohrey Packing Co., Mail Pouch Tobacco Co., Colonial Biscuit Co., Sterling Oil Co.

### WALLACE-FERRY-HANLY CO.

400 W. Madison St., Chicago 6, Ill.  
Phone: Fra 2-6440

AAAA—ABP—ANPA—APA  
NOAB—PPA

Chmn. of Board.....C. P. Hanly  
President.....L. T. Wallace  
Secy.-Treas.....H. E. Lehman  
Prod.....J. T. Shegenda  
Art Dir.....Ruth Maisel

Space & Radio Time Buyer

Blanche J. Slivka  
Radio Dir.....J. T. Ainley  
Acct. Exces.....L. T. Wallace,  
M. G. Pierce, Lester H. Ploetz  
Henry E. Behr

**Radio Account:** Campana Sales Co. (Cosmetics), Batavia, Ill.

### WILLIAM WARREN, JACKSON & DELANEY

45 W. 45 St., New York, N. Y.  
Phone: JU 6-0350-1-2  
ABP—APA

Partners.....Harry Solow, Jr.,  
Wm. Warren Solow  
TV Director.....Stevens P. Jackson  
Asst. TV Director.....Wm. W. Solow  
Radio Director.....S. Thomas Delaney  
Copy Chief.....Beatrice Geberer  
Acct. Executives.....Stevens P. Jackson,  
William Solow, J. C. Silverman, Paul Kopp,  
Vernon Hayes

**Radio Accounts:** Alexanders Dept. Store, Sachs Quality Stores, Spears (Department Store), New York; Snow White Products (Cosmetics), Lynchburg, Va.; Strauss Stores (Auto Accessories), 6 states; Flag Pet Food Corp. (Cat & Dog Food), Pierce School, Federal Life & Casualty, Sofia Bros. (Moving & Storage), Bop City (Night Club), Warren-Connolly (Distributor), Ritz Thrift Shop (Furrier), Stevens Appliances, #50 New-Lae (Floor Polish), Furniture Town, Cardinal Ties, Metropolitan Training Center School, New York, N. Y.

**TV Accounts:** Lord & Taylor (Department Store), Sachs Quality Stores, Alexanders Dept. Store, Stevens Appliances, Ritz Thrift Shop (Furrier), Spear & Co., Warren Connolly (Distributor), Flag Pet Food Corp, Strauss Stores (Auto Accessories), 6 States; Cardinal Ties, New York, N. Y.

### WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.  
Phone: Murray Hill 6-8585

AAAA—ABC—ABP—ANPA—APA  
NOAB—PPA

President.....H. Paul Warwick  
Vice-Presidents.....Henry Legler,  
S. O. Youngheart, J. R. Warwick, Lester M.  
Malitz, Arthur Deerson, C. E. Staudinger  
Radio Director.....Tevis Huhn  
TV-Director.....Tevis Huhn

*Branch Office*

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: Hempstead 8163

Radio Director.....Cecil Underwood  
**Radio Accounts:** Pabst Sales Co. (Pabst Blue Ribbon Beer), Chicago, Ill.; Equitable Life Assurance Society of the U. S., New York, N. Y.

**Advertising Agencies**

*TV Accounts:* Pabst Sales Co., Chicago, Ill.; The George W. Luft Co. (Cosmetics), Long Island City, N. Y.

**NORMAN D. WATERS & ASSOCIATES, INC.**

6 E. 39 St., New York 16, N. Y.  
Phone: Murray Hill 5-8950  
ABP—ANPA—NOAB—PPA

President.....Norman D. Waters  
Vice-President.....Charles H. Whitebrook  
Vice-President.....Sanford L. Hirschberg  
Secretary.....Elaine L. Waters  
Treasurer.....Harold L. Waters  
Asst. Treas. & Gen. Mgr.....Louis Landesman  
Media Director.....Murray Platte

**WATTS, PAYNE—ADV., INC.**

205 S. Cheyenne Ave., Tulsa 3, Okla.  
Phone 3-8108  
ABP—APA—SNPA—AAA

President.....Don Watts  
Vice-President.....Leslie S. Hauger  
Secretary-Treasurer.....Oscar E. Payne  
Account Executive.....Don Dyer  
Production Manager.....S. B. Snyder  
Art Director.....Harold Carlross  
Time Buyers.....Don Watts, Leslie S. Hauger  
Continuity.....Don Mitchell

*Branch Offices*

316 Fidelity Bldg., Dallas, Tex.

Manager.....Burke Gilliam  
Account Executives.....R. S. Hauger,  
Todd Merrill

*Radio Accounts:* Oklahoma Tire & Supply Co., Kidds Cola, Tulsa Federal Savings & Loan Association, United Federal Savings & Loan Association, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Paul Sisk & Associates, Home Furniture Co., Bryan & Sons; Hawk Dairies, Tennessee Dairies.

**TUCKER WAYNE & CO.**

115 Peachtree St., N.E., Atlanta 5, Ga.  
Phone: ATwood 3856-3859

ANPA—PPA—APA—ABP—SNPA  
NOAB—AAA

President.....Tucker Wayne  
Publ. Relations.....Lee Fuhrman  
Media Dir.....C. C. Fuller  
Radio Director.....D. D. Connah

*Radio Accounts:* Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwob Co.

**LUTHER WEAVER & ASSOCIATES**

200 Globe Bldg., Saint Paul 1, Minn.  
Phone: Cedar 3777

AAAA—ABP—Twin City Media Association  
Owner.....Luther Weaver  
Acct. Exec.....Donald Gardner  
Exec. Asst.....Ruth H. Muldoon

Secretary.....Blanche G. Anderson  
Director Radio and TV.....Luther Weaver

*Radio Accounts:* Twin City Wholesale Grocer Co., Saint Paul, Minn., and Fargo, N. D.; Twin Ports Wholesale Grocer Co., Duluth; Minnesota Hospital Service Assn.; Blue Cross—Blue Shield, Saint Paul; Stewart Paint Mfg. Co., Minneapolis; Falcon and Pilgrim Cleaners (dry-cleaners), Saint Paul & Minneapolis, Minn.

*TV Account:* Twin City Wholesale Grocer Co., St. Paul, Minn.

**R. W. WEBSTER ADVERTISING**

816 W. 5th St., Los Angeles 13, Calif.  
Phone: MADison 9-2283

APA—SCAAA (Southern California Advertising Agencies Association)

President.....R. W. Webster  
Treasurer.....Irene Boyle  
Space Buyer & Prod. Mgr.....Richard T. Guppy  
Art Directors.....James N. Hastings,  
Robert Magee

Acct. Exces.....R. W. Webster,  
Vaughn Shedd, Joy Garrison Berghell

*Radio Account:* Pharmaceutical Research Inc. (P-R Iodine Ration), Los Angeles, Calif.

*TV Account:* The Bramhall Co. (Unmask), Pasadena, Calif.

**JOHN P. WEIDENHAMER & ASSOCIATES**

26 N. 13 St., Harrisburg, Pa. (Box 1021)  
Phone: 4-1808

Pres. & Space Buyer.....J. P. Weidenhamer  
Secy-Radio Dir. & Buyer Radio Time

N. H. Weidenhamer

Treas. & Prod. Mgr.....F. E. Bratten  
Art Director.....D. H. Bates

*Radio Accounts:* Hershey Chocolate Corp., Hershey Estates, Madrid Ballroom, Megs Macaroni Co., E. B. Skarie Co., Wyand Baking Co., York Fair Assn.

**ARMAND S. WEILL CO., INC.**

170 Franklin St., Buffalo 2, N. Y.  
Phone: Washington 6250

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 7236 General Motors Bld., Detroit 2, Mich.  
*Phone:* Trinity 1-0440

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 First National Bank Bldg., Dallas 1, Tex.  
*Phone:* Riverside 4884

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*Phone:* Walnut 3025

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 Arcade Bldg., St. Louis 1, Mo.  
*Phone:* Chestnut 6192

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 5 Third St., San Francisco 3, Calif.  
*Phone:* Garfield 1-6740

Executive-in-Charge.....George D. Close  
 2978 Wilshire Blvd., Los Angeles 5, Calif.  
*Phone:* Dunkirk 8-8158

Executive-in-Charge.....Chet Doyle  
 612 Commercial National Bank Bldg.,  
 Charlotte 2, N. C.  
*Phone:* 8839

Executive-in-Charge.....B. G. Finch  
 1018 Sterick Bldg., Memphis 3, Tenn.  
*Phone:* 8-2344

Executive-in-Charge.....Sidney L. Nichols  
*AM & FM Stations Represented*—WABB, Mobile, Ala.; KTHS, Hot Springs, Ark.; KFMB, San Diego, Calif.; WGBA, Columbus, Ga.; KWKH, Shreveport, La.; WRBC, Jackson, Miss.; WCPO, Cincinnati, O.; WDEF, Chattanooga, TN; WTJS, Jackson, WNOX, Knoxville, WMC, Memphis, Tenn.; KRIC, Beaumont, KWBU, Corpus Christi, KAND, Corsicana, KRLD, Dallas, Tex.; WCHS, Charleston, WBLK, Clarksburg, WSAZ, Huntington, WPAR, Parkersburg, W. Va.

*TV Stations Represented*—KFMB-TV, San Diego, Calif.; WCPO-TV, Cincinnati, WEWS, Cleveland, Ohio; WMCT, Memphis, Tenn.; KRLD-TV, Dallas, Tex.

### BURN-SMITH CO., INC.

19 W. 44 St., New York 18, N. Y.  
*Phone:* MU. 2-3124

Vice Pres.-Eastern Mgr.....C. Stanley Bailey  
*Branch Offices*

307 N. Michigan Ave., Chicago 1, Ill.  
*Phone:* Central 6-4437

Pres.-Treasurer.....John A. Toothill  
 646 Chamber of Commerce Bldg.  
 Los Angeles 15, Calif.  
*Phone:* Richmond 6184

Manager.....Clark Barnes

*AM & FM Stations Represented*—KFOK, Long Beach, KKLX, Oakland, KSON, San Diego, Calif.; WRUF, Gainesville, Fla.; WALB, Albany, WBGE, Atlanta, Ga.; WWXL, Peoria, Ill.; WTRC, Elkhart, WJVA, South Bend, Ind.; KCRG, Cedar Rapids, Iowa; WLBj, Bowling Green, WHLN, Harlin, WVLC, Lexington, WKYW, Louisville, WOMI, Owensboro, Ky.; WBOC, Salisbury, Md.; WWOK, Flint, WKLA, Ludington, WKBZ, Muskegon, Mich.; WCMA, Corinth, Miss.; WKOP, Binghamton, N. Y.; WCNC, Elizabeth City, WFLB, Fayetteville, WGBG, Greensboro, WMFR, High Point, WFTC, Kinston, WCBT, Roanoke Rapids, WSTP, Salisbury, WMFD, Wilmington, N. C.; WCMW, Canton, Ohio; KWJJ, Portland, Oregon; WJSW, Altoona, WMRF, Lewistown, WBAX, Wilkes-Barre, WWPA, Williamsport, Pa.; WAIM, Anderson, WHAN,

## • • • Radio-TV Station Representatives • • •

Charleston, WMRC, Greenville, S. C.;  
 WOPM, Bristol, WDNJ, Jackson, WAIO,  
 Oak Ridge, WENK, Union City, Tenn.;  
 WFLA, Fredericksburg, WCAV, Norfolk,  
 WSSV, Petersburg, WAGL, Richmond,  
 WROV, Roanoke, WEPM, Martinsburg, Va.;  
 WBUC, Madison-Poynette, Wis.

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 Phone: 3-2377

General Manager.....Ben Ludy  
*Branch Offices*  
 120 Lexington Ave., New York 17, N. Y.  
 Executive-in-charge.....William L. McKee  
 180 No. Michigan Ave., Chicago 1, Ill.  
 Executive-in-charge.....Terry Hughes  
 300 Waltower Bldg., Kansas City 6, Mo.  
 Executive-in-charge.....Joseph H. Story, Jr.  
 1207 Russ Bldg., San Francisco 4, Calif.  
 Executive-in-charge.....Fred Jameson  
 (Walter Biddick Company)  
 138 Chamber of Commerce Bldg.  
 Los Angeles 13, Calif.  
 Executive-in-charge.....Guy Biddick  
*Stations Represented*—WBW, WBW-FM,  
 Topeka, Kans.; WCKX, KCKX-FM, Kansas  
 City, Mo.

### THOMAS F. CLARK COMPANY, INC.

205 E. 12nd St., New York 17, N. Y.  
 Phone: MU 4-6317

Sec. & Mgr.....Mary Dempsey  
*Branch Office*  
 35 E. Wacker Drive, Chicago, Ill.  
 Phone: State 2-1663  
 Manager.....Paul Elsberry  
*Stations Represented*—WFOO, Anniston,  
 Ala.; WKLF, Clanton, Ala.; KGFV, Alamosa;  
 KYRH, Salida; KOKO, La Junta; KGEK,  
 Sterling, Colo.; KJCP, Durango, Colo.;  
 WTNT, Tallahassee, Fla.; WMOG, Brunswick;  
 WMJM, Cordele; WAGA, Moultrie; WLET,  
 Toccoa; WKTC, Thomasville, Ga.; WKIC,  
 Hazard, Ky.; WLSA, Hammond, La.; WSGM,  
 St. Genevieve, Mo.; WSNJ, Bridgeton, N. J.;  
 WMBQ, Auburn; WNBZ, Saranac Lake;  
 WWRJ, Woodside, N. Y.; WPAQ, Mt. Airy;  
 WENC, Whitesville; WSTS, Southern Pines;  
 WLTC, Gastonia, N. C.; KDSJ, Deadwood, S.  
 D.; KVWC, Vernon, Tex.; WFO, Farmville,  
 Va.; WLDV, Ladysmith, Miss.

### CLARK-WANDLESS-MANN, INC.

205 E. 12 St., New York 17, N. Y.  
 Phone: ORegon 9-1575

President.....M. J. Wandless  
 Vice-President.....S. A. Mann  
 Secy./Treasurer.....M. E. Miklos  
*FM & FM Stations Represented*—*Argen-*  
*tina*—LR3, LRY, and LRY1 "Radio Bel-  
 gramo" Buenos Aires, and the Belgrano net-  
 work of 16 stations throughout Argentina.

*Colombia*—HJKJ, HJKL, & HJKJ-FM "Emi-  
 sora Nueva Granada," Bogotá; HJDP and  
 HJDQ, "Emisora Claridad," Medellín, *Costa*  
*Rica*—TILS "Radio Para Ti," San José, *Cuba*  
 RHG-CADENA AZUL, Habana, network  
 of 11 stations throughout Cuba, *Ecuador*  
 HC2AN and HC2DC "Radio Cent," Guaya-  
 quil, *Guatemala*—TGI, and TGLA "La Voz  
 de Centro America" Guatemala City, *Hon-*  
*duras*—HRO "Radio Suyapa" San Pedro  
 Sula, *Nicaragua*—YNW & YNW1 "Radio  
 Mundial" Managua, YXWW "Radio Sport"  
 Granada, YNJAT "La Voz del Aire" León,  
*Panama*—HOC, Panama City, HOA, HOB  
 & HP5G "Radio Panamericana," Panama  
 City, HOW "Radio Panamericana" Colón,  
*Puerto Rico*—WPA, San Juan, WKJB,  
 Mayaguez, *Salvador*—YSO "La Voz de la  
 Democracia," San Salvador, *Uruguay*  
 CN18 "Radio Libertad-Sport" Montevideo,  
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 Montevideo, and the Espectador network  
 of 10 stations throughout Uruguay.

### LIONEL COLTON

551 Fifth Ave., New York 17, N. Y.  
 Phone: Murray Hill 7-5341

*Stations Represented*—WKY, Frankfort;  
 WSC, Somerset, Ky.; WBET, Brocton;  
 WCCM, Lawrence, Mass.; WBT, Batavia;  
 WBN, Utica, N. Y. (New York-Philadelt-  
 more Area); WATN, Watertown, N. Y.

### CONTINENTAL RADIO SALES

111 S. 5th St., Philadelphia, Pa.  
 Phone: LOmbard 3-0882

Manager.....R. Butche  
*Branch Offices*  
 295 Madison Ave., New York 17, N. Y.  
 Manager.....Stephanie Maytas  
 228 No. La Salle St., Chicago, Ill.  
 Manager.....R. Olson  
*Stations Represented*—WEBL, Brewton,  
 WGTN, Greenville, Ala.; KFFA, Helena,  
 KFJD, El Dorado, Ark.; WJOL, Florence,  
 Ala.; KNJK, Forrest City, KDRS, Paragould,  
 Ark.; KYTL, Mesa, Ariz.; KICO, Calexico,  
 Calif.; WTOR, Torrington, Conn.; KGFN,  
 Grass Valley, Calif.; WCFM, Washington,  
 D. C.; WWP, Palatka, Fla.; WDFC, Ameri-  
 cius; WALT, Dublin; WBL, Dalton; WSGC,  
 Elberton, Ga.; KRPI, Moscow, Idaho;  
 WJMB, Brookhaven, Miss.; WJW, Wyand-  
 otte, Mich.; WAGM, Presque Isle, Me.;  
 WACA, Havre-De-Grace, Mich.; KCA, Clovis,  
 N. Mex.; WFG, Fungu Springs; WSC,  
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 Hot Springs, N. Mex.; WNC, Newton,  
 WTSR, Lumberton; WHPK, Hendersonville;  
 WHP, High Point; WHED, Washington;  
 WGC, Gastonia; WFLB, Fayetteville, N.  
 C.; WAND, Canton, Ohio; KWHW, Altus;  
 KWCO, Chichasha; KMUS, Muskogee;  
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## Radio-TV Station Representatives

Kensington; WKOK, Sunbury; WLBR, Lebanon, Pa.; WPRA, Mayaguez, Puerto Rico; WGFY, Pierre, S. D.; WTND, Orangeburg, S. C.; WJMJ, Lewisburg; WHBT, Harriman, Tenn.; WLAR, Athens; WLUB, Cookeville, Tenn.; KRBA, Lufkin; KDWT, Stamford, Tex.; WIGM, Medford, Wis.

### DONALD COOKE INC.

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402 Swetland Bldg., Cleveland 15, O.  
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Executive-in-Charge...Howard McClenahan  
521 N. La Cienega Blvd., Los Angeles 48, Cal.  
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Executive-in-Charge.....Lee F. O'Connell  
544 Russ Bldg., San Francisco 4, Cal.  
Phone: Douglas 2-4586

Executive-in-Charge.....William A. Ayers

*AM & FM Stations Represented*—WKAB, Mobile, Ala.; KVSM, San Mateo; KTIP, Porterville; KOCS, Ontario; KPAS, Banning; KWTC, Barstow; KBLF, Red Bluff; KSUE, Susanville; KRNO, San Bernardino; KTED, Laguna Beach, Cal.; KTLN, Denver, KDZA, Pueblo, Colo.; WINK, Fort Myers; WWPB, Miami; WEAT, Lake Worth, Fla.; KSEK, Pittsburg, Kans.; WIBR, Baton Rouge, La.; WTAO, Cambridge-Boston; WTXL, Springfield; KAUS, Austin; KROX, Crookston, Minn.; KBOW, Butte, Mont.; WIMS, Michigan City, Ind.; KLAS, Las Vegas, Nevada; WPAT, Paterson, New Jersey; WKAL, Rome; Television WKTV-TV, Utica; WXRA, Buffalo; WOKO, Albany; WWSC, Glens Falls; WGVA, Geneva; KCTI, Gonzales, Tex.; WAYB, N. Y.; WPFB, Middletown-Dayton, Ohio; KASH, Eugene, Ore.; WCMB, Harrisburg; WHJB, Greensburg, Pa.; WUSN, Charleston, S. C.; WSTS, Southern Pines, N. C.; KISD, Sioux Falls, S. D.; WIBK, Knoxville; WKPT, Kingsport, Tenn.; KFRO, Longview; KBK1, Alice; KCTI, Gonzales, Tex.; WAYB, Waynesboro; WMEV, Marion, Va.; WOSH, Oshkosh, Wis.; WVVW, Fairmont, W. Va.; KBYR, Anchorage, Alaska; KPAC, Port Arthur, Tex.; CKMO, Vancouver, B. C.; CKMO, Vancouver, B. C.; CJIB, Vernon, B. C.; CKOK, Penticton, B. C.; CHUB, Nanaimo, B. C.; CKK, Brandon, Manitoba; CJOB, Winnipeg,

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Phone: 3-0381

Owner.....Harry E. Cummings

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V.Prcs. & Treas.....R. H. McKinney  
Secretary.....George Allan  
Sales Mgr.....Powell H. Ensign

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400 N. Michigan Ave., Chicago 11, Ill.  
Phone: Superior 9866

Executive-in-Charge.....Carl Jewett  
7079½ Hollywood Blvd., Hollywood, Calif.  
Phone: Hillside 3362

681 Market St., San Francisco, Calif.  
Phone: Douglas 2-4475

*AM & FM Stations Represented*—WTHT, Hartford; WSTC, Stamford, Conn.; WROM, Rome, Ga.; WDAN, Danville, Ill.; Iowa Tall Corn Network; KWCR, Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KSTT, Davenport; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KVFJ, Ft. Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KCOM, Sioux City; KICD, Spencer; KAYX, Waterloo, Ia.; KWKH, Hutchinson, Kans.; WBEC, Pittsfield, Mass.; WABY, Albany; WENY, Elnira; WGLN, Glens Falls; WHDL, Olean; WHEC, Rochester, N. Y.; WHNC, Henderson, N. C.; WLEC, Sandusky, Ohio; KFLW, Klamath Falls; KORE, Eugene, Ore.; WPAM, Pottsville; WRAK, Williamsport, Pa.; KCOR, San Antonio; KWTX, Waco, Tex.; WHBY, Appleton; WLIP, Kenosha, Wis.

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Vice-President ..... Arthur J. Barry, Jr.  
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TV Department: John W. Brooke, Robert  
J. McNamara, Elliott W. Reed.

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Vice-President ..... John A. Cory  
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322 Palmer Bldg., Atlanta 3, Ga.  
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3463 Penobscot Bldg., Detroit 26, Mich.  
Phone: Woodward 1-1255

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Manager ..... Joseph W. Evans  
Chm. of Bd. .... James L. Free  
6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: Hollywood 9-2151

Manager ..... Hal W. Hoag  
58 Sutter St., San Francisco 4, Calif.  
Phone: Sutter 1-1353

Manager ..... A. Leo Bowman

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Va.; WPTF, Raleigh, N. C.; WDBJ, Roanoke,  
Va.; Midwest, Southwest: WHO Des Moines;  
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Minn.; WDAY, Fargo, N. D.; WOWO, Ft.  
Wayne, Ind.; WISH, Indianapolis, Ind.;  
KMBC-KFRM, Kansas City, Mo.; WAVE,  
Louisville, Ky.; WTCN, Minneapolis-St. Paul,  
Minn.; WFAB, Omaha, Neb.; WMBD,  
Peoria, Ill.; KSD, St. Louis, Mo.; KFDM,  
Beaumont; KRIS, Corpus Christi; WBAP,  
Ft. Worth-Dallas; KXYZ, Houston; KTSV,  
San Antonio, Tex.; Mountain & West: KOB,  
Albuquerque, N. M.; KDSH, Boise, Idaho;  
KVOD, Denver, Colo.; KGM-BKHC, Hono-  
lulu-Hilo, Hawaii; KEX, Portland, Ore.;  
KIRO, Seattle, Wash.  
KIRO, Seattle, Wash.

*TV Stations Represented*—WOC-TV, Day-  
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WPIX, New York, N. Y.; KSD-TV, St. Louis,  
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165 W. 46 St., New York 18, N. Y.  
Phone: PLaza 7-7655

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Treasurer ..... Louis P. Randell  
Vice-President ..... Alvin Eicoff  
Vice-President ..... Barney Friedenberg

#### Branch Offices

112 E. Walton St., Chicago, Ill.  
Phone: WH 4-7679

Vice-President ..... Alvin Eicoff  
7079 1/2 Hollywood Blvd., Hollywood, Calif.  
Phone: HI 3362

Executive-in-Charge ..... Irene Griffith  
681 Market St., San Francisco, Calif.  
Executive-in-Charge ..... Irene Griffith

*AM & FM Stations Represented* WVOK,  
Birmingham, Ala.; KGRH, Fayetteville, Ark.;  
WOOK, Washington, D. C.; KWSL, Lake  
Charles, La.; WJEJ, Hagerstown, Md.;  
WIDE, Biddeford, Me.; WBKA, Brockton;  
WKOX, Framingham; WHAV, Haverhill,  
Mass.; WEXL, Royal Oak, Mich.; WSKB,  
McComb, Miss.; KBRL, McCook, Neb.;  
WJOC, Jamestown; WHOM, New York, N.  
Y.; WSKY, Asheville; W WNF, Fayetteville;  
WSSB, Durham, N. C.; WJEL, Springfield,  
Ohio; KASA, Elk City, Okla.; WLOA,  
Braddock-Pittsburgh, Pa.; KOLE, Port Ar-  
thur, Tex.; WHYU, Newport News, Va.;  
WHTN, Huntington, W. Va.

*GALS Members:* WGLS, Atlanta; WBBQ,  
Augusta; WDEC, Americus; WGAU, Athens;  
WLBB, Carrollton; WBHF, Cartersville;  
WGAA, Cedartown; WMJM, Covington;  
WBLJ, Dalton; WDWD, Dawson; WMLT,  
Dublin; W DUN, Gainesville; WKEU, Grif-  
fin; WFOM, Marietta; WROM, Rome;  
WFRP, Savannah; WWNS, Stateboro; WSFT,  
Thomas-ton; WKTG, Thomasville; WWSG,  
Tifton; WRUC, Toccoa; WRON, Vidalia;  
WAYX, Waycross; WRLD, West Point;  
WAYG, Milledgeville; WAGA, Moultrie;  
WBHB, Fitzgerald; WIBB, Macon; WGBA,  
Columbia.

### PAUL GIRARD COMPANY

Tower Petroleum Bldg., Dallas 1, Tex.  
Phone: Riverside 3518-3519

Owner ..... Paul Girard  
Executive Assistant ..... Leta Ford

*AM & FM Stations Represented* KWHN,  
Ft. Smith, Ark.; WGYM, Greenville, Miss.;  
KOMA, Okla. City, KTUL, Tulsa, KGLC,  
Miami, Okla.; KLYN, Amarillo, KPDN,  
Pampa, KJUZ, Borger, KCTX, Childress,  
KWFT, Wichita Falls, KEPO, El Paso,  
KECK, Odessa, KSKY, Dallas, KWBC, Ft.  
Worth, KTFS, Texarkana, KCKB, Tyler,  
KVET, Austin, KMAC, San Antonio, KTLW,  
Texas City, KIOX, Bay City, KTRM, Beaum-  
ont, KSFA, Nacogdoches, KLTJ, Longview,  
Texas.



## Radio-TV Station Representatives

### IRENE GRIFFITH

7079½ Hollywood Blvd., Hollywood 28, Calif.

Phone: HUdson 2-7391

Executive-in-charge ..... Irene Griffith

#### Branch Office

681 Market St., San Francisco, Calif.

Phone: DOuglas 4475

Executive-in-Charge ..... Ruth Brooks

Also west coast offices for Everett-McKinney, Inc., 40 E. 49 St., New York, N. Y. The Friedenbergs Agency, Inc., 165 W. 46 St., New York, N. Y.

### MELCHOR GUZMAN COMPANY, INC.

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

Phone: CIrcle 7-0624

President ..... Melchor Guzman

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.

### H-R REPRESENTATIVES, INC.

Chrysler Bldg., New York 17, N. Y.

Phone: MUrray Hill 9-7463

President-Treasurer ..... Frank M. Headley

Secretary ..... Paul R. Weeks

#### Branch Offices

79 West Monroe St., Chicago, Ill.

Phone: RAndolph 6-0113

Exec. V. P. .... Dwight S. Reed

814 California St., San Francisco, Calif.

Phone: EXbrook 2-3407

Manager ..... James M. Alspaugh

Stations Represented: KMPC, Los Angeles, Calif.; WJIM, Lansing; WGFC, Kalamazoo, Mich.; KXXX, Colby, Kans.

TV Station Represented—WJIM-TV, Lansing, Mich.

### HARRINGTON, RIGHTER & PARSONS, INC.

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

Phone: MU 8-1185

#### TV Department

President ..... John E. Harrington, Jr.

Vice Pres. .... Volney Righter

Vice Pres. .... James O. Parsons, Jr.

Acct. Executive ..... John F. Dickinson

#### Branch Office

Tribune Tower, Chicago, Ill.

Phone: Whitehall 4-0074

Executive-in-charge ..... Carroll R. Layman

TV Stations Represented—WAAM, Baltimore, Md.; WBEN-TV, Buffalo, N. Y.; WFMY-TV, Greensboro, N. C.; WTMJ-TV, Milwaukee, Wisc.

### 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

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

Palmer Bldg., Atlanta 3, Ga.

Executive-in-charge ..... Eli W. Sweatman

300 Montgomery St., San Francisco 4, Cal.

Executive-in-charge ..... Ralph W. Mitchell

Taft Bldg., Hollywood, Cal.

Executive-in-charge ..... Harold Lindley

Stations Represented—WSGN, Birmingham, WHBS, Huntsville, WALA, Mobile, WSFA, Montgomery, Ala.; KJBS, San Francisco, Calif.; WELL, New Haven, Conn.; WCON, Atlanta, WDAK, Columbus, Ga.; WROK, Rockford, WEEK, Peoria, Illinois; WGL, Ft. Wayne, Ind.; KSO, Des Moines, Ia.; WITH, Baltimore, Md.; WSAR, Fall River, Mass.; WSAM, Saginaw, Mich.; WTOK, Meridian, Miss.; KFEQ, St. Joseph, Mo.; KMMJ, Grand Island, Neb.; WBAB, Atlantic City, N. J.; WHLD, Niagara Falls, WSYR, Syracuse, WTRY, Troy, WFAA, White Plains, N. Y.; WWNC, Asheville, WSOC, Charlotte, WSJS, Winston-Salem, N. C.; WJW, Cleveland, WCOL, Columbus, WONE, Dayton, WFMJ, Youngstown, O.; WSN, Allentown, WFBG, Altoona, WICU (Television), Erie, WJAC, Johnstown, WLAN, Lancaster, WEEU, Reading, Pa.; WAPO, Chattanooga, Tenn.; KOL, Seattle, Wash.; WKOW, Madison, WEMP, Milwaukee, Wis.  
TV Stations Represented—WJAC-TV, Johnstown, Pa.; WTVN, Columbus, Ohio.

### GEORGE P. HOLLINGBERY CO.

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

Phone: Andover 3-2636

#### Branch Offices

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

Phone: ORegon 9-2660

Executive-in-charge ..... F. E. Spencer, Jr.

411 W. 5th St., Los Angeles 13, Calif.

Phone: Madison 6-3633

Executive-in-charge ..... Harry H. Wise, Jr.

400 Montgomery St., San Francisco 4, Calif.

Phone: Douglas 2-7192

Executive-in-charge ..... Knox LaRue

233 Peachtree St., Atlanta 3, Ga.

Phone: Cypress 1489

Executive-in-charge ..... Dan Schmidt, III

AM & FM Stations Represented—WADC, Akron, O.; WAEB, Allentown, Pa.; WGST, Atlanta, WRDW, Augusta, Ga.; WJBO, Baton Rouge, La.; WBCM, Bay City, Mich.; WINR, Binghamton, N. Y.; WTMA, Charleston,

## Radio-TV Station Representatives

S. C.: WAAF, Chicago, Ill.; WRBL, Columbus, Ga.; WBTL, Danville, Va.; WHIO, Dayton, O.; WWJ, Detroit, Mich.; WEBC & Arrowhead Net., Duluth, Minn.; WEAU, Eau Claire, Wis.; WTSN, El Paso, Tex.; WBIG, Greenboro, N. C.; KPOA, Honolulu, Hawaii; WJDX, Jackson, Miss.; KGH, Little Rock, Ark.; WTVA, Lynchburg, Va.; WIOD, Miami, Fla.; WWEZ, New Orleans, La.; KOOL & Arizona Network, Phoenix, Ariz.; WJAS, Pittsburgh, WJUM, Reading, Pa.; KOLD, Reno, Nev.; WHAM, Rochester, N. Y.; KUTA & Rocky Mountain Network, Salt Lake City, Utah; KFTO, San Bernardino, KCBQ, San Diego, KEST, Santa Barbara, Cal.; WSAV, Savannah, Ga.; WARM, Scranton, Pa.; KVI, Seattle, Wash.; KSCJ, Sioux City, Ia.; KNEW, Spokane, Wash.; WSPR, Springfield, Mass.; KGBX, Springfield, Mo.

*TV Stations Represented*- WWJ-TV, Detroit, Mich.; WHAM-TV, Rochester, N. Y.

### HAL HOLMAN COMPANY

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: FRanklin 2-0016

#### *Branch Offices*

1 E. H St., New York 17, N. Y.  
Phone: MU 3-3121

Mgr. .... Hal Holman  
6381 Hollywood Blvd., Los Angeles 28, Calif.  
Phone: Hol. 5103

Mgr. .... Tracy Moore

*Stations Represented* - WTCM, Traverse City, WATT, Cadillac, WATZ, Alpena, WMBX, Petoskey, WPAQ, Ann Arbor, WHFB, Benton Harbor, \*WIBM, Jackson, WMCS, Muskegon, WILS, Port Huron, WKVA, Saginaw, Mich.; WBBV, Belleville, WCAZ, Carthage, WHOW, Clinton, WKAN, Kankakee, WLBH, Mattoon, WFLN, Olney, WLDS, Jacksonville, WSIV, Pekin, Ill.; WTWT, Stevens Point, Wis.; WCBC, Anderson, \*WLBC, Muncie, Ind.; WCRK, Morrison, WGNB, Mufreesboro, WTPR, Paris, Tenn.; WKCT, Bowling Green, WHIR, Danville, WMBK, Middleboro, Ky.; WAXN, Waycross, Ga.; WCLE, Clearwater, Fla.; KWAL, Wallace, Ida.; KNEB, Scottsbluff, Neb.; KWBM, Williston, N. Dakota; \*KOWL, Santa Monica, Calif.; KFXJ, Grand Junction, KFKA, Greeley, Colo.; KSEL, Lubbock, Texas.

\*Midwest representation only.

### THE KATZ AGENCY, INC.

500 Fifth Ave., New York 13, N. Y.  
Phone: WI 7-3620

President, ..... George R. Katz  
Exec. V.P. & Gen. Mgr., ..... Eugene Katz  
V.P. & Sales Mgr., ..... George W. Brett  
Treasurer, ..... Morris J. Beck  
Secretary, ..... Theodore E. Kruglak

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307 N. Michigan Ave., Chicago 1, Ill.  
Phone: Central 6-1006

Mgr. .... G. H. Gunst  
General Motors Bldg., Detroit 2, Mich.  
Phone: Trinity 2 7685

Mgr. .... R. Bateman  
Bryant Bldg., Kansas City 6, Kans.  
Phone: Victor 7095

Mgr. .... T. J. Flanagan, Jr.  
22 Marietta St. Bldg., Atlanta 3, Ga.  
Phone: Alpine 1637

Mgr. .... F. M. Bell  
Republic Bank Bldg., Dallas 1, Tex.  
Phone: Central 7936

Mgr. .... F. Brinnon  
Monadnock Bldg., San Francisco 5, Calif.  
Phone: Sutter 1-7131

Mgr. .... D. C. Staley  
530 W. Sixth St., Los Angeles 14, Calif.  
Phone: Tucker 3219

Mgr. .... S. J. Reulman  
*FM & TV Stations Represented* KJZ, Denver, Colo.; WPDQ, Jacksonville, WGBS, Miami, WDAE, Tampa, Fla.; WAGA, Atlanta, WMYZ, Macon, WTOG, Savannah, Ga.; KGU, Honolulu, Hawaii; WND, Chicago, Ill.; WEOA, Evansville, WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, KRNT, Des Moines, Ia.; WWL, New Orleans, La.; WCOP, Boston, Mass.; WJBK, Detroit, WDFP, Flint, WOOD, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KGH, Bellings, Mont.; WKKW, Albany, WEBR, Buffalo, WARC, Rochester, N. Y.; WKRC, Cincinnati, WSPD, Toledo, O.; WKY, Okla. City, Okla.; WKST, New Castle, WTH, Phila., WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WREC, Memphis, WSIX, Nashville, Tenn.; KHQ, Spokane, Wash.; WHBS, Bluefield, WMMN, Fairmont, W. Va.

*TV Stations Represented* - KLAG-TV, Los Angeles, Calif.; WNHG-TV, New Haven, Conn.; WAG-TV, Atlanta, Ga.; WFBM-TV, Indianapolis, Ind.; WMAR-TV, Baltimore, Md.; WJBK-TV, Detroit, Mich.; WHEW, Syracuse, N. Y.; WKRC-TV, Cincinnati, WHEL, Cleveland, WHIO-TV, Dayton, WSPD-TV, Toledo, O.; WKY-TV, Okla. City, Okla.; WHLT-TV, Phila., Pa.; WSAZ-TV, Huntington, W. Va.

### JOHN KEATING

111 Alderway Building, Portland 5, Ore.  
Phone: Beacon 1107

Manager, ..... John D. Keating

#### *Branch Office*

103 Second & Pine Bldg., Seattle 1, Wash.  
Executive-in-charge, ..... James A. McLoughlin

*Stations Represented* - OREGON: KAST, Astoria; KBBK, Baker; KBND, Bend; KJLL, Klamath Falls; KLBH, La Grande; KMED, Medford; KNPE, Newport; KODI, The Dalles; KOOS, Coos Bay; KORE, T

## Radio-TV Station Representatives

gene; KRNR, Roseburg; KRUL, Corvallis; KSLM, Salem; KSRV, Ontario; KTLI, Tillamook; KUIN, Grants Pass; KWIL, Albany; KWIN, Ashland; KWRC, Pendleton; WASHINGTON; KBRC, Mt. Vernon; KBRO, Bremerton; KELA, Centralia; KGA, Spokane; KGY, Olympia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KOMW, Omak; KONP, Port Angeles; KPKW, Pasco; KPQ, Wenatchee; KRKO, Everett; KUJ, Walla Walla; KVAN, Vancouver; KVOS, Bellingham; KWLK, Longview; KXRO, Aberdeen; IDAHO: KBIO, Burley; KFXD, Nampa; KRLC, Lewiston; KTFI, Twin Falls; KWAL, Wallace; KIEM, Eureka, Cal.

### KEENAN & EICKELBERG

2978 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUnkirk 2-8458

and

235 Montgomery St., San Francisco 4, Calif.  
Phone: DOuglas 2-1323

#### Radio Department

Resident Partner (LA) . . . Wilbur Eickelberg  
Resident Partner (SF) . . . W. Hubbard Keenan

#### TV Department

TV Dept. Head (LA) . . . . . Frank Dougherty  
TV Dept. Head (SF) . . . . . Maxwell Hunter

#### Branch Office

333 S.W. Oak St., Portland 4, Ore.  
Phone: BRoadway 3210

Executive-in-charge . . . . . Frank J. McHugh

*AM & FM Stations Represented*—WTNB, Birmingham; WGWD, Gadsden; WCOV, Montgomery; WGWC, Selma, Ala.; KFSA, Ft. Smith; KLRA, Little Rock, Ark.; KCSJ, Pueblo, Colo.; WLIZ, Bridgeport, Conn.; WTNT, Augusta; WBLM, Macon; WTWA, Thomson, Ga.; WGN, Chicago, Ill.; KBUR, Burlington; KFNF, Shenandoah; KTRI, Sioux City, Ia.; KANS, Wichita, Kans.; WINN, Louisville, Ky.; KPLC, Lake Chas.; KMLB, Monroe; KRMD, Shreveport, La.; KGGM, Alberquerque; KAVE, Carlsbad; KWEW, Hobbs; KGFL, Roswell; KVSE, Santa Fe; KSIL, Silver City, N. M.; WLOS, Asheville; WTOB, Winston-Salem, N. C.; WOR, New York, N. Y.; WHBC, Canton; WMAN, Mansfield; WPAY, Portsmouth, O.; KTOK, Oklahoma City; KOME, Tulsa, Okla.; WIKK, Erie, Pa.; WCOS, Columbia; WORD, Spartanburg, S.C.; KWKC, Abilene; KVLV, Alpine; KGNV, Amarillo; KTBC, Austin; KEYS, Corpus Christi; KROD, El Paso; KFYO, Lubbock; KTRE, Lufkin; KVKM, Monahans; KOSA, Odessa; KIUN, Pecos; KTXL, San Angelo; KCMC, Texarkana; KTBB, Tyler; KRGV, Weslaco; KFDX, Wichita Falls, Tex.; WDUX, Green Bay; WKBH, LaCrosse, Wis.; KTBI, Tacoma, Wash.

*TV Stations Represented*—WOIC, Washington, D. C.; WGN-TV, Chicago, Ill.; WOR-TV, New York, N. Y.

### KETTELL-CARTER

John Hancock Bldg., Boston 16, Mass.  
Phone: Liberty 2-5799

Partner . . . . . Elmer Kettell  
Partner . . . . . Marjorie Carter  
*AM & FM Stations Represented*—(Represents in New England and New York State)—WACE, Springfield; WALE, Fall River; WBEC, Pittsfield; WBSM, New Bedford; WEIM, Fitchburg; WNEB, Worcester, Mass.; WSKI, Barre-Montpelier, Vt.; WHIM, Providence, R. I.; WHCU, Ithaca; \*WOR, New York; \*WSYR, Syracuse, N. Y.; Pine Tree Group of Maine (WABI, Bangor; WLAM, Lewiston; WPOR, Portland; WTVL, Waterville); New Hampshire Group (WFEA, Manchester; WKNE, Keene; WLNH, Laconia; WMOU, Berlin); Boston Supplement Group (WBKA, Brockton; WHAV, Haverhill; WKOX, Framingham); New England Broadcasting System.

\*New England only.

*TV Stations Represented*—WOIC, Washington, D. C.; WOR-TV, New York; WSYR-TV, Syracuse, N. Y.

### JOSEPH HERSHEY MCGILLVRA, INC.

366 Madison Ave., New York 17, N. Y.  
Phone: MURray Hill 2-8755

President . . . . . Joseph H. McGillvra

#### Branch Offices

185 N. Wash Ave., Chicago 1, Ill.

Phone: State 2-5282

Manager . . . . . Rex S. Gay, Jr.  
684 S. Lafayette Pk. Pl., Los Angeles 5, Calif.

Phone: DRexel 5-4388

Manager . . . . . Robert W. Walker  
68 Post St., San Francisco, Calif.

Phone: SUtter 1-5568

Manager . . . . . Roger Parratt  
319 Mortgage Guarantee Bldg., Atlanta, Ga.

Phone: WALnut 5642

Manager . . . . . Dora Dodson

### ROBERT MEEKER ASSOCIATES INC.

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

Phone: MURray Hill 2-2170

General Manager . . . . . Robert D. C. Meeker  
Eastern Manager . . . . . Louis J. F. Moore

#### Branch Offices

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

Phone: CE 6-1742

Midwest Manager . . . . . Don Pontius  
8 West King St., Lancaster, Penna.

Phone: LAN. 5251

Manager . . . . . Robert L. Dreher  
6381 Hollywood Blvd., Los Angeles 28, Calif.

Phone: HO 9-5408

West Coast Manager . . . . . Tracy Moore  
79 Post St., San Francisco, Calif.

Manager . . . . . Frances Donahue  
*AM & FM Stations Represented*—WMGY, Montgomery, Ala.; KCRA, Sacramento, Cal.;

## Radio-TV Station Representatives

WDEL, Wilmington, Del.; WJNO, Palm Beach, WBSR, Pensacola, Fla.; WDWS, Champaign, Ill.; WJPS, Evansville, WKBV, Richmond, Ind.; WKBB, Dubuque, Ia.; KVOL, Lafayette, La.; WCUM, Cumberland, Md.; WTVL, Waterville, Me.; WGFG, Kalamazoo, WJIM, Lansing, Mich.; WHOL, Allentown, WRTA, Altoona, WEST, Easton, WKBO, Harrisburg, WAZL, Hazleton, WGAL, Lancaster, WRAW, Reading, WMBS, Uniontown, WORK, York, Pa.; WGKV, Charleston, W. Va.; WMAM, Marinette, WHBL, Sheboygan, Wis.

*TV Stations Represented*—WDEL-TV, Wilmington, Del.; WJIM-TV, Lansing, Mich. (C. P.); WGAL-TV, Lancaster, Pa.

### NATIONAL BROADCAST SALES

25 King St. W., Toronto, Ontario

Phone: Adelaide 8895

President.....R. H. Thomson  
General Manager.....J. M. Davidson  
Sales Manager.....P. F. Mulvihill

#### Branch Office

106 Medical Arts Bldg.,

Guy & Sherbrooke Sts., Montreal, Quebec

Phone: FI 2439

Manager.....R. A. Leslie

*AM & FM Stations Represented*—CJCH, Halifax, N. S.; CJAD, Montreal, P. Q.; CKWS, Kingston, Ont.; CJFX, Antigonish, N. S.; CHEX, Peterboro, CKTB, St. Catharines, CHOK, Sarnia, CFPA, Port Arthur, CFCH, North Bay, CJKL, Kirkland Lake, CKGB, Timmins, Ont.; ZFY, Georgetown, CKMO, Vancouver, CHUB, Nanaimo, B. C.; CKBB, Barrie, CKEY\*, Toronto, CHML\*, Hamilton, Ont.

\* Represented by Montreal office only.

### NATIONAL BROADCASTING COMPANY

National Spot and Local Sales Division  
30 Rockefeller Plaza, New York 20, N. Y.

Phone: Circle 7-8300

Director.....James V. McConnell  
Manager.....John S. deRussy  
Advertising & Prom. Mgr.....Jacob A. Evans  
Representative.....Jacques Biraben  
Representative.....William Buschgen  
Representative.....Robert E. Button  
Representative.....Richard H. Close  
Representative.....E. F. England  
Representative.....Robert Z. Morrison, Jr.  
Representative.....Bernard H. Pelzer, Jr.  
Representative.....Charles Phillips  
Sales Service Mgr.....Caroline Herbert

#### Branch Offices

Merchandise Mart, Chicago 51, Ill.

Phone: Superior 7-8300

Manager.....Oliver Morton  
NBC Bldg., Cleveland 4, Ohio

Phone: Cherry 0942

Sales Representative.....John C. Treacy

Sunset & Vine, Hollywood 28, Calif.

Phone: Hollywood 9-6161

Manager.....Robert Howard  
NBC Bldg., San Francisco 2, Calif.

Phone: Greystone 4-8700

Sales Representative.....Carl A. Nielsen

*AM & FM Stations Represented*—WNBC, New York, N. Y.; WMAQ, Chicago, Ill.; WTAM, Cleveland, O.; WRC, Washington, D. C.; KNBC, San Francisco, Calif.; KOA, Denver, Col.; WGY, Schenectady, N. Y.

*TV Stations Represented*—WNBT, New York, N. Y.; WNBQ, Chicago, Ill.; WPTZ, Philadelphia, Pa.; KNBH, Hollywood, Calif.; WNBK, Cleveland, O.; WNBW, Washington, D. C.; WBZ-TV, Boston, Mass.; WRGB, Schenectady, N. Y.

### PAN AMERICAN BROADCASTING CO.

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

Phone: MU 2-0810

Vice President.....Eugene Bernald  
Manager.....Arthur Gordon  
Asst. Mgr.....Robt. J. Kizer

#### Branch Offices

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

Phone: State 2-5096

Executive-in-Charge.....Fred Jones  
2978 Wilshire Blvd., Los Angeles 18, Calif.

Phone: Mich 6203

Executive-in-Charge.....A. O. Dillenbeck  
Mills Bldg., San Francisco, Calif.

Phone: Gar 1-7950

Executive-in-Charge.....Duncan Scott

*AM & FM Stations Represented*—Alaska Broadcasting System, Alaska; Barbados, Bolivia, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, British Guiana, Dutch Guiana, Haiti, Honduras, Nicaragua, Panama, Paraguay, Puerto Rico, Trinidad, Venezuela, France, Spain, Portugal, North Africa, South Africa, Fiji, China, India-Pakistan.

### JOHN E. PEARSON CO.

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

Phone: PLaza 8-2255

Owner.....John E. Pearson  
Exec-in-Charge.....Russel Walker, Jr.  
Account Exec.....John S. Stewart  
Account Exec.....Kaye Kane

#### Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.

Phone: Fr 2-2359

Executive-in-Charge.....Frank T. Breslin  
Account Exec.....Kay Fisher

Account Exec.....George Clark  
684 So. Lafayette Pk. Pl., Los Angeles 5, Calif.

Phone: Dre 4388

Executive-in-Charge.....R. W. Walker  
Executive-in-Charge.....Bambie Herrington  
68 Post St., San Francisco 4, Calif.

Phone: Sut 5568

Executive-in-Charge.....Rogers Parratt

## Radio-TV Station Representatives

*AM & FM Stations Represented*—WEDR, Birmingham, Ala.; KLCN, Blytheville, KWHN, Ft. Smith, Ark.; KAFY, Bakersfield, KXOC, Chico, KYNO, Fresno, KCMJ, Palm Springs, KXOA, Sacramento, KSBW, Salinas, KXOB, Stockton, KCOK, Tulare, Calif.; WLAK, Lakeland, WEAR, Pensacola, WSPB, Sarasota, WTSP, St. Petersburg, Fla.; WEAS, Decatur, WGOV, Valdosta, Ga.; WJBC, Bloomington, WKRO, Cairo, WJPF, Herrin, WMIX, Mt. Vernon, Ill.; WIRE, Indianapolis, WAOV, Vincennes, Ind.; KVGB, Great Bend, KOAM, Pittsburgh, KSAL, Salina, Kans.; WCMI, Ashland, WLAP, Lexington, Ky.; WLAV, Grand Rapids, WCAR, Pontiac, Detroit, Mich.; KATE, Albert Lea, KYSM, Mankato, KMHL, Marshall, KROC, Rochester, KWLW, Willmar, KWNO, Winona, Minn.; KFVS, Cape Girardeau, KFMO, Flat River, KHMO, Hannibal-Quincy, KCMO, Kansas City, KXEO, Mexico, KWOC, Poplar Bluff, WIL, St. Louis, KWTO, Springfield, Mo.; KATO, Reno, Nev.; WERE, Cleveland, WHIZ, Zanesville, Ohio; KELO, Sioux Falls, S. D.; WJHL, Johnson City, WDIA, Memphis, Tenn.; KRBC, Abilene, KFDA, Amarillo, KNOV, Austin, KBST, Big Spring, KRRV, Dennison-Sherman, KELP, El Paso, KXOL, Ft. Worth, KPAB, Laredo, KCBD, Lnhbock, KCRS, Midland-Odessa, KPLT, Paris, KGKL, San Angelo, KMAC, San Antonio, KGKB, Tyler, KTRN, Wichita Falls, Tex.

*TV Stations Represented* — WLAV-TV Grand Rapids, Mich.

### JOHN H. PERRY ASSOCIATES

310 E. 45 St., New York 17, N. Y.  
Phone: MU 4-1647

General Manager.....Wm. K. Dorman  
Salesman.....R. S. Mandeville  
Salesman.....W. T. Kelly

#### Branch Offices

122 S. Michigan Ave., Chicago 3, Ill.  
Phone: Harrison 8085

Executive-in-Charge.....F. W. Thurnau  
12 S. 12th St., Philadelphia 7, Pa.  
Phone: Walnut 2-3555

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

*AM & FM Stations Represented*—WDLP, Panama City, WWPB, Palm Beach, WJHP, Jacksonville, WCOA, Pensacola, WALT, Tampa, WINZ, Miami Beach, WNDP, Daytona Beach, WTMC, Ocala, Fla.

### EDWARD PETRY & CO., INC.

488 Madison Ave., New York 22, N. Y.  
Phone: Murray Hill 8-0200

President.....Edward Petry  
Secretary-Treasurer.....Henry I. Christal  
Vice-President.....Edward E. Voynow  
Manager TV Sales.....Keith Kiggins

#### Branch Offices:

400 N. Michigan Ave., Chicago 11, Ill.  
Executive-in-charge.....Edward E. Voynow  
Phone: Delaware 7-8600

General Motors Bldg., Detroit 2, Mich.  
Executive-in-charge.....William Cartwright  
Phone: Madison 1035

Russ Bldg., San Francisco 4, Calif.  
Executive-in-charge.....Earle H. Smith  
Phone: Garfield 1-4082

601 W. Fifth St., Los Angeles 13, Calif.  
Executive-in-charge.....Chester G. Matson  
Phone: Michigan 8729

Shell Bldg., St. Louis 3, Mo.  
Executive-in-charge.....George Kercher  
Phone: Chestnut 7191

New Palmer Bldg., Atlanta 3, Ga.  
Executive-in-charge.....Charles F. Grisham  
Phone: Lamar 2800

M & W Tower, 311 S. Akard, Dallas 2, Tex.  
Executive-in-charge.....Buell Herman  
Phone: Prospect 7-3593

*AM & FM Stations Represented*—WSB Atlanta, Ga.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WICC, Bridgeport, Conn.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, Ohio; WFAA, Dallas-Ft. Worth, Tex.; WJR, Detroit, Mich.; KARM, Fresno, Calif.; KPRC, Houston, Tex.; WDAF, Kansas City, Mo.; KFOR, Lincoln, Nebr.; KARK, Little Rock, Ark.; KFI, Los Angeles, Calif.; WHAS, Louisville, Ky.; WTMJ, Milwaukee, Wisc.; KSTP, Minneapolis-St. Paul, Minn.; WSM, Nashville, Tenn.; WSMB, New Orleans, La.; WTAR, Norfolk, Va.; KOIL, Omaha, Nebr.; WIP, Philadelphia, Pa.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WRNL, Richmond, Va.; WOAI, San Antonio, Tex.; KOMO, Seattle, Wash.; KTBS, Shreveport, La.; KGA, Spokane, Wash.; WMAS, Springfield, Mass.; WAGE, Syracuse, N. Y.; KVOO, Tulsa, Okla.; WSAU, Wausau, Wisc.; WWVA, Wheeling, West Va.; KFH, Wichita, Kan.; The Yankee Network; The Texas Quality Network.

*TV Stations Represented*—WSB-TV, Atlanta, Ga.; WBAL-TV, Baltimore, Md.; WNAC-TV, Boston, Mass.; WDAF-TV, Kansas City, Mo.; KFI-TV, Los Angeles, Calif.; KSTP-TV, Minneapolis-St. Paul, Minn.; WOAI-TV San Antonio, Tex.; WHAS-TV, Louisville, Ky.; WTAR-TV, Norfolk, Va.

## Radio-TV Station Representatives

### RA-TEL REPRESENTATIVES, INC.

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

Phones: MUrray Hill 1-2549-50-51

President ..... C. A. G. Kuipers  
 Vice President ..... A. W. Howe  
 Treasurer ..... S. P. Mahoney  
 Secretary ..... C. W. Beller  
 General Manager ..... J. W. LeBaron

#### Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.  
 Phone: Franklin 2-3719

Exec-in-charge ..... Martin McGeehan  
 Suite No. 3, 72-11th St. N.E., Atlanta, Ga.  
 Phone: Walnut 1334

Exec-in-charge ..... Alice Grant  
 558 1st Nat. Bank Bldg., Oklahoma City 1, Okla.  
 Phone: 7-7417

Exec-in-charge ..... C. M. Lintecum  
 521 N. La Cienega Blvd., Los Angeles 48, Cal.  
 Phone: Crestview 5-2022

Exec-in-charge ..... Lee O'Connell  
 511 Russ Bldg., San Francisco 4, Calif.  
 Phone: Douglas 2-1586

Exec-in-charge ..... William A. Ayres  
 306 Empire State Bank Bldg., Dallas 1, Tex.  
 Phone: Prospect 7-5280

Exec-in-charge ..... Kenneth L. Sibson

*Stations Represented* — WGNH, Gadsden, Ala.; KGRU, Fayetteville, Ark.; WMBM, Miami Beach; WHOO, Orlando, Fla.; WLBB, DeKalb, Ill.; WHBU, Anderson; WASK, Lafayette; WIMS, Michigan City, Ind.; KTOP, Topeka, Kansas; WLEX, Lexington; WKYB, Paducah, Ky.; KSYL, Alexandria; WLCS, Baton Rouge; KNOE, Monroe; WNOE, New Orleans, La.; WMTW, Portland, Maine; WAAB, Worcester, Mass.; WABJ, Adrian; WBCK, Battle Creek, Mich.; KROC, Rochester, Minn.; KOLN, Lincoln; KBON, Omaha, Neb.; WFPG, Atlantic City, N. J.; WBBX, Utica, N. Y. (outside New York City); WCBC, Rocky Mount, N. C.; WJHH, Warren-Youngstown, Ohio; KSPI, Stillwater, Okla.; WESB, Bradford; WPIT, Pittsburgh, Pa.; KGBS, Harlingen; KNET, Palestine, Tex.; WSAP, Portsmouth, Va.; WOMT, Manitowoc; WFOX, Milwaukee, Wis.

### RADIO REPRESENTATIVES, INC.

180 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

737 N. Michigan Ave., Chicago 11, Ill.  
 Vice President ..... John North  
 672 S. Lafayette Pl. Pl., Los Angeles 5, Calif.  
 Executive ..... Harlan G. Oakes

### RADIO REPRESENTATIVES LIMITED

4 Albert St., Toronto 1, Ont., Canada

Phone: Waverley 6151

President ..... J. O. Slatter  
 Sales Manager ..... J. S. Scott  
 Salesman ..... A. E. Bedard  
 Secretary-Treasurer ..... V. Murphy

#### Branch Offices

337 Dominion Square Bldg., Montreal, Que.  
 Canada

Manager ..... W. C. Dippie  
 Phone: HA. 7811

Lindsay Bldg., Winnipeg, Manitoba, Canada  
 Manager ..... A. J. Messner  
 Phone: 9-6374

505 Dunsmuir Ave., Vancouver, B. C., Can.  
 Manager ..... J. N. Hunt  
 Phone: PA. 2888

*AM & FM Stations Represented*—CJAV, Port Alberni, CKNW, New Westminster, CJB, Vernon, CJDC, Dawson Creek, B. C.; CFCN, Calgary, CKRD, Red Deer, CERN, Edmonton, Alta.; CFQC, Saskatoon, Sask.; CKX, Brandon, CJOB, Winnipeg, Man.; CKPR, Fort William, CHLO, St. Thomas, CJOY, Cuñph, Ont.; CKBW, Bridgewater, N.S.; CJRW, Summerside, P. E. I.

### RADIO SALES

(A Division of CBS)

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

Phone: Plaza 5-2000

Vice Pres. in Charge ..... J. Kelly Smith  
 General Sales Manager ..... Carl J. Burkland  
 Research & Promotion Mgr. .... Fred Mahlstedt  
 Manager ..... H. A. Carlborg  
 TV Sales Mgr. .... George Dunham

#### Branch Offices

410 N. Michigan Ave., Chicago 11, Ill.  
 Manager ..... Gordon Hayes  
 Phone: Whitehall 4-6000

63 South Main St., Memphis 3, Tenn.  
 Manager ..... H. H. Holtshouser  
 Phone: Memphis 37-8612

902 Fisher Bldg., Detroit 2, Mich.  
 Manager ..... Ralph Patt, Jr.  
 Phone: Trinity 2-5500

**Radio-TV Station Representatives**

Palace Hotel, San Francisco 5, Calif.  
 Manager.....Edwin W. Buckalew  
 Phone: Yukon 2-7000

6121 Sunset Blvd., Los Angeles 28, Calif.  
 Manager.....Richard Elpers  
 Phone: Hollywood 9-1212

*AM & FM Stations Represented*—WAPI, WAPI-FM, Birmingham, Ala.; KNX, Los Angeles, KCBS, San Francisco, Calif., WTOP, Washington, D. C.; WBBM, Chicago, Ill.; WEEL, Boston, Mass.; WCCO, Minneapolis, Minn.; KMOX, St. Louis, Mo.; WCBS, New York, N. Y.; WCAU, Philadelphia, Pa.; WBT, WBT-FM, Charlotte, N. C.; KSL, KSL-FM, Salt Lake City, Utah; WRVA, Richmond, Va.

*TV Stations Represented*—WAFM-TV, Birmingham, Ala.; KTTV, Los Angeles, Calif.; WCBS-TV, New York, N. Y.; WGTV, Charlotte, N. C.; WCAU-TV, Philadelphia, Pa.; KSL-TV, Salt Lake City, Utah.

**WILLIAM G. RAMBEAU CO.**

360 N. Michigan Ave., Chicago 1, Ill.  
 Phone: An 3-5566

President.....William G. Rambeau  
 Secretary.....Mary S. Rudd

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 Exec. Vice Pres.....William M. Wilson  
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 Exec. Vice Pres.....Dama Porter  
 Phone: Ex 8281

605 Market St., San Francisco 5, Calif.  
 Exec. Vice Pres.....Gay Harding  
 Phone: Do 0668

*AM & FM Stations Represented*—KFWB, Los Angeles, KSAN, San Francisco, Calif.; WQQW, Washington, D. C.; KMYR, Denver, Colo.; WNAB, Bridgeport, WATR, Waterbury, Conn.; WQUA, Moline, WTTS, Bloomington; KJAY, Topeka, Kan.; WVLK, Lexington, WVJS, Owensboro, Ky.; WJBW, New Orleans, La.; WMEX, Boston, WHOB, Gardner, Mass.; WILS, Lansing, Mich.; WIL, St. Louis, KSWM, Joplin, Mo.; WNJR, Newark, N. J.; WPTR, Albany, WJTN, Jamestown, WNDR, Syracuse, N. Y.; WPEN, Philadelphia, WLBR, Lebanon, Pa.; WAGC, Chattanooga, Tenn.; KWBC, Fort Worth, KLUF, Galveston, Tex.; WJOY, Burlington, Vt.; WGEZ, Beloit, WJPG, Green Bay, WCLO, Janesville, Wis.

**PAUL H. RAYMER COMPANY, INC.**

366 Madison Ave., New York 17, N. Y.  
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 Salesman.....Charles A. Hammarstrom  
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 Salesman.....William E. Moore  
 Salesman.....John R. Porterfield  
 Accountant.....F. E. McDonald  
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 Exec. Vice-Pres.....Fred Brokaw  
 Phone: Superior 7-4473

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 Executive-in-Charge.....Robert C. Foster  
 Phone: Hubbard 2-3225

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 Executive-in-Charge.....Robert C. 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.  
 Executive-in-Charge.....Ray Rhodes  
 Phone: Douglas 2-8909

*AM & FM Stations Represented*—WBRC\* Birmingham, Ala.; KTAR, Phoenix, KVOA, Tucson, Ariz.; KCOY, Santa Maria, KERN\*, Bakersfield, KFBK\*, Sacramento, KFSD\*, San Diego, KMI, Fresno, KMPC\* Los Angeles, KTMS, Santa Barbara, KWG, Stockton, KXO, El Centro, Calif.; WDRC\*, Hartford, Conn.; WLOF, Orlando, Fla.; WKJC\* Fort Wayne, WSBT\*, South Bend, Ind.; KIOA, Des Moines, Iowa; WGAN\*, Portland, WGUY\*, Bangor, Maine; WCAO\*, Baltimore, Md.; WLAW\*, Lawrence, WTAG\*, Worcester, Mass.; WTAC, Flint, Mich.; KOH, Reno, Nev.; WQXR\*, New York City, N. Y.; WDNC\*, Durham, N. C.; WHK\*, Cleveland, WHKC\*, Columbus, WHKK, Akron, WKBN\*, Youngstown, WTOL\*, Toledo, Ohio; WPRO\*, Providence, R. I.; KIHO, Sioux Falls, S. D.; WDOD, Chattanooga, WLAC, Nashville, Tenn., Arizona Broadcasting System; McClatchy Beeline; New England Major Markets Group.

\*Also FM

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15 W. 10th St., Kansas City, Mo.

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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

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Dothan, WJOI, Florence, WJBY, Gadsden,

WFUN, Huntsville, WHBB, Selma, WTBC,

Tuscaloosa, Ala.: KWFC, Hot Springs, Ark.:

KSDO, San Diego, Calif.: WLCR, Torrington,

Conn.: WTTL, Ft. Lauderdale, Fla.:

WOKZ, Alton, WBYS, Canton, WCNT,

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WSON, Henderson, WHOP, Hopkinsville,

WCFE, Madisonville, WKTM, Mayfield,

WPAD, Paducah, Ky.: KSLO, Opelousas-

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ville, WNAG, Grenada, WGM, Gulfport,

WMOX, Meridian, WELO, Tupelo, WQBC,

Vicksburg, WROB, West Point, Miss.:

KWOS, Jefferson City, WMBH, Joplin, KIRY,

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Hornell, N. Y.: WGAI, Elizabeth City, N. C.:

KPDF, Pampa, KTFS, Texarkana, Tex.:

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Phone: Plateau 8719

132 Main St., Winnipeg, Manitoba

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Phone: 93 1531

846 Main Howe St., Vancouver, B. C.

Manager.....J. W. Stover

Phone: Marine 6461

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doah, Ia.: KFSA, Fort Smith, Ark.: KGGM,

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La.: KPHO, Phoenix, Ariz.: KRGV, Wes-

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*TV Stations Represented* — KPHO-TV, Phoenix, Ariz.

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Phone: Dunbar 7775

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Assistant.....Arnold C. Nygren

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35 E. Wacker Dr., Chicago 1, Ill.

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Manager.....C. Otis Rawalt

Manager.....Frederic E. Lake

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Little Bldg., Boston, Mass.

Phone: Hubbard 4419

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Manager.....Royal Penney

814 Nat'l Bldg., Minneapolis, Minn.

Phone: Geneva 9631

Manager.....Orville F. Lawson

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Partner.....C. C. Weed

Partner.....Ruth P. Weed

Television Dept. Head.....Peter B. James

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Phone: Woodward 2-5382

Executive-in-Charge.....Bernard P. Pearse

Palmer Bldg., Atlanta 3, Ga.

Phone: Cypress 4081

Executive-in-Charge..George Swearingen, Jr.

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: Hillside 8611

Executive-in-Charge.....Lincoln P. Simonds

68 Post St., San Francisco 4, Calif.

Phone: Yukon 6-1899

Executive-in-Charge.....Lincoln P. Simonds

Stattler Bldg., Boston 16, Mass.

Phone: Hubbard 2-5677

Executive-in-Charge.....Dana Baird

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Phone: Yu. 6-1112

Gen. Manager.....Jack Q. Hall

*AM & FM Stations Represented*—KXOC, Chico, KXOA, Sacramento, KXOB, Stockton, KYNO, Fresno, KCOK, Tulare, KAFY, Bakersfield, KSDO, San Diego, KCMJ, Palm Springs, KVEN, Ventura, KXRK, San Jose, KSBW, Salinas, KIIUM, Eureka, Calif.; KATO, Reno, Nev.

### ADAM J. YOUNG JR. INCORPORATED

22 E. 10 St., New York 16, N. Y.

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Vice President & Sales Mgr....Paul S. Wilson  
In charge Canadian Dept.

Thomas F. Malone,

John J. Carter, Robert P. Murray,

Adam Young Television, Inc.

V. P. & Charge of TV Sales

Stephen A. Machcinski, Jr.

Secretary & TV Station Adviser

Samuel H. Cuff

#### Branch Offices

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Harold Froelich

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Phone: Dunkirk 8-4151

Executive-in-Charge.....A. O. Dillenbeck, Jr.

Mills Bldg., San Francisco 4, Calif.

Phone: Garfield 1-7950

Executive-in-Charge.....Duncan A. Scott

827 Securities Bldg., Seattle 1, Wash.

Phone: Seneca 6135

Executive-in-Charge.....Richard E. Goebel

Monadnock Bldg., San Francisco 5, Calif.

Phone: Garfield 1-5426

Executive-in-Charge.....Richard S. Railton

*AM & FM Stations Represented* WABI, Bangor, Me.; WBNY, Buffalo, N. Y.; WNEB, Worcester, Mass.; WJMO, Cleveland, Ohio; KLIF, Dallas, Tex.; CKLW, Detroit, Mich.; WKNE, Keene, N. H.; KLAG, Los Angeles, Cal.; WFEA, Manchester, N. H.; WKRG, Mobile, Ala.; WIBG, Philadelphia, Pa.; WPOR, Portland, Me.; WHJM, Providence, R. I.; KLER, Rochester, Minn.; KYA, San Francisco, Cal.; WJAR, Savannah, Ga.; WSNY, Schenectady, N. Y.; WPIC, Youngstown, O.; WNOW, York, Pa.; CFAB, Windsor, N. S.; CFAR, Flin Flon, Man.; CFCN, Calgary, Alta.; CFJM, Brockville, CFSO, Owen Sound, Ont.; CFQC, Saskatoon, Sask.; CFRB, Toronto, Ont.; CFRN, Edmonton, Alta.; CHLN, Three Rivers, CHLT, Sherbrooke, CKTS, Sherbrooke, Que.; CHML, Hamilton, Ont.; CHNC, New Carlisle, Que.; CHNO, Sudbury, CHOV, Pembroke, Ont.; CHRC, Quebec, P. Q.; CHSJ, Saint John, N. B.; CJAD, Montreal, Que.; CJBQ, Belleville, Ont.; CJBR, Rimouski, Que.; CJEM, Edmundston, N. B.; CJEP, Riviere de Loup, Que.; CJFX, Antigonish, N. S.; CJGX, Yorkton, Sask.; CJOR, Vancouver, B. C.; CKAC, Montreal, Que.; CKLN, Nelson, B. C.; CKLW, Windsor, CKPR, Fort William, Ont.; CKRD, Red Deer, Alta.; CKRS, Jonquiere, Que.; CKNX, Wingham, Ont.

*TV Stations Represented*—KBTB, Dallas, KLEE-TV, Houston, Tex.; KOTV, Tulsa, Oklahoma.

# FCC AND NAB

## FEDERAL COMMUNICATIONS COMMISSION

Personnel



## NATIONAL ASSOCIATION OF BROADCASTERS

Personnel — Committees

# NINETEEN FIFTY



# FEDERAL COMMUNICATIONS COMMISSION



**Headquarters: New Post Office Building, Washington 25, D. C.**

*Personnel as of January 1, 1950*

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(Term Expires June 30, 1951)

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(Term Expires June 30, 1953)

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### **ROSEL H. HYDE**

(Term Expires June 30, 1952)

Assistant—MINNIE SPARKS

### **EDWARD M. WEBSTER**

(Term Expires June 30, 1949)

Assistant—ARNOLD A. ULIN

### **ROBERT F. JONES**

(Term Expires June 30, 1954)

Assistant—ELIZABETH DANNELLY

### **GEORGE E. STERLING**

(Term Expires June 30, 1950)

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(Term Expires June 30, 1955)

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**Administration Assistant**

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MRS. RITA CLAYTON, Secretary

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Personnel Officer

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Phone, Decatur 9300**

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**NAB Board Sub-Committees and Standing Committees  
for 1950**

**Not Available At Press Time**

# NAB STANDARDS OF PRACTICE

Effective January 1, 1949

**S**TANDARDS for broadcasting can never be final or complete. Broadcasting is a creative art, still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change.

## PROGRAM STANDARDS

### News

News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and handling of news. Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their supervision of content, format, and presentation of news broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

### Political Broadcast\*

Political broadcasts, or the dramatization of political issues designed to influence an election, should, if accepted, be properly identified as such.

### Public Affairs and Issues

A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts

\* Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.

to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented.

Discussions of controversial public issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Freedom of expression of opinion in broadcasts of controversial public issues should be carefully maintained, but the right should be reserved to refuse them for non-compliance with laws such as those prohibiting defamation and sedition.

### **Religious Programs**

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice or ridicule.

Religious programs should be presented by responsible individuals, groups and organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

### **Children's Programs**

Children's programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air, or which for any purpose encourage children to enter strange places or to converse with strangers.

### **Educational**

Every radio program performs an educational function. Broadcasters should recognize the great responsibilities thus imposed, in planning their programs, to insure the most beneficial service to all listeners.

Broadcasters should cooperate with educators and with educational groups in developing improved techniques of broadcasting, as well as those processes of education best calculated to produce expert and skillful personnel.

### Crime and Mystery Programs

In determining the acceptability of any program containing any element of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly.

Episodes involving the kidnaping of children.

Sound effects calculated to mislead, shock or unduly alarm the listener.

Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.

Suicide as a satisfactory solution to any problem.

### General

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletin," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps, it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

### ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation, to all the American people, of the finest programs of entertainment, information and culture.

Diligence should be exercised to the end that advertising copy accepted for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.

In accepting advertising the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.

Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

Advertising copy should contain no claims that a product will effect a cure.

Good taste should always govern the content, placement and presentation of announcements. Disturbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

**Time Standards for Advertising Copy**

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

**Between 6:00 p.m. and 11:00 p.m.**

<i>5 minute programs</i> .....	<i>1:00</i>
<i>10 minute programs</i> .....	<i>2:00</i>
<i>15 minute programs</i> .....	<i>2:30</i>
<i>25 minute programs</i> .....	<i>2:50</i>
<i>30 minute programs</i> .....	<i>3:00</i>
<i>45 minute programs</i> .....	<i>4:30</i>
<i>60 minute programs</i> .....	<i>6:00</i>

**All Other Hours**

<i>5 minute programs</i> .....	<i>1:15</i>
<i>10 minute programs</i> .....	<i>2:10</i>
<i>15 minute programs</i> .....	<i>3:00</i>
<i>25 minute programs</i> .....	<i>4:00</i>
<i>30 minute programs</i> .....	<i>4:15</i>
<i>45 minute programs</i> .....	<i>5:45</i>
<i>60 minute programs</i> .....	<i>7:00</i>

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announcement programs, except as hereinafter provided, are subject to the limitation of a maximum of three minutes of advertising per fifteen minute segment, excluding station breaks. Such programs of half hour, three-quarter hour and hour duration are subject to appropriate multiples of that limitation.

Recognizing that such programs as shopping guides, market information, rural news, and the like render a definite service to the listening public; time standards for such programs may be waived for a total of one hour a broadcast day, but care should be exercised to preserve proper program balance in their distribution.

While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its *apparent* sign-off should be avoided. To this end the program itself should be announced and clearly identified *before* the use of what have been known as "cow-catcher" announcements and the program should be signed off *after* the use of what have been known as "hitch-hike" announcements.

Any casual reference in a program to another's product or service under any trade name, or language sufficiently descriptive to identify it, should, except for normal guest identifications, be avoided. If used, it should be considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

The placement of more than one commercial announcement between two commercial programs should not be permitted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion or location announcement of not to exceed a total of ten seconds in length.

### **Contests**

Any broadcasting designed to "buy" the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public; and the winners' names should be released as soon as possible after the close of the contest.

When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided.

### **Premiums and Offers**

Full details of proposed offers should be submitted to the broadcaster for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.

# How Buyers of Time Benefit From Service-Ads\* in SRDS

Take this WGY ad, for instance. It highspots up-to-the-minute information on Coverage, Sales Potential, Audience, Mail Pull, Results, Costs . . . additional information that helps time buyers make selections. Buyers say that such *Service-Ads* save their time, bring them up to date, make it easier for them to identify the stations that offer the best possibilities in the markets they want to reach.

## Here's Real Sales Help for Radio Stations

The monthly Radio Section of SRDS is the basic advertising medium of many leading radio stations. Your *Service-Ad* in SRDS keeps the basic sales story of your station constantly before buyers, through all stages of consideration, recommendation, final discussions, and actual station selections. Your *Service-Ad* in SRDS reaches the men who buy when they are buying . . . at times when no other sales effort can reach your prospects . . . on his desk, in his brief case, or on the conference table. The answers you provide to a buyer's simple question on area coverage, programming, or market data about your listeners, told of the right time in a *Service-Ad* helps him decide to put your station on the list.



\**Service-Ads* in SRDS are informative ads near listings that sell by helping buyers buy.



## Promotional Help and Market Data for Stations

The SPOT RADIO PROMOTION HANDBOOK, recently published, describes the kind of station information time buyers say they want. Radio station advertisers find it a real help in preparing effective promotion . . . in making real *SERVICE-ADS* of the space they use in SRDS Radio and TV Sections. Copies are available at \$1.00 each.

In addition, SRDS CONSUMER MARKETS is used by radio station advertisers as a source of factual market data on the buying power of listeners in their coverage areas. Some stations have built their entire promotional story around market data from CONSUMER MARKETS. Copies are available at \$5.00 each.

## Copy Service for Radio Stations . . . .

The Copy Service Department of SRDS will prepare factual, informative copy suggestions for radio stations, on request, without charge or obligation . . . effectively presenting the kind of station promotion that works best in SRDS *Service-Ads*. Ask your SRDS Representative about this helpful service, or write direct.



# SRDS

Standard Rate & Data Service, Inc.  
Walter E. Botthof, Publisher  
333 North Michigan Avenue  
Chicago 1, Illinois

New York

Los Angeles



# PUBLICATIONS

**Covering The Field Of Radio—Television—FM**  
**TRADE — FAN — TECHNICAL — GENERAL**

## THE ADVERTISER

11 W. 42 St., New York 18, N. Y.

Phone: LOngacre 5-2125

Publisher & Editor.....Manuel Rosenberg  
Managing Editor.....Col. Don R. Jason  
Business Mgr.....L. B. Rosenberg  
Camera Editor.....Lydie Bloch  
Advertising Mgr.....Robert M. Jason  
Media Service Dir.....Ellis Porter  
Production Mgr.....Arnold Hallock  
Type Dir.....Ed E. MacFarland  
Circulation Dir.....Sam J. Davis  
Associate Editors...James Carr, A. Maxwell  
Hage, Tom Patterson, Audrie G. Davis,  
Arthur Coles

### Branch Offices

3557 Bogart Ave., Cincinnati, O.

Executive-in-Charge.....Simon Rosenberg  
15th & H. St., N.W., Washington, D. C.

Chief Washington Corres.

Marion Wheeler Scott

98 St. Julian Rd., Newport, Mon., England  
London Corres.....Arthur E. Jones

## ADVERTISING AGE

100 E. Ohio, Chicago 11, Ill.

Phone: Delaware 7-1336

Publisher.....G. D. Crain, Jr.  
Editor.....S. R. Bernstein  
Exec. Editor (N. Y.).....John Crichton  
Managing Editors.....Robert Murray,  
John B. Miller

### Branch Offices

11 E. 47 St., New York 17, N. Y.

Phone: MUrray Hill 8-0073

Exec. Editor.....John Crichton  
National Press Bldg., Washington 4, D. C.  
Phone: Re 7659

Washington Editor.....Stanley E. Cohen  
1473 High Rd., Whetstone, London N. 20,  
England

Phone: Hillside 1137

European Editor.....F. A. Marteau

## ADVERTISING AGENCY & ADVERTISING & SELLING

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

Phone: MUrray Hill 5-9770

Editor.....Roger Barton  
Publisher.....Moore Pub. Co.

President.....J. H. Moore  
Vice Pres. & Editorial Dir....F. C. Kendall  
Advertising Dir.....Lucian Neff  
Circulation Dir.....R. R. Rountree  
Promotion Dir.....Coleman McCampbell

### Branch Offices

1328 Peoples Gas Bldg., Chicago 3, Ill.

Phone: Harrison 7-7272

Western Mgr.....J. L. Clark  
714 W. Olympic Blvd., Los Angeles 15, Calif.  
Phone: Richmond 9327

Executive-in-Charge.....Ned Brydone-Jack  
1085 Monadnock Bldg., San Francisco 5, Cal.  
Phone: Douglas 4475

Executive-in-Charge.....Ned Brydone-Jack  
131 Fleet St., London E.C.H., England  
Phone: Central 1960, 3754, 3133

Mgr. for Great Britain, Eire, Will Kitchin, Jr.

## THE BILLBOARD

1564 Broadway, New York, N. Y.

Phone: PLaza 7-2800

Co-Publisher.....W. D. Littleford  
Co-Publisher.....R. S. Littleford, Jr.  
Editor-in-Chief.....R. S. Littleford, Jr.  
Radio-TV Editor.....Jerry Franken

### Branch Offices

188 W. Randolph St., Chicago, Ill.

Phone: CEntral 6-8761

Manager.....M. Reuter  
6000 Sunset Blvd., Hollywood, Calif.  
Phones HOLlywood 5831

Manager.....Sam Abbott  
2160 Patterson St., Cincinnati, O.  
Phone: DUbar 6450

President.....E. W. Evans  
Arcade Bldg., 8th & Olive Sts., St. Louis, Mo.  
Executive-in-Charge.....Frank Joerling

## BROADCASTING-TELECASTING

National Press Bldg., Washington 4, D. C.

Phone: METropolitan 1022

Editor & Publisher.....Sol Taishoff  
Ass't to Publisher...Eleanor J. Brumbaugh  
Managing Editor.....Art King  
News Editor.....Fred Fitzgerald  
Business Manager.....Maury Long  
Ass't Advt. Mgr.....Winfield R. Levi  
Mgr. Cir. & Readers Serv.. John P. Cosgrove

# NUMBER ONE

*promotion medium*

*for*

# RADIO

ADVERTISING AGE is the BIG medium with the BIG selling power—with the BIG circulation where it counts among general national advertisers and their agencies. And it offers you the Big value for your promotion dollar

Editorially, it serves those major executives who must decide whether to use radio or other media—and who must therefore keep abreast of all media in order to evaluate any of them. It is not a "single-industry" paper.

In other words, ADVERTISING AGE is no dummy antenna—but a live tower, properly tuned and loaded to carry your message clearly to those advertising executives who should hear it, and who are able to act on it.

That's why, in the general advertising press—the publications which are dominant in power to influence national advertising and agency executives—ADVERTISING AGE carries the big load of radio promotion beamed to important national advertisers and influential agency executives . . . that's why its radio lineage is increasing . . . that's why it can and should carry the major weight of *your* promotion as well.

## ADVERTISING AGE

200 E. Illinois St.  
Chicago 11

11 E. 47th St.  
New York 17

*Branch Offices*

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

Phone: PLaza 5-8355

New York Editor.....Edwin H. James  
Senior Assoc. Editor.....Bruce Robertson  
Advertising Dir.....S. J. Paul  
360 N. Michigan Ave., Chicago 1, Ill.

Phone: CEntral 4115

Manager .....Bill Thompson  
Taft Bldg., Hollywood & Vine, Hollywood 28,  
Calif.

Phone: HEMpstead 8181

West Coast Mgr.....David Glickman  
Hollywood News Editor. William C. Tuchman  
417 Harbour Commission Bldg., Toronto,  
Canada

Phone: ELgin 0775

Executive-in-Charge .....James Montagnes

**DAILY VARIETY**

6311 Yucca St., Hollywood 28, Calif.

Phone: HOLLywood 9-1141

Editor & Publisher.....Arthur Ungar  
Managing Editor.....Roscoe Cornell  
City Editor.....Al Scharper  
Radio Editor.....Jack Hellman  
Labor Editor.....William Brogdon  
Amusement Editor.....Charles Daggett

*Branch Office*

(See listing under VARIETY)

**DOWN BEAT**

203 North Wabash, Chicago 1, Ill.

Phone: ANdover 3-1612

Publisher .....Glenn Burrs  
Editor.....Ned E. Williams

*Branch Offices*

228 E. 71 St., New York 21, N. Y.

Phone: RHineland 4-1131

Executive-in-Charge.....John S. Wilson  
1103 N. El Centro, Los Angeles 38, Calif.

Phone: HE 6005

Executive-in-Charge.....Charles Emge

**EDITOR AND PUBLISHER**

1700 Times Tower, New York 18, N. Y.

Phone: BRyant 9-3052

Publisher.....Charles T. Stuart  
President.....James Wright Brown  
Editor.....Robert U. Brown  
Managing Editor.....Jerome H. Walker  
Advertising Mgr.....Leach Laney  
Classified Mgr.....Bernadette Borries  
Dir. of Circulation.....Robert P. Joy

*Branch Offices*

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

Editor.....George A. Brandenburg  
Mills Bldg., San Francisco 4, Calif.

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.

Phone: LOngaere 4-3000

Editor.....Donald G. Fink  
Consulting Editor.....Keith Henney  
Managing Editor.....W. W. MacDonald

*Branch Offices*

1427 Statler Bldg., Boston 16, Mass.

Executive-in-Charge..William S. Hodgkinson  
Architects Bldg., 17th & Sansom Sts.,  
Philadelphia, Pa.

Executive-in-Charge.....Warren W. Shew  
1311 Rhodes-Haverty Bldg., Atlanta 3, Ga.  
Executive-in-Charge.....Ralph C. Maultsby  
1510 Hanna Bldg., Cleveland 14, O.

Executive-in-Charge.....James L. Phillips  
520 Michigan Ave., Chicago, Ill.

Executive-in-Charge...Charles D. Wardner  
621 S. Hope St., Los Angeles 14, Calif.

Executive-in-Charge.....Carl W. Dysinger  
68 Post St., San Francisco 4, Calif.

Executive-in-Charge.....J. W. Otterson

**FILM DAILY**

**DAILY.** 1501 Broadway, New York, 18, N. Y. Phone, BRyant 9-7117. John W. Alicoate, President & Publisher; Donald M. Mersereau, Associate Publisher, General Manager & Treasurer; Patti Alicoate, Vice-President & Secretary; Chester B. Bahn, Editor; West Coast Offices, Ethel Rosen, Larry Urbach, Milton Epstein, 6425 Hollywood Blvd., Phone GLadstone 8436; Washington Bureau, Andrew H. Older, 5417 Dahlonga Road, Phone, WISconsin 3271; Chicago Bureau, Joseph Esler, Chief C. L. Esler, 6241 N. Oakley Ave., Phone, BRIargate 7441.

**THE HOLLYWOOD REPORTER**

6715 Sunset Blvd., Hollywood 28, Calif.

Phone: HILLSide 7411

Editor & Publisher.....W. R. Wilkinson  
Assoc. Puhl., Man. Editor. Thomas F. Seward

*Branch Offices*

229 W. 42nd St., New York 18, N. Y.

Phone: WISconsin 7-2470

Manager .....Jack Harrison  
6417 Dahlonga Rd., Washington, D. C.

# METRONOME

reaching professional and amateur musicians,  
music teachers and music students, music  
fans throughout the U. S., Canada and  
selected foreign countries

*and*

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reaching 7500 hand-picked, active music  
retailers—old established firms and up-and-  
coming new ones—located in every one of  
our 48 States and 15 foreign countries.

*Give you a 100% music-minded consumer  
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If you have something to advertise in the  
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money saving rate when using both magazines.  
Write for full particulars today—to*

**METRONOME CORP.**

26 WEST 58TH STREET

NEW YORK 19, N. Y.

**INDUSTRIAL MARKETING**

200 E. Illinois St., Chicago, Ill.

Phone: DElaware 7-1336

Publisher.....G. D. Crain, Jr.  
 Editor.....Robert S. Aitchison  
 Managing Editor.....Merle B. Kingman  
 Associate Editor.....Margaret C. Lucas  
 Eastern Editor.....Charles Downes  
 Washington Editor.....Stanley E. Cohen  
 Art Director.....Tom Raki  
 Editor, Data Book No.....Murray E. Crain  
 Business Manager.....C. B. Groomes  
 Advertising Dir.....Jack C. Gafford  
 Mgr. Sales & Service.....Gorden D. Lewis  
 Promotion Mgr.....Curran deBruler  
 Circulation Dir.....Myron A. Hartenfeld

*Branch Offices*

11 E. 47 St., New York 17, N. Y.

Phone: MURray Hill 8-0073

Advertising Director.....Jack C. Gafford  
 Russ Bldg., San Francisco 4, Calif.

Phone: DO 4994

Rep.....Simpson-Reilly, Ltd.  
 1709 W. 8th St., Los Angeles 14, Calif.

Phone: MI 7421

Rep.....Simpson-Reilly Ltd.  
 618 Second Ave., Seattle 4, Wash.

Phone: SE 6753

Rep.....Simpson-Reilly Ltd.

**INTERNATIONAL LYRIC COURIER**

226 W. 53 St., New York 19, N. Y.

Phone: CIrcle 7-6347

Editor & Publisher.....Alfredo Salmaggi  
 Associate Editor.....Felix Deyo  
 Managing Editor.....Felix W. Salmaggi  
 Art Editor.....Edward Salmaggi  
 Ballet Editor.....Robert Salmaggi  
 England Editor.....A. R. Langg  
 France Editor.....Mario Facchinetti  
 Holland Editor.....Leo Riemens  
 Italy Editor.....Attilio Tramontano  
 California Corres.....Jean Cort

*Branch Offices*

45, rue La Boetie-Gaveau, Paris, France

Phone: Bal: 14-29

France Editor.....Mario Facchinetti  
 1515 No. El Molino Ave., Pasadena 6, Calif.

Phone: SY 7-3224

California Corres.....Jean Cort  
 Via Mario Giuriati 14, Milano, Italy

Phone: 574-006

Italy Editor.....Attilio Tramontano  
 2de Schuytstraat 195, The Hague, Holland

Phone: 336869

Holland Editor.....Leo Riemens  
 771 Christchurch Rd., Boscombe,  
 Bonrnemouth, Eng.

Phone: Southbourne 2423

England Editor.....A. R. Langg

**MARKETS OF AMERICA**

11 W. 42 St., New York 18, N. Y.

Phone: LOngacre 5-2125

Publisher & Editor.....Manuel Rosenberg  
 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  
 Associate Editors.....James Carr,  
 A. Maxwell Hage, Tom Patterson, Arthur  
 Coles, Elmer Dressman, Audrie G. Davis.

*Branch Offices*

15th & H Sts., N. W., Washington, D. C.

Chief Washington Corres.,  
 Marion Wheeler Scott  
 98 St. Julian Rd., Newport, Mon., England  
 London Corres.....Arthur E. Jones  
 3557 Bogart Ave., Cincinnati, O.  
 Executive-in-Charge.....Simon Rosenberg

**METRONOME CORP.**

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  
 Advtg. Rep.....Martin S. Sternberg  
 Publishers.....Ned Bitner, John W. Bitner

*Branch Office*

1014 Kimball Hall, Chicago, Ill.

Phone: HArrison 7-1357

Manager.....Ed Paro

**MUSIC DEALER**

26 W. 58 St., New York 19, N. Y.

Phone: PLaza 3-7253-4-5

Editor.....John C. Stoltzfus  
 Executive Editor.....William J. Dougherty  
 Editorial Consultant.....Doron K. Antrim  
 Advertising Mgr.....Eugene A. Roderiek  
 Ass't Advtg. Mgr.....Gns O. Greiff  
 Advertising Rep.....Martin S. Sternberg  
 Publishers.....Ned Bitner, John W. Bitner

*Branch Office*

1014 Kimball Hall, Chicago, Ill.

Phone: HArrison 7-1357

Manager.....Ed Paro

**MUSICAL AMERICA**

113 W. 57 St., New York 19, N. Y.

Phone: CIrcle 7-0520

Publisher.....John F. Majeski  
 Vice-Pres.....John F. Majeski, Jr.  
 Editor.....Cecil Smith  
 Assoc. Editor.....Quaintance Eaton  
 Advertising Mgr.....Maurice B. Swaab  
 Production Mgr.....Edward I. Davis

*musical*

# COURIER

*Review of the World's Music*

RADIO AND  
TELEVISION

RECORDS

Orchestra

THE DANCE

Opera

CONCERTS

119 WEST 57th STREET

NEW YORK 19, N. Y.

Circle 7-4500

# Radio-TV Publications

## Branch Offices

306 S. Wabash Ave., Chicago 4, Ill.  
Phone: HArrison 7-4544

Manager.....Paula Zwane  
415 Philharmonic Aud., Los Angeles, Calif.  
Business Mgr.....Dorothy Huttenback

## MUSICAL COURIER

119 W. 57 St., New York 19, N. Y.  
Phone: CIrcle 7-4500

Publisher.....Musical Periodicals Corp.  
Pres. & Gen. Mgr.....Grace Nylen  
Editor.....Russell Kerr  
Radio Editor.....William A. Taylor

## Branch Offices

220 S. Michigan Ave., Chicago 4, Ill.  
Midwestern Rep.....Rene Devries  
Midwestern Rep.....Doshia Dowdy  
35-10 Adelaide St., E., Toronto 1, Canada  
Canadian Rep.....Joseph A. Whitmore  
197 Commonwealth Ave., Boston 16, Mass.  
New England Rep.....Halette Wolfers  
701 Ocean Ave., Santa Monica, Calif.  
West Coast Rep.....C. Sharpless Hickman

## PROCEEDINGS OF THE I. R. E.

1 E. 79 St., New York 21, N. Y.  
Phone: REgent 7-9600

Editor.....Dr. Alfred N. Goldsmith  
Technical Editor.....E. K. Gamnett  
Executive Secretary.....George W. Bailey  
Technical Secretary.....D. G. Cumming  
Advertising Mgr.....William C. Copp

## Branch Office

303 W. 42 St., New York 18, N. Y.  
Phone: REgent 7-9600

Advertising Mgr.....William C. Copp

## PRINTERS' INK

205 E. 42 St., New York 17, N. Y.  
Phone: MUrray Hill 3-6500

President & Publisher.....C. B. Larrabee  
Advertising Dir.....Henry W. Marks  
Editor.....Eldridge Peterson  
Managing Editor.....Frank LaClave  
News Editor.....Thomas M. Jones  
Radio.....Dick Bruner-VictorDallaire  
Circulation Mgr.....J. C. Chasin

## Branch Offices

208 S. LaSalle St., Chicago 4, Ill.  
Mid-West Editor.....Harold E. Green  
Statler Bldg., Boston 16, Mass.  
Manager.....E. P. Meade  
6743 Fifth Ave., Los Angeles 43, Calif.  
Western Editor.....Louis F. Thomann  
Rhodes-Haverty Bldg., Atlanta 3, Ga.  
Executive-in-Charge.....H. F. Cogill  
1175 Woodbury Rd., Pasadena 6, Calif.  
Executive-in-Charge.....J. W. Conrow

## RADIO DAILY

DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President & Publisher; Donald M. Mersereau, General Manager and Treasurer; Frank Burke, Editor; Marvin Kirsch, Vice-President and Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; West Coast Offices, 6425 Hollywood Blvd., Phone GLadstone 8436, Allen Kushner, Manager; Washington Bureau, Andrew H. Older, Chief, 6417 Dahlonga Road, Phone, Wisconsin 3271; Chicago Bureau, Herbert M. Kraus, 188 W. Randolph St., Phone, ANdover 3-6050.

## RADIO-ELECTRONICS

(Formerly RADIO-CRAFT)

25 W. Broadway, New York 7, N. Y.  
Phone: REctor 2-9690

Editor-in-Chief.....Hugo Gernsback  
Managing Editor.....Fred Shunaman  
Consulting Editor.....M. Harvey Gernsback  
Technical Editor.....Robert F. Scott  
Associate Editor.....R. H. Dorf  
Production Mgr.....Angie Pascalc  
Technical Illustration Dir.,

Wm. Lyon McLanghlin

Advertising Mgr.....John Lamson  
General Mgr.....Lee Robinson  
Circulation Mgr.....G. Aliquo  
Promotion Mgr.....Robert A. Fallath

## Branch Offices

308 W. Washington St., Chicago 6, Ill.  
Phone: RAndolph 6-7363

1127 Wilshire Blvd., Los Angeles 14, Calif.  
Phone: MAdison 6-1271

Manager.....Raloph W. Harker  
582 Market St., San Francisco 4, Calif.  
Phone: GArdfield 1-2841

Manager.....Ralph W. Harker

## RADIO SHOWMANSHIP

1700 Walnut St., Philadelphia 3, Pa.  
Phone: KIngsley 5-1494

Publisher.....William G. Kircher  
Editor.....Russell C. Carpenter  
Circulation Mgr.....Kathryn R. McGiffney  
Production Dir.....Ernest A. Cooper  
Mechanical Dir.....Fred Barnes

# USE . . .

## **RORABAUGH REPORT ON TELEVISION ADVERTISING** for Complete, reliable, up-to-date information on How and where advertisers use television

Rorabaugh Report Lists . . .

Every month for all Network, National-Regional  
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- Location of Agency
- Program Title
- Program Length
- Program Production: Live or Film
- Time of Telecasts
- Starting dates of network schedules
- Number of announcements per week
- Announcement length in minutes
- Announcement Production: Live, Film, Slide
- Time of announcements: Day or Night
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1-minute spots
- Plus—
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fications
- Plus—
- An over-all summary of TV advertising activity for the  
reported month

**N. C. RORABAUGH CO.**

347 Madison Avenue

New York 17, N. Y.



# Radio-TV Publications

## RADIO & TELEVISION JOURNAL

1270 Sixth Ave., New York 20, N. Y.  
Phone: CRele 7-5842

Publisher.....Alex H. Kolbe  
Editor.....Nat Boolhack

## RADIO TELEVISION LIFE

6361 Selma Ave., Hollywood 28, Calif.  
Phone: Hl 9275

Editor-Manager.....Evelyn Bigshy  
Assistant Editor.....Joan Buchanan  
Circulation Manager.....Fred Brennwald  
Office Manager.....Georgia Caywood

## RADIO & TELEVISION NEWS

185 N. Wabash Ave., Chicago 1, Ill.  
Phone: ANdover 3-5200

Ch. of Bd. & Publisher.....William B. Ziff  
President.....B. G. Davis  
Editor.....Oliver Read

### Branch Offices

Empire State Bldg., New York 1, N. Y.  
Phone: WIsconsin 7-0400

Vice-Pres., Dir. East. Div.....M. H. Froelich  
9th & Hill St. Bldg., Los Angeles 14, Calif.  
Phone: TUCker 9213

West. Advtg. Mgr.....William L. Pinney

## RADIO & TELEVISION RETAILING

480 Lexington Ave., New York 17, N. Y.  
Phone: PLaza 3-1340

Editorial Dir.....O. H. Caldwell  
Publisher.....M. Clements  
Executive Editor.....J. L. Stontenburgh

### Branch Office

201 N. Wells St., Chicago 6, Ill.  
Phone: RAndolph 9225

Western Mgr.....S. M. Caskins

## RADIO & TELEVISION WEEKLY

99 Hudson St., New York 13, N. Y.  
Phone: WAlker 5-2576

Publisher.....Edward H. Davis  
Editor.....Cy Kneeller  
General Mgr.....Sidney E. Davis

## SALES MANAGEMENT

386 Fourth Ave., New York 16, N. Y.  
Phone: LEXington 2-1760

Publisher.....Raymond Bill  
Editor.....Philip Salisbury  
Managing Editor.....A. R. Hahn  
Advtg. Service Mgr.....R. E. Smallwood

### Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.  
Manager.....C. E. Lovejoy  
15 E. de la Guerra, Santa Barbara, Calif.  
Manager.....Warwick S. Carpenter

## SERVICE MAGAZINE

(Radio-TV Electronics)

52 Vanderbilt Ave., New York 17, N. Y.  
Phone: MURray Hill 4-0170

Pres. & Business Mgr.....Bryan S. Davis  
Vice-Pres. & Advtg. Dir.....Paul S. Weil  
Editorial Dir.....Lewis Winner  
Secty. & Managing Ed.....F. Whalen  
Circulation Mgr.....A. G. Goebel

### Representatives

Brand & Brand  
Los Angeles 14, Calif.  
Phone: MICHigan 1732

Executive-in-Charge.....Edward I. Brand  
Brand & Brand  
San Francisco 4, Calif.  
Phone: SUTter 1-2251

Executive-in-Charge.....E. I. Brand  
James C. Munn, Cleveland 6, O.  
Phone: ER 1726

## SPONSOR

510 Madison Ave., New York 22, N. Y.  
Phone: MURray Hill 8-2772

Editor & Pres.....Norman R. Glenn  
Managing Editor.....Miles David  
Senior Editor.....Franklin M. Bannister  
Senior Editor.....Ellen Davis  
Senior Editor.....Irving Marder  
V. P. Adv.....Norman Knight  
V. P. & Business Mgr.....Bernard Platt  
Advtg. Prod. Mgr.....Beatrice Turner  
Secty.-Treas.....Elaine C. Glenn  
West Coast Mgr.—Adv. Dept.

Edwin D. Cooper

### Branch Office

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: FINancial 1556

## STANDARD RATE & DATA SERVICE

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: RAndolph 6-5616

Publisher.....Walter E. Botthof  
Asst. Publisher.....R. A. Trenkmann  
President & Treasurer.....C. Laury Botthof  
Executive Vice-Pres.....Albert W. Moss  
Secretary.....Elsa Lanry Botthof

### Branch Offices

420 Lexington Ave., New York 17, N. Y.  
Phone: LEXington 2-6611

Vice-President.....Albert W. Moss  
1709 W. 8 St., Los Angeles 14, Calif.  
Phone: FAirfax 8576

Executive-in-Charge.....Don Harway  
57 Post St., San Francisco 4, Calif.  
Phone: YUKon 6-1069

Executive-in-Charge.....Nelson Hatman

## **Real-life examples of**

# **how to make a TIME sale**

### **Example 1:**

A large beer distributor using a list of New England stations carefully analyzed a SPONSOR round-up story titled "Beer on the Air." Result: it increased its radio appropriation 100% on every station over which it advertised.

### **Example 3:**

Two advertising agencies in a large city told an identical story. In both cases a client had curtailed radio advertising for the 1919 summer. In both cases the agency gave its client a copy of SPONSOR's summer-selling issue. Result: in one case \$12,000 of radio advertising was reinstated; in the other \$13,000 was reinstated in one area alone.

### **Example 2:**

A 50,000-watt station in North Carolina advertised an available daily program via a full page in SPONSOR. Result: the advertising manager of a large drug firm contacted his advertising agency and requested that they buy it. They did.

### **Example 4:**

A station in Virginia had failed to dispose of its expensive baseball package and the season was about to start. Then the manager received his current SPONSOR containing an article on baseball sponsorship. Result: over the week-end he showed a prospect the SPONSOR "evidence" and landed his contract.

These are only several of the many scores of sales which have been reported to SPONSOR as a result of its "use value" concept of publishing. One third of all radio stations contacted during a thirty-day across-the-desk survey reported one or more sales that had come about, directly or indirectly, through the use of SPONSOR.

SPONSOR is 100% devoted to the use-interest of broadcast-minded agency and advertiser executives. Its paid subscriptions among broadcast-minded buyers is the largest in its field. Its pinpointed appeal, bright format, and easy-to-read pages insure intensity of readership. Whether your list permits only one magazine or several, SPONSOR is the buy.

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*For Buyers of Radio and Television*

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**W**HEN it comes to station and network promotion to advertising executives responsible for national spot billings — TIDE, The Newsmagazine for Advertising Executives, is *first choice year after year*.

1947—TIDE 9% more pages than second publication\*

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\*The advertising press: TIDE, Advertising Age, Printers' Ink, Advertising Agency.

†First nine months of 1949.

**T**IDE not only consistently carries more pages of station and network advertising promotion, but its lead continues to increase.

**M**ORE people have read more about radio and television in TIDE than in any other general advertising publication.

**M**AY we show you our special report on the effectiveness of national spot promotion in TIDE?

## TIDE

The Newsmagazine for Advertising Executives  
232 Madison Avenue — New York 16, New York

NETWORKS



NATIONAL



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NINETEEN FIFTY





## It's still **bargain** **day** at **WLW**

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949 . . . an increase of 69 percent.\*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week — compared to 20,315,137 during the same period in 1946 . . . a decrease of only 1.3 percent.\*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 21 major markets of WLW-Land.

And that's why we repeat . . . it's still *Bargain Day* at The Nation's Station!

*\*Nielsen Radio Index*



CROSLY BROADCASTING CORPORATION



MARK WOODS  
*Vice-Chairman  
Bd. of Directors*

# American Broadcasting Company

**T**ELEVISION must abandon the yoke of radio thinking. Television must tailor its cloth to fit its economic and technical needs.

Programming has improved tremendously during the past year. The critical judgment of those watching the televising of this year's Metropolitan Opera opening and comparing it to the television operatic opening of last season attests to this. To a large extent the belief that good radio programming automatically becomes good television programming is being abandoned. New ideas and new formats are being developed and tried constantly. But, all of this is worthless unless the industry solves its technical problems so that the widest possible audience can view television in the best possible manner.

There are two means by which this can be done. Constant improvement of signal for existing stations, and here the transfer of ABC's WJZ-TV transmitter to the Empire State Building is a case in point, and the creation of new television stations in areas where none now exist. The Federal Communications Commission also is considering the problem of increased power for existing stations. The creation of new stations is hindered by the lack of cable facilities and by the poor quality of transcribed programs available, even for existing stations which are unable to carry a great portion of their programs in the form of "live" pickups.

Radio, by constantly improving methods of transcription, has solved this problem. A transcribed program, preferably by tape recording, may be made at the time of the original broadcast or made and edited solely for future broadcasting, and cannot be distinguished from a live broadcast. To achieve this same technical quality in video recording is the immediate and most pressing problem facing the industry.

Video recordings are now made by an electronic-optical process on film.

These recordings at the present time are the only means of providing certain areas an opportunity to see the better programs originating in New York, Chicago and Hollywood. Even with the contemplated expansion of coaxial cable facilities it is probable that for years to come many sections of the country must obtain their television fare in this manner if at all. And present video recordings leave much to be desired. Under the best of circumstances a non-technical viewer can distinguish between the program presented by video recording, the "live" program, and even the program from film especially made for television.

It is obviously impossible for all television stations now operating or planned to present one hundred per cent live programs. Two alternatives remain. Our existing methods of recording may be improved. ABC, which pioneered in the application of improved magnetic tape recording, currently is moving in this direction. But, at the same time, we are not convinced that this is the ideal method and are pioneering in two other directions—simultaneous motion picture filming, and the production of camera picture film especially for television.

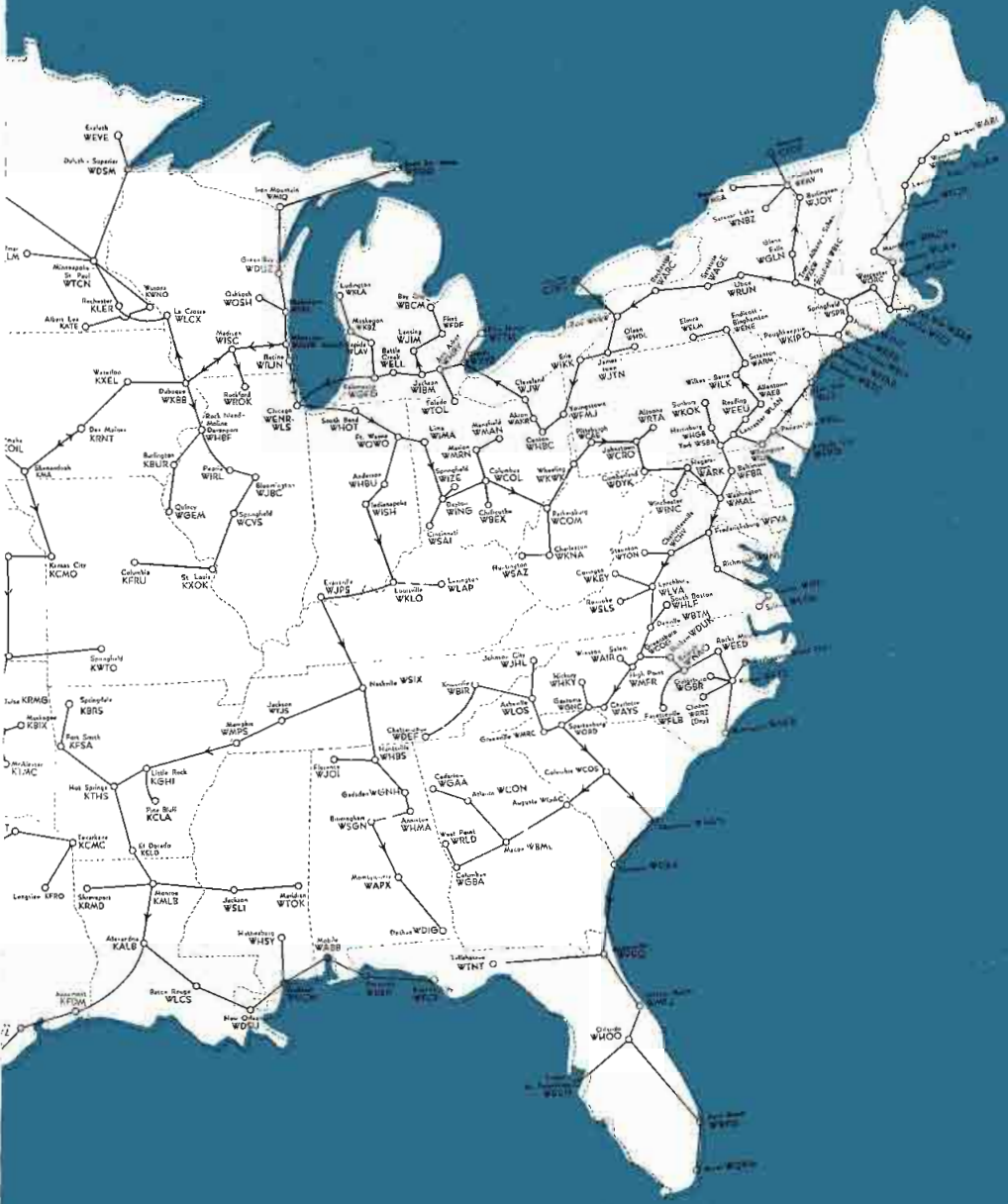
The success that has greeted the televising of the "Lone Ranger" program, which is broadcast from film shot in Hollywood especially for television, amply testifies to the efficiency of this method.

The simultaneous motion picture filming of a program that is at the same time being presented "live" in some parts of the country, however, seems to be the ideal solution. The technical problems are tremendous. It is necessary to have a television camera, or a bank of cameras, in absolute synchronization with one or more film picture cameras. Technicians of the American Broadcasting Company, in cooperation with camera and electronic experts from other companies, are now working toward a solution of the technical difficulties. Legal and labor union problems also confront the television broadcaster. But, none of these problems are insurmountable.





# CASTING COMPANY



# AMERICAN

## Broadcasting Company, Inc.

R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.  
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 WENR, Chicago...Owned, operated and represented by ABC  
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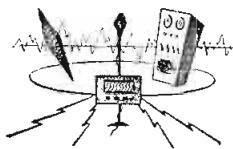
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Detroit  is not only the world's  greatest automotive  center, it is also one of the nation's most important radio production centers.  And the center of Detroit's radio production is.....

**TRENDLE-CAMPBELL ENTERPRISES, INC.**



Because Trendle-Campbell originates eight (8) half hours of live programs for ABC. These are the nationally famous **LONE RANGER**  (Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m.) the **CHALLENGE**  of the **YUKON** (Monday-Wednesday-Friday, 5 to 5:30 p.m.) and the **GREEN HORNET**  (Tuesday-Thursday, 5:00 to 5:30 p.m.)

**TRENDLE-CAMPBELL ENTERPRISES, INC.**

1800 Stroh Building

Detroit 26, Michigan



FRANK STANTON  
President

# Columbia Broadcasting System

IN A comprehensive volume such as this, there are many subjects that can properly be discussed; but rather than try to cover the entire field, I feel that the best contribution I can

make is to discuss one subject specifically. And I have chosen Television Costs.

There is an impression that television costs are very high.

Very high in relation to what? Radio? Newspapers? Magazines? High in relation to a force of salesman making door to door sales calls?

Is a full page ad, say, in Life magazine, in four colors, a terribly high cost advertisement simply because the outlay is larger than the same page produced in black and white? The outlay is greater for color because the *results justify the more expensive production* treatment than mere black and white.

The same is obviously true of television. Television cannot and should not be compared to any other single advertising medium. The complicated and costly process which reproduces a moving image on a screen right in a man's living room is a brand new entry into the field of sales and advertising. Because of the characteristics inherent in it, there cannot be a direct comparison with radio—which appeals to the ear; nor with newspapers whose memory-jogging printed word also is simply one other characteristic provided by television; nor magazines whose scope and eye appeal characteristics are also present to an even greater degree in TV.

In other words, TV is combining all the advertising values of all other media—plus certain effects completely unique to television alone.

Let's consider a single advertiser in television.

The Lincoln-Mercury dealers sponsor Columbia's Toast Of The Town. Through this program, the Lincoln-Mercury people gain the effect of the most ideal car salesman imagin-

able making close to 4 million calls on family buying units in 30 or 40 different cities. Each of the nearly 4 million persons who willingly and voluntarily invite this salesman into their home each week is exposed to several demonstrations and sales talks of the Lincoln-Mercury cars under the best selling conditions.

That is what this advertiser is buying when paying the supposedly high cost of television. To be exact, it costs this sponsor about \$4.00 to make a thousand of these hard-hitting demonstrations. Or about ½ cent per demonstration.

Do people remember what they see on television and do they act on it?

This same sponsor who pays only ½ cent each week to show off his car to a prospect has found out such results as this:

A number of the most prominent New York dealers report that over 90 per cent of the persons who visited showrooms on a particular night did so because they were motivated by Toast Of The Town—on CBS-TV.

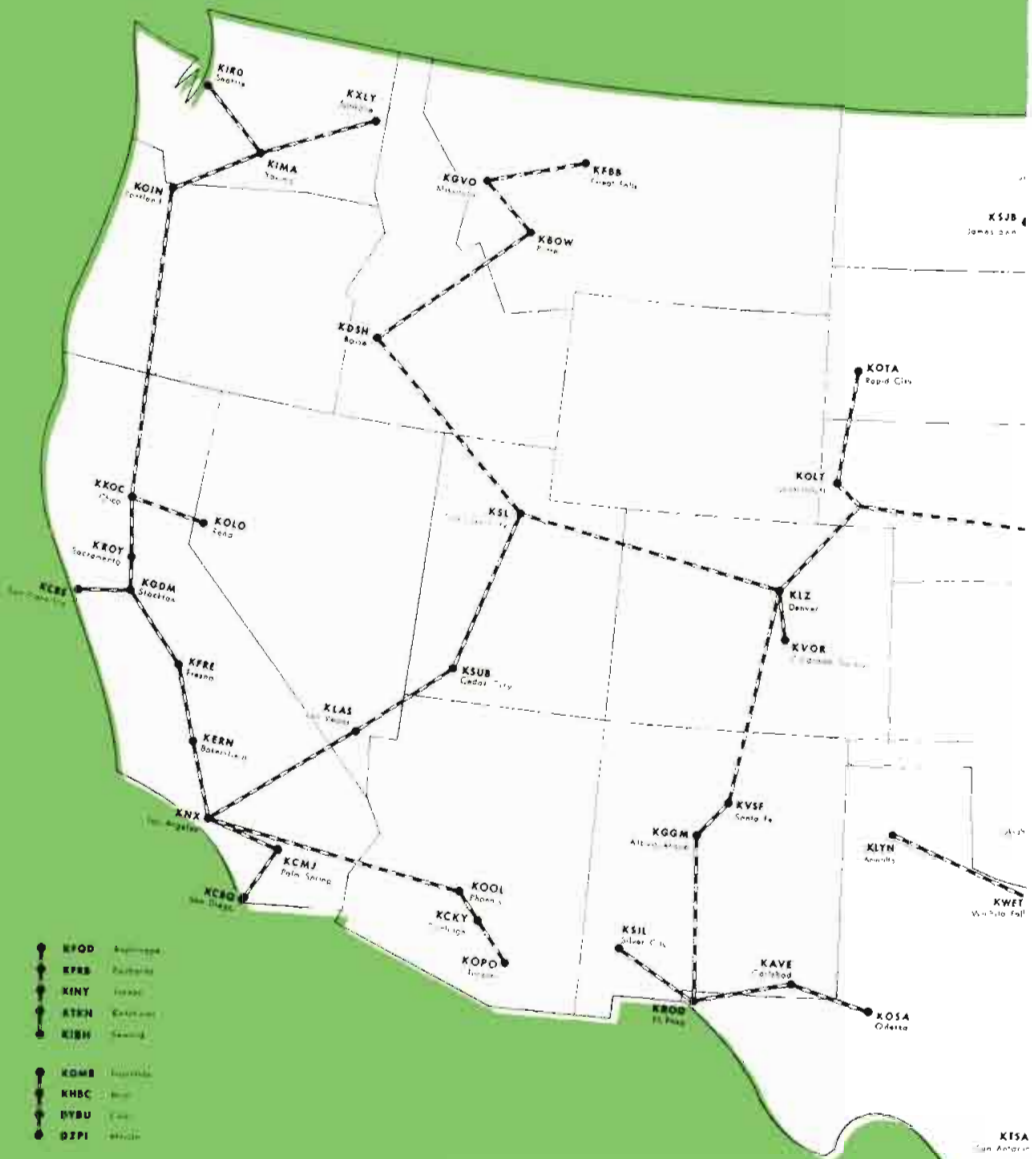
Television is a salesman making very effective calls on as many persons as the sponsor needs—at any time of the week he wishes. And instead of being costly—the medium offers its characteristics in almost every case at less than 1 cent per sales demonstration.

That is what the relatively large *initial* outlay is for in television—not the concepts which advertisers are accustomed to after years of using other established media, and in consequence, not the cost concept which advertisers are accustomed to.

But, television doesn't demand even high initial outlay. CBS-TV has programs in which the advertiser pays out as little as \$1,000 per week and still makes his effective sales calls at less than 1 cent per thousand persons. In TV they are paying for *unique results*.

Last year may well be pointed to as the year of highest cost. In 1950, and in subsequent years, most indications point to a lowering of television budget necessities, when viewed in the light of cost per thousand and sales effectiveness.

# COLUMBIA BROADCASTING SYSTEM



**NETWORK FACILITIES  
AS OF JAN. 15, 1950**



# C O L U M B I A

## Broadcasting System, Inc.

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485 Madison Avenue, New York 22, N. Y.  
Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

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Edward R. Murrow...Counselor on Public Affairs

Werner Michel..Dir. of Production, Public Affairs

George Crothers....Dir. of Religious Broadcasts

Helen Sioussat.....Director of Talks

Leon Levine....Director of Discussion Broadcasts

Lewis Shollenberger  
 Dir. of Talks and Special Events, Wash., D. C.

Sam Abelow.....Assistant, Documentary Unit

Edmund Chester.....Director of News

Wells Church.....Editor-in-Chief

Theodore F. Koop  
 Dir. of News and Public Affairs, Washington

Henry Wefing . . . . . Asst. Dir. of News Broadcasts  
Walter L. Barber . . . . . Director of Sports Division  
John Derr . . . . . Associate Director of Sports

William Golden . . . . . Associate Director  
John P. Cowden . . . . . General Manager  
Charles Oppenheim . . . . .  
Manager of Program Promotion

### Press Information

George Crandall . . . . . Director of Press Information  
Michael J. Foster . . . . . Assistant Director  
Michael Boscia . . . . . Executive Assistant  
Harry Warner . . . . . Manager of Operations  
Walter Seigal . . . . . Mgr. of Photographic Division  
Anne Harding . . . . . Manager of Service Division  
Dorothy Leffler . . . . . Manager of Magazine Division  
Harry Feeney . . . . . Trade News Editor

### Station Administration Department

J. Kelly Smith . . . . .  
V.P. in Charge of Station Administration  
Edward DeGray . . . . . Asst. to the Vice President  
James V. Melick . . . . . Executive Assistant

### Station Relations Department

Herbert V. Akerberg . . . . .  
Vice President in Charge of Station Relations  
William A. Schudt, Jr. . . . .  
Director of Station Relations  
Edward E. Hall . . . . . Eastern Division Manager

### Radio Sales, Radio and TV Stations' Rep.

Carl Burkland . . . . . General Sales Manager  
H. A. Carlborg . . . . . Eastern Sales Manager, New York  
George Dunham . . . . . Eastern Television Sales Manager  
Sam Digges . . . . . TV Sales Manager, Chicago  
Gordon F. Hayes . . . . . AM Sales Manager, Chicago  
H. H. Holtshouser . . . . .  
Sales Manager (AM), Memphis  
Edwin Buckalew . . . . .  
AM-TV Sales Manager, San Francisco  
Richard Elpers . . . . .  
AM-TV Sales Manager, Los Angeles  
Ralph Patt . . . . . AM-TV Sales Manager, Detroit

### Housewives' Protective League Productions

Fletcher Wiley . . . . . General Manager  
Edward W. Wood . . . . . Sales Manager

### Research Department

Oscar Katz . . . . . Director of Research  
Harper Carraine . . . . . Asst. Dir. Research  
Edward Reeve . . . . . Research Projects Manager

Hubbell Robinson, Jr. . . . .  
Vice President in Charge of Network Programs  
Richard J. Redmond . . . . . Dir. General Operations  
Charles M. Underhill . . . . . Director of TV Programs  
Jerome Danzig . . . . . Associate Dir. of Programs  
Worthington C. Miner . . . . .  
Mgr. of Television Program Development  
David Sutton . . . . . Television Sales Manager  
George L. Moskovics . . . . .  
Manager of Television Sales Development  
Edmund Chester . . . . . Director of News  
Robert Bendick . . . . . Director of Special Events  
Eleanor Kilgallen . . . . . Casting Director  
John DeMott . . . . . Production Manager  
Robert Wood . . . . . Traffic Manager  
Arthur E. Duram . . . . . Market Research Counsel  
Paul Witflig . . . . . Mgr. of Technical Operations

### Reference Department

William C. Ackerman . . . . .  
Director of Reference Department  
Agnes Law . . . . . Librarian

### Sales Promotion and Advertising Department

Louis Hausman . . . . . Dir. Sls. Prom. & Adv.

### Television Department

## COLUMBIA BROADCASTING SYSTEM

Standard Stations:  
KMOX, St. Louis  
KNX, Los Angeles  
WBBM, Chicago  
WCBS, New York

WCCO, Minneapolis  
WEEL, Boston  
KCBS, San Francisco  
FM Stations:  
KNX-FM, Los Angeles

WBBM-FM, Chicago  
WCBS-FM, New York  
WEEL-FM, Boston  
TV Station:  
CBS-TV, New York



FRANK WHITE  
President

# Mutual Broadcasting System

THE year just past has afforded broadcasters their first real insight into the probable future of this new dual industry: radio and television. Earlier prophets had found in their crystal balls the vision of one all-powerful telecasting medium and the attendant death of sound broadcasting within three to five years. The industry experience during these 12 months of 1949, however, has given a perspective to the picture which has caused most of these same prophets to temper their rather grim and glib predictions. Industry statisticians now point to a few pertinent figures to indicate the realities: that television homes in the United States number some 3 million while radio homes total close to 40 million; that even during this period of television's amazing progress, the number of new radio homes has outstripped television better than three to one; that, with all the 1949 emphasis on television, the country's set manufacturers produced three radio receivers for every video set.

As 1950 begins, we get a similar perspective on the transmitting end of radio and television. It is generally agreed that, for the next several years at least, television will be concentrated in the larger cities. By the end of 1950 or perhaps 1951, network TV will be available to about half the country's homes. But it will take a long, long time to reach the other half. Because the populations of hundreds of towns and cities are not large enough to support a local television station, radio will still be their main source of entertainment and information. This is a factor of special significance to the Mutual Broadcasting System because more than 300 of our 520 stations are the only network voice in town.

A glance at the history of advertising in America gives us a still broader perspective on the so-called battle between radio and television. No major communications medium has ever been destroyed by another.

Newspapers did not kill the billboards, nor magazines the newspapers. Motion pictures and phonograph recordings thrived together; radio itself has far from bankrupted any of its predecessors. And now television? The older media will have to move over, as they have done before, but they will retain their roles in the nation's expanding economy.

This does not imply that there will be no competition between radio and television. Of course there will be—at times for the same audience and for the same advertising dollar. But we at Mutual have a continuing faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry.

Mutual has always been a different kind of network. Throughout 1950 and the years ahead, we plan to stress and emphasize these differences. They contribute heavily to Mutual's strength and we plan to make the most of them. They add up to a plus in dollars for the Mutual advertiser, a broader and yet more intimate service to our listeners.

Mutual's second difference complements the first. Here — and on no other network — the advertiser can, at no extra cost, tell his customers *where* to buy what he is selling, as well as *why*. The Mutual plan of free cut-ins provides localized messages identifying dealers in each station-town by name and address.

The third difference is the maximum flexibility of Mutual's facilities. Advertisers are finding it increasingly important to adapt their radio coverage more closely to their individual marketing patterns but conventional network lineups rarely conform to sales geography.

Mutual's fourth difference: the highest per dollar return in all network radio.

The fifth point of difference: Mutual offers the lowest costs, hook-up by hook-up, of all the networks. Our latest rate-card makes it possible for an advertiser to buy the proven benefits of coast-to-coast radio — and still save enough to explore the high promise of television, too.

# MUTUAL BROADCAST



# CASTING SYSTEM



# MUTUAL Broadcasting System

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## *Executives and Staff*

1440 Broadway, New York 18, N. Y.

Phone, PENnsylvania 6-9600

## **Executive Personnel**

### **Board of Directors**

Theodore C. Streibert ... WOR, Chairman  
Thomas O'Neil ... Yankee Network, Vice-Chmn.  
E. M. Antrim ... WGN  
Willet H. Brown ... Don Lee  
J. E. Campeau ... CKLW, Detroit  
Benedict Gimbel, Jr. ... WIP, Philadelphia

J. R. Poppele ... WOR  
Frank Schreiber ... WGN  
Linus Travers ... Yankee Network  
Lewis Allen Weiss ... Don Lee  
Frank K. White ... MBS, New York

### **Officers**

Frank White ... President  
E. M. Antrim ... Chicago, Secretary  
James E. Wallen ... New York, Treasurer  
William H. Fineshriber, Jr. ... V.P. in Chg. of Prog.  
Adolph N. Hult ... Vice-Pres. in Chg. of Sales  
Robert A. Schmid ... Vice-Pres. in Charge of Adv.,  
Planning & Research  
A. A. Schechter  
Vice-Pres. in Chg. of News, Spec. Events & Press  
E. M. Johnson, Vice-Pres.  
in Chg. of Sta. Rela. & Engineering

### **Legal Counsel**

Louis C. Caldwell, Keith Masters,  
Andrew C. Hamilton ... of Kirkland, Fleming,  
Green, Martin and Ellis, Washington, D. C.,  
and Chicago.  
Leo Lauterstein and David Brown ... New York  
Elisha Goldfarb ... MBS Counsel  
Esterly Chase Page ... Wash., Eng. Consultant

### **Departments and Divisions**

#### EXECUTIVE OFFICERS

Frank K. White ... President  
James E. Wallen, Treas., Controller & Asst. Secty.

### **Office Management**

James E. Wallen ... Office Manager  
Beatrice M. Marschner ... Personnel Director  
Ruth Hendler ... Purchasing Agent  
Gaile Dody ... Supervisor of Central Steno.  
Sigrid Ramberg ... Supervisor of File & Reception

### **Program Department**

William H. Fineshriber, Jr.  
Vice-Pres. & Dir. of Programs  
Adolph Opfinger ... Asst. Program Director

Eleanor Pearson ..... Administrative Asst.  
 Harold Wagner..... Mgr. of Program Operations  
 B. J. Hauser ..... Dir. of Co-Op Program  
 Sally Raynor ... Asst. Director of Co-Op Program  
 Herbert Rice ..... Director of Production  
 Rocco L. Tito..... Ass't Dir. of Production  
 Edwin Otis..... Commercial Program Supvr.  
 Dorothy Kemble  
 Dir. of Continuity Acceptance & Religious &  
 Educational Programs.  
 Marion Lennox  
 Asst. Dir. of Continuity Acceptance  
 Isabel S. Bisini... Asst. Dir. of Religious Programs  
 Ada Lusardi ..... Supervisor of Program Traffic  
 John Newhouse, Hugo Seiler  
 Night Program Supervisors  
 Idella Grandlay ..... Day Program Supervisor

### **News, Special Events and Press**

A. A. Schechter..... Vice-President  
 Milton Burgh ..... Director of News  
 Arthur Feldman..... Director of Special Events  
 Paul Jonas... Dir. of Sports & Music Clearance  
 James E. O'Byron..... Director of Publicity  
 Francis X. Zuzulo... Asst. Director of Publicity  
 Robert Wilson..... Exploitation Manager  
 John Skinner ..... Editor-In-Chief  
 Harold Gold..... Broadcast News Editor  
 Maria Caterine..... Photo and Fashion Editor  
 Harold Albus..... Syndicate Contact & Writer

### **Station Relations & Engineering**

E. M. Johnson..... Vice-President  
 Charles Godwin..... Southern Mgr.-Station Rel.  
 Robert Carpenter..... Eastern Mgr.-Station Rel.  
 Roy Danish..... Western Mgr.-Station Rel.  
 Ruth Jaffe..... Supervisor of Station Traffic  
 Robert O'Connor... Mgr. of Station Information  
 Leslie Learned..... Chief of Engineering Traffic  
 James Chapman... Supt. of Engineering Traffic  
 Margaret Riordan... Sup. of Wire Communications  
 Lewis Tower..... Chief Facilities Engineer  
 Margaret Maloney..... Telephone Supervisor

### **Advertising, Planning and Research**

Robert A. Schmid..... Vice-President  
 Harold Coulter..... Director of Promotion  
 James Tyler..... Manager of Adv. & Prom.  
 William Fairbanks. Mgr. Presentations & Planning  
 Richard Puff..... Director of Research  
 Paul Benson..... Asst. Director of Research  
 F. Carleton McVarish... Mgr. of Audience Prom.  
 Arnold Roston..... Art Director  
 Winifred Hall..... Production Supervisor

### **Sales Department**

Adolf N. Hult..... Vice-President  
 Sidney P. Allen..... Asst. to V.P.  
 D. R. Buckham..... Eastern Sales Manager  
 Alma Graef..... Manager of Sales Service  
 Torrence Danley..... Manager of Sales Traffic  
 Minnie Antrim..... Service Representative  
 Eda Purcell..... Manager of Contract

### **Accounting Department**

George Ruppel..... Assistant Controller  
 Richard Groome..... Auditor  
 George Westby..... Budget Director  
 Madeline Pellinger..... Supervisor of Affidavit

### **Chicago Staff**

Carroll Marts..... Sales Manager  
 Dorothy Reynolds... Midwest Sales Service Mgr.  
 Myrtle Goulet... Office Mgr. & Program Traffic  
 George Herro..... Dir of Prom. & Publicity

### **Washington Staff**

Hollis Seavey... Washington Program Coordinator  
 William Hillman..... Presidential Corres.

### **Philadelphia Staff**

Howard Cann... Philadelphia Sales Representative

### **Hollywood Staff**

Ned Tollinger..... Program Mgr.  
 Harriet Crouse..... Publicity Dir.

# KOOL

THE *Gene Autry* STATION IN PHOENIX

**C**lever, Unique Promotions  
**B**etter Programming  
**S**uperior Merchandising

**AGGRESSIVE MANAGEMENT!**  
and

A loyal, responsive audience  
that annually spends more than  
**HALF A BILLION DOLLARS**  
in KOOL's retail area

Key Station of the  
Radio Network of Arizona.

KOOL, Phoenix  
KCKY, Coolidge  
KOPO, Tucson

Covering 75% of the popula-  
tion of Arizona's richest area.

Arizona's **FIRST** Station  
**5,000 WATTS DAY AND NIGHT - 960 KCs**

NATIONAL REPRESENTATIVES • **George P. Hollingberry Co.**  
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA





J. H. McCONNELL  
President

# National Broadcasting Company

RADIO broadcasting reached new economic levels in 1949, and during the past year television has made unprecedented advances alongside the older art of sound. The prospects for

these two broadcast services in 1950 are bright. As entertainment media, they will continue to serve the American public well. As advertising media, they complement each other. Only by using radio and television can the advertiser reach all of the people of the United States—something he cannot do by the use of any other medium.

The very growth of television is a challenge to radio to make the most of its capacities and to realize fully its great potential.

This growth will continue at an increasing pace. The number of television receivers in the hands of the public will grow by leaps and bounds and television facilities will also expand. At the beginning of 1949, NBC had an interconnected television network of only seven stations on the East Coast. By December 1, the NBC interconnected network had increased to twenty-six stations which, together with twenty-seven non-interconnected stations, brought NBC service to thirty-two states — and to an area containing upwards of 60 per cent of the nation's population.

Television will also grow in program skills and production know-how. At NBC, television is now "on its own," with its own studios, engineers, newsmen, talent scouts, sales force and financial set up. It will develop new sales patterns and will sell billions of dollars worth of goods and services. And ultimately television will be profitable, with several video broadcasters already reporting a small profit from operations.

Radio, however, will continue as a great force of entertainment for people of all ages, with basic advantages as an advertising medium.

Radio covers all markets. It can reach over 94 per cent of the families

in this country and there are an additional twenty million sets in cars, out of doors and in public places. Radio has been getting bigger, with more than five million families added to the radio population in the last three years. It is the most economical of all media, and a better buy than ever before. In the past ten years, the NBC network cost-per-thousand has decreased 23 per cent, while during the same period daily newspapers have increased 7 per cent, and one of the largest weekly magazines has increased 17 per cent in cost-per-thousand.

With these advantages, radio has nothing to fear so long as it makes the most of its opportunities. It will always have a substantial audience if it is alert in meeting the public's requirements for entertainment and information. With such a mass audience, radio will continue to enjoy advertising support. But it cannot hide its light under a bushel. Radio must tell the advertisers of America its full story—and it must develop new merchandising and sales techniques to meet changing requirements.

As long as radio faces its challenge and does a real job, it will not be displaced by any other medium of entertainment or advertising. Radio itself did not replace older advertising media, but stimulated them to greater growth. Between 1928 and 1948, while radio established itself as a basic advertising medium, the national advertising revenues of magazines and newspapers increased by over \$400,000,000. The telegraph was not banished by the telephone; wireless has not eliminated the cables; the phonograph was not killed by radio; and the movies did not destroy the theatre.

As a new and dynamic medium, television itself will create new demands for goods, with greater business volumes and increased sales opportunities. Radio has an opportunity for a larger scope of service in 1950 and it will realize that opportunity. Teamed, it will do an unparalleled job for the American economy.



# CASTING COMPANY



# NATIONAL Broadcasting Company

30 Rockefeller Plaza 20, New York City  
 (Telephone number, Circle 7-8300)  
 Registered Telegraphic Address  
**NATBROCAST NEW YORK**

## BOARD OF DIRECTORS

Niles Trammell, Chairman of the Board

Arthur E. Braun  
 John T. Cahill  
 Charles R. Denny  
 Gano Dunn

Frank M. Folsom  
 George L. Harrison  
 Harry C. Ingles  
 Charles B. Jolliffe

Joseph H. McConnell  
 Edward F. McGrady  
 Edward J. Nally  
 Brig. Gen. David Sarnoff

## Officers

Niles Trammell . . . . . Chairman of the Board  
 Joseph H. McConnell . . . . . President  
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 Harry C. Kopf . . . . . Administrative Vice President  
 Edward Madden . . . . . Asst. to Pres.  
 Sylvester Weaver . . . . . Vice President  
 John H. McDonald . . . . . Administrative Vice President  
 Sidney N. Stotz . . . . . Administrative Vice President  
 William Brooks . . . . . Vice President  
 Sydney Eiges . . . . . Vice President  
 Charles P. Hammond . . . . . Vice President

O. B. Hanson . . . . . Vice President  
 William S. Hedges . . . . . Vice President  
 Gustav B. Margraf . . . . . Vice President & General Attorney  
 John F. Royal . . . . . Vice President  
 Frank M. Russell . . . . . Vice President  
 I. E. Showerman . . . . . Vice President  
 Victor T. Norton . . . . . Vice President  
 H. F. McKeon . . . . . Controller  
 R. J. Teichner . . . . . Treasurer & Assistant Secretary  
 Lewis MacConnach . . . . . Secretary  
 Wayne Mason . . . . . Assistant Secretary

## DEPARTMENTS AND DIVISIONS

### Executive Officers

Joseph H. McConnell . . . . . President  
 Charles R. Denny . . . . . Executive Vice President  
 John H. McDonald . . . . . Administrative Vice President  
 in Charge of Finance  
 William Hedges . . . . . Vice President in Charge of  
 Planning and Development  
 John A. Royal . . . . . Vice President  
 David C. Adams . . . . . Assistant to the Executive  
 Vice President  
 George McGovern . . . . . Rate Specialist  
 Albert Walker . . . . . Executive Assistant  
 William Burke Miller . . . . . Night Executive Officer  
 James Gaines . . . . . Dir. of Owned & Oper. Stations

### Advertising and Promotion

James Nelson . . . . . Director Advtg. & Prom. for TV  
 Charles P. Hammond . . . . . Director Advtg. & Prom. for Radio

### Budget

John Tiedeman . . . . . Budget Officer

### Continuity Acceptance Department

Stockton Helffrich . . . . . Manager

### Controllers Department

Harry F. McKeon . . . . . Controller  
 Harold M. Kelly . . . . . Assistant Controller  
 Hugh R. McGeachie . . . . . Assistant Controller

## Engineering Department

O. B. Hanson.. Vice President and Chief Engineer  
George McElrath..... Director of Engineering Operations  
William A. Clarke..... Administrative Assistant  
Joseph D'Agostino..... Liaison Engineer  
Raymond F. Guy..... Manager, Radio and Allocations Engineering  
George N. Nixon..... Manager, Engineering Development  
Chester A. Rackey.. Manager, Audio and Video Engineering  
Thomas H. Phelan.. New York Division Engineer  
James Wood..... Manager of Technical Services

## General Service Department

Edward M. Lowell..... Director  
Walter E. Giebelhaus..... Manager of Building Maintenance Division  
Helen Davis..... Manager of Office Services Division

## Guest Relations

Peter M. Tintle..... Manager  
Joseph Phillips.. Assistant Manager in Charge of Reception Division  
Alton Porter.. Assistant Manager in Charge of Tours Division  
James Van Gaasbeck.... Assistant Manager in Charge of Ticket Division

## Legal Department

Gustav B. Margraf.. Vice President & General Attorney  
Robert P. Myers.... Assistant General Attorney  
Thomas E. Ervin.... Assistant General Attorney  
George H. Halbert..... Senior Attorney  
John V. Shute..... Senior Attorney  
John P. King..... Attorney  
Paul B. Lynch..... Attorney  
Cahill, Gordon, Zachry & Reindel..... Counsel (New York & Washington)

## National Spot Sales Department

James V. McConnell..... Director  
John de Russy..... Manager  
Jacob Evans..... Promotion Manager

## Network Sales Department

Harry C. Kopf..... V.P. for Sound Bcstg.  
George Frey..... Dir. of TV Sales  
Walter Scott..... Eastern Sales Mgr. for Radio  
Ed Hitz..... Eastern Sales Mgr. for TV  
Sackett Miles.... Mgr. Sales & Service for Radio  
Frank Reed..... Mgr. Sales & Service for TV

## News and Special Events Department

William F. Brooks.. Vice President in Charge Radio  
Francis C. McCall.. Director of News & Special Events  
Adolph J. Schneider.. Director of TV News & Special Events  
Joseph O. Meyers.. Manager of Radio Operations

## International Division

Cal Abraham.. Station Liaison & Public Relations Director

## Personnel Department

Ernest de la Ossa..... Director  
Theodore Thompson..... Manager  
Edmund Souhami.. Labor Relations Assistant to the Director  
Doris Ann..... Employment Manager  
Donald Bogert..... Employee Service Manager  
William Rodin.... Records & Research Manager

## Press Department

Sydney Eiges..... Vice President in Charge  
Josef Dine..... Director  
Sam Kaufman..... Special Services Manager  
Allan Kalmus..... Tele. Manager  
Michael Dann..... Trade Editor  
Leo Hershendorfer..... Feature & Copy Editor  
Leonard Meyers..... Music Editor  
Sidney Desfor..... Photo Editor  
Don Bishop..... Magazine Editor  
Ursala Halloran..... Column Editor  
Anita Barnard..... Information

## Program Department

Thomas C. McCray.. National Program Director  
Arch Robb..... Operations Manager  
Leslie Harris.. Assistant National Program Dir.  
Mitchell Benson.. Administrative Assistant; Co-ordinator of New Package Programs  
Mary Cooper..... Supervisor of Booking Office  
Allin Robinson..... Night Program Manager  
Patrick J. Kelly..... Manager of Announcers  
Samuel Chotzinoff..... General Music Director  
James Kovach..... Manager Production Div.  
Richard McDonagh..... Executive Producer  
Joel Hammil..... Manager, Literary Rights & Material Review  
Bill Stern..... Director of Sports  
Frederick Knopfke... Manager of Sound Effects  
Wade Arnold.. Assistant to the Program Director in Charge of Special Programs  
Van Woodward..... Mgr. Script Div.

## Public Affairs and Education Department

Sterling Fisher..... Manager  
Doris Corwith.... Director of Talks & Religious Broadcasts  
Margaret Cuthbert... Director of Public Affairs  
Jane T. Wagner..... Director of Education

## Radio Recording Department

Charles G. Hicks... Comm. Recording Sales Mgr.

## Research Department

Hugh M. Beville, Jr..... Director  
Barry T. Rumble..... Manager

## Stations Departments

Easton C. Woolley.... Dir. Sta. Rel. for Radio  
Sheldon Hickox..... Dir. Sta. Rel. for TV

## Traffic Department

Harry A. Woodman..... Manager

## Television Department

Sylvester L. Weaver Vice President in Chg. of Television

### OPERATIONS

Carleton D. Smith Director of TV Operations  
 John T. Williams Asst. to the Director of TV Operations  
 Fred Shawn Manager of Operations  
 J. Robert Myers TV Controller  
 Leslie C. Vaughan TV Cost & Billing Manager  
 Joseph Berhalter TV Budget Officer  
 Neil Knox TV Personnel Supervisor  
 Russ Johnston Director of Film Operations  
 N. Ray Kelly Assistant Director of Film Division  
 Robert E. Shelby Director of TV Engineering Operations  
 F. A. Wankel Asst. Director of TV Engineering Operations  
 Reid R. Davis TV Operations Supervisor

### PRODUCTION

Frederic W. White Director of Production  
 Fred Coe Manager of New Program Development  
 Carl Stanton Talent & Program Procurement Manager

### SALES

Robert W. Sarnoff Program Sales Mgr.

## Transportation Department

Marie F. Dolan Manager

## Treasurers Department

Rudolph J. Teichner Treasurer

William A. Williams Assistant to the Treasurer  
 William D. Bloxham Purchasing Agent

## Owned & Operated Stations

James M. Gaines Director of Owned and Operated Stations  
 Hamilton Shea Controller

## WNBC, WNBC-FM, WNBT Department

Thomas B. McFadden Manager of WNBC, WNBC-FM, WNBT  
 Donald A. Norman Assistant Manager  
 Harvey J. Gannon Program Manager, WNBC, WNBC-FM  
 John H. Reber Program Manager, WNBT  
 John C. Warren Sales Manager  
 Joseph Goodfellow Account Executive  
 William Rich Account Executive  
 Murry Harris Advertising & Promotion Manager  
 Richard Stahlberger Assistant Advertising & Promotion Manager  
 George Stevens Sales Traffic Director  
 Earl Harder Manager of AM Traffic  
 Catherine Formickella Manager of TV Traffic  
 Jay Heitin News & Special Events Manager  
 Schuyler Chapin Press Manager  
 Thomas Page Farm Director  
 Clay Daniel Production Manager  
 Marjorie Hutchison Business Manager  
 Raymond C. Johnson Promotion Writer  
 Winifred Schaefer Assistant to News & Press Managers

## 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
WNBT	New York (Television)	Owned and operated by NBC
WNBW	Washington (Television)	Owned and operated by NBC
WNBK	Cleveland (Television)	Owned and operated by NBC
WNBQ	Chicago (Television)	Owned and operated by NBC
KNBH	Hollywood (Television)	Owned and operated by NBC

### AFFILIATED STATIONS—Interconnected Network

WBAL-TV, WBZ-TV, WBEN-TV, WNBQ, WNBK, WWJ-TV, WICU, WLAV-TV, WGAL-TV, WTAMPJ-TV, WHHC-TV, WNBT, WPTZ, WDTV, WJAR-TV, WHAM-TV, WRGB, KSD-TV, WSPD-TV, WNBW, WDEL-TV.

### Non-interconnected Network

KOB-TV, WSB-TV, WBRC-TV, WBT, WLW-TV, WLW-C, WLW-D, WBAP-TV, KNBH, WAVE-TV, WMCT, WDSU-TV, WKY-TV, WOW-TV, KDYL-TV, KSTP-TV, KPIX, KING-TV, WSAZ-TV, KFMB-TV.

## Central Division—Chicago

Merchandise Mart, Chicago 51, Ill.

Tel. Superior 7-8300

WMAQ, WMAQ-FM, WNBT (TV)

I. E. Showerman Vice President in Charge  
 John F. Whalley Business Manager  
 Robert Guilbert, Manager of Continuity  
 Acceptance

Howard Lutgren Division Engineer  
 William Ray Manager of News & Special Events  
 Jack Ryan Manager of Press  
 Frederick Jacobson Program Manager  
 Judith Waller Public Affairs and Education Director  
 Oliver Morton Local & National Spot Sales Manager

Paul McCluer.....Network Sales Manager  
 A. W. Kaney.....Station Relations Manager  
 Jules Herbuveaux.....Tele. Manager  
 Paul Moore.....TV Engineering Operations  
 Supervisor  
 Edwin S. Mills.....TV Program Manager  
 Eugene Hoge.....Central Div. TV Sales Mgr.

**Western Division—  
 Hollywood**

*Sunset Blvd. & Vine St., Hollywood 28, Calif.  
 Tel. 9-6161  
 KNBH (TV)*

Sidney W. Stotz...Administrative Vice President  
 in Charge of the Western Division  
 Lewis S. Frost...Assistant to the Vice President  
 Frank V. Dellett.....Auditor  
 Donald Honrath.....Manager of Continuity  
 Acceptance  
 Alfred Saxton.....Western Division Engineer  
 Robert Howard...Nat. Spot Sales Mgr. West. Div.  
 Frank Berend.....Nat. Sales Mgr. West. Div.  
 Roger Sprague...Manager of News & Special  
 Events Western Division  
 Leslie Raddatz...Manager of Press Western Div.  
 Homer Canfield...Prog. Mgr. Western Division  
 Helen Hall.....Act. Mgr. Sales Pro. & Adv.  
 Jennings Pierce...Manager of Public Affairs,  
 Station Relations & Guest Relations  
 Henry Maas...Manager of Sales & Prog. Traffic  
 Harold Bock.....Manager of Tele. Operations  
 Wallace Boone.....Business Manager  
 Robert Clark...TV Eng. Operations Supervisor

Robert Brown.....TV Program Manager  
 Norman Blackburn.....Dir. West. Network TV  
 Operations  
*WRC, WRC-FM, WNBW, Washington  
 Trans Lux Bldg., 14th St. & N. Y. Ave.  
 Washington 5, D. C.*  
 Frank M. Russell...Vice President in Charge  
 William R. McAndrew...Assistant to the Vice  
 President; General Manager  
 Mahlon Glascock.....Sales Manager  
 Eugene Juster.....Director of Programs  
 Donald Cooper.....Chief Engineer  
 Cassius Keller...Director of News & Special Events  
 Thomas Geoghegan...Manager of Advertising &  
 Promotion  
 R. G. Coldenstroth...Auditor & Office Manager  
 Walter Royen.....Manager of Press  
 Ralph Burgin.....TV Program Manager  
 Charles Colledge...TV Engineering Operations  
 Supervisor

**NBC Stations Planning &  
 Advisory Committee**

Harold Essex...WSJS, Winston Salem, N. C.  
 Martin Campbell.....WFAA, Dallas, Texas  
 Clair McCollough.....WGAL, Lancaster, Pa.  
 Harry Bannister.....WWJ, Detroit, Mich.  
 Wiley Harris.....WJDX, Jackson, Miss.  
 Walter Damm.....WAMJ, Milwaukee, Wis.  
 Ed Yocum.....KGHL, Billings, Montana  
 Ewing Kelley.....KCRA, Sacramento, Calif.  
 Harold Burke.....WBAL-TV, Baltimore, Md.  
 John Outler.....WSB-TV, Atlanta, Ga.

**FOR COMPLETE TV INFORMATION**  
**SEE**  
**TELEVISION YEAR BOOK**  
**IN**  
**THIS VOLUME**



# KEYSTONE



## Broadcasting System, Inc.

### Offices

134 North LaSalle Street  
Chicago 2, Illinois  
STate 2-4590

580 Fifth Avenue  
New York 19, New York  
PLaza 7-1460

### Officers & Directors

Executive Vice-President.....	Naylor Rogers
Vice-President (Director).....	Arthur Wolf
Vice-President (Director).....	Joseph Bayer
Secretary-Treasurer (Director).....	Sidney J. Wolf
Assistant Secretary (Director).....	William Bayer

### New York

580 Fifth Avenue

Eastern Sales Manager.....	Noel A. Rhys
Office Manager.....	Eve Banner
Research Director.....	James A. Yergin

### Chicago

134 North LaSalle St.

Exec. Vice-President.....	Naylor Rogers
Secretary-Treasurer.....	Sidney J. Wolf
Special Representative.....	Edwin R. Peterson
Account & Office Manager.....	Elizabeth M. Jacobs
Director of Station Relations.....	Emma G. Rogers



**SERVICES OFFERED:** Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 385 affiliated stations. This is the only national network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length. Keystone makes its facilities available nationally or in selected groups.



# REGIONAL NETWORKS

## Alaska Broadcasting System

CBS

830 Securities Bldg., Seattle 1, Wash.  
Phone: Seneca 6333

### PERSONNEL

General Manager.....William J. Wagner  
Secretary & Treasurer.....I. F. Wagner  
Washington Attorney.....Philip M. Baker  
Chief Engineer.....W. R. Nichols  
Seattle Manager.....Ernest Spink  
Attorney.....Warren Cuddy

### BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Ken-  
neth Laughlin, Station Mgr.; Station KTKN,  
Ketchikan, Thomas J. Durant, Station Mgr.;  
Station KINY, Juneau, John Ashbaugh, Station  
Mgr.; Station WFRB, Box 950, Fairbanks,  
James Fletcher, Station Mgr.; Station KIBH,  
Box 250, Seward, James B. Lawson, Station  
Mgr.; Station KIFW, Sitka, Alaska.

### STATIONS

KFQD, Anchorage; KTKN, Ketchikan; KINY,  
Juneau; KFRB, Fairbanks; KIBH, Seward;  
KQQL, Anchorage; KIFW, Sitka, Alaska.

## The Aloha Network

P. O. Box 1380, Honolulu, T. H.

Phone: 95295

### PERSONNEL

Vice-Presidents.....R. M. Fitkin,  
J. E. Jaeger, C. J. Fern, E. J. Crane  
Sales Manager.....L. R. Turner

### 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  
Promotion Manager.....Robert Pollard

### STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM,  
Yuma; KGLU, Safford; KWJB, Globe-Miami;  
KYCA, Prescott; KAWT, Douglas-Bisbee.

## The Arizona Network

Radio Station KOY

836-838 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

### PERSONNEL

Manager.....Albert D. Johnson  
Program Manager.....John R. Williams  
Commercial Manager.....John L. Hogg  
KTUC Manager.....Lee Little  
KSUN Owner.....Carlton W. Morris

### BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson,  
Ariz.; Phone: 2-3344; Station KSUN, Lowell,  
Ariz., Phone: 3.

### STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Lowell.

### NATIONAL REPRESENTATIVE

John Blair & Company

## Arrowhead Network

WEBC Building, Duluth, Minn.

Phone: Melrose 2873

### PERSONNEL

President.....Morgan Murphy  
Gen. Mgr.....Walter C. Bridges  
Mgr., Minn. Grp.—Nat. & Rgl. Sls. Mgr.

Marlin E. Smythe

Sales Mgr. WMFG.....Oscar Peterson  
Sales Mgr. WHLB.....Art Nelson  
Mgr. WJMC.....Gregg Rouleau  
Mgr. WEAU.....Harry Hyett  
Mgr. WISC.....Ralph O'Connor  
Arrowhead News Editor.....Earl Henton  
Arrowhead Program Mgr.....Jack McKenna

### BRANCH OFFICES

WEBC Building (WEFC), Duluth, Minn.,  
Phone Melrose 2873, Mgr. Marlin E. Smythe;  
Androy Hotel (WMFG), Hibbing, Minn., Phone  
Hibbing 1150, Mgr. Oscar Peterson; Sixth Ave.  
& 17th St. (WHLB), Virginia, Minn., Phone  
Virginia 2000, Mgr. Arthur Nelson; 203 S.  
Barstow St. (WEAU), Eau Claire, Wis., Phone  
E. C. 6149, Mgr. Harry S. Hyett; 1615 S. Main  
St. (WJMC), Rice Lake, Wis., Phone R. L. 550,  
Mgr. Greg Rouleau; Commercial State Bank  
Bldg. (WISC), Madison, Wis., Phone Mad.  
7-2588, Mgr. Ralph O'Connor.

### STATIONS

WEBC, Duluth; WMFG, Hibbing; WHLB,  
Virginia, Minn.; WJMC, Rice Lake; WEAU,  
Eau Claire; WISC, Madison, Wis.



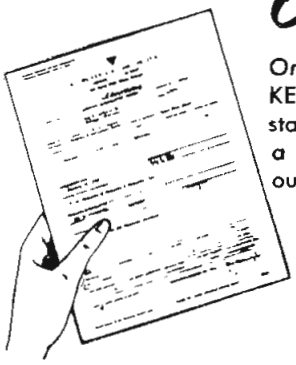
# KEYSTONE

Talks "like-a-next-door-neighbor" to the  
 ... THE DIRECT ROUTE TO BUYING INFLUENCE  
 IN AMERICA'S RICHEST MARKET ...

**TO THE  
 RADIO TIME BUYER ...**

*Only One Order Needed.*

One order is all you need to buy all 385 outlets of the big  
 KEYSTONE NETWORK, or any part of it (down to as few as 20  
 stations spotted where you most need them)—and you will enjoy  
 a lower rate on any combination you decide upon. Consult  
 our nearest representative for complete information.



**KEYSTONE BROADCASTING**

# Reaches the 14,427,017 Radio Families Whose Income Has More than Doubled in the Last 8 Years!

These are the "Backbone of America" families who live in small towns and on farms, in the richest agricultural sections of the country—people who buy breakfast foods, toilet articles, canned goods, household appliances and many other items in greater quantities than any other people on earth!

More than 88% of these families can be reached on the friendly, neighborly, influential KBS community level by no other stations than the local Keystone outlet.

# BROADCASTING SYSTEM

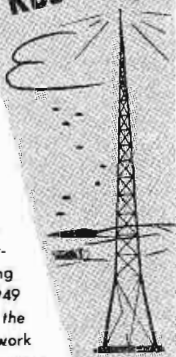
40,000,000 radio listeners reached through the 385 KBS outlets

*A market which represents 56% of all retail outlets and 43% of all retail sales!*

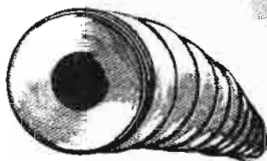
Do you know that the 16,340 cities and towns of 25,000 population or less have more than half of all retail outlets and do nearly half of all the retail business? America's leading brand name manufacturers are becoming more keenly aware of these facts every day. In 1949 they spent much more on their radio advertising at the local community level than for either national network radio or national spot radio. Do these facts convey any special significance for your future radio advertising plans?

KBS is the ONLY established and growing Transcription Network covering small town and rural areas exclusively.

IN OPERATION SINCE 1940



## TO ADVERTISERS AND AGENCIES . . .



*Keystone can effect many economies for you*

You can furnish us with your own scripts or transcriptions, or we will help you in developing the right type of transcription or script for this market—and we will also cooperate in getting you the best time and the best show that your money can buy anywhere. Call your nearest Keystone representative to help you plan a "Keystone campaign for greater sales volume."

**SYSTEM, INC. New York**

580 Fifth Ave.  
Phone Plaza 7-1460

**Chicago**

134 N. LaSalle St.  
Phone 3Tate 2-4390

## Regional Networks

### Broadcasting Corp. of America

(Western Network)

P. O. Box 987, Riverside, Calif.  
Phone: Riverside 6293

#### PERSONNEL

President & Gen. Mgr. . . . . W. L. Gleeson

#### BRANCH OFFICE

483 E. St., San Bernardino, Calif. Phone:  
AB 5157, Gen. Williams, V.P.

#### STATIONS

KPRO, Riverside; KPOR, San Bernardino;  
KREO, Indio; KROP, Brawley; KYOR, Blythe;  
KRPO, San Jose, Calif.

#### SUPPLEMENTS

KICO, Calexico; KPMO, Pomona; KNGS,  
Hanford; KVOE, Santa Ana; KSDO, San Diego;  
KFVD, Los Angeles; KUBA, Yuba City; KMAR,  
Bakersfield, Calif.

★

### The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.  
Phone: 2-0237

#### PERSONNEL

President . . . . . C. Glover DeLaney

#### STATIONS

WNAB, Bridgeport; WHTT, Hartford; WNHC,  
New Haven; WNLC, New London; WSTC,  
Stamford; WTOR, Torrington; WATR, Water-  
bury, Conn.

★

### Don Lee Broadcasting System

1313 North Vine St., Hollywood 28, Calif.  
Phone: Hudson 2-2133

#### PERSONNEL

Chair. Bd. of Directors . . . Lewis Allen Weiss  
President . . . . . Willet H. Brown  
Secretary-Treas. . . . . A. M. Quinn  
Vice Pres. Chg. of Sales . . . Ward D. Ingram  
Vice Pres. Chg. of Sta. Rel. . . Patrick Campbell  
Sales Manager . . . . . George Whitney  
Sales Promotion Mgr. . . . . Herbert Sonnenburg  
Program Director . . . . . J. Carlton Adair  
Director of Operations . . . . Anthony J. LaFrano  
Continuity Accept. Dir. . . . William Williams  
News & Spec. Feature Dir. . . . Les Mawhinney  
Public Relations Dir. . . . . Mark Finley  
Publicity Dir. . . . . James Parsons, Jr.  
Program Promotion Dir. . . . . Robert Hartnett  
V.P. Chg. of Engrng. . . . . Walter Carruthers

#### STATIONS

KHJ, Los Angeles; KFRC, San Francisco;  
KAFY, Bakersfield; KHSL, Chico; KXO, El Cen-  
tro; KIEM, Eureka; KYNO, Fresno; KMYC,  
Marysville; KYOS, Merced; KPRL, Paso Robles;  
KVCV, Redding; KXOA, Sacramento; KSBW,  
Salinas; KFXM, San Bernardino; KGB, San  
Diego; KVEC, San Luis Obispo; KVOE, Santa

Ana; KDB, Santa Barbara; KXOB, Stockton;  
KCOK, Tulare, Calif.; KPOJ, Portland; KWIL,  
Albany; KAST, Astoria; KBND, Bend; KOOS,  
Coos Bay; KORE, Eugene; KUIN, Grants Pass;  
KFJI, Klamath Falls; KRNR, Roseburg; KSLM,  
Salem, Ore.; KVI, Seattle; KNEW, Spokane;  
KXRO, Aberdeen; KPUG, Bellingham; KELA,  
Centralia; KRKO, Everett; KWLK, Longview;  
KGY, Olympia; KUJ, Walla Walla; KWNW,  
Wenatchee; KYAK, Yakima, Wash.; KVNI,  
Coeur d'Alene; KRLC, Lewiston; KWAL,  
Wallace, Ida.; KATO, Reno, Nev.; KOOL,  
Phoenix; KCNA, Tucson; KCKY, Cool-  
idge, Ariz.; KHON, Honolulu; KIPA, Hilo;  
KTOH, Lihue; KMVI, Wailuku, T. H.; KENI,  
Anchorage; KFAR, Fairbanks, Alaska.

★

### Foreign Language Quality Network

70 E. 45th St., New York 17, N. Y.  
Phone: MUrray Hill 6-0238

#### PERSONNEL

General Manager . . . . . Claude Barrere  
Sales Manager . . . . . Irving Collin

A group of stations broadcasting in Italian,  
Polish and other languages in major language  
markets throughout the country, formed to  
facilitate obtaining information and planning  
of campaigns, purchases of time, etc. Listing  
incomplete at time of going to press.

★

### Georgia Associations of Local Stations

Atlantan Hotel, Atlanta, Ga.  
Phone: Alpine 5132

#### PERSONNEL

Sales Director . . . . . Tom Carr

#### STATIONS

\*WGLS, Atlanta-Decatur; WDEC, Americus;  
WG AU, Athens; WLBB, Carrollton; WBHF,  
Cartersville; WGAA, Cedartown; WMJM, Cor-  
dele; WMOC, Covington; WBLJ, Dalton;  
WDWD, Dawson; WMLT, Dublin; WBHB, Fitz-  
gerald; WDUN, Gainesville; WKEU, Griffin;  
WFOM, Marietta; WIBB, Macon; WMVG, Mil-  
ledgeville; WMGA, Moultrie; WROM, Rome;  
WFRP, Savannah; WWNS, Statesboro; WSFT,  
Thomaston; WKTG, Thomasville; WWGS, Tif-  
ton; WLET, Toccoa; WRQN, Vidalia; WAYX,  
Waycross; WRLD, West Point.

\* Key Station

★

### Georgia Major Market Trio

(Address any station or The Katz Agency)

#### PERSONNEL

General Manager (WAGA) . . . James E. Bailey  
General Manager (WTOC) . . . . W. T. Knight  
General Manager (WMAZ) . . . . Wilton E. Cobb

#### STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOC,  
Savannah, Ga.

## Regional Networks

### Georgia Quartet

c/o George P. Hollingsbery Co.  
307 N. Michigan Ave., Chicago, Ill.  
Phone: ANdover 3-2636

#### BRANCH OFFICES

Whitehead Building, Atlanta, Ga., Dan Schmidt, Ill. Manager; 420 Lexington Ave., New York, N. Y., F. E. Spencer, Jr., Manager; 411 W. 5th St., Los Angeles, Calif., Harry H. Wise, Jr., Manager; 235 Montgomery St., San Francisco, Calif., Knox La Rue, Manager.

#### STATIONS

WGST, Atlanta; WRBL, Columbus; WRDW, Augusta; WSAV, Savannah.

★

### Great Northern Broadcasting System

200 3rd Ave., N.W., Mandan, N. D.

Phone: 561

#### PERSONNEL

President.....M. M. Marget  
Vice-President.....John B. Cooley  
Secy. & Treas.....M. J. Reichert

#### STATIONS

KMHL, Marshall; KGDE, Fergus Falls; KNOX, Moorhead; KWLM, Willmar, Minn.; KGCX, Sidney, Montana; KOVC, Valley City; KNOX, Grand Forks; KDLR, Devils Lake; KLPM, Minot; KGCU, Mandan & Bismarck, N. D.

★

### Intermountain Network

146 S. Main St., Salt Lake City 1, Utah

Phone: 4-3561

#### PERSONNEL

President.....George C. Hatch  
Executive Vice-Pres.....Alvin G. Pack  
Vice-Pres. Chg. of Sales.....Lynn L. Meyer  
Vice-Pres. Chg. of Programs.....Jack Paige  
Dir. of Engineering.....W. D'Orr Cozzens  
Sales Service Dir.....Craig Rogers  
Regional Account Exec.....W. W. Daynes  
Office Manager.....Ernest W. Campbell

#### BRANCH OFFICES

Avery-Knodel, Inc., 565—5th Ave., New York, N. Y., Phone: PLaza 3-6513, Exec., Lewis H. Avery; Avery-Knodel, Inc., 333 No. Michigan, Chicago, Ill., Phone: And. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Bldg., San Francisco, Phone: Yucon 2-3877, Exec., David H. Sandeberg; Avery-Knodel, Inc., 315 W. 9th St., Los Angeles, Phone: Tucker 2095, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: Cypress 7545, Exec., Charles Coleman.

#### STATIONS

KALL, Salt Lake; KLO, Ogden; KVNU, Logan; KOVO, Provo; KOAL, Price; KSBC, Richfield; KSUB, Cedar City, Utah; KEYY, Pocatello; KID, Idaho Falls; KVMV, Twin Falls; KFXD, KFXD-FM, Boise-Nampa, Idaho; KOPR, Butte; KMON, Great Falls; KPRK, Livingston; KBMY, Billings; KRIF, Miles City, Montana; KVRS, Rock Springs; KOWB, Laramie; KOVE,

Lander; KSPR, Casper; KWYO, Sheridan; KPOW, Powell, Wyoming; KRAM, Las Vegas, Nevada.

★

### Iowa Tall Corn Network

407 5 St., Des Moines, Ia.

Phone: 2-0225

#### PERSONNEL

Executive Manager.....George W. Webber  
Assistant Manager.....Jerry Smith  
Office Manager.....Andrene P. Wennergren  
President (KWCR).....Paul Millen  
Vice-President (KICD).....Ben Sanders  
Vice-President (KDTH).....Ken Gordon

#### STATIONS

KWCR, Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KSTT, Davenport; KDEC, Decorah; KWDM, Des Moines; Keokuk; KFJB, Marshalltown; KICM, Mason City; KCOM, Sioux City; KICD, Spencer; KDTH, Dubuque; KVFD, Fort Dodge; KOKX, KAYX, Waterloo, Iowa.

★

### Lone Star Chain, Inc.

1714 M & W Tower, Dallas 1, Tex.

Phone: Riverside 5663

#### PERSONNEL

President.....Harold V. Hough  
Vice-President.....Fred Nahas  
Secretary-Treasurer.....O. L. Ted Taylor  
General Manager.....H. H. Dunavan

#### STATIONS

KEYS, Corpus Christi; KFDM, Beaumont; KFDX, Wichita Falls; KFYO, Lubbock; KGNC, Amarillo; KOSA, Odessa; KRGV, Weslaco; KROD, El Paso; KTBB, Tyler; KTBC, Austin; KTRE, Lufkin; KTSA, San Antonio; KTXL, San Angelo; KWKC, Abilene; KXYZ, Houston; WBAP-820, Fort Worth; WBAP-570, Fort Worth, Texas.

★

### Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: 2-0181

#### PERSONNEL

Manager.....William H. Rines  
Sales Director.....Rudolph O. Marcoux  
Technical Director.....Daniel H. Smith

#### 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.

★

### Michigan Radio Network

1700 Stroh Bldg., Detroit 26, Mich.

Phone: Woodward 3-8321

#### PERSONNEL

General Manager.....James G. Riddell  
Sales Manager.....H. S. Christian  
Dir. Adv. & Sales Prom.....Dean Linger

## Regional Networks

### 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.

★

### New England Regional Network

26 Grove St., Hartford 15, Conn.  
Phone: Hartford 2-3181

#### DIRECTORS

Chairman, . . . . . Paul W. Morency  
J. B. Conley, John J. Boyle, William H. Rines.

#### STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.;  
WAR, Providence, R. I.; WLBZ, Bangor, Me.;  
WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE  
Weed & Company

★

### Northwest Network

3415 University Ave., St. Paul W4, Minn.  
3415 University Ave., S.E., Minneapolis 18,  
Minn.

Phone: PRior 2717

#### PERSONNEL

General Manager, . . . . . Stanley E. Hubbard  
Treasurer, . . . . . Kenneth M. Hance  
Sales Manager, . . . . . Miller C. Robertson

#### STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station);  
WEBC, Duluth, Minn.; KYSM, Mankato, Minn.;  
WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.;  
KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.;  
KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.;  
WEAU, Eau Claire, Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE  
Edward Petry & Co.

★

### The Oklahoma Network

1800 West Main, Oklahoma City 2, Okla.  
Phone: 3-8352

#### PERSONNEL

Managing Director, . . . . . Robert D. Enoch

#### STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KRCR, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore; KTMK, McAlester; KSWO, Lawton.

NATIONAL REPRESENTATIVE  
Taylor-Boroff & Co.

★

### The Pacific Regional Network

6540 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hillside 7406

#### PERSONNEL

General Manager, . . . . . Cliff Gill  
Sales Manager, . . . . . Ted MacMurray  
Program Manager, . . . . . Dan Russell

### STATIONS

KFMV, Hollywood, key relay station for Southern Calif. Other affiliates offering complete AM & FM coverage of Calif. in process of organization for first state-wide commercial program April 16, 1950.

★

### Radio Network of Arizona

Adams Hotel, Phoenix, Ariz.  
Phone: 2-1748

#### PERSONNEL

General Manager, . . . . . Charles H. Garland  
Commercial Manager, . . . . . George E. Agnew

#### BRANCH OFFICES

400 S. Main St., Coolidge, Ariz., Phone: 355.  
Wm. F. Parady, Gen. Mgr.; 115 W. Drachman St., Tucson, Ariz., Phone: 4-0431, E. S. Miltendorf, Gen. Mgr.

#### STATIONS

KOOL, Phoenix; KOPO, Tucson; KCKY, Coolidge, Ariz.

★

### Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah  
Phone: 9-4322

#### PERSONNEL

President & Gen. Mgr., . . . . . Frank C. Carman  
Vice-Pres. & Sales Mgr., . . . . . John Schile  
Vice-Pres. & Program Dir., . . . . . Ray Fadel  
Traffic Director, . . . . . Marie Fish

#### STATIONS

KGEM, Boise; KBIO, Burley; KIFI, Idaho Falls; KEIO, Pocatello; KLIX, Twin Falls, Ida.; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KPRK, Livingston, Mont.; KELK, Elko; KENO, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah; KFBC, Cheyenne; KVOC, Casper; KRAL, Rawlins, Wyo.

★

### Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.  
Phone: 3341

#### PERSONNEL

President, . . . . . H. L. Creal  
Executive Secretary, . . . . . R. B. Gervan  
General Manager, . . . . . M. R. Hanna  
Ass't. Gen. Mgr. Eng. & Sta. Rel., . . . . . D. K. deNeuf  
Sales Manager, . . . . . H. S. Brown  
Program Supervisor, . . . . . M. K. Knapp  
Farm Service Dir., . . . . . R. B. Child  
Ass't. Chief Engineer, . . . . . T. R. Humphrey

#### BRANCH OFFICE

330 W. 42nd St., New York 18, N. Y., Phone: LO 3-4190, Sales Rep., Dr. Miller McClintock.

#### STATIONS

WHCU-FM, Ithaca; WFNF, Wethersfield; WVBT, Bristol Center; WVCN, DeRuyter; WVBN, Turin; WVCV, Cherry Valley; WSLB-FM, Ogdensburg; WFLY, Troy, New York.

## Regional Networks

### Steinman Stations

8 W. King St., Lancaster, Pa.  
Phone: 5251  
PERSONNEL

Mgr. Dir. . . . . Clair R. McCollough  
Sales Manager . . . . . J. Robert Gullick  
Program Manager . . . . . J. Gorman Walsh  
Technical Director . . . . . 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

### Texas Quality Network

(Address Station)

Manager (KTBS) . . . . . C. K. Beaver  
BRANCH OFFICE

312 East Kings Highway, Shreveport, La.  
Phone: 7-3644, C. K. Beaver, Manager.

#### STATIONS

KTBS, Shreveport, La.

### Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.  
Phone: 3-3473  
PERSONNEL

President . . . . . Gene L. Cagle  
Vice-President . . . . . Charles B. Jordan  
Secretary-Treasurer . . . . . D. C. Hornburg  
Sales Mgr. . . . . Clarke R. Brown  
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; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston; KGVN, Greenville, Texas.

### The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,  
Raleigh, N. C.  
Phone: 8885

President . . . . . Floyd Fletcher, WTIK  
Vice-President . . . . . Louis N. Howard, WHIT  
Secy. and Treas. . . . . Hartwell Campbell, WGTC

#### STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.

### Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.  
Phone: 723  
PERSONNEL

Managing Dir. . . . . George T. Frechette  
President . . . . . John M. Walter

#### STATIONS

WRJN, Racine; WCLO, Janesville; WGEZ, Beloit; WIBU, Poynette; KFIZ, Fond du Lac; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wis. Rapids, Wis.

### The Yankee Network

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# ESTIMATED RADIO HOMES FOR 1949

Estimated Population by States-- from Current Reports, Bureau of the Census, July, 1949.

	Estimated Population July, 1949	% Increase 1940-1949	Radio Families 1949	Radio Homes 1949
ALABAMA	2,920,000	+ 3.1	766,000	744,500
ARIZONA	745,000	+ 19.1	188,000	184,000
ARKANSAS	1,964,000	+ 0.7	513,000	488,500
CALIFORNIA	10,665,000	+ 51.4	3,286,000	3,251,000
COLORADO	1,215,000	+ 8.2	370,000	367,000
CONNECTICUT	2,019,000	+ 18.1	581,000	580,000
DELAWARE	311,000	+ 16.5	89,000	86,000
DISTRICT OF COLUMBIA	870,000	31.1	243,000	238,000
FLORIDA	2,494,000	+ 31.4	742,000	735,000
GEORGIA	3,196,000	+ 2.3	872,000	859,000
IDAHO	592,000	+ 12.8	159,000	156,000
ILLINOIS	8,449,000	+ 7.0	2,631,000	2,595,000
INDIANA	3,994,000	+ 16.5	1,192,000	1,168,000
IOWA	2,643,000	+ 4.1	796,000	780,000
KANSAS	1,947,000	+ 8.1	612,000	594,000
KENTUCKY	2,893,000	+ 1.7	748,000	678,000
LOUISIANA	2,630,000	+ 11.3	714,000	608,000
MAINE	909,000	+ 7.3	256,000	248,000
MARYLAND	2,175,000	+ 19.1	608,000	596,000
MASSACHUSETTS	1,713,000	+ 9.2	1,321,000	1,308,000
MICHIGAN	6,352,000	+ 20.8	1,808,000	1,778,000
MINNESOTA	2,977,000	+ 6.6	845,000	830,000
MISSISSIPPI	2,130,000	+ 2.5	581,000	478,000
MISSOURI	3,935,000	+ 1.0	1,218,000	1,168,000
MONTANA	521,000	+ 6.9	159,000	156,000
NEBRASKA	1,285,000	+ 2.3	391,000	380,000
NEVADA	174,000	+ 57.7	47,000	45,500
NEW HAMPSHIRE	544,000	+ 10.7	163,000	159,500
NEW JERSEY	4,873,000	+ 17.1	1,356,000	1,324,000
NEW MEXICO	589,000	+ 10.8	171,000	158,000
NEW YORK	14,392,000	+ 6.8	4,287,000	4,203,000
NORTH CAROLINA	3,864,000	+ 8.2	918,000	812,000
NORTH DAKOTA	605,000	+ 5.7	149,000	145,000
OHIO	7,989,000	+ 15.7	2,361,000	2,301,000
OKLAHOMA	2,202,000	+ 1.5	686,000	624,000
OREGON	1,736,000	+ 59.3	557,000	547,000
PENNSYLVANIA	10,633,000	+ 7.1	2,956,000	2,896,000
RHODE ISLAND	743,000	+ 1.1	217,000	215,000
SOUTH CAROLINA	2,001,000	+ 5.3	498,000	480,000
SOUTH DAKOTA	649,000	+ 0.9	173,000	169,000
TENNESSEE	3,234,000	+ 10.9	846,000	766,000
TEXAS	7,532,000	+ 17.4	2,151,000	2,032,000
UTAH	682,000	+ 24.0	179,000	176,000
VERMONT	369,000	+ 2.6	104,000	102,000
VIRGINIA	3,102,000	+ 15.9	786,000	716,000
WASHINGTON	2,582,000	+ 48.7	760,000	718,000
WEST VIRGINIA	1,941,000	+ 2.1	481,000	452,000
WISCONSIN	3,355,000	+ 6.9	954,000	941,000
WYOMING	284,000	+ 13.1	84,000	81,000
TOTAL U. S.	148,720,000	+ 12.9	42,612,000	41,150,000

% Increase and Decrease from Current Population Reports, Bureau of the Census, July, 1949.

Radio Homes--derived from Population increases, number of persons per private family and estimated percent of Radio Homes.



# STATIONS

Alphabetical Listing



U. S. Standard Stations  
Indexed by Call Letters—  
Location



Stations Alphabetically  
Listed by States—Cities



Personnel



Other Detailed Information

NINETEEN FIFTY



*Want to reach lots of* **CLASS**  
*and lots of* **MASS?**

Class is purchasing power.

Mass is many people.

Combine them, and you have WQXR's audience—a million people, 500,000 music-loving families, 31.6% with incomes in the top two income groups.

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**WQXR**

AM-1560 FM-96.3

*The Radio Station of The New York Times  
"Always the Best in Music"*

# Index Of The Standard Stations Of The United States

*Call Letters—City—State—Page Number Providing Complete Information*

Call Letters	City—State	See Page	Call Letters	City—State	See Page
KAAA	Red Wing, Minn.	489	KBRL	McCook, Neb.	512
KABC	San Antonio, Tex.	666	KBRO	Bremerton, Wash.	685
KADA	Ada, Okla.	585	KBRS	Springdale, Ark.	329
KAFY	Bakersfield, Calif.	331	KBST	Big Spring, Tex.	647
KAKC	Tulsa, Okla.	589	KBTM	Jonesboro, Ark.	326
KAKE	Wichita, Kans.	437	KBUC	Corona, Calif.	332
KALB	Alexandria, La.	445	KBUD	Athens, Tex.	645
KALE	Richland, Wash.	687	KBUH	Brigham City, Utah	672
KALI	Pasadena, Calif.	345	KBUN	Bemidji, Minn.	485
KALL	Salt Lake City, Utah	673	KBUR	Burlington, Ia.	425
KAMD	Camden, Ark.	324	KBWD	Brownwood, Tex.	649
KAMQ	Amarillo, Tex.	645	KBYE	Oklahoma City, Okla.	587
KANA	Anaconda, Mont.	506	KBYR	Anchorage, Alaska	708
KAND	Corsicana, Tex.	650	KBZY	Grand Rapids, Minn.	487
KANE	New Iberia, La.	448	KCBC	Des Moines, Ia.	427
KANS	Wichita, Kans.	437	KCBD	Lubbock, Tex.	662
KARK	Little Rock, Ark.	326	KCBQ	San Diego, Calif.	351
KARM	Fresno, Calif.	333	KCBS	San Jose, Calif.	353
KASA	Elk City, Okla.	585	KCFH	Cuero, Tex.	650
KASH	Eugene, Ore.	592	KCHA	Charles City, Ia.	426
KASI	Ames, Ia.	425	KCHE	El Reno, Okla.	585
KAST	Astoria, Ore.	591	KCHS	Hot Springs, N. Mex.	522
KATE	Albert Lea, Minn.	485	KCID	Caldwell, Ida.	401
KATL	Houston, Tex.	658	KCIL	Houma, La.	447
KATO	Reno, Nev.	514	KCKN	Kansas City, Kans.	435
KAUS	Austin, Minn.	485	KCKY	Coolidge, Ariz.	319
KAVE	Carlsbad, N. Mex.	522	KCLA	Pine Bluff, Ark.	329
KAVR	Havre, Mont.	508	KCLE	Cleburne, Tex.	649
KAWT	Douglas, Ariz.	320	KCLO	Leavenworth, Kans.	435
KAYL	Storm Lake, Ia.	432	KCLW	Hamilton, Tex.	657
KAYS	Hays, Kans.	434	KCMC	Texarkana, Tex.	669
KAYX	Waterloo, Ia.	432	KCMJ	Palm Springs, Calif.	345
KBIO	Burley, Ida.	401	KCMO	Kansas City, Mo.	500
KBIX	Muskogee, Okla.	586	KCNA	Tucson, Ariz.	323
KBIZ	Ottumwa, Ia.	430	KCNC	Fort Worth, Tex.	653
KBKI	Alice, Tex.	643	KCNI	Broken Bow, Neb.	510
KBKO	Portland, Ore.	595	KCNY	San Marcos, Tex.	667
KBKR	Baker, Ore.	591	KCOG	Centerville, Ia.	426
KBKW	Aberdeen, Wash.	685	KCOH	Houston, Tex.	658
KBLF	Red Bluff, Calif.	347	KCOK	Tulare, Calif.	358
KBMW	Breckenridge, Minn.	485	KCOL	Fort Collins, Colo.	363
KBMY	Billings, Mont.	506	KCOM	Sioux City, Ia.	431
KBND	Bend, Ore.	591	KCOR	San Antonio, Tex.	666
KBOA	Kennett, Mo.	501	KCOW	Alliance, Neb.	510
KBOL	Boulder, Colo.	361	KCOY	Santa Maria, Calif.	357
KBON	Omaha, Neb.	512	KCRA	Sacramento, Calif.	348
KBOR	Brownville, Tex.	648	KCRC	Enid, Okla.	585
KBOW	Butte, Mont.	507	KCRG	Cedar Rapids, Ia.	425
KBRC	Mt. Vernon, Wash.	686	KCRS	Midland, Tex.	663
			KCRT	Trinidad, Colo.	366

Call Letters	City—State	Sec Page
KCSB	San Bernardino, Calif.	349
KCSJ	Pueblo, Colo.	365
KCSU	Provo, Utah	673
KCTX	Childress, Tex.	649
KCTI	Gonzales, Tex.	657
KCUL	Fort Worth, Tex.	653
KCVR	Lodi, Calif.	335
KDAC	Fort Bragg, Calif.	333
KDAL	Duluth, Minn.	486
KDAN	Oroville, Calif.	345
KDB	Santa Barbara, Calif.	355
KDDD	Dumas, Tex.	652
KDEC	Decorah, Ia.	427
KDET	Center, Tex.	649
KDHL	Fairbault, Minn.	486
KDIX	Dickinson, N. Dak.	571
KDKA	Pittsburgh, Pa.	615
KDLK	Del Rio, Tex.	652
KDLR	Devils Lake, N. Dak.	571
KDMO	Carthage, Mo.	497
KDNT	Denton, Tex.	652
KDON	Santa Cruz, Calif.	355
KDRO	Sedalia, Mo.	505
KDRS	Paragou'd, Ark.	327
KDSH	Boise, Ida.	400
KDSJ	Deadwood, S. Dak.	632
KDSX	Denison, Tex.	652
KDTH	Dubuque, Ia.	428
KDWT	Stam'ord, Tex.	668
KDYL	Salt Lake City, Utah.	671
KDZA	Pueblo, Colo.	365
KEBE	Jacksonville, Tex.	667
KECA	Hollywood, Calif.	334
KECC	Pittsburgh, Calif.	347
KECK	Odessa, Tex.	664
KEEN	San Jose, Calif.	353
KEIO	Pocatello, Ida.	402
KELA	Centrala-Chehalis, Wash.	685
KELD	El Dorado, Ark.	324
KELK	Elko, Nev.	514
KELO	Sioux Falls, S. Dak.	632
KELP	El Paso, Tex.	653
KELS	Kelso, Wash.	686
KELT	Electra, Tex.	652
KENE	Belen, N. Mex.	521
KENI	Anchorage, Alaska	708
KENO	Las Vegas, Nev.	514
KENT	Shreveport, La.	459
KEPO	El Paso, Tex.	653
KERG	Eugene, Ore.	592
KERN	Bakersfield, Calif.	331
KERO	Bakersfield, Calif.	331
KEVA	Shamrock, Tex.	668
KEVT	Kerrville, Tex.	660
KEX	Portland, Ore.	595
KEXO	Grand Junction, Colo.	364
KEYD	Minneapolis, Minn.	487
KEYE	Perrytown, Tex.	665
KEYS	Corpus Christi, Tex.	650
KEYY	Pocatello, Ida.	402
KFAB	Omaha, Neb.	512
KFAC	Los Angeles, Calif.	339
KFAM	St. Cloud, Minn.	497
KFAR	Fairbanks, Alaska	708
KFBB	Great Falls, Mont.	507
KFBC	Cheyenne, Wyo.	706

Call Letters	City—State	Sec Page
KFBI	Wichita, Kans.	438
KFBK	Sacramento, Calif.	348
KFDA	Amarillo, Tex.	645
KFDM	Beaumont, Tex.	647
KFDW	Helena, Mont.	508
KFDX	Wichita Falls, Tex.	671
KFEL	Denver, Colo.	362
KFEQ	St. Joseph, Mo.	503
KFFA	Helena, Ark.	325
KFGO	Fargo, N. Dak.	571
KFGT	Fremont, Neb.	511
KFH	Wichita, Kans.	438
KFI	Los Angeles, Calif.	339
KFIO	Spokane, Wash.	689
KFIZ	Fond du Lac, Wis.	699
KFJB	Marshalltown, Ia.	429
KFJI	Klamath Falls, Ore.	593
KFJZ	Fort Worth, Tex.	655
KFKA	Greeley, Colo.	364
KFLW	K'amath Falls, Ore.	593
KFMW	San Diego, Calif.	351
KFMJ	Tulsa, Okla.	589
KFMO	Flat River, Mo.	499
KFNF	Shenandoah, Ia.	430
KFOR	Lincoln, Neb.	511
KFOX	Long Beach, Calif.	335
KFPW	Fl. Smith, Ark.	325
KFQD	Anchorage, Alaska	708
KFRB	Fairbanks, Alaska	708
KFRG	San Francisco, Calif.	352
KFRD	Rosenberg, Tex.	666
KFRE	Fresno, Calif.	333
KFRM	Kansas City, Mo.	500
KFRO	Longview, Tex.	661
KFRU	Columbia, Mo.	497
KFSA	Fl. Smith, Ark.	325
KFSB	Joplin, Mo.	499
KFSD	San Diego, Calif.	349
KFTM	Fort Morgan, Colo.	363
KFVN	Las Vegas, N. Mex.	522
KFVJ	Los Angeles, Calif.	339
KFVS	Cape Girardeau, Mo.	497
KFWB	Los Angeles, Calif.	339
KFXD	Nampa, Ida.	402
KFXJ	Grand Junction, Colo.	364
KFXM	San Bernardino, Calif.	349
KFYN	Bonham, Tex.	648
KFYO	Lubbock, Tex.	662
KFYR	Bismarck, N. Dak.	571
KGA	Spokane, Wash.	689
KGAF	Gainesville, Tex.	655
KGAK	Gallup, N. Mex.	522
KGAN	Kingman, Ariz.	320
KGAR	Garden City, Kans.	434
KGB	San Diego, Calif.	349
KGBC	Galveston, Tex.	657
KGBS	Harlingen, Tex.	657
KGXB	Springfield, Mo.	505
KGCU	Mandan, N. Dak.	572
KGCX	Sidney, Mont.	510
KGDE	Fergus Falls, Minn.	487
KGDM	Stockton, Calif.	357
KG EK	Sterling, Colo.	366
KGEM	Boise, Ida.	400
KGER	Long Beach, Calif.	339
KGEZ	Kalispell, Mont.	508
KGFF	Shawnee, Okla.	589

Call Letters	City—State	See Page
KGFF	Hollywood, Calif.	334
KGFL	Roswell, N. Mex.	523
KGFN	Grass Valley, Calif.	334
KGFW	Kearney, Neb.	511
KGFX	Pierre, S. Dak.	632
KGGF	Coffeyville, Kans.	433
KGGM	Albuquerque, N. Mex.	521
KGHF	Pueblo, Colo.	366
KGHI	Little Rock, Ark.	326
KGHL	Billings, Mont.	507
KGIL	San Fernando, Calif.	352
KGIW	Alamosa, Colo.	361
KGKB	Tyler, Tex.	670
KGKL	San Angelo, Tex.	666
KGLC	Miami, Okla.	586
KGLO	Mason City, Ia.	430
KGLU	Safford, Ariz.	322
KGMB	Honolulu, Hawaii	710
KGNC	Amarillo, Tex.	645
KGNO	Dodge City, Kans.	433
KGO	San Francisco, Calif.	352
KGON	Oregon City, Ore.	595
KGRH	Fayetteville, Ark.	324
KGRI	Henderson, Tex.	658
KGST	Fresno, Calif.	333
KGU	Honolulu, Hawaii	710
KGVL	Greenville, Tex.	657
KGVO	Missoula, Mont.	509
KGW	Portland, Ore.	595
KGY	Olympia, Wash.	687
KGYN	Guymon, Okla.	585
KGYW	Vallejo, Calif.	359
KHAS	Hastings, Neb.	511
KHBC	Hilo, Hawaii	710
KHBG	Oklmulgee, Okla.	588
KHBR	Hillsboro, Tex.	658
KHIT	Lampasas, Tex.	661
KHJ	Los Angeles, Calif.	339
KHMO	Hannibal, Mo.	499
KHON	Honolulu, Hawaii	710
KHOZ	Harrison, Ark.	325
KHZ	Spokane, Wash.	690
KHSL	Chico, Calif.	332
KHUB	Watsonville, Calif.	360
KHUM	Eureka, Calif.	333
KHUZ	Borger, Tex.	648
KIBE	Palo Alto, Calif.	345
KIBH	Seward, Alaska	709
KIBL	Beeville, Tex.	647
KICA	Clovis, N. Mex.	522
KICD	Spencer, Ia.	432
KICK	Springfield, Mo.	505
KICM	Mason City, Ia.	430
KICO	Calexico, Calif.	332
KID	Idaho Falls, Ida.	401
KIDO	Boise, Ida.	400
KIEM	Eureka, Calif.	333
KIEV	Glendale, Calif.	334
KIFI	Idaho Falls, Ida.	401
KIFW	Sitka, Alaska	709
KIHN	Hugo, Okla.	586
KIHO	Sioux Falls, S. Dak.	633
KIJV	Huron, S. Dak.	632
KILO	Grand Forks, N. Dak.	572
KIMA	Yakima, Wash.	691
KIMO	Independence, Mo.	499
KIMP	Mount Pleasant, Tex.	663

Call Letters	City—State	See Page
KIND	Independence, Kans.	435
KINE	Kingsville, Tex.	660
KING	Seattle, Wash.	687
KINY	Juneau, Alaska	709
KIOA	Des Moines, Ia.	427
KIOX	Bay City, Tex.	646
KIPA	Hilo, Hawaii	710
KIRO	Seattle, Wash.	687
KIRX	Kirksville, Mo.	501
KISD	Sioux Falls, S. Dak.	633
KIST	Santa Barbara, Calif.	355
KIT	Yakima, Wash.	692
KITE	San Antonio, Tex.	667
KITO	San Bernadino, Calif.	349
KIUL	Garden City, Kans.	434
KIUN	Pecos, Tex.	665
KIUP	Durango, Colo.	363
KIWW	San Antonio, Tex.	667
KIXL	Dallas, Tex.	651
KIYI	Shelby, Mont.	510
KJAM	Vernal, Utah	675
KJAY	Topeka, Kans.	437
KJBS	San Francisco, Calif.	352
KJCK	Junction City, Kans.	435
KJFJ	Webster City, Ia.	432
KJR	Seattle, Wash.	688
KJSK	Columbus, Neb.	510
KKIN	Visalia, Calif.	360
KLAC	Hollywood, Calif.	334
KLAS	Las Vegas, Nev.	514
KLBM	La Grande, Ore.	593
KLCN	Blytheville, Ark.	324
KLEE	Houston, Tex.	658
KLER	Rochester, Minn.	489
KLIF	Dallas, Tex.	651
KLIX	Twin Falls, Ida.	403
KLIZ	Brainerd, Minn.	485
KLKC	Parsons, Kans.	436
KLMO	Longmont, Colo.	365
KLMR	Lamar, Colo.	365
KLMS	Lincoln, Neb.	511
KLO	Cgden, Utah	672
KLOK	San Jose, Calif.	354
KLOU	Lake Charles, La.	447
KLPM	Minot, N. Dak.	572
KLPR	Oklahoma City, Okla.	587
KLRA	Little Rock, Ark.	326
KLTI	Longview, Tex.	661
KLUF	Galveston, Tex.	657
KLVI	Levelland, Tex.	661
KLWT	Lebanon, Mo.	501
KLX	Oakland, Calif.	343
KLYN	Amarillo, Tex.	645
KLZ	Denver, Colo.	361
KMA	Shenandoah, Ia.	430
KMAC	San Antonio, Tex.	667
KMAE	McKinney, Tex.	663
KMBY	Monterey, Calif.	343
KMCM	McMinnville, Ore.	593
KMBC	Kansas City, Mo.	500
KMED	Medford, Ore.	593
KMHL	Marshall, Minn.	487
KMHT	Marshall, Tex.	663
KMJ	Fresno, Calif.	333
KMLB	Monroe, La.	448
KMMJ	Grand Island, Neb.	511

Call Letters	City—State	See Page
KMMO	Marshall, Mo.	501
KMNS	San Luis Obispo, Calif.	354
KMO	Tacoma, Wash.	690
KMON	Great Falls, Mont.	508
KMOX	St. Louis, Mo.	503
KMPC	Los Angeles, Calif.	341
KMRG	Tulsa, Okla.	590
KMUR	Murray, Utah	672
KMUS	Muskogee, Okla.	586
KMVI	Wailuku-Maui, Hawaii	711
KMYC	Marysville, Calif.	341
KMYR	Denver, Colo.	362
KNAF	Fredericksburg, Tex.	655
KNAK	Salt Lake City, Utah	674
KNAL	Victoria, Tex.	670
KNBC	San Francisco, Calif.	352
KNBY	Newport, Ark.	327
KNEB	Scottsbluff, Neb.	513
KNEL	Brady, Tex.	648
KNEM	Nevada, Mo.	501
KNET	Palestine, Tex.	665
KNEU	Provo, Utah	673
KNEW	Spokane, Wash.	690
KNEX	McPherson, Kans.	436
KNGS	Hanford, Calif.	334
KNOE	Monroe, La.	448
KNOG	Nogales, Ariz.	320
KNOR	Norman, Okla.	587
KNOW	Austin, Tex.	645
KNOX	Grand Forks, N. Dak.	572
KNPT	Newport, Ore.	595
KNUJ	New Ulm, Minn.	489
KNUZ	Houston, Tex.	658
KNX	Los Angeles, Calif.	341
KOA	Denver, Colo.	363
KOAL	Price, Utah	673
KOAM	Pittsburg, Kans.	436
KOAT	Albuquerque, N. Mex.	521
KOB	Albuquerque, N. Mex.	521
KOBE	Las Cruces, N. Mex.	522
KOCA	Kilgore, Tex.	660
KOCO	Salem, Ore.	597
KOCS	Ontario, Calif.	345
KOCY	Oklahoma City, Okla.	587
KODI	Cody, Wyo.	706
KODL	The Dallas, Ore.	592
KODY	N. Platte, Neb.	512
KOFO	Ottawa, Kans.	436
KOGT	Orange, Tex.	664
KOH	Reno, Nev.	514
KOIL	Omaha, Neb.	512
KOIN	Portland, Ore.	596
KOJM	Havre, Mont.	508
KOKO	La Junta, Colo.	365
KOKX	Keokuk, Ia.	429
KOL	Seattle, Wash.	688
KOLE	Port Arthur, Tex.	665
KOLN	Lincoln, Neb.	511
KOLO	Reno, Nev.	514
KOLT	Scottsbluff, Neb.	513
KOMA	Oklahoma City, Okla.	588
KOME	Tulsa, Okla.	590
KOMO	Seattle, Wash.	689
KOMW	Omak, Wash.	687
KONO	San Antonio, Tex.	667
KONP	Port Angeles, Wash.	687
KOOL	Phoenix, Ariz.	322

Call Letters	City—State	See Page
KOOS	Coos Bay, Ore.	591
KOPO	Tucson, Ariz.	323
KOPP	Ogden, Utah	672
KOPR	Butte, Mont.	507
KORA	Bryan, Tex.	649
KORC	Mineral Wells, Tex.	663
KORE	Eugene, Ore.	592
KORN	Mitchell, Neb.	632
KOSA	Odessa, Tex.	664
KOSE	Osceola, Ark.	327
KOSF	Nacogdoches, Tex.	664
KOTA	Rapid City, S. Dak.	632
KOTN	Pine Bluff, Ark.	329
KOVQ	Valley City, N. Dak.	572
KOVE	Lander, Wyo.	706
KOVO	Provo, Utah	673
KOWB	Laramie, Wyo.	706
KOWH	Omaha, Neb.	513
KOWL	Los Angeles, Calif.	341
KOY	Phoenix, Ariz.	322
KPAB	Laredo, Tex.	661
KPAC	Port Arthur, Tex.	666
KPAN	Hereford, Tex.	658
KPAS	Banning, Calif.	331
KPBX	Beaumont, Tex.	647
KPDN	Pampa, Tex.	665
KPDQ	Portland, Ore.	596
KPET	Lamesa, Tex.	661
KPHC	Walsenburg, Colo.	366
KPHO	Phoenix, Ariz.	322
KPKW	Pasco, Wash.	687
KPLC	Lake Charles, La.	448
KPLT	Paris, Tex.	665
KPMC	Bakersfield, Calif.	331
KPMO	Pomona, Calif.	347
KPOA	Honolulu, Hawaii	710
KPOJ	Portland, Ore.	596
KPOW	Powell, Wyo.	706
KPQ	Wenatchee, Wash.	691
KPRC	Houston, Tex.	659
KPRK	Livingston, Mont.	509
KPRL	Paso Robles, Calif.	347
KPRO	Riverside, Calif.	348
KPRS	Olathe, Kans.	436
KPST	Preston, Ida.	402
KPUG	Bellingham, Wash.	685
KQV	Pittsburgh, Pa.	615
KQW	San Jose, Calif.	345
KRAI	Craig, Colo.	361
KRAL	Rawlins, Wyo.	707
KRAM	Las Vegas, Nev.	514
KRBA	Lufkin, Tex.	662
KRBC	Abilene, Tex.	643
KRCT	Baytown, Tex.	646
KRDO	Colorado Springs, Colo.	361
KRDU	Dinuba, Calif.	332
KRE	Berkeley, Calif.	331
KREI	Farmington, Mo.	497
KREL	Baytown, Tex.	646
KREM	Spokane, Wash.	690
KREO	Indio, Calif.	335
KRES	St. Joseph, Mo.	503
KRGV	Weslaco, Tex.	671
KRHD	Duncan, Okla.	584
KRIC	Beaumont, Tex.	647
KRIG	Odessa, Tex.	664

Call Letters	City—State	See Page
KRIO	McAllen, Tex.	663
KRIS	Corpus Christi, Tex.	650
KRIF	Miles City, Mont.	509
KRKD	Los Angeles, Calif.	341
KRKL	Kirkland, Wash.	686
KRKO	Everett, Wash.	686
KRLC	Lewiston, Ida.	401
KRLD	Dallas, Tex.	651
KRLN	Canon City, Colo.	361
KRMD	Shreveport, La.	451
KRNO	San Bernardino, Calif.	349
KRNR	Roseburg, Ore.	597
KRNT	Des Moines, Ia.	428
KROC	Rochester, Minn.	489
KROD	El Paso, Tex.	653
KROF	Abbeville, La.	445
KROG	Sonora, Calif.	357
KROP	Brawley, Calif.	332
KROS	Clinton, Ia.	426
KROW	Oakland, Calif.	343
KROX	Crookston, Minn.	485
KROY	Sacramento, Calif.	348
KRPL	Moscow, Ida.	402
KRRV	Sherman-Denison, Tex.	668
KRSC	Seattle, Wash.	689
KRTN	Raton, N. Mex.	523
KRUL	Corvallis, Ore.	592
KRUN	Ballinger, Tex.	646
KRUS	Ruston, La.	450
KRUX	Phoenix, Ariz.	322
KSAL	Salinas, Kans.	436
KSAM	Huntsville, Tex.	660
KSAN	San Francisco, Calif.	353
KSBB	Salinas, Calif.	349
KSCB	Liberal, Kans.	436
KSCJ	Sioux City, Ia.	431
KSCO	Santa Cruz, Calif.	357
KSD	St. Louis, Mo.	503
KSDN	Aberdeen, S. Dak.	632
KSDO	San Diego, Calif.	351
KSEI	Pocatello, Ida.	402
KSEK	Pittsburg, Kans.	436
KSEL	Lubbock, Tex.	662
KSEM	Moses Lake, Wash.	686
KSEO	Durant, Okla.	585
KSET	El Paso, Tex.	653
KSFA	Nacogdoches, Tex.	664
KSFE	Needles, Calif.	343
KSFO	San Francisco, Calif.	353
KSFT	Trinidad, Colo.	366
KSGM	Ste. Genevieve, Mo.	504
KSGN	Sanger, Calif.	353
KSIB	Creston, Ia.	426
KSIG	Crowley, La.	446
KSII	Gladwater, Tex.	657
KSIL	Silver City, N. Mex.	523
KSIM	Sikeston, Mo.	505
KSIIW	Woodward, Okla.	590
KSIX	Corpus Christi, Tex.	650
KSJB	Jamestown, N. Dak.	572
KSJO	San Jose, Calif.	354
KSKY	Dallas, Tex.	651
KSL	Salt Lake City, Utah.	674
KSLM	Salem, Ore.	597
KSLO	Opelousas, La.	450
KSMA	Santa Maria, Calif.	357
KSMI	Seminole, Okla.	589

Call Letters	City—State	See Page
KSMN	Mason City, Ia.	430
KSMO	San Mateo, Calif.	354
KSNY	Snyder, Tex.	668
KSO	Des Moines, Ia.	428
KSOK	Arkansas City, Kans.	433
KSON	San Diego, Calif.	352
KSOO	Sioux Falls, S. Dak.	633
KSPA	Santa Paula, Calif.	357
KSPI	Stillwater, Okla.	589
KSPR	Casper, Wyo.	706
KSPT	Sand Point, Ida.	402
KSRO	Santa Rosa, Calif.	357
KSRV	Ontario, Ore.	595
KSST	Sulphur Springs, Tex.	669
KSTA	Coleman, Tex.	649
KSTB	Breckenridge, Tex.	648
KSTL	St. Louis, Mo.	503
KSTN	Stockton, Calif.	358
KSTP	St. Paul-Minneapolis, Minn.	490
KSTT	Davenport, Ia.	427
KSTV	Stephenville, Tex.	668
KSUB	Cedar City, Utah.	672
KSUE	Susanville, Calif.	358
KSUM	Fairmont, Minn.	487
KSUN	Bisbee, Ariz.	319
KSVC	Richfield, Utah	673
KSVF	Artesia, N. Mex.	521
KSWA	Graham, Tex.	657
KSWI	Council Bluffs, Ia.	426
KSWM	Joplin, Mo.	499
KSWO	Lawton, Okla.	586
KSWX	Roswell, N. Mex.	523
KSYC	Yreka, Calif.	360
KSYL	Alexandria, La.	445
KTAE	Taylor, Tex.	669
KTAN	Sherman, Tex.	668
KTAR	Phoenix, Ariz.	320
KTAT	Frederick, Okla.	585
KTBB	Tyler, Tex.	670
KTBC	Austin, Tex.	646
KTBI	Tacoma, Wash.	690
KTBS	Shreveport, La.	451
KTED	Laguna Beach, Calif.	335
KTEM	Temple, Tex.	669
KTFI	Twin Falls, Ida.	403
KTFX	Texarkana, Tex.	669
KTFY	Brownfield, Tex.	648
KTHS	Hot Springs, Ark.	325
KTHT	Houston, Tex.	659
KTIL	Tillamook, Ore.	597
KTIM	San Rafael, Calif.	355
KTIP	Porterville, Calif.	347
KTJS	Hobart, Okla.	585
KTKN	Ketchikan, Alaska	709
KTKR	Taft, Calif.	358
KTKT	Tuscon, Ariz.	323
KTLN	Denver, Colo.	363
KTLLW	Texas City, Tex.	670
KTMC	McAlester, Okla.	586
KTMS	Santa Barbara, Calif.	355
KTNM	Tucumcari, N. Mex.	523
KTOH	Lihue-Kauai, Hawaii	711
KTOK	Oklahoma City, Okla.	587
KTOP	Topeka, Kans.	437
KTOW	Oklahoma City, Okla.	587
KTRB	Modesto, Calif.	343
KTRC	Santa Fe, N. Mex.	523

Call Letters	City—State	See Page	Call Letters	City—State	See Page
KTRE	Lufkin, Tex.	662	KVOX	Moorhead, Minn.	488
KTRF	Thief River Falls, Minn.	490	KVRC	Arkadelphia, Ark.	324
KTRH	Houston, Tex.	659	KVRH	Salida, Colo.	366
KTRI	Sioux City, Ia.	432	KVRS	Rock Springs, Wyo.	707
KTRM	Beaumont, Tex.	647	KVSF	Sante Fe, N. Mex.	523
KTRN	Wichita Falls, Tex.	671	KVSM	San Mateo, Calif.	355
KTRY	Bastrop, La.	445	KVSO	Ardmore, Okla.	584
KTSA	San Antonio, Tex.	667	KVVC	Ventura, Calif.	360
KTSM	El Paso, Tex.	653	KVWC	Vernon, Tex.	670
KTSW	Emporia, Kans.	433			
KTTR	Rolla, Mo.	503	KWAD	Wadena, Minn.	490
KTTS	Springfield, Mo.	506	KWAK	Stuttgart, Ark.	329
KTUC	Tucson, Ariz.	323	KWAL	Wallace, Ida.	403
KTUL	Tulsa, Okla.	590	KWAT	Watertown, S. Dak.	633
KTUR	Turlock, Calif.	359	KWBC	Fort Worth, Tex.	655
KTW	Seattle, Wash.	689	KWBE	Beatrice, Neb.	510
KTXC	Big Spring, Tex.	647	KWBM	Williston, N. Dak.	572
KTXJ	Jasper, Tex.	660	KWBR	Oakland, Calif.	345
KTXL	San Angelo, Tex.	666	KWBU	Corpus Christi, Tex.	650
KTXN	Austin, Tex.	646	KWBW	Hutchinson, Kans.	434
KTYL	Mesa, Ariz.	320	KWCJ	Natchitoches, La.	448
			KWCO	Chickasha, Okla.	584
KUBA	Yuba City, Calif.	360	KWDM	Des Moines, Ia.	428
KUBC	Montrose, Calif.	365	KWED	Seguin, Tex.	668
KUGN	Eugene, Ore.	592	KWEI	Weiser, Ida.	403
KUIN	Grants Pass, Ore.	593	KWEM	West Memphis, Ark.	329
KUJ	Walla Walla, Wash.	691	KWCR	Cedar Rapids, Ia.	426
KULA	Honolulu, Hawaii	710	KWEW	Hobbs, N. Mex.	522
KULP	El Campo, Tex.	652	KWFC	Hot Springs, Ark.	326
KUNO	Corpus Christi, Tex.	650	KWFT	Wichita Falls, Tex.	671
KUOA	Siloam Springs, Ark.	329	KWG	Stockton, Calif.	358
KURV	Edinburg, Tex.	652	KWGB	Good and, Kans.	434
KUTA	Salt Lake City, Utah.	674	KWHI	Brenham, Tex.	648
			KWHK	Hutchinson, Kans.	434
KVAK	Atchison, Kans.	433	KWHN	Ft. Smith, Ark.	325
KVAL	Brownsville, Tex.	648	KWHW	Altus, Okla.	584
KVAN	Vancouver, Wash.	690	KWIE	Kennewick, Wash.	686
KVCV	Redding, Calif.	348	KWIK	Eurbank, Calif.	332
KVEC	San Luis Obispo, Calif.	354	KWIL	Albany, Ore.	591
KVEN	Ventura, Calif.	359	KWIN	Ashland, Ore.	591
KVER	Albuquerque, N. Mex.	521	KWJB	Globe, Ariz.	320
KVET	Austin, Tex.	646	KWJJ	Portland, Ore.	596
KVFD	Ft. Dodge, Ia.	429	KWK	St. Louis, Mo.	504
KVGB	Great Bend, Kans.	434	KWKC	Abilene, Tex.	643
KVI	Seattle, Wash.	689	KWKH	Shreveport, La.	451
KVIC	Victoria, Tex.	670	KWKW	Pasadena, Calif.	347
KVKM	Monahans, Tex.	663	KWLK	Longview, Wash.	686
KVLC	Little Rock, Ark.	327	KWLM	Willmar, Minn.	491
KVLF	Alpine, Tex.	645	KWNO	Winona, Minn.	491
KVLH	Pauls Valley, Okla.	588	KWNW	Wenatchee, Wash.	691
KVMA	Magnolia, Ark.	327	KWOA	Worthington, Minn.	491
KVMV	Twin Falls, Ida.	403	KWOC	Poplar Bluff, Mo.	501
KVNI	Coeur d'Alene, Ida.	401	KWOE	Clinton, Okla.	584
KVNI	Fargo, N. Dak.	571	KWON	Bartlesville, Okla.	584
KVNU	Logan, Utah	672	KWOR	Worldand, Wyo.	707
KVOA	Tucson, Ariz.	323	KWOS	Jefferson City, Mo.	499
KVOB	Alexandria, La.	445	KWPC	Muscatine, Ia.	430
KVOC	Casper, Wyo.	706	KWPM	West Plains, Mo.	506
KVOD	Denver, Colo.	363	KWRC	Pendleton, Ore.	595
KVOE	Santa Ana, Calif.	355	KWRE	Warrenton, Mo.	506
KVOG	Ogden, Utah	672	KWRL	Riverton, Wyo.	707
KVOL	Lafayette, La.	447	KWRN	Reno, Nev.	515
KVON	Napa, Calif.	343	KWRO	Coquille, Ore.	592
KVOO	Tulsa, Okla.	590	KWRZ	Flagstaff, Ariz.	320
KVOP	Plainview, Tex.	665	KWSD	Mt. Shasta, Calif.	343
KVOR	Colorado Springs, Colo.	361	KWSL	Lake Charles, La.	448
KVOS	Bellingham, Wash.	685	KWTC	Barstow, Calif.	331
KVOU	Uvalde, Tex.	670	KWTO	Springfield, Mo.	506
KVOW	Littlefield, Tex.	861			



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KWTX	Waco, Tex.	670
KWWB	Walla Walla, Wash.	691
KWWL	Waterloo, Ia.	432
KWYO	Sheridan, Wyo.	707
KXA	Seattle, Wash.	689
KXAR	Hope, Ark.	325
KXEL	Waterloo, Ia.	432
KXEO	Mexico, Mo.	501
KXGI	Fort Madison, Ia.	429
KGN	Glendive, Mont.	507
KXIC	Iowa City, Ia.	429
KXIT	Dalhart, Tex.	650
KXJK	Forrest City, Ark.	324
KXL	Portland, Ore.	597
KXLA	Pasadena, Calif.	345
KXLE	Ellensburg, Wash.	686
KXLF	Butte, Mont.	507
KXLI	Helena, Mont.	508
KXLK	Great Falls, Mont.	508
KXLL	Missoula, Mont.	510
KXLO	Lewistown, Mont.	509
KXLIQ	Bozeman, Mont.	507
KXLR	N. Little Rock, Ark.	327
KXLW	St. Louis, Mo.	504
KXLY	Spokane, Wash.	690
KXO	El Centro, Calif.	332
KXOA	Sacramento, Calif.	348
KXOB	Stockton, Calif.	358
KXOC	Chico, Calif.	332
KXOK	St. Louis, Mo.	504
KXOL	Fort Worth, Tex.	655
KXOX	Sweetwater, Tex.	669
KXRJ	Russellville, Ark.	329
KXRN	Renton, Wash.	687
KXRO	Aberdeen, Wash.	685
KXRX	San Jose, Calif.	354
KXXL	Reno, Nev.	515
KXXX	Colby, Kans.	433
KXYR	Alexander, Minn.	485
KXYZ	Houston, Tex.	660
KYA	San Francisco, Calif.	353
KYAK	Yakima, Wash.	692
KYCA	Prescott, Ariz.	322
KYES	Butte, Mont.	507
KYJC	Medford, Ore.	593
KYNO	Fresno, Calif.	334
KYOR	Blythe, Calif.	332
KYOS	Merced, Calif.	341
KYOU	Greeley, Col.	365
KYSM	Mankato, Minn.	487
KYUM	Yuma, Ariz.	323
KYW	Philadelphia, Pa.	609
KZYZ	Redlands, Calif.	348
WAAB	Worcester, Mass.	469
WAAF	Chicago, Ill.	405
WAAT	Newark, N. J.	518
WABB	Mobile, Ala.	316
WABI	Bangor, Me.	451
WABJ	Adrian, Mich.	471
WABY	Albany, N. Y.	525
WABZ	Albemarle, N. C.	555
WACA	Camden, S. C.	626
WACB	Kittanning, Pa.	606
WACE	Chicopee, Mass.	464
WACO	Waco, Tex.	671
WACR	Starkville, Miss.	480
WADC	Akron, O.	573

Call Letters	City—State	See Page
WADE	Wadesboro, N. C.	568
WAEB	Allentown, Pa.	597
WAEL	Mayaguez, P. R.	713
WAFB	Baton Rouge, La.	446
WAGA	Atlanta, Ga.	388
WAGC	Chattanooga, Tenn.	634
WAGE	Syracuse, N. Y.	552
WAGF	Dothan, Ala.	313
WAGM	Presque Isle, Me.	455
WAIM	Anderson, S. C.	625
WAIR	Winston-Salem, N. C.	569
WAIT	Chicago, Ill.	405
WAJR	Morgantown, W. Va.	696
WAKR	Akron, O.	573
WALA	Mobile, Ala.	316
WALB	Albany, Ga.	387
WALD	Walterboro, S. C.	631
WALE	Fall River, Mass.	464
WALL	Middletown, N. Y.	537
WALT	Tampa, Fla.	385
WAML	Laurel, Miss.	494
WAMS	Wilmington, Del.	372
WAND	Canton, O.	574
WANE	Ft. Wayne, Ind.	420
WANN	Annapolis, Md.	455
WANS	Anderson, S. C.	626
WAOV	Vincennes, Ind.	425
WAPA	San Juan, P. R.	715
WAPF	McComb, Miss.	495
WAPI	Birmingham, Ala.	312
WAPO	Chattanooga, Tenn.	634
WAPX	Montgomery, Ala.	317
WARC	Rochester, N. Y.	549
WARD	Johnstown, Pa.	605
WARE	Ware, Mass.	468
WARK	Hagerstown, Md.	460
WARL	Arlington, Va.	676
WARM	Scranton, Pa.	617
WASA	Havre De Grace, Md.	460
WASK	Lafayette, Ind.	422
WASL	Annapolis, Md.	455
WATK	Antigo, Wis.	698
WATL	Atlanta, Ga.	388
WATN	Watertown, N. Y.	554
WATO	Oak Ridge, Tenn.	642
WATR	Waterbury, Conn.	371
WATT	Cadillac, Mich.	473
WATW	Ashland, Wis.	698
WATZ	Alpena, Mich.	471
WAUD	Auburn, Ala.	312
WAUX	Waukesha, Wis.	705
WAVE	Louisville, Ky.	441
WAVL	Apollo, Pa.	599
WAVU	Albertville, Ala.	311
WAVZ	New Haven, Conn.	370
WAYB	Waynesboro, Va.	684
WAYN	Rockingham, N. C.	566
WAYS	Charlotte, N. C.	557
WAYX	Waycross, Ga.	400
WAZF	Yazoo City, Miss.	497
WAZL	Hazleton, Pa.	605
WBAB	Atlantic City, N. J.	517
WBAC	Cleveland, Tenn.	635
WBAL	Baltimore, Md.	456
WBAP	Fort Worth, Tex.	655
WBAT	Marion, Ind.	422
WBAX	Wilkes-Barre, Pa.	619
WBAY	Green Bay, Wis.	699

Call Letters	City State	See Page
WBBB	Burlington, N. C.	556
WBBC	Flint, Mich.	477
WBHL	Richmond, Va.	682
WBBM	Chicago, Ill.	405
WBBO	Forest City, N. C.	559
WBBQ	Augusta, Ga.	391
WBBW	Youngstown, O.	583
WBBZ	Ponca City, Okla.	589
WBCC	Pethesda, Md.	457
WBCK	Battle Creek, Mich.	471
WBCM	Eay City, Mich.	473
WBUC	Urison, S. C.	631
WBEC	Pittsfield, Mass.	467
WBEJ	Elizabethhton, Tenn.	636
WBEL	Beloit, Wis.	698
WBEN	Buffalo, N. Y.	529
WBET	Brockton, Mass.	463
WBEX	Chillicothe, O.	574
WBGE	Atlanta, Ga.	388
WBGR	Jessup, Ga.	395
WBHB	Fitzgerald, Ga.	395
WBHF	Cartersville, Ga.	393
WBHP	Huntsville, Ala.	316
WBIG	Greensboro, N. C.	560
WBIR	Knoxville, Tenn.	638
WBIS	Bristol, Conn.	367
WBIV	Bedford, Ind.	418
WBIZ	Eau Claire, Wis.	698
WBKA	Brockton, Mass.	464
WBLJ	Dalton, Ga.	394
WBLK	Clarksburg, W. Va.	693
WBMD	Baltimore, Md.	456
WBML	Macon, Ga.	396
WBMS	Boston, Mass.	461
WBNS	Columbus, O.	577
WBNX	New York, N. Y.	537
WBNY	Buffalo, N. Y.	529
WBOB	Galax, Va.	679
WBOC	Salisbury, Md.	460
WBOW	Terre Haute, Ind.	424
WBPZ	Lock Haven, Pa.	607
WBRC	Eirmingham, Ala.	312
WBRE	Wilkes-Barre, Pa.	619
WBRK	Pittsfield, Mass.	467
WBRM	Marion, N. C.	563
WBRW	Welch, W. Va.	697
WBRY	Waterbury, Conn.	371
WBSC	Bennettsville, S. C.	626
WBSR	Pensacola, Fla.	384
WBT	Charlotte, N. C.	557
WBTA	Batavia, N. Y.	526
WBTH	Williamson, W. Va.	697
WBTM	Danville, Va.	678
WBUD	Morrisville, Pa.	609
WBUT	Butler, Pa.	600
WBUX	Doylestown, Pa.	601
WBUY	Lexington, N. C.	563
WBVP	Beaver Falls, Pa.	599
WBYS	Canton, Ill.	404
WBZ	Boston, Mass.	461
WBZA	Springfield, Mass.	461
WCAE	Pittsburgh, Pa.	615
WCAM	Camden, N. J.	518
WCAO	Baltimore, Md.	456
WCAP	Asbury Park, N. J.	517
WCAR	Pontiac, Mich.	482
WCAU	Philadelphia, Pa.	611
WCAV	Norfolk, Va.	880

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WCAW	Charleston, W. Va.	693
WCAX	Burlington, Vt.	675
WCAZ	Carthage, Ill.	405
WCBA	Corning, N. Y.	531
WCBC	Anderson, Ind.	418
WCBD	Chicago, Ill.	407
WCBI	Columbus, Miss.	492
WCBM	Baltimore, Md.	456
WCBS	New York, N. Y.	537
WCBT	Roznoke Rapids, N. C.	566
WCCC	Hartford, Conn.	368
WCCM	Lawrence, Mass.	466
WCCO	Minneapolis, Minn.	488
WCCP	Savannah, Ga.	398
WCCL	Carlondale, Pa.	600
WCDC	Winchester, Tenn.	643
WCDC	Rocky Mount, N. C.	566
WCED	Du Bois, Pa.	601
WCEN	Cambridge, Md.	457
WCEN	Mt. Pleasant, Mich.	481
WCFL	Chicago, Ill.	407
WCHA	Chambersburg, Pa.	600
WCHS	Charleston, W. Va.	693
WCHV	Charlottesville, Va.	677
WCIF	Madisonville, Ky.	442
WCIL	Carbondale, Ill.	405
WCJU	Columbia, Miss.	492
WCKB	Dunn, N. C.	558
WCKY	Cincinnati, O.	574
WCLE	Cleveland, Miss.	492
WCLE	Clearwater, Fla.	376
WCLO	Janesville, Wis.	699
WCLT	Newark, O.	580
WCMA	Corinth, Miss.	492
WCMB	Lemoine, Pa.	607
WCMI	Ashland, Ky.	439
WCMN	Arecibo, P. R.	711
WCMW	Canton, O.	574
WCNB	Connersville, Ind.	419
WCNC	Elizabeth City, N. C.	558
WCNH	Quincy, Fla.	384
WCNR	Bloomsburg, Pa.	599
WCNT	Centralia, Ill.	405
WCNU	Crestview, Fla.	376
WCNX	Middletown, Conn.	369
WCOA	Pensacola, Fla.	384
WCOC	Meridan, Miss.	495
WCOG	Greensboro, N. C.	561
WCOH	Newman, Ga.	397
WCOL	Columbus, O.	577
WCOM	Parkersburg, W. Va.	696
WCOP	Atlanta, Ga.	388
WCOP	Boston, Mass.	461
WCOR	Lebanon, Tenn.	639
WCOS	Columbia, S. C.	627
WCOU	Lewiston, Me.	452
WCOV	Montgomery, Ala.	317
WCPA	Clearfield, Pa.	601
WCPM	Middlesboro, Ky.	443
WCPO	Cincinnati, O.	574
WCPS	Tarboro, N. C.	567
WCRA	Efingham, Ill.	412
WCRB	Waltham, Mass.	468
WCRK	Morristown, Tenn.	641
WCRO	Johnstown, Pa.	606
WCRS	Greenwood, S. C.	629
WCRW	Chicago, Ill.	407
WCSC	Charleston, S. C.	826

Call Letters	City—State	See Page
WCSH	Portland, Me.	453
WCSS	Amsterdam, N. Y.	526
WCTA	Andalusia, Ala.	311
WCTC	New Brunswick, N. J.	519
WCTT	Corbin, Ky.	439
WCUM	Cumberland, Md.	457
WCVA	Culpeper, Va.	678
WCVI	Connellsville, Pa.	601
WCVS	Springfield, Ill.	417
WCYB	Bristol, Va.	677
WDAD	Indiana, Pa.	605
WDAE	Tampa, Fla.	386
WDAF	Kansas City, Mo.	500
WDAK	Columbus, Ga.	393
WDAN	Danville, Ill.	411
WDAR	Savannah, Ga.	398
WDAS	Philadelphia, Pa.	611
WDEL	Wilmington, Del.	372
WDAY	Fargo, N. Dak.	571
WDBC	Escanaba, Mich.	477
WDBJ	Roanoke, Va.	683
WDBO	Orlando, Fla.	382
WDEC	Americus, Ga.	388
WDEF	Chattanooga, Tenn.	634
WDEM	Providence, R. I.	623
WDEV	Waterbury, Vt.	676
WDGY	Minneapolis, Minn.	488
WDHL	Bradenton, Fla.	376
WDIA	Memphis, Tenn.	639
WDIG	Dothan, Ala.	314
WDKD	Kingstree, S. C.	630
WDLB	Marshfield, Wis.	701
WDLF	De Land, Fla.	377
WDLP	Panama City, Fla.	383
WDMG	Douglas, Ga.	394
WDMJ	Marquette, Mich.	481
WDNC	Durham, N. C.	558
WDNE	Elkins, W. Va.	694
WDOD	Chattanooga, Tenn.	635
WDOK	Cleveland, O.	575
WDOS	Oneonta, N. Y.	549
WDOV	Dover, Del.	372
WDRC	Hartford, Conn.	367
WDSC	Dillon, S. C.	627
WDSG	Dyersburg, Tenn.	636
WDSM	Superior, Wis.	705
WDSR	Lake City, Fla.	379
WDSU	New Orleans, La.	448
WDUK	Durham, N. C.	558
WDUN	Gainesville, Ga.	395
WDUZ	Green Bay, Wis.	699
WDVA	Danville, Va.	678
WDWD	Dawson, Ga.	394
WDWS	Champaign, Ill.	405
WDXB	Chattanooga, Tenn.	635
WDXI	Jackson, Tenn.	636
WDYK	Cumberland, Md.	459
WDZ	Decatur, Ill.	411
WEAB	Greer, S. C.	629
WEAM	Arlington, Va.	676
WEAN	Providence, R. I.	623
WEAR	Pensacola, Fla.	384
WEAS	Atlanta-Decatur, Ga.	389
WEAT	Lake Worth, Fla.	380
WEAU	Eau Claire, Wis.	698
WEAV	Plattsburg, N. Y.	549
WEBC	Duluth, Minn.	486

Call Letters	City—State	See Page
WEBJ	Brewton, Ala.	313
WEBQ	Harrisburg, Ill.	413
WEBR	Euffalo, N. Y.	529
WEDC	Chicago, Ill.	407
WEDO	McKeesport, Pa.	607
WEDR	Birmingham, Ala.	312
WEEB	Southern Pines, N. C.	567
WEED	Rocky Mount, N. C.	566
WEEI	Boston, Mass.	461
WEEK	Peoria, Ill.	416
WEEU	Reading, Pa.	616
WEGO	Concord, N. C.	557
WEIM	Fitchburg, Mass.	464
WEKR	Fayetteville, Tenn.	636
WELI	New Haven, Conn.	370
WELL	Battle Creek, Mich.	471
WELO	Elmira, N. Y.	531
WELO	Tupelo, Miss.	496
WELR	Roanoke, Ala.	318
WEMP	Milwaukee, Wis.	702
WENA	Bayamon, P. R.	711
WENC	Whiteville, N. C.	568
WENE	Endicott, N. Y.	529
WENK	Union City, Tenn.	643
WENR	Chicago, Ill.	407
WENT	Gloversville, N. Y.	533
WENY	Elmira, N. Y.	531
WEOA	Evansville, Ind.	419
WEOK	Poughkeepsie, N. Y.	549
WEOL	Elyria, O.	578
WEPM	Martinsburg, W. Va.	695
WERC	Erie, Pa.	603
WERD	Atlanta, Ga.	391
WERE	Cleveland, O.	575
WERI	Westerly, R. I.	625
WESA	Charleroi, Pa.	600
WESB	Bradford, Pa.	600
WESC	Greenville, S. C.	628
WEST	Easton, Pa.	601
WESX	Salem, Mass.	467
WETB	Johnson City, Tenn.	637
WEVD	New York, N. Y.	537
WEVE	Eveleth, Minn.	486
WEW	St. Louis, Mo.	504
WEWO	Laurinburg, N. C.	562
WEXL	Royal Oak, Mich.	482
WEXT	Milwaukee, Wis.	702
WFAA	Dallas, Tex.	651
WFAS	White Plains, N. Y.	554
WFAU	Augusta, Me.	451
WFAX	Falls Church, Va.	678
WFBC	Greenville, S. C.	629
WFBG	Altoona, Pa.	598
WFBL	Syracuse, N. Y.	552
WFBM	Indianapolis, Ind.	421
WFBR	Baltimore, Md.	456
WFBC	Dunkirk, N. Y.	531
WFCl	Providence, R. I.	623
WFDF	Flint, Mich.	477
WFEA	Manchester, N. H.	516
WFEB	Sylacauga, Ala.	318
WFEC	Miami, Fla.	380
WFGN	Gaffney, S. C.	628
WFHG	Bristol, Va.	677
WFHR	Wisconsin Rapids, Wis.	705
WFIG	Sumter, S. C.	631
WFIL	Philadelphia, Pa.	611

Call Letters	City—State	See Page
WFIN	Findlay, O.	578
WFKY	Frankfort, Ky.	440
WFLA	Tampa, Fla.	386
WFLB	Fayetteville, N. C.	559
WFLO	Farmville, Va.	678
WFMD	Frederick, Md.	459
WFMJ	Youngstown, O.	583
WFNC	Fayetteville, N. C.	559
WFNS	Burlington, N. C.	556
WFOM	Marietta, Ga.	396
WFOR	Hattiesburg, Miss.	493
WFOX	Milwaukee, Wis.	702
WFOY	St. Augustine, Fla.	384
WFPG	Atlantic City, N. J.	517
WFRS	Reidsville, N. C.	565
WFRL	Freeport, Ill.	413
WFRP	Savannah, Ga.	398
WFTC	Kinston, N. C.	562
WFTL	Fort Lauderdale, Fla.	377
WFTM	Maysville, Ky.	442
WFTR	Front Royal, Va.	679
WFUN	Huntsville, Ala.	316
WFUR	Grand Rapids, Mich.	478
WFVA	Fredericksburg, Va.	678
WFGV	Fuquay Springs, N. C.	559
WFYC	Alma, Mich.	471
WGAA	Cedartown, Ga.	393
WGAC	Augusta, Ga.	391
WGAD	Gadsden, Ala.	315
WGAI	Elizabeth City, N. C.	559
WGAL	Lancaster, Pa.	606
WGAN	Portland, Me.	453
WGAP	Maryville, Tenn.	639
WGAR	Cleveland, O.	575
WGAT	Utica, N. Y.	553
WGAU	Athens, Ga.	388
WGAY	Silver Spring, Md.	460
WGBA	Columbus, Ga.	393
WGBB	Freeport, N. Y.	533
WGBF	Evansville, Ind.	419
WGBG	Greensboro, N. C.	561
WGBI	Scranton, Pa.	617
WGBR	Goldsboro, N. C.	560
WGBS	Miami, Fla.	381
WGCD	Chester, S. C.	627
WGCM	Gulfport, Miss.	493
WGEM	Quincy, Ill.	416
WGES	Chicago, Ill.	407
WGEZ	Beloit, Wis.	698
WGFG	Kalamazoo, Mich.	480
WGGA	Gainesville, Ga.	395
WGGG	Gainesville, Fla.	378
WGGH	Marion, Ill.	415
WGH	Newport News, Va.	680
WGIA	Caguas, P. R.	711
WGIG	Brunswick, Ga.	392
WGIL	Galesburg, Ill.	413
WGIV	Charlotte, N. C.	557
WGKV	Charleston, W. Va.	693
WGL	Ft. Wayne, Ind.	420
WGLN	Glens Falls, N. Y.	533
WGLS	Decatur, Ga.	394
WGN	Chicago, Ill.	409
WGNB	Gastonia, N. C.	559
WGNH	Gadsden, Ala.	315
WGNI	Wilmington, N. C.	568
WQNS	Murfreesboro, Tenn.	641

Call Letters	City—State	See Page
WGNV	Newburgh, N. Y.	537
WGOV	Valdosta, Ga.	399
WGPA	Bethlehem, Pa.	599
WGPC	Albany, Ga.	387
WGR	Buffalo, N. Y.	529
WGRC	Louisville, Ky.	441
WGRD	Grand Rapids, Mich.	478
WGRM	Greenwood, Miss.	492
WGRO	Bay City, Mich.	473
WGRV	Greenville, Tenn.	636
WGST	Atlanta, Ga.	389
WGTC	Greenville, N. C.	561
WGTL	Kannapolis, N. C.	562
WGTM	Wilson, N. C.	569
WGTN	Georgetown, S. C.	628
WGUY	Bangor, Me.	452
WGVA	Geneva, N. Y.	533
WGVN	Greenville, Miss.	492
WGWC	Selma, Ala.	318
WGWD	Gadsden, Ala.	315
WGWR	Asheboro, N. C.	555
WGY	Schenectady, N. Y.	552
WGYV	Greenville, Ala.	315
WHAI	Greenfield, Mass.	465
WHAK	Rogers City, Mich.	482
WHAL	Shelbyville, Tenn.	642
WHAM	Rochester, N. Y.	551
WHAN	Charleston, S. C.	626
WHAP	Hopewell, Va.	679
WHAR	Clarksburg, W. Va.	694
WHAS	Louisville, Ky.	441
WHAT	Philadelphia, Pa.	611
WHAV	Haverhill, Mass.	466
WHAW	Weston, W. Va.	697
WHAY	New Britain, Conn.	369
WHAZ	Troy, N. Y.	553
WHB	Kansas City, Mo.	500
WHBB	Selma, Ala.	318
WHBC	Canton, O.	574
WHBF	Rock Island, Ill.	417
WHBI	Newark, N. J.	518
WHBL	Sheboygan, Wis.	704
WHBO	Tampa, Fla.	387
WHBQ	Memphis, Tenn.	639
WHBS	Huntsville, Ala.	316
WHBT	Harriman, Tenn.	636
WHBU	Anderson, Ind.	418
WHBY	Appleton, Wis.	698
WHCC	Waynesville, N. C.	568
WHCU	Ithaca, N. Y.	516
WHDF	Houghton-Calumet, Mich.	479
WHDH	Boston, Mass.	461
WHDL	Olean, N. Y.	547
WHEB	Portsmouth, N. H.	517
WHEC	Rochester, N. Y.	551
WHED	Washington, N. C.	568
WHFB	Benton Harbor, Mich.	473
WHFC	Cicero, Ill.	411
WHGB	Harrisburg, Pa.	603
WHHH	Warren, O.	582
WHHM	Memphis, Tenn.	640
WHIM	Providence, R. I.	623
WHIN	Gallatin, Tenn.	636
WHIO	Dayton, O.	577
WHIR	Danville, Ky.	439
WHIS	Bluefield, W. Va.	692
WHIT	New Bern, N. C.	564

Call Letters	City—State	See Page
WHIZ	Zanesville, O.	583
WHJB	Greensburg, Pa.	603
WHK	Cleveland, O.	576
WHKC	Columbus, O.	577
WHKK	Akron, O.	573
WHKP	Hendersonville, N. C.	561
WHKY	Hickory, N. C.	561
WHLB	Virginia, Minn.	490
WHLA	Niagara Falls, N. Y.	547
WHLF	South Boston, Va.	683
WHLI	Hempstead, N. Y.	533
WHLL	Wheeling, W. Va.	697
WHLN	Harlan, Ky.	440
WHLS	Port Huron, Mich.	482
WHMA	Anniston, Ala.	311
WHNC	Henderson, N. C.	561
WHO	Des Moines, Ia.	428
WHOB	Gardner, Mass.	465
WHOC	Philadelphia, Miss.	496
WHOD	Homestead, Pa.	605
WHOK	Lancaster, O.	579
WHOL	Allentown, Pa.	598
WHOM	New York, N. Y.	539
WHOO	Orlando, Fla.	383
WHOP	Hopkinsville, Ky.	440
WHOS	Decatur, Ala.	313
WHOT	South Bend, Ind.	424
WHOW	Clinton, Ill.	411
WHP	Harrisburg, Pa.	603
WHPE	High Point, N. C.	562
WHRV	Ann Arbor, Mich.	471
WHSC	Hartsville, S. C.	629
WHSY	Hattiesburg, Miss.	493
WHTB	Talladega, Ala.	319
WHTC	Holland, Mich.	479
WHTN	Huntington, W. Va.	694
WHUB	Cookeville, Tenn.	635
WHUC	Hudson, N. Y.	534
WHUM	Reading, Pa.	616
WHUN	Huntingdon, Pa.	605
WHVR	Hanover, Pa.	603
WHWL	Nanticoke, Pa.	609
WHYN	Holyoke, Mass.	466
WHYU	Newport News, Va.	680
WIAC	San Juan, P. R.	715
WIBA	Madison, Wis.	700
WIBB	Macon, Ga.	396
WIBC	Indianapolis, Ind.	421
WIBG	Philadelphia, Pa.	613
WIBK	Knoxville, Tenn.	638
WIBM	Jackson, Miss.	480
WIBR	Baton Rouge, La.	446
WIBS	San Juan, P. R.	717
WIBU	Poynette, Wis.	704
WIBV	Belleville, Ill.	404
WIBW	Topeka, Kans.	437
WIBX	Utica, N. Y.	553
WICA	Ashtabula, O.	573
WICC	Bridgeport, Conn.	367
WICH	Norwich, Conn.	370
WICY	Malone, N. Y.	535
WIDE	Biddeford, Me.	452
WIGM	Medford, Wis.	701
WIHL	Hammond, La.	447
WIKB	Iron River, Mich.	479
WIKC	Bogalusa, La.	446
WIKK	Erie, Pa.	603

Call Letters	City—State	See Page
WIKY	Evansville, Ind.	420
WIL	St. Louis, Mo.	504
WILE	Cambridge, O.	573
WILK	Wilkes-Barre, Pa.	619
WILM	Wilmington, Del.	373
WILS	Lansing, Mich.	480
WIMA	Lima, O.	579
WIMS	Michigan City, Ind.	422
WINA	Charlottesville, Va.	677
WINC	Winchester, Va.	684
WIND	Chicago, Ill.	409
WING	Dayton, O.	578
WINK	Ft. Myers, Fla.	377
WINN	Louisville, Ky.	441
WINR	Binghamton, N. Y.	526
WINS	New York, N. Y.	539
WINX	Washington, D. C.	373
WINZ	Hollywood, Fla.	378
WIOD	Miami, Fla.	381
WIOU	Kokomo, Ind.	422
WIP	Philadelphia, Pa.	613
WIRA	Fort Pierce, Fla.	378
WIRB	Enterprise, Ala.	314
WIRC	Hickory, N. C.	562
WIRE	Indianapolis, Ind.	421
WIRJ	Humboldt, Tenn.	636
WIRK	West Palm Beach, Fla.	387
WIRL	Peoria, Ill.	416
WIS	Columbia, S. C.	627
WISC	Madison, Wis.	701
WISE	Asheville, N. C.	556
WISH	Indianapolis, Ind.	421
WISL	Shamokin, Pa.	618
WISN	Milwaukee, Wis.	702
WISR	Butler, Pa.	600
WITA	Santurce, P. R.	718
WITH	Baltimore, Md.	456
WITR	Santurce, P. R.	718
WITZ	Jasper, Ind.	422
WIVY	Jacksonville, Fla.	378
WIZE	Springfield, O.	581
WJAC	Johnstown, Pa.	606
WJAG	Norfolk, Neb.	512
WJAR	Providence, R. I.	623
WJAS	Pittsburgh, Pa.	615
WJAX	Jacksonville, Fla.	378
WJAY	Mullins, S. C.	630
WJBB	Haleyville, Ala.	315
WJBC	Bloomington, Ill.	404
WJBF	Augusta, Ga.	391
WJBK	Detroit, Mich.	476
WJBO	Baton Rouge, La.	446
WJBW	New Orleans, La.	449
WJBY	Gadsden, Ala.	315
WJCD	Seymour, Ind.	424
WJDA	Quincy, Mass.	467
WJEF	Grand Rapids, Mich.	478
WJDX	Jackson, Miss.	493
WJEJ	Hagerstown, Md.	460
WJEL	Springfield, O.	581
WJHL	Johnson City, Tenn.	638
WJHO	Opelika, Ala.	318
WJHP	Jacksonville, Fla.	378
WJIG	Tulahoma, Tenn.	643
WJIM	Lansing, Mich.	480
WJJD	Chicago, Ill.	409
WJJI	Montgomery, Ala.	317

Call Letters	City—State	See Page
WJLJ	Niagara Falls, N. Y.	547
WJLM	Lewisburg, Tenn.	639
WJLB	Detroit, Mich.	476
WJLD	Eessemmer, Ala.	312
WJLS	Beckley, W. Va.	692
WJMA	Orange, Va.	781
WJMB	Brookhaven, Miss.	491
WJMC	Rice Lake, Wis.	704
WJMJ	Philadelphia, Pa.	613
WJMO	Cleveland, O.	576
WJMR	New Orleans, La.	449
WJMS	Ironwood, Mich.	479
WJMW	Athens, Ala.	311
WJMX	Florence, S. C.	628
WJNC	Jacksonville, N. C.	562
WJNO	West Palm Beach, Fla.	387
WJOB	Hammond, Ind.	421
WJOC	Jamestown, N. Y.	535
WJOI	Florence, Ala.	314
WJOL	Joliet, Ill.	414
WJOR	Bangor, Me.	452
WJOY	Burlington, Vt.	675
WJPA	Washington, Pa.	619
WJPD	Ishpeming, Mich.	480
WJPF	Herrin, Ill.	414
WJPG	Green Bay, Wis.	699
WJPR	Greenville, Miss.	492
WJPS	Evansville, Ind.	420
WJQS	Jackson, Miss.	494
WJR	Detroit, Mich.	476
WJRD	Tuscaloosa, Ala.	319
WJRI	Lenoir, N. C.	563
WJSW	Altoona, Pa.	598
WJTN	Jamestown, N. Y.	536
WJVA	South Bend, Ind.	424
WJVB	Jacksonville Beach, Fla.	379
WJW	Cleveland, O.	576
WJXN	Jackson, Miss.	494
WJZ	New York, N. Y.	539
WJZM	Clarksville, Tenn.	635
WKAB	Mobile, Ala.	316
WKAI	Macomb, Ill.	414
WKAL	Rome, N. Y.	551
WKAM	Warsaw, Ind.	425
WKAN	Kankakee, Ill.	414
WKAP	Allentown, Pa.	598
WKAQ	San Juan, P. R.	717
WKAT	Miami Beach, Fla.	382
WKAX	Birmingham, Ala.	312
WKAY	Glasgow, Ky.	440
WKBB	Dubuque, Ia.	428
WKBC	N. Wilkesboro, N. C.	564
WKBH	LaCrosse, Wis.	700
WKBN	Youngstown, O.	583
WKBO	Harrisburg, Pa.	605
WKBK	Manchester, N. H.	516
WKBS	Oyster Bay, N. Y.	549
WKBV	Richmond, Ind.	423
WKBW	Buffalo, N. Y.	531
WKBZ	Muskegon, Mich.	481
WKCT	Bowling Green, Ky.	439
WKDA	Nashville, Tenn.	641
WKDK	Newberry, S. C.	630
WKDN	Camden, N. J.	518
WKEU	Griffin, Ga.	395
WKEY	Covington, Va.	677
WKGN	Knoxville, Tenn.	638

Call Letters	City—State	See Page
WKIC	Hazard, Ky.	440
WKID	Urbana, Ill.	418
WKIN	Kittanning, Pa.	606
WKIP	Poughkeepsie, N. Y.	549
WKIX	Columbia, S. C.	627
WKJB	Mayaguez, P. R.	713
WKJG	Fort Wayne, Ind.	420
WKLA	Ludington, Mich.	481
WKLK	Clanton, Ala.	313
WKLO	Louisville, Ky.	441
WKLK	Blackstone, Va.	677
WKLX	Lexington, Ky.	440
WKLY	Hartwell, Ga.	395
WKMA	Quitman, Ga.	397
WKMH	Dearborn, Mich.	473
WKNA	Charleston, W. Va.	693
WKNB	New Britain, Conn.	369
WKNE	Keene, N. H.	515
WKNX	Saginaw, Mich.	482
WKNY	Kingston, N. Y.	535
WKOK	Sunbury, Pa.	618
WKOP	Binghamton, N. Y.	527
WKOW	Madison, Wis.	701
WKOX	Framingham, Mass.	465
WKOY	Bluefield, W. Va.	693
WKOZ	Kosciusko, Miss.	494
WKPA	New Kensington, Pa.	609
WKPT	Kingsport, Tenn.	638
WKRC	Cincinnati, O.	575
WKRK	Mobile, Ala.	317
WKRK	Columbia, Tenn.	635
WKRO	Cairo, Ill.	404
WKRS	Waukegan, Ill.	418
WKRT	Cortland, N. Y.	531
WKRZ	Oil City, Pa.	609
WKSR	Pulaski, Tenn.	642
WKST	New Castle, Pa.	609
WKTG	Thomasville, Ga.	399
WKTU	Mayfield, Ky.	442
WKTY	La Crosse, Wis.	700
WKUL	Cullman, Ala.	313
WKUM	Arecibo, P. R.	711
WKVA	Lewistown, Pa.	607
WKWF	Key West, Fla.	379
WKWK	Wheeling, W. Va.	697
WKXL	Concord, N. H.	515
WKXY	Sarasota, Fla.	385
WKY	Oklahoma City, Okla.	588
WKYB	Paducah, Ky.	444
WKYW	Louisville, Ky.	442
WKZO	Kalamazoo, Mich.	480
WLAC	Nashville, Tenn.	641
WLAD	Danbury, Conn.	367
WLAG	La Grange, Ga.	396
WLAK	Lakeland, Fla.	379
WLAM	Lewiston, Me.	453
WLAN	Lancaster, Pa.	606
WLAP	Lexington, Ky.	441
WLAQ	Rome, Ga.	397
WLAR	Athens, Tenn.	634
WLAT	Conway, S. C.	627
WLAU	Laurel, Miss.	495
WLAV	Grand Rapids, Mich.	478
WLAW	Lawrence, Mass.	466

Call Letters	City—State	See Page
WLAY	Muscle Shoals City, Ala.	318
WLBB	Carrollton, Ga.	393
WLBC	Munice, Ind.	423
WLBE	Leesburg-Eustis, Fla.	480
WLBG	Laurens, S. C.	630
WLBH	Mattoon, Ill.	415
WLBJ	Bowling Green, Ky.	439
WLBK	De Kalb, Ill.	412
WLBR	Lebanon, Pa.	606
WLBZ	Bangor, Me.	452
WLCR	Torrington, Conn.	371
WLCS	Baton Rouge, La.	446
WLCS	La Crosse, Wis.	700
WLDS	Jacksonville, Ill.	414
WLDY	Ladysmith, Wis.	700
WLEA	Hornell, N. Y.	534
WLEC	Sandusky, O.	580
WLEE	Richmond, Va.	682
WLET	Toccoa, Ga.	399
WLEU	Erie, Pa.	603
WLEX	Lexington, Ky.	441
WLIB	New York, N. Y.	541
WLIN	Merrill, Wis.	701
WLIO	East Liverpool, O.	578
WLIP	Kenosha, Wis.	700
WLIZ	Bridgeport, Conn.	367
WLLH	Lowell-Lawrence, Mass.	466
WLNA	Peekskill, N. Y.	549
WLNH	Laconia, N. H.	516
WLOA	Braddock, Pa.	599
WLOE	Leaksville, N. C.	563
WLOF	Orlando, Fla.	383
WLOG	Logan, W. Va.	695
WLOH	Princeton, W. Va.	696
WLOI	La Porte, Ind.	422
WLOK	Lima, O.	579
WLOL	Minneapolis, Minn.	488
WLOS	Asheville, N. C.	556
WLOU	Louisville, Ky.	442
WLOW	Norfolk, Va.	680
WLOX	Biloxi, Miss.	491
WLPM	Suffolk, Va.	684
WLPO	LaSalle, Ill.	414
WLRP	New Albany, Ind.	423
WLS	Chicago, Ill.	411
WLSI	Pikeville, Ky.	444
WLTC	Gastonia, N. C.	560
WLTR	Bloomsburg, Pa.	599
WLVA	Lynchburg, Va.	679
WLW	Cincinnati, O.	575
WLXW	Carlisle, Pa.	600
WLYN	Lynn, Mass.	466
WMAJ	State College, Pa.	618
WMAK	Nashville, Tenn.	641
WMAN	Mansfield, O.	579
WMAL	Washington, D. C.	373
WMAM	Marinette, Wis.	701
WMAP	Monroe, N. C.	563
WMAQ	Chicago, Ill.	411
WMAS	Springfield, Mass.	468
WMAW	Milwaukee, Wis.	702
WMAZ	Macon, Ga.	396
WMB	Macon, Miss.	495
WMBD	Peoria, Ill.	416
WMBG	Richmond, Va.	682
WMBH	Joplin, Mo.	499
WMBL	Morehead City, N. C.	563

Call Letters	City—State	See Page
WMBM	Miami Beach, Fla.	382
WMBN	Petoskey, Mich.	482
WMBO	Auburn, N. Y.	526
WMBR	Jacksonville, Fla.	379
WMBS	Uniontown, Pa.	618
WMC	Memphis, Tenn.	640
WMCA	New York, N. Y.	541
WMCK	McKeesport, Pa.	607
WMDD	Fajardo, P. R.	713
WMDN	Midland, Mich.	481
WMEV	Marion, Va.	680
WMEX	Boston, Mass.	463
WMFD	Wilmington, N. C.	569
WMFG	Hibbing, Minn.	487
WMFJ	Daytona Beach, Fla.	377
WMFR	High Point, N. C.	562
WMFT	Florence, Ala.	314
WMGA	Moultrie, Ga.	397
WMGM	New York, N. Y.	541
WMGR	Bainbridge, Ga.	392
WMGW	Meadville, Pa.	609
WMGY	Montgomery, Ala.	317
WMID	Atlantic City, N. J.	517
WMIE	Miami, Fla.	381
WMIK	Middlesboro, Ky.	443
WMIL	Milwaukee, Wis.	702
WMIN	St. Paul, Minn.	490
WMIQ	Iron Mountain, Mich.	479
WMIS	Natchez, Miss.	496
WMIX	Mount Vernon, Ill.	415
WMJM	Cordele, Ga.	394
WMLS	Sylacauga, Ala.	318
WMLT	Dublin, Ga.	394
WMMB	Melbourne, Fla.	380
WMMJ	Peoria, Ill.	416
WMMN	Fairmount, W. Va.	694
WMMW	Meiden, Conn.	369
WMMT	McMinnville, Tenn.	641
WMNB	North Adams, Mass.	467
WMNC	Morgantown, N. C.	564
WMOA	Marietta, O.	579
WMOG	Covington, Ga.	394
WMOH	Brunswick, Ga.	393
WMOH	Hamilton, O.	579
WMON	Montgomery, W. Va.	695
WMOU	Berlin, N. H.	515
WMOX	Meridian, Miss.	495
WMPS	Memphis, Tenn.	640
WMRA	Myrtle Beach, S. C.	630
WMRC	Greenville, S. C.	629
WMRF	Lewiston, Pa.	607
WMRN	Marion, O.	580
WMRO	Aurora, Ill.	404
WMRP	Flint, Mich.	478
WMSA	Massena, N. Y.	535
WMSL	Decatur, Ala.	313
WMT	Cedar Rapids, Ia.	426
WMTA	Vanleve, Ky.	445
WMTB	Morristown, N. J.	518
WMTW	Portland, Me.	453
WMUR	Manchester, N. H.	516
WMUS	Muskegon, Mich.	481
WMUU	Greenville, S. C.	629
WMVA	Martinsville, Va.	680
WMVG	Milledgeville, Ga.	397
WNAB	Bridgeport, Conn.	367
WNAC	Boston, Mass.	463

Call Letters	City—State	See Page	Call Letters	City—State	See Page
WNAE	Warren, Pa.	619	WORK	York, Pa.	622
WNAG	Grenada, Miss.	493	WORZ	Orlando, Fla.	383
WNAM	Neenah, Wis.	703	WOSC	Fulton, N. Y.	533
WNAO	Raleigh, N. C.	564	WOSH	Oshkosh, Wis.	703
WNAR	Norristown, Pa.	609	WOTW	Nashau, N. H.	516
WNAT	Natchez, Miss.	496	WOV	New York, N. Y.	547
WNAV	Annapolis, Md.	455	WOW	Omaha, Neb.	513
WNAW	North Adams, Mass.	467	WOWO	Ft. Wayne, Ind.	420
WNAX	Yankton, S. Dak.	634	WOXF	Oxford, N. C.	564
WNBC	New York, N. Y.	543	WPAB	Ponce, P. R.	715
WBNF	Binghamton, N. Y.	527	WPAD	Paducah, Ky.	444
WNBH	New Bedford, Mass.	467	WPAG	Ann Arbor, Mich.	471
WNB8	Murray, Ky.	443	WPAL	Charleston, S. C.	626
WNBZ	Saranac Lake, N. Y.	552	WPAM	Pottsville, Pa.	616
WNCA	Aiken, S. C.	625	WPAQ	Mount Airy, N. C.	564
WNDB	Daytona Beach, Fla.	377	WPAR	Parkersburg, W. Va.	696
WNDR	Syracuse, N. Y.	552	WPAT	Paterson, N. J.	520
WNEB	Worcester, Mass.	469	WPAX	Thomasville, Ga.	399
WNEL	San Juan, P. R.	717	WPAY	Portsmouth, O.	580
WNER	Live Oak, Fla.	380	WPBC	Minneapolis, Minn.	488
WNEW	New York, N. Y.	543	WPCF	Panama City, Fla.	384
WNEX	Macon, Ga.	396	WPDQ	Jacksonville, Fla.	379
WNGO	Mayfield, Ky.	442	WPDX	Clarksburg, W. Va.	694
WNHC	New Haven, Conn.	370	WPEN	Philadelphia, Pa.	615
WNJR	Newark, N. J.	519	WPF8	Middletown, O.	580
WNLC	New London, Conn.	370	WPGH	Pittsburgh, Pa.	615
WNLK	Norwalk, Conn.	370	WPIC	Sharon, Pa.	618
WNMP	Evanston, Ill.	412	WPIK	Alexandria, Va.	676
WNNC	Newton, N. C.	564	WPIT	Pittsburgh, Pa.	616
WNNT	Warsaw, Va.	684	WPKE	Pikeville, Ky.	444
WNOK	Columbia, S. C.	627	WPKY	Princeton, Ky.	444
WNOE	New Orleans, La.	449	WPLA	Plant City, Fla.	384
WNOP	Newport, Ky.	443	WPLH	Huntington, W. Va.	695
WNOR	Norfolk, Va.	681	WPLI	Jackson, Tenn.	637
WNOW	York, Pa.	621	WPOR	Portland, Me.	455
WNOX	Knoxville, Tenn.	638	WPPA	Pottsville, Pa.	616
WNVA	Norton, Va.	681	WPRA	Mayaguez, P. R.	713
WOAI	San Antonio, Tex.	667	WPRG	Lincoln, Ill.	414
WOAP	Owosso, Mich.	481	WPRO	Providence, R. I.	625
WOAY	Oak Hill, W. Va.	696	WPRP	Ponce, P. R.	715
WOBS	Jacksonville, Fla.	379	WPTF	Raleigh, N. C.	565
WOBT	Rhineland, Wis.	704	WPTR	Albany, N. Y.	525
WOC	Davenport, Ia.	427	WPTW	Piqua, O.	580
WOCB	West Yarmouth, Mass.	468	WPUV	Pulaski, Va.	682
WOHI	East Liverpool, O.	578	WPWA	Chester, Pa.	601
WOHS	Shelby, N. C.	567	WQAM	Miami, Fla.	382
WOKO	Albany, N. Y.	525	WQAN	Scranton, Pa.	617
WOKZ	Alton, Ill.	404	WQBC	Vicksburg, Miss.	496
WOL	Washington, D. C.	373	WQQW	Washington, D. C.	373
WOLF	Syracuse, N. Y.	553	WQUA	Moline, Ill.	415
WOLS	Florence, S. C.	628	WQXI	Atlanta, Ga.	391
WOMI	Owensboro, Ky.	443	WQXR	New York, N. Y.	547
WOMT	Manitowoc, Wis.	701	WRAK	Williamsport, Pa.	621
WONE	Dayton, O.	578	WRAL	Raleigh, N. C.	565
WONN	Lakeland, Fla.	380	WRAW	Reading, Pa.	617
WONO	Oneonta, N. Y.	535	WRBC	Jackson, Miss.	494
WONS	Hartford, Conn.	368	WRBL	Columbus, Ga.	393
WONW	Defiance, O.	578	WRC	Washington, D. C.	374
WOOB	Anniston, Ala.	311	WRCO	Richland, Wis.	704
WOOD	Grand Rapids, Mich.	479	WRCS	Ahoskie, N. C.	555
WOOF	Dothan, Ala.	314	WRDO	Augusta, Me.	451
WOOK	Silver Spring, Md.	460	WRDW	Augusta, Ga.	392
WOPI	Bristol, Tenn.	634	WREC	Memphis, Tenn.	641
WOR	New York, N. Y.	543	WREL	Lexington, Va.	679
WORA	Mayaguez, P. R.	713	WREN	Topeka, Kans.	437
WORC	Worcester, Mass.	469	WREX	Duluth, Minn.	486
WORD	Spartanburg, S. C.	631			



Call Letters	City—State	See Page
WRFC	Athens, Ga.	388
WRFD	Worthington, O.	582
WRFS	Alexander City, Ala.	311
WRFW	Eau Claire, Wis.	699
WRGA	Rome, Ga.	397
WRHI	Rock Hill S. C.	630
WRIB	Caguas, P. R.	711
WRIC	Providence, R. I.	625
WRIO	Rio Piedras, P. R.	715
WRJM	Newport, R. I.	623
WRJN	Racine, Wis.	704
WRJW	Pacayune, Miss.	496
WRLD	West Point, Ga.	400
WRMN	Elgin, Ill.	412
WRNL	Richmond, Va.	682
WRNO	Orangeburg, S. C.	630
WRNY	Rochester, N. Y.	551
WROB	West Point, Miss.	497
WROD	Daytona Beach, Fla.	377
WROK	Rockford, Ill.	417
WROL	Knoxville, Tenn.	639
WROM	Rome, Ga.	397
WRON	Ronceverte, W. Va.	696
WROV	Roanoke, Va.	683
WROW	Albany, N. Y.	525
WROX	Clarksdale, Miss.	491
WROY	Carmi, Ill.	405
WRR	Dallas, Tex.	651
WRRF	Washington, N. C.	568
WRRZ	Clinton, N. C.	557
WRTA	Altoona, Pa.	598
WRUF	Gainesville, Fla.	378
WRUN	Utica, N. Y.	554
WRVA	Richmond, Va.	683
WRXO	Roxboro, N. C.	566
WRYO	Rochester, Pa.	617
WSAI	Cincinnati, O.	575
WSAL	Logansport, Ind.	422
WSAM	Saginaw, Mich.	483
WSAN	Allentown, Pa.	598
WSAP	Portsmouth, Va.	682
WSAR	Fall River, Mass.	464
WSAT	Salisbury, N. C.	566
WSAU	Wausau, Wis.	705
WSAV	Savannah, Ga.	398
WSAY	Rochester, N. Y.	551
WSAZ	Huntington, W. Va.	695
WSB	Atlanta, Ga.	391
WSBA	York, Pa.	622
WSBC	Chicago, Ill.	411
WSBR	Superior, Wis.	705
WSBT	South Bend, Ind.	424
WSCR	Scranton, Pa.	617
WSDR	Sterling, Ill.	418
WSFA	Montgomery, Ala.	317
WSFC	Somerset, Ky.	444
WSFL	Springfield, Mass.	468
WSFT	Thomaston, Ga.	398
WSGC	Elberton, Ga.	395
WSGN	Birmingham, Ala.	312
WSHB	Stillwater, Minn.	490
WSIC	Statesville, N. C.	567
WSID	Baltimore, Md.	457
WSIP	Paintsville, Ky.	444
WSIR	Winter Haven, Fla.	387
WSIV	Pekin, Ill.	415
WSIX	Nashville, Tenn.	642

Call Letters	City—State	See Page
WSJS	Winston-Salem, N. C.	569
WSKB	McComb, Miss.	495
WSKI	Montpelier-Barre, Vt.	675
WSKY	Asheville, N. C.	556
WSLB	Ogdensburg, N. Y.	547
WSLI	Jackson, Miss.	494
WSLS	Roanoke, Va.	683
WSM	Nashville, Tenn.	642
WSMB	New Orleans, La.	450
WSNJ	Bridgeton, N. J.	518
WSNW	Seneca, S. C.	631
WSNY	Schenectady, N. Y.	552
WSOC	Charlotte, N. C.	557
WSON	Henderson, Ky.	440
WSOO	Sault Ste. Marie, Mich.	483
WSOY	Decatur, Ill.	412
WSPA	Spartanburg, S. C.	631
WSPB	Sarasota, Fla.	385
WSPC	Anniston, Ala.	311
WSPD	Toledo, O.	582
WSPR	Springfield, Mass.	468
WSRS	Cleveland, O.	576
WSSB	Durham, N. C.	558
WSSO	Starkville, Miss.	496
WSSV	Petersburg, Va.	681
WSTC	Stamford, Conn.	371
WSTP	Salisbury, N. C.	566
WSTS	Southern Pines, N. C.	567
WSTV	Steubenville, O.	581
WSUA	Bloomington, Ind.	418
WSUN	St. Petersburg, Fla.	384
WSVA	Harrisonburg, Va.	679
WSVS	Crewe, Va.	677
WSWN	Belle Glade, Fla.	376
WSYB	Rutland, Vt.	676
WSYR	Syracuse, N. Y.	553
WTAC	Flint, Mich.	478
WTAD	Quincy, Ill.	416
WTAG	Worcester, Mass.	469
WTAL	Tallahassee, Fla.	385
WTAM	Cleveland, O.	577
WTAN	Clearwater, Fla.	376
WTAO	Cambridge, Mass.	464
WTAR	Norfolk, Va.	681
WTAW	College Station, Tex.	649
WTAX	Springfield, Ill.	417
WTBC	Tuscaloosa, Ala.	319
WTBF	Troy, Ala.	319
WTBO	Cumberland, Md.	459
WTCH	Shawano, Wis.	704
WTCJ	Tell City, Ind.	424
WTCM	Traverse City, Mich.	483
WTCN	Minneapolis, Minn.	488
WTCO	Campbellsville, Ky.	439
WTEL	Philadelphia, Pa.	615
WTHI	Terre Haute, Ind.	424
WTHT	Hartford, Conn.	368
WTIC	Hartford, Conn.	368
WTIK	Durham, N. C.	558
WTIP	Charleston, W. Va.	693
WTJH	East Point, Ga.	395
WTJS	Jackson, Tenn.	637
WTMA	Charleston, S. C.	626
WTMC	Ocala, Fla.	382
WTMJ	Milwaukee, Wis.	703
WTMV	E. St. Louis, Ill.	412
WTNB	Birmingham, Ala.	312

Call Letters	City—State	See Page
WTNC	Thomasville, N. C.	568
WTND	Orangeburg, S. C.	630
WTNJ	Trenton, N. J.	520
WTNS	Coshocton, O.	577
WTNT	Tallahassee, Fla.	385
WTOB	Winston-Salem, N. C.	569
WTOC	Savannah, Ga.	398
WTOD	Toledo, O.	582
WTOK	Meridian, Miss.	495
WTOL	Toledo, O.	582
WTOM	Bloomington, Ind.	419
WTON	Staunton, Va.	684
WTOP	Washington, D. C.	374
WTOR	Torrington, Conn.	371
WTPR	Paris, Tenn.	642
WTPS	New Orleans, La.	450
WTRC	Elkhart, Ind.	419
WTRF	Bellaire, O.	573
WTRR	Sanford, Fla.	385
WTRY	Troy, N. Y.	553
WTSA	Brattleboro, Vt.	675
WTSB	Lumberton, N. C.	563
WTSP	St. Petersburg, Fla.	385
WTSV	Claremont, N. H.	515
WITH	Port Huron, Mich.	482
WTTM	Trenton, N. J.	520
WTTS	Bloomington, Ind.	419
WTTT	Coral Gables, Fla.	376
WTUX	Wilmington, Del.	373
WTVB	Coldwater, Mich.	473
WTVL	Waterville, Me.	455
WTWA	Thomson, Ga.	399
WTWN	St. Johnsbury, Vt.	676
WTWT	Stevens Point, Wis.	705
WTXL	West Springfield, Mass.	468
WTYC	Rock Hill, S. C.	631
WTYS	Marianna, Fla.	380
WULA	Eufaula, Ala.	314
WUSJ	Lockport, N. Y.	535
WUSN	Charleston, S. C.	626
WVAM	Altoona, Pa.	598
WVCG	Coral Gables, Fla.	376
WVCH	Chester, Pa.	601
WVEC	Hampton, Va.	679
WVET	Rochester, N. Y.	551
WVIM	Vicksburg, Miss.	496
WVJP	Gaguas, P. R.	711
WVJS	Owensboro, Ky.	443
WVLK	Versailles, Ky.	445
WVLN	Olney, Ill.	415
WVMC	Mount Carmel, Ill.	415
WVNJ	Newark, N. J.	519

Call Letters	City—State	See Page
WVOK	Birmingham, Ala.	313
WVOM	Brookline, Mass.	464
WVOP	Vidalia, Ga.	399
WVOS	Liberty, N. Y.	535
WVOT	Wilson, N. C.	569
WVPO	Stroudsburg, Pa.	618
WVVW	Fairmont, W. Va.	694
WWBZ	Vineland, N. J.	520
WWCA	Gary, Ind.	421
WWCO	Waterbury, Conn.	371
WWDC	Washington, D. C.	375
WWEZ	New Orleans, La.	450
WWGP	Sanford, Conn.	567
WWGS	Tifton, Ga.	399
WWHG	Hornell, N. Y.	534
WWJ	Detroit, Mich.	476
WWL	New Orleans, La.	450
WWNC	Asheville, N. C.	556
WWNF	Fayetteville, N. C.	559
WWNH	Rochester, N. H.	517
WWNR	Beckley, W. Va.	692
WWNS	Statesboro, Ga.	398
WWNY	Watertown, N. Y.	554
WWOD	Lynchburg, Va.	680
WWOK	Flint, Mich.	478
WWOL	Buffalo, N. Y.	531
WWON	Woonsocket, R. I.	625
WWPA	Williamsport, Pa.	621
WWPB	Miami, Fla.	382
WWPF	Palatka, Fla.	383
WWPG	Palm Beach, Fla.	383
WWRL	Woodside, N. Y.	555
WWSC	Glens Falls, N. Y.	533
WWSO	Springfield, O.	581
WWSR	St. Albans, Vt.	676
WWST	Wooster, O.	582
WWSW	Pittsburgh, Pa.	616
WWVA	Wheeling, W. Va.	697
WWVB	Jasper, Ala.	316
WWWF	Fayette, Ala.	314
WWWR	Russellville, Ala.	318
WWWV	Rio Piedras, P. R.	715
WWXL	Peoria, Ill.	416
WWYO	Pineville, W. Va.	696
WXAL	Demopolis, Ala.	313
WXGI	Richmond, Va.	683
WXKW	Albany, N. Y.	526
WXLT	Ely, Minn.	486
WXLW	Indianapolis, Ind.	422
WXRA	Kenmore-Buffalo, N. Y.	535
WXRf	Guayama, P. R.	713
WXYZ	Detroit, Mich.	476
WYVE	Wytheville, Va.	684
WZIP	Covington, Ky.	438

# ALABAMA

Estimated Population 2,920,000—Increase +3.1%—Radio Homes 744,500  
Radio Families—766,000—Stations in State 61

## WAVU

ALBARTVILLE—1948

Frequency: 630 Kc. Power: 500 Watts d.  
Owned-Oper. By Sand Mt. Bcstg. Service  
Business-Studio Address P. O. Box 149  
Phone Number 630  
News Service AP  
Transcription Service World  
President, Gen. Mgr. Pat M. Courington  
Commercial Mgr. Eaton P. Govan, Jr.  
Program Director Mrs. Vinette B. Govan  
Chief Engineer Richard C. Payne

## WRFS

ALEXANDER CITY—1947

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 Thesaurus  
Representative Sears & Ayer  
Membership NAB  
President James L. Coley  
Gen.-Station-Com. Mgr. Lem Coley  
Program Director Bob McKinnon  
Chief Engineer James W. Whatley

## WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Andalusia Bcstg. Co., Inc.  
Business-Studio Address Sanford Rd.  
Phone Number 844  
Transmitter Sanford Rd.  
News Service UP  
Transcription Service World  
Membership NAB  
Executive V.P., Gen. Mgr. J. Dige Bishop  
Prog. Dir. Kristine Hardage  
Publicity Dir. Beri Moore  
Musical Director Tom Miniard  
Chief Engineer & Comm. Mgr. J. Dige Bishop

## WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Athens Bcstg. Co., Inc.  
Business-Studio Address Radio Bldg.  
Phone Number 2380-1  
Transmitter 1401 W. 15th St.  
News Service UP  
Transcription Service Lang-Worth

Representative Sears & Ayer  
Membership NAB-BMB  
President-Owner Harry M. Ayers  
Gen.-Sta.-Comm. Mgr. Malcolm Street  
Sales Prom. Mgr. Lurline M. Smollon  
Prod. Dir. Bob Sanders  
Publicity Dir. Harry Mabry  
Chief Engineer James A. Hudson

## WOOB

ANNISTON—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Calhoun Bcstg. Co.  
Business-Studio Address 10th & Noble St.  
Phone Number 3210-1  
Transmitter Location 16th & Boynton Ave.  
News Service AP  
President-Gen. Mgr. W. S. Weatherly  
Sta. Mgr.-Chief Announcer Lee Blaine  
Commercial Mgr. John Orrison  
Sales Promotion Mgr. Walter Rankin  
Program Director David Vowell  
Production Director Pete Williams  
Publicity-Musical Dir. Sara Jackson  
Chief Engineer Thomas B. Atkins

## WSPC

ANNISTON—1949—LIBERTY

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Operated By Model City Bcstg. Co.  
Business Address Jefferson Davis Hotel  
Phone 1850  
Air Time Unlimited  
News Service AP  
Transcription Service Standard  
Representative Walker  
President Stanton B. Ingram  
Gen. Prom. Mgr.-Pgm. Dir. G. C. Scarborough  
Comm. Mgr. Ross Charles  
Chief Engineer Raymond Watson, Jr.

## WJMW

ATHENS—1948—ABS

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Operated By Athens Bcstg. Co., Inc.  
Business-Studio-Transmitter Address Hines St.  
Phone Number 565  
News Service AP  
Transcription Service Capitol  
Membership BMB  
Pres.-Gen.-Sta. Mgr. Homer F. Dunnivant  
Pgm.-Prod.-Pub. Dir. Robert V. Dunnivant  
Chief Engineer Les Bryant

ALABAMA

WAUD

AUBURN—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Auburn Bcstg. Co.
Business Address Auburn Bcstg. Co. Box 350
Phone Number 1240-1
Studio Transmitter Montgomery Hwy.
News Service AP
Transcription Service World, Lang-Worth
Pres., Gen.-Station Mgr. Elmer G. Salter
Pgm. Dir., Farm Editor Dave Sherrell
Chief Announcer Roy Caudle
Prod., Music Dir. Mrs. Lynn Grund
Chief Engineer Charlie Herman

WJLD

BESSEMER—1942

Frequency: 1400 Kc. Power: 250 Watts
Owned By Johnston Bcstg. Co.
Business Address Box 147
Phone Nos. Bessemer 2300; Birmingham 6-6172
Transmitter Birmingham Bessemer Super H way
News Service INS
Pres.-Gen. Mgr. George Johnston, Jr.
Station Mgr. James E. Connolly
Comm. Mgr. Clay Coe
Sls. Prom. Mgr. Otis Dodge
Prod. Dir. John Slattin
Publ. Dir. Jane Shaddix
Program Director Joan Jetton
Chief Engineer Maurice McKinney

WAPI

BIRMINGHAM—1922—CBS

Frequency: 1070 Kc. Power: 5000 Watts
Owned By Univ. of Ala., Ala. Polytechnic
Inst., Ala. Coll.
Operated By Voice of Ala., Inc.
Bus.-Studio Address 701 Protective Life Bldg.
Phone Number 3-8118
Transmitter Sandusky, Ala.
News Service UP
Transcription Service World
Representative Radio Sales
Membership NAB-FMA
President-General Mgr. Thad Holt
Comm. Mgr. C. P. Persons, Jr.
Sales Prom. Mgr.-Pub. Dir. Lionel F. Baxter
Program Dir. Maury J. Farrell
Production Dir. Burt F. McKee
Chief Engineer James L. Evans

WBRC

BIRMINGHAM—1925—NBC

Frequency: 980 Kc. Power: 5000 Watts
Owned-Oper. By Birmingham Bcstg. Co., Inc.
Address WBRC Bldg.

Phone Number 4-7741
Transmitter Location 2400 Arkadelphia Rd.
News Service INS, AP
Transcription Service Standard, Lang-Worth,
Capitol
Representative Paul H. Raymer Co.
Membership NAB, BMB, FMA
President-Gen. Mgr. Eloise S. Hanna
Gen. Manager Howell C. Cobb
Commercial Manager Don D. Campbell
Pgm. Dir. M. D. Smith
Prom. Mgr. John T. Orr
Chief Engineer G. P. Hamann

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 4-0925
President, Gen. Mgr. J. E. Reynolds
V. P. Mrs. Leah L. Doss
Secty.-Treas., Comm. Mgr. John A. Thompson
Pgm. Dir. Lloyd Williams
Chief Engineer John H. Cram

WKAX

BIRMINGHAM—1946

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated Courier Bcstg. Service, Inc.
Address 216 1/2 N. 21 St.
Phone Number 54-2541
Transmitter Location 231 21st Ave., West
News Service AP
Gen. Mgr. Glenn V. Tingley
Prog. Dir. Dorothy Alexander
Chief Engineer Stanley L. Hawkins

WSGN

BIRMINGHAM—1927—ABC-ALA.

Frequency: 610 Kc. Power: 5000d.; 1000 n.
Owned-Operated Birmingham News Co.
Business Address Dixie Carlton
Hotel, P. O. Box 2553
Phone Number 4-3434
Studio Address YWCA Bldg.
Transmitter Location Fair Grounds
News Service AP
Representative Headley-Reed
Membership NAB, BMB
Gen. Mgr. Henry P. Johnston
Commercial Manager Julian A. Flint
Prom. Dir. Mrs. Mary F. Childers
Prog. Dir. Eugene M. Plumstead
Chief Engineer J. V. Sanderson

WTNB

BIRMINGHAM—1949—MBS

Frequency: 1490 Kc. Power: 250 Watts

**ALABAMA**

Owned-Operated By.....Pilot Bcstg. Corp.  
 Address .....WTNB Bldg.  
 Phone Number .....4-5111  
 Transmitter Location.....3429 N. 21st St.  
 News Service.....AP  
 Transcription Service.....SESAC, World  
 Representative .....Taylor-Boroff  
 Membership .....NAB  
 V.P.-Gen. Mgr.....Mrs. Evelyn S. Hicks  
 Program Dir.....Ira L. Leslie

**WVOK**

**BIRMINGHAM—1947**

Frequency: 690 Kc.....Power: 50,000 Watts d.  
 Owned-Operated By.....Voice of Dixie Inc.  
 Business Address.....P. O. Box 2488.  
 Phone Number .....6-2924  
 Studio-Transmitter.....Bessemer Super Highway  
 News Service .....UP  
 Transcription Service.....Capitol  
 Membership .....BMB  
 Pres., Gen. Sta. Mgr.....Iralee W. Benns  
 Com. Sales Prom. Mgr.....William J. Brennan  
 Program Director.....Ira Leslie  
 Chief Engineer.....William J. Brennan

**WEBJ**

**BREWTON—1947—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Brewton Bcstg. Co.  
 Address.....Brewton, Ala.  
 Phone Number .....553  
 News Service .....AP  
 Transcription Service.....Lang-Worth, SESAC,  
 Associated  
 Membership .....NAB, BMB  
 Pres., Gen. Mgr.....W. Emmett Brooks  
 Vice-Pres.....William E. Brooks, Jr.  
 Comm.-Sales Promotion Mgr.....J. M. Miller, Jr.  
 Program-Prod. Director.....Charles Land  
 Chief Engineer.....R. D. Craig

**WKLF**

**CLANTON—1949—KBS**

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Southeastern Bcstg. Co.  
 Bus.-Studio Address.....Clanton  
 Phone Number .....449  
 Transmitter Location.....Selma Highway  
 News Service.....AP  
 Transcription Service.....World, KBS  
 Representative.....Thomas F. Clarke  
 President.....Dr. J. Kelley Robinson  
 Gen.-Station-Comm. Mgr.....Robert B. Taber  
 Program Director.....Paul Reid  
 Chief Engineer.....Lester Carter

**WKUL**

**CULLMAN—1946**

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By.....Cullman Bcstg. Co.  
 Business, Studio, Trans. Address.....Cullman  
 Phone Number .....864  
 News Service .....AP  
 Transcription Service .....World  
 Gen., Comm. Mgr.....Hudson C. Millar, Jr.  
 Program Director.....Lon Waters  
 Chief Announcer.....Jay Aldredge  
 Chief Engineer.....Arthur Bachmann

**WHOS**

**DECATUR—1948**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....No. Alabama Bcstg. Co.  
 Business-Studio Address.....212 Jackson St.  
 Transmitter Location.....1 Mi. W. Decatur  
 Phone Number.....991  
 News Service .....UP  
 Transcription Service.....Capitol  
 Membership .....BMB  
 Partners.....H. H. Kinney, Estate; D. T. Kinney  
 Gen., Sta. Mgr.....Hartwell Speegle  
 Comm., Sls. Prom. Mgr.....W. H. Gibson  
 Pgm., Prod., Pub. Dir.....Jack Gray  
 Chief Engr.....Frank Norris

**WMSL**

**DECATUR—1935—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tenn. Valley Bcstg. Co., Inc.  
 Studio-Business Address.....522 Bank St.  
 Phone Number.....802-3  
 Transmitter.....Danville Rd. Decatur  
 News Service .....AP  
 Transcription Service.....World, SESAC  
 President, Gen., Sta. Mgr.....Melvin Hutson  
 Sls. Prom. Mgr., Pgm. Dir.....Lewis C. Blizzard  
 Chief Engineer.....J. V. Roser

**WXAL**

**DEMOPOLIS—1947—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Demopolis Bcstg. Co.  
 Business Address.....Radio Bldg.  
 Phone Number .....400  
 News Service .....AP  
 Transcription Service.....World  
 General Manager.....W. M. Jordan  
 Station Manager.....T. H. Gaillard, Jr.  
 Pgm. Dir.....Leo Hart  
 Chief Engineer.....John T. Larkin, Jr.

**WAGF**

**DOTHAN—1933—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

News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Joseph Hershey McGillvra  
 Membership ..... NAB  
 General Manager ..... Julian C. Smith  
 Comm. Mgr. .... Fred C. Moseley  
 Prog.-Prod.-Pub. Director ..... Arthur Creamer  
 Chief Engineer ..... John T. Hubbard

**WDIG**

**DOTHAN—1947—ABC**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Houston Bcstrs.  
 Business-Studio Address ..... 107 E. Adams St.  
 Phone Number ..... 3-4100  
 Transmitter ..... Columbia Hwy., 1 Mi. E. City  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Cummings  
 Membership ..... NAB  
 Pres., Gen.-Comm. Mgr. .... Jess Swicegood  
 Pgm. Dir. .... John Ingersoll  
 Chief Engineer ..... Charles Laushe

**WOOF**

**DOTHAN—1948—KBS—WTN**

Frequency: 560 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Dowlander Bcstg. Co.  
 Business-Studio Address ..... 110 1/2 So. Foster  
 Phone Number ..... 2-560; 3-0560  
 Transmitter Location ..... Radio Road  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Sears & Ayer  
 Membership ..... BMB  
 Gen., Sta. Mgr. .... R. A. Dowling, Jr.  
 Commercial Manager ..... Johnny LaCarter  
 Sales Promotion Mgr. .... Willard Wilkes  
 Chief Engineer ..... Ed Hein

**WIRB**

**ENTERPRISE—1948**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... The Wiregrass Bcstg. Co.  
 Business Address ..... Dothan Hwy.  
 Phone Number ..... 30  
 News Service ..... UP  
 Transcription Service ..... World  
 Partners ..... R. E. James, F. H. James,  
 R. M. Stanford  
 Gen., Comm. Mgr. .... J. Wesley Gardner  
 Pgm. Dir. .... Harry Gilder  
 Chief Engineer ..... James C. Smith

**WULA**

**EUFAULA—1948—ALA.—SBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Ala.-Ga. Bcstrs., Inc.  
 Business-Studio-Trans. Address ..... Radio Bldg.  
 Phone Number ..... 745  
 News Service ..... UP  
 Transcription Service ..... World, KBS  
 Membership ..... NAB  
 Pres., Gen. Mgr. .... M. M. Moulthrop  
 Sta., Comm. Mgr.-Pgm. Dir. .... Lee S. Bullis  
 Chief Engineer ..... Hugh G. Chastain

**WWW F**

**FAYETTE—1949—KBS**

Frequency: 990 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Bankhead Bcstg. Co., Inc.  
 Address ..... Highway 43  
 Phone Number ..... 200  
 Air Time ..... Sunrise-Sunset  
 News Service ..... UP  
 Transcription Service ..... KBS  
 General Manager ..... Jack Black  
 Chief Engineer ..... Charles E. Watkins

**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  
 Air Time ..... 6 a.m.-M.  
 Pres., Gen.-Sta. Mgr. .... Joe T. Van Sandt  
 Comm., Sls. Prom. Mgr. .... Oscar D. Lewis  
 Chief Engineer ..... Pete Bingham

**WMFT**

**FLORENCE—1945—KBS-ALA.**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Tri-Cities Bcst. Co.  
 Bus. Add. 800 Cypress Mill Rd., P. O. Box 477  
 Phone Number ..... 42  
 Studio-Transmitter ..... 800 Cypress Mill Rd.  
 News Service ..... AP  
 Transcription Service ..... Associated, World  
 Membership ..... NAB  
 President. .... Milton S. Killen  
 Gen. Mgr. .... Franklin L. Bush  
 Sls. Prom. Mgr. .... Nathan M. Graham, Jr.  
 Prog. Dir., Farm Editor ..... Jim Garrett  
 Chief Engineer ..... Edwin R. Miller

**WGAD**

**GADSDEN—1946—MBS**

Frequency: 1350 Kc. Power: 5000 d; 1000 n.  
 Owned-Operated By...Coosa Valley Bcstg. Co.  
 Bus. Studio Address.....817 Forrest Ave.  
 Phone Number .....5641  
 Transmitter Location:.....Attalla, Ala.  
 News Service .....UP  
 Representative.....Joseph Hershey McGillvra  
 Pres.....E. L. Roberts  
 Gen., Comm. Mgr.....J. W. Buttram  
 Prog. Dir.....Frances Seale  
 Chief Engineer.....J. C. Vessels

**WGNH**

**GADSDEN—1947—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By...General Newspapers, Inc.  
 Bus. Studio Address.....P. O. Box 351  
 Phone Number .....2571  
 Transmitter.....2000 Chestnut St.  
 News Service.....INS  
 Transcription Service .....World  
 Representative .....Ra-Tel  
 Membership.....NAB, BMB  
 President .....Carmage Walls  
 Gen., Sta. Mgr., Publ. Dir.....Joel C. Robertson  
 Program Dir.....Hall Wray

**WGWD**

**GADSDEN—1947**

Frequency: 570 Kc. Power: 1000 Watts d.  
 Business Address.....P. O. Box 128  
 Phone Number .....6-6301-2  
 Studio Address.....1004 E. Broad St.  
 Transmitter Location....Cranford Chapel Rd.  
 News Service .....UP  
 Transcription Service.....Associated  
 Representative .....Taylor-Borroff  
 Membership.....NAB, BMB  
 Gen., Sta. Mgr.....Edwin H. Estes  
 Comm., Sales Prom. Mgr.....Kenneth I. Wood  
 Pgm., Prod. Dir.....Ray Estes  
 Chief Engineer.....Gaston Anderson

**WJBY**

**GADSDEN—1928—ABS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By...Gadsden Bcstg. Co., Inc.  
 Address.....108 Broad Street  
 Phone Number .....6-3381-2  
 News Service .....AP  
 Representative.....Sears & Ayer

President.....Bascom H. Hopson  
 Gen. Mgr., Pgm. Dir.....Beatrice Tate Benton  
 Comm. Mgr.....Sam A. Benton  
 Chief Engineer.....Glen Nichols

**WGYV**

**GREENVILLE—1948—ABS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By...Greenville Bcstg. Corp.  
 Business Address.....P. O. Box 227  
 Phone Number .....585  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Continental  
 President .....Dr. Vernon Stabler  
 General Manger.....Charles D. McNamee  
 Commercial Manager.....Charles T. Britt  
 Program Director.....George Carr  
 Chief Engineer.....Elmo Cronk

**WJBB**

**HALEYVILLE—1949—ABS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By...Haleyville Bcstg. Co.

**ALABAMA**

**WHY IS AP  
 THE BEST?**

BECAUSE—**AP** has more news correspondents, more news bureaus, more miles of news wire than any other news service.

**ALABAMA ASSOCIATION OF  
 ASSOCIATED PRESS BROADCASTERS**

President: W. Emmett Brooks—WEBJ, Brewton  
 Vice-President: James Reese—WWWB, Jasper  
 Directors: W. C. Needham—WTBF, Troy;  
 John Garrison—WFUN, Huntsville;  
 Howard Pill—WSFA, Montgomery; G. P. Hamann—WBRC, Birmingham  
 Continuing Study Committee Chairman:  
 W. C. Needham—WTBF, Troy

**ALABAMA**

Business Address..... P. O. Box 151  
 Phone Number..... 389  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... Capitol  
 Partners... H. E. Ray, Guy Ray, Roy Mayhall  
 Gen., Comm., Mgr.-Pgm. Dir... S. L. Masden, Jr.  
 Chief Engineer..... Chris Christensen

**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,  
 P. O. Box 770  
 Phone Number..... 313  
 Transmitter Location..... Athens Pike  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... Capitol  
 Membership..... NAB, BMB  
 President..... Wilton H. Pollard  
 Gen. Mgr.-Pgm. Director,  
 Chief Engineer..... William G. Harris  
 Commercial Manager..... Mrs. Ruth Harris  
 Promotion Manager..... Dewey Webb

**W F U N**

**HUNTSVILLE—1946—ABS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Huntsville Bcstg. Co., Inc.  
 Address..... 410 W. Holmes St.  
 Phone Number..... 2424  
 Air Time..... 8 a.m.-M.  
 News Service..... AP  
 Representative..... Sears & Ayers  
 President..... J. B. Falt, Jr.  
 Sta. Mgr.-Prog. Dir..... John Garrison  
 Musical Director..... Malcolm Tate  
 Chief Engineer..... John Garrison

**W H B S**

**HUNTSVILLE—1946—ABC**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... The Huntsville Times Co.  
 Business-Studio Address... 207 W. Clinton St.  
 Phone Number..... 2345  
 Transmitter..... N. Church St.  
 Air Time..... 5:55 a.m.-11:05 p.m.  
 News Service..... AP  
 Representative..... Headley-Reed  
 President..... Henry P. Johnston  
 General Manager..... Jack Langland  
 Sta. Mgr.-Farm Editor..... Richard Warner  
 Comm., Sales Prom. Mgr., Paul R. Bumgardner  
 Pgm., Prod. Direc., Mrs. Dovey W. Perry  
 Publicity Director..... Lou Garrison  
 Chief Ann., Musical Direc., N. C. Milwee, Jr.  
 Chief Engineer..... Ray Roberts

**W W W B**

**JASPER—1946—KBS**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By. Bankhead Bcstg. Co., Inc.  
 Business Studio Address..... Bankhead-Long  
 Building  
 Phone Number..... 100-200  
 Transmitter Location..... W. 20th St.  
 Air Time..... 6 a.m.-M.  
 News Service..... UP  
 Transcription Service..... KBS, World  
 Membership..... NAB  
 President..... W. W. Bankhead  
 General Manager..... James E. Reese  
 Station Mgr..... Joseph L. Sartain, Jr.  
 Sales Prom. Mgr..... B. Bankhead  
 Chief Engineer..... J. Copeland

**W A B B**

**MOBILE—1948—MBS—AFN**

Frequency: 1480 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Mobile Press Register, Inc.  
 Business Address..... 304 Government St.  
 Phone Number..... 2-2633-4  
 Transmitter..... 8 Mi., Whistler  
 Air Time..... 6 a.m.-M.  
 News Service..... AP  
 Transcription Service..... Associated  
 Representative..... Branham Co.  
 Membership..... NAB  
 President..... R. B. Chandler  
 General Manager..... W. J. Hearin, Jr.  
 Commercial Manager..... J. F. Screen  
 Program. Prod. Dir..... Anthony Leighton  
 Chief Engineer..... William H. Murphree

**W A L A**

**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  
 Membership..... NAB, BMB  
 President..... W. O. Pape  
 General Sta. Mgr..... H. K. Martin  
 Commercial Manager..... A. Treadway  
 Pgm., Publ. Dir..... Al Homan  
 Chief Engineer..... R. B. Hurley

**W K A B**

**MOBILE—1947—LIBERTY—ALA.**

Frequency: 840 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Pursley Bcstg. Service  
 Business-Studio Address... 354 St. Francis St.



# ALABAMA

Phone Number ..... 2-4561  
Transmitter ..... Toolminville  
Air Time ..... Local sunrise-local sunset  
News Service ..... INS  
Transcription Service ..... Standard, SESAC  
Representative ..... Donald Cooke  
Membership ..... NAB  
Pres., Gen. Sta. Mgr. .... Louise P. Pursley  
Commercial Mgr. .... R. H. Moore  
Sales Prom. Mgr. .... H. Johnson  
Publicity Director. .... Claude Pursley  
Production Director. .... Tom Jackson  
Pgm., Music Dir. .... Stella M. Jackson  
Chief Engineer. .... Gene Miller

## W K R G

### MOBILE—1946—CBS

Frequency: 710 Kc Power: 1000 W. d.; 250 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  
Sales Prom. Mgr., Pub. Dir. .... Marguerite Shea  
Program Director. .... Guy Harris  
Chief Engineer. .... Richard M. Cole

## W A P X

### MONTGOMERY—1947—ABC

Frequency: 1600 Kc. .... Power: 1000 Watts  
Owned-Operated By. .... United Bcstg. Co.  
Business, Studio Address. .... 116 Catoma St.  
Phone Number ..... 3-7569  
Transmitter Location. .... End of Blackburn St.  
Air Time ..... 6 a.m.-M.  
News Service ..... UP  
Transcription Service. .... Lang-Worth, SESAC  
Representative ..... Walker Co.  
Membership ..... BMB  
Pres., Gen., Station Mgr. .... Thomas E. Martin  
Comm.-Sales Prom. Mgr.,  
Pub. Dir. .... Hoke Williford  
Pgm. Dir., Prod. Mgr. .... Dave Manners  
Musical Director. .... James Reed  
Chief Engineer. .... Owen Lehr  
Farm Editor. .... Bob Chisholm

## W C O V

### MONTGOMERY—1939—CBS

Frequency: 1240Kc. .... Power: 250 Watts  
Owned-Oper. By. Estate of G. W. Covington, Jr.  
Business-Studio Address. .... Exchange Hotel  
Phone Number. .... 5781-2  
Transmitter ..... Narrow Lane Rd.  
Air Time ..... 6 a.m.-11:05 p.m.  
News Service ..... UP  
Transcription Service ..... Associated

Representative ..... Taylor-Borroff  
Membership. .... NAB, BMB  
Gen., Comm., Sta. Mgr. .... John W. Kirkpatrick  
Sales Prom. Mgr. .... W. L. Rowland  
Pgm., Pub. Dir. .... Bill Steadman  
Chief Ann., Farm Editor. .... Walter Spiro  
Chief Engineer. .... W. D. Weatherly

## W J J J

### MONTGOMERY—1948—MBS

Frequency: 1170 Kc. .... Power: 10,000 Watts d.,  
1000 n.  
Owned-Oper. By. .... Southern Bcstg. Co., Inc.  
Business-Studio Address. .... 115½ Commerce St.  
Phone Number. .... 3-2237, 3-4471  
Transmitter Location. .... Coosada Ferry Rd.  
Air Time ..... Unlimited  
News Service ..... INS  
Transcription Service ..... Thesaurus  
Representative ..... Weed  
Membership ..... NAB  
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

## W M G Y

### MONTGOMERY—1946 LIBERTY

Frequency: 800 Kc. .... Power: 1000 Watts d.  
Owned-Operated By. .... Dixie Bcstg. Co.  
Business-Studio Address. .... 2½ S. Perry St.  
Phone Number. .... 5425  
Transmitter Location. .... E. of Greenwood Cem.  
Air Time ..... Local sunrise-local sunset  
News Service ..... INS  
Transcription Service. .... World  
Representative ..... Robert Meeker  
President. .... Dr. S. D. Suggs  
General Manager. .... Thomas W. Sewell  
Commercial Manager. .... Eron B. Ingle  
Program Director. .... Frank Monte Leone  
Chief Announcer. .... Douglas Hassing  
Chief Engineer. .... John D. Lamar  
Farm Editor. .... Crawford Roguemore

## W S F A

### MONTGOMERY—1930—NBC

Frequency: 1440Kc. .... Power: 1000 Watts  
Owned-Oper. By. Montgomery Bcstg. Co., Inc.  
Business Address. .... P. O. Box 1031  
**8—Radio Stations, Radio Annual**  
Phone Number. .... 8361  
Studio Address. .... Jefferson Davis Hotel  
Transmitter. .... Narrow Lane Rd.  
Air Time ..... 6 a.m.-M.  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Headley-Reed

ALABAMA

Membership .....BMB
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 .... J. A. Wolf
Musical Director .... Earl Andrews
Chief Engineer .... Cliff Shelkofsky

W L A Y

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc. .... Power: 250 Watts
Owned Oper. By... Muscle Shoals Bcstg. Corp.
Business Address... P. O. Box 230, Sheffield
Phone Number... 1450-1
Transmitter Studio Location... East Second St.,
Sheffield, Ala.
Air Time... 5:30 a.m.-M.
News Service... UP
Membership... NAB, BMB
President... Frank M. Farris, Jr.
General Mgr. .... W. A. Reeves, Jr.
Comm. Manager... Eulus Whitehead
Program Director... Charlie Welsh
Chief Engineer... Lynn McMoran

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
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... Standard, SESAC
Membership... NAB
Gen., Station Mgr. .... F. Marion Hyatt
Comm., Sales Prom. Mgr.-Prod. Dir.
W. A. McGuirt

Program Director... Ann Davis
Musical Director... Fred Digesu
Chief Engineer... William Welch

W E L R

ROANOKE—1949—ABS

Frequency: 1360 Kc. .... Power: 1000 Watts d.
Owned-Operated By... Roanoke Bcstg. Co.
Business Address... 801 Main St.
Phone Number... 384
Air Time... Daytime
Representative... Dodson
President, Gen., Comm. Mgr. .... J. W. Bultram
Pgm. Dir., Chief Engr. .... John Hodges

W W W R

RUSSELLVILLE—1949—KBS

Frequency: 920 Kc. .... Power: 1000 Watts d.
Owned-Operated By... Bankhead Bcstg. Co., Inc.

Business-Studio Address... Underwood Rd.
Phone Number... 647
Air Time... Sunrise-Sunset
News Service... UP
Transcription Service... KBS, World
General Manager... Hal Kirby
Chief Engineer... Charles G. McLellan

W G W C

SELMA—1946—CBS

Frequency: 1340 Kc. .... Power: 250 Watts
Owned-Oper. By... Estate of G. W. Covington, Jr.
Business-Studio-Transmitter Address
Birmingham Hwy.
Phone Number... 2746
Air Time... 6 a.m.-11 p.m.
Representative... Taylor-Borhoff
Membership... NAB
Gen., Sta. Mgr. .... Hugh M. Smith
Commercial Manager... John Frazier
Prog. Dir., Chief Engineer... John Townshend

W H B B

SELMA—1935—MBS

Frequency: 1490 Kc. .... Power: 250 Watts
Owned-Operated By... Selma Bcstg. Co., Inc.
Business-Studio Address... 209 Washington St.
Phone Number... 1233
Transmitter Location... N. Seventh Ave.
Air Time... 7 a.m.-11 p.m.
Representative... Sears & Ayer
President... B. H. Hopson
Gen., Station, Comm. Mgr. .... Julien Smith, Jr.
Pgm. Director... Julia Craig Miller
Chief Announcer... Carroll Ward
Chief Engineer... T. F. Kelly, Jr.

W F E B

SYLACAUGA—1944—MBS

Frequency: 1340 Kc. .... Power: 250 Watts
Owned-Operated By... Alabama Bcstg. Co.
Business-Studio Address... 527 North Broadway
Phone Number... 160
Transmitter Location... 527 North Broadway
Air Time... 6 a.m.-11 p.m.
Membership... NAB
President... E. E. Forbes, Sr.
Gen., Sta. Mgr.-Prod. Dir. .... C. J. Weber
Comm. Sales Prom. Mgr. .... Francis Carter
Program Director... Joyce Nealeans
Chief Announcer... B. W. Oaks
Chief Engineer... H. E. Pebworth

W M L S

SYLACAUGA—1948

Frequency: 1290 Kc. .... Power: 1000 Watts d.
Owned-Oper. By... Marble City Bcstg. Co.
Business Address... P. O. Box 511
Phone Number... 1290

## ALABAMA-ARIZONA

Studio Address.....11½ W. Second St.  
 Transmitter Address.....Highway 291 N.  
 Air Time.....5:45 a.m.-Sunset  
 Phone Number.....1220  
 News Service.....AP  
 Transcription Service....Lang-Worth, Capitol  
 President, Chief Engr.....James S. Stowers, Jr.  
 General Manager.....Curtis O. Liles, Jr.  
 Commercial Mgr.....Henry J. Darden, Jr.  
 Program Director.....Edward J. Smith

### WHTB

**TALLADEGA—1945—MBS-ABS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Voice of Talladeega, Inc.  
 Business Studio Address.....Box 974  
 Phone Numbers.....3733, 2614  
 Studio-Transmitter.....Sylacauga Hwy.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Standard  
 Membership.....NAB  
 Pres., Gen. Mgr.....R. A. Davidson  
 Chief Engineer.....John Lester Fisher

### WTBF

**TROY—1946—MBS-SBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Troy Bcstg. Corp.  
 Address.....College Drive  
 Phone Number.....980-1  
 Air Time.....6:30 a.m.-11:30 p.m.  
 News Service.....AP  
 Transcription Service.....World, SESAC  
 Membership.....NAB, BMB  
 President.....J. Roy Crow  
 Gen.-Sta.-Comm. Mgr....William C. Needham

Pgm. Dir., Chief Announcer....Jesse Jordan  
 Chief Engineer.....Joe W. Gilchrist

### WJRD

**TUSCALOOSA—1936**

Frequency: 1150 Kc.....Power: 5000 Watts d;  
 1000 Watts n.  
 Bus. Studio Address.....First Natl. Bank Bldg.  
 Phone Number.....4464  
 Transmitter.....Fayette Hwy., Northport  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World, Capitol  
 Membership.....NAB  
 General Manager.....Mrs. J. R. Doss, Jr.  
 Asst. Mgr., Sales Prom. Mgr.....Dick Biddle  
 Comm. Mgr.....Lehman Mayer  
 Pgm.-Prod.-Pub. Dir.....Charles Welch  
 Chief Engineer.....J. G. Cobble

### WTBC

**TUSCALOOSA—1946—MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....Tuscaloosa Bcstg. Co.  
 Operated By.....Bert Bank, T. H. Todd, Jeff  
 Coleman, Lamar Branscomb  
 Business-Studio Address.....City Hall Bldg.  
 Phone Number.....5523  
 Transmitter Location...15th St., across from  
 Forest Lake  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Sears & Ayer  
 Membership.....NAB  
 General Station Manager.....Bert Bank  
 Commercial Manager.....John Cooper  
 Program Director.....Una King  
 Chief Engineer.....T. H. Todd

## ARIZONA

*Estimated Population 745,000—Increase +49.1%—Radio Homes 184,000  
 Radio Families 188,000—Stations in State 21*

### KSUN

**BISBEE—1933—CBS-ARIZ. NET.**

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.  
 Air Time.....7 a.m.-11:15 p.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....John Blair  
 President.....Carleton W. Morris  
 Gen., Sta., Comm. Mgr.....Jack Murphy  
 Pgm.-Prod. Dir., Chief Anncr...Ray Helgesen  
 Chief Engineer.....Ben Strotman

### KCKY

**COOLIDGE—1948  
 MBS-DON LEE**

Frequency: 1150 Kc.....Power: 1,000 Watts  
 Owned-Oper. By.....Gila Bcstg. Co., Inc.  
 Bus.-Studio Address.....Studio Theatre Bldg.  
 Phone Number.....4451  
 Transmitter Location.....Chandler Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....George C. Hollingsbery  
 Membership.....NAB  
 President.....Louis F. Long

# ARIZONA

General Manager..... Paul Merrill  
Station Manager..... Bill Parady  
Commercial Manager..... Pete Dillman  
Pgm., Prod. Dir..... Jim Murdock  
Publicity Director..... Quentin Toler  
Chief Announcer..... Pete Wyckoff  
Chief Engineer..... Wayne Fernyhaugh  
Farm Editor..... Edward Whelen

## KAWT

DOUGLAS—1946—NBC-ARIZ.

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Operated By..... Carleton W. Morris  
Business-Studio Address..... Douglas  
Phone Number..... 173  
Transmitter..... 1 Mi. E. of Douglas  
Air Time..... 6:30 a.m.-11 p.m.  
News Service..... AP, UP  
Transcription Service..... Capitol  
Representative..... Paul H. Raymer  
Membership..... NAB, BMB  
President-Owner..... Carleton W. Morris  
Gen.-Sta. Mgr., Prod. Dir..... John King  
Chief Announcer..... Tom Brooks  
Farm Editor..... Lee Boner  
Chief Engineer..... Rick Hendricks

## KWRZ

FLAGSTAFF—1947

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Oper. By..... Grand Canyon Bcstg. Co.  
Bus.-Studio Add..... 220 E. Birch, P. O. Box 519  
Phone Number..... 899  
Transmitter..... One Mi. S. Flagstaff, Hwy. 89  
Air Time..... Unlimited  
Station Manager..... Agnes McGillvra  
Station Director..... Selwyn Kirby

## KWJB

GLOBE—1938—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Operated By..... Gila Bcstg. Co., Inc.  
Address..... Hiway 60-70  
Phone Number..... 41  
Air Time..... 6:45 a.m.-M.  
News Service..... AP  
Transcription Service..... Standard, Capitol  
Representative..... Paul H. Raymer  
Membership..... BMB  
President..... Louis F. Long  
General Manager..... Paul Merrill  
Station, Sales Prom. Mgr..... Willard Shoecraft  
Commercial Manager..... John D. Seater, Jr.  
Chief Announcer..... Eric Manola  
Chief Engineer..... Herb J. Hanes

## KGAN

KINGMAN—1949

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By..... J. James Glancy  
Business Address..... P. O. Box 871

Phone Number..... Blue 462  
Air Time..... Unlimited  
News Service..... UP  
Pres., Gen. Mgr..... J. J. Glancy  
Comm. Mgr..... C. R. Waters  
Prom. Mgr..... W. E. Adams  
Pgm. Dir..... Ben Summerville  
Chief Engineer..... H. L. Woodley

## KTYL

MESA—1946

Frequency: 1490 Kc..... Power: 250 Watts  
Owned Oper. By..... Sun Valley Bcstg. Co., Inc.  
Business-Studio Address..... Chandler Rd.  
Phone Number..... 4541  
Transmitter Location..... Hwy. 89  
Air Time..... Unlimited  
News Service..... UP  
Transcription Service..... Standard, Associated  
General Manager..... Dwight Harkins

## KNOG

NOGALES—1948

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Operated By..... Border Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address..... Rancho  
Grande Hotel  
Phone Number..... 770  
Air Time..... 8 a.m.-10 p.m.  
News Service..... UP  
Transcription Service..... World  
Representative..... Gene Grant  
Membership..... NAB  
President..... Robert Marcus  
General Manager..... Samuel Marcus  
Station Manager..... Harry Hambleton  
Chief Engineer..... Benny Greenhaw

## 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..... 4-4181  
Transmitter Location..... 36th St. & East  
Thomas Road  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... Thesaurus, Standard,  
Capitol  
Representative..... Paul H. Raymer  
Membership..... NAB, BMB  
Ch. of Bd..... John J. Louis  
Pres., Gen. Sta. Mgr..... Richard O. Louis  
Commercial Manager..... E. W. Harvey  
Sales Promotion Manager..... John Edwin Miller  
Program Director..... J. Howard Pyle  
Prod. Dir., Farm Editor..... Rol Laughner  
Publicity Directors..... Myron Drake, Bob Pollard  
Musical Director..... Pierson Bancroft  
Chief Engineer..... A. C. Anderson

# Certainly WE HAVE MOUNTAINS—

## ...AND MARKETS TOO!

Arizona's San Francisco Peaks - 12,704 ft.

Arizona's 1947 Market Peaks—

- \$1,200,000,000 spent for goods, services and taxes.
- Over \$700,000,000 in retail sales (\$175,000,000 in 1940).
- Over \$420,000,000 in bank deposits (\$97,000,000 in 1940).

Per capita sales over \$1,200.00  
(National average, \$860.00)

Research Department  
Valley National Bank

You'll want to use Arizona's most effective approach to this rich market—the seven line-connected NBC stations of the Arizona Broadcasting System, the state's largest network.

**KTAR**  
PHOENIX  
5000 W. McDowell Rd.

**KVOA**  
TUCSON  
1000 W. 11th St.

**KYUM**  
YUMA  
750 Main St.

**KYCA**  
YAVAPAI COUNTY  
137 W. Main St.

**KGLU**  
GLENDALE  
1000 W. Main St.

**KWJZ**  
FLAGSTAFF  
1025 W. Main St.

**KCOW**  
COCHISE COUNTY  
740 W. Main St.



PHOENIX, ARIZONA

National Representative

Paul H. Raymer, Company NEW YORK • CHICAGO • BOSTON • ATLANTA • DETROIT • SAN FRANCISCO • LOS ANGELES

# KOOL

PHOENIX—1947  
CBS—RNA

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Operated By: Maricopa Bcsters., Inc.  
Business-Studio Address: Adams Hotel  
Phone Number: 2-1748  
Transmitter: Chicago & McDowell Rd.  
Air Time: 6 a.m.-M.  
News Service: UP  
Transcription Service: Standard  
Representative: George P. Hollingsbery  
Membership: NAB  
President: Gene Autry  
Gen.-Station Mgr.: Charles H. Garland  
Commercial Manager: George E. Agnew  
Program Director: Miles Reed  
Prod. Dir., Chief Anncr.: Victor E. Lundberg  
Publicity Director: Larry Jonas  
Chief Engineer: Miles L. Sheperd

(See Page 276)

# KOY

PHOENIX—1922—CBS-ARIZ. NET.

Frequency: 550 Kc. Power: 5000 d.; 1000 n.  
Owned-Oper. by: Salt River Valley Bcstg. Co.  
Business-Studio Address: 836-838 N. Central  
Ave., P. O. Box 2671  
Phone Number: 4-4144  
Transmitter: 12th St. & Camelback Rd.  
Air Time: 6 a.m.-M.  
News Service: UP  
Transcription Service: Associated, World  
Representative: John Blatr  
Membership: NAB, BMB  
Pres., Comm. Mgr.: John L. Hoqq  
Gen.-Station Mgr.: Albert D. Johnson  
Program Director: John R. Williams  
Prod. Dir., Chief Anncr.: W. J. Lester, Jr.  
Musical Director: Alfred Becker  
Chief Engineer: Clifford R. Miller  
Farm Editor: Ernest Douglas

# KPHO

PHOENIX—1940—ABC

Frequency: 910 Kc. Power: 5000 Watts  
Owned-Operated By: Phoenix Bcstg., Inc.  
Business-Studio Address: Adams Hotel Bldg.  
Phone Number: 4-7367  
Transmitter Location: 2400 W. Buckeye Rd.  
Air Time: Unlimited  
News Service: INS  
Transcription Service: Lang-Worth  
Membership: NAB  
President: Rex Schepp  
Commercial Manager: Richard Heath  
Program Director: William Reddick  
Promotion Manager: Frank Orth  
Chief Engineer: Cliff Baker

# KRUX

PHOENIX—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Gene Burke Brophy  
Bus.-Studio Address: Hotel Westward Ho  
Phone Number: 2-2371  
Transmitter: Glendale  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Associated  
Membership: NAB  
Pres., Gen. Sta. Mgr.: Gene Burke Brophy  
Comm. Mgr.: Richard Voorhis  
Program Director: Rex Bowen  
Publicity Director: Florence Hall  
Chief Announcer: Bob Capps  
Musical Librarian: Mary Fryett  
Chief Engineer: Marvin Edwards

# KYCA

PRESCOTT—1940  
NBC-ARIZ. BCSTG.

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Southwest Bcstg. Co.  
Business-Studio Address: E. Gurley St.  
Phone Number: 244  
Transmitter: E. Gurley St.  
Air Time: 6:30 a.m.-11 p.m.  
News Service: AP  
Transcription Service: Capitol  
Representative: Paul H. Raymer  
Membership: NAB, BMB  
Pres., Gen. Sta. Mgr.: Harold Ritter  
Program Director: Roberta M. Pfister  
Publicity Director: Marcia Gates  
Chief Engineer: John E. Negley

# KGLU

SAFFORD—1938  
NBC-ARIZ. BCSTG.

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Operated By: Gila Bcstg. Co.  
Business-Studio Address: 1218 Sixth Ave.  
Phone Number: 15  
Transmitter: E. Lone Star, Highway 70  
Air Time: Unlimited  
News Service: AP, INS, UP  
Transcription Service: World  
Representative: Paul H. Raymer  
Membership: BMB  
President: Louis F. Long  
General Manager: Paul Merrill  
Program Director: Lester McBride  
Commercial Manager: Edward E. Furman  
Promotion Manager: Donald Graham  
Chief Engineer: Wallace R. Hitt

**KCNA**

TUCSON—1947

MBS-DON LEE-RNA

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Catalina Bcstg. Co.  
 Business-Studio Address.....Box 2348  
 Phone Number.....2-4664  
 Transmitter.....1511 E. 16th St.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Representative.....George P. Hollingbery  
 President.....Erskine Caldwell  
 General Station Manager.....Wayne Sanders  
 Commercial Manager.....Harry Chambers  
 Program Director.....Robert A. Keyworth  
 Chief Engineer.....W. J. Karpisek

**KOPO**

TUCSON—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Old Pueblo Bcstg. Co.  
 Business-Studio Add.....115 W. Drachman St.  
 Phone Number.....4-0431  
 Transmitter.....115 W. Drachman St.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....MacGregor  
 Representative.....Forjoe & Co.  
 Membership.....NAB  
 President.....Harold Tovrea  
 General-Station Manager.....E. S. Mittendorf  
 Commercial Manager.....Paul Plunkett  
 Sales Prom. Mgr.....S. J. Kossack, Jr.  
 Prog. Dir., Chief Announcer,  
 Farm Editor.....Bus Williams  
 Production, Musical Dir.....Matt Lemen  
 Publicity Director.....B. Anderson  
 Chief Engineer.....Vernard Cimmiyotti

**KTKT**

TUCSON—1949

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Thomas J. Wallace  
 Business-Studio Transmitter Add.....500 W. Elm  
 Phone Number.....3-5361  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 President-Owner.....Thomas J. Wallace  
 Gen. Mgr., Chief Engr.....Phillip R. Hurlbut  
 Commercial Manager.....Gail Hummel  
 Pgm.-Prom.-Farm Director.....Larry Dietz  
 Prod.-Musical Dir.....Paul Yaezell  
 Publicity Director.....Dave Wiener  
 Chief Announcer.....Dave Cureton

**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  
 Tran. Ser.....World, Cole, SESAC, Associated  
 Representative.....John Blair  
 Membership.....NAB, BMB  
 Pres., Gen-Sta, Mgr.....Lee Little  
 Commercial Manager.....George Bradley  
 Pgm.-Prod.-Musical Dir.....Gerry O'Brien  
 Publicity Dir.....Francis Murphy  
 Chief Announcer.....Art Preston  
 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 and Lee Streets  
 Air Time.....4:55 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Thesaurus, Standard,  
 Capitol  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 General Manager.....R. B. Williams  
 Business Mgr.....Harper M. Phillips  
 Sales Promotion Mgr.....Fred J. Gerlotti  
 Program Director.....Ben L. Slack, Jr.  
 Production Dir.....Jean T. Lely  
 Chief Announcer.....George T. Callison  
 Chief Engineer.....Ray H. Holsclaw

**KYUM**

YUMA—1940—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Yuma Bcstg. Co.  
 Business Address.....1901 1st St.  
 Phone Number.....88  
 Transmitter-Studio Location.....1901 1st St.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Capitol, Thesaurus  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 President.....R. N. Campbell  
 General Manager.....Ray C. Smucker  
 Commercial Manager.....Roy L. Jorgensen  
 Program Director.....Paul W. Dawson  
 Promotion Mgr.....Don Metcalf  
 Chief Engineer.....Leavenworth Wheeler

# ARKANSAS

Estimated Population 1,964,000—Increase +0.7%—Radio Homes 488,500  
Radio Families 543,000—Stations in State 31

## KVRC

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: 3 1/4 Mi. SE City  
Air Time: 6 a.m.-11 p.m.  
News Service: AP  
Transcription Service: World  
President: Cecil W. Cupp  
General Mgr.: J. M. Moore  
Program Director: Bill Deaton  
Chief Engineer: E. H. Summers

## KLCN

BLYTHERVILLE—1922

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By: Harold L. Sudbury  
Business-Studio Address: Sudbury Bldg.  
Phone Number: 2093  
Transmitter Location: E. Highway 18  
Air Time: Daytime  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: John E. Pearson  
Membership: BMB, FMA  
Gen.-Sta.-Comm. Mgr.: Harold L. Sudbury  
Sales Mgr., Pub. Dir.: J. T. Sudbury  
Pgm., Prod. Dir.: Earnest Simmons  
Chief Announcer: Don Whitney  
Musical Dir., Farm Editor: George Kirby  
Chief Engineer: Marion Skinner

## KAMD

CAMDEN—1946—MBS-RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Camden Radio, Inc.  
Business-Studio Address: So. California St.  
Phone Number: 6791-2  
Transmitter-Studio Location: So. California St.  
Air Time: 6:30 a.m.-11 p.m.  
News Service: AP  
Transcription Service: Capitol  
Membership: NAB, BMB  
President: Walter E. Hussman  
General Manager: Frank O. Myers  
Station Manager: David Crockett  
Commercial Manager: James Blaine  
Prog. Dir., Chief Announcer: Cal Carter  
Chief Engineer: Dorris C. Hunter

## KELD

EL DORADO—1935

ABC—RAZORBACK-LION

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  
Representative: Continental Radio Sales  
Membership: NAB  
President, Pgm. Dir.: W. N. McKinney  
Vice-Pres., Gen.-Sta. Mgr.: Leon M. Sipes  
Sales Prom. Mgr., Publicity Dir.: J. R. Duerson  
Musical Director: Mrs. Ann Theilan  
Chief Engineer: John Long  
Farm Editor: Henry Holly

## KGRH

FAYETTEVILLE—1946—MBS  
KBS-RAZORBACK

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: Ra-Tel  
Membership: NAB  
President: Hayden McIlroy  
Gen.-Sta.-Sls. Prom. Mgr.: Fred J. Stevenson  
Commercial Mgr., Pub. Dir.: Ed. Gideon  
Program Director: Al Rowe  
Chief Announcer: Pat Perrin  
Musical Director: Steve Starwyck  
Chief Engineer: George Dotson

## KXJK

FORREST CITY—1949—KBS

Frequency: 950 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Forrest City Bcstg. Co., Inc.  
Business Address: Forrest City  
Phone Number: 950  
Air Time: Daytime  
News Service: AP  
Representative: Continental  
Pres., Gen. Mgr.: William Fogg  
Comm. Mgr.: Roger Davison  
Pgm. Dir., Prom. Mgr.: Frank Kelley  
Chief Engineer: James Thompson



**KFPW**

FORT SMITH—1930  
MBS-RAZORBACK ARK.

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Southwestern Hotel Co.  
Business Address. 2917 Rogers Ave.  
Phone Number. 4105  
Studio Addresses. 2917 Rogers Ave.;  
1213 Garrison Ave.  
Transmitter Location. Albert Pike  
& Kelley Highway  
Air Time. Unlimited  
News Service. UP, AP  
Transcription Service. World  
Representative. Walker  
Membership. NAB, BMB  
Pres., Gen. Manager. John A. England  
Station Mgr., Farm Editor. J. E. Garner  
Comm.-Sales Prom. Mgr. Al Godwin  
Program-Musical Dir. Dorothy Gibson  
Production Director. Alton Blake  
Publicity Director. J. E. Garner  
Chief Engineer. Willard E. Kunkel

**KFSA**

FORT SMITH—1946—ABC  
RAZORBACK—OGB

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. Unlimited  
News Service. UP  
Representative. Taylor-Borroff  
Membership. NAB, BMB  
President. Donald W. Reynolds  
Gen., Sta., Comm. Mgr. Weldon Stamps  
Chief Engineer. Robert W. Platt

**KWHN**

FORT SMITH—1947—LIBERTY

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Operated By. KWHN Bcstg. Co., Inc.  
Business-Studio Add. 421-423 Garrison Ave.  
Phone Number. 8967-8  
Transmitter Location. End of Plum St.  
Air Time. 6 a.m.-M.  
News Service. AP  
Tran. Service. Capitol, Associated, Standard  
Representative. John E. Pearson  
Membership. NAB, BMB  
President. Allen Whiteside  
Gen.-Sta. Mgr. Gene W. Dennis  
Pgm. Dir., Chief Announcer. Glenn O'Neal  
Musical Director. Joe Templeton  
Chief Engineer. Frank Tate

**KHOZ**

HARRISON—1946  
MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By. Harrison Bcstg. Corp.  
Business-Studio Address. Radio Addition  
Phone Number. 1240  
Transmitter Location. Radio Addition  
Air Time. 5:30 a.m.-11 p.m.  
News Service. UP  
Transcription Service. Standard, SESAC  
Membership. NAB  
President. Roy Milum  
Gen.-Sta. Mgr. Robert S. Wheeler, Jr.  
Comm., Sales, Prom. Mgr., Farm Editor  
Tom Longfellow  
Pgm. Dir., Chief Engineer. Don Causey  
Musical Dir. Wannie Longfellow

**KFFA**

HELENA—1941—MBS-KBS

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Operated By. Helena Bcstg. Co.  
Business-Studio Address. 215 York St.  
Phone Number. Main 58-59  
Transmitter Location. Stringtown Rd.  
Air Time. 5 a.m.-M.  
News Service. AP  
Transcription Service. Lang-Worth  
Representative. Continental Radio Sales  
Membership. NAB, BMB  
Pres., Gen., Sta. Mgr. Sam W. Anderson  
Comm., Sales, Prom. Mgr. William Bigley  
Pgm.-Prod.-Publicity Dir. Hugh Smith  
Musical Director. Mary Parker  
Chief Engineer. A. P. Decker

**KXAR**

HOPE—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By. Hope Bcstg. Co.  
Business Address. P. O. Box 131  
Phone Number. 508  
Air Time. Unlimited  
News Service. AP  
Transcription Service. Lang-Worth  
President. A. H. Washburn  
Gen. Mgr., Chief Engineer. L. B. Tooley  
Program Director. George Frazier

**KTHS**

HOT SPRINGS—1924—ABC

Frequency: 1090 Kc. Power: 10,000 d., 1000 n.  
Owned By. Times Publishing Company, Ltd.  
Operated By. Radio Broadcasting, Inc.  
Business-Studio Address. 135 Benton Street  
Phone Number. 1160-1  
Transmitter Location. Route 2  
Air Time. 6 a.m.-M.

News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Branham  
 Membership ..... NAB, BMB  
 President-Owner ..... John D. Ewing  
 General Manager ..... John J. Wolever, Jr.  
 Commercial Manager ..... Ed. C. Appler  
 Program Director ..... J. F. Karber  
 Chief Announcer ..... William S. Bailey  
 Musical Director ..... Harry Lockhart  
 Chief Engineer ..... Cecil L. Suitt

**K W F C**

**HOT SPRINGS—1940—MBS-KBS  
 RAZORBACK**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Spa Bcstg. Co., Inc.  
 Business Studio Address ..... Malco Building  
 Phone Number ..... 412-3  
 Transmitter Location ..... Malco Bldg.  
 Air Time ..... 6:30 a.m.-11 p.m.  
 News Service ..... AP  
 Representative ..... Sears & Ayer  
 Membership ..... NAB, BMB  
 President ..... Dr. N. B. Burch  
 Gen.-Sta. Mgr. .... Frank A. Browne  
 Comm. Mgr. .... Robert Choate  
 Pgm. Director ..... George Arnold  
 Chief Engineer ..... Tom Wilson

**K B T M**

**JONESBORO—1930—MBS-KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Regional Bcstg. Co.  
 Business Studio Address ..... KBTM Bldg., 603  
 Madison St.  
 Phone Number ..... 5597-8  
 Transmitter Location ..... Route No. 4  
 Air Time ..... 5:30 a.m.-10:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... World. SESAC  
 Membership ..... NAB, BMB  
 Pres., Gen. Mgr. .... Jay P. Beard

**K A R K**

**LITTLE ROCK—1928**

**NBC-SOUTH CENTRAL QUAL-ARK.**

Frequency: 920 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Arkansas Radio & Equip. Co.  
 Business Studio Address ..... Radio Center, 114  
 East Capitol Ave.  
 Phone Number ..... LD 99  
 Transmitter Location ..... Hiway 67, Jackson  
 Blvd., North Little Rock  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... Standard  
 Representative ..... Edward Petry  
 Membership ..... NAB, BMB  
 Chmn. of Bd. .... T. H. Barton  
 V.P., Gen.-Sta. Mgr. .... G. E. Zimmerman  
 Comm. Sls. Prom. Mgr. .... Julian F. Haas  
 Pgm., Prod. Dir. .... Douglas J. Romine  
 Publicity Dir. .... A. C. Dowden  
 Chief Engineer ..... Dan L. Winn  
 Musical Dir. .... Marie Jarvis  
 Farm Editor ..... Robert L. Buice

IN ARKANSAS  
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"ARKANSAS' PREFERRED STATION"

5000 Watts — Day and Night  
 920 Kilocycles

ED  
 ZIMMERMAN  
 Vice-Pres.  
 & Gen. Mgr.



NBC  
 for  
 Arkansas—  
 Little Rock

ask ANY PETRY MAN!

**K G H I**

**LITTLE ROCK—1927—ABC**

Frequency: 1250 Kc. .... Power: 1000 d.: 500 n.  
 Owned-Operated By ..... KGH I Bcstg. Service  
 Address ..... 306 W. 3rd St.  
 Phone Number ..... 9166  
 Transmitter Location ..... Cantrell Rd.  
 Air Time ..... Unlimited  
 Representative ..... George P. Hollingbery  
 Partners ..... A. L. Chilton, L. H. Chilton,  
 S. C. Vinsonhaler  
 General Mgr. .... S. C. Vinsonhaler  
 Comm. Prom. Mgr. .... Don Corbet  
 Program Dir. .... Virginia Ewing  
 Chief Engineer ..... V. O. Van Dusen

**K L R A**

**LITTLE ROCK—1928—CBS**

Frequency: 1010 Kc. .... Power: 10,000 Watts d.,  
 5,000 Watts n.  
 Owned-Oper. By ..... Arkansas Bcstg. Co.

# ARKANSAS

Business-Studio Address.....Gazette Bldg.  
 Phone Number.....2-5427-8; 2-1492  
 Transmitter Location.....Memphis Highway, 7 Mi.  
 E. of Little Rock  
 Air Time.....5 a.m.-M.  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth, Thesaurus  
 Representative.....Taylor-Borroff  
 Membership.....NAB, BMB  
 President.....J. N. Heiskell  
 General Manager.....Ed Murphy  
 Program Director.....Harris Owen  
 Publicity Dir.....Mina Madden  
 Chief Engineer.....Kermit F. Tracy  
 Farm Editor.....Deno Nichols

## KVLC

**LITTLE ROCK—1948—LIBERTY**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 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.....World  
 Representative.....Forjoe  
 Membership.....BMB  
 President.....R. M. Saxon  
 Gen., Sta. Mgr.....Leonard Coe  
 Commercial Manager.....Bob Harrison  
 Sales Prom. Mgr.....John Pankey  
 Pgm. Prod. Dir.....Marshall Hendricks  
 Chief Engineer.....William Miller  
 Chief Announcer, Musical Dir.....Ernest Howard

## KNBY

**NEWPORT—1949**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Newport Bcstg. Co.  
 Business Address.....Newport  
 Phone Number.....749  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Standard  
 General Mgr.....Dick Wiethan  
 Commercial Mgr.....Gene Howe  
 Chief Engineer.....J. C. Clayton

## 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.....(Studio) 2-2155  
 (Office) 4-8928  
 Studio-Transmitter Address.....Cotton Belt Bldg.  
 Air Time.....5:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Capitol, Standard

Representative.....Ra-Tel  
 Membership.....NAB  
 President.....John F. Wells  
 General Manager.....Emil J. Pouzar  
 Comm. Mgr.....Clyde Gray  
 Program Dir.....Dorothy Jung  
 Pub. Dir., Farm Editor.....Bobbie Forster  
 Chief Announcer.....Roy Nichols  
 Chief Engineer.....Earl H. Butler

## KVMA

**MAGNOLIA—1948—MBS**

Frequency: 630 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Magnolia Bcstg. Co.  
 Business-Studio Address.....212 N. Jefferson St.  
 Phone Number.....630, 631  
 Transmitter Location.....2.2 Mi. N. Magnolia  
 News Service.....UP  
 Transcription Service.....Lang-Worth, World  
 Membership.....NAB, BMB  
 Gen. & Natl. Sales Mgr.....C. A. Bill Humbert, Jr.  
 Local Sales Director.....James H. Jones  
 Publicity, Musical Dir.....Bill Tibbels  
 Chief Engineer.....Ray H. Wells  
 Farm Editor.....Vernon Arnette

## KOSE

**OSCEOLA—1949**

Frequency: 860 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....H. F. Ohlendorf  
 Business Address.....Hiway 61 S.  
 Phone Number.....860  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....Standard  
 President.....H. F. Ohlendorf  
 General Mgr.....Ted Woods  
 Commercial Mgr.....John Fox  
 Program Dir.....Leon Little  
 Promotion Mgr.....Ann Edrington  
 Chief Engineer.....H. M. Jones

## KDRS

**PARAGOULD—1947**

**KBS-RAZORBACK**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Progressive Bcstg. Co.  
 Business Address.....Box 491  
 Phone Number.....627  
 Studio-Transmitter.....½ Mi. East of  
 Paragould, Highway 25  
 Air Time.....6 a.m.-10:05 p.m.  
 News Service.....AP  
 Transcription Service.....Standard  
 Membership.....NAB  
 Gen.-Comm. Manager.....Ted Rand  
 Sales Prom. Mgr.....Adrian White  
 Program Dir.....Ray Dexter  
 Chief Announcer.....Dick Covington  
 Chief Engineer.....Jesse Jackson  
 Farm Editor.....Walt Lawson

# WHY IS **AP** THE BEST?

BECAUSE—**AP** is more experienced than any other news service . . . more than 100 years collecting and distributing news.

---

## ARKANSAS ASSOCIATED PRESS BROADCASTERS

President: Leon Sipes—KELD, El Dorado

Vice-President: Ted Woods—KOSE, Osceola

Secretary: J. R. Anderson—AP Chief of Bureau

Directors: Leon Sipes—KELD, El Dorado

Ted Woods—KOSE, Osceola

William Fogg—KXJK, Forrest City

Fred J. Stevenson—KGRH, Fayetteville

J. M. Moore—KVLC, Arkadelphia

Continuing Study Committee Chairman: Ray Dexter—KDRS, Paragould

**KCLA**

**PINE BLUFF—1947—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... Radio Engineering Service  
 Business-Studio Address... 2900 West 28th  
 Phone Number ..... 1900  
 Transmitter Location ..... 2900 West 28th  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Business Mgr. .... Kenneth Kesterson  
 Commercial Manager ..... Clyde Martin, Sr.  
 Pgm. Dir., Chief Engineer .... Charles Penix

**KOTN**

**PINE BLUFF—1934—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Universal Bcstg. Corp.  
 Address ..... 505½ Main St., Box 957  
 Phone Number ..... 721  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NAB  
 Pres., Gen. Mgr., Chief Engr. .... B. J. Parrish  
 Asst. & Prom. Mgr. .... B. W. Eiter  
 Commercial Manager ..... Joe L. Wallace  
 Program Director ..... Lois Sloan

**KXRJ**

**RUSSELLVILLE—1947—MBS-KBS  
 RAZORBACK**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... The Valley Bcstrs., Inc.  
 Business-Studio Address ..... Box 191  
 Phone Number ..... 299; 786  
 Studio-Transmitter Address ..... Russellville  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... KBS  
 Representative ..... Friedenbergl  
 Membership ..... BMB  
 Pres., Gen. Sta. Mgr. .... C. R. Horne  
 Commercial Manager ..... R. L. McCarrell  
 Sales Prom. Mgr. .... L. L. Bryan  
 Pgm. Dir., Chief Announcer .... James Lipsey  
 Chief Engineer ..... William Sneed

**KUOA**

**SILOAM SPRINGS—1923—MBS-KBS**

Frequency: 1290 Kc. Power: 5,000 Watts d.  
 Owned-Operated By... KUOA, Inc.  
 Business-Studio Address ..... Siloam Springs  
 Phone Number ..... 77  
 Transmitter Location ..... Siloam Springs

Air Time ..... 6 a.m.-Local Sunset  
 News Service ..... UP  
 Transcription Service ..... World, SESAC  
 Membership ..... NAB, BMB  
 President ..... John E. Brown, Sr.  
 General Mgr. .... Storm Whaley  
 Asst. Manager ..... Clinton Fowler  
 Program Director ..... Ralph Kennedy  
 Chief Engineer ..... Cecil E. Smith  
 Farm Editor ..... Charles E. Hoke

(See Page 338)

**KBRS**

**SPRINGDALE—1949—ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Southwestern Pub. Co.  
 Business Address ..... Hiway 71  
 Phone Number ..... 675  
 Air Time ..... Unlimited  
 News Service ..... AP  
 President ..... Donald W. Reynolds  
 Gen., Comm. Mgr. .... William F. Hession

**KWAK**

**STUTTGART—1948  
 MBS—KBS—RAZORBACK**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Stuttgart Bcstg. Corp.  
 Business Address ..... 1818 S. Buerkle St.,  
 Box 271  
 Phone Number ..... 842  
 Studio-Transmitter Address ..... 1818 S. Buerkle  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 President ..... Beloit Taylor  
 Gen.-Station Manager ..... Melvin P. Spann  
 Commercial Mgr. .... Carroll Lee  
 Program Dir. .... June Spann  
 Chief Engineer ..... Jack Warden

**KWEM**

**WEST MEMPHIS—1947**

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... West Memphis Bcstg. Corp.  
 Business-Studio Address ..... 229 Broadway  
 Phone Number ..... 463-4  
 Transmitter Location ..... Highway 70  
 Air Time ..... Local sunrise-local sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Capitol  
 Representative ..... Ra-Tel  
 President ..... J. C. Johnson  
 Gen., Comm. Mgr., Pgm. Dir.

Vernon Dillaplain  
 Chief Anncr., Farm Editor ..... Bill Edwards  
 Chief Engineer ..... Vernon Dillaplain

# *your all-star* DISC JOCKEY TEAM

BILL LEYDEN — 6 to 8 AM

PETER POTTER 10 to Noon

Showmanship

Audience

BILL ANSON —  
Noon to 3 PM

HOLLYWOOD ★

★ WARNER BROS.

★ KFWB ★

Sales

MAURICE HART —  
3 to 4:15 PM

FRANK BULL —  
6:30 to 7:30 PM

Results

GENE NORMAN —

Warner Bros. KFWB in Hollywood offers you the nation's greatest array of disc jockeys. These six stellar personalities offer you showmanship and a vast audience, bringing you outstanding sales and sponsorship satisfaction. For further details contact your nearest William G. Rambeau Company or your KFWB account executive.

10 to 12 PM

# CALIFORNIA

Estimated Population 10,665,000—Increase +54.4%—Radio Homes 3,254,000  
Radio Families 3,286,000—Stations in State 129

## 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... 88700-77800  
Transmitter... Poplar Lane at Rosedale Rd.  
News Service... UP  
Transcription Service... Lang-Worth  
Representative... John E. Pearson  
Membership... NAB, BMB  
President... George B. Crome  
General Manager... Sheldon Anderson  
Station Manager... Frank Wilbur  
Program Director... Naum Healy  
Production Dir... Bob Blake  
Publicity Dir... Martha Thompson  
Chief Announcer... Earl Mannes  
Chief Engineer... Ted Froming  
Farm Editor... Ralph Ryan

## 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  
News Service... AP, INS, UP  
Transcription Service... World  
Representative... Paul H. Raymer  
Membership... NAB, BMB  
President... Eleanor McClatchy  
Station Manager... Walter Baziuk  
Technician... Luverne Shatto

## KERO

**BAKERSFIELD—1946—NBC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Paul R. Bartlett  
Business-Studio Address... 1420 Truxton Ave.  
Phone Number... 44548  
Transmitter Location... 17th & "I" Sts.  
News Service... UP  
Transcription Service... Standard  
Representative... Avery Knodel  
Membership... NAB  
Owner... Paul R. Bartlett  
Manager... Gene DeYoung  
Prod., Pgm. Dir... Warren Mead  
Sales, Prom. Mgr., Pub. Dir... Ken Croes  
Acting Chief Engineer... Thad Bulkeley

## KPMC

**BAKERSFIELD—1933—ABC**

Frequency: 1560 Kc. Power: 1000 Watts

Owned-Oper. By... Pioneer Mercantile Co.  
Business-Studio Address... 307 E. 21st St.  
Phone Number... 8-8157  
News Service... UP  
Transcription Service... Thesaurus  
Representative... Gene Grant  
Pres., Gen. Mgr., Pgm. Dir... L. A. Schamblin  
Commercial Manager... C. C. Sturm  
Promotion Manager... P. R. Biermann  
Chief Engineer... L. P. Jarvis

## KPAS

**BANNING—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... William T. Smith  
Address... 4425 Ramsey St.  
Phone Number... 515-6  
News Service... AP  
Transcription Service... World  
Representative... Gene Grant  
Membership... NAB  
President... William T. Smith  
General Mgr... Carleton Anderson  
Commercial Mgr... Marvin H. Patchen  
Program Dir... John L. Lockhart  
Chief Engineer... Searcy Woodworth

## KWTC

**BARSTOW—1946**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Mojave Valley Bcstg. Co.  
Business Address... Radio Center, P.O. Box 1230  
Phone Number... 4001  
Studio-Transmitter Address... Radio Center  
News Service... UP  
Transcription Service... World  
Representative... Gene Grant, Donald Cooke  
Membership... NAB  
Gen. Mgr., Pgm. Dir... Harry S. White  
Commercial Mgr... Wheeler Abbott  
Chief Engineer... Fred Fullwood

## KRE

**BERKELEY—1923**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Central Calif. Bcstrs., Inc  
Address... 601 Ashby Avenue  
Phone Number... Ashberry 3-7715  
News Service... AP  
Transcription Service... Standard  
Membership... NAB  
Gen. Station Manager... Arthur Westlund  
Comm.-Promotion Manager... Don Hamby  
Production Director... Les Avery  
Chief Engineer... Dave Fields

# KYOR

**BLYTHE—1948—BCA WESTERN**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated. Bcstg. Corp. of America  
 Business-Studio Address Blythe  
 Phone Number 2231  
 Transmitter 2 Mi. W. of Blythe, Hiway 60  
 News Service UP, AP  
 President W. L. Gleeson  
 V.P. Chg. Sales Gene Williams

# KROP

**BRAWLEY—1946—BCA WESTERN**

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Operated By Bcstg. Corp. of America  
 Address Del Rio Country Club  
 Phone Number 1300  
 News Service AP, UP  
 Representative Lee F. O'Connell  
 President, General Mgr. W. L. Gleeson  
 V.P. Chg. Sales Gene Williams

# KWIK

**BURBANK—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Burbank Bcstrs., Inc.  
 Business-Studio Address 20 W. Burbank Blvd.  
 Phone Number Charleston 0-2111  
 Transmitter Location 239 Amherst St.  
 News Service UP  
 Transcription Service Lang-Worth  
 Director Paul Sulton  
 Program Dir. Roger Patrick

# KICO

**CALEXICO—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Charles R. Love  
 Business Address P. O. Box 786  
 Phone Number 918  
 Studio-Transmitter 1½ Mi. N. Calexico, Hgwy 99  
 News Service AP  
 President Charles R. Love  
 General Mgr. W. A. Geddes  
 Program Dir. Robert Cain  
 Chief Engineer Richard Gunn

# KHSL

**CHICO—1935—MBS-DON LEE**

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned-Operated. Golden Empire Bcstg. Co.  
 Inc.  
 Address Moorehead Bldg.  
 Phone Number 237-8  
 Transmitter Hooker Oak & Madrone Aves.  
 News Service UP

Transcription Service World, Lang-Worth  
 Representative Gene Grant  
 President, Gen. Mgr. Hugh McClung  
 Station Manager M. F. Woodling  
 Commercial Manager J. A. Pero  
 Program Director Loring Curtis  
 Promotion Mgr. Henry Hanna  
 Chief Engineer Russell B. Pope

# KXOC

**CHICO—1949—CBS**

Frequency: 1150 Kc. Power: 5000 Watts  
 Owned-Operated By Sacramento Bcstrs., Inc.  
 Business Address Radio Lane  
 Phone Number 3200  
 News Service UP  
 Transcription Service Associated, Standard  
 Representative Pearson  
 President Lincoln Dellar  
 Gen. Comm. Mgr. Ted Hall  
 Program Dir. Neil McIntyre  
 Promotion Mgr. Lester Berryman  
 Chief Engineer Walter Berger

# KBUC

**CORONA—1948**

Frequency: 1370 Kc. Power: 500 Watts  
 Owned American Pacific Radio Bcstg. Co.  
 Business Address Box 111  
 Phone Number 1370-1-3  
 Studio-Transmitter Address Custer Road  
 News Service UP  
 Transcription Service MacGregor, Lang-Worth  
 Membership NAB  
 Representative Grant  
 Partners Elmer J. Bucknum, John G. Bucknum  
 General Mgr. E. J. Bucknum  
 Commercial Mgr. Mary Bucknum  
 Program Dir. Jack A. Richardson  
 Chief Engineer H. J. Ridinger

# KRDU

**DINUBA—1946**

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  
 Transcription Service Lang-Worth  
 Gen. Comm. Mgr. Egan A. Haler  
 Program Director Harold Sparks  
 Chief Engineer Forrest W. Hughes

# KXO

**EL CENTRO—1927—MBS-DON LEE**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Valradio Inc.  
 Business Address Box 140



Phone Number .....1100  
 Transmitter-Studio Location.....South 4th St.  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative.....Paul H. Raymer  
 Membership .....NAB  
 President.....Paul A. Jenkins  
 Gen., Sales, Prom. Mgr.....Riley R. Gibson  
 Commercial Manager.....Belle Hovey  
 Prog. Dir., Farm Editor.....F. J. Wineriter  
 Chief Engineer.....Dick Jacobsen

## **K H U M**

**EUREKA—1947—ABC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Carroll R. Hauser  
 Business-Studio Address.....Vance Hotel  
 Phone Number.....3900  
 Transmitter Location.....1025 W. Murray St.  
 News Service .....AP  
 Transcription Service .....Capitol  
 Representative.....Western Radio Adv.  
 Membership .....NAB  
 Gen.-Sta.-Comm. Mgr.....Carroll R. Hauser  
 Pgm.-Prod.-Publicity Dir.....Burke Ormsby  
 Musical Dir.....Vivian Mason  
 Chief Engineer.....Edward P. Strople

## **K I E M**

**EUREKA—1933—MBS-DON LEE**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned Opr. By.....Redwood Bdcstg. Co., Inc.  
 Address.....Radio Center, E. Sixth St.  
 Phone Number .....4000  
 Transmitter.....Eureka Inlet, Humboldt Bay  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....John Blair  
 Membership .....NAB, BMB  
 Pres., Gen. Mgr.....Wm. B. Smullin  
 Commercial Manager.....Don Telford  
 Sales Promotion Manager.....Robert Stach  
 Program Director.....Charles Paul Corbin  
 Technical Dir.....John Bauriedel

## **K D A C**

**FORT BRAGG—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mendocino Coast Bcstg. Co.  
 Address.....2100 East Oak St.  
 Phone Number .....822-3  
 Air Time.....6 a.m.-10 p.m.  
 News Service .....AP  
 Transcription Service.....World, Capitol  
 Representative .....Forjoe  
 President.....Edward Merkle  
 Gen.-Sta. Mgr.....Paul L. Singer  
 Sales Prom. Mgr.....James W. Sargent  
 Program Dir.....Ray T. Mathewson  
 Chief Engineer.....Craig Smith

## **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 .....NAB  
 President.....Hattie Harm  
 General-Station Manager...Clyde F. Coombs  
 Exec. Sec., Promotion Manager...Eldora Roth  
 Program, Prod. Director.....John Garrick  
 Chief Engineer.....Elbert Dean

## **K F R E**

**FRESNO—1937—CBS**

Frequency: 940 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Calif. Inland Bcstg. Co.  
 Business-Studio Address..T. W. Patterson Bldg.  
 Phone Number .....4-5001  
 Transmitter Location.....Monson  
 News Service .....UP  
 Transcription Service.....Associated, World  
 Representative .....Avery-Knodel  
 Membership .....NAB  
 Pres., Gen. Mgr.....Paul B. Bartlett  
 Program Director.....Ed J. Frech  
 Chief Engineer.....K. L. Mealey

## **K G S T**

**FRESNO—1949**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Baker Bcstg. Co.  
 Business-Studio Address.....1018 Broadway  
 News Service .....UP  
 Transcription .....Standard  
 General Mgr.....John Baker  
 Station Mgr.....Robert L. Howell

## **K M J**

**FRESNO—1922—NBC**

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Operated By.....McClatchy Bcstg. Co.  
 Business-Studio Address..1559 Van Ness Ave.  
 Phone Number .....3-6277  
 Transmitter Location.....Kerman, Calif.  
 News Service.....AP, UP  
 Transcription Service .....Capitol  
 Representative.....Paul H. Raymer  
 Membership .....NAB, BMB

CALIFORNIA

President Eleanor McClatchy
Station Manager Hal Brown
Sales Manager Coyle Chambers
Program Mgr. Joe Tomes
Chief Technician William N. Wallace

K Y N O

FRESNO—1947—MBS-DON LEE

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Operated By Robert Schuler,
Sheldon Anderson, Gene Chenault, Bert
Williamson
Business Address Hotel Fresno
Phone Number 2-6141
Transmitter Barton & McKinley Aves.
News Service UP
Representative Pearson, Western
Membership NAB
President Robert Schuler
General Mgr. Gene Chenault
Commercial Mgr. Joe Hinman
Program Dir. Leo Goldman
Chief Engineer Bert Williamson
Farm Editor Robert Fahs

K I E V

GLENDALE—1933

Frequency: 870 Kc. Power: 250 Watts d.
Owned-Operated By Cannon System, Ltd.
Address 102 N. Glendale Ave.
Phone Number Cyprus 1-1133
President David H. Cannon
General Mgr. Cal Cannon

K G F N

GRASS VALLEY—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Joe D. Carroll
Business Address P. O. Box No. 924
Phone Number 1400
Transmitter-Studio Location Grass Valley
Air Time Unlimited
News Service UP
Transcription Service World
Representative Grant
President Joe D. Carroll
General Manager Claude F. Jones
Chief Engineer Loyd L. McQueary

K N G S

HANFORD—1948

Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By Hanford Publishing Co.
Business Address P. O. Box 620
Phone Number 620

Studio & Trans 4 Mi. E. Hanford Hqway. 198
News Service INS, UP
Transcription Service Associated, World
General Mgr. Don C. Reeves
Commercial Mgr. John Cohan
Program Dir. E. C. Balthis
Chief Engineer Don C. Reeves

K E C A

HOLLYWOOD—1929—ABC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By American Bcstg. Co., Inc.
Business Address ABC TV Center
Phone Number NO 3-3311
Studio Address 1440 No. Highland
Transmitter Location 2951 S. Fairfax Ave.
News Service AP, INS, UP
Transcription Service Lang-Worth
Representative ABC Spot Sales
Membership NAB, BMB
President (ABC) Mark Woods
V.P., Gen. Mgr. W. Div. (ABC) Frank Samuels
Station Manager Clyde P. Scott
Commercial Manager Amos T. Baron
Program Director Rollo Hunter
Chief Engineer Phil Caldwell

K G F J

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 Jim Strain
Chief Engineer Homer Obuchon

K L A C

HOLLYWOOD—1946

Frequency: 570 Kc. Power: 5000 d.: 1000 n.
Owned-Operated By KMTR Radio Corp.
Address 1000 Cahuenga Blvd.
Phone Number Hudson 2-7311
Transmitter Location 2201 N. Indiana, L. A.
News Service INS
Transcription Service Capitol
Representative Adam J. Young, Jr.
Membership NAB
President Dorothy Schiff
Gen. Sta. Manager Don J. Fedderson
Comm. Mgr. D. E. Lundy
Sales Prom. Mgr. Jack Miller
Pgm. Dir. Fred Henry

**CALIFORNIA**

Prod. Dir.....Don Forbes  
Pub. Dir.....Red Doff  
Chief Engineer.....Carl Olson

**KREO**

**INDIO—1946—BCA WESTERN**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...Bcstg. Corp. of America  
Business-Studio Address.....Calhoun Dr.  
Phone Number .....7-3403  
Transmitter .....Calhoun Dr.  
Representative.....Lee F. O'Connell  
President & General Mgr...William L. Gleason  
V.P. Chg. Sales.....Gene Williams

**KTED**

**LAGUNA BEACH—1949**

Frequency: 1520 Kc.....Power: 1000 d; 250 n.  
Owned-Oper. By...Uni. Radio Features Synd.  
Business Address.....424 Gleneyre  
Phone Number .....1520  
News Service .....AP  
Transcription Service.....Thesaurus, World  
Representative .....Grant  
President, General Mgr.....Tom E. Danson  
Comm., Prom. Mgr.....James M. Matheny  
Chief Announcer.....Richard S. Morgan  
Chief Engineer.....Allan L. Campbell

**KCVR**

**LODI—1946—KBS**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
Owned-Operated By...Central Valley Radio  
Business Address.....P. O. Box 600  
Phone Number.....Lodi 1700  
Transmitter Studio.....1.8 Mi. N.W. of Lodi  
News Service .....UP  
Transcription Service .....Standard  
General Manager.....Herbert W. Brown  
Station Manager.....David A. Brown

**KFOX**

**LONG BEACH—1924**

Frequency: 1280 Kc.....Power: 1000 Watts  
Owned-Operated By...Nichols & Warinner, Inc.  
Address.....220 E. Anaheim Street  
Phone Number.....Long Beach 672-81  
Transmitter Location...220 E. Anaheim Street  
News Service .....UP  
Representative .....Burns-Smith  
Membership .....NAB  
Pres., Gen. Mgr., Pgm. Dir....Hal G. Nichols  
Promotion Mgr.....Norman Masterson  
Comm. Mgr., Chief Engineer  
Lawrence W. McDowell

**KLAC**

Represented by

**ADAM J. YOUNG**

New York



The Fastest Growing Radio Station  
in America

**HOLLYWOOD, CALIF.**



**PACIFIC COAST  
RADIO COVERAGE  
IS DIFFERENT, TOO!**

FOR THAT MATTER, even the Pacific Coast is different from any other area in the United States. It's big—it's almost entirely covered with mountains up to 14,495 feet high, and its markets are far apart.

To cover this vast, rich area is a different coverage problem. The great distances, the mountains, the low ground conductivity make long-range broadcasting impractical—yet Don Lee is the only network that does not rely on long-range broadcasting.

Only Don Lee is especially *designed* for the Pacific Coast.

Only Don Lee offers coverage that gives each market a local network outlet of the proper size.

LEWIS ALLEN WEISS, *Chairman of the Board*   WILLET D. BROWN, *President*   WARD D. INGRIM, *Vice-President in Charge of Sales*

## *The Nation's Greatest Regional Network*





to completely cover that market for the least possible money expended.

Only with Don Lee can you tailor your network radio coverage to your distribution. You can buy all or part of Don Lee's 45 stations to match your distribution requirements, with no waste.

There are about 14 million people on the Pacific Coast. Only Don Lee sells them where they live—where they spend their 15% billions per year, and Don Lee sells them from their own local network stations with all the local selling influence enjoyed by such a station.

If selling the Pacific Coast is your problem, remember coverage is *different* on the Pacific Coast. Use the *only* radio network especially *designed* for the Pacific Coast: DON LEE.

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · Represented Nationally by JOHN BLAIR & COMPANY

*Mutual*  
**DON LEE**  
 BROADCASTING SYSTEM



# The Tale of Two Cities\* . . .

\*Siloam Springs, Ark.

1290 **KUOA** K.C.

The KUOA primary (Oklahoma 6 counties, Missouri 4 counties, Arkansas 5 counties) is worth covering! It's a bright white spot in the nation's market picture. KAMOLAND's many sources of income—poultry, dairy, cattle, vegetables and fruit, oil, lead, zinc and coal add up to an annual \$200,000,000 buying power.

Area Population 1,220,953

Radio Homes in  
KUOA Primary 80,540

% Increase 1940-49 164%

National 136%

% Increase Retail  
Sales in KUOA  
Primary 1939-48 346% \*

% Increase Retail  
Sales, Nat. 309% \*

\* 1949-50 "Consumer  
Markets."

KUOA Daytime Audience  
1949 Area Conlan 34.5%  
(45-Mile Circle)

KUOA'S MORNING AUDIENCE WAS MORE THAN TWICE THAT OF ITS NEAREST COMPETING STATION! THE PEOPLE ARE HERE—THE MONEY IS HERE—THE MARKET IS HERE!

5000 W. **KUOA** 1290  
MUTUAL K.C.

Razorback Network—Liberty Broadcasting System

\*Long Beach, Calif.

1390 **KGER** K.C.

Don't let the proximity of Los Angeles blind you to the booming Retail sales of the \$100,000,000 Long Beach market when placing national radio campaigns in Southern California!

Long Beach Population 305,000

Total Families 93,900

Radio Families 92,960

% Radio Families 99%

Leading Independent in

Long Beach Market 84%

Leads other local station  
in 497 out of 504 quarter  
hour periods.

. . . AND KGER DELIVERS THE LONG BEACH AUDIENCE TO ADVERTISERS AT A LOWER "COST PER THOUSAND!"

5000 W. **KGER** 1390  
K.C.

Owned by  
the John Brown Schools of  
Arkansas and California

The Voice of . . . \*

**KAMOLAND**

**KANSAS-ARKANSAS-MISSOURI-OKLAHOMA**

The Station of  
**THE AMERICAN HOME**

## K G E R

**LONG BEACH—1926**

Frequency: 1390 Kc. Power: 5,000 Watts  
 Owned By... John Brown Schools of Calif., Inc.  
 Business Studio Address... 435 Pine Ave.  
 Phone Number... 7-2785  
 Transmitter... Atlantic & Olive, Hynes  
 Air Time... 5 a.m.-M.  
 News Service... AP  
 Transcription Service... SESAC, Cole  
 Representative... J. H. McGillvra  
 Membership... NAB  
 President... John E. Brown  
 Gen.-Sta.-Comm. Mgr... Galen Gilbert  
 Sales-Prom. Mgr., Pgm. Dir... William George  
 Publicity Director... Dick Walsh  
 Musical Dir... Peter Slack  
 Chief Engineer... Luther Crumbaugh

## K F A C

**LOS ANGELES—1931**

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By... Los Angeles Bcstg. Co., Inc.  
 Business-Studio Address... 645 S. Mariposa Ave.  
 Phone Number... Dunkirk 4-1231  
 Transmitter Location... 3725 Chesapeake Ave.  
 Air Time... 24 hrs.  
 News Service... AP  
 Transcription Service... Associated, SESAC  
 Membership... NAB, BMB  
 Pres.-Gen.-Sta. Mgr... Calvin J. Smith  
 Prod., Pgm. Dir... Howard Rhines  
 Pub. Dir... Murry Boggs  
 Chief Announcer... Howard Rhines  
 Musical Librarian... Edith Kent  
 Chief Engineer... Ron Oakley

*(See Page 340)*

## K F I

**LOS ANGELES—1922—NBC**

Frequency: 640 Kc. Power: 50,000 Watts  
 Owned-Operated By... Earle C. Anthony, Inc.  
 Business-Studio Address... 141 N. Vermont Ave.  
 Phone Number... Dunkirk 2-2121  
 Transmitter Location... Buena Pk.  
 Air Time... 5:30 a.m.-1 a.m.  
 News Service... AP, UP  
 Transcription Service... Capitol, Associated,  
 World  
 President-Owner... Earle C. Anthony  
 General Manager... W. B. Ryan  
 Sales, Promotion Mgr... Kevin B. Sweeney  
 Program Dir... Pat Kelly  
 Chief Announcer... George Dvorak  
 Musical Director... Bob Mitchell  
 Chief Engineers... Curtis Mason,  
 H. L. Blatterman

Farm Editor... Nelson McIninch

*(See Page 342)*

## K F V D

**LOS ANGELES—1925**

Frequency: 1020 Kc. Power: 5,000 Watts  
 Owned-Operated By... Standard Bcstg. Co.  
 Business-Studio Add... 338 S. Western Ave.  
 Phone Number... Dunkirk 8-2345  
 Transmitter Location... Lynwood, Calif.  
 Air Time... 6 a.m.-3 a.m.  
 Transcription Service... Lang-Worth  
 Membership... NAB  
 Pres., Gen. Mgr... Frank Burke, Jr.  
 Commercial Manager... Harry Patterson  
 Program Director... Carl Brewster  
 Chief Announcer... Clyde Cadwell  
 Chief Engineer... Leonard Reeves

## K F W B

**LOS ANGELES—1925**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By... Warner Bros. Bcstg. Corp.  
 Business-Studio Address... 5833 Fernwood Ave.  
 Phone Number... HE 5151  
 Transmitter Location... 5775 W. Jefferson, L. A.  
 Air Time... 5:45 a.m.-1 a.m.  
 News Service... AP, INS, UP  
 Representative... William G. Rambeau  
 General Manager... Harry Maizlish  
 Pgm., Prod. Dir... William V. Ray  
 Publicity Dir... Sydney Yallen  
 Commercial Manager... William D. Edouarde  
 Chief Announcer... Harry Hall  
 Chief Engineer... Harry Myers  
 Musical Director... Dion Romandy

*(See Page 330)*

## K H J

**LOS ANGELES—1922**

**MBS-DON LEE**

Frequency: 930 Kc. Power: 5,000 Watts  
 Owned-Operated By... Don Lee Bcstg. System  
 Business-Studio Address... 1313 N. Vine St.,  
 Hollywood  
 Phone Number... HUDson 2-2133  
 Transmitter Location... Venice Blvd.  
 Air Time... 6 a.m.-1 a.m.  
 News Service... AP, INS  
 Transcription... World  
 Representative... John Blair  
 Membership... NAB  
 President... Willet H. Brown  
 V.P. chg. Sales... Ward D. Ingram  
 Sales Manager... George Whitney  
 Sales Promotion Manager... Herbert Sonnenburg  
 Program Director... J. Carlton Adair  
 Director of Operations... Anthony J. LaFrano  
 Publicity Director... Mark Finley  
 Musical Director... Harry Zimmerman  
 V.P.-Engineering... Walter Carruthers  
 Farm Editor... Les Mawhinney

# LONG HAIR MUSIC

IS OUR BUSINESS

And business is a pleasure — because our audience forms an important segment of an important market — served exclusively in the field of better music by KFAC.

## PULSE\*

REPORTS PROGRESS

The progressively growing appeal of fine music, beamed twenty-four hours daily at 5-12% of the audience — in the nation's third largest market.

Check our cost per listener — one of the country's lowest.

**KfAC**  
5 KW

AM — FM  
*The Music Station*  
FOR SOUTHERN CALIFORNIA  
1330 KC

LOS ANGELES BROADCASTING CO., INC.  
645 MARIPOSA, LOS ANGELES 5

*For Information, Phone or Wire Collect*

\* The Pulse, Inc.  
110 Fulton St.  
N. Y. 7, N. Y.



## KMPC

**LOS ANGELES—1927**

Frequency: 710 Kc. Power: 53,000 d., 10,000 n.  
 Owned-Operated By... KMPC, the Station of  
 the Stars, Inc.  
 Business-Studio Address... 5939 Sunset Blvd.  
 Phone Number... Hollywood 9-5341  
 Transmitter Location... 12755 Burbank Blvd.,  
 N. Hollywood, Calif.  
 Air Time ..... 6 a.m.-M.  
 News Service..... AP, INS, UP  
 Transcription Service ..... Associated  
 Representative..... H.R. Representatives, Inc.  
 Chairman of the Board..... G. A. Richards  
 Gen.-Sta. Mgr., V.P..... Robert O. Reynolds  
 Vice-Pres..... Earl E. Gibbs  
 Sales Prom. Mgr., Pub. Dir..... Andy Wilson  
 Pgm., Prod. Dir..... John Baird  
 Chief Announcer..... Howard Flynn  
 Musical Director..... Jerome Sybilrud  
 Chief Engineer..... Loyd Sigmon  
 Farm Editor..... Charles Lee Stone

*(See Page 344)*

## KNX

**LOS ANGELES—1924—CBS**

Frequency: 1070 Kc. Power: 50,000 Watts  
 Owned-Operated By... Columbia Bcstg. System,  
 Inc.  
 Business-Studio Address... 6121 Sunset Blvd.  
 Phone Number... HOLlywood 9-1212  
 Transmitter Location... 190 St. & Hawthorne  
 Blvd., Torrance, Calif.  
 Air Time ..... 5:30 a.m.-1:05 a.m.  
 News Service..... AP, UP  
 Transcription Service..... Lang-Worth  
 Representative ..... Radio Sales, CBS  
 Membership ..... NAB, BMB  
 President (CBS)..... Frank Stanton  
 V.P., Gen. Exec..... Howard S. Meighan  
 Gen. Mgr..... Merle S. Jones  
 Sales Manager..... Wayne R. Steffner  
 Promotion Manager..... Ralph Taylor  
 Program Director..... George W. Allen  
 Chief Engineer..... Les Bowman

*(See Page 346)*

## KOWL

**LOS ANGELES—1947**

Frequency: 1580 Kc. Power: 5000 Watts d.  
 Owned-Operated By..... KOWL, Inc.  
 Business-Studio Address... Pico at the Ocean  
 Phone Number... Santa Monica 46761  
 Transmitter Location... 11637 Charnock Rd.  
 Air Time ..... 7 a.m.-Sunset  
 News Service ..... UP  
 Transcription Service... Associated, Standard  
 Pres.-Gen.-Sta. Mgr..... Arthur H. Croghan  
 Program Dir..... Warren K. Deem  
 Chief Engineer..... John Morecroft

## KRKD

**LOS ANGELES—1927**

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By... Radio Broadcasters,  
 Inc.  
 Business-Studio Address... 541 So. Spring St.  
 Phone Number... TRucker 7111  
 Transmitter Location... 1050 Montecito Drv.  
 Air Time..... Unlimited  
 News Service ..... INS  
 Transcription Service..... Associated, SESAC  
 Membership ..... NAB  
 General-Station-Comm. Mgr..... Ned Connor  
 Publicity Director..... Doug Douglas  
 Pgm. Dir.-Chief Announcer... Charles Clifton  
 Chief Engineer..... Willis O. Freitag

## KMYC

**MARYSVILLE—1940—MBS-DON LEE**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Marysville-Yuba City  
 Bcstrs., Inc.  
 Business Address..... P. O. Box 631  
 Phone Number..... 2080  
 Studio Address..... 519 E. St.  
 Transmitter Location... Laurellan Rd., District 10  
 Air Time..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative..... W. S. Grant  
 Membership ..... NAB  
 President..... H. E. Thomas  
 Gen.-Station Comm. Manager... Joe D. Carroll  
 Sales Promotion Manager... A. J. Powell, Jr.  
 Program Director..... William R. Cleveland  
 Publicity Director..... Hedley Hall  
 Chief Engineer..... Loyd McQueary

## KYOS

**MERCED—1936—MBS-DON LEE**

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Operated By... Merced Bcstg. Co.  
 Business Address..... P. O. Box 717  
 Phone Number..... 1430-1; 1281  
 Studio Address..... G St. Grade  
 Transmitter Location... Lake Rd., Merced Cty.  
 Air Time..... 5 a.m.-M.  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... W. S. Grant  
 Membership ..... NAB  
 President-Gen. Mgr..... Hugh McClung  
 Station Manager..... Charles H. Kinsley, Jr.  
 Comm. Mgr.-Pgm. Dir..... A. J. Krisik  
 Sales Prom. Mgr..... Rod O'Hara  
 Prod.-Musical Dir..... Joel Buffington  
 Pub. Dir..... Edward Blakesley  
 Chief Announcer..... Harvey Otto  
 Chief Engineer..... M. R. Beavers  
 Farm Editor..... Clare Caughman



Pat Bishop



Burrill Wheeler



Ted Meyers

**they are not too dainty at KFI !**

Johnny Murray



Stu Wilson



Bill Stulla



KFI's personalities are not too dainty to personally do the commercials on their programs

You know how much more effective a sales message is when the star of your program throws his influence behind the product

That's why KFI's stars, who take their selling chores as seriously as they take the job of entertaining their listeners, always voice their own sales messages.

Each of these six personalities has proved his ability as a salesman with dozens of products on KFI.

One more reason advertisers are more successful on KFI.



*Barde C. Anthony, Inc.*

NBC FOR LOS ANGELES • 640 KC CLEAR CHANNEL

## K T R B

**MODESTO—1933**

Frequency: 860 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By: KTRB Bcstg. Co., Inc.  
 Address: P. O. Box 593  
 Phone Number: 774  
 Studio-Transmitter: Norwegian Ave.  
 Air Time: 5 a.m.-1 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.  
 Com.-Sales Promotion Mgr.: James Van Parks  
 Pgm.-Prod.-Publ. Dir.: Milton L. Hibdon  
 Chief Anncr.-Farm Editor: Charles McEwen  
 Musical Director: Don Lapan  
 Chief Engineer: William H. Bates, Jr.

## K M B Y

**MONTEREY—1949—KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Monterey Bcstg Co.  
 Business Address: Hotel San Carlos  
 Phone Number: 8541  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: World, Associated  
 General Mgr.: L. John Miner  
 Comm. Mgr.: John F. W. Tyler  
 Pgm. Dir.: Ford Warner  
 Chief Engineer: Emil A. Trojak

## K W S D

**MOUNT SHASTA—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Shasta Cascade Bcstg.  
 Corp.  
 Business Address: Alma St.  
 Phone Number: 2124  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Western  
 General-Commercial Mgr.: Arthur Adler  
 Promotion Manager: Raymond Connors  
 Program Director: Iola Huntingdon  
 Chief Engineer: David H. Rees

## K V O N

**NAPA—1947**

Frequency: 1440 Kc. Power: 500 Watts  
 Owned-Operated By: Napa Bcstg. Co.  
 Address: Foster Rd.  
 Phone Number: 6-7421  
 Transmitter Location: Foster Rd.  
 Air Time: 6 a.m.-M.

News Service: AP  
 Transcription Services: World, Associated  
 Representative: Forjoe  
 Membership: NAB  
 Pres.-Gen. Mgr.: William S. Quinn  
 Station Manager: Grant Pollock  
 Commercial Manager: Hal McCoy  
 Sales Prom. Mgr.: Bert Johnson  
 Program Director: Bob O'Brien  
 Chief Announcer: Bill Hargan  
 Chief Engineer: Herbert Vanderbeek  
 Farm Editor: Herman Baade

## K S F E

**NEEDLES—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Shelley Radio-Electric Co.  
 Business-Studio Address: 821 Broadway  
 Phone Number: 1260  
 Transmitter Location: Western outskirts of  
 Needles, on Hiway 66  
 Air Time: Unlimited  
 News Service: INS  
 Owner, Chief Engineer: Oscar D. Shelley

## K L X

**OAKLAND—1922**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Operated By: Tribune Building Co.  
 Business Studio Address: Tribune Tower  
 Phone Number: GLencourt 1-0660  
 Transmitter Location: Tribune Tower  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: Capitol, World  
 Representative: Burn-Smith  
 Membership: NAB  
 President: J. R. Knowland, Jr.  
 Gen. Station Manager: Glenn Shaw  
 Program Director: Jerry Morton  
 Musical Director: Lou Dean Grow  
 Chief Engineer: Roswell S. Smith

## K R O W

**OAKLAND—1925**

Frequency: 960 Kc. Power: 1000 Watts  
 Owned-Operated By: KROW, Inc.  
 Business Studio Address: 464-19th St.  
 Phone Number: TWinoaks 3-9600  
 Transmitter Location: 1520-8th Ave.  
 Air Time: 5:30 a.m.-M.  
 News Service: UP  
 Transcription Service: Standard, Associated  
 Membership: NAB  
 President: Sheldon F. Sackett  
 Program Director: Russ Coughlan  
 Publicity Director: Mercedes Prosser  
 Chief Engineer: C. E. Downey

THE WEST'S MOST POWERFUL INDEPENDENT



SPORTS STARS HEARD EXCLUSIVELY



BOB KELLEY, Sports Director, who presents the "Parade of Sports" for Firestone Tires and PDQ Gasoline. The sportscaster for KMPC's exclusive broadcasts of the Los Angeles Angels baseball club, the Los Angeles Rams National League Professional football club and the Los Angeles Open Golf tournament.

HAL BERGER, the "Dean of West Coast Sportscasters", who for many years has presented a daily major league baseball game. Picking the outstanding game of the day, Hal Berger recreates the contest to big audiences throughout Southern California.



JOE HERNANDEZ, a noted track authority, recreates the racing program from one of California's favorite tracks daily. The Joe Hernandez program, for many years, has been a top audience leader among all programs produced locally in Los Angeles.



Other sportscasts aired exclusively in Los Angeles over KMPC  
 National Open Golf Tournament • P. G. A. Golf Tournament  
 Davis Cup Matches • Glendale Open Golf Tournament  
 National Tennis Championship Matches

**KMPC** "THE WEST'S MOST POWERFUL INDEPENDENT"  
 - *Leading in Sports* -

50,000 WATTS  
 10,000 watts  
 at night

\* H-R REPRESENTATIVES, INC., NATIONAL REPRESENTATIVES \*

## **K W B R**

**OAKLAND—1920**

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned-Operated By Warner Bros. Radio, Inc.  
 Business-Studio Address 327-21st St.  
 Phone Number Higate 4-1212  
 Transmitter Location 327-21st St.  
 Air Time 6 a.m.-M.  
 News Service UP  
 Transcription Service Lang-Worth  
 Membership NAB  
 President, Gen. Mgr. S. W. Warner  
 Station Manager F. Wellington Morse  
 Commercial Manager W. E. Malone  
 Program Director Wanda Armev  
 Production Director George Oxford  
 Chief Announcer Bob Bourard  
 Musical Director Sam Watts  
 Chief Engineer Paul Gregg

## **K O C S**

**ONTARIO—1946**

Frequency: 1510 Kc. Power: 250 Watts d.  
 Owned-Operated By The Daily Report Co.  
 Business-Studio Address 222 East "B" St.  
 Phone Number 627-54  
 Transmitter Location 4th and San Antonio  
 Air Time Local sunrise—Local sunset  
 News Service UP  
 Transcription Service Capitol, Associated  
 President Mrs. Jerene Appleby Harnish  
 Station Mgr. Stanley G. Davis  
 Commercial Mgr. James E. Rennie  
 Publicity Director Helen Faye Thompson  
 Pgm. Dir.-Chief Announcer George Crofford  
 Chief Engineer Floyd Hall  
 Farm Editor Gene Durbin

## **K D A N**

**OROVILLE—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Oroville Mercury Co.  
 Address Box 231  
 Phone Number 1340  
 Air Time 6:45 a.m.-11 p.m.  
 News Service UP  
 Transcription Service Lang-Worth  
 Membership NAB  
 President Dan L. Beebe  
 Gen.-Station-Comm. Mgr. Arden Booth  
 Chief Announcer Lloyd Klemp  
 Musical Dir. W. W. Lamberton  
 Chief Engineer Ray Partridge  
 Farm Editor Bill Aiston

## **K C M J**

**PALM SPRINGS—1946—CBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Palm Springs Bcstg. Co.  
 Business Address Box KK

Phone Number 2253  
 Studio, Transmitter Location N. Indian Ave.  
 Air Time 7 a.m.-M.  
 News Service UP  
 Representative John E. Pearson  
 President Donald C. McBain  
 Gen. Station Mgr. Roland B. Vaile  
 Commercial Mgr. Harry Davis  
 Sales Promotion Mgr. Ann Gerald  
 Program Mgr. Dorothy Fanning  
 Chief Engineer Donald C. McBain  
 Asst. Chief Engineer John D. Clowes

## **K I B E**

**PALO ALTO—1949**

Frequency: 1220 Kc. Power: 250 Watts  
 Owned-Oper. By M. Kibbe & D. K. Deming  
 Business Address P.O. Box 1151  
 Studio Address Palo Alto Airport  
 Transmitter Location End of University Ave.  
 Phone Number DA. 3-1341  
 Air Time Local sunrise-local sunset  
 News Service AP  
 Transcription Service Standard  
 Membership NAB  
 Gen.-Comm. Mgr. M. Kibbe  
 Asst. Mgr.-Pgm. Dir. Ben Ott  
 Chief, Anncr.-Musical Dir. John Daniels  
 Chief Engineer Dave Wortman

## **K A L I**

**PASADENA—1950**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Operated By John H. Poole  
 Business-Studio Address 425 E. Green St.  
 Phone Number RY 1-7641, SY 2-5327  
 Transmitter 924 Vista St., San Gabriel  
 Air Time Daytime  
 Owner John H. Poole  
 Manager Aubrey H. Ison  
 Program Director Allan Berg  
 Production Joe Thompson  
 Record Librarian Fred Smith  
 Chief Engineer Harvey Fritch

## **K X L A**

**PASADENA—1942**

Frequency: 1110 Kc. Power: 10,000 Watts  
 Owned-Operated By Pacific Coast Bcstg. Co.  
 Business Address 1401 So. Oak Knoll Ave.  
 Phone Number Ryan 1-6991  
 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

**...Over  
five million  
people  
listen to  
one station  
every week**

**—————→ K N X**

**Los Angeles 50,000 Watts**

**K W K W**

**PASADENA—1942**

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Oper. By... Southern Calif. Bcstg. Co.  
 Business-Studio Address... 425 E. Green St.  
 Phone Number... Ryan 1-6744  
 Transmitter... 932 N. Vista, San Gabriel  
 Air Time... Unlimited  
 News Service... UP  
 Transcription Service... Capitol  
 Representative... Forjoe  
 Membership... NAB  
 President... Marshall S. Neal  
 Gen.-Station-Comm. Mgr... William J. Beaton  
 Sales Prom. Manager... Lynn Johnston  
 Pgm. Dir., Chief Anncr... Crowell H. Beech  
 Prod., Pub. Dir... Claire Hughes  
 Musical Director... Bill Garr  
 Chief Engineer... Paul W. Spargo  
 Farm Editor... Wes Mears

**K P R L**

**PASO ROBLES—1946**  
**MBS-DON LEE-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Leslie Henry Hacker  
 Business Studio Address... 32nd & Oak Sts.  
 Phone Number... 204  
 Transmitter Location... 32nd & Oak Sts.  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service... Standard  
 Representative... W. S. Grant  
 Owner-Gen. Mgr... Leslie Henry Hacker  
 Station Mgr... Robert S. Wilton  
 Commercial Mgr... Jack B. Wasson

**K E C C**

**PITTSBURG—1949**

Frequency: 990 Kc. Power: 1000 Watts  
 Owned-Operated By... Pittsburg Bcstg. Co., Inc.  
 Business Address... 235 Railroad Ave.  
 Phone Number... 1638  
 Air Time... Unlimited  
 News Service... UP  
 Transcription Service... World  
 General Mgr... Mel D. Marshall  
 Commercial Mgr... John C. McFarland  
 Program Mgr... Dean Mell  
 Chief Engineer... Merlin W. Haag

**K P M O**

**POMONA—1947**

Frequency: 1600 Kc. Power: 500 Watts  
 Owned-Operated By... Valley Bcstg. Co.  
 Business-Studio Address... 1240 E. Holt St.  
 Phone Number... Lycoming 2-1293  
 News Service... UP  
 Transcription Service... Standard, World

President, General Mgr... Dean H. Wicksrom  
 Comm., Prom. Mgr... Jim Oliver  
 Chief Engineer... Buck Rogers

**K T I P**

**PORTERVILLE—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... J. F. Tighe Bcstg. Co.  
 Business Address... Box 1312  
 Phone Number... 1450  
 Studio-Transmitter... Newcomb & Grand  
 Air Time... 6 a.m.-10 p.m.  
 News Service... UP  
 Transcription Service... World  
 Representative... Gene Grant  
 Membership... NAB  
 President... Jack Tighe  
 General Station Mgr... Ward E. Fritch  
 Program Prod. Dir... Frank Robinson Brown  
 Publicity Director... Kenneth R. Clifford Jr.  
 Musical Director... Jelly Sanders  
 Chief Engineer... Hampton McKinney  
 Farm Editor... Kenneth Clifford

**K B L F**

**RED BLUFF—1946—NCG**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Dr. Russell G. Frey

**24 HOURS A DAY**

on

1300 Kc.

**SPORTS**

**DISC JOCKEYS**

**MUSIC**

**PASADENA**

**PLAYHOUSE**

**FOREIGN LANGUAGE  
 PROGRAMS**

**K W K W**

(PASADENA)

**LOS ANGELES**

Southern California Broadcasting Co.  
**FORJOE & CO.—National Reps.**

# CALIFORNIA

Studio-Business Address..... 346 Oak St.  
Phone Number..... 354  
Transmitter Location..... E. Red Bluff  
Air Time..... Unlimited  
News Service..... UP  
Transcription Service..... World  
Representative..... Tracy Moore  
Membership..... NAB, BMB  
President..... Dr. Russell G. Frey  
General Mgr..... Arvo Haapanen  
Commercial Mgr..... Ed Headrick  
Chief Engineer..... Lane King

## KVCV

REDDING—1938—MBS DON LEE

Frequency: 600 Kc..... Power: 1000 Watts  
Owned-Operated By..... Golden Empire Broad-  
casting Co.  
Business Address..... Highway 99, South  
Phone Number..... 1646-7  
Transmitter Location..... Highway No. 99 South  
Air Time..... 6 a.m.-M.  
News Service..... UP  
Transcription Service..... Standard, World  
Representative..... Grant  
President..... Hugh McClung  
General Mgr..... Fred M. Stuelpnagel  
Commercial Manager..... H. E. McCarty  
Program Dir..... Lyle Mathys  
Promotion Mgr..... Ray Hullinger  
Chief Engineer..... Russell Pope

## KZYZ

REDLANDS—1949

Frequency: 990 Kc..... Power: 1000 d.  
Owned-Oper. By..... Orange Empire Bcstg. Co.  
Address..... 208<sup>1</sup>/<sub>2</sub> Orange St.

## KPRO

RIVERSIDE—1941—BCA WESTERN

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.  
Air Time..... 6 a.m.-1 a.m.  
News Service..... AP, UP  
Transcription Service..... World  
Representative..... Lee O'Connell  
President-General Mgr..... W. L. Gleeson  
Vice-Pres. Charge Sales..... Gene Williams

## KCRA

SACRAMENTO—1945—NBC

Frequency: 1320 Kc..... Power: 1000 Watts  
Owned-Oper. By..... KCRA, Inc.  
Business Studio Address..... 1010 11th St.  
Phone Number..... Gilbert 2-0758

Transmitter Location..... 3 mi. NW of town  
Air Time..... 6 a.m.-1 a.m.  
News Service..... AP  
Transcription Service..... World  
Representative..... Robert Meeker, W. S. Grant  
Membership..... BMB  
President-General Mgr..... Ewing C. Kelly  
Station Manager..... Howard Smiley  
Commercial Manager..... John Dupell  
Program-Publicity Director..... Howard J. Smiley  
Production Director..... Fred Beckwith  
Chief Engineer..... Paul E. Leake

## KFBK

SACRAMENTO—1922—ABC

Frequency: 1530 Kc..... Power: 50,000 Watts  
Owned-Operated By..... McClatchy Bcstg. Co.  
Business Studio Address..... 708 Eye St.  
Phone Number..... Gilbert 3-1745  
Transmitter Location..... Pleasant Grove  
Air Time..... Unlimited  
News Service..... UP, AP  
Transcription Service..... Capitol  
Representative..... Paul H. Raymer  
Membership..... NAB, BMB  
President..... Eleanor McClatchy  
Station Manager..... Keith B. Collins  
Director of Sales..... Leo Ricketts  
Publicity & Promotion..... Tom C. Flynn  
Program Manager..... Richard S. Burdick  
Traffic Manager..... Howard Evanson  
Music Librarian..... Herbert Harrison  
Chief Engineer..... Stam Sronce  
Farm Editor..... Ray Rodgers

## KROY

SACRAMENTO—1937—CBS

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Operated By..... Harmco, Inc.  
Business-Studio Address..... Hotel Sacramento  
Phone Number..... Gilbert 3-2525  
Transmitter Location..... 3402 65th St.  
Air Time..... 6 a.m.-M.  
News Service..... INS, UP  
Transcription Service..... Associated  
Representative..... Avery-Knodel  
Membership..... NAB  
V.P.-Mgr..... Clyde F. Coombs  
Commercial Manager..... Byron H. Nelson  
Ass't Mgr., Pgm. Dir..... William J. Ratcliff  
Chief Engineer..... Howard Martineau  
Farm Editor..... Scotty Mortland

## KXOA

SACRAMENTO—1945  
MBS-DON LEE

Frequency: 1470 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Sacramento Bcstrs., Inc.  
Business Studio Address..... 1617—30th St.  
Phone Number..... Hickory 9-3547  
Studio-Transmitter Location..... Auburn Freeway



Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Associated  
 Represent.....J. E. Pearson, West. Radio Adv.  
 President.....Lincoln Dellar  
 General Station Mgr.....Herb Ferguson  
 Program-Pub. Dir.....Martin Dean Wickett  
 Chief Engineer.....Ewald Berger

## K S B W

### SALINAS—1947—MBS-DON LEE

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.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....John E. Pearson  
 Membership.....NAB  
 President-Gen. Station Mgr.....John M. Hall  
 Asst. Mgr., Comm. Mgr.....Ken Randolph  
 Program Director.....Don Wells  
 Chief Announcer.....Ray Wilson  
 Chief Engineer.....J. M. Hall

## K C S B

### SAN BERNARDINO—1947

Frequency: 1350 Kc.....Power: 500 Watts  
 Owned-Operated By.....Mrs. Essie Binkley West  
 Studio-Bus. Transmitter Address.....770 Mill St.  
 Phone Number.....822-45  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 President-Gen. Mgr., Mrs. Essie Binkley West  
 Commercial Prom. Mgr.....Dave W. Adams  
 Program Director.....Chap Rollins  
 Chief Engineer.....Walter Bronson

## K F X M

### SAN BERNARDINO—1929 MBS-DON LEE

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Lee Bros. Bcstg. Corp.  
 Business-Studio Address.....512 Fifth St.  
 Phone Number.....4761  
 Transmitter Location.....S. "E" St.  
 Air Time.....6 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.....Sally Stocker  
 Production-Musical Dir.....John Harder  
 Chief Announcer.....Charles G. Palmer  
 Chief Engineer.....George Ewing  
 Farm Editor.....Howard Baichly

## K I T O

### SAN BERNARDINO—1947—ABC

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....San Bernardino Bcstg. Co.  
 Inc.  
 Business-Studio Address.....569 Fourth St.  
 Phone Number.....7807  
 Transmitter Location.....1-4 Mi. north of Base Line  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....George P. Hollingbery  
 President.....Carl E. Haymond  
 General-Comm. Mgr.....George E. Lindman  
 Program Prom. Mgr.....Arnold Benum  
 Chief Engineer.....J. T. Bindner

## K R N O

### SAN BERNARDINO—1948

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Empire Bcstrs., Inc.  
 Address.....990 Colton Ave  
 Phone Number.....8-2771  
 Air Time.....5 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Standard  
 President, Comm., Sales, Prom. Mgr.....James  
 W. Gerrard  
 General Manager.....Norman H. Rogers  
 Station Manager.....George W. Brock  
 Program Director.....Robert Stone  
 Prod. Dir.-Chief Anncr.....Wyn Stewart  
 Chief Engineer.....George W. Brock

## 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.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Paul H. Raymer  
 Membership.....NAB  
 President.....Thomas E. Sharp  
 Manager.....John C. Merino  
 Program Director.....Tom Hotchkiss

## K G B

### SAN DIEGO—1927—MBS-DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Don Lee Bcstg. Syst.  
 Address.....1017 First Ave.  
 Phone Number.....Franklin 6151  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World



*Come on In—*



*San Diego's Quality Station*

in

California's Third Market

5000 WATTS

*Represented Nationally By*  
The George P. Hollingbery Co.

CLEAR CHANNEL

CHARLES E. SALIK, *President*

GRAHAM H. MOORE, *Sales Manager*

Representative ..... John Blair  
 Chmn. of Bd. .... Lewis Allen Weiss  
 President ..... Willet H. Brown  
 Station Manager ..... F. D. Ide  
 Comm.-Sales-Prom. Mgr. .... Hobby Myers  
 Pgm. Dir. .... Jerry Lee Pecht  
 Chief Engineer ..... William G. Collins

## 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 ..... 1405 Fifth Ave.  
 Phone Number ..... Franklin 1315  
 Transmitter Location... 62nd & El Cajon Blvd.  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription ..... SESAC, Standard  
 Representative ..... George P. Hollingbery  
 Membership ..... NAB  
 Pres.-Gen.-Station Mgr. .... Charles E. Salik  
 Comm. Manager ..... Graham Moore  
 Program Director ..... Grady Edney  
 Musical Director ..... Grant Sewall  
 Chief Engineer ..... Charles Sherburne  
 Farm Editor ..... Howard Keddie

## 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 ..... NAB  
 President-General Mgr. .... Jack O. Gross  
 Commercial Manager ..... William Edholm  
 Sales Promotion Mgr. .... Miriam Schaefer  
 Program Dir. .... John Bainbridge  
 Chief Engineer ..... Thornton Chew

## K S D O

**SAN DIEGO—1947**

Frequency: 1130 Kc. .... Power: 5000 Watts  
 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.-1 a.m.  
 News Service ..... UP, AP  
 Transcription Service ..... Standard

**am**  
1000 Watts  
550 kc

**fm**  
101.5  
Megacycles

**tv**  
Channel  
8

**KFMB is all-embracing** in **SAN DIEGO!**

No favorites at KFMB—but KFMB is a favorite in California's third-largest market.

- AM-FM-TV audiences get their choice
- Advertisers get a choice market

*Wire or write for availabilities*

**KFMB** ( AM FM TV )  
 1375 Pacific Blvd., San Diego, Calif.  
 Owned and managed by Jack Gross  
 Represented by The Branham Co.

# CALIFORNIA

Representative.....Sears & Ayer  
V.P.-General Manager.....Jack Heintz  
Pgm. Dir.....Wilson Edwards  
Chief Engineer.....Vern Milton

Program Dir. Prod. Mgr.....Mel Venter  
Chief Announcer.....Lewis Pfeiffer  
Musical Director.....Lyle Bardo  
Chief Engineer.....E. G. Underwood

## KSON

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.  
Air Time.....24 hrs.  
News Service.....AP  
Transcription Service.....SESAC, Standard  
Representative.....Forjoe  
Membership.....FMA  
President.....Dr. John Ward Studebaker  
Gen.-Sta. Mgr.....Fred Rabell  
Comm.-Sales Mgr.-Pgm. Dir.....Dorothy Johnson  
Production Director.....Gordon Studebaker  
Musical Director.....Henry Lewy  
Chief Engineer.....Bill Tomberlin  
Farm Editor.....Gordon Studebaker  
Engineer.....Jay Tapp

## KGO

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc.....Power: 50,000 Watts  
Owned-Operated By.....American Bcstg. Co.  
Business Address.....155 Montgomery St.  
Phone Number.....Exbrook 2-6544  
Studio Address.....Taylor & O'Farrell Sts.  
Transmitter Location.....Near Newark, Calif.  
Air Time.....6 a.m.-M.  
News Service.....AP, INS, UP  
Transcription Service.....Standard, Capitol  
Representative.....ABC Spot Sales  
Membership.....NAB, BMB  
President.....Mark Woods  
General-Station Manager.....Gayle V. Grubb  
Commercial Manager.....Vincent Francis  
Sales Promotion-Pub. Dir.....Maury Baker  
Program Director.....Bloyce Wright  
Chief Announcer.....John Galbraith  
Musical Director.....Phil Bovero  
Chief Engineer.....A. E. Evans

## KGIL

SAN FERNANDO—1947

Frequency: 1260 Kc.....Power: 1000 Watts  
Owned-Operated By.....San Fernando Valley  
Bcstg. Co.  
Business Address.....4919 Van Nuys Blvd.  
Phone Number.....State 4-6291; Stanley 7-3467  
Studio Addresses.....4919 Van Nuys Blvd., Sher-  
man Oaks; 14808 Lassen St., San Fernando  
Transmitter Location.....14808 Lassen St.  
Air Time.....6 a.m.-2 a.m.  
News Service.....UP  
Pres., General Mgr.....F. J. Smalley, Jr.  
Commercial Manager.....Howard P. Grey  
Program Director.....Allan W. McKee  
Chief Engineer.....Cal Frisk

## 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.....AP, INS  
Transcription Service.....Standard, MacGregor,  
Lang-Worth, Associated  
Representative.....Headley-Reed  
Membership.....NAB  
Gen. Mgr.-Sta. Mgr.....Edwin P. Franklin  
Commercial Mgr.-Sales Promotion Mgr.....Stan-  
ley G. Breyer  
Pgm. Dir.-Prod.-Pub. Mgr.....Charles F. Pendleton

## KFRC

SAN FRANCISCO—1924

MBS-DON LEE

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Operated By.....Don Lee Bcstg. System  
Business-Studio Address.....1000 Van Ness Ave.  
Phone Number.....Prospect 5-0111  
Transmitter Location.....1000 Van Ness Ave.  
Air Time.....Unlimited  
News Service.....AP, INS  
Transcription Service.....World  
Representative.....John Blair  
Membership.....NAB  
V.P.-Gen. Sta. Mgr.....William D. Pabst  
Commercial Manager.....Merwyn L. McCabe  
Sales Prom. Mgr.-Pub. Dir.....Dink Templeton

## KNBC

SAN FRANCISCO—1922—NBC

Frequency: 680 Kc.....Power: 50,000 Watts  
Owned-Operated By.....National Bcstg. Co.  
Bus. Studio Address.....Taylor & O'Farrell Sts.  
Phone Number.....GRaystone 4-8700  
Transmitter Location.....Belmont  
Air Time.....Unlimited  
News Service.....AP, INS, UP  
Transcription Service.....Thesaurus, Standard  
Representative.....NBC Spot Sales  
Membership.....NAB, BMB  
President (NBC).....Joseph H. McConnell  
General-Station Manager.....John W. Elwood  
Sales Manager.....Alfred W. Crapsey  
Sales Promotion Manager.....Miss Ethel Gilchrist

Program Director..... Paul Speegle  
 Publicity Director..... John Thompson  
 Musical Director..... Tony Freeman  
 Chief Engineer..... Curtis Peck  
 Farm Editor..... Henry Schacht

## K S A N

**SAN FRANCISCO—1922**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Golden Gate Bcstg. Corp.  
 Business Studio Address..... 1355 Market St.  
 Phone Number..... Market 1-8171  
 Transmitter Location..... 1355 Market St.  
 Air Time..... 6 a.m.-M.  
 News Service..... AP, UP  
 Transcription Service..... Lang-Worth  
 Representative..... William G. Rambeau  
 Membership..... NAB  
 President..... S. H. Patterson  
 Gen.-Sta.-Comm. Mgr..... Lee C. Mikesell  
 Pgm. Prod. Dir.-Sales. Prom. Mgr..... Clint Sherwood  
 Chief Announcer..... Bob Franklin  
 Chief Engineer..... Norwood Patterson

## K S F O

**SAN FRANCISCO—1925**

Frequency: 560 Kc.... Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By.. The Associated Bcstrs.,  
 Inc.  
 Business Studio Address.. Mark Hopkins Hotel  
 Phone Number..... EXbrook 2-4567  
 Transmitter Location... Islia's Creek, Pier 92  
 Air Time..... 6:15 a.m.-12:15 a.m.  
 News Service..... INS, UP  
 Transcription Service... Standard; Associated  
 Representative..... The Bolling Co.  
 Membership..... NAB  
 President..... Wesley I. Dumm  
 V.P.-Gen. Mgr..... Philip G. Lasky  
 Commercial Mgr..... John G. Campbell  
 Sales Promotion Mgr..... Kay Mulbihill  
 Program Dir..... Robert Hansen  
 Dir. of Engineering..... A. E. Towne  
 Farm Editor..... Herb Kennedy

## K Y A

**SAN FRANCISCO—1926**

Frequency: 1260 Kc.... Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By.. Palo Alto Radio Station,  
 Inc.  
 Business Studio Address..... Fairmont Hotel  
 Phone Number..... DOuglas 2-2536  
 Transmitter Location..... Candlestick Pt.  
 Air Time..... 5:30 a.m.-M.  
 News Service..... UP  
 Representative..... Adam J. Young, Jr.  
 Membership..... NAB, BMB  
 President..... Dorothy Schiff

General Mgr. .... Don Feddersen  
 Sta.-Comm. Mgr.-Pgm. Dir..... J. G. Paltridge  
 Publicity Director..... Webb Witmer  
 Chief Announcer..... Vern Wilson  
 Musical Director..... Dorothy Thronsdon  
 Chief Engineer..... Paul C. Schulz

## K S G N

**SANGER—1947—CALIF.**

Frequency: 900 Kc.... Power: 1000 Watts d.  
 Owned-Operated By..... Radio Sanger Co.  
 Business Studio Address..... P. O. Box 338  
 Phone Number..... Sanger 490  
 Transmitter..... 4½ Mi. NE of Sanger  
 Air Time..... Daytime  
 News Service..... UP  
 Transcription Service..... World, Capitol  
 Representative..... Tracy Moore  
 Membership..... NAB  
 Gen. Station-Com. Mgr..... Bob Rogers  
 Pgm. Dir.-Chief Announcer..... D. Whitney  
 Chief Engineer..... Julian J. Nielsen  
 Farm Editor..... Jack Hall

## K C B S

**SAN JOSE—1912—CBS**

Frequency: 740 Kc.... Power: 5,000 Watts  
 Owned-Operated By..... CBS, Inc. of Calif.  
 Business-Studio Address..... Palace Hotel  
 Phone Number..... Yukon 2-7000  
 Transmitter Location..... Alviso, Calif.  
 Air Time..... 5:50 a.m.-M.  
 News Service..... AP, UP  
 Transcription Service..... Standard  
 Representative..... Radio Sales, Inc.  
 Membership..... NAB, BMB  
 President (CBS)..... Frank Stanton  
 Vice-Pres.-Gen. Mgr..... Arthur Hull Hayes  
 Comm.-Sales Prom. Mgr..... Jules Dundes  
 Program Dir..... Fred Ruegg  
 Publicity Dir..... Grant Holcomb  
 Chief Announcer..... Deane Stewart  
 Musical Dir..... Raymond Hackett  
 Chief Engineer..... Alan Cormack  
 Farm Editor..... Bert Buzzini

## 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  
 Transcription Service..... Associated  
 Representative..... W. S. Grant  
 Membership..... NAB  
 President..... George M. Mardikian  
 Genl. Mgr..... Floyd Farr  
 Program Dir..... George Snell

Publicity Dir. . . . . Dave Faust  
 Sales-Prom. Mgr. . . . . Keith Scovil  
 Chief Announcer . . . . Gordon Vallendighan  
 Chief Engineer . . . . . Lee Johnston  
 Farm Editor . . . . . Gene Venum

## K L O K

SAN JOSE—1946

Frequency: 1170 Kc. . . . . Power: 5000 Watts d.  
 Owned-Operated By . . . . . Valley Bcstg Co.  
 Business Address . . . . . 40 W. San Antonio St.  
 Phone Number . . . . . Cypress 3-3445  
 Studio Address . . . . . Rt. 3, Box 323A  
 Transmitter Location . . . . . King Rd. at Aborn  
 Air Time . . . . . Local Sunrise-Local Sunset  
 News Service . . . . . AP  
 Representative . . . . . Gene Grant  
 Membership . . . . . NAB, BMB  
 President-Gen. Mgr. . . . . E. L. Barker  
 Commercial Mgr. . . . . Richard E. Ryan  
 Program Director . . . . . Ruth Poindexter  
 Chief Engineer . . . . . Bill Cunningham

## K S J O

SAN JOSE—1946

Frequency: 1590 Kc. . . . . Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Operated By . . . . . Santa Clara Bcstg. Co.  
 Business Address . . . . . P. O. Box 995  
 Phone Number . . . . . Cypress 3-8030  
 Transmitter-Studio Loc. . . . . Story and Lucretia  
 Air Time . . . . . 6:15 a.m.-2 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Forjoe Moore  
 President . . . . . Patrick H. Peabody  
 Gen.-Station-Comm. Mgr. . . . Charles F. Mallory  
 Pgm.-Prod. Pub. Dir. . . . . Norman Paul  
 Chief Engineer . . . . . Wesley I. Shellhammer

## 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  
 Transcription Service . . . . . Associated  
 Representative . . . . . Western Radio Sales  
 Membership . . . . . NAB  
 President-Gen. Mgr. . . . . Joe E. Levitt  
 Commercial Mgr. . . . . Gordon Graham  
 Program Director . . . . . Glenn Hill  
 Chief Announcer . . . . . Jack Lund  
 Musical Director . . . . . Margaret Ring  
 Chief Engineer . . . . . Frank Glass

## K M N S

SAN LUIS OBISPO—1949

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Pacific Bcstg. Co.  
 Business-Studio Address . . . . . 1130 Garden St.  
 Phone Number . . . . . 3171  
 Transmitter Location . . . . . 500 Price St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Station Representative . . . . . Tracy Moore  
 General Manager . . . . . Marc C. Spinelli  
 Station Manager . . . . . Esther Wright  
 Program Director . . . . . Harriette Dunbar  
 Chief Announcer . . . . . Kenneth Erhardt  
 Chief Engineer . . . . . Rodney Meyers

## K V E C

SAN LUIS OBISPO—1937

MBS-DON LEE-KBS

Frequency: 920 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By . . . . . The Valley Electric Co.  
 Business Address . . . . . 851 Higuera St.  
 Phone Number . . . . . 1100-1  
 Studio Address . . . . . Mount View & Hill Sts.  
 Transmitter Location . . . . . 1½ mi. N. of City  
 On Roosevelt Hiway  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . W. S. Grant  
 Membership . . . . . NAB  
 President-Owner . . . . . Christina M. Jacobson  
 Gen. Station Mgr. . . . . Les Hacker  
 Commercial Mgr. . . . . Joe Shuttleworth  
 Sales Prom. Mgr.-Prod. Dir. . . . William Hobbs  
 Pgm.-Pub. Dir. . . . . Karl Brindle  
 Chief Announcer . . . . . Ted Warner  
 Chief Engineer . . . . . Dale Schwartz  
 Farm Editor . . . . . Al Schwartz

## K S M O

SAN MATEO—1947

Frequency: 1550 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Amphlett Printing Co.  
 Business-Studio Address . . . . . 811 "B" St.  
 Phone Number . . . . . Di. 4-2594  
 Transmitter Location . . . . . Belmont  
 Air Time . . . . . 6:30 a.m.-M.  
 News Service . . . . . AP, UP  
 Representative . . . . . Grant  
 Membership . . . . . NAB  
 President . . . . . J. Hart Clinton  
 Gen.-Sta.-Comm. Mgr. . . . . George Arnold  
 Program Director . . . . . Bill Delmar  
 Chief Engineer . . . . . H. Neil Black

## K V S M

**SAN MATEO—1946**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Oper. By... San Mateo County Bcstrs.  
 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... UP  
 Transcription Service... World  
 Representative... Donald Cooke, Gene Grant  
 President... Hugh H. Smith, Jr.  
 Gen. Mgr... Charles E. Morin  
 Chief Announcer... John Egan  
 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... San Rafael 1510  
 Studios... 1117 Fifth St.; Hotel Don, Richmond  
 Transmitter Location... College Ave., Kentfield  
 Air Time... Local sunrise-local sunset  
 News Service... AP  
 President... Roy A. Brown  
 Gen.-Station Mgr... Hugh E. Turner  
 Comm., Sales Prom. Mgr... Clifford A. Trotter  
 Program Director... Pete Miller  
 Chief Ann... Gene De Alessi  
 Chief Engineer... Melvin H. Murphy

## K V O E

**SANTA ANA—1926—MBS-DON LEE**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Operated By... The Voice of the Orange  
 Empire, Inc., Ltd.  
 Business Address... 105 E. 5th St.  
 Phone Number... Kimberly 2-7191  
 Studio Transmitter... 12531 E. Willowwick Dr.  
 Air Time... Unlimited  
 News Service... UP  
 Transcription Service... Standard, MacGregor  
 Representative... Western Radio Sales  
 Membership... NAB, BMB  
 President, Gen. Mgr... Ernest L. Spencer  
 Station-Comm. Mgr... Donner P. Spencer  
 Sales Prom. Mgr.-Pub. Dir... W. J. Burrud  
 Prgm. Dir... Wallace S. Wiggins  
 Prod. Dir.-Chief Ann... Jerry De Haan  
 Chief Engineer... Stanley G. Guenther

## K D B

**SANTA BARBARA—1921  
 MBS-DON LEE**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Don Lee Bcstg. System

Business-Studio-Transmitter... Radio Square  
 Phone Number... 4131  
 Air Time... Unlimited  
 News Service... UP  
 Transcription Service... World  
 Representative... John Blair  
 Pres.-Gen. Mgr... Willet H. Brown  
 Station Manager... Edward K. Kemble  
 Comm. Manager... James S. Blomfield  
 Prog. Dir., Farm Editor... Donald C. Roberts  
 Prod. Dir... Richard Collins  
 Chief Announcer... George Humphrey  
 Chief Engineer... Forrest T. Choate

## K I S T

**SANTA BARBARA—1946—NBC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Radio KIST, Inc.  
 Business-Studio Address... Balboa Bldg.  
 Phone Number... 3981  
 Transmitter Location... 735 State St.  
 Air Time... 6 a.m.-12:15 a.m.  
 News Service... UP  
 Representative... George P. Hollingbery  
 Membership... NAB, BMB  
 President... Harry C. Butcher  
 Gen.-Sta.-Comm. Mgr... Fin Hollinger  
 Sales Promotion Mgr... Michael J. McKeogh  
 Prog.-Pub. Director... Mary Ann Casey  
 Prod. Dir... Al Staas  
 Chief Engineer... Stan Saueressig

## 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... 3925  
 Transmitter Location... Goleta  
 Air Time... 6:30 a.m.-M.  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... Paul H. Raymer  
 Membership... NAB  
 President... Thomas M. Storke  
 Vice-President... Charles A. Storke  
 Station Mgr... Kenneth E. Peters  
 Comm. Mgr... William Simpson  
 Prog. Dir.-Chief Anncr... Ted Scott  
 Publicity Director... John Willis  
 Chief Engineer... Albert A. Nicolay

## K D O N

**SANTA CRUZ—1935**

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Operated By... Central Coast  
 Counties Radio, Inc.  
 Bus. Add... P.O. Box 951, Monterey, Calif.  
 Phone Numbers... Monterey 8501; Salinas  
 6451; Santa Cruz 5140

CALIFORNIA

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Chairman: Lewis Allen Weiss—Chairman of the Board, Don Lee Mutual Broadcasting System, Hollywood

Vice-Chairman: Grant Holcomb, Jr.—KQW-CBS, San Francisco

Directors: Glenn Shaw—KLX, Oakland  
Beverly Ballard—KUBA, Yuba City

CALIFORNIA



Studio Address.....1407 Pacific Ave.  
 Transmitter Location.....Palm Beach  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Serv.....World, Associated, Cole  
 Representative.....W. S. Grant Co.  
 Membership.....NAB-BMB  
 President.....Paul Caswell  
 Gen.-Sta.-Comm. Mgr.....Reed Pollack  
 Pgm.-Prod.-Publ. Dir.....Orel Phillips  
 Chief Engineer.....Omer Wright  
 Farm Editor.....Orel Phillips

## **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  
 Studio-Transmitter Address..Capitola Drive &  
 Corcoran Lagoon  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard, Thesaurus  
 Membership.....NAB  
 Mng. Part.-Gen. Mgr.-Chief Engr.  
 Charles Vernon Berlin

## **K C O Y**

**SANTA MARIA—1947  
 ABC-TRI-COUNTY**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...News-Press Publishing Co.  
 Business-Studio Address.....114 W. Cook St.  
 Phone Number.....104  
 Transmitter Location.....N. Blosser Rd.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Paul H. Raymer  
 Chief Executives.....Thomas M. Storke,  
 Charles A. Storke  
 General Mgr.....J. W. Benes  
 Program Director.....A. J. Hapgood  
 Chief Engineer.....Leroy O'Laughlin

## **K S M A**

**SANTA MARIA—1947—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Central Coast Bcstg. Co.  
 Business-Studio Add.....510 W. Morrison St.  
 Phone Number.....43  
 Transmitter Location.....510 W. Morrison St.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Fee F. O'Connell  
 Membership.....NAB  
 President, Owner.....John H. Poole  
 General Manager.....Laurence W. Harry

## **K S P A**

**SANTA PAULA—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Ventura County Radio  
 Center, Inc.  
 Business-Studio Address...112 N. Middle Rd.  
 Phone Number.....940  
 Transmitter.....112 N. Middle Rd.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 President-Gen. Mgr.....Neal Van Sooy  
 Station Manager.....Bob Reel  
 Commercial Manager.....Don Seymour  
 Musical Director.....John Smith  
 Chief Engineer.....Homer Parker  
 Chief Anncr.-Farm Editor.....Roy Sadlier

## **K S R O**

**SANTA ROSA—1937**

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Ruth W. Finley  
 Bus.-Studio Address.....425 Mendocino Ave.  
 Phone Number.....110  
 Transmitter Location.....Finley Ave.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....W. S. Grant  
 Membership.....NAB  
 General-Station Manager...Charles P. Scott  
 Commercial Manager.....Lee Flemming  
 Sales Prom. Mgr., Pub. Dir..William Lambert  
 Program Director.....Russ Siner  
 Chief Announcer.....Vic Rugh  
 Chief Engineer.....Vern Hassett  
 Farm Editor.....Sheridan Baker

## **K R O G**

**SONORA—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Mother Lode Bcstg. Co.  
 Business Address.....Sonora  
 Phone Number.....426  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard, SESAC  
 Owner-General Mgr.....lanthe Densmore  
 Program Director.....Neal Edmondson  
 Chief Engineer.....Casper Tressl

## **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, 3 mi. from  
 Stockton

# CALIFORNIA

Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . INS  
 Transcription Service . . . . . World  
 Representative . . . . . John Blair  
 President-Gen. Mgr. . . . . E. F. Peffer  
 Station-Commercial Mgr. . . . . E. Smith  
 Program Director . . . . . V. Swan  
 Publicity Director . . . . . E. Flower  
 Program Director . . . . . V. Swan  
 Chief Engineer . . . . . Bey Greene  
 Chief Announcer . . . . . Bill Hill  
 Farm Editor . . . . . Bell Lange

## KSTN

**STOCKTON—1949**

Frequency: 1420 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . San Joaquin Bcstg. Co.  
 Business Address . . . . . Hotel Clark  
 Phone Number . . . . . 4-4689  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Representative . . . . . Hollingbery  
 President . . . . . Knox LaRue  
 General Manager . . . . . D. M. Greene  
 Program Director . . . . . Walter Lind  
 Chief Engineer . . . . . Ken Hollingsworth

## 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. Sta.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB, BMB  
 President . . . . . Eleanor McClatchy  
 Station Manager . . . . . Howard L. Bailey  
 Program Manager . . . . . James E. Longe  
 Traffic Manager . . . . . Marian V. Hough  
 Chief Technician . . . . . Frank Nesmith  
 Farm Editor . . . . . John Mackenzie

## KXOB

**STOCKTON—1947—MBS-DON LEE**

Frequency: 1280 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Valley Bcstg. Co.  
 Business-Studio Address . . . . . 2013 Pacific Ave.  
 Phone Number . . . . . 5-5896  
 Transmitter Location . . . . . Beyer Lane  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . John E. Pearson, Western  
 Radio Adv.  
 Membership . . . . . BMB  
 President . . . . . Lincoln Dellar  
 General Manager . . . . . Herb Ferguson

Station Manager . . . . . Keith Pinion  
 Program Director . . . . . Earle Russell  
 Chief Engineer . . . . . Walt Berger

## KSUE

**SUSANVILLE—1948**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Nolan Hallowell,  
 James E. McKahan  
 Business-Studio-Transmitter  
 Address . . . . . Chestnut & Weatherlow Sta.  
 Phone Number . . . . . 354-B  
 Air Time . . . . . 7 a.m.-10 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Donald Cooke, Tracy Moore  
 Membership . . . . . NAB  
 Sta.-Sales Prom. Mgr.-Pub. Dir. . . . . Wm. B. Murphy  
 Commercial Manager . . . . . Zeke White  
 Prog. Dir., Farm Editor . . . . . Wayne Thornton, Jr.  
 Chief Engineer . . . . . Harold C. Houston

## KTKR

**TAFT—1948**

Frequency: 1310 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Taft Bcstg. Co.  
 Business Address . . . . . P.O. Box "WW"  
 Phone Number . . . . . S-3101  
 Studio-Transmitter Address . . . . . 1 mi. W. of Taft  
 Air Time . . . . . Local Sunrise—lccal Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . O'Connell  
 Membership . . . . . NAB  
 Pres.-Gen. Mgr.-Pgm. Dir. . . . . Kenneth Aitken  
 Commercial Manager . . . . . George Flansberg  
 Chief Engineer . . . . . Jim Welch

## KCOK

**TULARE—1945—MBS-DON LEE**

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  
 Representative . . . . . John E. Pearson, Western  
 Radio Sales  
 Membership . . . . . NAB, BMB  
 President . . . . . Herman Anderson  
 General Sta. Mgr. . . . . Sheldon Anderson  
 Commercial Manager . . . . . R. A. Wegener  
 Sales-Prom. Mgr.-Pgm. Dir.-Prod. Dir. . . . . Paul  
 Salvo  
 Publicity Director . . . . . Dan Corrigan  
 Chief Anncr.-Musical Dir. . . . . Bob Lee  
 Chief Engineer . . . . . James Morrison  
 Farm Editor . . . . . Dick Martin

**KTUR**

**TURLOCK—1949**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Operated By.....Turlock Bcstg. Corp.  
 Business Address.....P. O. Box 326  
 Phone Number.....4-3430  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....O'Connell  
 President.....W. N. Lindskoog  
 General Commercial Mgr.....H. A. McMillen  
 Program Director.....Rusty Simmons  
 Chief Engineer.....Maxon B. Sayre

**KGYW**

**VALLEJO—1947**

Frequency: 1190 Kc. Power: 250 Watts d.  
 Owned-Operated By.....California-Nevada  
 Bcstg. Co.  
 Business-Studio Address....3267 Sonoma Blvd.  
 Phone Number.....3-5667  
 Transmitter Location.....3267 Sonoma Blvd.  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP

Representative.....Tracy Moore  
 General Manager.....David McKay  
 Station-Commercial Mgr.....Ralph Stillings  
 Program Director.....Victor Paulsen  
 Chief Announcer.....William Hillman  
 Chief Engineer.....William Roberts

**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  
 Studio-Transmitter Location.....San Pedro &  
 Allesandro Sts.  
 News Service.....UP  
 Transcription Service.....Capitol  
 Air Time.....5:30 a.m.-M.  
 Representative.....Western Radio Adv.  
 President.....Dr. Charles Stuart  
 General Manager.....Mort Werner  
 Station Mgr.-Pgm. Dir.....Dana Marble  
 Commercial Manager.....Harry Engel  
 Publicity Director.....Margert Marble  
 Musical Director.....Donald Brown  
 Chief Engineer.....Dick Stanton  
 Farm Editor.....Jack Powell

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**VENTURA**

**CALIFORNIA**

# KVVC

VENTURA—1947—KBS

Frequency: 1590 Kc. Power 1000 Watts  
 Owned-Oper. By... Voice of Ventura County  
 Business Address... P.O. Box 1411  
 Phone Number... 6185; Oxnard 6-5254  
 Studio Address... Colonial House  
 Oxnard; Mills Rd. near Telegraph Road  
 Transmitter Location  
 Mills Rd. near Telegraph Rd. E. of Ventura  
 Air Time... 6 a.m.-M.  
 News Service... AP  
 Transcription Service... Standard  
 Representative... W. S. Grant  
 President... Wm. H. Haupt  
 Sta.-Comm.-Sales Prom. Mgr... Larry S. Nicholson  
 Pgm.-Prod.-Pub. Dir... Ed Rock  
 Chief Engineer... Charles Farmer

# KSYC

YREKA—1947—CNG

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Siskiyou County Bcstg.  
 Co., Inc.  
 Address... Lawrence Lane & S. Oregon St.  
 Phone Number... 624  
 Air Time... 7 a.m.-10 p.m.  
 News Service... AP  
 Transcription Service... World  
 Representative... Tracy Moore  
 Membership... NAB, BMB  
 President... E. G. Millbourn  
 General Manager... Holt C. Wardrip  
 Sta.-Comm.-Sales Prom. Mgr. Jack R. Wagner  
 Program Dir.-Chief Announcer... Jack Matranga  
 Musical Director... Dale Scott  
 Chief Engineer... Bill Maginnis

# KKIN

VISALIA—1946

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... KKIN, Inc.  
 Business Address... P. O. Box 1589  
 Phone Number... 4-5811  
 Studio Address... Hotel Johnson  
 Transmitter Location... McWilliams Lane  
 Air Time... 6 a.m.-11 p.m.  
 News Service... UP  
 Transcription Service... Standard  
 Representative... Forjoe  
 Pres.-Gen. Mgr.-Farm Editor... Lyman Treaster  
 Comm.-Sales Prom. Mgr... Albert Blain  
 Pgm.-Prod. Dir... George Lindsay  
 Chief Announcer... Ted Keneesey  
 Chief Engineer... Lyman Treaster

# KUBA

YUBA CITY—1947  
 CALIF. NET

Frequency: 1600 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By... Peach Bowl Bcstrs., Inc.  
 Business-Studio Address... P. O. Box 309  
 Phone Number... 3-7309  
 Transmitter Location... Sanborn Rd., Sutter Co.  
 Air Time... 6:30 a.m.-11 p.m.  
 News Service... AP  
 Transcription Service... Standard, Capitol  
 Representative... Irene Griffith, Friendenberg  
 President-Gen. Mgr... Chester V. Ullom  
 Station-Commercial Mgr... Clyde L. Goodnight  
 Sales Prom. Mgr.-Pub. Dir... David T. Harris  
 Program-Production Dir... John J. Rolih  
 Chief Announcer... Bob Johnson  
 Chief Engineer... Roy Swanson  
 Farm Editor... David T. Harris

# KHUB

WATSONVILLE—1936

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Sen. Luther E. Gibson  
 Business Address... P. O. Box 349  
 Phone Number... 1700  
 Studio-Transmitter Location... Atkinson Lane  
 Air Time... 7:00-11 p.m.  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... W. S. Grant  
 Membership... NAB  
 President... Luther E. Gibson  
 Gen. Sta. Mgr.-Pgm. Dir... George Grayson  
 Commercial-Sales Prom. Mgr... Tony Bernhard  
 Musical Director... Richard Schmale  
 Chief Engineer... Ferrell Buckley

# HELP



# THE RED CROSS

# COLORADO

Estimated Population 1,215,000—Increase +8.2%—Radio Homes—367,000  
Radio Families 370,000—Stations in State 31

## KGIW

ALAMOSA—1929—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....E. L. Allen  
Business Address.....P. O. Box 179  
Phone Number.....26  
Studio-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.....Bob Paige

## KBOL

BOULDER—1946—COLUMBINE

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Boulder Radio KBOL, Inc.  
Business-Studio Address.....1617 Pearl St.  
Phone Number.....1490  
Transmitter Location.....E. Pearl St.  
Air Time.....7 a.m.-M.  
News Service.....AP  
Transcription Service.....Standard, Lang-Worth  
Membership.....NAB  
President.....Herb Hollister  
General-Station Mgr.....Russel Shaffer  
Comm. Mgr.....Ken James  
Pgm. Dir., Chief Annr.....Ed Hinkle  
Chief Engineer.....Blair Dobbins

## KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts d.  
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  
Program Director.....G. C. Underhill  
Chief Announcer.....Dick Painter  
Chief Engineer.....O. J. Birdsong

## 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 a.m.-M.  
News Service.....AP  
Transcription Service.....Standard, Lang-Worth,  
Cole  
Membership.....NAB  
Pres., Gen.-Comm. Mgr.....Joseph H. Rohrer  
Commercial Manager.....Harry Hoth  
Prog., Musical Dir.....Jean Gitz  
Production Director.....Robert Fitzmorris  
Chief Announcer.....Jay Cook  
Chief Engineer.....Robert Fitzmorris

## KVOR

COLORADO SPRINGS—1923—CBS

Frequency: 1300 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Voice of the Rockies, Inc.  
Business-Studio Address.....800 Exchange Na-  
tional Bank Bldg.  
Phone Number.....Main 278  
Transmitter Location.....2803 E. Platte Ave.  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....World  
Membership.....NAB  
President-Gen. Mgr.....James O. Russell  
Station Manager.....Everett Shupe  
Sales-Prom.-Pub. Dir.....Jack O'Brien  
Program Director.....Morrison Parker  
Prod. Dir.-Chief Ann.....Cecil Seavey  
Music Dir.....Mary Alice Pentland  
Chief Engineer.....Cozine Strang  
Farm Editor.....Ralph Conner

## KRAI

CRAIG—1948—COLUMBINE

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....No. Western Colo. Bcstg. Co.  
Business Address.....Box 1027  
Phone Number.....707-8  
Air Time.....6:30 a.m.-10 p.m.  
News Service.....UP  
Studio-Transmitter.....Meeker Road  
President.....G. N. Winder  
Gen.-Sta. Mgr.....Richard A. Miner  
Commercial Manager.....Richard S. Fox  
Sales Promotion Manager.....Richard A. Miner  
Pgm.-Prod. Dir.....S. C. Wood  
Chief Engineer.....S. K. Stuart  
Farm Editor.....Clay Wood

## KLZ

DENVER—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Operated By.....Aladdin Radio & TV, Inc.

# COLORADO

Business-Studio Address... Shirley Savoy Hotel  
 Phone Number... MAin 4271  
 Transmitter Location... Englewood, Colo.  
 Air Time... 6 a.m.-M.  
 News Service... AP, INS  
 Transcription Service... Standard  
 Representative... Katz  
 Membership... NAB, BMB  
 President... Harry E. Huffman  
 Gen. Manager... Hugh B. Terry  
 Commercial Manager... R. Main Morris  
 Sales Prom. Mgr.-Pub Dir... John Connors  
 Program Director... Charles C. Roberts  
 Musical Director... Arthur Gow  
 Chief Engineer... Harvey E. Wehrman  
 Farm Editor... Lowell Watts

Transcription Service Associated, Cole, SESAC  
 Representative... John Blair  
 General Manager... Gene O'Fallon  
 Managing Director... Frank Bishop  
 Commercial Mgr... W. H. Conklin  
 Program Dir... Dale Morgan  
 Musical Director... Jeanette Norquist  
 Chief Announcer... Ronald J. McCoy  
 Farm Editor... Gus Swanson  
 Chief Engineer... T. G. Morrissey

## 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

## KMYR

DENVER—1940—COLUMBINE

Frequency: 1340 Kc... Power: 250 Watts  
 Owned-Operated By... KMYR Bcstg. Co.  
 Business-Studio Address... 1626 Stout St.  
 Phone Number... MAin 4161  
 Transmitter Location... 1626 Stout Street  
 Air Time... 6 a.m.-1:30 a.m.  
 News Service... AP, UP  
 Transcription Service...  
 World Representative... William G. Rambeau  
 Membership... NAB  
 President... F. W. Meyer  
 Gen. Sta. Mgr... A. G. Meyer  
 Comm.-Sales-Prom. Mgr... Edwin E. Koepke

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 thanks to this fine list of national advertisers and  
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 Ray Perkins in 1949



Mutual in Denver  
 MANAGED BY GENE O'FALLON  
 REPRESENTED BY JOHN BLAIR

• SWIFT ICE CREAM • TENDERLEAF TEA • BEEMAN'S • BEST FOODS • BIRDS-EYE • BLONDEX •

# COLORADO

Program Director.....Gene Amole  
Production Director.....Lowell B. Switzer  
Publicity Director.....Richard M. Leonard  
Chief Announcer.....Bill Butterfield  
Musical Director.....Martha Gobble  
Chief Engineer.....Glen L. James

## K O A

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  
Representative.....NBC Spot Sales  
Membership .....NAB, BMB  
President (NBC).....Joseph H. McConnell  
General-Station Manager.....Lloyd E. Yoder  
Sales Mgr.....L. Berry Long, Jr.  
Sales Promotion Manager...Randolph Smith  
Program Manager.....Clarence C. Moore  
Production Manager.....Earle C. Ferguson  
Publicity Director.....William R. Day  
Musical Director.....Milton Shrednik  
Asst. Mgr. Chg. Engineering...Robert H. Owen  
Agricultural Dir.....Donald M. Peach

## K T L N

DENVER—1948—LIBERTY

Frequency: 990 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Radio Station KTLN  
Business-Studio Address.....Park Lane Hotel  
Phone Number.....RAce 4636  
Transmitter Location...3000 South Plate River Dr.  
Air Time .....Sunrise-Sunset  
News Service .....UP  
Transcription Service .....Standard  
Representative .....Donald Cooke  
Membership .....NAB  
Gen.-Sta. Mgr.....Leonard Coe  
Sales Promotion Manager...John Buchanan  
Program Director.....Jack Helling  
Chief Engineer.....O. E. Kelley

## K V O D

DENVER—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts  
Owned-Operated By...Colorado Radio Corp.  
Business-Studio Address...Midland Savings  
Bldg.  
Phone Number.....TAbor 2291  
Transmitter Location.....No. of Denver  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service.....Lang-Worth, Cole,  
Associated  
Representative.....Free & Peters

Membership .....NAB-BMB  
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  
Farm Editor.....Leslie Stark

## K I U P

DURANGO—1935

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...San Juan Bcstg. Co.  
Business-Studio Address...2800 Main Ave.  
Phone Number .....117  
Transmitter Location.....2800 Main Ave.  
Air Time .....6:30 a.m.-10 p.m.  
News Service .....UP  
Transcription Service .....Standard  
Representative.....Thomas F. Clark  
General-Station Mgr.....R. E. O'Brien  
President .....Mike Cummins  
General-Station-Comm. Mgr.....R. E. O'Brien  
Comm. Mgr.-Publ. Dir.....T. Ralph Bennett  
Sales Promotion Manager.....John Merrell  
Program Director.....Lee O'Brien  
Production Director.....Don Hoover  
Chief Announcer.....Lou Vander Linden  
Musical Director.....Shirley Hawley  
Chief Engineer.....Harold Hoffman  
Farm Editor.....John Merrell

## K C O L

FT. COLLINS—1947—COLUMBINE

Frequency: 1410 Kc.....Power: 1000 Watts  
Owned-Operated By...The Northern Colorado  
Bcstg. Co.  
Business-Studio Address...1600 La. Porte Ave.  
Phone Number .....2600  
Transmitter Location.....1600 La Porte Ave.  
Air Time .....Unlimited  
News Service .....AP  
Transcription Service .....Standard  
Membership .....NAB, BMB  
President .....Herb Hollister  
Gen. Sta. Mgr.....Douglas D. Kahle  
Comm.-Sales Prom. Mgr....Dave Schlotthauer  
Program-Publicity Director...Jack Hitchcock  
Prod. Mgr.-Mus. Dir.-Chief Ann. Russ Rountree  
Chief Engineer.....Harold Austin  
Farm Editor.....Bill Paxton

## K F T M

FORT MORGAN—1949  
COLUMBINE

Frequency: 1260 Kc.....Power: 500 Watts d.  
Owned-Operated By...Fort Morgan Bcstg. Co.  
Business Address.....P. O. Box 702

**COLORADO**

Phone Number ..... 1000  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... Standard  
Pres. Gen. Mgr. .... Robert H. Dolph  
Comm. Mgr. .... Rainsford J. Winslow  
Pgm. Dir. .... Frank Allen  
Chief Engineer. .... Robert D. LaRue

**KEXO**

**GRAND JUNCTION—1948  
COLUMBINE**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Voice of Western Colo.  
Address. .... 2501 North Ave., P. O. Box 629  
Phone Number ..... 1230  
Air Time ..... 6 a.m.-M.  
News Service ..... AP  
Transcription Serv. Capitol, Thesaurus, World  
Representative ..... Harlan Oakes  
President. .... D. Spencer Grow  
Gen. Sta. Prom. Mgr. .... H. Abbott Tessman  
Commercial Mgr. .... Harold Roper  
Pgm. Prod. Director. .... Robert A. Collins  
Pub. Dir. .... Gene Wilburn  
Chief Engineer. .... D. E. Towne  
Farm Editor. .... William Metcalf

**KFXJ**

**GRAND JUNCTION—1926—MBS**

Frequency: 920 Kc. .... Power: 1000 Watts d;  
500 Watts n.  
Owned-Operated By. .... Western Slope Bcstg.  
Co.  
Business-Studio Address. .... Hillcrest Manor  
Phone Number. .... Grand Junction 1300  
Transmitter Location. .... Hillcrest Manor  
Air Time ..... 6 a.m.-M.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... Hal Holman  
Membership ..... NAB, BMB  
Pres. Gen. Sta. Mgr. .... Rex Howell  
Auditor ..... Charles Howell  
Sales Prom. Mgr. .... Bart O'Conner  
Traffic Director. .... Rosa Lee Samuels  
Chief Announcer. .... Ed Lewis  
Music Dir. .... Jack Puter  
Chief Engineer. .... Charles Hay  
Farm Editor ..... Bill Warner

**KFKA**

**GREELEY—1921**

Frequency: 910 Kc. .... Power: 1000 Watts  
Owned-Oper. By. .... Mid-Western Radio Corp.

**COLORADO**

**WHY IS AP  
THE BEST?**

**BECAUSE—AP** has more news correspondents, more news  
bureaus, more miles of news wires than any  
other news service.

**ROCKY MOUNTAIN ASSOCIATED PRESS BROADCASTERS' ASSOCIATION**

Director for Colorado and Wyoming: Douglas Kahle—KCOL, Fort  
Collins, Colo.

Director for Montana: Franz Robischon—KBMV, Billings, Mont.

**COLORADO**



# • • • COLORADO • • •

Business-Studio Address.....620—8th Ave.  
Phone Number.....450-1  
Transmitter Location.....Radio Ranch, Evans  
Air Time.....5 a.m.-11 p.m.  
News Service.....UP  
Transcription Serv.....Lang-Worth, Cole, SESAC  
President, General Manager.....Francis Price  
Sales Prom. Mgr.....William G. Stewart  
Program Director.....Jack Redus  
Publicity Director.....Delbert Wood  
Chief Announcer.....Larry Lee  
Chief Engineer.....Harry Brewer  
Farm Editor.....Carl Jordan

## K YOU

### GREELEY—1948—COLUMBINE

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Meroco Bcstg. Co.  
Business-Studio-Transmitter  
Address.....2424 6th Avenue  
Phone Number.....3275  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Pres., General Manager.....Elwood H. Meyer  
Commercial Manager.....Frank Thomas  
Program Director.....Jack Hull  
Production Director.....Ann Freeman  
Chief Announcer.....Merwin Smith  
Chief Engineer.....Paul Emrich

## KOKO

### LA JUNTA—1936—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....The Southwest Bcstg. Co.  
Business-Studio Address.....La Junta  
Phone Number.....42  
Transmitter Location.....4 miles W. of La Junta  
on U. S. Highway No. 50  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Thomas F. Clark  
President.....Ellis P. Lupton  
Gen.-Sta.-Comm. Mgr.....John M. Boyd  
Program Director.....Carma Hayes  
Publicity Director.....Bud Ryan  
Chief Engineer.....Lloyd Wilson  
Farm Editor.....Gail Banks

## KLMR

### LAMAR—1948—COLUMBINE

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....The Southeast Colorado  
Bcstg. Co.  
Business Address.....P. O. Box 232  
Phone Number.....804  
Studio-Transmitter.....North Santa Fe Trail  
Air Time.....6 a.m.-10 p.m.  
News Service.....AP  
Transcription Service.....World

Membership.....NAB  
President.....Ralph E. Eaton  
Gen.-Sta.-Sales Prom. Mgr.....J. B. Bradshaw  
Pgm.-Prod.-Dir.-Chief Anncr.....Orth Bell  
Comm. Mgr.-Chief Engr.....Donald F. Stephens  
Publicity Dir.....Pat Carroll

## KLMO

### LONGMONT—1949

Frequency: 1050 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Longmont Bcstg. Co.  
Business Address.....Box 827  
Phone Number.....1461  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....Standard  
Pres.-Gen. Mgr.....J. P. Dubberley  
Comm. Mgr.....P. R. Walker  
Pgm. Dir.....J. A. Hillis  
Chief Engineer.....R. R. Blanchard

## KUBC

### MONTROSE—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Uncompaghre Bcstg. Co.  
Business-Studio Address.....P. O. Box 279  
Phone Number.....199  
Transmitter Location.....1 Mi. E. of Montrose  
Air Time.....6 a.m.-10:30 p.m.  
News Service.....UP  
Representative.....Gene Grant  
President.....Joe F. Hartman  
Gen.-Sta. Mgr.....Geo. Cory  
Comm.-Sales Prom. Mgr.....Louis Benedict  
Pgm.-Prod.-Publ. Dir.....Vern Friesen  
Musical Director.....Jack Glynn  
Chief Engineer.....Don Anderson

## KCSJ

### PUEBLO—1947—MBS-COLUMBINE

Frequency: 590 Kc.....Power: 1000 Watts  
Owned-Operated By.....Star Bcstg. Co., Inc.  
Business-Studio Address.....211 West 5th St.  
Phone Number.....8522  
Transmitter Location.....N. Hudson  
Air Time.....6 a.m.-M.  
Transcription Service.....Associated  
Representative.....Taylor-Boroff  
Membership.....NAB, BMB  
President.....Frank S. Hoag, Jr.  
General-Station Manager.....Dale W. Scott  
Commercial Manager.....Jack Cobb  
Pgm. Dir.-Prom. Mgr.....Roy Borden  
Chief Engineer.....Gerald Kounter

## KDZA

### PUEBLO—1947—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Pueblo Radio Co.

# COLORADO

Business-Studio Address.....3011 Elizabeth  
Phone Number.....8551  
Transmitter Location.....3011 Elizabeth  
Air Time.....6:30 a.m.-10 p.m.  
News Service.....AP  
Transcription Service.....Standard, Captiol  
Representative.....Donald Cooke  
Membership.....NAB  
President-Gen. Sta. Mgr.....Dee B. Crouch  
Comm.-Sales Prom. Mgr.....Maxson Bevens  
Chief Announcer.....George Corneal  
Musical Director.....Constance Aylen  
Chief Engineer.....Dee B. Crouch

## K G H F

PUEBLO—1927—ABC

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By.....Colorado Bcstg. Co., Inc.  
Business-Studio Address.....304 N. Main St.  
Phone Number.....3877  
Transmitter Location.....N.W. of Pueblo, U. S.  
Hiway 50

Air Time.....6 a.m.-M.  
News Service.....INS  
Transcription Service.....World, SESAC  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB, BMB  
President.....Gifford Phillips  
Station Manager.....Robert D. Ellis  
Commercial Manager.....Kenneth C. Russell  
Sales Prom. Mgr.-Publ. Dir.....Howard Myers  
Pgm.-Prod. Mgr.-Chief Anncr. Clifford Hendrix  
Chief Engineer.....Willis C. Shanks  
Farm Editor.....Irwin Cunningham

## K V R H

SALIDA—1948—KBS—COLUMBINE

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....Vir N. James  
Address.....Salida  
Phone Number.....30  
Transmitter Location.....1.3 Miles W. of Town  
Air Time.....7 am. to 10 p.m.  
News Service.....UP  
Representative.....Thomas F. Clarke  
Membership.....BMB  
General Manager.....Vir N. James  
Commercial Manager.....Bill McMillen  
Program Director.....Henry Long  
Chief Engineer.....T. L. Kidd  
Farm Editor.....Verl E. Lee

## K G E K

STERLING—1925—KBS

Frequency: 1230 Kc. Power: 100 Watts d.  
Owned-Operated By.....Elmer G. Beehler  
Address.....Fleming Rd.  
Phone Number.....1175  
Air Time.....Daytime  
News Service.....UP

Transcription Service.....MacGregor, Cole  
Representative.....Thomas F. Clark  
Pres.-Gen. Mgr.-Chief Engr. Elmer G. Beehler  
Comm.-Sales Prom. Mgr.-Prog. Dir. Al Ross

## K C R T

TRINIDAD—1946—KBS  
COLUMBINE

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By.....Mel-Bert Bcstg. Co.  
Business-Studio Add.....So. Country Club Dr.  
Phone Number.....338  
Transmitter Location.....South Country Club Drive  
Air Time.....7 a.m.-10 p.m.  
News Service.....UP  
Transcription Service.....Lang-Worth, KBS  
Station Manager.....Mel Cooper  
Comm.-Sales Prom. Mgr.....Bert Coyle  
Program Director.....Millye J. Coyle  
Chief Anncr.....George Barron  
Chief Engineer.....Mel Cooper

## K S F T

TRINIDAD—1946—MBS

Frequency: 1280 Kc. Power: 1000 Watts d.,  
500 Watts n.  
Owned-Operated By.....Trinidad Bcstg. Corp.  
Bus.-Studio Address.....219 N. Commercial St.  
Phone Number.....414  
Transmitter Location.....Garcia Plaza  
Air Time.....6 a.m.-10 p.m.  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Forjoe  
Membership.....NAB  
President.....Ellis P. Lupton  
Gen.-Comm. Mgr.....Paul D. George  
Sales Promotion Manager.....Ben Bezoff  
Pgm.-Prod. Dir.....Cal Watson  
Chief Announcer.....John Special  
Musical Director.....Lena Cimino  
Chief Engineer.....Lloyd L. Wilson  
Farm Editor.....Cal Watson

## K P H C

WALSENBURG—1948  
COLUMBINE

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Walsenburg Bcstg. Corp.  
Business Address.....10th & Main  
Phone Number.....79  
Studio-Transmitter Location.....10th & Main  
Air Time.....6:30 a.m.-10:15 p.m.  
News Service.....UP  
Representative.....Thomas F. Clark  
President.....Tom G. Banks, Jr.  
Gen.-Sta. Mgr.....Clem Morgan  
Comm.-Sales Prom. Mgr.-Pgm. Dir. Harold Reed  
Chief Engineer.....John Figal  
Farm Editor.....Ken Bradbury

# CONNECTICUT

Estimated Population 2,019,000—Increase +18.1%—Radio Homes 580,000  
Radio Families 584,000—Stations in State 26

## W I C C

### BRIDGEPORT—1926—MBS-YANKEE

Frequency: 800 Kc. . . . . Power: 1000 Watts d.,  
500 Watts n.

Owned-Operated By . . . . . General Tire, Inc.  
Business Address . . . . . 21 Brookline Ave., Boston  
Phone Number . . . . . 6-1121-2-3  
Studio Address . . . . . 144 Golden Hill St.  
Transmitter Location . . . . . Pleasure Beach Pk.  
Air Time . . . . . 6:30 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Edward Petry  
General Manager . . . . . Dickens J. Wright  
Comm.-Sales Prom. Mgr. . . . . Charles W. Parker  
Pgm.-Prod.-Pub. Dir. . . . . James W. Evans  
Chief Announcer . . . . . John R. Montgomery  
Musical Director . . . . . Marlene Regnery  
Chief Engineer . . . . . Winthrop Crawford

## W L I Z

### 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 & Forest Aves.  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Taylor-Boroff  
Pres., Gen.-Sta. Manager . . . . . William Elliott  
Commercial Manager . . . . . Emanuel S. Slotnick  
Sales Promotion Manager . . . . . Sol Robinson  
Program-Prod. Director . . . . . Wallace B. Dunlap  
Publicity Director . . . . . William Elliott  
Chief Engineer . . . . . Ralph Wynquist  
Farm Editor . . . . . Connie Parks

## W N A B

### BRIDGEPORT—1941 ABC-CONN. STATE

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . WNAB, Inc.  
Business-Studio Address . . . . . 991 Broad St.  
Phone Number . . . . . 3-3112  
Transmitter . . . . . Locomobile Pt., Seaside Pk.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Representative . . . . . William G. Rambeau  
Membership . . . . . NAB  
President-Chief Engineer . . . . . Harold Thomas  
General Manager . . . . . Levon Thomas  
Program Director . . . . . Jack Dahlby  
Promotion Manager . . . . . Jean O'Shea  
Commercial Manager . . . . . William Rankin

## W B I S

### BRISTOL—1948

Frequency: 1440 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . The Bristol Bcstg. Corp.  
Business-Studio Address . . . . . 183 Main St.  
Phone Number . . . . . 9265  
Transmitter Location . . . . . Greystone Ave.  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Membership . . . . . NAB  
President . . . . . Frederick W. Beach  
Manager . . . . . Fay Clark  
Sales . . . . . Lan Gordon  
Program . . . . . Cal Colby

## W L A D

### DANBURY—1947

Frequency: 800 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Berkshire Bcstg. Corp.  
Business-Studio Address . . . . . 207 Main St.  
Phone Number . . . . . 8-0580  
Transmitter . . . . . Brushy Hill Rd.  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . SESAC, World  
Membership . . . . . NAB  
President . . . . . Robert Doran  
Commercial Manager . . . . . J. Thomas Mathers  
Program Director . . . . . Jerry Arthur  
Farm Editor . . . . . Al Brundage

## W D R C

### HARTFORD—1922—CBS

Frequency: 1360 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . The Connecticut Bcstg. Co.  
Business-Studio Address . . . . . 750 Main St.  
Phone Number . . . . . 7-1188  
Transmitter Location . . . . . 869 Blue Hills Ave.,  
Bloomfield, Conn.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Representative . . . . . Paul H. Raymer  
Membership . . . . . NAB  
President . . . . . Franklin M. Doolittle  
Station Manager . . . . . Walter B. Haase  
Comm.-Sales Prom. Mgr. . . . . William F. Malo, Sr.  
Program Manager . . . . . Harvey H. Olson  
Chief Announcer . . . . . Russ Naughton  
Chief Engineer . . . . . Italo A. Martino

CONNECTICUT

WCCC

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
Secretary-Treasurer: Max M. Savitt
Station Manager: Randy M. Savitt
Office Manager: John Batley
Program Director: Sydney Byrnes
Musical Director: Ivor Hugh
Chief Engineer: John Rameika

WONS

HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc. Power: 5,000 Watts
Owned-Oper. By: Yankee Network, 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

WCCC

THE MUSIC STATION

WCCC

HARTFORD, CONN.

Hotel Bond

1290 DIAL 1290

Transcription Service: Standard, Associated
President: William O'Neil
Vice-President: Tom O'Neil
Gen.-Sta.-Comm. Mgr.: Robert Kennett
Pgm. Dir.-Prod. Mgr.: Ralph Klein
Pub. Dir.: Milton Berkowitz
Chief Engineer: Rogers Holt

WTHT

HARTFORD—1936
ABC-CONN. STATE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Hartford Times, Inc.
Business Address: 2-18 Prospect St.
Phone Number: 2-0237
Transmitter-Studio Location: 555 Asylum St.
Air Time: 6:43 a.m.-M.
News Service: AP
Transcription Service: Standard
Representative: J. P. McKinney
Membership: NAB, BMB
President: Francis S. Murphy
Gen.-Sta. Manager: C. Glover DeLaney
Commercial Manager: Leonard R. Schoenfeld
Assistant Manager: Richard K. Blackburn
Prog.-Prod. Director: Philip Becker
Publicity Director: Sereno Gammell
Chief Announcer: Mitchell Batters
Musical Director: Charlotte Anderson
Chief Engineer: Charles S. Masini

WTIC

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: 2-3181
Transmitter Location: Talcott Mt., Avon
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Lang-Worth, BMI
Representative: Weed
Membership: NAB, BMB, FMA
President: Jesse W. Randall
Vice Pres.-Gen. Mgr.: Paul W. Morency
Asst. Gen. Mgr. Chg. Sales: Walter Johnson
Asst. Sales Mgr.: Irwin Cowper
Program Director: Leonard J. Patricelli
Asst. Program Director: Paul Lucas
Production Dir.: George Bowe
Director Public Relations: Bernard Mullins
News Director: Tom Eaton
Chief Engineer: Herman Taylor
Farm Editor: Frank Atwood

CONNECTICUT

**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  
Membership... NAB  
President-Gen. Sta. Mgr... Carl W. Schultz  
Commercial Mgr... Gustav A. Kruttschnitt  
Sales Promotion Mgr... James Woodburn  
Program Dir.-Chief Anncr... John Zane  
Musical Director... Les Fox  
Chief Engineer... Gabriel Langfelder  
Farm Editor... Arthur Bergstrom

**W C N X**  
MIDDLETOWN—1948

Frequency: 1150 Kc. Power: 500 Watts d.  
Owned-Oper. By... Middlesex Bcstg. Co.  
Business-Studio Address... 462 Main St.  
Phone Number... 5821  
Air Time... Daytime  
News Service... UP  
Representative... Friedenber  
Managing Dirs... R. J. O'Brien, W. J. O'Brien

Program Director... Ernest Watso  
Production Chief... Lou Brooks

**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... Radio Reps  
General Mgr.-Chief Engineer... H. W. Holt  
Sales Manager... F. E. Bieber  
Program Dir... W. T. Walker

**W K N B**  
NEW BRITAIN—1946

Frequency: 840 Kc. Power: 1000 Watts d.  
Owned-Oper. By... New Britain Bcstg. Co.  
Business-Studio Address... 213 Main St.,  
11 Asylum St., Hartford  
Phone Number... 3-3603-4; Hfd. 2-4924  
Transmitter Location... Newington  
Air Time... Local sunrise-local sunset  
News Service... AP  
Transcription Service... Associated  
Representative... Forjoe

CONNECTICUT

WHY IS **AP**  
THE BEST?

BECAUSE—**AP** members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world... RAPIDLY... TRUTHFULLY FULLY... ACCURATELY.

CONNECTICUT ASSOCIATION OF ASSOCIATED PRESS BROADCASTERS

President: Tom Eaton—WTIC, Hartford  
Vice-President: Michael Goode—WNHC, New Haven  
Secretary: Paul V. Cochrane, AP Chief of Bureau

CONNECTICUT

# CONNECTICUT

Membership ..... FMA  
President, General Manager..... Julian Gross  
Station-Commercial Mgr..... Peter B. Kenney  
Sales Promotion Mgr..... Edward C. Benfield  
Program-Production Dir..... Bernie Moore  
Publicity Director..... Charles Norwood  
Chief Announcer..... Ray Neilan  
Musical Director..... Al DeCaro  
Chief Engineer..... Lewis House  
Farm Editor ..... E. H. Forbush

## WAVZ

NEW HAVEN—1947

Frequency: 1260 Kc..... Power: 1000 Watts d.  
Owned-Operated By..... WAVZ Bcstg. Corp.  
Business-Studio Address..... 152 Temple St.  
Phone Number ..... 7-0171  
Transmitter Location..... Foot of Thill St.,  
W. Haven

Air Time..... Local sunrise-local sunset  
News Service..... UP, AP  
Transcription Service ..... World  
Membership ..... NAB  
President..... Victor W. Knauth  
General-Station Mgr..... Daniel W. Kops  
Commercial Mgr..... George J. Peters  
Sales Prom. Mgr.-Pub. Dir..... Joseph McDonell  
Program-Musical Dir..... Richard E. Barrett  
Production Director..... George A. Duffy  
Chief Announcer..... James Pansulle  
Chief Engineer..... Ernest S. Gellman

## 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 Rd., Hamden  
Air Time..... 6:30 a.m.-12:05 a.m.  
News Service ..... UP  
Transcription Service..... Lang-Worth. SESAC  
Representative ..... Headley-Reed  
President ..... H. C. Wilder  
Gen.-Station Mgr..... Richard W. Davis  
Commercial Manager..... Edwin H. Schweitzer  
Sales Prom. Mgr.-Pub. Dir..... Rudy Frank  
Program Director..... Charles H. Wright  
Chief Engineer..... Fred King

## WNHC

NEW HAVEN—1944

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Operated By..... Elm City Bcstg. Corp.  
Business-Studio Address..... 1110 Chapel St.  
Phone Number ..... 8-0196  
Transmitter Location..... Kimberly Ave.  
Air Time..... 7:05 a.m.-12:05 a.m.  
News Service ..... AP

Transcription Service..... World  
Representative..... Katz Agency  
Membership ..... NAB  
President..... Patrick J. Good  
General Manager..... James T. Milne  
Secretary-Treasurer..... Aldo DeDominicis  
Comm. Actg. Mgr..... Vince Callan  
Program Director..... Evelyn Levin  
Publicity Director..... Jack Quinn  
Chief Announcer..... David Harris  
Musical Director..... James Morgan  
Chief Engineer..... Vinnie DeLaurentis

## WNLC

NEW LONDON—1936 — MBS

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By..... The Thames Bcstg. Corp.  
Business-Studio Address..... 281 State St.  
Phone Number ..... 2-4365  
Transmitter Location..... Winthrop Pt., E. New  
London

Air Time..... Unlimited  
News Service..... UP  
President-Gen. Sta. Mgr..... Gerald J. Morey  
Comm.-Sales Prom. Mgr.-Prod. Dir..... Leo B.  
Keegan  
Publicity Director..... J. Patricia Morley  
Program Dir.-Chief Engineer... Gerald J. Morey  
Farm Editor ..... Mary Regan

## WNLK

NORWALK—1947

Frequency: 1350 Kc..... Power: 500 Watts  
Owned-Operated By..... Norwalk Bcstg. Co., Inc.  
Business-Studio Address..... Main & Wall Sts.  
Phone Number..... 6-2542  
Transmitter..... Stuart Ave. & Benedict St.  
Air Time..... Unlimited  
News Service ..... UP  
Transcription Service ..... Associated  
Representative ..... McGillvra  
Membership ..... NAB  
Pres.-Gen.-Comm. Mgr..... Benjamin Ginzburg  
Program Director..... Milton Warren  
Chief Engineer..... Charles W. Winter, Jr.

## WICH

NORWICH—1946

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Oper. By..... Eastern Conn Bcstg. Co.  
Business-Studio Address..... 91 Main St.  
Phone Number ..... 345  
Transmitter Location..... Lucas Pk. Rd.  
Air Time..... 6:30 a.m.-11 p.m.  
News Service ..... AP  
Transcription Service..... World  
Membership ..... NAB  
President-General Mgr..... John Deme  
Commercial Manager..... Noel Brevault  
Program Director..... Robert Silverberg  
Chief Engineer..... Alexander Dubenetsky

## WSTC

**STAMFORD—1941**  
**ABC-CONN. STATE**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . The Western 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.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Everett-McKinney  
Membership . . . . . NAB  
President . . . . . Kingsley Gillespie  
Gen.-Sta. Manager. . . . . Julian Schwartz  
Commercial Manager. . . . . Wharton Ford  
Program Director. . . . . Ernest Hartman  
Chief Engineer. . . . . Edward L. Markman

## WLCR

**TORRINGTON—1946**

Frequency: 990 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By. . . . . The Litchfield County Radio  
Corp.  
Business-Studio Address. . . . . 23 Main St.  
Phone Number . . . . . 4173  
Transmitter Location. . . . . Highland Ave.  
Air Time. . . . . Local sunrise-local sunset  
News Service . . . . . UP  
Transcription Service. . . . . World, SESAC, BMI  
Representative . . . . . Sears & Ayer  
Membership . . . . . NAB  
President . . . . . J. Richard Dobbins  
Gen.-Comm.-Sales Prom. Mgr. . . . . James E.  
Cipriano  
Pgm. Dir.-Chief Anncr.-Farm Ed. . . . . Jay Norman  
Production-Publicity Dir. . . . . Pete Stoner  
Chief Engineer. . . . . Alfred F. Pallokat

## WTOR

**TORRINGTON—1947**  
**CONN. STATE**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . Torrington Bcstg. Co., Inc.  
Business-Studio Address. . . . . 93 Main St.  
Phone Number . . . . . 4181  
Transmitter Location . . . . . 93 Perkins St.  
Air Time . . . . . 6:30 a.m.-M.  
News Service . . . . . INS  
Representative. . . . . Continental Radio Sales  
Membership . . . . . NAB  
President. . . . . Joseph R. Schifini  
General Manager. . . . . Gerardo T. Schifini  
Commercial Manager. . . . . Fred R. Menzies  
Program Director. . . . . Richard C. Killbourn  
Musical Director. . . . . John J. Morris

## WATR

**WATERBURY—1934**  
**ABC-CONN. STATE**

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By. . . . . The WATR Co., Inc.  
Business-Studio Address. . . . . 440 Meadow St.  
Phone Number . . . . . 3-5161  
Transmitter Location. . . . . Baldwin St.  
Air Time. . . . . 7 a.m.-M.  
News Service . . . . . UP  
Representative. . . . . William G. Rambeau  
Membership . . . . . NAB  
President-Gen. Mgr. . . . . Harold Thomas  
Sta.-Comm. Mgr. . . . . Sam Elman  
Sales Pro. Mgr., Pub. Dir. . . . . Wallace Gordon  
Prog.-Prod. Dir. . . . . Edmund Waller  
Chief Announcer. . . . . Wallace King  
Musical Director. . . . . Tony Greenwood  
Chief Engineer. . . . . Russell Jensen

## WBR Y

**WATERBURY—1934—CBS**

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  
Membership . . . . . NAB  
President. . . . . William J. Pape  
General Manager. . . . . James H. Darcey  
Commercial Manager. . . . . Harry A. DeVorken  
Sta.-Sales Prom. Mgr.-Pub Dir. . . . . J. Maxim Ryder  
Prog.-Prod. Dir. . . . . Walter O. Howard  
Chief Announcer. . . . . Robert Stewart  
Musical Director. . . . . Louis Boisvert  
Chief Engineer. . . . . Frank B. Hales

## WWCO

**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  
Transcription Service . . . . . Thesaurus  
Representative. . . . . Robert S. Keller  
Membership . . . . . NAB  
Pres., Gen. Manager. . . . . Milton H. Meyers  
Commercial Manager. . . . . Ford Billings  
Sales Promotion Manager. . . . . Robert S. Keller  
Program Director. . . . . Robert Craquer  
Production Director. . . . . Eugene Parker  
Publicity Director. . . . . James Logon  
Musical Director. . . . . Bob Woodman  
Chief Engineer. . . . . Gene Fleisher

# DELAWARE

*Estimated Population 311,000—Increase +16.5%—Radio Homes 86,000  
Radio Families—89,000—Stations in State 5*

## W D O V DOVER—1948

Frequency: 1410 Kc. Power: 1000 Watts d.  
Owned-Operated By William C. Evans  
Business Address Bradford & Loockerman Sts.  
Phone Number 5816  
Air Time Daytime  
News Service AP  
Transcription Service Capitol  
Representative McGillvra  
President William C. Evans  
Gen.-Comm. Mgr. A. H. Zoog  
Pgm. Dir.-Prom. Mgr. Elizabeth Evans  
Chief Engineer R. F. Lee

## W A M S WILMINGTON—1948—MBS

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By Wilmington Tri-State Bcst.  
Co., Inc.  
Business-Studio Address 414 French St.  
Phone Number 4-8881  
Transmitter Mt. Cuba Rd. & Owl's Nest  
Air Time 7 a.m.-12:30 a.m.  
News Service AP

Transcription Service Lang-Worth, Standard  
Membership NAB, BMB, FMA  
President Frank S. Carrow  
Gen. Sta. Mgr. E. R. Dalton  
Comm. Mgr. William S. Ewing  
Sales Prom. Mgr. I. Alan Golf  
Chief Announcer Bill Smith  
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 35th St. & Bellevue Ave.  
Air Time 8:30 a.m.-1 a.m.  
News Service UP  
Transcription Service World  
Representative Robert Meeker  
Membership NAB  
Station Executive Clair R. McCollough  
Station Manager J. Gorman Walsh  
National Sales Manager J. Robert Gulick  
Program Director Harvey C. Smith  
Technical Dir. J. E. Mathio

# DELAWARE

## WHY IS AP THE BEST?

BECAUSE—**AP** is faster, more complete, more accurate  
than any other news service.

## PENNSYLVANIA-DELAWARE AP RADIO ASSOCIATION

President: Joseph E. Baudino—KDKA, Pittsburgh  
Vice-President: George Coleman—WGBI, Scranton  
Second Vice-President: Ed Obrist—WPEN, Philadelphia  
Third Vice-President: Jack Hooper—WHGB, Harrisburg  
Secretary: Joseph Snyder—AP Chief of Bureau  
Continuing Study Committeeman for Delaware: W. S. Ewing—WAMS,  
Wilmington

# DELAWARE



## W I L M

### WILMINGTON—1922—ABC

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Delaware Bcstg. Co.  
 Business-Studio Address . . . . . 920 King St.  
 Phone Number . . . . . 4-7771  
 Transmitter . . . . . 1¼ Mi. N.W. of Town, Hwy. 13  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Bolling Co.  
 Membership . . . . . NAB, BMB  
 President-Gen.-Comm. Mgr. Ewing B. Hawkins  
 Sta. Mgr.-Prog. Dir. . . . . Frank Gallagher  
 Sales Promotion Manager . . . . . Robert J. McFann  
 Publicity Director . . . . . Robert J. McFann  
 Musical Director . . . . . Frank Hejl  
 Chief Engineer . . . . . H. Edwin Kennedy  
 Farm Editor . . . . . Richard L. Bair

## 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 . . . . . World  
 Representative . . . . . Forje  
 Membership . . . . . NAB  
 Pres.-Sta. Mgr. . . . . Gordon K. MacIntosh  
 General Mgr. . . . . Howard R. Robinson  
 Comm. Mgr.-Publ. Dir. . . . . Sidney Schulman  
 Sales Prom. Mgr. . . . . Jack P. Dougherty  
 Program Dir. . . . . Larry Miller  
 Chief Anncr.-Prod. Dir. . . . . Fred Hechman  
 Chief Engineer . . . . . Wayne Neuhaus

# DISTRICT OF COLUMBIA

*Estimated Population 870,000—Increase +31.1%—Radio Homes 238,000  
 Radio Families 243,000—Stations in D. C. 7*

## W I N X

### WASHINGTON, D. C.—1940—SBN

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By Banks Independent Bcstg. Co.  
 Business-Studio . . . . . 8th & Eye Sts., N.W.  
 Phone Number . . . . . Republic 8000  
 Transmitter Location . . . . . Florida St. & Lee Hwy.  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP, UP  
 Representative . . . . . King Radio Adv.  
 Pres.-Gen.-Sta. Mgr. . . . . William A. Banks  
 Asst. Gen.-Sta. Mgr. . . . . Dolly R. Banks  
 Commercial Manager . . . . . Charles W. Trippe  
 Program Director . . . . . Lynnette Wilson  
 Chief Engineer . . . . . Ralph E. Cannon, Jr.

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  
 Chief Engineer . . . . . Frank Harvey

## W O L

### WASHINGTON, D. C.—1924—MBS

Frequency: 1280 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Cowles Bcstg. Co.  
 Bus.-Studio Address . . . . . 1627 K St., N.W.  
 Phone Number . . . . . Metropolitan 0110  
 Transmitter Location . . . . . Brookville Rd.,  
 Silver Spring, Md.

Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Katz  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . Gardner Cowles  
 V.P., Gen. Sales Mgr. . . . . Phil Hoffman  
 Pgm. Dir.-Prom. Mgr. . . . . S. J. McCormick  
 Chief Engineer . . . . . Harold Reed

## W M A L

### WASHINGTON, D. C.—1925—ABC

Frequency: 830 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 . . . . . ABC Spot Sales  
 Membership . . . . . NAB, BMB  
 President . . . . . S. H. Kauffmann

## W Q Q W

### WASHINGTON, D. C.—1947

Frequency: 570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WQQW, Inc.  
 Business-Studio Address . . . . . 1125 Vermont Ave.  
 Phone Number . . . . . Executive 8676

# 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 . . .

Transmitter Location... Lee & Wilson Blvd.,  
Falls Church, Va.  
Air Time..... 7 a.m.-sunset  
News Service..... AP  
Transcription Service..... Associated  
Representative..... William G. Rambeau  
Membership..... NAB  
President..... Morris Rodman  
Vice President-Gen. Mgr.... M. Robert Rogers  
Comm. Manager..... Perry Walders  
Program-Musical Director... Pierson Underwood  
Chief Announcer..... Ray Wilson  
Chief Engineer..... Robert B. Martin

# W R C

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc..... Power: 5000 Watts  
Owned-Operated By National Bcstg. Co., Inc.  
Business-Studio Address... 724 14th St., N.W.  
Phone Number..... Republic 4000  
Transmitter Location..... Ager Rd.,  
W. Hyattsville, Md.

Air Time..... 6 a.m.-1 a.m.  
News Service..... AP, INS, UP  
Transcription Service... Thesaurus, Standard,  
Associated

Representative..... NBC Spot Sales  
Membership..... NAB, BMB  
President..... Joseph H. McConnell  
Washington Vice President... Frank M. Russell  
General Manager... William R. McAndrew  
Asst. General Manager... George Y. Wheeler  
Program Director..... Eugene Juster  
Sales Director..... Mahlon Glascock  
Chief Engineer..... Donald Cooper  
Business Manager..... George Sandefer  
Program Manager..... Ken French  
Sales Promotion Manager... Tom Geoghegan  
Publicity Manager..... Walter Jay Royen  
Musical Director..... Fritz Baltzer  
Consulting Engineer..... NBC Engineering

# 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  
Representative..... CBS Radio Sales  
Membership..... BMB  
President..... Philip L. Graham  
Vice President-Gen. Mgr.... John S. Hayes  
Commercial Manager..... George Hartford  
Sales Prom. Mgr.-Pub. Dir... Cody Pfanstiehl  
Program-Production Dir... Hazel Kenyon Markel  
Chief Engineer..... Clyde Hunt

... District of Columbia ...

# W W D C

WASHINGTON, D. C.—1941

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Capital Bcstg. Co.  
 Business-Studio Address.....1627 K St., N.W.  
 Phone Number.....NAtional 7203  
 Transmitter.....Silver Spring, Md.  
 Air Time.....24 hrs.  
 News Service.....AP, UP  
 Transcription Service.....Capitol, Standard  
 Representative .....Forjoe  
 Membership .....NAB, FMA  
 President .....Joseph Katz  
 V.P., General Manager.....Ben Strouse  
 Comm. Manager.....Herman Paris  
 Program Director.....Norman Reed  
 Publicity Director.....Irving Lichtenstein  
 Chief Announcer.....Ray Morgan  
 Musical Director.....Bob Rand  
 Chief Engineer.....Ross H. Beville

# NOW 5,000 WATTS

More than ever Washington's  
leading independent station!

# WWDC

WASHINGTON, D.C.

1260 on the Dial

Forjoe & Co., National Representatives

## WASHINGTON, D. C.

### WHY IS AP THE BEST?

BECAUSE—**AP** has more news correspondents, more news  
bureaus, more miles of news wire than any  
other news service.

### CHESAPEAKE AP RADIO ASSOCIATION

President: Denis Sartain—WWDC, Washington  
 First Vice-President: Matthew Warren—WEAM, Arlington, Va.  
 Secretary: Max Fullerton—AP Chief of Bureau, Baltimore  
 News Committee Chairman: William C. Conhurst—WCAO, Baltimore  
 Cooperation Committee Chairman: Stewart Phillips—WARK, Hagers-  
 town

## WASHINGTON, D. C.

# FLORIDA

Estimated Population 2,494,000—Increase +31.4%—Radio Homes 735,000  
Radio Families 742,000—Stations in State 70

## WSWN

BELLE GLADE—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By Seminole Bcstg. Co.  
Business Address P. O. Box 355  
Phone Number 2063  
Studio Address Scarborough Bldg.  
Transmitter Location Chosen  
Air Time Daytime  
News Service UP  
Transcription Service World  
President-General Mgr. Tom Watson, Jr.  
Commercial Manager Mrs. Mary Foy  
Chief Engineer C. S. Clemans  
Farm Editor Tom Lloyd

## WDHL

BRADENTON—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Manatee Bcstg. Co.  
Business Address Memorial Pier  
Phone Number 37-561  
Studio-Transmitter Location Memorial Pier  
Air Time 6:45 a.m.-10:15 p.m.  
News Service AP  
Transcription Service Associated  
Pres.-Gen.-Sta. Mgr. L. E. Jackobson  
Sales Promotion Mgr. Elizabeth Spowengarger  
Program Director Ken Lueck  
Chief Anncr.-Prod. Dir. Al Mareau  
Publicity Director Suzie Smith  
Chief Engineer Ed Hill  
Farm Editor Ed Ayers

## WCLE

CLEARWATER—1946

Frequency: 580 Kc. Power: 1000 Watts d.  
Owned-Oper. By Clearwater Bcstg. Co.  
Address Whitcomb Building  
Phone Number 3-2373  
Transmitter Location Taylor Ave., Largo  
Air Time Sunrise to sunset  
News Service AP  
Transcription Service Associated  
Representative Hal Holman  
Membership NAB  
General Manager Houston Cox, Jr.

## WTAN

CLEARWATER—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated by Clearwater Radio  
Broadcasters, Inc.  
Business Address P. O. Box 1109

Phone Number 33084  
Studio Address Municipal Auditorium at  
Clearwater Bay  
Transmitter Location Clearwater Bay,  
Pierce St.  
Air Time 6:00 a.m.-12:08 a.m.  
News Service UP  
Transcription Service World  
Representative Joseph Hershey McGillvra  
Membership NAB  
President Otis E. Pruitt  
Acting General-Comm. Mgr. C. A. McKay  
Program Dir.-Prom. Mgr. Louis H. Falconnier  
Acting Chief Engineer Arthur Belts

## WTTT

CORAL GABLES—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Atlantic Shores Bcstg.  
Business-Studio Address 350 Aragon Ave.  
Phone Number 83-4683  
Transmitter Location 1505 S.W. 32nd Ave.,  
Miami  
Air Time Unlimited  
News Service UP  
Transcription Service Associated  
Representative Joseph Hershey McGillvra  
General Manager D. H. Freedman  
Commercial Manager Edwin C. Derryberry  
Promotion Manager Mitt Mittler  
Sales Manager David T. Golden

## WVCG

CORAL GABLES—1947—PG

Frequency: 1070 Kc. Power: 1000 Watts d.  
Owned-Operated By Peninsular Bcstg. Corp.  
Business Address P. O. Box 977  
Phone Number 48-7411-2  
Studio Address 233 Aragon Ave.  
Transmitter Bird & Ludlum Rds., Miami  
Air Time Sunrise to sunset  
News Service AP  
Transcription Service Associated  
Representative Ashcroft & Banninger  
Membership NAB  
President-General Mgr. George W. Thorpe  
Program Director Edward S. Gaylor  
Chief Engineer Lawrence Mennitt

## WCNU

CRESTVIEW—1949—KBS

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

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**FLORIDA**

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Air Time.....18 hours  
News Service.....AP  
Transcription Service.....Lang-Worth  
Membership.....NAB  
President.....Cyril W. Reddoch  
General Manager.....John B. McCrary  
Commercial Manager.....John French  
Promotion Manager.....D. G. O'Neal  
Program Director.....Sam Townsend  
Chief Engineer.....Franklin Prestwood

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**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.....6491-2  
Transmitter Location.....126½ Magnolia Ave.  
Air Time.....Unlimited  
News Service.....INS  
Transcription Service.....Lang-Worth  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB  
Owner.....W. Wright Esch  
General Manager.....A. B. Esch  
Station Manager.....Ray Clancy  
Commercial Manager.....John S. Pitts  
Chief Engineer.....Webster K. Ellenwood

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**W N D B**

**DAYTONA BEACH—1948**

Frequency: 1150 Kc.....Power: 1,000 Watts d.  
Owned-Operated By.....News-Journal Corp.  
Business-Studio Address.....128 Orange Ave.  
Phone Number.....2-0531  
Transmitter Location.....Holly Hill  
Air Time.....Local sunrise-local sunset  
News Service.....AP  
Transcription Service.....Standard, World  
Representative.....John H. Perry  
Gen.-Sta.Mgr.....Jerry Stone  
Comm., Prom. Mgr.....John Cummins  
Program Director.....W. E. Trimble  
Publicity Director.....Jane Gilmore  
Chief Announcer.....Phil Brook  
Musical Director.....Maribel Montgomery  
Chief Engineer.....Fred F. Moore

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**W R O D**

**DAYTONA BEACH—1947—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By...Daytona Beach Bcstg.  
Corp.  
Business Address.....Box 991  
Phone Number.....4626  
Studio-Transmitter Address.....Wilder Blvd. &  
S. Beach St.  
Air Time.....Unlimited

News Service.....UP  
Transcription Service.....Associated  
Membership.....NAB  
Pres.-Gen. Mgr.....E. J. Sperry  
Commercial Manager.....R. Y. Huffman  
Pgm. Dir.....Susan Baldwin  
Chief Engineer.....L. M. Menard

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**W D L F**

**DE LAND—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....DeLand Bcstg. Co.  
Business-Studio Address.....220 E. Hubbard Ave.  
Phone Number.....1490  
Air Time.....6:30 a.m.-11:30 p.m.  
News Service.....AP  
Transcription Service.....Associated  
President.....Lyle Van Valkenburgh  
Gen.-Sta.-Comm. Mgr.....J. H. Knox  
Prom. Mgr.-Pgm.-Prod. Dir.....Robert H. Walton  
Publicity Director.....Richard Pearce  
Chief Announcer.....James B. Tillis  
Chief Engineer.....Lauren Mickle  
Farm Editor.....William Platt

---

**W F T L**

**FORT LAUDERDALE—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Gore Pub. Co.  
Business-Studio Address.....100 E. Las Olas Blvd.  
Phone Number.....3-2511  
Transmitter Location.....1785 S.E. 15th St.  
Air Time.....Unlimited  
News Service.....UP  
Gen.-Sta.-Comm. Mgr.....E. F. Gore  
Transcription Service.....World  
Representative.....Sears & Ayer  
Membership.....NAB  
Program-Production Director.....Paul Taylor  
Publicity Director.....Carter Holmes  
Chief Engineer.....Howard O. Sheets

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**W I N K**

**FT. MYERS—1938—CBS-KBS-FS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By...Ft. Myers Bcstg. Co., Inc.  
Business-Studio Address.....54 E. First St.  
Phone Number.....818  
Transmitter Location.....54 E. First St.  
Air Time.....6:30 a.m.-M.  
News Service.....AP  
Representative.....Donald Cooke  
President.....Arthur B. McBride  
Gen.-Sta.-Comm. Mgr.....A. J. Bauer  
Sales Promotion Manager.....Betty Whifled  
Pub. Dir.....Dan Harlachter  
Chief Anncr.....Bob Nash  
Chief Engineer.....James Lacy

# WIRA

FORT PIERCE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Indian River Bcstg Co.  
 Business Address... Box 1401  
 Phone Number... 870  
 Transmitter-Studio Location... Melody Lane  
 Air Time... 6:30 a.m.-11:15 p.m.  
 News Service... UP  
 Transcription Service... Standard  
 Membership... NAB  
 Pres., Gen.-Sta. Mgr... Douglas Silver  
 Comm. Mgr.-Pgm. Dir... Marjorie B. Silver  
 Sales Prom. Mgr... J. Kingsley Butt  
 Musical Director... Roger Wood  
 Chief Engineer... James Sowinski  
 Farm Editor... Anne Wilder

# WGGG

GAINESVILLE—1943

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Alachua County  
 Broadcasting Co., Inc.  
 Bus.-Studio-Transmitter... 1230 Waldo Rd.  
 Phone Number... 5791, 3922  
 Air Time... 6:59 a.m.-12:06 a.m.  
 News Service... AP  
 Transcription Service... Associated, Capltol  
 Representative... Ashcraft & Banninger  
 Pres., Gen.-Sta. Mgr... R. M. Chamberlin  
 Comm.-Sales Prom. Mgr... Leon E. Mims  
 Pgm. Dir.-Chief Annrc... S. Scott Sutton  
 Chief Engineer... R. M. Chamberlin

# WRUF

GAINESVILLE—1928  
 MBS-U. OF FLA. NET.

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... 6 a.m.-M.  
 News Service... AP  
 Transcription Service... Lang-Worth, SESAC  
 Representative... Burn-Smith  
 Membership... NAB, BMB, FMA  
 General Manager... Garland Powell  
 Commercial Manager... Al Cone  
 Sales Promotion Manager... Dwight Ranny  
 Program Director... Sewell Brown  
 Publicity Director... Ray Dantzler  
 Chief Announcer... Otis Boggs  
 Musical Director... Larry Gibson  
 Chief Engineer... Ovid Gano  
 Farm Editor... Clyde Beale

# WINZ

HOLLYWOOD—1946

Frequency: 940 Kc. Power: 1000 Watts  
 Owned-Oper. By... Hollywood Bcstg. Co., Inc.  
 Address... 304 Lincoln Rd., Miami Beach  
 Phone Number... Miami 58-7311  
 Transmitter Location... Opalocka  
 Air Time... 6:30 a.m.-M.  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... Perry  
 Membership... NAB  
 Pres., Gen., Sta. Mgr... Jonas Weiland  
 Comm., Sales, Prom. Mgr... Jules Lillienthal  
 Prgm., Prod. Dir... Denny Klrwan  
 Publicity Dir... Ruth Kalin  
 Chief Engineer... Ralph G. Tanner

# 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, 4-7723  
 Transmitter Location... Springrove Ave. at  
 A. C. & L. RR. Tracks  
 Air Time... Local sunrise to local sunset  
 News Service... INS  
 Transcription Service... MacGregor  
 Membership... NAB  
 Pres.-Comm. Mgr... Frank L. Denton  
 Gen. Mgr.-Pgm. Dir... Al Keirsej  
 Chief Engineer... James W. Knoche

# WJAX

JACKSONVILLE—1925—NBC

Frequency: 930 Kc. Power: 5,000 Watts  
 Owned-Operated By... City of Jacksonville, Fla.  
 Business-Studio Address... 1 Broadcast Pl.  
 Phone Number... 4-1681  
 Transmitter Location... Hyde Park  
 Air Time... 6 a.m.-M.  
 News Service... AP  
 Transcription Service... Thesaurus, Associated  
 Representative... John Blair; Harry E. Cummings  
 Membership... BMB  
 Gen.-Sta. Mgr.-Chief Engr... John T. Hopkins III  
 Program Director... Evelyn Boote  
 Production Manager... J. W. Douglass  
 Chef Announcer... Staring Coleman  
 Musical Director... Frank Morris

# WJHP

JACKSONVILLE—1940—MBS

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Operated By... The Metropolis Co.  
 Business-Studio Address... 500 Laura St.  
 Phone Number... 4-7711  
 Transmitter Location... Lane Ave. Annex

**FLORIDA**

Air Time.....6 a.m.-1 a.m.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....John H. Perry  
Gen.-Sta. Mgr.....Reggie Martin  
Publicity Director.....Charlie Harris  
Chief Engineer.....Beecher Hagford

**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.....9-4477  
Transmitter Location.....Lane & Stewart Aves.  
Air Time.....6 a.m.-12:05 a.m.  
News Service.....UP  
Transcription Service.....World, Associated  
Representative.....Avery-Knodel  
Membership.....NAB, BMB  
President-General Manager.....Frank King  
Comm. Mgr.....Charles M. Stone  
Program Director.....Roger O. Van Duzer  
Chief Engineer.....Ernest B. Vordermark

**W O B S**

**JACKSONVILLE—1948**

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Southern Radio and  
Equipment Co.  
Business-Studio Address.....10 East Forsyth St.  
Phone Number.....6-4231  
Transmitter Location.....Gilmore Road  
Air Time.....Sunrise to sunset  
News Service.....AP  
Station Representative.....Forjoe  
President.....Jack Sharpe  
General Manager.....Jim Macri  
Commercial Manager.....R. H. Gunckel, Jr.  
Program Director.....Wayne Farrell  
Promotion Manager.....Fred Murphy  
Chief Engineer.....William Askew

**W P D Q**

**JACKSONVILLE—1942  
ABC-FLA.-AMER. GROUP**

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Operated By.....Jacksonville Bcstg. Corp.  
Business Address.....P. O. Box 1468  
Phone Number.....4-4421  
Studio Address.....Gulf Life Insurance Bldg.  
Transmitter Location.....Lenox Ave.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Standard  
Station Representative.....Katz  
Membership.....BMB  
President.....James R. Stockton  
General-Station Manager.....Robert R. Feagin  
Commercial Manager.....Frank Taylor, Jr.

Sales Prom. Mgr.....Evelyn C. Cooper  
Program Director.....James O. Hardin, Jr.  
Publicity Dir.....Frieda J. Sanders  
Chief Announcer.....Tommy Tucker  
Musical Director.....Harold Cohn  
Chief Engineer.....James R. Donavan

**W J V B**

**JACKSONVILLE BEACH—1947—FBS**

Frequency: 1010 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Jacksonville Beach  
Bcstg. Co.  
Business-Studio Address.....Penman Rd.  
Phone Number.....3674  
Transmitter Location.....Penman Rd.  
Air Time.....Sunrise to sunset  
President.....H. A. Prather  
General Manager.....Lester M. Combs  
Chief Engineer.....Tom Kindell

**W K W F**

**KEY WEST—1945—MBS-KBS**

Frequency: 1600 Kc.....Power: 500 Watts  
Owned-Operated By.....John M. Spottswood  
Business Address.....P. O. Box 891  
Phone Number.....510  
Studio-Transmitter Location.....Stock Island  
Air Time.....7 a.m. to M.  
News Service.....UP  
Transcription Service.....Thesaurus, Keystone  
Membership.....NAB  
Pres.-Gen. Mgr.....John M. Spottswood

**W D S R**

**LAKE CITY—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Deep South Radioways  
Business-Studio Address.....126 No. Marion St.  
Phone Number.....525  
Transmitter Location.....One mile south of Lake  
City on U.S. No. 41  
Air Time.....6 a.m. to 10:05 p.m.  
News Service.....AP  
Transcription Service.....Associated  
Membership.....NAB  
Gen. Mgr. & Prin. Partner.....Alfred H. Temple  
Program Director.....Owen W. Parnacott  
Chief Engineer.....Bruce Singleton

**W L A K**

**LAKELAND—1936—NBC**

Frequency: 1430 Kc.....Power: 1000 Watts  
Owned-Operated By.....Lakeland Bcstg. Corp.  
Business Address.....P. O. Box 1211  
Phone Number.....2127  
Studio-Transmitter Location.....Shore Acres,  
1412 East Lime St.  
Air Time.....5 a.m.-12:05 p.m.  
News Service.....UP

Transcription Service ..... Associated  
 Station Representative ..... John E. Pearson  
 Membership ..... BMB  
 Pres.-Gen.-Station Mgr. .... S. O. Ward  
 Asst. Mgr., Chief Engineer. .... William P. Lee  
 Comm., Sales Prom. Mgr. .... Powell Adams  
 Program Director ..... Maxine Tynner  
 Pub. Dir., Chief Announcer ..... Bill Lee  
 Musical Director ..... George Friend

## W O N N

**LAKELAND—1949—MBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Coastal Bcstg. Co.  
 Business Address ..... New Fla. Hotel  
 Phone Number ..... 5117  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Co. Owners. .... Robert S. Taylor, Ted Covington,  
 Duane McConnell  
 President ..... Robert S. Taylor  
 Commercial Mgr. .... Tom Barber  
 Program Dir. .... Ted Covington  
 Chief Engineer ..... Duane McConnell

## W E A T

**LAKE WORTH—1948—NBC**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... R. W. Rounsaville  
 Business-Studio Address ..... Municipal Casino  
 Phone Number ..... W. Palm Beach 7545  
 Transmitter Location ..... Nineteenth Ave. No.  
 Air Time ..... 6:30 a.m. to 11:30 a.m.  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Owner ..... R. W. Rounsaville  
 Comptroller ..... S. A. Wade  
 Station Manager ..... Virgil K. Trimm  
 Commercial Manager ..... C. J. Bennett  
 Program Director ..... George Eubanks  
 Chief Announcer ..... Bill Schoocraft  
 Chief Engineer ..... Andrew Keicher

## W L B E

**LEESBURG-EUSTIS—1949**

Frequency: 790 Kc. .... Power: 1,000 Watts  
 Owned-Operated By ..... WLBE, Paul Hunter  
 Business-Studio Address ..... 1240 Floradel Ave.,  
 Leesburg  
 Phone Number ..... Leesburg 552  
 Transmitter Location ..... Silver Lake, Fla.  
 Air Time ..... 6:25 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NAB  
 President ..... Paul Hunter  
 General Manager ..... Eleanor Hunter  
 Station-Commercial Mgr. .... Robert Clinton  
 Program Director ..... Pamela Clinton  
 Chief Anncr., Chief Engineer. .... Charles Castle

## W N E R

**LIVE OAK—1949**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Live Oak Bcstg. Co.  
 Business Address ..... P. O. Box 655  
 Phone Number ..... 1450  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Pres., Comm. Mgr. .... John A. Boling  
 Gen., Prom. Mgr. .... James W. Hayes  
 Program Dir. .... V. L. Randolph  
 Chief Engineer ..... C. S. Parker

## W T Y S

**MARIANNA—1948**

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 ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Harry Cummings  
 President ..... John H. Phipps  
 General Manager ..... L. H. Graves  
 Station Manager ..... Glenn Ferril  
 Commercial Manager ..... H. C. Harris  
 Program Director ..... Leslie Carroll  
 Production Director ..... Lee Ferril  
 Chief Engineer ..... Cal Howrigan

## W M M B

**MELBOURNE—1947**

Frequency: 1050 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Melbourne Bcstg. Corp.  
 Business-Studio Address ..... Front St.  
 Phone Numbers ..... 575-6  
 Transmitter Location ..... Front St.  
 Air Time ..... Local sunrise to sunset  
 News Service ..... UP  
 Transcription Service ..... World  
 Membership ..... NAB  
 President ..... William Shakespeare, Jr.  
 General Manager ..... Austin V. Catterton  
 Commercial Manager ..... Margaret Boyer  
 Program Director ..... Victoria C. Martin  
 Chief Announcer ..... James W. Hunt  
 Chief Engineer ..... Kenneth R. Waltz  
 Farm Editor ..... Norman O. Protsman

## W F E C

**MIAMI—1949**

Frequency: 1220 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Fla. East Coast Bcstg. Co.  
 Business Address ..... 350 N. E. 71st St.  
 Phone Number ..... 89-7534  
 Air Time ..... Daytime  
 News Service ..... UP



. . . **FLORIDA** . . .

Transcription Service ..... Cole  
 General Manager..... J. L. Williams, Jr.  
 Executive Dir..... L. K. Beznor  
 Commercial Mgr..... Richard D. Ward  
 Program Dir..... Robert Lyons  
 Promotion Mgr..... Beverly Deming  
 Chief Engineer..... G. J. Henke

**W G B S**

**MIAMI—1939—CBS**

Frequency: 710 Kc... Power: 50,000 Watts, d.  
 10,000 Watts, n.  
 Owned-Operated By... The Fort Industry Co.  
 Business-Studio Address... 1605 Biscayne Blvd.  
 Phone Number..... 9-2401  
 Transmitter Location... 6½ mi. N.W. Hialeah  
 Air Time..... 6 a.m.-1 p.m.  
 News Service..... AP  
 Transcription Service..... Lang-Worth  
 Station Representative..... Katz  
 Membership..... BMB  
 President..... George B. Storer, Sr.  
 Gen. Station Mgr..... Stanton P. Kettler  
 Commercial Manager... Miller N. Babcock  
 Sales Prom. Mgr..... Frank Jaffe  
 Program Director..... Ewald Kockritz  
 Chief Announcer..... Jack Williams  
 Chief Engineer..... A. W. Shropshire

**W I O D**

**MIAMI—1926—NBC**

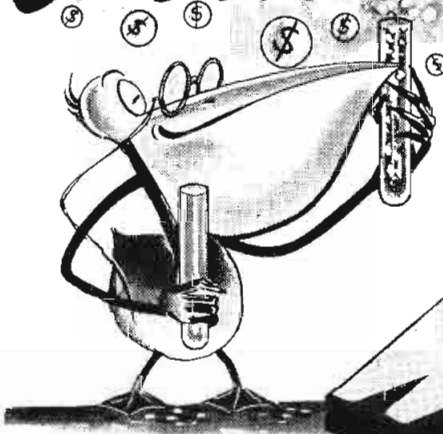
Frequency: 610 Kc..... Power: 5,000 Watts  
 Owned-Oper. By... Isle of Dreams Bcstg. Corp.  
 Business-Studio Address... 600 Biscayne Blvd.  
 Phone Number..... 3-6444  
 Transmitter Location..... Cameo Island  
 Air Time..... Unlimited  
 News Service..... AP, INS, UP  
 Transcription Service... Associated, Standard  
 Representative..... George P. Hollingbery  
 Membership..... NAB, BMB  
 President..... Daniel J. Mahoney  
 Manager..... James M. LeGate  
 Commercial Manager..... Robert L. Fidler  
 Program Director..... Scott Bishop  
 Prom. Pub. Dir..... Martha Henriquez  
 Musical Director..... Earl Barr Hanson  
 Chief Engineer..... M. C. Scott

**W M I E**

**MIAMI—1947**

Frequency: 1140 Kc... Power: 10,000 Watts, d.,  
 5,000 Watts, n.  
 Owned-Operated By... Sun Coast Bcstg. Corp.  
 Business Address..... Everglades Hotel

*Miami* Can Dang Near Give  
 You All The Answers!



As a year-round test market, it's great! From November through April, it's a super-duper...your audience is literally a cross-section of the nation. We blanket this area like Florida sunshine! For the details...call our Rep

*George P. Hollingbery Co.*



**JAMES M. LeGATE, General Manager**  
**5,000 WATTS • 610 KC • NBC**

# FLORIDA

Phone Number.....3-5556  
 Transmitter Location, Sunset Rd. & Snapper  
 Creek, So. Miami  
 Air Time.....6 a.m.-4 a.m.  
 News Service.....INS, AP, UP  
 Transcription Service.....Associated  
 Representative.....Forjoe  
 Membership.....NAB, BMB  
 President.....J. Allen Brown  
 General Manager.....Robert G. Venn  
 Business, Comm. Mgr.....John S. Allen  
 Merchandise Mgr.....Roland Jones  
 Program Director.....Ted Anthony  
 Music Librarian.....Ruth Lee Jones  
 Chief Engineer.....Russell Bennett

## W Q A M

**MIAMI—1920—ABC-FA**

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  
 Transmitter Location.....1425 N.E. Bayshore Ct.  
 Air Time.....5:55 a.m.-12:05 a.m.  
 News Service.....AP  
 Transcription Service.....World, Associated  
 Representative.....John Blair, Cummings  
 Membership.....NAB, BMB  
 President.....John S. Knight  
 General-Station Mgr.....Owen F. Uridge  
 Comm., Sales, Prom. Mgr.....Harry Camp  
 Pgm., Prod., Pub. Dir.....Marjorie Christopher  
 Musical Dir.....Walt Svelha  
 Chief Engineer.....Gene Rider

## W W P B

**MIAMI—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Paul Brake  
 Business-Studio Address.....414 S.W. 2nd Ave.  
 Phone Number.....3-7405  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Donald Cooke  
 Owner, Gen. Comm. Mgr.....Paul Brake  
 Program Dir.....Bill Johns  
 Prom. Mgr.....Ed Derryberry  
 Chief Engineer.....Jack Wilson

## W K A T

**MIAMI BEACH—1937—MBS**

Frequency: 1360 Kc.....Power: 5,000 Watts, d.,  
 1,000 Watts, n.  
 Owned-Operated By.....WKAT, Inc.  
 Business-Studio Address.....1759 Bay Rd.  
 Phone Number.....5-5711  
 Transmitter Location.....1759 Bay Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....UP

Transcription Service.....Standard, Cole  
 Station Representative.....Weed  
 President.....A. Frank Katzentine  
 General Mgr., Exec. V.P.....John I. Prosser  
 Chief Announcer.....Robert Beutel  
 Chief Engineer.....Arthur P. Smith

## W M B M

**MIAMI BEACH—1947**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Biscayne Bcstg. Co., Inc.  
 Business-Studio-Transmitter Address.....McArthur  
 Causeway Terminal  
 Phone Number.....5-5586  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Standard, Capitol  
 Representative.....Ra-Tel  
 President.....Kenneth S. Keyes, Sr.  
 Gen., Sta., Comm. Mgr.....Kenneth S. Keyes, Jr.  
 Sales Prom., Pub. Dir.....Dick Parker  
 Pgm., Production Dir.....George Chamberlin  
 Chief Announcer.....Arnold C. Kauffman  
 Chief Engineer.....Jack D. Miller

## W T M C

**OCALA—1939—MBS**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Ocala Bcstg. Co., Inc.  
 Business-Studio Address.....P. O. Box 831  
 Phone Numbers.....128, 185  
 Studio Address.....1 Broadcast Pl.  
 Transmitter Location.....RFD Ocala, State Rd. 500  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Perry Associates  
 President.....John H. Perry  
 Gen. Mgr., Pgm., Pub. Dir.....T. S. Gilchrist, Jr.  
 Sta. Mgr., Prod. Dir.....John F. Nicholson  
 Comm., Sales Prom. Mgr.....Carl J. Reinhardt  
 Chief Engineer.....W. P. Callahan  
 Farm Editor.....James Smith

## W D B O

**ORLANDO—1925—CBS**

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Orlando Bcstg. Co., Inc.  
 Business-Studio Address.....P. O. Box 3707,  
 30 S. Ivanhoe Blvd.  
 Phone Number.....6181  
 Transmitter Location.....222 Hazard St.  
 Air Time.....4:55 a.m.-1:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....World, Thesaurus,  
 Associated  
 Representative.....John Blair, Harry Cummings  
 Membership.....NAB, BMB  
 Pres., Gen. Mgr.....George C. Johnston  
 V.P., Station Mgr.....Harold P. Danforth

# FLORIDA

Natl. Sales-Prog. Dir. . . . . W. G. McBride  
Local Sales Director . . . . . John M. Pedrick  
Musical Director . . . . . Walter D. Kimble  
Chief Engineer . . . . . J. E. Yarbrough  
Farm Editor . . . . . Carter Scofield

## W H O O

### ORLANDO—1947—ABC-FAG

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 . . . . . 6 a.m.-12:30 a.m.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Ra-Tel  
President . . . . . Martin Anderson  
Gen., Sta., Comm. Mgr. . . . . Clarence Bracey  
Sales Prom. Mgr. . . . . Travis Messer  
Pgm., Prod. Dir., Chief Anncr. . . . . Tom Sawyer  
Pub. Dir. . . . . Betty J. Kline  
Chief Engineer . . . . . Gene Dashiell

## W L O F

### ORLANDO—1940—MBS

Frequency: 950 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Hazelwood, Inc.  
Business-Studio Address . . . . . Angebilt Hotel  
Phone Number . . . . . 8163  
Transmitter Location . . . . . Near Orlo Vista  
Air Time . . . . . 5:30 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Paul H. Raymer  
Membership . . . . . NAB, BMB  
President . . . . . William Joe Sears  
V.P., Gen. Mgr. . . . . J. Allen Brown  
Comm. Mgr. . . . . Don R. Colee  
Prom. Mgr., Pub. Dir. . . . . Ruth Bartlett  
Program Director . . . . . R. Donahue  
Chief Engineer . . . . . Dodd Daniel

## W O R Z

### ORLANDO—1946—NBC

Frequency: 740 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . Central Florida Bcstg. Co.  
Business-Studio Address . . . . . P. O. Box 2231  
Phone Number . . . . . 2-2451  
Studio Address . . . . . 740 N. Orange  
Transmitter Location . . . . . Winter Garden Rd.  
Air Time . . . . . 6 a.m.-1:05 a.m.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Weed  
Membership . . . . . NAB, BMB  
President . . . . . James Dandelake

Gen., Comm. Mgr. . . . . Eugene D. Hill  
Station Manager . . . . . W. O. Murrell, Jr.  
Sales Prom. Mgr. . . . . Sammy Roen  
Program Dir. . . . . Tony Chastain  
Chief Anncr., Farm Editor . . . . . Lou Kennedy  
Musical Director . . . . . Gordon Towne  
Chief Engineer . . . . . John W. Bassett

## W W P F

### PALATKA—1947

Frequency: 800 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Palatka Bcstg. Co.  
Business-Studio-Transmitter Address . . . . . 900 Block  
of River St.  
Phone Number . . . . . 354  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth, SESAC  
Partners . . . . . L. C. McCall, J. E. Massey  
Gen.-Station Manager . . . . . L. C. McCall  
Commercial Manager . . . . . Herb Young  
Program Dir. . . . . Bruce E. Wilson  
Publicity Dir. . . . . Robert F. James  
Chief Engineer . . . . . L. C. McCall

## W W P G

### PALM BEACH—1941—ABC

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Palm Beach Bcstg. Co.  
Business Address . . . . . South Ocean Blvd.  
Phone Number . . . . . West Palm Beach 2-1515,  
Lake Worth 5345  
Transmitter Location . . . . . South Ocean Blvd.  
Air Time . . . . . Unlimited  
News Service . . . . . INS  
Transcription Service . . . . . Lang-Worth, Thesaurus,  
World  
Representative . . . . . Perry  
President, Gen. Mgr. . . . . Charles E. Davis  
Station-Comm. Mgr. . . . . Donald S. Greenlief  
Chief Engineer . . . . . Clyde E. Walkden

## W D L P

### PANAMA CITY—1940 FFN—LIBERTY

Frequency: 590 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . Panama City Bcstg. Co., Inc.  
Business-Studio Address . . . . . West Beach Dr.  
Phone Number . . . . . 777  
Transmitter Location . . . . . North Springfield  
Air Time . . . . . 5:30 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Perry Associates  
President . . . . . John H. Perry  
Gen.-Sta.-Comm. Mgr. . . . . Byron Hayford  
Sales Prom. Mgr. . . . . John Thomas  
Chief Engineer . . . . . Elmer Scott

**W P C F**

PANAMA CITY—1949—ABC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Bay County Bcstg. Co.  
 Address... 15th & McKenzie  
 Phone Numbers... 2662-2877  
 Air Time... 6 a.m.-M.  
 News Service... AP  
 Transcription Service... RCA Victor Thesaurus  
 Gen., Sta., Comm. Mgr... E. L. DuKate, Jr.  
 Program Dir... Eleanor Whitelaw  
 Chief Announcer... Ray Hardin  
 Musical Dir... Bill Ward  
 Chief Engineer... Leon Hance

**W B S R**

PENSACOLA—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Escambia Bcstg. Co., Inc.  
 Business Address... P. O. Box 1351  
 Phone Number... 6173-4  
 Studio-Transmitter... N. O & Moreno Sts.  
 Air Time... 6 a.m.-11 p.m.  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... Robert Meeker  
 President, Gen. Mgr... Ruth Braden  
 Sta.-Comm. Mgr... Jack Rathbun  
 Sales Promotion Manager... C. I. Smith  
 Chief Engineer... G. Bert Mead

**W C O A**

PENSACOLA—1926—NBC

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Operated By... Pensacola Bcstg. Co.  
 Business-Studio Address... San Carlos Hotel  
 Phone Number... 4111  
 Transmitter Location... Cary's Lane  
 Air Time... 6 a.m.-M.  
 News Service... UP  
 Transcription Service... World  
 Representative... John H. Perry Associates  
 President... John H. Perry  
 Gen.-Station Mgr... J. Holliday Veal  
 Commercial Manager... Irving Welch  
 Sales Promotion Manager... Pauline Heller  
 Program Director... Russell Hirsch  
 Publicity Dir... Ann Martin  
 Chief Engineer... Harold Heath

**W E A R**

PENSACOLA—1947—MBS—LBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Gulfport Bcstg. Co.  
 Business-Studio Address... Smith Shipyard  
 Phone Number... 8-4449  
 Transmitter Location... Smith Shipyard  
 Air Time... 6 a.m.-10:15 p.m.  
 News Service... AP  
 Representative... John E. Pearson

President... T. J. Carroll  
 General Manager... Earle Fletcher  
 Comm., Sales Prom. Mgr... Mel Wheeler  
 Pgm., Prod. Dir... LeRoy Morris  
 Chief Engineer... Howard Grove

**W P L A**

PLANT CITY—1949

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By... W. A. Smith  
 Business Address... Hopewell Rd.  
 Phone Number... 526  
 Air Time... Daytime  
 News Service... UP  
 Manager... Leon Lloyd

**W C N H**

QUINCY—1948

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Quincy Bcstg. Corp.  
 Business Address... Box 190, Quincy  
 Phone Number... 300  
 Studio-Transmitter Location... Sheller Heights  
 Air Time... 6 a.m.-10 p.m.  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Membership... NAB  
 President... Richard J. Gardner  
 General Manager... A. B. Letson  
 Comm. Manager... R. B. Bush  
 Program Director... Norman Keller  
 Chief Engineer... A. B. Letson

**W F O Y**

ST. AUGUSTINE—1934—CBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Fountain of Youth Bcstg. Co.  
 Business-Studio-Transmitter  
 Address... Magnolia Ave.  
 Phone Number... 1622  
 Air Time... 6:30 a.m.-12:05 a.m.  
 News Service... UP  
 Representative... Avery Knodel  
 Membership... NAB  
 President... J. C. Bell  
 Gen.-Sta.-Comm. Mgr... John E. Bernhard, Jr.  
 Prog.-Prod.-Musical  
 Director... Mrs. Frankye C. Walker  
 Publicity Director... Patsy Hernandez  
 Chief Announcer... Fred Schilling  
 Chief Engineer... Ernest Raistrick  
 Farm Editor... Bob Sheppe

**W S U N**

ST. PETERSBURG—1938—ABC

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By... City of St. Petersburg  
 Business Address... Recreation Pier  
 Phone Number... 7-4747-8  
 Transmitter Location... Bayview, RFD No. 2,  
 Box 81, Clearwater

. . . **FLORIDA** . . .

Air Time ..... Unlimited  
 Representative ..... Weed  
 Membership ..... NAB, BMB  
 Manager, Director ..... George D. Robinson

## W T S P

### 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.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World, Capitol  
 Representative ..... John E. Pearson  
 Membership ..... NAB  
 Chief Owner ..... Nelson Poynter  
 President ..... Irwin A. Simpson  
 V.P., Gen. Mgr. .... F. J. Kelly  
 V.P., Prod. Dir. .... Herbert T. Anderson  
 Comm. Mgr. .... L. L. Wildman  
 Prom., Prog. Dir. .... Jack Faulkner  
 Chief Announcer ..... Richard Bingham  
 Chief Engineer ..... William D. Mangold

## W T R R

### 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  
 News Service ..... UP  
 Gen. Mgr. .... Myron A. Reck  
 Comm. Mgr. .... Dick Aiken  
 Program Dir. .... J. Marion Harman, Sr.  
 Chief Engineer ..... Emerson Brown

## W K X Y

### SARASOTA—1949

Frequency: 1540 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Sarasota Bcstg. Co.  
 Business Address ..... P. O. Box 2431  
 Phone Number ..... 3666  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Co.-Owners ..... A. G. Fernandez, William P.  
                                 Carey, C. J. Fernandez, G. Fernandez  
 Gen. Mgr., Chief Engr. .... A. G. Fernandez  
 Comm. Mgr. .... William P. Cary  
 Program Dir. .... Robert W. Hanesworth

## W S P B

### SARASOTA—1939—CBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WSPB, Inc.

Business Address ..... P. O. Box 1110  
 Phone Number ..... 2564-5  
 Studio-Transmitter Address ..... City Island  
 Air Time ..... 6:30 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... John E. Pearson  
 Membership ..... BMB  
 President ..... Robert C. Jones, Jr.  
 General-Station Manager ..... John B. Browning  
 Commercial Manager ..... John H. Bennett  
 Pgm., Prod., Pub. Dir. .... David Hale  
 Chief Announcer ..... Larry Mansfield  
 Chief Engineer ..... James E. Grant

## 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 ..... 2160  
 Studio Address ..... Cherokee Hotel  
 Transmitter Location ..... Lake Bradford  
 Air Time ..... 5:45 a.m.-12:05 a.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representatives ..... Blair, Cummings  
 Membership ..... NAB, BMB  
 President ..... John H. Phipps  
 General Manager ..... L. Herschel Graves  
 Program Director ..... Joe Hostford  
 Chief Engineer ..... W. A. Snowden, Jr.  
 Farm Editor ..... Alton Brock

## W T N T

### TALLAHASSEE—1946-ABC-KBS-FAG

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Tallahassee Appliance  
 Corp.  
 Business-Studio Address ..... Floridan Hotel  
 Phone Number ..... 2691, 2836  
 Transmitter Location ..... East Park Ave.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Thomas F. Clark  
 Membership ..... NAB  
 President, General Manager ..... Frank W. Pepper  
 Comm., Sales Prom. Mgr. .... John Bartlett  
 Sta. Mgr., Pgm. Dir. .... Frank W. Hazelton  
 Chief Engineer ..... Charles Clifton

## W A L T

### TAMPA—1946—SCBS

Frequency: 1110 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Tampa Bcstg. Co.  
 Business-Studio Address ..... 401 West Tylar St.  
 Phone Number ..... 2-7921

. . . **FLORIDA** . . .

Transmitter Location . . . 411 West Tyler St.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . Lang-Worth, SECAC  
 Representative . . . . . John H. Perry  
 Membership . . . . . NAB  
 Pres., Gen. Sta. Mgr. . . . W. Walter Tison  
 Chief Announcer . . . . . Gene Garcia  
 Musical Director . . . . . Neil Ficken  
 Chief Engineer . . . . . J. B. Tison  
 Farm Editor . . . . . Sandy Geer

Gen. Sta.-Comm. Mgr. . . . L. Spencer Mitchell  
 Prog.-Prod.-Publicity Dir. . . Kenneth W. Skelton  
 Musical Director . . . . . Edward C. Walker  
 Chief Engineer . . . . . William Pharr Moore  
 Farm Editor . . . . . Mark E. Swingley

**W D A E**  
**TAMPA—1922—CBS**

Frequency: 1250 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Tampa Times Co.  
 Business Address . . . . . P. O. Box 2409,  
 114 N. Franklin St.  
 Phone Number . . . . . 2-2911  
 Studio Address . . . . . Tampa Times Bldg.  
 Transmitter Location . . . Forrest Hills Country  
 Club Area  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Katz  
 Membership . . . . . NAB  
 President . . . . . David E. Smiley

**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 . . . . . H-1828  
 Studio Address . . . . . Seminole Bldg.  
 Transmitter Location . . . East Entrance Camp-  
 bell Causeway, Columbus Dr.  
 Air Time . . . . . 6:30 a.m.-12:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . Thesaurus, Lang-Worth  
 Representative . . . . . John Blair, Harry E. Cummings  
 Membership . . . . . NAB  
 Sta-Gen. Mgr. . . . . Charles G. Baskerville  
 Commercial Manager . . . . . Bert A. Arnold  
 Sales Prom. Mgr., Pub. Dir. . . Tom Matthews  
 Prog.-Prod. Director . . . . . Paul M. Jones  
 Chief Announcer, Farm Editor . . . Mardi Liles  
 Musical Director . . . . . Frank Grasso  
 Chief Engineer: . . . . . Joseph Mitchell

**FLORIDA**

WHY IS **AP**  
 THE BEST?

BECAUSE—**AP** members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world...**RAPIDLY...TRUTHFULLY... FULLY... ACCURATELY.**

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President: Jerry Stone—WNDB, Daytona Beach  
 Vice-President: Garland Powell—WRUF, Gainesville  
 Continuing Study Committee Chairman: Ken Skelton—WDAE, Tampa

**FLORIDA**

**WHBO**

TAMPA—1948

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Oper. By. Harold A. & Harry J. Dunlap  
 Business Address. P. O. Box 9145  
 Phone Number 33-2251  
 Studio Address. Sulphur Springs Hotel,  
 8122 Nebraska Ave.  
 Transmitter Location. 11001 Florida Ave.  
 Air Time. Local sunrise-sunset  
 News Service AP  
 General Manager. Harold A. Dunlap  
 Business Manager. Harry J. Dunlap  
 Sales Prom. Manager. Richard P. Baker  
 Prog. Musical Dir. Ann Bowman  
 Traffic Dir. Betty Strong  
 Chief Engineer. Maurice Scott

**WIRK**

WEST PALM BEACH—1947—MBS  
 SCBS

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned-Operated By. Ken-Sell, Inc.  
 Business Address. Box 2148  
 Phone Number 2-1744  
 Studio Address. Citizens Bldg.  
 Transmitter Location. S. Military Trail  
 Air Time. Unlimited  
 News Service AP  
 Transcription Service. Associated  
 Representative. Joseph Hershey McGillvra  
 Membership NAB  
 Pres., Gen., Sta. Mgr. Joseph S. Field, Jr.

Pgm. Prod. Dir. James C. Steele, Jr.  
 Chief Anncr., Mus. Dir. James W. Anderson  
 Chief Engineer. William P. Heitsman

**WJNO**

WEST PALM BEACH—1937—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. 6:30 a.m.-12:05 a.m.  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Robert Meeker  
 Membership NAB  
 President Marshall Heminway  
 Gen. Sta. Mgr. Stephen P. Willis  
 Chief Engineer. Otis C. Wright

**WSIR**

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. Citrus Belt Bcstrs., Inc.  
 Business-Studio Address. 132 Third St., S.W.  
 Phone Number 31-313  
 Transmitter Location. Lake Howard Dr.  
 Air Time. 6 a.m.-M.  
 News Service UP  
 Membership BMB  
 President. Frederick L. Allman  
 General Manager. Larry Rollins  
 Program Director. Richard Fyrich  
 Chief Announcer. Richard Teller  
 Chief Engineer. L. Orden Craig

**GEORGIA**

Estimated Population 3,196,000—Increase +2.3%—Radio Homes 859,000  
 Radio Families 872,000—Stations in State 71

**WALB**

ALBANY—1940—MBS

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned-Operated By. Herald Publishing Co.  
 Address. Leesburg Road  
 Phone Number 1590  
 Air Time. Unlimited  
 News Service AP  
 Transcription Service. World  
 Representative. Burn-Smith  
 Membership NAB  
 President. James H. Gray  
 General-Station  
 Commercial Manager. H. L. Tallman  
 Pgm., Prod. Pub. Dir. David K. Fulton  
 Chief Announcer. Bill Bowick  
 Chief Engineer. Ernest Ruckle

**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 1371  
 Transmitter Location. Gillionville Road  
 Air Time. 6:45 a.m.-12:05 a.m.  
 News Service UP  
 Transcription Service. Standard  
 Representative. George P. Hollingbery  
 Membership NAB, BMB  
 President. J. W. Woodruff  
 Executive Manager. J. W. Woodruff, Jr.  
 Sta.-Comm.-Sales Prom. Mgr. L. M. George  
 Program-Production Director. Walter H. Flint  
 Chief Engineer. Redus A. Carlton  
 Farm Editor. Bill Fowler

## W D E C

### AMERICUS—1947—MBS-GALS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . The Americus Bdcstg. Co.  
 Business-Studio Address . . . 109½ Windsor Ave.  
 Phone Number . . . . . 3681-3682  
 Transmitter Location . . . . . McGarrah St.  
 Air Time . . . . . 6:15 a.m.-11:15 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Continental  
 Membership . . . . . NAB  
 Pres., Gen. Mgr. . . . . James R. Blair  
 Sta.-Pgm. Dir. . . . . Charles C. Smith  
 Chief Engineer . . . . . Lloyd E. McKinney

## W G A U

### ATHENS—1938—CBS-KBS-GALS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . J. K. Patrick & Company  
 Business-Studio Address . . . Bobbin Mill Road  
 Phone Number . . . . . 1741-2  
 Transmitter Location . . . . . Bobbin Mill Road  
 Air Time . . . . . 6:50 a.m.-12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Keystone  
 Membership . . . . . BMB  
 President . . . . . J. K. Patrick  
 Gen., Sta., Comm. Mgr. . . . . R. Lewis Doster  
 Program Dir. . . . . Mary L Betts  
 Chief Announcer . . . . . Sol Abrams  
 Chief Engineer . . . . . Bill Evans

## W R F C

### ATHENS—1948

Frequency: 960 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . Radio Athens, Inc.  
 Business-Studio Address . . . 279½ N. Lumpkin St.  
 Phone Number . . . . . 446-7  
 Studio-Transmitter Location . . . Lake Road  
 Air Time . . . . . Sunrise to Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Membership . . . . . NAB, BMB  
 President-General Manager . . . L. H. Christian  
 Commercial Manager . . . . . Claude Williams, Jr.  
 Program-Publicity Director . . . Charles A. McClure  
 Chief Announcer-Musical  
 Director . . . . . Rhett Turnipseed  
 Chief Engineer . . . . . L. D. Drewry

## W A G A

### ATLANTA 1937—CBS—GMMT

Frequency: 590 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . Fort Industry Co.  
 Business-Studio Address . . . Western Union Bldg.  
 Phone Number . . . . . Main 5900  
 Transmitter Location . . . . . North Druid Hill Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Representative . . . . . Katz

Membership . . . . . NAB, BMB  
 President . . . . . George B. Storer, Sr.  
 General Manager . . . . . Lee B. Wailes  
 Station Manager . . . . . James E. Bailey  
 Commercial Manager . . . . . Claude H. Frazier  
 Sales Prom. Mgr., Pub. Dir. . . . . Lidie Lee  
 Program-Production Director  
 Chief Announcer . . . . . William McCain  
 Musical Director . . . . . Marijane Bouleware  
 Chief Engineer . . . . . Paul B. Cram  
 Farm Editor . . . . . Dale Clark

## W A T L

### ATLANTA—1931

Frequency: 1380 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . Atlanta Bcstg. Co.  
 Business Address . . . . . Henry Grady Bldg.,  
 Phone Number . . . . . Walnut 4377  
 Transmitter Location . . . . . Loghaven Dr.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Standard  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 President . . . . . J. W. Woodruff, Sr.  
 General Mgr. . . . . Maurice C. Coleman  
 Program Dir. . . . . David Ruark  
 Chief Engineer . . . . . Ellis Bryant, Jr.

## W B G E

### ATLANTA—1947

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . General Bcstg. Co.  
 Bus.-Studio Address . . . George Terrace Hotel  
 Phone Number . . . . . VERNON 1194  
 Transmitter Location . . . . . S. Pine St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Burn-Smith  
 President . . . . . Mike Benton  
 General Manager . . . . . David J. Holt  
 Sales Manager . . . . . Samuel Kane  
 Program Director . . . . . Marilyn Bradham  
 Promotion Manager . . . . . Ralph Black  
 Chief Engineer . . . . . David J. Holt  
 Asst. Chief Engineer . . . . . Howard Parrish

## W C O N

### ATLANTA—1947—ABC

Frequency: 550 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . The Atlanta Constitution  
 Publ. Co.  
 Business-Studio Address . . . Constitution Bldg.  
 Phone Number . . . . . LAMAR 4545  
 Transmitter Location . . . DeFours Ferry Road, NE  
 Air Time . . . . . 5:30 a.m.-1 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World  
 Representative . . . . . Headley-Reed  
 Membership . . . . . BMB



President.....Clark Howell  
 General Manager.....David Carpenter  
 Commercial Manager.....Crenshaw Bonner  
 Sales Prom. Mgr., Pub. Dir. Edward Pentecost  
 Program Director.....Marguerite Uhry  
 Prod. Dir.....Don Elliot  
 Chief Engineer.....Harvey Aderhold  
 Farm Editor.....Channing Cope

**WEAS**

**ATLANTA-DECATUR—1947**

Frequency: 1010 Kc...Power: 10,000 Watts d.  
 Owned-Oper. By...Eurith Dickinson Rivers, Jr.  
 Bus. Studio Address...217 W. Ponce de Leon Ave.  
 Phone Number.....Dearborn 2521  
 Transmitter Location...Lawrenceville Hiway  
 Air Time.....6 a.m.-7:45 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Pearson  
 Owner-General Mgr.....E. D. Rivers, Jr.  
 Asst. to Owner.....Mrs. E. D. Rivers, Jr.  
 Program Dir., Prom. Mgr.....Warren Roberts  
 Production Director.....Ned Lukens  
 Chief Engineer.....William Hall Keller  
 Farm Editor.....Jack Nobles

**WGST**

**ATLANTA—1923—MBS**

Frequency: 920 Kc.....Power: 5000 Watts d.,  
 1000 n.  
 Owned-Operated By...Board of Regents, Uni-  
 versity System of Ga., behalf Ga. Institute of  
 Technology  
 Business-Studio Address.....Forsyth Bldg.,  
 Post Office Box 674  
 Phone Number.....Walnut 8441  
 Transmitter Location.....Cheshire Bridge Rd.  
 Air Time.....5:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....George P. Hollingbery  
 Membership.....BMB  
 Chairman Bd. of Regents.....F. M. Spratlin  
 General Manager.....John Fulton  
 Sales Promotion Manager.....Paul Sanford  
 Program Director.....Jack Kelly  
 Production Director.....Don Naylor  
 Publicity Director.....Paul Sanford  
 Chief Engineer.....Ben Akerman

**THEY LIVE IN 37  
 BOOMING GEORGIA COUNTIES**

(258,580 Radio Families)\*

**MOST OF THESE LISTEN TO  
 AND BELIEVE IN WGST**

(166,900 or nearly 65%)\*

**THEY'LL LISTEN TO YOUR STORY.  
 HIT 'EM WHERE THEY LIVE!**

(At one of the lowest  
 per-listener rates in the South.)

\* BMB

REPRESENTED  
 BY  
 HOLLINGBERY



**5000 WATTS**  
 1000 W NIGHTS  
 920 KC

# Janus



THE FIRST YEAR is the hardest. 1949 was a year of accomplishment and achievement for "The Eyes of the South." A steady and persistent schedule of topflight programs has already established a record set population in the Atlanta area.

1950 will be even more significant. For the policy of market dominance with superior programs will be maintained — and augmented.

If Atlanta is on your television planning board — and it should be — get the facts from your Petry man.

**wsb-tv**  
ON PEACHTREE STREET

WSB, AM and FM, and WSB-TV are owned and operated by The Atlanta Journal

**W E R D**

**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  
 Air Time Daytime  
 Pres., Gen. Mgr. J. B. Blayton, Sr.  
 Station Mgr. J. B. Blayton, Jr.  
 Commercial Manager Clayton J. Cosse  
 Sales Prom. Mgr. Roderick B. Harris  
 Program Dir. A. Kenneth Knight  
 Chief Engineer William F. Kennedy

**W Q X I**

**ATLANTA—1948**

Frequency: 790 Kc. Power: 5000 Watts d.  
 Owned-Operated By R. W. Rounsaville  
 Business-Studio Address Peachtree at  
 Mathieson  
 Phone Number Cherokee 2196  
 Transmitter Location Cheshire Bridge Rd.  
 Air Time Daytime  
 News Service UP  
 Transcription Service World, TBS  
 Membership NAB  
 Pres., Gen. Mgr. R. W. Rounsaville  
 Commercial Manager Sam Davis  
 Prod. Mgr., Farm Editor Ray McCay  
 Program Dir. Bob Corley  
 Musical Director Rosemary Jones  
 Chief Engineer Harold Price

**W S B**

**ATLANTA—1922—NBC**

Frequency: 750 Kc. Power: 50000 Watts  
 Owned-Operated By Atlanta Journal Company  
 Business-Studio Address Billmore Hotel  
 Phone Number HEmlock 1045  
 Transmitter Location Tucker  
 Air Time 5:15 a.m.-1:30 a.m.  
 News Service AP, UP  
 Transcription Service Associated, Standard  
 Representative Edward Petry  
 Membership NAB, BMB  
 Managing Director J. Leonard Reinsch  
 Station Manager John M. Outler, Jr.  
 Commercial Manager Frank Gaither  
 Sales Promotion Manager Vincent C. Piano  
 Program Director Marcus Bartlett  
 Traffic Dir. George Crumbley  
 Publicity Director Wayne L. Anderson  
 Chief Engineer C. F. Daugherty  
 Farm Editor Dudley McCaskill

**W B B Q**

**AUGUSTA—1946**

**LIBERTY—GA—PALMETTO**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Savannah Valley  
 Bdcstg. Co.  
 Business-Studio-Transmitter  
 Location 515 Jefferson Davis Avenue  
 Phone Number 4-5441  
 Air Time Unlimited  
 News Service AP  
 Representative Walker  
 Pres.-Gen., Sta. Mgr. George G. Weiss  
 Comm. Mgr., Prod. Dir. John W. Watkins  
 Sales Prom. Mgr. Russell Potteet  
 Program Director George M. Scott  
 Publicity Dir. Ed Dunbar  
 Chief Announcer,  
 Musical Director Bob Nelson  
 Chief Engineer Marvin Tarpley  
 Farm Editor Jack Lenz

**W G A C**

**AUGUSTA—1940—ABC**

Frequency: 580 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By The Twin States Bcstg. Co.  
 Business-Studio Address WGAC Bldg.  
 Phone Number 2-2692  
 Transmitter Location Martinez  
 Air Time 5:30 a.m.-M.  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Avery-Knodel  
 Membership NAB  
 Pres., Gen. Mgr. A. D. (Jess) Willard, Jr.  
 Station Mgr. Donald MacDonald  
 Program Dir. Warren Hites  
 Production Director John G. Lyon  
 Publicity Director Douglas Alfred  
 Musical Dir. Jack Francis  
 Chief Engineer John Jopling  
 Farm Editor J. W. Chambers

**W J B F**

**AUGUSTA—1945—NBC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Georgia-Carolina Bcstg. Co.  
 Bus.-Studio Address 15 Eighth St., Cotton Row  
 Phone Number 4-2421  
 Transmitter Location Sunset Ave.  
 Air Time 6:00 a.m.-M.  
 News Service UP  
 Transcription Service World  
 Representative Taylor-Boroff  
 Membership NAB  
 Pres., Gen. Mgr. J. B. Fuqua  
 Station Mgr. D. M. Kelly, Jr.

GEORGIA

Commercial Manager... Steve Manderson  
Sales Prom. Mgr., Pub. Dir... Fred Runde, Jr.  
Program Dir... John Vance  
Prod., Musical Dir... Thomas Hennessy  
Chief Announcer... Hugh Alison  
Chief Engineer... C. M. Callicott

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, 2-8806, 2-8807  
Transmitter Location... Berckmans Rd.  
Air Time... Unlimited  
News Service... UP  
Transcription Service... Lang-Worth  
Representative... George P. Hollingbery  
Membership... NAB, BMB  
President... Ernest D. Black  
Gen. Sta. Mgr... W. R. Ringson  
Commercial Mgr... James S. Ayers  
Program Director... Charles H. Pointel  
Production Director... Raymond Culpepper  
Chief Announcer... Pat Mulherin  
Musical Director... Charles H. Pointel  
Chief Engineer... Rabun F. Bobo  
Farm Editor... Gerald A. Chelton

WMGR

BAINBRIDGE—1946—MBS

Frequency: 1490 Kc... Power: 250 Watts  
Owned-Operated By... S. Marvin Griffith  
Address... Faceville Hiway  
Phone Number... 776  
General Mgr... S. Marvin Griffith

WGIG

BRUNSWICK—1949

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  
Air Time... 7 a.m.-M.  
News Service... AP  
Transcription Service... Associated  
Membership... NAB, BMB  
President... Norman A. Way  
General Manager... Alan Burke  
Commercial Mgr... John Lane  
Pgm. Dir., Chief Announcer... Ted Booth  
Publicity Dir... Ammie Ree Penn  
Musical Dir... Sue Shaw  
Chief Engineer... Herman Lange  
Farm Editor... Eddie Wade

GEORGIA

WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.

GEORGIA ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Charles W. Pittman—WBML, Macon  
Vice-President: H. Dean Covington—WRDM, Rome  
Second Vice-President: E. D. Rivers, Jr.—WEAS, Decatur  
Secretary: W. F. Caldwell—AP Chief of Bureau  
Continuing Study Committee Chairman: W. B. Estes—WGAA, Cedar-town

GEORGIA

**W M O G**

**BRUNSWICK—1940—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By...Coastal Bcstg. Co., Inc.  
 Address.....St. Simons Island Causeway  
 Phone Number.....1500  
 Air Time.....7:00 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....BMB  
 President.....Alma W. King  
 Gen.-Sta.-Comm. Mgr.....Kenneth E. White  
 Chief Engineer.....Sidney Hargraeves

**W L B B**

**CARROLLTON—1947—GALS**

Frequency: 1100 Kc. Power: 250 Watts d.  
 Owned-Oper. By....Carroll Bcstg. Co., Inc.  
 Business-Studio Address...Peoples Bank Bldg.  
 Phone Number.....980-981  
 Transmitter Location.....Cedar St.  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service....SESAC, Lang-Worth  
 Membership.....NAB  
 General Mgr.....Thomas K. Vassey  
 Commercial Manager.....Chessley F. Hooper  
 Program Director.....James C. Dunaway  
 Prom. Mgr.....Dale C. Smith  
 Chief Engineer.....Chessley F. Hooper

**W B H F**

**CARTERSVILLE—1946—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....W. R. Frier  
 Address.....P. O. Box 71, Dallas Road  
 Phone Number.....1200  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Gen., Pgm. Dir.....W. Ryan Frier  
 Chief Engineer.....John H. Doherty

**W G A A**

**CEDARTOWN—1941**

**ABC-KBS-GALS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....NW. Ga. Bdcstg. Co.  
 Business-Studio Address...West Theatre Bldg.  
 Phone Number.....Cedartown 777,570  
 Transmitter Location.....Rome Highway  
 Air Time.....6:00 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NAB, BMB  
 President.....O. C. Lam  
 General-Comm. Mgr.....William B. Estes  
 Program Director.....Rowena W. Murphy  
 Prom. Mgr.....Paul Mason

**W D A K**

**COLUMBUS—1943—NBC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By...Radio Columbus, Inc.  
 Business-Studio Address.....1320 Broadway  
 Phone Number.....5447  
 Transmitter Location.....Brickyard Road  
 Air Time.....5:45 a.m.-1:05 a.m.  
 News Service.....AP  
 Transcription Service.....World  
 Station Representative.....Headley-Reed  
 Membership.....NAB, BMB  
 President-General Manager..Allen M. Woodall  
 Station Manager.....Miles H. Ferguson  
 Comm., Sales Prom. Mgr....William Massie  
 Program-Publicity Dir.....John Nolan  
 Prod. Dir., Chief Annr.....Joe Byars  
 Musical Director.....Frances Gladdin  
 Chief Engineer.....Hudie Brown  
 Farm Editor.....Betty Vann

**W G B A**

**COLUMBUS—1947—ABC-MBC**

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Operated By....Ga.-Ala. Bdcstg. Corp.  
 Business-Studio Address...1213½ Broadway  
 Phone Number.....3-3603  
 Transmitter Location.....Morris Rd.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth  
 Representative.....Branham  
 Membership.....NAB, BMB  
 President.....A. H. Chapman, Sr.  
 Gen., Comm., Mgr.....Walter M. Windsor  
 Pgm., Pub. Dir., Chief Annr...Ridley Bell, Jr.  
 Pub. Service Dir.....James R. Cook  
 Continuity Director.....Howard Garland  
 Chief Engineer.....William R. Atkinson

**W R B L**

**COLUMBUS—1928**

**CBS-GA. B. S.-GA. SPORTS**

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned-Operated By.....Columbus Bdcstg. Co.  
 Business-Studio Address...13th Ave. & 14th St.  
 Phone Number.....2-0601  
 Transmitter Location.....Phenix City, Ala.  
 Air Time.....5:30 a.m.-1:05 a.m.  
 News Service.....INS, UP  
 Transcription Service.....Standard  
 Representative.....George P. Hollingbery  
 Membership.....NAB, BMB  
 Partner.....J. W. Woodruff  
 Exec. Mgr., Ptnr., Sta. Mgr..J. W. Woodruff, Jr.  
 Sales Mgr.....B. Ed Johnson  
 Promotion Mgr.....Walter Mitchell  
 Pgm., Prod. Dir.....George Gingell  
 News Director.....George Theeringer  
 Chief Engineer.....J. A. Gamble  
 Farm Editor.....Douglas Gary

**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.  
 Comm., Prom. Mgr. Willard Belote  
 Program Dir. Bryant Lane  
 Chief Engineer Reo Chairland

**W M O C**

**COVINGTON—1946—MBS-KBS  
 GA. SPORTS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By The Covington News, Inc.  
 Business Address 114-22 Pace St.  
 Phone Number 2274  
 Studio-Transmitter Location Monticello St  
 Air Time 6 a.m.-11 p.m.  
 News Service UP  
 Transcription Service World  
 Representative Ga. Assn. Local Stations  
 President Belmont Dennis  
 General-Station-Commercial Manager W. Thomas Hay  
 Sales Prom. Mgr., Prod., Pub. Dir. S. G. Turner  
 Program Director W. I. Allgood  
 Chief Anncr., Musical Dir. Roy Jones  
 Chief Engineer Robert L. White, Jr.  
 Farm Editor Leo Mallard

**W B L J**

**DALTON—1940—MBS-GALS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Dalton Bdcstg. Corp.  
 Business-Studio Address 111 South Fentz St.  
 Phone Number 1180-1  
 Transmitter Location River Bend Rd.  
 Air Time 6:30 a.m.-11 p.m.  
 News Service UP  
 Transcription Service Capitol, SESAC  
 Membership NAB, BMB  
 President H. C. Kenemer  
 Gen.-Sta.-Comm. Mgr. J. F. McGinley  
 Chief Announcer Bill Davis  
 Musical Director John Ross  
 Chief Engineer John S. Andrews

**W D W D**

**DAWSON—1948—GA. SPORTS  
 GALS**

Frequency: 990 Kc. Power: 1000 Watts D.  
 Owned-Operated By Dawson Bdcstg. Co.  
 Business-Studio Address Parrott Road  
 Phone Number 415, 416

Air Time Daytime  
 News Service UP  
 Transcription Service Lang-Worth  
 President Ed Stevens  
 Gen.-Sta.-Comm. Mgr. W. C. Woodall, Jr.  
 Pgm. Dir., Chief Anncr. Olin L. Gee  
 Sales Prom. Mgr. George Burton, Jr.  
 Publicity Dir. Carolyn Wall  
 Musical Dir. Howard Ravilius  
 Chief Engineer Joe Stephens

**W G L S**

**DECATUR—1949—GALS**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned-Oper. By DeKalb Bcstg. Co.  
 Business-Studio Address 546 N. McDonough St.  
 Phone Number Crescent 6471  
 Transmitter Location Northern Ave.,  
 Avondale Estates  
 News Service UP  
 Transcription Service Standard  
 President Frank Thomas  
 General Manager Robert W. Minton  
 Commercial Mgr. Robert W. Mock  
 Program Dir. Ruth Kent  
 Chief Announcer Preston Charles  
 Chief Engineer Bob Minton

**W D M G**

**DOUGLAS—1947**

Frequency: 860 Kc. Power 1000 Watts D.  
 Owned-Operated By WDMG, Inc.  
 Business-Studio Address 118 S. Madison Ave.  
 Phone Number 584  
 Air Time Sunrise-sunset  
 News Service UP  
 Transcription Service World, SESAC  
 Representative P. W. Cook  
 Membership NAB  
 President Downing Musgrove  
 General Manager B. F. J. Timm  
 Program Director Terry Kielty  
 Chief Announcer Sam Middleton  
 Chief Engineer Al Woodson

**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 871-2  
 Studio-Transmitter Location Franklin St.  
 Air Time 6:30 a.m.-11:05 p.m.  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Continental Radio Sales  
 Membership BMB  
 President George T. Morris  
 General Mgr. W. Newton Morris  
 Commercial Mgr. J. Marion Kendrick  
 Program Dir. Roy M. Hubbard  
 Chief Engineer Charlie R. Lord

## WTJH

**EAST POINT—1949—KBS**

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . Southeastern Bcstg. Sys.  
 Address . . . . . P. O. Box 72  
 Air Time . . . . . Daytime  
 News Service . . . . . INS  
 Pres., Gen. Mgr. . . . . James S. Rivers  
 Comm., Prom. Mgr. . . . . James Brown  
 Program Dir. . . . . Jack Barton  
 Chief Engineer. . . . . Bruce Smith

## WSGC

**ELBERTON—1946—MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Elberton Bcstg. Co.  
 Address . . . . . Elberton  
 News Service . . . . . AP  
 Representative . . . . . Continental Radio Sales  
 Manager. . . . . Melvin C. Gorman

## WBHB

**FITZGERALD—1946—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Ben Hill Bdcstg. Corp.  
 Address . . . . . 600 Roanoke Dr.  
 Phone Number . . . . . 740  
 Air Time . . . . . 6:15 a.m.-11 p.m.  
 News Service . . . . . AP  
 President . . . . . Arthur Carpenter, Jr.  
 Gen. Mgr., Chief Engr. . . . . Thomas R. Hanssen  
 Comm. Mgr. . . . . Charles W. Dowdy  
 Program Dir. . . . . Mavis Mobley

## WDUN

**GAINESVILLE—1947—GALS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By Northeast Ga. Bdcstg. Co.  
 Business-Studio Address . . . . . 217½ S. Main St.  
 Phone Number . . . . . 234L  
 Transmitter Location . . . . . Tower Heights  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Membership . . . . . NAB  
 President . . . . . Paul C. Plaginos  
 General Manager . . . . . John W. Jacobs, Jr.  
 Commercial Manager . . . . . Dave Rankin  
 Program Dir. . . . . Hub Terry  
 Chief Engineer . . . . . Jackson A. Dodd  
 Farm Editor. . . . . Jack Haskins

## WGGG

**GAINESVILLE—1941—MBS-KBS  
 GA SPORTS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Blue Ridge Bdcstg. Co.

Business Address . . . . . Box 654  
 Phone Number . . . . . 1600  
 Studio-Transmitter Location . . . . . 2400 Athens Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Pres., Gen. Mgr. . . . . Charles A. Smithgall  
 Commercial Manager . . . . . E. F. MacLeod  
 Program Director . . . . . Robert Schwab  
 Musical Dir. . . . . James A. Hartley  
 Chief Engineer . . . . . F. Keith Brown

## WKEU

**GRIFFIN—1933—MBS-KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WKEU, Inc.  
 Address . . . . . Macon Hiway  
 Phone Number . . . . . 5507  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Representative . . . . . Sears-Ayer  
 President, General Mgr. . . . . A. W. Marshall, Jr.  
 Comm. Mgr., Pgm. Dir., Chief Engr.  
 G. H. Whitley, Jr.

## WKLY

**HARTWELL—1947—GA. SPORTS**

Frequency: 980 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Louie L. Morris  
 Business Address . . . . . Box 189, Hartwell  
 Phone Number . . . . . 71  
 Studio-Transmitter Location . . . . . Bowersville Rd.  
 Air Time . . . . . Local sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Membership . . . . . BMB  
 President . . . . . Louie L. Morris  
 Gen., Sta. Mgr. . . . . Max G. Pfander  
 Comm., Sales Prom. Mgr. . . . . Joe Wilder  
 Pgm., Prod. Dir. . . . . Carroll Lee  
 Chief Announcer . . . . . Broadus McLane  
 Chief Engineer . . . . . Ernest Church  
 Farm Editor . . . . . Vernon Chafin

## WBGR

**JESSUP—1949—KBS**

Frequency: 1370 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Altamaha Bcstg. Co.  
 Address . . . . . Jessup  
 Phone Number . . . . . 2444  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Pres., Gen. Mgr. . . . . W. G. Thomas  
 Comm. Mgr. . . . . Fred Miliken  
 Pgm. Dir., Prod. Dir. . . . . Fredric Kea  
 Chief Engineer . . . . . D. A. Nichols

**W L A G**

**LA GRANGE—1941—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... LaGrange Bdcstg. Co.  
 Business-Studio Address... 305-307 Broome St.  
 Phone Number... 3508  
 Transmitter Location... LaGrange  
 Air Time... 6 am.-M.  
 News Service... UP  
 Transcription Service... Standard  
 Representative... Joseph Hershey McGillvra  
 Membership... NAB, BMB  
 President... Roy C. Swank  
 General-Station-Commercial  
 Manager... Edwin Mullinax  
 Program Director... John Boggess  
 Production Director... Herbert Wells  
 Publicity Director... Fazelle Scarborough  
 Musical Director... William Hyde, Jr.  
 Chief Engineer... James McKay  
 Farm Editor... Joe Hawkins

**W B M L**

**MACON—1940—ABC-GA. SPORTS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Middle Georgia Bdcstg. Co.  
 Business-Studio Address... Fickling & Walker Bldg.  
 Phone Number... 2728  
 Transmitter Location... 8th & Cherry St.  
 Air Time... 8 a.m.-12:30 a.m.  
 News Service... AP  
 Transcription Service... World  
 Representative... Taylor Borroff  
 Membership... NAB, BMB, FMA  
 President... E. D. Black  
 General Manager... Charles W. Pittman  
 Commercial Manager... Walter Graham  
 Sales Prom. Mgr... Harold Beaty  
 Prod. Dir... Jimmy Vinson  
 Program Director-Musical  
 Director... Mary Hester Richardson  
 Publicity Director... Lewis Smith  
 Chief Announcer... Tommy Snellgrove  
 Chief Engineer... H. S. Goodrich

**W I B B**

**MACON—1948—GALS-LIBERTY**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Peach State Bcstg. Co., Inc.  
 Business-Studio Address... Professional Bldg.  
 Phone Number... Ivy 2716  
 Transmitter Location... Pio Nono at Millirons Rds.  
 Air Time... Local sunrise-sunset  
 News Service... UP  
 Transcription Service... Thesaurus  
 Owners & Managing Dirs... M. O. Thornburg, Jr., Thomas H. Maxwell  
 Commercial Manager... George W. Patton

Sales Prom. Mgr... Don C. Frost  
 Program Director... M. D. Tharnburg, Jr.  
 Prod. Dir... Bella Jarrett  
 Publicity-Musical Dir... Betty Crowell  
 Chief Announcer... Boy Way  
 Chief Engineer... Tom Maxwell  
 Farm Editor... Terry Saint

**W M A Z**

**MACON—1922—CBS**

Frequency: 940 Kc. Power: 10,000 Watts  
 Owned-Oper. By... Southeastern Bcstg. Co.  
 Business-Studio Address... Bankers Insurance Bldg.  
 Phone Number... 3131  
 Transmitter Location... Forsyth Rd.  
 Air Time... 5:30 a.m.-12:30 a.m.  
 News Service... INS  
 Transcription Service... Lang-Worth  
 Representative... Katz  
 Membership... NAB, BMB  
 Pres., Chief Engineer... George P. Rankin  
 Gen., Sta. Mgr... Wilton E. Cobb  
 Sales Prom., Comm. Mgr... Frank Crowther  
 Chief Announcer... Lloyd Harris  
 Farm Editor... D. F. Bruce

**W N E X**

**MACON—1945—MBS-GFSN**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Macon Bcstg. Co.  
 Business-Studio Address... Bibb Bldg.  
 Phone Number... 821L  
 Transmitter Location... Rogers Ave.  
 Air Time... 5:45 a.m.-12:35 a.m.  
 News Service... AP  
 Transcription Service... Associated  
 Representative... Branham  
 Membership... NAB  
 President... Ed Lowe  
 General-Station Manager... Alfred Lowe  
 Comm., Sales Prom. Mgr... James Weathers  
 Pgm., Prod. Dir., Chief Anncr... Ed Sharpe  
 Chief Engineer... W. M. Moore, Jr.  
 Farm Editor... Rayford Faircloth

**W F O M**

**MARIETTA—1946—GALS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Chattahoochee Bcstrs.  
 Business Address... P. O. Box 131  
 Phone Number... 1746, 1414  
 Studio-Transmitter Location... So. Cobb Dr.  
 Air Time... 6:30 a.m.-11 p.m.  
 News Service... AP  
 Partners... Fred B. Wilson, Channing Cope  
 Gen.-Sta.-Comm. Mgr... Albert L. Jones  
 Prod. Pub., Pgm. Dir... Gloria Rogerson  
 Chief Anncr., Music Dir... Danny Baer  
 Chief Engineer... Chuck Strans  
 Farm Editor... C. Cope



## W M V G

**MILLEDGEVILLE—1946**  
**MBS-GALS-KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Jere N. Moore  
Business-Studio Address . . . . . Georgia Military  
College  
Phone Number . . . . . 250  
Transmitter Location . . . . . Fishing Creek, So.  
Wayne St.  
Air Time . . . . . 6:45 a.m.-11:15 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . World, Keystone  
Representative . . . . . Homer Griffith  
Membership . . . . . NAB  
Gen. Sta. Comm. Mgr. . . . . Michael T. Landy  
Prog. Prod. Dir. . . . . Josephine Ragsdale  
Publicity-Musical Dir. . . . . Carl Woolf  
Chief Announcer . . . . . William G. Bloodworth  
Chief Engineer . . . . . Robbie O. Hattaway

## W M G A

**MOULTRIE—1939—GALS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . John F. Pidcock  
Business-Studio Address . . . . . Moultrie  
Phone Number . . . . . 999  
Transmitter Location . . . . . Tifton Hiway  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Representative . . . . . Thomas F. Clarke  
General Manager . . . . . John F. Pidcock  
Station Mgr., Program Dir. . . . . Roy F. Zess  
Commercial Manager . . . . . Wandell Murphy  
Chief Announcer . . . . . Spence Raulerson  
Chief Engineer . . . . . Lamar Beaty

## W C O H

**NEWMAN—1947—MBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Newnan Bcstg. Co.  
Business-Studio Address . . . . . 11 Court Sq.  
Phone Number . . . . . 1400-1  
Transmitter Location . . . . . Line St.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . World  
Gen., Sta., Comm. Mgr. . . . . James Thomasson  
Pgm., Prod. Dir. . . . . Betty Bonner  
Publicity, Musical Dir. . . . . Imogene Jones  
Chief Announcer . . . . . Jim Gallogly  
Chief Engineer . . . . . Walter O. Welch  
Farm Editor . . . . . B. T. Brown

## W K M A

**QUITMAN—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Radio South  
Business-Studio Address . . . . . Walker Bldg.  
Phone Number . . . . . 4811

Transmitter Location . . . . . N. of New City Cemetery  
Air Time . . . . . 6:45 a.m.-10 p.m.  
News Service . . . . . UP  
Owner, Sta., Comm. Mgr. . . . . John R. Bartlett  
Program Dir. . . . . Elizabeth Bartlett  
Chief Engineer . . . . . Jack V. LoPresti

## W L A Q

**ROME—1947—KBS**

Frequency: 670 Kc. . . . . Power: 1,000 Watts d.  
Owned-Operated By . . . . . News Publishing Co.  
Business-Studio Address . . . . . 209 Broad St.  
Phone Number . . . . . 7767-8  
Transmitter Location . . . . . Old Summerville Rd.  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . Capitol  
Membership . . . . . NAB  
President . . . . . B. H. Mooney, Sr.  
Gen. Sta., Comm. Mgr. . . . . Robert C. Leach  
Sales Prom. Mgr. . . . . Martha Daniel  
Program Director . . . . . Bill Davies  
Production Director . . . . . George W. Rice  
Chief Announcer . . . . . Lee Mowery  
Farm Editor . . . . . Delmas Franklin  
Musical Director . . . . . Mrs. Clyde Baker  
Chief Engineer . . . . . Daniel B. Scott

## W R G A

**ROME—1930—MBS**

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Rome Bcstg. Corp.  
Business-Studio Address . . . . . 503 Broad St.  
Phone Number . . . . . 2-241-2  
Transmitter Location . . . . . Off Summerville Rd.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Walker  
Membership . . . . . NAB  
President . . . . . John W. Quarles  
General Manager . . . . . Happy Quarles  
Station Manager . . . . . Mather Payne  
Commercial Manager . . . . . Pinkie Talley  
Prom. Mgr. . . . . Cap Hicks  
Pgm., Pub. Dir. . . . . Jim Roberts  
Musical Director . . . . . Kitty Alford  
Chief Engineer . . . . . R. A. Starr  
Farm Editor . . . . . Al Kirby

## W R O M

**ROME—1946**

Frequency: 710 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Coosa Valley Radio Co.  
Business-Studio Address . . . . . 121 Broad St.  
Phone Number . . . . . 9075-6  
Transmitter Location . . . . . Cooper Dr.  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . AP  
Representative . . . . . Everett-McKinney,  
Homer Griffith

Pres., Comm. Mgr. . . . . Dean Covington  
 Sta., Sales Prom. Mgr. . . . Edward N. McKay  
 Program Dir., Chief Announcer . . Charlie Doss  
 Publicity Dir. . . . . Joyce Buice  
 Musical Director . . . . . Bill Morris  
 Chief Engineer . . . . . Van Murray  
 Farm Editor . . . . . Norman Westbrook

**WCCP**

**SAVANNAH—1946—MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated by . . . . Dixie Bcstg. Co.  
 Business-Studio Address . . . . P. O. Box 943,  
 140 Bull St.  
 Phone Number . . . . . 2-4182  
 Transmitter Location . . . . West Gwinnett St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . Standard  
 Representative . . . . . Walker  
 Membership . . . . . NAB  
 Owner, Gen. Mgr. . . . . Carter C. Peterson  
 Commercial Mgr. . . . . Weldon Herrin  
 Sales Promotion Manager . . Charles J. Lipton  
 Program Director . . . . . Charles Beresford  
 Publicity Director . . . . . Al Jennings  
 Chief Engineer . . . . . William E. Moats

**WDAR**

**SAVANNAH—1946—ABC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WDAR, Inc.  
 Business-Studio Address . . . . 34 E. Bryan St.  
 Phone Number . . . . . 3-8807-8  
 Transmitter Location . . . . E. Perry Lane  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Representative . . . . . Adam J. Young, Jr.  
 Membership . . . . . NAB, BMB  
 President . . . . . A. C. Neff  
 General-Station Manager . . . . L. H. Thesmar  
 Commercial Manager . . . . . Robert Finch  
 Sales Promotion Manager . . . . Robert Noble  
 Pgm., Pub. Dir., Farm Editor . . Milton Bellan  
 Production Director . . . . . Jimmy Woods  
 Musical Director . . . . . James Deer  
 Chief Engineer . . . . . Howard Jewett

**WFRP**

**SAVANNAH—1946—GALS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . Georgia Bcstg. Co.  
 Business-Studio Address . . . . 219 E. Charlton St.  
 Phone Number . . . . . 39642  
 Transmitter Location . . . . E. Perry Lane  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Representative . . . . . Thomas F. Clark  
 President . . . . . F. R. Pidcock  
 Gen. Mgr., Pgm. Dir. . . . . John F. Pidcock  
 Comm., Sales Prom. Mgr. . . . John Williams  
 Chief Engineer . . . . . James M. Wilder

**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, Oatland Island, 4.2 Mi.  
 E. of Savannah  
 Air Time . . . . . 6 a.m.-12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . Thesaurus  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Sta. Mgr. . . . . Harben Daniel  
 Comm. Mgr. . . . . Don Jones  
 Sales Mgr. . . . . George P. Cooper, Jr.  
 Program Dir. . . . . Owens Alexander  
 Prod., Pub. Dir. . . . . Carson Demmond  
 Chief Announcer . . . . . Norman Strand  
 Musical Director . . . . . Melvin Peacock  
 Chief Engineer . . . . . M. E. Thompson  
 Farm Editor . . . . . Melvin Peacock

**WTOC**

**SAVANNAH—1929—CBS**

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . Savannah Bcstg. Co.  
 Business-Studio Address . . . . 516 Abercorn St.,  
 P. O. Box 858  
 Phone Number . . . . . 2-0127  
 Transmitter Location . . . . Anderson Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . Lang-Worth, World  
 Representative . . . . . Katz  
 Membership . . . . . NAB, BMB  
 Pres., General Mgr. . . . . William T. Knight, Jr.  
 Comm., Sales Prom. Mgr. . . . Ben Williams  
 Prod., Pgm., Musical Dir. . . . Dwight J. Bruce  
 Publicity Dir. . . . . Ben Quick  
 Chief Announcer . . . . . Eddie Davis  
 Chief Engineer . . . . . Reeve Owen

**WWNS**

**STATESBORO—1946—MBS-GALS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . Alfred Dorman  
 Business Address . . . . . Box 146  
 Phone Number . . . . . 502  
 Studio-Transmitter Location . . . . E. Olliff St.  
 Air Time . . . . . 7 a.m.-11 p.m.  
 News Service . . . . . UP  
 President . . . . . Alfred Dorman  
 General Manager . . . . . Paul R. Sauve  
 Chief Engineer . . . . . Clinton J. Lewis

**WSFT**

**THOMASTON—1947—MBS-GALS**

Frequency: 1220 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . Thomaston Bcstg. Co., Inc.

Business-Studio Address.....101 N. Church St.  
 Phone Number .....1300  
 Transmitter Location.....Hightower Rd.  
 Air Time.....Daytime  
 News Service.....AP  
 President.....R. E. Hightower  
 General Manager.....S. J. Carswell  
 Commercial Manager.....C. T. Thames  
 Program Director.....Bill Heule

## WKTG

### THOMASVILLE—1947—GALS

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Southern Bcstg. System, Inc.  
 Business-Studio Address.....Bank of Thomas  
 County Bldg.  
 Phone Number .....1501-2  
 Transmitter Location.....Pavo Hway.  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....World, Lang-Worth  
 Representative.....Thomas F. Clark  
 Membership.....NAB  
 Pres., Gen., Comm. Mgr.....W. F. Scott, Jr.  
 Program Director.....William B. Hill  
 Chief Engineer.....K. T. Malory

## WPAX

### THOMASVILLE—1934

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.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Thesaurus, Capitol  
 Membership.....NAB, BMB  
 Owner, General Mgr.....H. Wimpy  
 Commercial Manager.....Al Feinberg  
 Program Director.....Bill Ward  
 Chief Engineer.....James Poole

## WTWA

### THOMSON—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Hickory Hill Bcstg. Co.  
 Business-Studio-Transmitter  
 Address.....215 Lumpkin St.  
 Phone Number .....777  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Taylor-Boroff  
 Membership.....NAB, BMB  
 President.....Walter Brown  
 Gen., Sta., Prom. Mgr.....Edgar H. Kobak  
 Comm. Mgr., Chief Anncr., Farm Editor  
 John Morris  
 Chief Engineer.....Edward Williams

## W W G S

### TIFTON—1946—MBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Tifton Bcstg. Corp.  
 Business-Studio-Transmitter Address.....800 S.  
 Main St.  
 Phone Number .....921  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....UP  
 President.....Walter A. Graham  
 Gen.Sales Promotion Mgr., James E. Graham  
 Sta., Comm. Mgr.....William Shepherd  
 Pgm. Dir., Chief Anncr.....Bert Stevens  
 Publicity Director.....W. W. Shepherd  
 Musical Dir.....J. E. Graham  
 Chief Engineer.....Wendell C. Roberts  
 Farm Editor.....Bob McGregor

## WLET

### TOCCOA—1941—MBS-KBS-GALS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....R. G. Letourneau  
 Bus.-Studio-Transmitter Address.....423 Prather  
 Bridge Rd.  
 Phone Number .....544  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Keystone  
 Representative.....Thomas F. Clark  
 General Manager.....Virgle E. Craig  
 Commercial Manager.....Sam A. Gaines  
 Sales Prom. Mgr., Pub. Dir.....Charles Gaines  
 Pgm. Dir. Chief Anncr.....Roy E. Gaines  
 Chief Engineer.....J. Carl Meeks

## WGOV

### VALDOSTA—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....E. D. Rivers  
 Business-Studio Address.....Hotel Daniel Ashley  
 Phone Number .....1420-1  
 Transmitter Location.....Kinderlou  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....John E. Pearson  
 Owner.....E. D. Rivers  
 General Mgr.....Mrs. E. D. Rivers  
 Business Manager.....Mary Gorman  
 Prog.-Prod. Director.....John V. Evans  
 Chief Announcer.....Robert S. Mansfield  
 Chief Engineer.....Ralph Dennis

## WVOP

### VIDALIA—1946—GALS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Vidalia Bcstg. Co.  
 Address.....Box 391, Vidalia

# GEORGIA-IDAHO

Phone Number.....327, 693, 698  
 Studio Address.....Mt. Vernon Rd., Vidalia;  
 Community Bldg., Lyons  
 Transmitter Location.....U. S. Route 280  
 Air Time.....6:30 a.m.-11:00 p.m.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NAB  
 President.....M. F. Brice  
 Gen., Sta. Mgr.....Howard C. Gilreath  
 Commercial Mgr.....Jack Kirkland  
 Pgm., Prod. Dir.....Mercer King  
 Publicity Dir.....R. E. Ledford  
 Chief Announcer.....Art Peterson  
 Musical Director.....Lula Mae Leverett  
 Chief Engineer.....Loren Dorough

Transcription Service.....World, Cole, KBS  
 Representative.....Hal Holman  
 Membership.....NAB, BMB  
 President.....Jack Williams  
 Sta., Comm., Sales Prom. Mgr., John J. Tobola  
 Program Dir., Sales.....Evelyn Frazier  
 Prod. Dir.....Don Gross  
 Publicity Dir.....Dorothy Smith  
 Chief Announcer.....Ray Williamson  
 Chief Engineer.....John Legare  
 Farm Editor.....C. L. Blalock

## 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

## 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.....437  
 Studio-Transmitter Location.....Lanett, Ala.  
 Air Time.....6 a.m.-11:15 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Pres., Gen. Mgr.....J. C. Menderson  
 Sta., Comm., Sales Prom. Mgr., Capers Lilsey  
 Program Director.....Aileen Love  
 Chief Engineer.....R. R. Magill

# IDAHO

*Estimated Population 592,000—Increase 12.8 %—Radio Homes 156,000  
 Radio Families 159,000—Stations in State 21*

## KDSH

### BOISE—1947—CBS

Frequency: 900 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.....AP  
 Transcription Service.....Musac  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 President.....Saul Haas  
 General Manager.....Westerman Whillock  
 Assoc. Mgr., Pgm., Prod. Dir.....Earl Glade, Jr.  
 Musical Director.....George Ganz  
 Chief Engineer.....James A. Johnz, Jr.  
 Farm Editor, Chief Anncr.....Bill Graham

Transmitter Location.....4th & Roosevelt  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, World  
 Representative.....George P. Hollingbery  
 Membership.....NAB, BMB  
 President.....Frank C. Carman  
 General-Station Mgr.....Milo J. Petersen  
 Local Sales Mgr.....Al Biorge  
 Program Director.....H. E. Cunningham  
 Chief Engineer.....Richard Egelston

## KIDO

### BOISE—1928

#### NBC-UTAH-IDAHO NET

Frequency: 1380 Kc.....Power: 2500 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....KIDO, Inc.  
 Business-Studio Add.....Chamber of Comm. Bldg.  
 Phone Number.....680  
 Transmitter Location.....W. of City  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....John Blair  
 Membership.....NAB, BMB  
 President.....Georgia M. Davidson  
 General Mgr.....Walter E. Wagstaff

## K G E M

### BOISE—1946

**ABC-ROCKY MOUNTAIN NET-KBS**  
 Frequency: 1140 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Idaho Bcstg. & Telev. Co.  
 Business-Studio Address.....1107 Main St.  
 Phone Number.....533-4

Commercial Mgr. . . . . Hugh Shelley  
 Sales Prom. Mgr. . . . . Peter Brooks  
 Program Dir. . . . . James B. McKibben, Jr.  
 Chief Announcer . . . . . Vern Moore  
 Chief Engineer . . . . . Harold W. Toedemeier  
 Farm Editor . . . . . Rulon Bradley

## KBIO

BURLEY—1946

ABC-KBS-ROCKY MT. NET

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KBIO, Inc.  
 Business-Studio Address . . . . . Box 461  
 Phone Number . . . . . 10  
 Transmitter Location . . . . . 1½ Mi. W. of Burley  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 President . . . . . Jessica L. Longston  
 General Mgr. . . . . Donald R. Pinney  
 Comm. Mgr. . . . . Rudy Rankin  
 Program Director . . . . . Tess Williams  
 Chief Engineer . . . . . Donald Pinney

## KCID

CALDWELL—1947

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Caldwell Bcstg. Co.  
 Business-Studio Address . . . . . Canyon Hill Pk.  
 Phone Number . . . . . 1540  
 Transmitter . . . . . Franklin Lane  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Keating  
 President . . . . . J. T. La Fond  
 Sta., Gen., Comm. Mgr. . . . . H. B. McCosh  
 Pgm., Prod., Pub. Dir. . . . . Jack J. Link  
 Chief Announcer . . . . . E. B. Spinetti  
 Chief Engineer . . . . . Jerry Burgess

## KVNI

COEUR D'ALENE—1946

MBS-DON LEE

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . The Coeur d'Alene Bcstg. Co.  
 Business-Studio Address . . . . . Blackwell Island  
 Phone Number . . . . . 1250  
 Transmitter Location . . . . . Blackwell Island  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . George P. Hollingbery  
 President . . . . . Burl C. Hagadone  
 Gen., Sta., Comm. Mgr. . . . . Wayne E. Olsen  
 Pgm., Prod. Dir., Asst. Mgr. . . . . Bernard V. Merriman  
 Musical Dir. . . . . Burl Bowman  
 Chief Engineer . . . . . Howard Olsen

## KID

IDAHO FALLS—1927

MBS-INTERMOUNTAIN NET

Frequency: 1350 Kc. . . . . Power: 5000 Watts d.,  
 500 Watts n.  
 Owned-Operated By . . . . . Idaho Radio Corp.  
 Business-Studio Address . . . . . Hotel Bonneville  
 Phone Number . . . . . 4  
 Transmitter Location . . . . . Ammon Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World, MacGregor  
 Representative . . . . . Avery Knodel  
 Membership . . . . . NAB  
 President . . . . . Joseph E. Williams  
 General-Station Manager . . . . . C. N. Layne  
 Commercial Manager . . . . . Leonard Wasden  
 Sales Prom. Mgr., Pgm., Prod. Dir. . . . . Eugene A. Ackerley  
 Chief Anncr., Farm Editor . . . . . Roy Southwick  
 Chief Engineer . . . . . Newell Olsen

## KIFI

IDAHO FALLS—1947

ABC-ROCKY MT.-KBS

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  
 Representative . . . . . George P. Hollingbery  
 Pres., Gen. Mgr. . . . . J. M. Brady  
 Program Dir. . . . . Kenneth Peterson  
 Commercial Mgr. . . . . Dan Kelly  
 Prod. Dir., Chief Anncr. . . . . Sheldon Bren  
 Publicity Director . . . . . James McKague  
 Chief Engineer . . . . . Blair Nelson

## KRLC

LEWISTON—1935—MBS-DON LEE

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . H. E. Studebaker  
 Business-Studio Address . . . . . Lewis-Clark Hotel  
 Phone Number . . . . . 1950  
 Transmitter Location . . . . . Lewiston Orchards  
 Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . W. S. Grant  
 Membership . . . . . NAB, BMB  
 General Manager . . . . . H. E. Studebaker  
 Station Manager . . . . . Donald Thomas  
 Program Director . . . . . Bill Dodel  
 Prod. Dir. . . . . Harry Howard  
 Chief Engineer . . . . . Gene Wilson

# KRPL

MOSCOW—1947

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  
 Air Time Unlimited  
 News Service AP  
 Transcription Service World, Cole  
 Representative Continental Radio Sales,  
 Walter Biddick  
 Membership NAB, BMB  
 President Ted R. Farrier  
 Gen., Sta. Mgr., Pgm. Dir. Bert McAllister  
 Comm.-Sales Promotion Mgr. Jack H. Goetz  
 Chief Engineer Herbert D. Young

# KFXD

NAMPA—1922

MBS-INTERMOUNTAIN NET.

Frequency: 580 Kc. Power: 1000 Watts  
 Owned-Oper. By Frank E. Hurt & Son  
 Business Address 1224 12th Ave. S.,  
 P. O. Box 891  
 Phone Number 1200  
 Studio Address 1224 12th Ave. S., Nampa;  
 809 Main St., Boise  
 Transmitter Location 3 Mi. S. of Meridian  
 Air Time 6 a.m.-11 p.m.  
 News Service UP  
 Transcription Service Lang-Worth, Thesaurus,  
 SESAC  
 Representative Avery-Knodel  
 Membership NAB  
 President, General Mgr. Frank E. Hurt  
 Pgm. Dir., Comm. Mgr. W. S. Black  
 Chief Engineer Edward P. Hurt

# KEIO

POCATELLO—1946—ABC-KBS-RM

Frequency: 1440 Kc. Power: 1000 Watts  
 Owned-Oper. By Eastern Idaho Bstg. &  
 Television Co.  
 Business-Studio Address Hotel Bannock  
 Phone Number 3400  
 Transmitter Location Pole Line Rd.  
 Air Time 6 a.m.-M.  
 News Service AP  
 Transcription Service World  
 Representative George P. Hollingbery  
 President James M. Brady  
 General Mgr. Charles Crabtree  
 Commercial Manager James H. Schoonover  
 Program Dir., Chief Announcer, Steve Shepard  
 Prod. Dir. Anthony Ricca  
 Musical Dir. Al Witt  
 Chief Engineer Denzil Musulin

# KEYY

POCATELLO—1946  
 MBS-INTERMOUNTAIN

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Radio & Telev. Bstg. Co. of  
 Idaho  
 Address 1140 Yellowstone Ave.  
 Phone Number 1240  
 Transcription Service World  
 Representative Avery-Knodel  
 Membership NAB  
 President F. M. Bistline  
 Gen., Comm. Mgr. Louis F. Haller  
 Pgm. Dir., Prom. Mgr. Doris MacBride  
 Chief Engineer Julian Dennis

# KSEI

POCATELLO—1926  
 NBC-UTAH-IDAHO NET

Frequency: 930 Kc. Power: 500 Watts  
 Owned-Operated By Radio Service Corp.  
 Business-Studio Address Hotel Whitman  
 Phone Number 4000  
 Transmitter Location Pocatello  
 News Service UP  
 Transcription Service Standard, Lang-Worth, Cole  
 Representative Walker  
 Membership NAB, BMB  
 President O. P. Soule  
 Gen., Comm. Mgr. Henry H. Fletcher  
 Publicity Dir. Olive M. Leeny  
 Program Director Ruthe A. Fletcher  
 Prod. Dir. James E. Karrick  
 Chief Engineer Ellis W. Call

# KPST

PRESTON—1948

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

# KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Bauer Bstg. Co.  
 Business Address Sandpoint  
 Phone Number 555  
 News Service UP  
 Transcription Service Standard  
 Partners Norman E. Bauer, Ione N. Bauer  
 General Mgr. Norman Bauer

Asst. & Comm. Mgr. .... Jack Hatch  
 Program Dir. .... Ione N. Bauer  
 Promotion Mgr. .... Marie Rossmiller  
 Chief Engineer. .... Carl I. Hill

**KLIX**

**TWIN FALLS—1946**  
**ABC-GEM STATE-ROCKY MT.**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Southern Idaho Bcstg.  
 & Television Co.

Business-Studio Transmitter .... Elizabeth Blvd.  
 Phone Number ..... 2484  
 News Service ..... AP  
 Transcription Service .... Capitol, MacGregor  
 Representative ..... George P. Hollingbery  
 Membership ..... NAB  
 V.P., Gen.-Station Mgr. .... Frank C. McIntyre  
 Commercial Mgr. .... Juneau H. Shinn  
 Program Dir. .... Lloyd James  
 Asst. Mgr., Farm Editor. .... Ian Elliott  
 Production Director. .... George Platis  
 Chief Engineer. .... Ian Elliott

**KTFI**

**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  
 News Service ..... UP  
 Transcription Service .... Standard, Lang-Worth  
 Representative ..... Weed  
 Membership ..... NAB, BMB  
 President. .... O. P. Soule  
 Gen.-Station-Comm. Manager. .... F. M. Gardner  
 Sls. Prom. Mgr., Pgm. Dir. .... Lenore Parker  
 Production Director. .... Carolyn Morris  
 Chief Engineer. .... Marvin Hartley

**KVMV**

**TWIN FALLS—1946**  
**MBS-INTERMOUNTAIN**

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  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Avery-Knodel  
 Gen. Mgr., Chief Engineer. .... J. H. Sole  
 Comm. Mgr. .... Don C. Robbins

**KWAL**

**WALLACE—1939—MBS-KBS**

Frequency: 620 Kc. .... Power: 1000 Watts

Owned-Operated By .... Silver Bcstg. Co.  
 Business Address .... Box 930  
 Phone Number ..... 2111  
 Studio Address .... Wallace; Kellogg  
 Transmitter Location ..... Osburn  
 Transcription Service ..... World, SESAC  
 Representative ..... Holman  
 Membership ..... BMB  
 President. .... Dr. J. R. Binyon  
 General Manager. .... Robert G. Binyon  
 Program Director. .... W. Mondell Spencer  
 Chief Engineer. .... G. Turner Dreher

**KWEI**

**WEISER—1947—KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Inland Bcst. Co.  
 Business-Studio Address .... Box 791  
 Phone Number ..... 700-1  
 Transmitter. .... 1 Mi. S. Weiser, Hwy. No. 30  
 News Service ..... AP  
 Transcription Service .... Lang-Worth, Standard  
 Membership ..... NAB  
 President ..... Frank Gwilliam  
 Station-Sales Promotion Mgr. .... Claude W. Cain  
 Chief Engineer. .... Jim Carlson  
 Program-Musical Director. .... Don Jones  
 Commercial Manager. .... Wendell Long

IDAHO

WHY IS AP  
 THE BEST?

BECAUSE—AP members, the  
 greatest body of news  
 collectors in the world  
 today, provide their  
 news to their AP.

**ROCKY MOUNTAIN ASSOCIATED  
 PRESS BROADCASTERS'  
 ASSOCIATION**

Director for Colorado and Wyoming:  
 Douglas Kahle—KCOL, Fort Collins, Colo.  
 Director for Montana: Franz Robischon—  
 KBMY, Billings, Mont.  
 Continuing Study Committeeman for Idaho:  
 Frank C. McIntyre—KLIX, Twin Falls

IDAHO

# ILLINOIS

Estimated Population 8,449,000—Increase  $\pm$  7.0%—Radio Homes 2,595,000  
Radio Families—2,634,000—Stations in State 67

## WOKZ

ALTON—1948

Frequency: 1570 Kc. Power: 1000 Watts, d.  
Owned-Operated By..... WOKZ Inc.  
Business Address..... 229 Market St.  
Phone Number..... 3-5506  
Studio Address..... Hotel Stratford  
Transmitter Location..... Route 100, 3 miles  
north of Alton  
Air Time..... Sunrise to sundown  
News Service..... AP  
Transcription Service..... Lang-Worth  
Representative..... Sears & Ayer  
President..... R. C. Goshorn  
Gen. Comm. Mgr..... R. L. Rose  
Program Dir..... Ray Washabaugh  
Chief Engineer..... Thomas Payton, Jr.

## WMRO

AURORA—1938

Frequency: 1280 Kc. Power: 250 Watts, d.  
Owned-Operated By..... Martin R. O'Brien  
Business-Studio Address..... 184 S. River  
Phone Number..... 4215  
Transmitter Location..... Hurd's Island  
Air Time..... Daytime  
News Service..... INS  
Transcription Service..... Lang-Worth  
Pres., Gen., Sta. Mgr..... Martin R. O'Brien  
Sales Prom. Mgr..... Vincent G. Coley  
Program Director..... Jeanne M. Doran  
Production Director..... Michael O'Brien  
Publicity Director..... Carol Kling  
Chief Announcer..... James O'Brien  
Musical Director..... Elaine Hayden  
Chief Engineer..... John Kitner  
Farm Editor..... Bill Randles

## WIBV

BELLEVILLE—1947

Frequency: 1080 Kc. Power: 250 Watts, d.  
Owned-Operated By..... Belleville Bcstg. Co.  
Bus.-Studio-Transmitter Address..... 2100 W. Main  
Phone Number..... 5000  
Air Time..... 6 a.m.-local sunset  
News Service..... AP  
Transcription Service..... Thesaurus, World  
Representative..... Hal Holman  
Membership..... BMB  
Gen. Station Mgr..... Paul A. Wnorwski  
Comm. Mgr..... Marshall True  
Sales Prom. Mgr..... Lloyd C. Smith  
Pro. Dir.-Chief Announcer..... Russell W. Wagner  
Production Director..... Bobby A. Boaz  
Publicity Director..... John W. Lewis  
Chief Engineer..... Marvin M. Mollring  
Farm Editor..... Joseph W. Quinlan

## WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By..... Bloomington Bcstg. Corp.  
Business-Studio Address..... 209 East Wash-  
ington St.  
Phone Number..... 5281  
Transmitter Location..... R.R. No. 2  
Air Time..... 6 a.m.-11 p.m.  
News Service..... UP  
Transcription Service..... Lang-Worth, SESAC  
Representative..... John E. Pearson  
Membership..... NAB, BMB  
President..... Loring C. Merwin  
Gen. Mgr., Pub. Dir..... Ellis Atteberry  
Commercial Manager..... Joseph J. Hannie  
Sales Prom. Mgr..... Nancy Hoose  
Program Director..... Fred Muxfeld  
Musical Dir..... Lyle Smith  
Chief Engineer..... Fred L. Bailey

## WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By..... Oscar C. Hirsch  
Business Address..... Box 311  
Phone Number..... 1490  
Studio-Transmitter Location..... Patierdale  
Air Time..... 6 a.m.-11 p.m.  
News Service..... UP  
Representative..... John E. Pearson  
Membership..... NAB, BMB  
Owner..... Oscar C. Hirsch  
Gen.-Station-Comm. Mgr..... Merrill C. Currier  
Program Director..... Charles Housewright

## WBYS

CANTON—1947

Frequency: 1560 Kc. Power: 250 Watts, d.  
Owned-Operated By..... Fulton Co. Bcstg. Co.  
Business-Studio-Transmitter..... E. Linn St.  
Phone Number..... 1877  
Air Time..... Daytime  
News Service..... AP  
Transcription Service..... Lang-Worth, World  
Representative..... Sears & Ayer  
Membership..... NAB  
President..... H. R. Winsor  
General Mgr..... Robert L. Odson  
Sta. Mgr., Pgm., Prod. Dir..... Ken Schleifer  
Comm., Sales Prom. Mgr., Pub. Dir.  
Lee R. Kramer  
Musical Dir..... Prunella Junell  
Chief Engineer..... John Stockberger  
Farm Editor..... John G. Wolfe



**WCIL**

**CARBONDALE—1946**

Frequency: 1020 Kc. Power: 1000 Watts, d.  
 Owned-Operated By... Southern Illinois Bcstg.  
 Business-Studio Address... 218 W. Main St.  
 Phone Number ..... 167, 765  
 Transmitter Location... 1 Mi. W. of Carbondale  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Harlan Oakes  
 Membership ..... NAB, BMB  
 President-Gen.-Station Mgr.... Paul F. McRoy  
 Comm.-Sales Promotion Mgr.... Walter Schafer  
 Chief Anncr., Musical Dir.... Jim Bolen  
 Chief Engineer..... Marion Sawyer

**WROY**

**CARMI—1948**

Frequency: 1460 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Carmi Bcstg. Co.  
 Business Address..... 101 S. Walnut St.  
 Phone Number ..... 682  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 President ..... Roy Clippinger  
 General Mgr..... T. S. Land  
 Commercial Mgr..... H. M. Reedy  
 Program Dir..... Ken Boultinghouse  
 Chief Engineer..... Harold Vandament

**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... Hway. 51 N.  
 Phone Number ..... 234  
 Air Time ..... Sunup-sundown  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Sears & Ayer  
 Membership ..... BMB  
 President ..... George F. Isaac  
 Gen.-Station Mgr..... J. J. Flanigan  
 Program Director ..... Jay Giles  
 Publicity Director ..... Jean Layne  
 Chief Engineer ..... Dwight North  
 Farm Editor..... Charles Griffith

**WDWS**

**CHAMPAIGN—1937—CBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... The Champaign News-  
 Gazette, Inc.  
 Business Address ..... 48 Main St.  
 Phone Number ..... 6-1855  
 Studio-Transmitter..... 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 ..... NAB  
 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..... 836 Exchange Ave.  
 Phone Number ..... Randolph 6-1932  
 Studio Address..... LaSalle-Wacker Bldg.  
 Transmitter Location... Exchange Bldg., Union  
 Stock Yards  
 Air Time ..... 6 a.m.-local sunset  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... George P. Hollingsbery  
 Membership ..... NAB  
 President ..... Ward A. Neff  
 Gen.-Station Mgr..... W. E. Hutchinson  
 Commercial Manager... Bradley R. Eidmann  
 Program Director..... Cynthia A. Coyle  
 Program Director..... Del Hester  
 Promotion Mgr..... Ben V. Kirk  
 Chief Engineer..... Carl W. Ulrich

**WAIT**

**CHICAGO—1941**

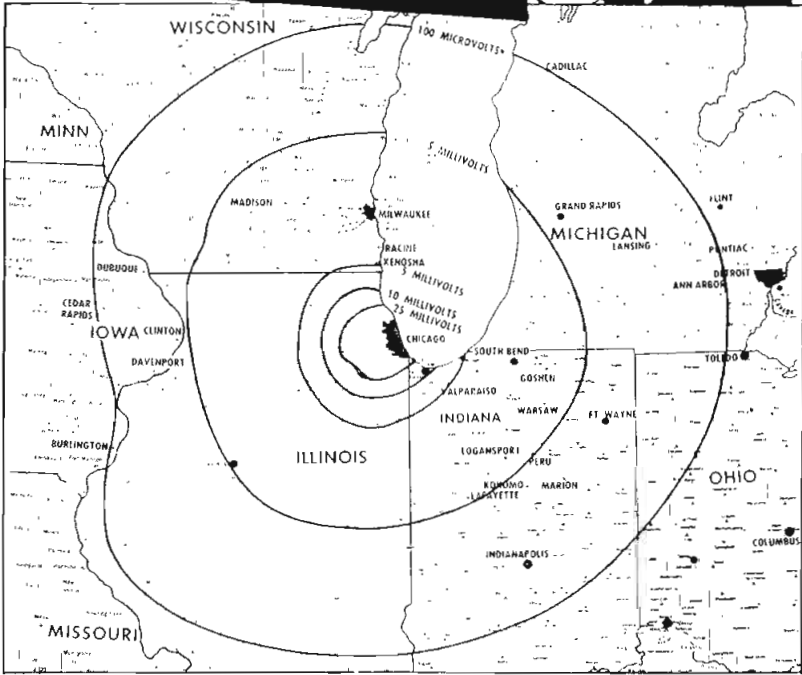
Frequency: 820 Kc. Power: 5000 Watts, d.  
 Owned-Operated By..... Gene T. Dyer  
 Bus.-Studio Address... 360 No. Michigan Ave.  
 Phone Number..... Franklin 2-0660  
 Transmitter Location ..... Elmhurst  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service... Capitol, Standard  
 Representative ..... Radio Representatives  
 Executive Dir..... Gene T. Dyer  
 Gen., Sta., Comm. Mgr..... Sil M. Aston  
 Program Director ..... Rosemary Petru  
 Musical Director..... Joseph Rudolph  
 Chief Engineer..... Edward W. Jacker

**WBBM**

**CHICAGO—1923—CBS**

Frequency: 780 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Columbia Bcstg. System, Inc.

What does a coverage map mean?



***PLENTY* WHEN YOU'RE SELLING CHICAGO AND 251 KEY MID-WESTERN COUNTIES ON WCFL!**

Your sales story on WCFL goes out to Chicago and 251 Key-Counties in 5 rich, middle-western states. This actual audience coverage is based on a 30,000 letter-pattern.

8,289,763 consumers in the *primary*! 5,421,020 in the *secondary*!

**A POTENTIAL  
\$15,000,000,000  
ANNUAL MARKET**

As the *Voice of Labor*, WCFL has a *special tie* with the well-paid craftsman and wage-earners in this prosperous, industrial area

For full information, contact WCFL or The Bolling Company.

**WCFL** 50,000 watts  
1000 on the dial  
THE VOICE OF LABOR An ABC Affiliate  
666 Lake Shore Drive, Chicago, Ill.  
Represented by The Bolling Company, Inc.

Bus.-Studio Address... 410 N. Michigan Ave.  
 Phone Number.....WHitehall 4-6000  
 Transmitter Location .....Itasca, Ill.  
 Air Time .....Unlimited  
 News Service .....AP, INS, UP  
 Transcription Service.....Lang-Worth, World,  
 Associated  
 Representative.....CBS Radio Sales  
 Membership .....NAB, BMB  
 Vice Pres.-Gen. Mgr.....H. Leslie Atlass  
 Station Manager.....Frank Falknor  
 Sales Manager.....Robert Livingston  
 Program Director.....Al Morey  
 Promotion Mgr.....Ralf Brent  
 Chief Engineer.....George Sherman

**W C B D**

CHICAGO—1947

Frequency: 820 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Christian Catholic Church  
 Business Address...Administration Bldg., Zion  
 Phone Number .....521  
 Studio Address.....c-o Station WAIT  
 Transmitter Location .....Elmhurst  
 Air Time.....Share Time with WAIT  
 Chief Exec.....Michael J. Mintern

**W C F L**

CHICAGO—1926—ABC

Frequency: 1000 Kc.....Power: 50,000 Watts  
 Owned-Operated By..Chicago Federation of  
 Labor  
 Business-Studio Address..666 Lake Shore Dr.  
 Phone Number.....MOhawk 4-2400  
 Transmitter Location.....Downers Grove  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative .....Bolling  
 President.....William A. Lee  
 General Manager.....Maurice Lynch  
 Commercial Manager.....George Isaac  
 Program Director.....Robert A. Platt  
 Publicity Director.....Frank McGivern  
 Musical Director.....Jack Kelly  
 Chief Engineer .....Charles Willett

**W C R W**

CHICAGO—1926

Frequency: 1240 Kc.....Power: 100 Watts, d.  
 Owned-Operated By.....Clinton R. White  
 Business-Studio-Transmitter Address  
 2756 Pine Grove Ave.  
 Phone Number.....EAstgate 7-6860  
 Air Time .....Daytime  
 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 Denmark, Inc.  
 Bus.-Studio-Transmitter Address.....3860 W.  
 Ogden Ave.  
 Phone Number.....CRawford 7-4100  
 Air Time .....Unlimited  
 News Service .....UP  
 President .....Emil Denmark  
 Gen.-Station-Comm. Mgr.....Frank J. Kotmour  
 Sales Prom. Mgr., Pub. Dir.....Bill Mack  
 Musical Director.....William P. Brady  
 Chief Engineer.....Dan Ely

**W E N R**

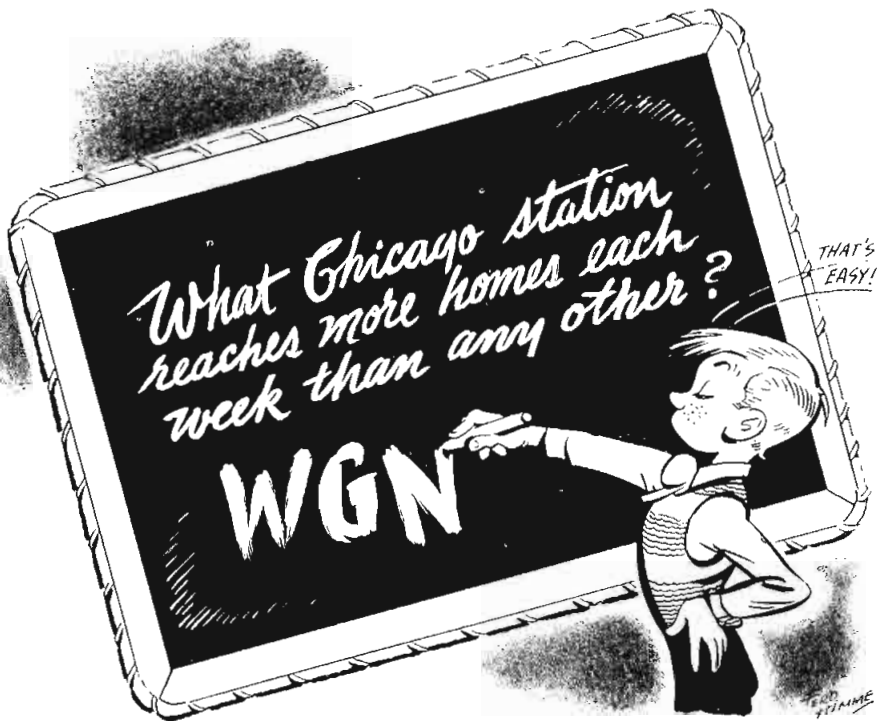
CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts  
 Owned-Operated By....American Bcstg. Co.  
 Business-Studio Address...20 N. Wacker Dr.  
 Phone Number.....ANdover 3-7800  
 Transmitter Location.....Tinley Park  
 Air Time .....Unlimited  
 News Service .....AP, INS, UP  
 Transcription Service .....Standard  
 Representative .....ABC Spot Sales  
 Membership .....NAB, BMB  
 President (ABC).....Mark Woods  
 Vice Pres. Cen. Div. ABC..John H. Norton, Jr.  
 General Mgr.....James L. Stirton  
 Station-Comm. Mgr.....Roy McLaughlin  
 Sales Promotion Manager...Karl R. Sulphin  
 Program Director.....Harold Stokes  
 Production Director.....Burr E. Lee  
 Publicity Director.....Ell W. Henry  
 News & Sports Events.....Con O'Dea  
 Musical Director.....Rex Maupin  
 Chief Engineer.....Ed Horstman

**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  
 Air Time.....6 a.m.-1:30 a.m.  
 News Service.....UP  
 Transcription Service .....Associated  
 General Mgr.....John A. Dyer  
 Commercial Mgr.....Elizabeth M. Hinzman  
 Sales Promotion Maager.....K. P. Freda  
 Program Director.....Herbert Rudolph



**YES!** everyone knows the answer to that question. And the answer, year after year, has been the same—WGN\*

This means that advertisers have a better opportunity of having their messages heard on WGN than thru any other Chicago station. This impact is made possible thru the power, prestige, and programs that are synonymous with WGN.

Sure, surveys point out that WGN is the outstanding station in Chicago, but we've got even more sales success stories and listener response that prove WGN's effectiveness on that great intangible . . . the listening audience.

\* Nielsen Annual Coverage Report, Feb-Mar., 1916, 1917, 1948, 1949.

*Make your next buy, your best buy—WGN*

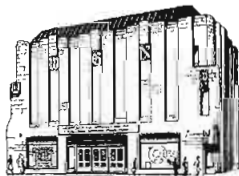
**WGN**

Chicago 11  
Illinois

50,000 Watts

720

On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg

235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5  
710 Lewis Bldg., 333 SW Oak St., Portland 4

**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  
 Ar Time.....24 hrs.  
 News Service.....AP, INS, UP  
 Transcription Service.....Standard  
 Representative.....Keenan & Eickelberg  
 Membership.....BMB, FMA  
 President.....Col. Robert R. McCormick  
 Station Manager.....Frank P. Schreiber  
 Commercial Manager.....William A. McGuineas  
 Sales Promotion Manager.....Don Getz  
 Program Director.....Bruce Dennis  
 Production Director.....Edmund Kahn  
 Publicity Director.....James Hanlon  
 Supervisor of Announcers...Raymond Taylor  
 Musical Director.....Henry Weber  
 Chief Engineer.....Carl J. Meyers  
 Farm Editor.....Hal Totten

**W I N D**

**CHICAGO—1927  
 MIDWEST BASEBALL**

Frequency: 560 Kc. Power: 5000 Watts

Owned-Oper. By.....Johnson Kennedy Radio Corp.  
 Bus. Studio Address....400 N. Michigan Ave.  
 Phone Number.....Whitehall 4-2170  
 Transmitter Location.....Gary, Ind.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....Katz  
 Membership.....NAB, BMB, FMA  
 President.....John S. Knight  
 General-Station Mgr.....Ralph L. Atlass  
 Commercial Manager.....John T. Carey  
 Sales Prom. Mgr., Pub. Dir....Connie Kimble  
 Program Director.....H. Leslie Atlass, Jr.  
 Chief Engineer.....Kenneth C. Shirk

**W J J D**

**CHICAGO—1934**

Frequency: 1160 Kc. Power: 50,000 Watts  
 Owned-Operated By....Field Enterprises, Inc.  
 Bus. Studio Address...230 N. Michigan Ave.  
 Phone Number.....State 2-5466  
 Transmitter Location.....Desplaines  
 Air Time.....4 a.m.-sundown  
 News Service.....UP  
 Transcription Service.....Standard, Capitol, Associated, World  
 Representative.....Avery-Knodel

**W J J D**

**Chicago's Best  
 50,000 Watt Buy**

**A MARSHALL FIELD STATION**

**REPRESENTED BY AVERY KNODEL, INC.**

Public Service Institutions KNOW  
the Draw-Power of these

# RadioStars



BOB ATCHER



THE TALK FEELERS



RODNEY NEWITT



LILLY BERRY AND JIMMY OTTIE

Constantly requested for community events, fairs, charity programs — all the places where entertainment experts have their choice of the finest talent — these and two dozen more WLS radio stars are in demand all over the city of Chicago and the broad Midwest around it. This demand shows the way audiences feel about them — and that's why advertisers, too, find these WLS folks and our production staff can create anything from a simple one-man show to a giant network production. Yes, they're public servants, popular personalities.

*RadioStars*

## and PRODUCT SALESMEN

CAPTAIN STUBBY AND THE BUCCANEERS



ON

*A Clear Channel  
Station*



890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.

ILLINOIS

Membership . . . . . NAB, BMB, FMA
President . . . . . Marshall Field
Gen. Sta. Mgr., Pgm. Dir. . . . . Arthur F. Harre
Commercial Manager . . . . . Frederick G. Harm
Sales Prom. Mgr., Pub. Dir. . . . . Edwin G. Short
Chief Anncr., Prod. Dir. . . . . Carl Warner
Musical Director . . . . . Don E. Lavery
Chief Engineer . . . . . Walter F. Myers
Farm Editor . . . . . Randy Blake

WLS

CHICAGO—1924—ABC

Frequency: 890 Kc. . . . . Power: 50,000 Watts
Owned-Operated By . . . . . Agricultural Bcstg. Co.
Business Address . . . . . 1230 Washington Blvd.
Phone Number . . . . . MO 6-9700
Studio Add. . . . . 8th St. Theatre; Exchange Bldg.
Transmitter Location . . . . . Tinley Park
Air Time . . . . . Unlimited
News Service . . . . . AP, Transradio, UP
Transcription Service . . . . . Standard
Representative . . . . . John Blair
Membership . . . . . NAB, BMB
President . . . . . James E. Edwards
Gen., Sta. Mgr. . . . . Glenn Synder
Commercial Manager . . . . . Charles M. Freeman
Sales Prom. Mgr. . . . . John C. Drake
Program Director . . . . . Harold Safford
Publicity Director . . . . . J. Drake
Musical Director . . . . . Osgood Wesley
Chief Engineer . . . . . Thomas Rowe
Farm Editor . . . . . Arthur Page

WMAQ

CHICAGO—1922—NBC

Frequency: 670 Kc. . . . . Power: 50,000 Watts
Owned-Operated By . . . . . National Bcstg. Co., Inc.
Business-Studio Address . . . . . Merchandise Mart
Phone Number . . . . . Superior 7-8300
Transmitter Location . . . . . Elmhurst
Air Time . . . . . Unlimited
News Service . . . . . AP, INS, UP
Transcription Service . . . . . Thesaurus
Representative . . . . . NBC
Membership . . . . . NAB, BMB
V.P. Chg. Cen. Div. . . . . I. E. Showerman
Sales Manager . . . . . Oliver Morton
Sales Prom. Mgr. . . . . Harold A. Smith
Program Director . . . . . Arthur Jacobson
Production Director . . . . . Homer Heck
Manager of Press Dept. . . . . John F. Ryan
Announcer Supervisor . . . . . W. M. Kephart
Music Supervisor . . . . . Donald A. Marcotte
Chief Engineer . . . . . Howard C. Luttaens
Farm Director . . . . . Everett Mitchell

WSBC

CHICAGO—1925

Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . Radio Station WSBC
Business-Studio Address . . . . . 2400 W. Madison St.

Phone Number . . . . . MONroe 6-9060
Transmitter Location . . . . . 2400 W. Madison St.
Air Time . . . . . Unlimited
News Service . . . . . UP
Transcription Service . . . . . Associated, SESAC
Representative . . . . . Forjoe
Gen. Mgr., Pgm. Dir. . . . . Robert O. Miller
Commercial Manager . . . . . Julius Miller
Musical Director . . . . . Richard Feinberg

WHFC

CICERO—1925

Frequency: 1450 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . WHFC, Inc.
Business Address . . . . . 6138 W. Cermak Rd.
Phone Number . . . . . Olympic 4305
Air Time . . . . . 7 a.m.-M.
Representative . . . . . Holman
Membership . . . . . NAB
General Mgr. . . . . Richard W. Hoffman

WHOW

CLINTON—1947

Frequency: 1520 Kc. . . . . Power: 1000 Watts d.
Owned-Operated By . . . . . Cornbelt Bcstg. Co.
Business Address . . . . . 401 S. Side Sq.
Phone Number . . . . . 305
Transmitter Location . . . . . Rt. 51, 4 Mi. S. City
Air Time . . . . . Daytime
News Service . . . . . UP
Transcription Service . . . . . Standard
Representative . . . . . Holman
Membership . . . . . NAB, BMB
President . . . . . Keith Rhea
Gen., Sta. Mgr. . . . . Frank Jennings
Comm. Mgr. . . . . James Williams
Program Dir. . . . . Jack Carson
Chief Engineer . . . . . William Wilson

WDAN

DANVILLE—1938—CBS

Frequency: 1490 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 . . . . . World
Representative . . . . . Everett-McKinne
Membership . . . . . NAB, BMB
General Manager . . . . . E. C. Hewes
Sta.-Comm. Sales Prom. Mgr. . . . . Robert J. Burow
Program Director . . . . . Honore E. Ronan
Chief Announcer . . . . . Max Shaffer
Chief Engineer . . . . . T. G. Magin

WDZ

DECATUR—1921

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.
Owned-Operated By . . . . . WDZ Bcstg. Co.

ILLINOIS

Business-Studio Address... 265 S. Park St
Transmitter Location... R.R. No. 4
News Service... UP
Transcription Service... World, Capitol
Representative... Free & Peters
Membership... NAB, BMB
President... Charles C. Caley
Gen. Sta. Mgr... Frank C. Schroeder, Jr.
Commercial Manager... Howard G. Bill
Program Dir... William F. Miller
Chief Anncr... Hugh Gray
Chief Engineer... A. James Ebel
Farm Editor... Marty Roberts

W S O Y

DECATUR—1925—CBS

Frequency: 1340 Kc... Power: 250 Watts
Owned-Operated By... Illinois Bcstg. Co.
Business Address... 351 N. Main St.
Phone Number... 5371, 5151
Studio-Transmitter... Route 48, at N. Jasper St.
Air Time... 6 a.m.-12:05 a.m.
News Service... AP
Transcription Service... Lang-Worth
Representative... Weed
Membership... NAB, BMB, FMA
President... Frederick W. Schaub
General Manager... Merrill Lindsay
Commercial Manager... Charles F. Bruce
Program Director... Bernard J. Johnson
Technical Director... Milburn H. Stuckwisch

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 1/2 N. Third St.
Phone Number... 2677
Transmitter Location... N. First St. Rd.
Air Time... Daytime
News Service... AP
Transcription Service... Lang-Worth
Representative... Ra-Tel
Pres., Gen. Sta. Mgr... Ted. A. Lanes
Pgm., Prod., Pub. Dir... Robert C. Brown
Musical Director... Murray Followill
Chief Engineer... Clayton DeWitt

W T M V

EAST ST. LOUIS—1935

Frequency: 1490 Kc... Power: 250 Watts
Owned By-Operated By... On the Air, Inc.
Business-Studio-Transmitter Address... Hotel
Broadview, East St. Louis, Ill.
Phone Number... Bridge 4625, Upton 4-4390
Air Time... Unlimited
News Service... UP
Transcription Service... World
Representative... Weed
Membership... NAB, BMB

President... A. O. Eades
Gen. Mgr. Secty.-Treas... Clarence Leich
Station Mgr... Frank J. Prendergast
Program Director... Avery Busch
Salesman-Publicity Director... Tom Riggs
Chief Announcer... Byron Scott
Musical Director... Edwin League
Chief Engineer... Erle E. White
Farm-News Editor... John Sablin

W C R A

EFFINGHAM—1947

Frequency: 1090 Kc... Power: 250 Watts, d.
Owned-Operated By... Effingham Bcstg. Co.
Business-Studio Address... 112 1/2 N. Banker St.
Phone Number... 1090-1
Transmitter Location... 1 m. S. of Effingham
Air Time... Sunrise-sunset
News Service... UP
Transcription Service... Cole
Membership... NAB
President... Joseph E. McNaughton
Sta. Comm. Mgr... Joseph M. Sutter
Sales Prom. Mgr., Pgm. Dir... Stuart Sanders
Chief Announcer... James W. Claar
Chief Engineer... Harold E. Reynolds
Farm Editor... James W. Claar

W R M N

ELGIN—1949

Frequency: 1410 Kc... Power: 500 Watts d.
Owned-Operated By... Elgin Bcstg. Co.
Business Address... Fox Hotel
Phone Number... 6930
Air Time... Daytime
News Service... UP
Representative... McGillvra
Partners... G. A. Ralston, Jerry C. Miller
Gen., Comm. Mgr., Chief Engr... George Ralston
Program Dir... Kay Nylen

W N M P

EVANSTON—1947

Frequency: 1590 Kc... Power: 1000 Watts d.
Owned-Operated By... Evanston Bcstg. Co.
Business-Studio-Transmitter... 2201 Oakton St.
Phone Number... Greenleaf 5-1590
Air Time... Sunrise-sunset
News Service... INS
Transcription Service... Thesaurus
Membership... NAB
President... Fred S. Newton
General Manager... Angus D. Pfaff
Comm. Mgr... Robert Berger
Production Director... Richard Philip
Publicity Director... E. J. Pfeil
Chief Announcer... Alan Douglas
Musical Director... Verne Marceaux
Chief Engineer... L. S. Schnedorf



**WFRL**

**FREEPORT—1947**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Freeport Bcstg. Co., Inc.  
 Business-Studio Address. . . . . 9 N. Chicago Ave.  
 Phone Number. . . . . State 436-7  
 Transmitter Location. . . . . 1¼ Mi. NE of Freeport  
 Air Time. . . . . Sunrise-sunset  
 News Service. . . . . AP  
 Transcription Service. . . . . World  
 Representative. . . . . Sears & Ayer  
 Membership. . . . . BMB  
 Pres., Gen. Mgr., Chief Engr.

Vincent S. Barker  
 Comm.-Sales Prom. Mgr. . . . . Dave Taylor  
 Prog. Dir., Chief Announcer. . . . . Arthur Hanstrom  
 Musical Director. . . . . Gladys Barker

**WGIL**

**GALESBURG—1938**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Galesburg Bcstg. Co., Inc.  
 Address. . . . . 312 Hill Arcade  
 Phone Number. . . . . 4626  
 Air Time. . . . . 6 a.m.-M.  
 News Service. . . . . UP

Transcription Service. . . . . Lang-Worth  
 Representative. . . . . Ra-Tel  
 Membership. . . . . NAB  
 President. . . . . Mrs. L. A. Pritchard  
 General Mgr. . . . . Robert W. Frudeger  
 Sales Prom. Mgr. . . . . Roger L. Hoffman  
 Program Director. . . . . Larry P. Edwards  
 Chief Announcer. . . . . Dwight B. Olson  
 Chief Engineer. . . . . E. D. Scandrett  
 Farm Editor. . . . . A. R. Kemp

**WEBQ**

**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  
 Membership. . . . . NAB, BMB  
 President. . . . . J. M. Pruett  
 Gen.-Station-Comm. Mgr. . . . . Inglis M. Taylor  
 Sales Prom. Mgr., Farm Editor. . . . . Ken Hamilton  
 Program Dir. . . . . Norman Alexander  
 Production Dir. . . . . Naomi Rice  
 Publicity Dir. . . . . Elton Rust  
 Chief Engineer. . . . . Elmer L. Gladson

ILLINOIS

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Vice-Chairman: Robert LaMere—WLBH, Mattoon

ILLINOIS

**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 382-3  
 Transmitter Location 2.2 Mi. N. of Herrin  
 Air Time 5:30 a.m.-10:30 p.m.  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative John E. Pearson  
 Membership NAB, BMB  
 Owner Orville W. Lyerla  
 Gen. Station-Comm. Mgr. Charles R. Cook  
 Sales Manager Fred Simmons  
 Musical Director Frank E. Elders  
 Chief Engineer Rayburn Yandell

**W L D S**

**JACKSONVILLE—1941**

Frequency: 1180 Kc. Power: 1000 Watts d.  
 Owned-Operated By Milton Edge & E. J. Korsmeyer  
 Business-Studio Fox Illinois Theatre Bldg.  
 Phone Number 1180  
 Transmitter Location 1.7 Mi. E. of Jacksonville on Old State Rd.  
 Air Time Sunrise-sunset  
 News Service UP  
 Transcription Service Standard  
 Representative Hal Holman  
 Membership NAB, BMB  
 Gen., Sta., Comm. Mgr. E. J. Kormeyer  
 Program Director T. J. Fairburn  
 Musical Director Virginia Colwell  
 Chief Engineer G. J. Cassens  
 Farm Editor E. H. Garlich

**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 4761-2  
 Air Time 7 a.m.-11 p.m.  
 News Service UP  
 Transcription Service World  
 Representative Joseph Hershey McGillvra  
 President Calvin Wilson  
 Gen.-Sta.-Comm. Mgr. Joseph J. Garvey  
 Program Director Eileen Caron  
 Publicity Dir. William Charnley  
 Chief Announcer Scott Dilworth  
 Musical Director Gregg Phillips  
 Chief Engineer Lester DeCosta

**W K A N**

**KANKAKEE—1947**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Kankakee Daily Journal Co.

Business-Studio Address 183 N. Schuyler Ave.  
 Phone 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 NAB  
 President Leslie C. Small  
 Station Manager Bruce Brown  
 Commercial Manager Robert Hawkins  
 Program Director Orren Allain  
 Production Dir. Ed Nix  
 Chief Engineer Robert Harrell

**W L P O**

**LA SALLE—1947**

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Oper. By La Salle County Bcstg. Co.  
 Business Address P. O. Box 399  
 Phone Number 3100  
 Studio Address Medical Arts Bldg.  
 Transmitter Location Near Oglesby  
 Air Time Sunrise-sunset  
 News Service AP  
 Transcription Service World, Lang-Worth  
 Membership NAB, BMB  
 President Mrs. E. M. Miller  
 General-Commercial Mgr. William Holm  
 Program Director Joseph Terrando  
 News Director Laverne Waltman  
 Musical Director Harrison Leurig  
 Chief Engineer Lawrence McCann

**W P R G**

**LINCOLN—1949**

Frequency: 1370 Kc. Power: 500 Watts d.  
 Owned-Operated By Prairie Radio Corp.  
 Business Address P. O. Box 406  
 Phone Number 209  
 Air Time Daytime  
 News Service AP  
 Pres., Chief Engr. Ray F. Kanochel  
 Acting Comm. Mgr. John H. Deal  
 Pgm. Dir., Prom. Mgr. Allyn V. Nugent

**W K A I**

**MACOMB—1947—KBS**

Frequency: 1510 Kc. Power: 250 Watts d.  
 Owned-Oper. By The Macomb Bcstg. Co.  
 Business-Studio Address 113 E. Carroll St.  
 Phone Number 1350  
 Transmitter Hwy. 67, E. of City Limits  
 Air Time Sunrise-sunset  
 News Service UP  
 Transcription Service Thesaurus, SESAC, KBS  
 Membership NAB  
 President James C. Bailey  
 Gen., Sta. Mgrs. J. C. Bailey, L. B. Landis  
 Prog.-Prod. Dir., Chief Announcer Gene Spry  
 Chief Engineer Maurice Higgins

**WGGH**

**MARION—1949**

Frequency: 1150 Kc. Power: 500 Watts d.  
Owned-Operated By Marion Bcstg. Co.  
Business Address R. R. No. 4  
Phone Number 824  
Air Time Daytime  
News Service AP  
Transcription Service Associated  
Partner, Gen. Mgr. Hartley Grisham  
Partner, Chief Engr. George W. Dodds  
Program Dir. John O. Weaver

**WLBH**

**MATTOON—1946**

Frequency: 1170 Kc. Power: 250 Watts d.  
Owned-Operated By Mattoon Bcstg. Co.  
Bus.-Studio Address 17th & Broadway Ave.  
Phone Number 3800  
Transmitter Location 3/4 Mi. N. of Mattoon  
on Hwy. 45  
Air Time Local sunrise-local sunset  
News Service AP  
Transcription Service Capitol  
Representative Holman  
Membership NAB, BMB  
President, Gen.-Station Mgr. J. R. Livesay  
Commercial Manager Rolland O. Looper  
Sales Promotion Manager Dwain Bower  
Program Director Robert F. LaMere  
Chief Announcer Charles R. Guess  
Musical Director Ken Jakle  
Chief Engineer Ray Livesay  
Farm Editor Alvin Pigg

**WQUA**

**MOLINE—1946—MBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Moline Bcstg. Corp.  
Business-Studio Address 1319 5th Ave.  
Phone Number Moline 7000  
Transmitter Location 7th St. Ext.  
Air Time Unlimited  
News Service AP  
Transcription Service World  
Representative Rambeau  
Membership NAB, BMB  
Pres., Treas., Gen. Mgr. Bruff W. Olin, Jr.  
Exec. V.P., Comm. Mgr. G. LaVerne Flambo  
Program Dir. Jack Davis  
Chief Engineer Larry Lynch

**WVMC**

**MOUNT CARMEL—1948**

Frequency: 1360 Kc. Power: 500 Watts d.  
Owned-Operated By Mt. Carmel Bcstg. Co.  
Address 114 1/2 W. 4th St.  
Phone Number 937

Air Time Daytime  
News Service UP  
Transcription Service Capitol  
Owner, President Charles Vandever  
Gen., Comm. Mgr., Pgm. Dir. Jerrell Henry  
Chief Engineer Raymond E. Luth

**WMIX**

**MT. VERNON—1946**

Frequency: 940 Kc. Power: 1000 Watts d.  
Owned-Oper. By Mt. Vernon Radio & TV Co.  
Address 2 Radio Center Bldg.  
Phone Number 3500  
Air Time Local sunrise-local sunset  
News Service AP  
Transcription Service Lang-Worth  
Representative John E. Pearson  
Membership NAB  
President John Russell Mitchell  
Station Manager Richard C. Barnes  
Program Director Jack Gordon  
Publicity Director William C. Bailey  
Musical Director Gladys Bean  
Chief Engineer Adron Miller

**WVLN**

**OLNEY—1947**

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Operated By Olney Bcstg. Co.  
Business-Studio Address 302 1/2 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  
Pres., Gen. Mgr. Marshall H. Poole  
Sta. Mgr. Edward Raasch  
Program Director James Butler  
Chief Engineer James H. Weber

**WSIV**

**PEKIN—1945—MBN-IFB**

Frequency: 1140 Kc. Power: 1000 Watts d.  
Owned-Operated By Pekin Bcstg. Co., Inc.  
Business-Studio Address 15 S. Capitol St.  
Phone Number 1747, 1539  
Transmitter Midway bet. Pekin & Peoria  
Air Time 6:30 a.m.-local sunset  
News Service AP  
Transcription Service Lang-Worth  
Representative Hal Holman  
Membership NAB, BMB  
Pres., Gen.-Sta. Mgr. W. Kenneth Patterson  
Commercial Manager J. Ed Henry  
Sales Prom. Mgr., Pub. Dir. George Udry  
Program Director Robert R. Snow  
Production Dir. Myles Foland  
Musical Dir., Chief Anncr. Charles Timm  
Chief Engineer Emil Prandoni

**WEEK**

PEORIA—1947—NBC

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Operated By... West Central Bcstg. Co.  
 Business-Studio Address... Commercial National  
 Bank Bldg.  
 Phone Number ..... 3-3688  
 Transmitter Location ..... Bartonville  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Headley-Reed  
 Membership ..... NAB, BMB  
 President ..... Sen. Robert S. Kerr  
 Station Manager ..... Fred C. Mueller  
 Comm. Mgr., Pgm. Dir. .... George Cremeens  
 Production Directors ..... Robert Murray,  
 Leonard Elliott  
 Chief Engineer ..... Wayne Lovely

**WIRL**

PEORIA—1948—ABC

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 ..... Tazewell County  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Representative ..... Avery-Knodel  
 Membership ..... BMB  
 President ..... Timothy W. Swain  
 Gen., Sta., Comm. Mgr. .... Tom Gavin  
 Chief Engineer ..... Rudolph Luukinen  
 Pgm., Prod. Dir. .... Harlan E. Ralston  
 Publicity Dir. .... Jack Lawrence  
 Farm Editor ..... Dick Herm

**WMBD**

PEORIA—1927—CBS

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Operated By... Peoria Bcstg. Co.  
 Bus.-Studio Address... 212 South Jefferson  
 Phone Number ..... 6-0711  
 Transmitter Location ..... 1 Mi. S. of Groveland  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Free & Peters  
 Membership ..... NAB, BMB  
 President ..... Edgar L. Bill  
 Executive Vice-President ... Charles C. Caley  
 Commercial Mgr. .... Don D. Kynaston  
 Sales Mgr., Pub. Dir. .... Florence Luedeke  
 Program Director ..... Charles B. Barnhart  
 Production Dir. .... Marvin H. Hult  
 Music Director ..... Harold Osborne  
 Director of Engineering ..... A. James Ebel  
 Farm Director ..... Emil Bill

**WMMJ**

PEORIA—1946—MBS

Frequency: 1020 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Mid-State Bcstg. Co., Inc.  
 Business-Studio Address... 408 Fulton St.  
 Phone Number ..... 9164  
 Transmitter Location ..... High View Rd.  
 Representative ..... John E. Pearson  
 Pres., Gen. Mgr. .... W. J. Kutsch

**WWXL**

PEORIA—1946

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 ..... 5 a.m.-M.  
 News Service ..... INS  
 Transcription Service ..... SESAC  
 Representative ..... Burn-Smith  
 President ..... Joseph Giddan  
 Gen., Sta. Mgr. .... Michael Henry  
 Comm., Sales Prom. Mgr. .... Dodd Boyer  
 Program Dir. .... Patricia Zimmerle  
 Production Dir. .... Paul M. Enright  
 Publicity Dir. .... Charlotte Sutton  
 Chief Announcer ..... Lee Rothman  
 Musical Director ..... Marjorie Grant  
 Chief Engineer ..... Carl Horine  
 Farm Editor ..... Burt Sherwood

**WGEM**

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.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Walker  
 President ..... T. C. Oakley  
 General Mgr. .... Joseph S. Bonansinga  
 Program Dir. .... Paul McClelland  
 Musical Director ..... Mary Harvey  
 Chief Engineer ..... John Haerle

**WTAD**

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  
 Transmitter Location ..... Melrose Township  
 Air Time ..... 5:45 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Associated

**ILLINOIS**

Representative.....Weed & Co.  
 Membership.....NAB, BMB, FMA  
 President.....Lee P. Loomis  
 General Manager.....Walter Rothschild  
 Nat. Sales Mgr. (Lee Stas.)...Walter Rothschild  
 Local Sales Mgr.....W. T. Burghart  
 Sales Prom. Mgr.....John Phillips  
 Program Dir.....Merritt Milligan  
 Traffic Dir.....Zoula Gatewood  
 News Editor.....Don Nicholson  
 Musical Dir.....Jean Fessler  
 Chief Engineer.....Urlin Whitman  
 Farm Editor.....Dick Faler  
 Consulting Engineer.....E. C. Page

Phone Number .....9855  
 News Service .....AP  
 Transcription Service .....World  
 Representative.....Sears & Ayer  
 Membership.....NAB, BMB  
 President.....H. L. Dewing  
 Gen.-Station Mgr.....C. W. Need  
 Program Dir.....John Geil  
 Chief Engineer.....R. Ashenfelter

**W H B F**

**ROCK ISLAND—1925—ABC**

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Rock Island Bcstg. Co.  
 Business-Studio Address.....1800 3rd Ave.  
 Phone Number .....6-5441  
 Transmitter.....52nd St., 23rd Ave., Moline  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service.....Associated  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 President.....Ben H. Potter  
 General-Station Mgr.....Leslie C. Johnson  
 Commercial Manager.....Maurice Corken  
 Program Director.....Forest W. Cooke  
 Publicity Director.....Fern R. Hawks  
 Chief Announcer.....Charles F. Harrison, Jr.  
 Chief Engineer.....Robert J. Sinnett

**W R O K**

**ROCKFORD—1928—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  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....Standard  
 Representative.....Headley-Reed  
 President.....Albert B. Simms  
 Gen., Sta. Mgr.....Walter M. Koessler  
 Commercial Manager.....John J. Dixon  
 Publicity Dir.....Betty L. Thro  
 Program Director.....Maurice P. Owens  
 Prod. Dir.....Bill Fischer  
 Farm Editor, Chief Anncr.....Don Bowton  
 Musical Director.....Lorna Lane  
 Chief Engineer.....Wilfred A. Smith

**W C V S**

**SPRINGFIELD—1925—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WCBS, Inc.  
 Business-Studio Address...523 E. Capitol Ave.

**W T A X**

**SPRINGFIELD—1930—CBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....WTAX, Inc.  
 Address.....Route 66 & E. Cook St.  
 Phone Number .....2-4441  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service .....UP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative.....Weed  
 Membership.....NAB, BMB  
 President, General Manager...Oliver J. Keller  
 Comm. Mgr.....O. J. Keller, Jr.  
 Sales Prom. Manager.....Shelby T. Harbison  
 Program Director.....Gladys McGrew  
 Chief Announcer.....Glen Farrington  
 Musical Director.....William Nelms  
 Chief Engineer.....E. C. Swaringen  
 Farm Editor.....Murrell Singer

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**WSDR**

STERLING—1949

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Operated By Blackhawk Bcstg. Co.  
 Business Address Lawrence Bldg.  
 Phone Number Main 3400  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Standard  
 Pres., Gen. Mgr. Sam Bartlett  
 Comm. Mgr. Lillian Bartlett  
 Program Dir. Todd Branson

**WKID**

URBANA—1948

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Oper. By University City Bcstg. Corp.  
 Business-Studio Address P. O. Box 192  
 Phone Number 7-5431  
 Transmitter Location 1/2 Mi. SE City  
 Air Time Daytime

News Service UP  
 Transcription Service Lang-Worth  
 Membership NAB  
 President Elwood Fabert  
 Gen. Mgr., Chief Engineer G. Max Kimbrel  
 Musical Director Joan Richards

**WKRS**

WAUKEGAN—1949

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Operated By New Sun Bcstg. Co.  
 Business Address P. O. Box 500  
 Phone Number Ontario 9000  
 Air Time Daytime  
 News Service AP  
 Transcription Service World, Standard  
 Representative McGillvra  
 President Frank H. Just  
 General Mgr. Joseph B. Kirby  
 Commercial Mgr. Donald DeThorn  
 Program Dir. Fritz Sorenson  
 Chief Engineer M. D. Hunnicutt, Jr.

**INDIANA**

*Estimated Population 3,994,000—Increase 16.5%—Radio Homes 1,168,000  
 Radio Families 1,192,000—Stations in State 42*

**WCBC**

ANDERSON—1947

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Civic Bcstg. Corp.  
 Address 116 W. 12th St.  
 Phone Number 8822  
 Transmitter Location Junction of St. Rd. 9 & 67  
 News Service AP  
 Transcription Service World  
 Representative Hal Holman  
 President Lloyd B. Gallimore  
 Commercial Mgr. Gerald Quick  
 Program Director Tom Thornburg  
 Promotion Mgr. Fayola Mauck  
 Chief Engineer Robert Simmons

General Manager John R. Atkinson  
 Program Director E. R. McCord  
 Chief Engineer L. M. Shroyer

**WBIW**

BEDFORD—1948—MBFN

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Radio Bedford, Inc.  
 Address P. O. Box 169, Radio Farm  
 Phone Number 4421-2  
 Air Time 6 a.m.-M.  
 News Service AP  
 Transcription Service Lang-Worth, Capitol  
 Representative Ra-Tel  
 Pres., Gen., Sta. Mgr. William C. Smith, Jr.  
 Commercial Manager Louis E. Gaines  
 Program Director Barbara Leahy  
 Promotion Mgr. John Roell  
 Production Dir. William Beatte  
 Chief Anncr., Farm Editor James Parker  
 Musical Dir. Michael Sargent  
 Chief Engineer Carl Finger

**WHBU**

ANDERSON—1923—ABC

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 Standard  
 Representative Ra-Tel  
 Membership NAB  
 President C. Bruce McConnell

**WSUA**

BLOOMINGTON—1946

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Radio Station WSUA, Inc.  
 Bus.-Studio Address 117 1/2 W. Kirkwood Ave.  
 Phone Number 7277

INDIANA

Transmitter Location...State Rd. 37, 2 Mi. S. City Limits Air Time...Sunrise-sundown News Service...UP Transcription Service...Standard, World Representative...McGillvra Membership...NAB, BMB President...L. C. J. Yeager General Mgr...A. E. Tyler Commercial Mgr...Wesley Hensley Program Director...Steven T. Briggs Chief Announcer...Bernie Herman Chief Engineer...James Rolfe

WTOM

BLOOMINGTON-1947

Frequency: 1490 Kc...Power: 250 Watts Owned-Operated By...Fred O. Grimwood Business Address...1325 N. 6th St., Quincy Phone Number...7703 Studio Address...Henderson Bldg. Transmitter Location...W. Allen St. Air Time...6 a.m.-1 a.m. News Service...AP Transcription Service...Lang-Worth Representative...Sears & Ayer President...Fred O. Grimwood General Sta. Mgr...Maurice Latimer Commercial Mgr...Paul Lennon Program Director...George Willeford Chief Announcer...Marc Williams Musical Dir...Betty Sparkman Chief Engineer...Ted May

WTTS

BLOOMINGTON-1949

Frequency: 1370 Kc...Power: 1000 Watts d.; 500 Watts n. Owned-Oper. By...Sarkes & Mary Tarzian Business-Studio Address...535 S. Walnut St. Phone Number...2-3366 Transmitter Location...2 1/2 Mi. SE of City News Service...AP Transcription Service...Associated, Thesaurus Representative...William G. Rambeau Co. Membership...NAB Owners...Sarkes and Mary Tarzian General Mgr...Glenn Van Horn Sales Prom. Mgr...Robert Lemon Program Dir...Robert Petranoff Publicity Dir...Lyle Warrick Musical Dir...Gail Grissom Chief Engineer...Morton Weigel

WCNB

CONNERSVILLE-1948-HOOSIER

Frequency: 1580 Kc...Power: 250 Watts d. Owned-Operated By...News Examiner Co. Business-Studio Address...406 Central Ave. Phone Number...1950 Transmitter Location...Summit Ave.

Air Time...6:30 a.m.-local sundown News Service...UP Transcription Service...World, Capitol Representative...Arthur Cooley Membership...NAB, FMA President...Mrs. E. W. Tatman General Mgr...G. S. Tatman Sta., Comm. Mgr...E. M. Jackson Pgm., Prod., Pub. Dir...Alan G. Thompson Chief Engineer...James C. Wulliman

WTRC

ELKHART-1931-NBC-KBS

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, Standard, Associated, Keystone Representative...Burn-Smith Membership...NAB, BMB General Mgr...Richard W. Holloway Commercial Mgr...Donald McFall Sales Prom. Mgr., Pub. Dir...Dorothy Fleck Program Dir...Henry J. Davis Chief Announcer...Louis I. Glass Chief Engineer...Lester Zellmer Chief Engineer...Lester Zellmer Farm Editor...Roscoe Stangland

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...INS Transcription Service...Lang-Worth Representative...Katz President...Harry M. Bitner, Jr. General-Station-Commercial Mgr...Don Menke Program-Publicity Director...Bill Fall Chief Engineer...Robert Wilson Farm Editor...Eddie Duncan

WGBF

EVANSVILLE-1923-NBC

Frequency: 1280 Kc...Power: 5000 Watts d.; 1000 Watts n. Owned-Operated By...On The Air, Inc. Business-Studio Address...519 Vine St. Phone Number...21171 Transmitter Location...Burkhardt Rd. Air Time...6 a.m.-M. News Service...UP Transcription Service...World

Representative ..... Weed  
 Membership ..... NAB, BMB  
 General Manager ..... Clarence Leich  
 Operations Manager ..... Martin L. Leich  
 Promotion Manager ..... Del Greenwood  
 Program Director ..... Mrs. Pat Roper  
 Chief Engineer ..... Erwin P. Schoeny  
 Chief Anncr., Farm Editor ..... Fred Rollison

## WIKY

EVANSVILLE—1947

Frequency: 820 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... South Central Bcstg. Corp.  
 Address ..... Mt. Auburn Rd. & Bismark St.  
 Phone Number ..... 4-8284  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Associated, Capitol  
 Membership ..... NAB, BMB, FMA  
 Pres., Gen.-Sta. Mgr. .... John A. Engelbrecht  
 Commercial Mgr. .... John Barrett  
 Musical Director ..... Ken McCutchan  
 Chief Engineer ..... George F. Stoltz

## 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 ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Robert Meeker  
 Membership ..... NAB  
 President ..... Robert S. Davis  
 Gen., Sta., Comm. Mgr. .... Robert J. McIntosh  
 General-Commercial Mgr. .... Robert J. McIntosh  
 Sales Prom. Mgr., Pub. Dir. .... E. Ward Crane  
 Program-Production Dir. .... Jack McLean  
 Musical Director ..... Dorothy Roeder  
 Chief Engineer ..... Gilbert Hoffman

## WANE

FT. WAYNE—1948—CBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Radio Fort Wayne, Inc.  
 Address ..... 1205 Fort Wayne Bank Bldg.  
 Phone Number ..... Anthony 6212  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Bolling  
 President ..... C. Bruce McConnell  
 General Manager ..... Robert B. McConnell  
 Commercial Manager ..... Glenn R. Thayer  
 Program Dir. .... Warren Cook  
 Publicity Director ..... Seymour Kaplan  
 Chief Engineer ..... William Wallace Warren

## WGL

FT. WAYNE—1924—NBC

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.  
 News Service ..... AP  
 Transcription Service ..... Standard, Lang-Worth  
 Representative ..... Headley-Reed  
 President ..... Helene R. Foellinger  
 Gen., Sta. Mgr. .... Pierre Boucheron  
 Commercial Mgr. .... Merrill C. Johnson  
 Pgm., Prod. Dir. .... Norman Widenhofer  
 Pgm. Mgr., Pub. Dir. .... Maxine Shaw  
 Chief Engineer ..... Don Holzapfel

## WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Northeastern Indiana Bcstg.  
 Co., Inc.  
 Business-Studio Address ..... 3802 S. Calhoun St.  
 Phone Number ..... Harrison 6111  
 Transmitter Location ..... Decatur & Maple Rds.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Raymer  
 President ..... Clarence L. Schust  
 General Mgr. .... Edward R. Thoms  
 Asst. to Mgr. .... Hilliard Gates  
 Office Mgr. .... Paul Bear  
 Program Dir. .... Calo O. Mahlock  
 Chief Engineer ..... Thomas J. Copeland  
 Farm Editor ..... Charles Powell

## WOWO

FT. WAYNE—1925—ABC

Frequency: 1190 Kc. .... Power: 10,000 Watts  
 Owned-Oper. By ..... 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 ..... Capitol  
 Representative ..... Free & Peters  
 Membership ..... BMB  
 President ..... Walter Evans  
 Vice-President ..... Walter E. Benoit  
 General Manager ..... J. B. Conley  
 Station Manager ..... Robert G. Duffield  
 Sales Manager ..... Paul E. Mills  
 Sales Prom. & Pub. Mgr. .... Hilda C. Woehrmeyer  
 Program Manager ..... Carl Vandegriff  
 Chief Engineer ..... Bruce Ratts



**WWCA**

GARY—1949

Frequency: 1270 Kc. Power: 1000 Watts  
 Owned-Operated By: Lake Bcstg. Co., Inc.  
 Business-Studio Address: Hotel Gary  
 Phone Number: 9171  
 Transmitter Location: 50th & Chase Sts.  
 Air Time: 6 a.m.-2 a.m.  
 News Service: AP  
 Transcription Service: Standard  
 Membership: NAB, BMB  
 Pres., Gen. Sta. Mgr.: Dee O. Coe  
 Pgm., Prod. Dir.: Todd Branson  
 Publicity Director: Shaun Murphy  
 Chief Announcer: Mike Rapchak  
 Chief Engineer: Victor H. Voss

**WJOB**

HAMMOND—1928

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Scuth Shore Bcstg. Corp.  
 Business-Studio Address: 449 State St.  
 Phone Number: Sheffield 8400  
 Transmitter Location: 6425 Indianapolis Blvd.  
 Air Time: 8 a.m.-M.  
 News Service: UP  
 Transcription Service: Associated, World, SESAC  
 Representative: Joseph Hershey McGillvra  
 Membership: NAB  
 President, General Manager: Robert C. Adair  
 Station Manager: L. B. Weller  
 Commercial Manager: Al Halus  
 Prom. Mgr., Publicity Dir.: Glen Thomas  
 Program Director: Wilbert Wobus  
 Chief Announcer: Jack Popper  
 Musical Director: Leona Manis  
 Chief Engineer: Jess Peters  
 News Director: Wm. Warrick

**WFBM**

INDIANAPOLIS—1924—CBS

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Operated By: WFBM, Inc.  
 Business-Studio Address: 48 Monument Circle  
 Phone Number: Lincoln 8506  
 Transmitter Location: Millersville Rd.  
 Air Time: Unlimited  
 News Service: AP, INS  
 Transcription Service: Associated  
 Representative: Katz  
 Membership: NAB, BMB  
 Comm. Sales Prom. Mgr.: William F. Kiely  
 Program Dir.: Frank O. Sharp  
 Publicity Dir.: Norman Travis  
 Chief Announcer: Lyell Ludwig  
 Chief Engineer: Harold Holland  
 Farm Editor: Harry Martin

**WIBC**

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  
 Ai. Time: 4:55 a.m.-M.  
 News Service: AP  
 Transcription Service: World  
 Representative: John Blair  
 Membership: NAB, BMB  
 President: Richard M. Fairbanks  
 V.P., General Mgr.: Kenneth W. Church  
 Program Director: William L. Dean  
 Chief Announcer: James Shelton  
 Musical Director: Ray Hopkins  
 Chief Engineer: Harry E. Adams  
 Farm Editor: Oscar Cooley

**WIRE**

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc. Power: 5000 Watts d.  
 Owned-Oper. By: Indianapolis Bcstg., Inc.  
 Business-Studio Add.: 307 N. Pennsylvania St.  
 Phone Number: Ri. 1541  
 Transmitter Location: 44th St. & Knollton Rd.  
 Air Time: 5 a.m.-M.  
 News Service: AP, UP  
 Transcription Service: World, Thesaurus  
 Representative: John E. Pearson  
 Membership: BMB  
 President: Eugene C. Pulliam  
 V.P., Gen.-Station Mgr.: Willard C. Worcester  
 Commercial Manager: Daniel C. Park  
 Prom. Mgr., Pub. Dir.: James N. Willingham  
 Pgm., Prod. Dir.: M. Wayland Fullington  
 Chief Anncr., Farm Editor: Thomas Peden  
 Chief Engineer: Eugene E. Alden

**WISH**

INDIANAPOLIS—1940—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: Riley 2595  
 Transmitter Location: Post Rd. & English Ave.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Free & Peters  
 Membership: NAB, BMB  
 President: Frank E. McKinney  
 General-Commercial Mgr.: George J. Higgins  
 Sales Prom. Mgr., Pub. Dir.: Reid Chapman  
 Program Director: William E. Frosch  
 Musical Director: Virginia Byrd  
 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.  
 Address. 8003 Kessler Blvd.  
 Phone Number. Highland 6494  
 Air Time. 6 a.m.-Local sunset  
 News Service. UP  
 Transcription Service. Capitol, World  
 Representative. Metropolitan  
 Membership. NAB  
 President. John C. Appel  
 General Manager. Gene S. Kelly  
 Program Director. Shirl K. Evans, Jr.  
 Chief Engineer. Edward C. Lockwood  
 Farm Editor. Howdy Carlson

**WITZ**

**JASPER—1948**

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Jasper On The Air, Inc.  
 Business Address. Box 167  
 Phone Number. Jasper 678  
 Studio-Transmitter. Hiway 45, 3 Mi. S. City  
 Air Time. Local sunrise-local sunset  
 News Service. UP  
 Transcription Service. Associated  
 President. Gilbert E. Metzger  
 General-Station Mgr., Dir. Dale S. Pharee  
 Commercial Manager. Dennis Keller  
 Sales Promotion Mgr. Jake Higgins  
 Program Dir. Bryan Davidson  
 Chief Engineer-Farm Editor. Bill Richardson

**WIOU**

**KOKOMO—1948—CBS**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Oper. By. North Central Indiana Bcstg.  
 Corp.  
 Business-Studio Address. Radio Center  
 Phone Number. 6194  
 Transmitter. Rd. 26, E. of State Rd. 31  
 Air Time. Unlimited  
 News Service. AP  
 Transcription Service. RCA Victor  
 Representative. Weed  
 Membership. NAB, BMB  
 President. Richard Blackledge  
 V.P., Gen. Mgr. John Carl Jeffrey  
 Program Dir. James Muse  
 Production Dir. Carroll Reynolds  
 Publicity Dir. Charles Barkley  
 Chief Engineer. Chester Rector  
 Farm Editor. Dixon Harper

**WASK**

**LAFAYETTE—1941—MBS-HOOSIER**

Frequency: 1450 Kc. Power: 250 watts  
 Owned-Operated By. WFAM, Inc.

Business-Studio Address. Wallace Bldg.  
 Phone Number. 4300  
 Transmitter Location. McCarty Lane  
 Air Time. 6 a.m.-11 p.m.  
 News Service. UP  
 Transcription Service. World  
 Membership. NAB, BMB  
 Pres., Gen. Mgr. O. E. Richardson  
 Sales Pro. Mgr., Pub. Dir. Hi Shumway  
 Prod. Dir., Chief Announcer. A. E. Morehouse  
 Chief Engineer. Harry Garba

**WLOI**

**LA PORTE—1948**

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By. La Porte County Bcstg. Co.,  
 Inc.  
 Business-Studio Address. Rumely Hotel  
 Phone Number. 3734  
 Transmitter Location. Holton Rd.  
 Air Time. Daytime  
 News Service. INS  
 Transcription Service. Capitol  
 President. Hoyt H. Scott  
 Treasurer. Dr. Edward Young  
 Gen., Sta. Mgr. William A. Whitlock  
 Chief Announcer. Gene LaGrange  
 Chief Engineer. Raymond Mould  
 Farm Editor. Ralph Beyers

**WSAL**

**LOGANSPOBT—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By. Logansport Bcstg. Corp.  
 Address. 216 Fourth St.  
 General Mgr. Joe Jordan  
 Sales Prom. Mgr. Willis Searfoss

**WBAT**

**MARION—1947**

Frequency: 1600 Kc. Power: 500 watts d  
 Owned-Operated By. Marion Radio Corp.  
 Business-Studio Address. P. O. Box 309  
 Phone Number. 5500  
 Transmitter Location. 3/4 Mi. So. Roseburg  
 Air Time. 5:30 a.m. Local Sun-Set  
 News Service. AP  
 Transcription Service. World  
 Membership. NAB  
 Pres., Gen.-Sta. Mgr., Pub. Dir. J. H. Bone  
 Comm.-Sales Prom. Mgr. Kermit A. Bolkin  
 V.P., Asst. Gen. Mgr. H. P. Hipps  
 Prog.-Prod-Musical Dir. Lenora Fuller  
 Chief Engineer. Chas. E. Westfall

**WIMS**

**MICHIGAN CITY—1947**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 (CP 500 n.)  
 Owned-Oper. By. Northern Indiana Bcsters.,  
 Inc.

# INDIANA

Business-Studio Address . . . . . 415 Franklin St.  
Phone Number . . . . . 4980  
Transmitter Location . . . . . Keiffer Rd. 3 Mi. Out-  
side of city limits  
Air Time . . . . . Local sunrise-sunset  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Ra-Tel  
President . . . . . O. E. Richardson  
General Manager . . . . . E. R. Herkner  
Program Director . . . . . Richard S. Olson  
Chief Engineer . . . . . Robert Schilling  
Farm Editor . . . . . Charles Sharpless

## W L B C

MUNCIE—1926—CBS

Frequency: 1340 Kc . . . . . Power: 250 Watts  
Owned-Operated By . . . . . Tri City Radio Corp.  
Business Address . . . . . P. O. Box 271  
Phone Number . . . . . 4403  
Studio-Trans. Location . . . . . Hwy. 35 SE City  
Air Time . . . . . 6:45 a.m.-12:05 a.m.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Walker, Hal Holman  
Pres., Gen. Mgr. . . . . D. A. Burton  
Comm. Mgr. . . . . W. F. Craig  
Program Director . . . . . Lee Allerton  
Musical Director . . . . . Bill Summers  
Chief Engineer . . . . . Maury Crain

## W L R P

NEW ALBANY—1949

Frequency: 1570 Kc . . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Ohio Valley Bcstg. Co.  
Address . . . . . 1216 Slate Run Rd.  
Phone Number . . . . . 2235  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Pres., Gen. Mgr. . . . . Roy L. Hickox  
Commercial Mgr. . . . . John M. Fouts  
Chief Engineer . . . . . Robert Parmenter

## W K B V

RICHMOND—1926—MBS

Frequency: 1490 Kc . . . . . Power: 250 Watts  
Owned-Operated By . . . . . Central Bcstg. Corp.  
Bus.-Studio-Transmitter Address . . . . . 25 S. Ninth St.  
Phone Number . . . . . 2-1158  
Air Time . . . . . 6 a.m.-10:30 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth, SESAC  
Representative . . . . . Robert Meeker  
Membership . . . . . NAB  
Pres., Gen. Mgr. . . . . G. F. Albright  
Comm., Sales Prom. Mgr. . . . . R. L. Nusbaum  
Program Dir. . . . . A. F. Schroy  
Chief Engineer . . . . . L. J. Duning

# INDIANA

WHY IS **AP**  
THE BEST?

BECAUSE—**AP** is more experienced than any other news  
service . . . more than 100 years collecting and  
distributing news.

## INDIANA ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Chairman: George Higgins—WISH, Indianapolis  
AM Vice-Chairman: William Spencer—WHOT, South Bend  
FM Vice-Chairman: John Englebrecht—WIKY, Evansville  
Secretary-Treasurer: John Jameson—AP Chief of Bureau

# INDIANA

**WJCD**

**SEYMOUR—1949**

Frequency: 1590 Kc. Power: 500 Watts d.  
 Owned-Operated By: Dr. Azra C. Baker  
 Address: Seymour  
 Phone Number: 1212  
 News Service: AP  
 Air Time: Daytime  
 Transcription Service: Standard, SESAC  
 Pres., Gen. Mgr.: Dr. Azra C. Baker  
 Program Dir.: Clement Cockrel  
 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: 3-4155  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Bolling  
 Membership: NAB  
 President: C. Bruce McConnell  
 Gen. Sta.-Comm. Mgr.: William H. Spencer  
 Sales Prom. Mgr.: C. J. Pajakowski  
 Pgm., Prod. Dir.: Robert Bell  
 Musical Director: Orville Foster  
 Chief Engineer: David Maltby

**WJVA**

**SOUTH BEND—1947**

Frequency: 1580 Kc. Power: 250 Watts d  
 Owned-Operated By: St. Joseph Valley Bcstg. Corp.  
 Business Address: 214 W. Wayne St.  
 Phone Number: 38668  
 Studio-Transmitter Address: Mishawaka Hotel & N Hickory Rd.  
 Air Time: Sunrise-Sunset  
 News Service: UP  
 Membership: NAB  
 President: B. W. Redifer  
 Sta. Mgr., Prog. Dir.: W. W. Oliver  
 Comm.-Sales Prom. Mgr.: Dale Roberts

**WSBT**

**SOUTH BEND—1922—CBS**

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Operated By: The South Bend Tribune  
 Business-Studio Address: Tribune Bldg.  
 Phone Number: 3-6161  
 Transmitter Location: 7 mi. s.e. of city  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Capitol, Standard

Representative: Paul H. Raymer  
 Membership: NAB, BMB  
 President: F. A. Miller  
 Gen. Sta. Mgr.: Robert H. Swintz  
 Commercial Manager: Neal B. Welch  
 Sales Prom. Mgr., Pub. Dir.: Walter A. Sweitzer  
 Program Director: Robert J. Drain  
 Production Director: Oliver Parcher  
 Chief Announcer: Morton Linder  
 Musical Director: Harlan Hogan  
 Chief Engineer: Herbert G. Cole  
 Farm Editor: Philip Combs

**WTCJ**

**TELL CITY—1948—KBS**

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  
 Air Time: Unlimited  
 News Service: AP  
 Owner, Pres., Gen. Mgr.: James R. Brewer  
 Sales Prom. Mgr., Pub. Dir.: Steve Bellingier  
 Pgm., Prod. Dir.: Tom Allebrandi  
 Musical Director: Ruth Baumgart  
 Chief Engineer: James R. Brewer  
 Farm Editor: Bill Faulkner

**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  
 Representative: Weed  
 Membership: NAB, BMB, FMA  
 President: Alvin Eades  
 General-Station Manager: William F. Rippeotoe  
 Sales Prom. Manager: Sigel A. Roush  
 Program Director: Leo J. Baxter  
 Prod. Dir., Chief Anncr.: Harry Frey  
 Publicity Director: Madeline K. Barry  
 Chief Engineer: Howard Stewart

**WTHI**

**TERRE HAUTE—1948—ABC**

Frequency: 1480 Kc. Power: 1,000 Watts  
 Owned-Operated By: Wabash Valley Bcstg. Corp.  
 Business-Studio Address: 120 So. 7th St.  
 Phone Number: Crawford 9481  
 Transmitter Location: 13th St. & Hazelburger Road  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth

# INDIANA-IOWA

Representative ..... Bolling  
Membership ..... NAB, BMB  
President ..... Anton Hulman, Jr.  
Station Manager ..... J. M. Higgins  
Program Director ..... Arnold C. Johnson  
Publicity Dir. .... Earl Johnson  
Musical Director ..... Ben Falber  
Chief Engineer ..... T. R. Felts  
Farm Editor ..... Arnold C. Johnson

Representative ..... John E. Pearson  
President ..... Eugene C. Pulliam  
General Manager ..... Howard N. Greenlee  
Station-Sales Promotion Mgr. .... Samuel J. Dodd  
Program Director ..... Don Sherwood  
Publicity Dir., Chief Anncr. .... Al Vare  
Chief Technician ..... Ralph Baldwin  
Farm Editor ..... Ernie Kerns

## W A O V

VINCENNES—1940—MBS

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Vincennes Sun Co.  
Business Address ..... 320 Bussevan St.  
Phone Number ..... 787-8  
Studio Address ..... Grant Hotel  
Transmitter Location .. Hgwy., N. of Vincennes  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Lang-Worth

## 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  
Air Time ..... Daytime  
News Service ..... AP  
Transcription Service ..... McGregor, Cole  
Pres., Gen. Mgr. .... J. W. Autenrieth, Jr.  
Program Dir. .... Lynn M. Miller  
Chief Engineer ..... Charles F. Stinson

# IOWA

*Estimated Population 2,643,000—Increase +4.1%—Radio Homes 780,000  
Radio Families 796,000—Stations in State 42*

## K A S I

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 ..... Thesaurus, Capitol  
President ..... W. S. Rupe  
Gen., Sta. Mgr. .... Arthur A. Skinner  
Comm., Sales Prom. Mgr. .... H. M. Cleveland  
Program Director ..... Charles H. Forbes  
Chief Anncr., Farm Editor. .... Charles H. Forbes  
Musical Director ..... Mendy Mendenhall  
Chief Engineer ..... Doyle D. Kelso

Transcription Service ..... Standard  
Representative ..... Taylor-Borroff  
Membership ..... NAB, FMA  
Pres., Gen. Mgr. .... Gerard B. McDermott  
Prom., Comm. Mgr. .... David H. Steinle  
Secretary-Treasurer ..... R. H. Plock  
Program Director ..... Richard Mosena  
Chief Engineer ..... John Gallino

## K C R G

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. .... Power 5000 Watts  
Owned-Operated By ..... The Gazette Co.  
Business-Studio Address ..... 104 First St., SW  
Phone Number ..... 4194  
Transmitter Location ..... Cedar Rapids  
Air Time ..... Unlimited  
News Service ..... AP, INS  
Transcription Service .... Standard, Associated  
Representative ..... Burn-Smith  
Membership ..... NAB, BMB, FMA  
Secretary, Vice-President. .... Joseph F. Hladky  
Gen., Sta., Comm. Mgr. .... Fred W. Wagenvoord  
Program Dir. .... Wade S. Patterson  
Production Dir. .... Jack Ware  
Publicity Dir. .... Edna A. Herbs!  
Musical Dir. .... Jordon Jacks  
Chief Engineer ..... Kenneth M. Caldwell  
Farm Editor ..... Rex Conn

## K B U R

BURLINGTON—1941—ABC

Frequency: 1490 ..... Power: 250 Watts  
Owned-Operated By ... Burlington Bcstg. Co.  
Business-Studio Address. .... National Bank Bldg.  
Phone Number ..... 680  
Transmitter Location ..... West Burlington  
Air Time ..... 6:00 a.m.-M  
News Service ..... UP

**K W C R**

**CEDAR RAPIDS—1949—TALL CORN**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Cedar Rapids Bcstg. Corp.  
 Business Address 211 First St., SW  
 Phone Number 3-8265  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Capitol, Thesaurus  
 Representative McKinney  
 President William J. Barron  
 General Mgr. Paul E. Millen  
 Program Dir. Ralph Willey  
 Chief Engineer James A. Dickens

**W M T**

**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 5:30 a.m.-12:05 a.m.  
 News Service AP, INS, UP  
 Transcription Service World, Lang-Worth, MacGregor  
 Representative Katz  
 Membership NAB, BMB  
 Exec. Vice-Pres. William B. Dolph  
 General-Station Mgr. William B. Quarton  
 Commercial Manager Lew Van Nostrand  
 Promotion Mgr. Leo F. Cole  
 Program-Production Director Douglas B. Grant  
 Publicity Dir. Dorothy Ireland  
 Chief Announcer Bob Leefers  
 Musical Director June Caldwell  
 Chief Engineer George Hixenbaugh  
 Farm Editor Charles A. Worcester

**K C O G**

**CENTERVILLE—1949**

Frequency: 1400 Kc. Power: 100 Watts  
 Owned-Operated By Centerville Bcstg. Co.  
 Business Address 1910 S. Main St.  
 Phone Number 131  
 Air Time Unlimited  
 News Service AP  
 Transcription Service Lang-Worth  
 President Robert K. Beck  
 General Mgr. Robert G. Irwin  
 Program Dir. John McCaughey  
 Chief Engineer Robert Moore

**K C H A**

**CHARLES CITY—1949**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Operated By Inland Bcstg. Corp.

Business Address Charles City  
 Phone Number 787  
 Air Time Daytime  
 President Dean Hollingsworth  
 Chief Engineer Robert Weiry

**K R O S**

**CLINTON—1941—MBS-TALL CORN**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Clinton Bcstg. Corp.  
 Business-Studio Address 246 Fifth Ave. S.  
 Phone Number 448  
 Transmitter Location 13th Ave. North & Elvira Road  
 Air Time 6:00 a.m.-M  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Everett-McKinney  
 Membership NAB  
 President W. S. Jacobsen  
 Gen., Sta., Comm. Mgr. Walter Teich  
 Pgm., Prod. Dir. Emmett Hassett, Jr.  
 Publicity Dir. Lucille Scoggins  
 Chief Announcer Henry Dihlmann  
 Musical Dir., Farm Editor Albert Peck  
 Chief Engineer Gilbert Andrew

**K S W I**

**COUNCIL BLUFFS—1947**

Frequency: 1560 Kc. Power: 500 Watts d.  
 Owned-Operated By Nonpareil Bcstg. Co.  
 Business Address P. O. Box 509  
 Phone Number 4041 Council Bluffs, Jackson 7736 Omaha, Neb.  
 Studio Addresses Strand The. Bldg., Council Bluffs, Live Stock Exc. Bldg., Omaha, Neb.  
 Transmitter Location South Omaha Road  
 Air Time Daytime  
 News Service AP  
 Transcription Service Associated, Lang-Worth  
 Station Representative Everett-McKinney  
 Membership NAB, FMA  
 President Robert R. O'Brien  
 Gen., Sta., Comm. Mgr. Robert L. Davis  
 Pgm., Prod. Dir. Harold Hughes  
 Chief Engineer Robert W. Hall  
 Farm Editor C. W. McManamy

**K S I B**

**CRESTON—1946—KBS—TALL CORN**

Frequency: 1520 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Southwest Iowa Bcstg. Co.  
 Address Radio Center  
 Phone Number 55  
 Air Time Sunrise to sunset  
 News Service AP  
 Transcription Service Thesaurus, SESAC  
 Representative Everett-McKinney

President.....Arthur Horning  
 General-Station Mgr., Pub. Dir. . . . E. M. Horning  
 Pgm.-Prod. Dir.....Dorothy Lindley  
 Chief Anncr., Musical Dir.....Jack Mills  
 Chief Engineer.....Jean Poole  
 Farm Editor.....Shep Shafer

**KSTT**

**DAVENPORT—1946**  
**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.....2-3525  
 Transmitter Location.....Milan, Ill.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....C. P. MacGregor  
 Representative.....J. P. McKinney  
 President, Station Manager...Hugh R. Norman  
 Commercial Mgr.....Herb Peterson  
 Chief Announcer.....William Genett  
 Musical Director.....Pat Alan  
 Farm Editor.....Warren Anderson

**WOC**

**DAVENPORT—1922—NBC**

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tri-City Bcstg. Co.  
 Business-Studio Address.....805 Brady St.  
 Phone Number.....3-3661  
 Transmitter Location.....R. R. No. 1  
 Air Time.....6 a.m.-M  
 News Service.....UP  
 Transcription Service...Lang-Worth, Thesaurus  
 Representative.....Free & Peters  
 Membership.....NAB, BMB, FMA  
 President.....Col. B. J. Palmer  
 V. Pres. & Treas.....D. D. Palmer  
 Station Manager.....Ernie Sanders  
 Program-Production Director...Charles Freburg  
 Publicity Director.....Paul Ives  
 Musical Director.....George O. Sontag  
 Chief Engineer.....Paul G. Arvidson

**KDEC**

**DECORAH—1947—MBS-TALL CORN**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Telegraph-Herald  
 Business-Studio Address.....301 W. Broadway  
 Phone Number.....1240  
 Transmitter Location...600 Leiv Eiriksson Dr.  
 Air Time.....Shares time  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Everett-McKinney  
 Membership.....NAB  
 President.....F. W. Woodward

General Manager.....William J. Croker  
 Commercial Manager.....George Dorrington  
 Program Dir.....Thomas Cornlea  
 Chief Engineer.....Curtis Eiltrelm

**KCBC**

**DES MOINES—1946**

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Kapital City Bcstg. Co.  
 Business-Studio Address.....2323 Grand Ave.  
 Phone Number.....4-3151  
 Transmitter Location....E. 42nd & Dean Ave.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....AP  
 Representative.....Weed  
 President.....Karl Peters  
 General-Station Mgr.....Rollo H. Bergeson  
 Commercial Mgr.....C. E. Grant  
 Operations Mgr.....J. I. Mitchell  
 Chief Engineer.....Bob Brown

**KIOA**

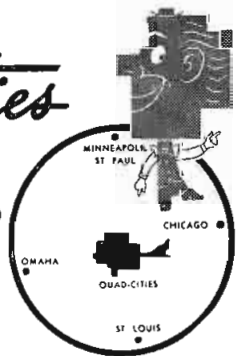
**DES MOINES—1948—MBS**

Frequency: 940 Kc...Power: 10,000 d., 5000 n.  
 Owned-Oper. By. .Independent Bcstg. Co., Inc.

**FIRST IN THE**

**QUAD**  
*Cities*

**DAVENPORT**  
**ROCK ISLAND**  
**MOLINE**  
**EAST MOLINE**



BASIC Affiliate of NBC—  
 the No. 1 Network

**WOC** AM 5,000 W., 1420 Kc.  
 FM 47 Kw., 103.7 Mc.  
 TV Channel 5  
 22.9 Kw. Video  
 12.5 Kw. Audio

**DAVENPORT, IOWA**  
 National Representatives Free & Peters, Inc.

# IOWA

Business-Studio Address.....Onthank Bldg.,  
10th & Mulberry  
Phone Number.....2-9191  
Transmitter Location.....Hartford  
Air Time.....Unlimited  
News Service.....INS, UP  
Transcription Service.....World  
Representative.....Paul H. Raymer  
Membership.....NAB, BMB  
Pres., Gen. Mgr.....Harold Baker  
Promotion Mgr.....Janice R. Hull  
Program Director.....William A. Wallace  
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.....NAB, BMB  
President.....Gardner Cowles  
General-Station Manager.....Bob Dillon  
Commercial Manager.....Paul Elliott  
Sales Promotion Manager.....Joe Hudgens  
Program Director.....Charles Miller  
Production Director.....Dick Covey  
Musical Director.....Wayne Ackley  
Chief Engineer.....Charles Quentin  
Farm Editor.....Joseph B. Ryan

## K S O

DES MOINES—1932—CBS

Frequency: 1460 Kc.....Power: 5000 Watts  
Owned-Operated By.....Murphy Bcstg. Co.  
Business-Studio Address.....Tenth & Grand Ave.  
Phone Number.....3-0571  
Transmitter Location.....E. 38th & Broadway  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Capitol  
Station Representative.....Headley-Reed  
Membership.....NAB, BMB  
President.....Kingsley H. Murphy  
Station-Commercial Mgr.....S. H. McGovern  
Program Director.....Tom Lewis Shumate  
Promotion Mgr.....Helen B. Maley  
Chief Engineer.....F. E. Bartlett

## K W D M

DES MOINES—1947—TALL CORN

Frequency: 1150 Kc.....Power: 1000 Watts  
Owned-Operated By.....Des Moines Bcstg. Corp.

Business-Studio Address.....407 Fifth Ave.  
Phone Number.....2-8363  
Transmitter Location.....Levee Road  
Air Time.....Unlimited  
News Service.....INS, UP  
Transcription Service.....Cole, Capitol, Associat'd  
Representative.....Everett-McKinney  
Membership.....NAB  
Pres., Natl. Sales Mgr.....George W. Webber  
Station Manager.....Robert L. Webber  
Commercial Manager.....H. R. Hurd  
Program Director.....Edith D. Webber  
Promotion Mgr.....Ira L. Johnson  
Chief Engineer.....Werner Schwarz

## W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc.....Power: 50,000 Watts  
Owned-Operated By.....Central Bcstg. Co.  
Business-Studio Address.....914 Walnut St.  
Phone Number.....3-7147  
Transmitter Location.....Mitchellville  
Air Time.....Unlimited  
News Service.....AP, INS, UP  
Transcription Service.....Thesaurus, SESAC  
Station Representative.....Free & Peters  
Membership.....NAB, BMB  
President.....Col. B. J. Palmer  
V. Pres. & Resident Mgr.....Paul A. Loyet  
Exec. V. Pres.....Ralph Evans  
Commercial Manager.....Harold Fulton  
Program Director.....Jack Kerrigan  
Production Director.....Kenneth Gfeller  
Musical Director.....Don Hovey  
Chief Engineer.....Reed E. Snyder  
Farm Editor.....Herb Plambeck

## K D T H

DUBUQUE—1941—MBS-TALL CORN

Frequency: 1370 Kc.....Power: 1000 Watts  
Owned-Operated By.....Dubuque Telegraph-  
Herald  
Bus. Studio Address.....Eigh'h Ave. & Bluff Sts.  
Phone Number.....1603  
Transmitter Location.....East Dubuque  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Standard, Associated  
Station Representative.....Everett-McKinney  
Membership.....NAB, BMB, FMA  
President.....F. W. Woodward  
General-Station Manager.....K. S. Gordon  
Program Director.....Arnie Stierman  
Chief Engineer.....Robert I. Hancock

## W K B B

DUBUQUE—1933—ABC

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Dubuque Bcstg. Co.



Business-Studio Address.....505 Main St.  
 Phone Number.....572  
 Transmitter Location.....R. R. No. 2  
 Air Time.....6:15 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Robert Meeker  
 Membership.....NAB, BMB  
 President.....Charles T. Landon  
 General-Station Manager.....James D. Carpenter  
 Commercial Mgr.....Harry Hatzenfuehler  
 Program-Production Dir.....Gleason Kistler  
 Chief Announcer.....L. Vaughn Gayman  
 Musical Director.....Ethel M. Carpenter  
 Chief Engineer.....John Uyeoka

Bus.-Studio Address..108½ E. Washington St.  
 Phone Number.....8-1181  
 Transmitter Location...1 Mi. N. of Iowa City  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service...Standard, Lang-Worth  
 Membership.....NAB, BMB  
 Pres., General-Station Mgr...Robert E. J. Snyder  
 General Mgr.....Gene Claussen  
 Chief Announcer.....Ed. Cade  
 Commercial Manager.....Lawrence B. Butler  
 Program Director.....Herbert D. Olson  
 Musical Director.....Robert L. Bush  
 Chief Engineer.....Elliott Full  
 Farm Editor.....G. M. Ludwig

## K V F D

FT. DODGE—1939  
 MBS—TALL CORN

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Northwest Bcstg. Co.  
 Business-Studio Address.....Warden Bldg.  
 Phone Number.....Walnut 3761  
 Transmitter.....1 mi. S. W. of Ft. Dodge  
 Air Time.....Unlimited  
 News Service.....UP, INS  
 Transcription Service.....Lang-Worth  
 Representative.....Everett-McKinney  
 Membership.....NAB, FMA  
 President, General-Station Mgr...Edward Breen  
 Office Manager.....Mae Challberg  
 Commercial Mgr.....Max Landes  
 Sales Prom. Mgr.....Wally Engelhardt  
 Program Director.....Drexel Peterson  
 Publicity Director.....Kenneth Peterson  
 Chief Announcer.....Johnny Green  
 Chief Engineer.....David G. Sinclair

## K O K X

KEOKUK—1947—TALL CORN

Frequency: 1310 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Keokuk Bcstg. Co.  
 Business-Studio Address.....500½ Main St.  
 Phone Number.....235-6  
 Transmitter Location.....Main St. Rd.  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth, World  
 Representative.....Everett-McKinney  
 Membership.....NAB  
 President.....H. W. Stadler  
 Gen., Sta. Mgr.....George B. J. Adkisson  
 Pgm., Prod. Dir.....Chester C. Andrews  
 Chief Anncr., Musical Dir.....David Shelley  
 Chief Engineer.....George W. Henderson  
 Farm Editor.....Ray Sherman

## K X G I

FT. MADISON—1948

Frequency: 1360 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Carson Radio, Inc.  
 Business-Studio Address.....Marquette Bldg.  
 Phone Number.....1360  
 Transmitter Location.....3 mi. W. of town  
 Air Time.....Sunrise to sunset  
 News Service.....AP  
 Transcription Service.....Capitol  
 President.....A. Orrie Carson  
 General Manager.....Robert M. Carson  
 Station Manager.....Milton Cohen  
 Chief Engineer.....Hubert Marshall  
 Farm Editor.....Jack Lloyd

## K F J B

MARSHALLTOWN—1923  
 MBS—TALL CORN

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  
 Transmitter Location.....Route No. 3  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Everett-McKinney  
 Membership.....NAB, BMB  
 President.....John W. Norris  
 Station Manager.....William P. White  
 Commercial Manager.....R. W. Brown  
 Program Director.....Ray P. Bennett  
 Publicity Director.....Allan Schrock  
 Musical Dir.....D. Gattelle  
 Chief Engineer.....Herbert G. Anderson  
 Farm Editor.....W. Benson

## K X I C

IOWA CITY—1948—HSN

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..Johnson County Bcstg. Corp.

**K G L O**

MASON CITY—1936—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: 1 mi. W. of Mason City  
 Hgwy. 18  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: Standard  
 Representative: Weed  
 Membership: NAB, BMB, FMA  
 President: Lee P. Loomis  
 Exec. V.P.: Herbert R. Ohrt  
 Station Manager: Henry B. Hook  
 Commercial Manager: Lloyd D. Loers  
 Sales Prom. Mgr., Pub. Dir.: Donald Harrer  
 Program Director: William G. Suter  
 Prod. Dir., Chief Anncr.: Robert Clausen  
 Chief Engineer: Roger E. Sawyer  
 Farm Editor: Chet Randolph

**K I C M**

MASON CITY—1948  
 MBS—TALL CORN

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Mason City Bcstg. Co.  
 Business-Studio Address: 5-2nd St. S. W.  
 Phone Number: 5400  
 Transmitter Location: 19th St. S. W.  
 Air Time: 6 a.m.-M  
 News Service: AP  
 Transcription Service: World  
 Representative: Everett-McKinney  
 Membership: NAB  
 General Manager: Charles E. Jones  
 Program Director: Al Tighe  
 Promotion Manager: Bob Thompson  
 Chief Engineer: Larry Lawson

**K S M N**

MASON CITY—1948

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Mohawk Bcstg. Co.  
 Business-Studio Address: Weir Bldg.  
 Phone Number: 5420  
 Transmitter Location: Hiway 18  
 Air Time: Daytime  
 News Service: UP  
 Membership: NAB  
 Representative: Joseph Hershey McGillvra  
 Pres., General-Station Mgr.: Robert M. Carson  
 Comm., Sales Prom. Mgr.: Norman W. Rice  
 Program Director: Betty Christianson  
 Chief Announcer: Al Heinz  
 Chief Engineer: Jack Duncan  
 Farm Editor: Paul Pippert

**K W P C**

MUSCATINE—1947—TALL CORN

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned-Operated By: Muscatine Bcstg. Co.  
 Address: Mulberry & Houser  
 Phone Number: 860  
 Air Time: Sunrise-sunset  
 News Service: UP  
 Transcription Service: Thesaurus, Associated  
 Representative: Everett-McKinney  
 Membership: NAB  
 Sta. Comm. Mgr.: George J. Volger  
 Program Director: Joseph Unger  
 Musical Director: Thelma Volger  
 Chief Engineer: Edward Edenson

**K B I Z**

OTTUMWA—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: KBIZ, Inc.  
 Business-Studio Address: Seven Acres,  
 2513 N. Court Rd.  
 Phone Number: 5600-1  
 Transmitter Location: Community Gardens  
 Air Time: 6 a.m.-M  
 News Service: AP  
 Transcription Service: World  
 President, General Mgr.: James J. Conroy  
 Station Manager: Eleanor M. Haling  
 Commercial Mgr.: Richard Meier  
 Program-Production Dir.: Del Donahoo  
 Promotion Mgr.: Berg Allison  
 Chief Engineer: Wayne J. Hatchett

**K F N F**

SHENANDOAH—1924—MBS

Frequency: 920 Kc. Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By: Capital Bcstg. Co.  
 Address: 407 Sycamore  
 Phone Number: 1302  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World  
 Representative: Taylor-Borroff  
 Membership: NAB  
 President: C. J. Abbott  
 General Manager: C. Earl Williams  
 Comm. Mgr., Chief Engr.: Mark W. Bullock  
 Program Director: Earl Blakesley  
 Chief Announcer: Harry Packard

**K M A**

SHENANDOAH—1925—ABC

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Operated By: May Bcstg. Co.  
 Business-Studio Address: Lowell & Elm Sts.  
 Phone Number: 192

I O W A

Transmitter Location . . . . . 1 mi. NE of Shenandoah on Hgwy. 48  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Cole  
 Representative . . . . . Avery-Knodel, Inc.  
 Membership . . . . . NAB  
 President . . . . . Edward W. May  
 Gen., Sta. Mgr. . . . . Owen Saddler  
 Comm. Mgr. . . . . H. O. Peterson  
 Sales Prom. Mgr., Pub. Dir. . . . . Glenn Cray  
 Program Director . . . . . Glenn Harris  
 Production Dir. . . . . Wayne Beavers  
 Chief Engineer . . . . . R. J. Schroeder  
 Farm Editor . . . . . Merrill J. Langlitt

Transcription Service . . . . . Standard  
 Representative . . . . . Everett-McKinney  
 President & Manager . . . . . Dietrich Dirks  
 Commercial Mgr. . . . . Sheldon Singer  
 Program Director . . . . . Don Saliday  
 Chief Engineer . . . . . Al Smith

**K S C J**

**SIOUX CITY—1927—CBS**

Frequency: 1360 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Perkins Bros. Co.  
 Business-Studio Address . . . . . 415 Douglas St.  
 Phone Number . . . . . 5-7993  
 Transmitter Location . . . . . Leeds  
 Air Time . . . . . 6 a.m.-M  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, World  
 SESAC, Cole  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NAB, FMA  
 President . . . . . W. R. Perkins  
 Station-Commercial Mgr. . . . . E. T. Flaherty  
 Program Director . . . . . Elizabeth Sammons  
 Publicity Director . . . . . Jean Harraday  
 Chief Engineer . . . . . S. C. Dier

**K C O M**

**SIOUX CITY—1949—TALL CORN**

Frequency: 620 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . KCOM Bcstg. Co.  
 Business Address . . . . . 620 Insurance & Exchange Bldg.  
 Phone Number . . . . . 8-0628  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP

I O W A

**WHY IS AP THE BEST?**

**BECAUSE—AP** is more experienced than any other news service . . . more than 100 years collecting and distributing news.

**IOWA ASSOCIATED PRESS BROADCASTERS**

Chairman: Paul Loyet—WHO, Des Moines

Vice-Chairmen: Ben Sanders—KICD, Spencer

James Bormann—WMT, Cedar Rapids

Ralph Childs—KMA, Shenandoah

News Committee Chairman: Charles D. Miller—KRNT, Des Moines

I O W A

**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  
 Air Time... Unlimited  
 News Service... UP  
 Transcription Service... Thesaurus  
 Representative... Taylor-Boroff  
 Membership... NAB, BMB  
 President... John C. Kelly  
 Gen., Sta., Comm. Mgr... E. J. Huber  
 Pgm., Prod. Dir... Bob Hansen  
 Chief Engineer... Willard Easterly

**KICD**

SPENCER—1942—MBS-TALL CORN

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Iowa Great Lakes Bcstg. Co.  
 Address... Hgwy. 18 & 71, Box 631  
 Phone Number... 1240  
 Air Time... 6 a.m.-M  
 News Service... AP  
 Transcription Service... Standard, Associated  
 Representative... Everett-McKinney  
 Membership... NAB  
 Pres., General-Station Mgr... Ben B. Sanders  
 Comm., Sales Prom. Mgr... Henry B. Cate  
 Pgm., Prod., Pub. Dir... Mason Dixon  
 Musical Director... Bill Higgins  
 Chief Engineer... John Blackwell  
 Farm Editor... Lyle Swigart

**KAYL**

STORM LAKE—1948

Frequency: 990 Kc. Power: 250 Watts d.  
 Owned-Operated By... Cornbell Bcstg. Co.  
 Business-Studio Address... 206½ Park Bldg.  
 Phone Number... 1490  
 Transmitter Location... Hgwys. 5 & 71 E. of  
 Storm Lake  
 Air Time... Sunrise-sunset  
 News Service... AP  
 Transcription Service... Capitol, Thesaurus  
 Membership... NAB  
 President... O. J. Grau  
 Gen. Mgr., Pgm., Dir... Lee Gordon Rasmussen  
 Commercial Manager... James I. McCord  
 Chief Engineer... Howard L. Carlson  
 Farm Editor... Norman Thomsen

**KAYX**

WATERLOO—1947—TALL CORN

Frequency: 1090 Kc. Power: 1000 Watts d.  
 (C.P. Fulltime)

Owned-Operated By... Waterloo Bcstg. Co.  
 Business-Studio Address... 620½ Lafayette St.  
 Phone Number... 6851  
 Transmitter Location... LaPorte Rd.  
 Air Time... Sunrise-sunset  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Representative... J. P. McKinney  
 Membership... NAB  
 President... C. R. Miller  
 Station Manager... L. R. Nuss  
 Program Director... Gordon Gray  
 Chief Engineer... C. R. Shaffer

**KWWL**

WATERLOO—1947—MBS

Frequency: 1330 Kc. Power: 5000 d.: 1000 n.  
 Owned-Oper. By... Black Hawk Bcstg. Co.  
 Bus. Studio Address... Russell-Lamson Hotel  
 Phone Number... 4406  
 Transmitter Location... Lafayette Rd.  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service... Capitol  
 President, General Mgr... R. J. McElroy  
 Commercial Mgr... W. Lyle Harvey  
 Program Director... Glenn Kensingner  
 Publicity Director... Ray Starr  
 Chief Engineer... Howard Buraess

**KXEL**

WATERLOO—1942—ABC

Frequency: 1540 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Josh Higgins Bcstg. Co.  
 Business-Studio Address... Insurance Bldg.  
 Phone Number... 3-337L  
 Transmitter Location... Dysart  
 Air Time... Unlimited  
 News Service... INS  
 Transcription Service... SESAC  
 Representative... Avery-Knodel  
 Membership... NAB, BMB  
 President, Gen.-Station Manager... Joe DuMond  
 Comm. Sales Promotion Mgr... A. J. DuMond  
 Sales Prom. Mgr., Pub. Dir... Elizabeth Gahre  
 Program Dir... Emlyn Owen  
 Chief Engineer... Don Kacsner  
 Farm Editor... Dallas McGinnis

**KJFJ**

WEBSTER CITY—1949

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By... Land O' Corn Bcstg. Co.  
 Business Address... 623 Second St.  
 Phone Number... 1300  
 Air Time... Daytime  
 News Service... AP  
 President... Charles V. Warren

# KANSAS

Estimated Population 1,947,000—Increase +8.1%—Radio Homes 594,000  
Radio Families 612,000—Stations in State 33

## KSOK

ARKANSAS CITY—1946

Frequency: 1280 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By. . . . . The KSOK Bcstg. Co., Inc.  
Business-Studio Address. . . . . Home National Bank Bldg.  
Phone Number . . . . . 2666  
Transmitter Location. . . 1 Mi. N. of Arkansas City  
Air Time. . . . . Local sunrise-sunset  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
President. . . . . Oscar S. Stauffer  
Gen., Sta. Mgr. . . . . S. C. Thompson  
Program-Production Director. . . . . Don D. Chadd  
Musical Dir. . . . . Wm. Maugans  
Chief Engineer. . . . . Edward H. Howe

## KVAK

ATCHISON—1939—KBS

Frequency: 1470 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By. . . . . Griffith-Buenning Bcstg. Co.  
Address. . . . . 622½ Commercial St.  
Phone Number . . . . . 1420  
News Service . . . . . AP  
Transcription Service. . . . . KBS, Standard  
General Mgr. . . . . James M. Griffith  
Station Mgr. . . . . Paul H. Buenning  
Program Director. . . . . Peter Pittell  
Chief Engineer. . . . . Lowden Gingrey

## KGGF

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. . . . . Power: 1000 Watts d.;  
500 Watts n.; (C.P. 10,000 d., 5,000 n.)  
Owned-Oper. By. . . . . The Midwest Bcstg. Co., Inc.  
Business-Studio Address. . . . . 8th & Elm  
Phone Number . . . . . 147  
Transmitter Location. . . . . So. Coffeyville, Okla.  
Air Time. . . . . 6 a.m.-11 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Weed  
Membership . . . . . NAB  
President. . . . . Fay N. Seaton  
General Manager. . . . . Richard M. Seaton  
Station Manager. . . . . Robert L. Pratt  
Commercial Manager. . . . . E. B. Spoonamore  
Pgm., Prod. Dir. . . . . Bob Evans  
Chief Announcer. . . . . Dean Turner  
Chief Engineer. . . . . J. S. Jaminet  
Farm Editor. . . . . Joe Cook

## KXXX

COLBY—1947

Frequency: 790 Kc. . . . . Power: 5000 Watts d.  
Owned-Oper. By. . . . . Western Plains Bcstg. Co., Inc.  
Business-Studio Address. . . . . Cooper Hotel  
Phone Number . . . . . 790-1  
Transmitter Location. . . . . 2 Mi. E. of Colby  
Air Time . . . . . Daytime  
News Service . . . . . INS  
Transcription Service. . . . . Associated, Capitol  
Representative . . . . . Headley-Reed  
Membership . . . . . NAB, BMB  
President. . . . . James V. Pratt  
Gen., Sta. Mgr. . . . . George A. Nickson  
Program Dir. . . . . William Morse  
Publicity Dir. . . . . Gene McGehee  
Chief Announcer. . . . . Robert Krafft  
Chief Engineer. . . . . U. L. Lynch  
Farm Editor. . . . . Embert Coles

## KGNO

DODGE CITY—1930

Frequency: 1370 Kc. . . . . Power: 1000 Watts d.;  
250 Watts n.  
Owned-Oper. By. . . . . Dodge City Bcstg. Co.  
Business Address. . . . . Globe Bldg.  
Phone Number . . . . . 1370  
Studio Address. . . . . Globe Bldg.  
Transmitter Location. . . . . W. Park St.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Art Hagg  
Membership . . . . . BMB  
President, General Manager. . . . . J. C. Denious  
Station Mgr., Program Dir. . . . . Herschel Holland  
Commercial Manager. . . . . Isadore Salm  
Chief Engineer. . . . . Henry McClintock

## KTSW

EMPORIA—1939  
MBS-KANSAS STATE

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . Emporia Bcstg. Co., Inc.  
Business-Studio Address. . . . . 613 Merchant St.  
Phone Number . . . . . 153-4  
Transmitter Location. . . . . Sodens Grove  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . World  
Membership . . . . . NAB, BMB  
Pres., Gen. Mgr. . . . . Owen H. Balch

**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  
Air Time Sunrise-Sunset  
News Service UP  
Transcription Service Standard, Associated  
President H. C. Sartorius  
Gen., Sta. Mgr. Dale E. Kern  
Pgm., Prod. Dir. Frank Frost  
Chief Engineer E. D. Casey

**K I U L**

GARDEN CITY—1933—MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Telegram Publishing Co.  
Business-Studio Address 509½ N. Main St.  
Phone Number 4581  
Transmitter Location Warner Terrace  
Air Time 6 a.m.-11:30 p.m.  
News Service AP  
Transcription Service World  
Membership NAB  
President Robert B. Reed  
General Manager G. F. Reed  
Station Manager Robert Wells  
Program-Publicity Director Tom Lanman  
Chief Engineer Bob Bryant  
Farm Editor Tony Jewell

**K W G B**

GOODLAND—1947

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By Goodland Bcstg. Co.  
Business-Studio Address Hotel Goodland  
Phone Number 331  
News Service UP  
President, General Mgr. James E. Blair  
Commercial Mgr. Dick Eldridge

**K V G B**

GREAT BEND—1937—MBS

Frequency: 1590 Kc. Power: 5000 Watts  
Owned-Operated By KVGB, Inc.  
Business-Studio Address Cork Bldg.  
Phone Number 4317-8  
Transmitter Location 4 Mi. SW of Great Bend  
Air Time Unlimited  
News Service UP  
Transcription Service Lang-Worth  
Representative John E. Pearson  
Membership NAB, BMB  
President Helen T. Coogan  
V.P., Gen. Mgr. Grover C. Cobb  
Asst. Mgr. Sherwood R. Parks

Sales Mgr. Bill J. Jarvis  
Program Director Ray H. Beals  
Musical Director Howard Neighbor  
Chief Engineer Chester A. Wallack

**K A Y S**

HAYS—1948

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Kays, Inc.  
Business Address Box 563  
Phone Number 200, 222  
Studio-Transmitter Address 2300 Hall St.  
Air Time 6:30 a.m.-10:30 p.m.  
News Service AP  
Transcription Service Standard, Capitol  
Membership NAB  
President Frank Motz  
Gen., Sta. Mgr. Duane W. Hoisington  
Program Dir. Paul Kelly  
Publicity Dir. Glen Barnett  
Musical Dir. Lloyd Ford  
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 101 East Ave "A"  
Phone Number 5202  
Transmitter Location 17th & Harding Sts.  
Air Time 18 Hrs.  
News Service AP  
Transcription Service Lang-Worth  
Membership NAB  
Station Mgr. Robert E. Rives  
Prom. Mgr., Pgm. Dir. Paul Bernard  
Chief Engineer John Swafford

**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  
Commercial Manager Gren Darling  
Sales Promotion Manager Malcolm West  
Program Dir. Paul Cochran  
Publicity Director Don Bell  
Musical Director J. Bruce Murray  
Chief Engineer Millary Clary  
Farm Editor Don Bell

**KIND**

**INDEPENDENT—1947—KBS-LBS**

Frequency: 1010 Kc. Power: 250 Watts d.  
 Owned-Operated By: Central Bcstg., Inc.  
 Bus. Stud. o-Transmitter: Professional Bldg.  
 Phone Number: 1010  
 Air Time: Local sunrise-local sunset  
 News Service: AP  
 President, General Manager: J. Nelson Rupard  
 Studio Manager: M. Keith Upson  
 Chief Engineer: Ernest L. Kettner

**KJCK**

**JUNCTION CITY—1949-KANSAS**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Junction City Bcstg. Co.  
 Business Address: 724½ N. Washington  
 Phone Number: 1477  
 Air Time: Daytime  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Gen., Comm. Mgr.: Ralph L. Weir, Jr.  
 Pgm. Dir., Chief Engr.: Richard P. Meek

**KCKN**

**KANSAS CITY—1924**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: KCKN Bcstg. Co., Inc.:  
 Capper Publications, Inc.  
 Business Address: 300 Waltower Bldg.,  
 Kansas City 6, Mo.

Phone Number: Victor 3864  
 Studio Address: 300 Waltower Bldg., Kansas  
 City 6, Mo.; 901 N. 8th St., Kansas City, Kans.  
 Transmitter Location: 901 N. 8th St.  
 Air Time: 7 a.m.-11 p.m.  
 News Service: AP  
 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

**KCLO**

**LEAVENWORTH—1948**

Frequency: 1410 Kc. Power: 500 Watts d.  
 Owned-Oper. By: The Leavenworth Bcstg. Co.  
 Business-Studio Address: 418½ Cherokee St.  
 Phone Number: 3620-1  
 Transmitter Location: Rt. No. 2  
 Air Time: Daytime  
 News Service: UP  
 Transcription Service: Capitol  
 Representative: H. F. Best  
 President: Hon. Alf M. Landon  
 Gen., Sta. Mgr.: M. L. Gleason  
 Program Director: Dick Behner  
 Prod. Dir., Chief Annrc.: Bill Willson  
 Publicity Director: Helen Snyder  
 Chief Engineer: David L. Reed

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NBC Affiliates

**KSCB**

LIBERAL—1948

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Seward County Bcstg. Co.  
 Business-Studio Address... E. 8th St.  
 Phone Number... 385  
 Air Time... Daytime  
 News Service... UP  
 Transcription Service... Standard  
 Membership... NAB  
 President... Hon. Alf M. Landon  
 General Manager... Leon S. Salatheil  
 Pgm. Dir., Chief Anncr... Larry Filkins  
 Chief Engineer... Wayne Pash

**KNEX**

McPHERSON—1949

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Operated By... McPherson Bcstg. Co.  
 Address... P. O. Box 186  
 Phone Number... 1540  
 Air Time... Daytime  
 News Service... AP  
 Transcription Service... Capitol, SESAC  
 President... Ewart Mills  
 General Mgr... Dan Bellus  
 Commercial Mgr... Vance Archer  
 Program Dir... Henry Dais  
 Chief Engineer... Claude Hughes

**KPRS**

OLATHE—1949

Frequency: 1590 Kc. Power: 500 Watts d.  
 Owned-Oper. By... Johnson County Bcstg. Co., Inc.  
 Address... 131 E. Park St.  
 Phone Number... 1200  
 Air Time... Daytime  
 News Service... AP  
 Transcription Service... Capitol  
 Pres., Gen., Comm. Mgr... L. H. Witherspoon  
 Program Dir... S. P. Madden  
 Chief Engineer... Daniel Reed

**KOFO**

OTTAWA—1949

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Operated By... Ottawa Bcstg. Co.  
 Address... P. O. Box 46  
 Phone Number... 1045  
 Air Time... Daytime  
 News Service... UP  
 Transcription Service... Capitol  
 Pres., Gen. Mgr., Pgm. Dir... J. N. Jobs  
 Commercial Mgr... Tommy 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  
 News Service... AP  
 Transcription Service... Standard  
 President... Clyde M. Reed  
 General Manager... Kerm Trimble  
 Program Director... Ray Drenner  
 Chief Engineer... James L. Teats

**KOAM**

PITTSBURG—1937—NBC

Frequency: 860 Kc. Power: 10,000 Watts d.  
 Owned-Oper. By... The Pittsburg Bcstg. Co., Inc.  
 Business Address... P. O. Box 603  
 Phone Number... 2165  
 Studio Address... Commerce Bldg.  
 Transmitter Location... 3½ Mi. E. of Pittsburg  
 Air Time... 6 a.m.-M.  
 News Service... AP  
 Transcription Service... World  
 Representative... John E. Pearson  
 Membership... NAB, BMB  
 President... E. V. Baxter  
 Station Commercial Manager... R. E. Wade  
 Chief Announcer... Lou Martin  
 Chief Engineer... Leo Stafford

**KSEK**

PITTSBURG—1947—LBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... The Pittsburg Publ. Co.  
 Business-Studio Address... Hotel Besse Bldg.  
 Phone Number... 742  
 Transmitter Location... E. Quincy (extended)  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service... Standard  
 Representative... Cooke  
 President... O. S. Stauffer  
 General Manager... Thad M. Sandstrom  
 Commercial Manager... C. W. Stout  
 Chief Engineer... W. D. Brosseau

**KSAL**

SALINA—1937—MBS

Frequency: 1150 Kc. Power: 5000 Watts  
 Owned-Operated By... KSAL, Inc.  
 Bus. Studio Address... Journal Bldg., Seventh & Iron Sts.  
 Phone Number... 3701  
 Transmitter Location... E. Hiway 40  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service... Lang-Worth, Standard  
 Representative... John E. Pearson  
 Membership... BMB, NAB



President.....R. J. Laubengayer  
 Station Mgr.....R. V. Jensen  
 Sales Promotion Manager.....J. D. Hill  
 Program Director.....Al Thompson  
 Publicity Director.....Bob Elias  
 Chief Engineer.....N. E. Vance, Jr.  
 Farm Editor.....Stewart Peck

**KJAY**

**TOPEKA—1949**

Frequency: 1440 Kc...Power: 5000 d., 1000 n.  
 Owned Operated By.....S. H. Patterson  
 Address.....908 Kansas Ave.  
 Phone Number.....3-1336  
 Air Time.....Unlimited  
 News Service.....INS  
 Representative.....Rambeau  
 Owners.....S. H. Patterson, N. J. Patterson  
 Sta., Comm. Mgr.....Allan Curnutt  
 Pgm. Dir., Prom. Mgr.....Craig Lawson  
 Chief Engineer.....N. J. Patterson

**KTOP**

**TOPEKA—1947—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Collinson Bcstg. Co.  
 Operated By.....T. Hall Collinson  
 Business-Studio Address.....214 W. 6th St.  
 Phone Number.....4-3444  
 Transmitter Location.....N. Buchanan  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Capitol, Associated  
 Representative.....Ra-Tel  
 Pres., Gen. Mgr.....T. Hall Collinson  
 Sales Prom. Mgr.....George Allen  
 Pgm., Prod. Dir.....Jack-Warren Ostrode  
 Publicity Dir.....Jack Crutcher  
 Chief Anncr., Musical Dir.....Wayne M. Heady  
 Chief Engineer.....Willard 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  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth, Standard  
 Membership.....FMA  
 President.....H. S. Blake  
 General-Station Manager.....Ben Ludy  
 Commercial Manager.....Hilton Hodges  
 Prog.-Prod.-Musical Dir.....Maude Carlsson  
 Publicity Director.....Allan Young  
 Chief Engineer.....Lewis Dickensheets

**WREN**

**TOPEKA—1927—ABC**

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By...Jackman & Jackman, Inc.  
 Business-Studio Address.....411 W. 10th St.  
 Phone Number.....2-0505-6-7  
 Transmitter Location.....Grantville  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Weed  
 Membership.....NAB, BMB  
 President.....R. C. Jackman  
 General Manager.....John S. Major  
 Comm.-Sales Promotion Mgr.....Bailey Axton  
 Program Director.....Fred L. Conger  
 Chief Engineer.....Carl B. Bliesner  
 Farm Editor.....Jack Robinson

**KAKE**

**WICHITA—1947—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...KAKE Bcstg. Co., Inc.  
 Business-Studio Address...418 W. Douglas Ave.  
 Phone Number.....4-9369  
 Transmitter Location.....19th & Hydraulic Sts.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Walker  
 Membership.....NAB  
 General Manager.....Jack Todd  
 Commercial Manager.....Martin Bass  
 Program Dir.....Graeme Fletcher  
 Chief Engineer.....Harold Newby

**KANS**

**WICHITA—1936—NBC**

Frequency: 1480 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....Taylor Radio & TV  
 Business-Studio Address.....1015 N. Broadway  
 Phone Number.....4-2387  
 Transmitter Location.....5560 W. 13th St.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....Taylor-Borroff  
 Membership.....NAB, BMB  
 President.....O. L. Ted Taylor  
 General Manager.....Archie J. Taylor  
 Commercial Manager.....Frank Mathews  
 Sales Prom. Mgr.....H. W. Allen  
 Program Director.....Paul Wilson  
 Musical Dir.....Raymond Shelley  
 Chief Engineer.....Ted Hatcher  
 Farm Editor.....Vernon Reed

**K F B I**

WICHITA—1923—ABC

Frequency: 1070 Kc. Power: 10,000 Watts d.;  
1000 Watts n.  
Owned-Operated By.....KFBI, Inc.  
Business-Studio Address.....200 E. First St.  
Phone Number.....2-1447  
Transmitter Location.....RFD No. 2, Box 14  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....World  
Representative.....Avery-Knodel  
Membership.....NAB, BMB  
Gen. Sta. Mgr.....Hale Bondurant  
Commercial Mgr.....D. W. McCoy, Sr.  
Program Dir.....Henry Mattison  
Prod. Dir., Chief Annr....G. Robert Gadberry  
Publicity Director.....Harry Hulse  
Musical Dir.....James Carpenter  
Chief Engineer.....K. W. Pyle  
Farm Editor.....Lester Weatherwax

**K F H**

WICHITA—1922—CBS

Frequency: 1330 Kc. Power: 5000 Watts  
Owned-Operated By.....Radio Station KFH Co.  
Business-Studio Address.....KFH Bldg.  
Phone Number.....2-4491  
Transmitter Location.....RR 3  
Air Time.....5 a.m.-12:05 a.m.  
News Service.....AP, UP  
Transcription Service.....Lang-Worth  
Representative.....Edward Petry  
Membership.....NAB, BMB  
President.....John Rigby  
Exec. V.P.....Marcellus M. Murdock  
General Manager.....Frank V. Webb  
Comm. Mgr.....Robert Hix  
Sales Promotion Manager....Russel L. Lowe  
Program Director.....Thomas Bashaw  
Chief Announcer.....David M. Wilson  
Musical Director.....Wayne Euchner  
Chief Engineer.....Amos C. Dadisman

KANSAS

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KANSAS

# KENTUCKY

Estimated Population 2,893,000—Increase +1.7%—Radio Homes 678,000  
Radio Families 748,000—Stations in State 40

## W C M I

### ASHLAND—1935—CBS-SOUTHERN

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.. Ashland Bcstg. Co., Inc.  
Business-Studio Address.....120 20th St.  
Phone Number ..... 3010  
Transmitter Location.....47th & Clay Sts.  
Air Time.....6 a.m.-M.  
News Service .....UP  
Transcription Service.....Thesaurus, World  
Representative.....John E. Pearson  
Membership .....NAB, BMB  
President.....Gilmore N. Nunn  
Representative.....John E. Pearson  
Gen.-Station-Comm. Mgr....Charles C. Warren  
Sales Prom.-Program Dir.....W. R. Martin  
Chief Engineer.....Clarence Weaver

## W K C T

### BOWLING GREEN—1947

Frequency: 930 Kc. Power: 1000 Watts d.  
Owned-Oper. By...The Daily News Bcstg. Co.  
Business-Studio Address.....415 Park Row  
Phone Number .....2640  
Transmitter Location.....Beech Bend Park  
Air Time.....6 a.m.-local sunset  
News Service .....AP  
Transcription Service....Associated, Standard  
Representative .....Holman  
Gen.-Station Mgr.....Paul R. Huddleston  
Commercial Manager.....Houston Griffin  
Sales Prom. Mgr., Pub. Dir.....Alvis Temple

## W L B J

### BOWLING GREEN—1940—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By...Bowling Green Bcstg. Co.,  
Inc.  
Address.....901 Fairview Ave.  
Phone Number .....1340-1  
Air Time.....5 a.m.-M.  
News Service .....AP  
Transcription Service.....Capitol, Keystone  
Representative .....Burn-Smith  
Membership .....NAB  
Pres., Gen., Sta. Mgr.....Ken D. Given  
Comm.-Sales Promotion Mgr....Elmer A. Finley  
Program-Production Dir.....William Kuznitsof  
Publicity Dir.....Robert & Procter  
Chief Engineer.....Rondal L. Miller

## W T C O

### CAMPBELLSVILLE—1948

Frequency: 1150 Kc. Power: 3000 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...Capitol, World, Cole  
Membership .....NAB  
President.....H. T. Parrott  
Gen.-Station-Comm. Mgr....James Shacklette  
Sales Promotion Mgr....William J. Harris, Jr.  
Pgm.-Prod. Dir.....John Adkins  
Chief Engineer.....J. B. Crawley

## W C T T

### CORBIN—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By...Corbin Times-Tribune, Inc.  
Business Address.....308 S. Main St.  
Phone Number .....123-4, 1071  
Studio-Transmitter Location.....Falls Hwy.  
Air Time .....17 Hrs.  
News Service .....AP  
Transcription Service .....Keystone  
Membership .....NAB, BMB  
President.....J. Springer Robinson  
General Manager.....John L. Crawford  
Station Manager.....Kenneth Turner  
Commercial Manager.....S. G. Hembree  
Chief Engineer.....Russell Henson

## W Z I P

### 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  
Transcription Service.....World, SESAC  
Membership .....NAB, BMB  
Pres., Gen.-Comm. Mgr....Arthur L. Eilerman  
Sta. Mgr., Pgm. Dir.....Lloyd W. Baldwin  
Prod. Dir., Chief Anncr.....Stephen Crane  
Chief Engineer.....Julian Koenig

## W H I R

### DANVILLE—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By...Commonwealth Bcstg. Corp.  
Address.....Burgin Road  
Phone Number .....Danville 1230  
Air Time .....5:30 a.m.-11 p.m.  
News Service .....AP  
Transcription Service.....World & Capitol

# KENTUCKY

Representative.....Hal Holman Co.  
 Membership.....NAB, BMB  
 Pres., Gen. Mgr.....W. T. Isaac  
 V.P., Pgm. Dir.....David B. Highbaugh  
 Chief Engineer.....Henry C. Lovell

## WFKY

### FRANKFORT—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Frankfort Bcstg. Co., Inc.  
 Address.....Ky. Ave. Extended  
 Phone Number.....2509  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Wood, Colton  
 Membership.....NAB, BMB  
 President.....B. C. Edwards  
 Gen., Sta., Comm. Mgr.....W. Wallace Robinson  
 Program Dir.....Louise McNees  
 Chief Anncr., Chief Engineer.....John Hudimac

## WKAY

### GLASGOW—1946

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Glasgow Bcstg. Co., Inc.  
 Address.....Happy Valley Rd.  
 Phone Number.....598, 632  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, Standard  
 Membership.....NAB  
 President.....Gordon E. Brown  
 Gen., Sta. Mgr.....Louis Rayburn  
 Pgm. Dir., Chief Anncr.....Lee Redford  
 Chief Engineer.....C. H. Hulse

## WHLN

### HARLAN—1941 MBS-KBS-GOOD COAL

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Blanco 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.....SESAC  
 Representative.....Burn-Smith  
 Membership.....NAB  
 President, Gen.-Station Mgr.....R. B. Helms  
 Comm. Mgr., Pgm. Dir.....J. T. Morgan  
 Sales Prom. Mgr., Pub. Dir.....Kyle Whitehead  
 Production Dir.....Helen Ellison  
 Chief Engineer.....John Greenwood

## WKIC

### HAZARD—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....BMG Bcstg. Corp.

Business-Studio Address.....Peoples Bank Bldg.  
 Phone Number.....Main 720-1  
 Transmitter Location.....N. Main St.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Thomas F. Clark Co.  
 Membership.....NAB, BMB  
 President, Gen.-Station Mgr.....Fred B. Bullard  
 Commercial Manager.....Richard H. Goodlette  
 Publicity Director.....Paul Combs  
 Chief Engineer.....James C. French  
 Program Director.....Charles W. Metcalf  
 Prod. Dir., Chief Announcer.....Hugh Dunbar  
 Chief Engineer.....Eugene S. Adams

## WSON

### HENDERSON—1941—MBS

Frequency: 860 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Henderson Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address.....Zion Rd.  
 Phone Number.....3923  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Sears & Ayers  
 Pres., Gen., Sta. Mgr.....Hecht S. Lackey  
 Sales Prom. Mgr.....Ewing Graham  
 Pgm. Dir., Chief Anncr.....Martin E. Schaeffer  
 Chief Eng., Farm Editor.....Vernon R. Nunn

## WHOP

### HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Hopkinsville Bcstg. Co., Inc.  
 Business Address.....P. O. Box 539  
 Phone Number.....1025  
 Studio-Transmitter Location.....Cadz Rd.  
 Air Time.....5 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Sears & Ayer  
 Membership.....NAB  
 Pres., Gen., Sta. Mgr.....F. E. Lackey  
 Comm., Sales Prom. Mgr.....Katherine Peden  
 Pgm. Prod. Dir.....Charles Stratton  
 Chief Engineer.....Leo Y. Wilson  
 Farm Editor.....Thomas B. Covington

## WKLX

### LEXINGTON—1946

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Fayette Bcstg. Co.  
 Address.....Phoenix Hotel  
 Phone Number.....8115  
 Transmitter Location.....Greendale Rd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Standard  
 Representative.....Walker

. . . **KENTUCKY** . . .

President.....E. F. Prichard, Sr.  
Gen., Comm. Mgr.....Ted Grizzard  
Program Director.....Jack Brooks  
Chief Engineer.....Bill Yount

**W L A P**

**LEXINGTON—1922—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By....American Bcstg. Corp.  
(Not ABC)  
Business-Studio Address.....Radio Bldg.  
Phone Number.....1721-2-3  
Transmitter Location.....Mason-Headley Rd.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World, Capitol  
Representative.....John E. Pearson  
Membership.....NAB, BMB  
President.....Gilmore N. Nunn  
V.P., General Manager.....J. E. Willis  
Commercial Manager.....Miller Welch  
Sales Promotion Manager....James P. Young  
Program Director.....J. B. Faulconer  
Technical Supervisor.....Henry C. Lockler

**W L E X**

**LEXINGTON—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Central Ky. Bcstg. Co.  
Business Address.....P. O. Box 985, Russell  
Cave Pike  
Phone Number.....3-1977  
Studio-Transmitter Location. Russell Cave Pike  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Ra-Tel  
Membership.....NAB  
President.....J. D. Gay, Jr.  
General Manager.....Carroll Gardner  
Program Dir.....Bob Kimbro  
Chief Engineer.....Otho Warner

**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  
Studio Address.....Radio Center  
Transmitter Location.....Hamburg Pike  
Air Time.....5 a.m.-M.  
News Service.....AP  
Transcription Service.....Thesaurus, Lang-Worth  
Representative.....Free & Peters  
Membership.....BMB  
President.....George W. Norton, Jr.  
General-Station Manager.....Nathan Lord  
Sales Prom. Mgr.....Robert Elderman  
Program Director.....George Patterson  
Chief Engineer.....Wilbur Hudson

**W G R C**

**LOUISVILLE—1936—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
(C.P. 5000 d.; 1000 n.)  
Owned-Operated By....Northside Bcstg. Corp.  
Bus.-Studio Address.....Ky. Home Life Bcstg.  
Phone Number.....Wabash 7781  
Transmitter Location...Preston St. & Woodbine  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service...Lang-Worth, Standard  
Representative.....Walker  
Membership.....NAB  
President.....J. Porter Smith  
V.P., Gen. Mgr.....Charles L. Harris  
Pgm., Pub. Dir.....Ward Hatcher  
Chief Engineer.....Perry Esten

**W H A S**

**LOUISVILLE—1922—CBS**

Frequency: 840 Kc.....Power: 50,000 Watts  
Owned-Operated By.....WHAS, Inc.  
Business-Studio Address...525 W. Broadway  
Phone Number.....Wabash 2211  
Transmitter Location.....Eastwood  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Associated  
Representative.....Edward Petry  
Membership.....NAB  
President.....Barry Binaham  
Station Mgr.....Victor A. Sholis  
Commercial Mgr.....Neil D. Cline  
Production Dir.....William Aldridge  
Publicity Dir.....Cecil W. Sanders  
Technical Director.....Orrin W. Towner

**W I N N**

**LOUISVILLE—1940**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By...Kentucky Bcstg. Corp., Inc.  
Bus.-Studio-Transmitter Address...Earle Hotel  
Phone Number.....Wabash 5148  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....MacGregor, SESAC,  
Capitol, World  
Representative.....Taylor-Borroff  
Membership.....NAB  
President, Station Manager...Harry McTigue  
Commercial Manager.....G. F. Bauer  
Program Director.....M. Katherine McCarten  
Production Director.....Sam Woodall  
Publicity Director.....Helen E. Roberts  
Chief Engineer.....Melvin Scarsdale

**W K L O**

**LOUISVILLE—1948—ABC**

Frequency: 1080 Kc.....Power: 5000 Watts d.;  
1000 Watts n.

# KENTUCKY

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... 6 a.m.-M.  
News Service... UP  
Transcription Service... Associated  
Representative... John Blair  
President... James F. Brownlee  
General Manager... Joe Eaton  
Commercial Manager... Tom Underwood  
Program Director... W. G. Botorff  
Production Dir... Jean Clos  
Publication Director... Russell Pirkey  
Chief Engineer... D. C. Summerford

## WKYW

LOUISVILLE—1946

Frequency: 900 Kc... Power: 1000 Watts d.  
Owned-Oper. By... Radio Kentucky, Inc.  
Bus.-Studio Address... 431 W. Jefferson St.  
Phone Number... CLay 4811  
Transmitter Address... River Rd., nr. Louisville  
Air Time... Daytime  
News Service... AP  
Transcription Service... Associated, Capitol.  
Standard, Cole  
Transcription Service... Capitol, Standard  
Representative... Burn-Smith  
Membership... BMB  
President, Treasurer... F. Eugene Sandford  
V.P.-Station Manager... Edwin E. S. Weldon  
V.P.-Operations... S. A. Cisler  
Secretary... W. Scott Miller  
Program Director... David Wilburn

## WLOU

LOUISVILLE—1948

Frequency: 1350 Kc... Power: 1000 Watts d.  
Owned-Operated By... Louisville Bcstg. Co.  
Business-Studio Address... 2549 S. Third St.  
Phone Number... Calhoun 3680  
Air Time... Daytime  
News Service... AP  
Transcription Service... Capitol  
Representative... Donald Cooke  
President, Gen. Mgr... Mrs. John E. Messervy  
Pgm. Dir., Prom. Mgr... Lee Smith  
Chief Engineer... Steve Dawson

## WCIF

MADISONVILLE—1947

Frequency: 730 Kc... Power: 250 Watts  
Owned-Oper. By... Madisonville Bcstg. Co.  
Business Address... Box 27  
Phone Number... 1297  
Transmitter-Studio Location... Hanson Rd.  
Air Time... Daytime  
News Service... AP  
Transcription Service... Standard, World  
Representative... Sears & Ayer

Membership... BMB  
President, General Mgr... Pierce Lackey  
Station-Commercial Mgr... T. E. Brewer  
Program Director... Conrad Brewer  
Chief Engineer... Evers Mick

## WKT M

MAYFIELD—1946

Frequency: 1050 Kc... Power: 1000 Watts d.  
Owned-Oper. By... Mayfield Bcstg. Co.  
Business Address... Box 232  
Phone Number... 46  
Studio Address... Mayfield Hotel  
Transmitter Location... Fancy Farm Hwy.  
Air Time... Sunrise-sunset  
News Service... AP  
Transcription Service... Lang-Worth  
Representative... Sears & Ayer  
Membership... NAB  
President... Frank Evens  
Gen. Sta. Mgr... Wayne Morgan  
Sales Prom. Mgr., Prod. Dir... Bill Shelton  
Program Director... Margaret Dowdy  
Chief Engineer... Joseph M. Hargrove

## WNGO

MAYFIELD—1946

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... City limits, Hwy.  
No. 45, Paducah Rd.  
Air Time... 5:30 a.m.-local sunset  
News Service... AP  
Transcription Service... Capitol  
Representative... Friedenber  
President... Rev. H. M. Sulhard  
General Mgr... Boyce Swann  
Pgm. Dir., Prom. Mgr... J. B. Fowler  
Chief Engineer... Eural Wadlington

## WFT M

MAYSVILLE—1948

Frequency: 1400 Kc... Power: 250 Watts  
Owned-Oper. By... Standard Tobacco Co., Inc.  
Bus. Address... 626 Forrest Ave., Tobacco Sq.  
Phone Number... 1400-1  
Studio-Transmitter Location... Tobacco Sq.  
Air Time... 6 a.m.-M.  
News Service... UP  
Transcription Service... World, Standard  
Representative... W. S. Grant  
Membership... NAB  
President... Charles P. Clarke  
Gen. Sta. Mgr... J. W. Betts  
Commercial Mgr... Horace Simpson  
Program-Prod.-Pub. Dir... Gene Waters  
Musical Director... Louise Carter  
Chief Engineer... Harvey Cross

## W C P M

**MIDDLESBORO—1948**

Frequency: 560 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Tri-State Bcstg. Co.  
 Business Address . . . . . P. O. Box 515  
 Phone Number . . . . . 1520  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 President . . . . . Elmer D. Smith  
 General Mgr. . . . . W. T. Gaines  
 Program Dir. . . . . Robert Thomson  
 Chief Engineer . . . . . John Calor

## W M I K

**MIDDLESBORO—1948**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Cumberland Gap Bcstg. Co.  
 Business Address . . . . . Box 698  
 Phone Number . . . . . 980  
 Studio-Transmitter Address . . . . . Hwya. 25 E.  
 Air Time . . . . . 5:30 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Cole  
 Representative . . . . . Holman  
 Membership . . . . . NAB  
 Gen., Sta. Mgr. . . . . Hal Falter  
 Pgm. Dir., Prom. Mgr. . . . . H. W. Taylor  
 Chief Engineer . . . . . Edward Pipes

## W N B S

**MURRAY—1947**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Murray Bcstg. Co.  
 Address . . . . . Paducah Hiway  
 Phone Number . . . . . 1340  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB  
 President . . . . . H. T. Waldrop  
 Gen., Sta. Mgr. . . . . Edward Griffin  
 Commercial Mgr. . . . . Troy W. Glidwell  
 Chief Engineer . . . . . Carlos M. Steele

## W N O P

**NEWPORT—1948**

Frequency: 740 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Tri-City Bcstg. Co.  
 Business-Studio Address . . . . . 606 Monmouth St.  
 Phone Number . . . . . Juniper 7100-L  
 Transmitter Location . . . . . Cold Springs  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Forjoe  
 President . . . . . James G. Lang  
 Station Manager . . . . . Anna Mae Rolfe  
 Program Director . . . . . Jack Baker  
 Chief Engineer . . . . . Elmer C. Drake  
 Farm Editor . . . . . Earl Davis

## W O M I

**OWENSBORO—1938—MBS-KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Owensboro Bcstg. Co., Inc.  
 Business Address . . . . . P. O. Box 536  
 Phone Number . . . . . 420-1  
 Studio-Transmitter Location . . . . . Byers Ave. &  
 Livermore Rd.

Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Keystone  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB, BMB  
 President . . . . . Lawrence W. Hager  
 Gen.-Sta. Mgr. . . . . Hugh O. Potter  
 Program Director . . . . . Norman Hall  
 Musical Director . . . . . Cliffordean Potter  
 Chief Engineer . . . . . Leslie Goodaker

## W V J S

**OWENSBORO—1946**

Frequency: 1420 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Owensboro On The Air, Inc.  
 Business-Studio Address . . . . . 324 Allen St.  
 Phone Number . . . . . 3408-9, 253  
 Transmitter Location . . . . . Hwya. 60 W.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP

## KENTUCKY

WHY IS **AP**  
THE BEST?

BECAUSE—**AP** is faster, more  
complete, more accu-  
rate than any other  
news service.

**KENTUCKY ASSOCIATED PRESS  
RADIO MEMBERS ASSOCIATION**

President: Edwin J. Paxton, Jr.—WKYB,  
Paducah

Vice-President: Stephen A. Cisler —  
WKYW, Louisville

Secretary: Wilber Crawford—AP Chief of  
Bureau

KENTUCKY

# KENTUCKY

Transcription Service ..... World  
Representative ..... William G. Rambeau  
Membership ..... NAB, BMB  
President ..... V. J. Steele  
General-Station Manager ..... Malcolm Greep  
Asst. Gen. Mgr. .... John T. Rutledge  
Sales Prom. Mgr. .... Leola C. Hayden  
Program Director ..... Lee Carl Meredith  
Production Dir. .... Charles Steele  
Publicity Dir. .... LeRoy Woodward  
Chief Engineer ..... Robert Earl Jagoe

## WKYB

PADUCAH—1946—MBS

Frequency: 800 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ... Paducah Newspapers, Inc.  
Business-Studio Address ... 504 Kentucky Ave.  
Phone Number ..... 800  
Transmitter Location ..... 5 Mi. S. of City on  
U. S. 45

Air Time ..... Sunrise-sunset  
News Service ..... AP  
Transcription Service ... Standard, Associated  
Representative ..... RaTel  
Membership ..... NAB, BMB  
President ..... Edwin J. Paxton, Sr.  
General-Station Mgr., Pub. Dir. ... E. J. Paxton, Jr.  
Comm.-Sales Prom. Mgr. .... Sam Livingston  
Program Dir. .... Zack Hill  
Musical Director ..... Lois Cooper  
Chief Engineer ..... C. G. Sims

## WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By ... Paducah Bcstg. Co., Inc.  
Business-Studio Address ... Taylor Bldg., 4th &  
Broadway  
Phone Number ..... 4100  
Transmitter Location ..... North 8th St.  
Air Time ..... Unlimited  
News Service ..... AP, UP  
Transcription Service ..... Lang-Worth, World  
Representative ..... Sears & Ayer  
Membership ..... NAB, BMB  
President ..... Pierce E. Lackey  
General-Station Mgr. .... W. Prewitt Lackey  
Comm., Sales Mgr. .... Roy Mofield  
Program Dir. .... Evelyn Carroll Stahl  
Chief Announcer ..... Ray Mofield  
Prod., Musical Dir. .... Linn Wolf  
Chief Engineer ..... U. C. Morris

## WSIP

PAINTSVILLE—1949

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... W. Howes Meade  
Address ..... Paintsville  
Phone Number ..... 1196  
Air Time ..... Unlimited  
News Service ..... UP

Transcription Service ..... Lang-Worth, Standard  
President ..... W. Howes Meade  
Gen., Comm. Mgr. .... Pat Mulvihill  
Program Dir. .... E. F. Shadburne  
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  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
President ..... W. J. Ward  
Gen., Prom. Mgr., Pgm. Dir. .... Meyer Layman  
Commercial Mgr. .... John Ward  
Chief Engineer ..... Guy N. Ferrell

## WPKE

PIKEVILLE—1949—MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By ... East Kentucky Bcstg. Corp.  
Address ..... Pikeville  
Phone Number ..... 1280  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Standard  
President ..... Dr. O. W. Thompson  
Gen., Comm. Mgr., Pgm. Dir. .... C. W. Powers  
Chief Engineer ..... T. K. Smith

## WPKY

PRINCETON—1949

Frequency: 1580 Kc. .... Power: 250 Watts d.  
Owned-Operated By ... Princeton Bcstg. Co.  
Address ..... Princeton  
Air Time ..... Daytime  
News Service ..... AP  
Pres., Gen. Mgr. .... Leslie Goodaker  
Program Dir. .... Mrs. Leslie Goodaker  
Chief Engineer ..... Garland West

## WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By ... Southeastern Bcstg. Corp.  
Bus.-Studio-Transmitter Address ... Stanford Pike  
Phone Number ..... 907-8  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... World  
Representative ..... Colton  
Membership ..... NAB  
President ..... Alonzo Carter  
Program Director ..... Donald Orwin  
Chief Announcer ..... Harvey Murphey  
Chief Engineer ..... John Agostine



# LOUISIANA

Estimated Population 2,630,000—Increase +11.3%—Radio Homes 608,000  
Radio Families 714,000—Stations in State 37

## W M T C

VANCLEVE—1948

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By. . . . . Kentucky Mt. Holiness Assn.  
Bus.-Studio-Transmitter Address. . . . . Vancleve  
Phone Number . . . . . 3  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . World  
Membership . . . . . BMB  
President. . . . . Dr. Lela G. McConnell  
General-Station-Comm. Mgr. . . . . Willfred Fisher  
Program Director. . . . . Violet Person  
Production Dir., Chief Announcer. . . . . Louis Bouck  
Musical Director. . . . . Rachel Picazo  
Chief Engineer. . . . . M. E. Picazo

## W V L K

VERSAILLES—1947—MBS

Frequency: 590 Kc. . . . . Power: 1000 Watts  
Owned-Operated By. . . . . Bluegrass Bcstg. Co.  
Bus.-Studio Address. . . . . Logan-Helm Library,  
Versailles; Hotel Lafayette, Lexington  
Phone No. . . . . Versailles 654; Lexington 2-7177  
Transmitter Location. . . . . Leestown & Yarmalton-  
Ironworks Rds., Fayette Co.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . SESAC  
Representative . . . . . Rambeau  
President. . . . . A. B. Chandler  
V.P., Sta. Mgr. . . . . W. S. Lukenbill  
Commercial Mgr. . . . . Lynn E. Knox  
Program Dir. . . . . Donald A. Horton  
Chief Announcer. . . . . Ray Holbrook  
Chief Engineer. . . . . Paul Dunbar  
Farm Editor. . . . . Nathaniel Clark

## K R O F

ABBEVILLE—1948

Frequency: 960 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By. . . . . Abbeville Bcstg. Serv. Inc.  
Business Address. . . . . Box 306  
Phone Number . . . . . 90  
Studio-Transmitter Location . . . . . Abbeville-  
LaFayette Hwy. U. S. 167  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . AP  
Transcription Service . . . . . World  
Membership . . . . . NAB  
General-Station-Comm. Mgr. . . . . George P. Martin  
Program-Publicity Dir. . . . . Ebba Lou Martin  
Chief Engineer. . . . . C. T. Hook

## K A L B

ALEXANDRIA—1935—ABC-LA. NET

Frequency: 580 Kc. . . . . Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By. . . . . Alexandria Bcstg. Co., Inc.  
Business-Studio Address. . . . . 505½ Johnston St.  
Phone Number . . . . . 2-3335-6  
Transmitter Location . . . . . Wardville  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Weed  
Membership . . . . . NAB, BMB  
President. . . . . Walter H. Allen  
Secretary-Treasurer. . . . . T. B. Lanford  
General Mgr. . . . . Willard L. Cobb  
Station Dir. . . . . Harold H. Carr  
Commercial Manager. . . . . Walter Melson  
Sales Prom. Mgr., Pgm. Dir. . . . . Harper Clark  
Chief Engineer. . . . . Jesse R. Sexton  
Farm Editor. . . . . John D. Lyles

## K S Y L

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Radio Station KSYL  
Bus.-Studio-Transmitter Address. . . . . Bolton Ave.  
Ext.  
Phone Number . . . . . 6611-2  
Air Time . . . . . 6 a.m.-11:05 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Ra-Tel  
Membership . . . . . NAB, BMB  
Co-Partners. . . . . Harold Wheelahan & Sylvan Fox  
General-Station Manager. . . . . Paul H. Goldman  
Comm. Mgr. . . . . Milton Fox  
Sales Prom. Mgr. . . . . S. R. Fox  
Program-Production Dir. . . . . Bruce Rainey  
Publicity Director. . . . . Jack McCall  
Chief Announcer. . . . . Paul Mitchell  
Musical Director. . . . . Bruce Rainey  
Chief Engineer. . . . . Earl M. Eggers  
Farm Editor. . . . . Robert Leroy

## K V O B

ALEXANDER—1946—MBS-LA. NET

Frequency: 970 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By. . . . . Central Louisiana Bcstg.  
Corp.  
Business-Studio Address. . . . . 1710 Jackson St.  
Phone Number . . . . . 20481  
Transmitter Location. . . . . Old Boyce Rd.  
Air Time . . . . . 5:30 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . Associated

Representative . . . . . McGillvra  
 Membership . . . . . NAB  
 President . . . . . Roy O. Martin  
 Gen., Comm. Mgr. . . . . John H. Allen, Jr.  
 Sta., Pgm. Dir. . . . . Franklin Whitehead  
 Chief Announcer . . . . . Tommy Erwin  
 Chief Engineer . . . . . John W. Crawford

**KTRY**

**BASTROP—1948**

Frequency: 730 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By. . . . . Morehouse Bcstg. Co., Inc.  
 Bus.-Studio Address . . . . . 217 S. Washington St.  
 P. O. Box 193  
 Phone Number . . . . . 1400  
 Transmitter Location . . . . . N.W. of City  
 Air Time . . . . . Sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Capitol  
 Representative . . . . . Friedenber  
 Membership . . . . . NAB  
 President . . . . . Nathan Bolton  
 Commercial Manager . . . . . Salvador Scarpino

**WAFB**

**BATON ROUGE—1948—MBS**

Frequency: 1460 Kc. Power: 5000 d.: 1000 n.  
 Owned-Oper. By. . . . . Modern Bcstg. Co. of  
 Baton Rouge, Inc.  
 Business-Studio Address. . . . . 1048 Florida St.  
 Phone Number . . . . . 4-8571  
 News Service . . . . . AP  
 Representative . . . . . Walker  
 President . . . . . Louis S. Prejan  
 General Manager. . . . . Tom E. Gibbens  
 Comm. Mgr. . . . . Frank Parton  
 Prog. Dir., Prom. Mgr. . . . . Max Fetty  
 Chief Engineer . . . . . Donald K. Allan

**WIBR**

**BATON ROUGE—1948—LBS**

Frequency: 1220 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By. . . . . G. T. Owen & Owen W. Ware  
 Business Address. . . . . P. O. Box 1226  
 Phone Number . . . . . 4-9493-4  
 Studio-Transmitter Location. . . . . 600 Neosha St.  
 Air Time . . . . . Local sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Cooke  
 Membership . . . . . NAB  
 Gen., Comm. Mgr. . . . . H. W. Bumpas  
 Program Director. . . . . Scott W. Erwin  
 Production Director . . . . . Robert Earle  
 Publicity Dir. . . . . Mary Davidson  
 Musical Director . . . . . Prim Verger  
 Chief Announcer . . . . . Bud Campbell  
 Chief Engineer . . . . . E. E. Case  
 Farm Editor. . . . . Claude N. Campbell, Jr.

**WJBO**

**BATON ROUGE—1934**  
**NBC-LA. NET**

Frequency: 1150 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Baton Rouge Bcstg. Co., Inc.  
 Business-Studio Address. . . . . 444 Florida St.  
 Phone Number . . . . . 2-5271  
 Transmitter Location . . . . . Roosevelt Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World  
 Representative. . . . . George P. Hollingbery  
 Membership . . . . . NAB, BMB  
 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  
 Music Librarian . . . . . John Rutledge  
 Chief Engineer . . . . . Vernon E. Dudley

**WLCS**

**BATON ROUGE—1946—ABC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Air Waves, Inc.  
 Business Address. . . . . 204 North St.  
 Phone Number . . . . . 24411  
 Transmitter Location. . . . . 3936 Broussard  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS  
 Transcription Service. . . . . Associated, Capitol,  
 Cole  
 Representative . . . . . Ra-Tel  
 Membership. . . . . NAB, BMB, FMA  
 General Manager. . . . . Earl Smith  
 Commercial Manager. . . . . A. Lamar Simmons  
 Sales Promotion Mgr. . . . . Martha Hundemer  
 Chief Announcer. . . . . Quitman Henley  
 Chief Engineer. . . . . Edward Van Valkenburg

**WIKC**

**BOGALUSA—1947—MBS-LA.**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . I. K. Corkern, Jr.  
 Business Address . . . . . Box 811  
 Phone Number . . . . . 1906  
 Studio-Transmitter Address. . . . . N. Rio Grande St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 President, Gen.-Station Mgr. . . . . I. K. Corkern, Jr.

**KSIG**

**CROWLEY—1947**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Acadia Bcstg. Co.  
 Bus.-Studio Address . . . . . 101 N. Parkerson Ave.  
 Phone Number. . . . . 1450-1, 544  
 Transmitter Location. . . . . Odd Fellow Rd. &  
 U. S. 90  
 Air Time . . . . . Unlimited

# LOUISIANA

**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Joseph Hershey McGillvra  
**Membership** ..... NAB  
**Pres., Sales Prom. Mgr.** ..... Max Thomas  
**Gen., Sta. Mgr.** ..... B. Hillman Bailey, Jr.  
**Commercial Manager** ..... Lauren R. Stagg  
**Program Director** ..... Freda S. Thomas  
**Chief Engineer** ..... Clovis L. Bailey  
**Farm Editor** ..... J. C. Hoffpauir

## WIHL

### HAMMOND—1947—KBS

**Frequency:** 730 Kc. .... **Power:** 250 Watts d.  
**Owned-Operated By** ..... Superior Enterprises  
**Business-Studio Address** .218 W. Thomas St.  
**Phone Number** ..... .960  
**Transmitter Location** .Hammond-Ponchatoula  
 Highway  
**Air Time** ..... Daytime  
**News Service** ..... AP  
**Transcription Service** ..... Capitol  
**Gen., Sta. Mgr.** ..... F. E. Curnutt  
**Comm. Mgr.** ..... J. K. Ferris  
**Chief Announcer** ..... Rick Webb  
**Chief Engineer** ..... F. E. Curnutt

## KCIL

### HOUMA—1946—MBS

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Charles W. Lamar, Jr.  
**Business Address** .Lamar Adv. Co., Box 30,  
 Baton Rouge  
**Phone Number** ..... 6828-9  
**Transmitter Location** ..... Bayou Black Dr.  
**Studio Address** ..... Box 1031  
**Air Time** ..... 5:30 a.m.-11 p.m.  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Membership** ..... NAB, BMB  
**Station Mgr.** ..... Frank Conwell  
**Commercial Mgr.** ..... Joseph S. Strada  
**Sales Prom. Mgr.** ..... Frank King  
**Program Director** ..... Dick McMullen  
**Musical Dir.** ..... Ovide Davis  
**Chief Engineer** ..... Donald L. Jones

## KVOL

### LAFAYETTE—1935—NBC

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** .Evangeline Bcstg. Co., Inc.  
**Business-Studio Address** .519 S. Buchanan St.  
**Phone Number** ..... 5111-2  
**Transmitter Location** ..... Scott Rd.  
**Air Time** ..... 6 a.m.-11 p.m.  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus  
**Representative** ..... Meeker  
**Membership** ..... NAB, BMB  
**President** ..... Morgan Murphy

**General Manager** ..... George H. Thomas  
**Sta., Comm., Mgr., Pub. Dir.** .Evan H. Hughes  
**Chief Engineer** ..... Louis Pilcher  
**Farm Editor** ..... Allison Theriot

## KLOU

### LAKE CHARLES—1947 CBS-LA. NET

**Frequency:** 1580 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** .The Pelican Bcstg. Co., Inc.  
**Business-Studio Address** .134 Clarence St.  
**Phone Number** ..... 7277-8  
**Transmitter Location** ..... North Lake Charles,  
 P .O. Box 288  
**Air Time** ..... Unlimited  
**News Service** ..... AP  
**Transcription Service** ..... Capitol  
**Representative** ..... Walker  
**Membership** ..... NAB, BMB  
**President** ..... H. Vernon Anderson  
**General Mgr.** ..... E. R. Anderson  
**Secretary-Treasurer** ..... Sara M. Anderson  
**Comm. Mgr., Pgm. Dir.** ..... Eugene S. Cuny  
**Sales Prom. Mgr.** ..... William Patton  
**Publicity Dir.** ..... Lucille Storer  
**Chief Announcer** ..... Sid Morse  
**Musical Dir.** ..... Jerry Barlow  
**Chief Engineer** ..... Andrew Vargo

## LOUISIANA

### WHY IS AP THE BEST?

BECAUSE—**AP** members, the  
 greatest body of news  
 collectors in the world  
 today, provide their  
 news to their AP.

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 Orleans, La.  
**Vice-President:** Emmet McMurry—WJPR,  
 Greenville, Miss.  
**Secretary:** Harry Leadingham—AP Chief  
 of Bureau, New Orleans  
**Continuing Study Committee Chairman:**  
 Gene Gratz—WELO, Tupelo, Miss.

## LOUISIANA

**K P L C**

**LAKE CHARLES—1935  
NBC-LA. STATE**

Frequency: 1470 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By..... Calcasieu Bcstg. Co.  
Business Address..... P. O. Box 1521  
Phone Number..... 2713  
Studio Address..... Majestic Hotel  
Transmitter Location..... 2 Mi. W. of City  
Air Time..... 5:30 a.m.-M.  
News Service..... AP  
Transcription Service..... World  
Representative..... Weed  
President..... T. B. Lanford  
Gen., Sta. Mgr..... David Wilson  
Commercial Manager..... P. E. Mills, Jr.  
Sales Prom. Mgr., Prod. Dir..... Tom Journey  
Program Director..... Horace Lyons  
Publicity Dir..... Lynn Williams  
Chief Announcer..... Jim Toth  
Musical Dir..... Agnes Farber  
Chief Engineer..... A. B. Craft  
Farm Editor..... Jimmy Basham

**K W S L**

**LAKE CHARLES—1947  
MBS-LIBERTY**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By..... Alonzo Stanford Dudley  
Address..... 1 Mill St.  
Phone Number..... 6-1401  
Air Time..... Unlimited  
News Service..... UP  
Transcription Service..... Cole, Lang-Worth  
Representative..... Friedenberq  
General Mgr..... A. Stanford Dudley  
Station Manager..... Alva P. Friih  
Comm., Sales Prom. Mgr., Thomas A. Gresham  
Pgm., Prod. Dir..... Roy K. Rhodes  
Publicity, Musical Dir..... Ralph Hooks  
Chief Engineer..... LaVance Carson

**K M L B**

**MONROE—1930—ABC**

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.  
Owned-Oper. By..... Liner's Bcstg. Station, Inc.  
Business Address..... P. O. Box 1723  
Phone Number..... L. D. 25, 4321-2, 3952  
Studio Address..... Francis Hotel  
Transmitter Location..... Millhaven Rd.  
Air Time..... 5 a.m.-M.  
News Service..... UP  
Transcription Service..... World  
Representative..... Taylor-Boroff  
Membership..... NAB, BMB  
President..... J. C. Liner, Sr.  
Gen., Sta., Comm. Mgr..... Charles Price  
Sales Prom. Mgr..... Lawrence Gibbs  
Pgm., Pub. Dir..... Marjorie Watson  
Chief Announcer..... Joe Pierce  
Chief Engineer..... O. L. Morgan

**K N O E**

**MONROE—1944—NBC**

Frequency: 1390 Kc. Power: 5000 Watts  
Owned-Operated By..... James A. Noe  
Business-Studio Address..... Bernhardt Bldg.  
Phone Number..... 912  
Transmitter Location..... Good Hope Rd.  
Air Time..... 5 a.m.-M.  
News Service..... AP  
Transcription Service..... Associated  
Representative..... Ra-Tel  
Membership..... NAB  
President..... James A. Noe  
General Manager..... Robert W. Dumm  
Program Director..... Bid Causey  
Chief Engineer..... William Hyatt

**K W C J**

**NATCHITOCHE—1947—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By..... Natchitoches Bcstg. Co.  
Business-Studio Address..... Box 232  
Phone Number..... 2353  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... Lang-Worth  
Membership..... NAB, BMB  
President..... Dr. William H. Pierson  
Gen., Comm. Mgr..... Charles L. Planchard  
Program Dir..... Kenneth M. Dowty  
Chief Engineer..... Carroll G. Crew

**K A N E**

**NEW IBERIA—1946—MBS-LA**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By..... New Iberia Bcstg. Co.  
Business-Studio Address..... 101 W. St. Peter St.  
Phone Number..... 965  
Transmitter Location..... 1102 W. Main St.  
Air Time..... Unlimited  
News Service..... UP  
Transcription Service..... SESAC, Capitol  
Membership..... NAB, BMB  
General Manager..... George H. Thomas  
Station Manager..... Dierrell Hamm  
Commercial Mgr..... J. R. MacEchron  
Program Director..... Ken Dunnagan  
Chief Announcer..... Donald Bonin  
Chief Engineer..... L. M. Blackmon

**W D S U**

**NEW ORLEANS—1923—NBC**

Frequency: 1280 Kc. Power: 5000 Watts  
Owned-Operated By..... WDSU Bcstg. Services  
Business-Studio Address..... 520 Royal St.  
Phone Number..... Tulane 4371  
Transmitter Location..... Whitney Ave.  
Air Time..... Unlimited  
News Service..... AP, UP  
Transcription Service..... Associated  
Representative..... John Blatz

• • • **LOUISIANA** • • •

Membership ..... NAB  
Partners... Edgar B. Stern, Edgar B. Stern, Jr.  
Gen. Sta. Mgr..... Robert Swezey  
Commercial Mgr..... A. Louis Read  
Program Dir..... Stanley Holiday  
Production Dir..... Ray Rich  
Publicity Dir..... Ray Liuzza  
Chief Announcer..... Gay Batson  
Chief Engineer..... Lindsey Riddle

**W J B W**

**NEW ORLEANS—1926**

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By... Mrs. Louise C. Carlson  
Business-Studio Address..... Cigali Bldg.  
Phone Number..... Ma. 3488-9  
Transmitter Location..... New Orleans  
Air Time ..... Unlimited  
News Service..... AP, INS  
Transcription Service ..... Capitol  
Representative..... W. G. Rambeau  
Membership ..... NAB  
Gen. Mgr..... Louise C. Carlson  
Commercial Mgr..... Pat J. Shannon  
Program Dir..... James Warren  
Chief Engineer..... Charles L. Whitney

**W J M R**

**NEW ORLEANS—1946**

Frequency: 990 Kc..... Power: 250 Watts d.  
Owned-Operated By... Supreme Bcstg. Co., Inc.  
Address..... Jung Hotel, Canal St.  
Phone Number..... Ca. 0356-7  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... Forjoe  
Membership ..... NAB, FMA  
President ..... William Cortada  
Co-Mgrs.... George A. Moyoral, S. W. Ray, Jr.  
Sales Prom. Mgr..... S. Whitmire  
Program Director..... Meredith Gibson  
Publicity Dir..... Cati Hairston  
Chief Engineer..... George A. Mayoral

**W N O E**

**NEW ORLEANS—1926—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 0423-4  
Transmitter Location. S. Broad & Euphrasine St.  
Air Time ..... Unlimited  
News Service..... AP, UP  
Transcription Service ..... Standard  
Representative ..... Ra-Tel  
Membership ..... NAB  
Owner..... James A. Noe  
General-Station Manager... James E. Gordon  
Commercial Manager..... Paul Beville  
Program Director..... Beverly Brown

**IN NEW ORLEANS**

**WDSU**

**LOW RATES**

WDSU offers the lowest rates among the three largest network stations.

**IN NEW ORLEANS**

**WDSU**

**LARGE AUDIENCE**

WDSU is rapidly assuming the lead in listening audience in the South's Greatest Market!

**IN NEW ORLEANS**

**WDSU**

# LOUISIANA

Production Director.....Eldon Durand  
Publicity Director.....Larry Wilson  
Chief Engineer.....Albert Bourgeois

## WSMB

NEW ORLEANS—1925—NBC

Frequency: 1350 Kc.....Power: 5000 Watts  
Owned-Operated By.....WSMB, Inc.  
Business-Studio Address.....901 Canal St.  
Phone Number.....Magnolia 5921  
Representative.....Edward Petry  
President.....E. V. Richards  
General Manager.....H. Wheelahan

## WTPS

NEW ORLEANS—1948

Frequency: 940 Kc.....Power: 1000 d.; 500 n.  
Owned-Oper. By.....The Times Picayune Pub. Co.  
Business Address.....615 North St.  
Phone Number.....Canal 5561  
Studio Address.....601 Howard Ave.  
Transmitter Location.....Hamilton Ave., Gretna  
Air Time.....6-M  
News Service.....AP  
Transcription Service.....World, Associated,  
Capitol

Representative.....Walker  
Membership.....NAB  
President.....L. K. Nicholson  
General Mgr.....H. F. Wehrmann  
Commercial Mgr.....J. R. O'Meallie  
Program Dir.....M. I. Clarke  
Chief Engineer.....G. W. Deblieux

## WWEZ

NEW ORLEANS—1947

Frequency: 690 Kc.....Power: 5000 Watts  
Owned-Operated By.....Sky Bcstg. Service  
Bus.-Studio Address.....Hotel New Orleans  
Phone Number.....Canal 3421  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Hollingbery  
President.....A. L. Chilton  
Gen., Comm. Mgr.....Joe A. Oswald  
Program Dir.....Ken Elliott  
Chief Engineer.....Harrison Mondy

## WWL

NEW ORLEANS—1922—CBS

Frequency: 870 Kc.....Power: 50,000 Watts  
Owned-Operated By.....Loyola University  
Address.....Roosevelt Hotel  
Phone Number.....Raymond 2194-5-6-7  
Air Time.....Unlimited  
News Service.....UP, AP  
Transcription Service.....Standard, World  
Representative.....Katz  
Membership.....NAB, BMB

President.....Rev. Thomas J. Shields  
Gen.-Station Mgr.....W. H. Summerville  
Comm. Manager.....Larry Baird  
Promotion Manager.....Bob Tompkins  
Program Director.....E. M. Hoerner  
Chief Engineer.....J. D. Bloom, Jr.

## KSLO

OPELOUSAS—1947  
MBS-LIBERTY-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....KSLO Bcstg. Co.  
Business Address.....P. O. Box 392  
Studio Address.....KSLO Bldg.  
Phone Number.....2633  
Transmitter Location.....1½ Mi. SW. of City  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World  
Representative.....Sears & Ayer  
Membership.....NAB, BMB  
Gen., Sta. Mgr.....W. Eugene Jones  
Commercial Mgr.....Jim Wethington  
Program Dir.....Pat McCusker  
Chief Announcer.....John Chauvin  
Chief Engineer.....Freddie Hebert

## KRUS

RUSTON—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Clarence E. Faulk, Jr.  
Bus.-Studio Address.....105 N. Railroad Ave.  
Phone Number.....1490  
Transmitter Location.....Hwy. 80, 2 Mi. W. of  
City  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Membership.....NAB, BMB  
President.....C. E. Faulk, Jr.  
General Manager.....Lloyd A. Goodin  
Program Director.....Kenneth L. Whitaker  
Traffic Mgr.....Eloise Fowler  
Chief Engineer.....Chester Gillespie

## KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc.....Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By.....Frank H. Ford  
Business-Studio Address.....311 Milam St.  
Phone Number.....3-3681  
Transmitter Location.....Blanchard Rd.  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Walker  
Membership.....NAB, BMB  
Owner, General Manager.....Frank H. Ford  
Commercial Manager.....Frank H. Ford, Jr.

**LOUISIANA-MAINE**

Sales Prom. Mgr., Pub. Dir. . . . . Bill Monroe  
 Program-Production Dir. . . . . Joe Monroe  
 Musical Dir. . . . . Clois Spraggins  
 Chief Engineer. . . . . L. J. Carlson  
 Farm Editor. . . . . Bill Rutledge

**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,  
 P. O. Box 1712  
 Phone Number . . . . . 6171  
 Air Time . . . . . Unlimited  
 Representative . . . . . Taylor-Borroff  
 Membership . . . . . NAB, BMB  
 Manager. . . . . G. V. Wilson  
 Station Director. . . . . W. L. Switzer

**K T B S**

**SHREVEPORT—1922—NBC-TQ**

Frequency: 710 Kc. . . . . Power: 10,000 Watts d.;  
 5000 Watts n.  
 Owned-Oper. By. . . . . Radio Station KTBS, Inc.  
 Business-Studio Address. . . . . 312 E. Kingshighway  
 Phone Number . . . . . 7-3644  
 Transmitter Location. . . . . 1.5 Mi. W.S.W of Dixie  
 Air Time. . . . . 5 a.m.-M.

Transcription Service . . . . . Associated  
 Representative . . . . . Edward Petry  
 Membership . . . . . BMB  
 President. . . . . Allen D. Morris  
 Gen., Sta., Comm. Mgr. . . . . C. K. Beaver  
 Sales Prom. Mgr., Pub. Dir. . . . . C. W. Doebler  
 Program Director. . . . . Deane Flett  
 Production Director. . . . . David Kent  
 Chief Engineer. . . . . C. H. Maddox

**K W K H**

**SHREVEPORT—1925—CBS-SCQN**

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 . . . . . NAB, BMB  
 President. . . . . John D. Ewing  
 General-Station Manager. . . . . Henry B. Clay  
 Comm.-Asst. Mgr. . . . . B. G. Robertson  
 Prom. Mgr., Pub. Dir. . . . . James T. Briggs  
 Program Director. . . . . Horace Logan  
 Chief Announcer. . . . . Frank Page  
 Chief Engineer. . . . . W. E. Antony

**MAINE**

*Estimated Population 909,000—Increase +7.3%—Radio Homes 248,000  
 Radio Families—256,000—Stations in State 15*

**W F A U**

**AUGUSTA—1946—MBS-YANKEE**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Twin City Bcstg. Co., Inc.  
 Address. . . . . 160 Bangor St.  
 Phone Number . . . . . 2540  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Forjoe  
 President . . . . . Faust Couture  
 General Manager. . . . . Robert I. Payne  
 Program Director. . . . . Norman G. Gallant  
 Chief Engineer. . . . . Robert H. Parker  
 (See Page 452)

**W R D O**

**AUGUSTA—1932—NBC-NERN**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . WRDO, Inc.  
 Business-Studio Address. . . . . 175 Water St.  
 Phone Number . . . . . 2285  
 Transmitter Location . . . . . Chelsea

News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Weed, Bannan  
 Membership . . . . . NAB, BMB  
 President. . . . . Adeline B. Rines  
 General-Station Manager. . . . . Jack S. Atwood  
 Comm.-Sales Prom. Mgr. . . . . Donald K. Powers  
 Pgm. Dir., Prom. Mgr. . . . . Leslie R. Hubley  
 Chief Engineer. . . . . Harold T. Dinsmore

**W A B I**

**BANGOR—1921—ABC-PTG**

Frequency: 910 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Community Bcstg. Service  
 Business-Studio Address. . . . . 57 State St.  
 Phone Number . . . . . 6446-7  
 Transmitter Location. . . . . Wilson St., Brewer  
 Air Time. . . . . 6:20 a.m.-M.  
 News Service . . . . . AP  
 Representative . . . . . Young, Kattle-Carter  
 President. . . . . F. B. Simpson  
 Gen., Sta. Mgr. . . . . Murray Carpenter  
 Comm., Sales Prom. Mgr. . . . . Leon P. Gorman, Jr.  
 Program-Production-Musical Dir. . . . . Harold Dorr  
 Chief Engineer. . . . . Walter Dickson

# WGUY

BANGOR—1947—CBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Guy Gannett Bcstg. Services  
 Business Address: Box 732  
 Phone Number: 7354  
 Studio-Transmitter Location: 329 Mt. Hope Ave.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Paul H. Raymer  
 Membership: BMB  
 President: Guy P. Gannett  
 General Manager: Lawrence W. Stubbs  
 Station Manager: Samuel G. Henderson, Jr.  
 Commercial Manager: Harvey M. Grant  
 Program Director: Elisabeth A. Kihlmire  
 Chief Engineer: Lauris P. MacGown

# WJOR

BANGOR—1946  
 MBS-YANKEE-KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Bangor Bcstg. Service, Inc.  
 Business-Studio Address: 22 State St.  
 Phone Number: Bangor 5612  
 Transmitter Location: Bangor

Covering Central Maine  
 with 3 outlets

# WCOU

&

# WCOU-FM

93.9 MGS

of Lewiston

# WFAU

of Augusta

MUTUAL  
 YANKEE

Represented Nationally by  
 Forjoe & Company  
 New York

Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World  
 Representative: Forjoe  
 Pres., Chief Engr.: Stephen Velardi  
 Sta. Mgr., Pgm. Dir.: Lawrence Slon

# 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: Outer Broadway  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Thesaurus  
 Representative: Weed, Bertha Bannan  
 Membership: NAB, BMB  
 President: William H. Rines  
 Station Manager: Edward E. Guernsey  
 Program Director: Irving S. Hunter  
 Publicity Director: George Chapman  
 Musical Director: Norman Lambert  
 Chief Engineer: John Wibby

# WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Biddeford Bcstg. Corp.  
 Business-Studio Address: 234 Main St.  
 Phone Number: 4-4566  
 Transmitter Location: Gay Field St., Saco  
 Air Time: 6:15 a.m.-M.  
 News Service: UP  
 Transcription Service: Capitol  
 Representative: Friedenbergh  
 Membership: NAB  
 President, Gen.-Comm. Mgr.: Gordon J. Lewis  
 Comm., Sales Prom. Mgr.: James Gates  
 Program Dir.: Gordon J. Lewis  
 Publicity Dir.: Chrisoula Drivas  
 Chief Announcer: Burleigh Brown  
 Musical Director: Merrill Smith  
 Chief Engineer: Arthur Deters  
 Farm Editor: Bruce Bauman

# WCOU

LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Twin City Bcstg. Co., Inc.  
 Business-Studio Address: 223 Lisbon St.  
 Phone Number: 4-6921  
 Transmitter Location: Webber Ave.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Standard, SESAC  
 Representative: Forjoe  
 Owner-Executive: Faust Couture  
 General-Station Mgr.: John C. Libby  
 Comm., Sales Prom. Mgr.: Guy Ladouceur



# MAINE

Pgm., Prod., Pub. Dir. . . . . Herb Fontaine  
Chief Announcer . . . . . Norman Card  
Musical Dir. . . . . Marion Payne Louisfell  
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 . . . . . 4-5401-2  
Transmitter Location . . . . . Washington St., Auburn  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Capitol  
Representative . . . . . Everett-McKinney,  
Kittell-Carter

Membership . . . . . NAB  
President, Station Mgr. . . . . Elden H. Shute, Jr.  
Sales Prom. Mgr., Pub. Dir. . . . . Gerald T. Higgins  
Program Director . . . . . William Finkeldey  
Musical Director . . . . . Bert Cote  
Chief Engineer . . . . . Leslie R. Hall

## W C S H

PORTLAND—1925  
NBC-NERN-ME.

Frequency: 970 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Congress Square Hotel Co.  
Business-Studio Address . . . . . 157 High St.  
Phone Number . . . . . 2-0181  
Transmitter Location . . . . . Scarboro  
Air Time . . . . . Unlimited  
News Service . . . . . AP, UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Weed, Bertha Bannan  
Membership . . . . . NAB, BMB  
President . . . . . Adeline B. Rines  
Station Manager . . . . . William H. Rines  
Commercial Manager . . . . . Albert W. Smith  
Sales Promotion Mgr. . . . . Rudolph O. Marcoux  
Program Director . . . . . Arthur Owens  
Publicity Director . . . . . Linwood T. Pitman  
Musical Director . . . . . Norman Ayres  
Chief Engineer . . . . . G. Fred Crandon  
Farm Editor . . . . . Linwood H. Brofee  
News Director . . . . . William F. McCrary

## W G A N

PORTLAND—1938—CBS

Frequency: 560 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Guy Gannett Bcstg. Services  
Business-Studio Address . . . . . 390 Congress St.,  
P. O. Box 1731  
Phone Number . . . . . 2-7423  
Transmitter Location . . . . . Riverton  
Air Time . . . . . Unlimited

News Service . . . . . AP, UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Paul H. Raymer  
Membership . . . . . NAB  
President . . . . . Guy P. Gannett  
Vice-President . . . . . Lawrence H. Stubbs  
General Manager . . . . . Creighton E. Gatchell  
Commercial Manager . . . . . Arthur K. Atherton  
Sales Prom. Mgr., Pub. Dir.

Francis H. Farnum, Jr.  
Program-Production Dir. . . . . Richard E. Bates  
Chief Engineer . . . . . Roger W. Hodgkins

## W M T W

PORTLAND—1946—MBS-YANKEE

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Radio Enterprises, Inc.  
Address . . . . . 212 Middle St.  
Phone Number . . . . . 4-2649  
Air Time . . . . . 6 a.m.-1 a.m.  
News Service . . . . . AP  
Transcription Service . . . . . Standard, SESAC  
Representative . . . . . Ra-Tel  
President . . . . . John Baybutt  
Gen., Comm. Mgr. . . . . Abbott Smith  
Sta. Mgr., Program Dir. . . . . Donald J. Curran  
Chief Announcer . . . . . Dick Smith  
Chief Engineer . . . . . Horace Ruiz

## MAINE

WHY IS AP  
THE BEST?

BECAUSE—AP members decide  
what AP shall be. Their  
decision has made  
AP unequalled in cover-  
ing the news of the  
world . . . RAPIDLY  
TRUTHFULLY . . .  
ACCURATELY.

NEW ENGLAND ASSOCIATED PRESS  
BROADCASTERS ASSOCIATION

President: Leland Bickford—Editor-in-  
Chief, Yankee Network, Boston  
Secretary: L. P. Yale—AP Chief of  
Bureau, Boston  
Director for Maine: Frank Hoy—WLAM,  
Lewiston

## MAINE

---

**Sell the Baltimore area  
the **SENSE-ible** way--**

**SELL BY SOUND**

*Radio Baltimore . . . .*

**WBAL**  
**50,000 Watts**

**SELL BY SIGHT**

*Television Baltimore . . .*

**WBAL-TV**  
**Channel Eleven**

**NBC Affiliates**

Nationally represented by Edward Petry & Co., Inc.

---

## MAINE-MARYLAND

### W P O R

PORTLAND—1946—ABC-PTN

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Oliver Bcstg. Corp.  
Business-Studio Address: The Chapman Bldg.  
Phone Number: 3-8111  
Transmitter Location: Baxter Blvd.  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Standard  
Representative: Adam J. Young, Jr.,  
Kettell-Carter  
Membership: NAB, BMB  
General Manager: Harold H. Meyer  
Commercial Manager: William J. Mullen  
Sales Prom. Mgr.: Anne Bradford  
Dir. of Special Events: S. Blake Ellis  
Chief Engineer: Roger L. Perry

### W A G M

PRESQUE ISLE—1931

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Aroostook Bcstg. Corp.  
Business-Studio Address: 180 State St., W.  
Phone Number: 8821  
Transmitter Location: U. S. Route 1

Air Time: Unlimited  
News Service: UP  
Transcription Service: Associated, SESAC  
Representative: Continental Radio,  
Bertha Bannan  
Membership: NAB, BMB  
President: Harry E. Umphrey  
General Manager: Harold D. Glidden  
Program Dir.: Ted Coffin  
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: 140 Benton Ave.,  
Winslow  
Air Time: 6:30 a.m.-M.  
News Service: AP  
Transcription Service: Standard  
Representative: Robert Meeker, Kettell-Carter  
Membership: NAB, BMB  
Pres., Gen.-Station Mgr.: Carleton D. Brown  
Comm.-Sales Prom. Mgr.: Harold L. Vigue  
Program-Production Dir.: Paul Huber  
Chief Engineer: Donald H. Sutherland

## MARYLAND

Estimated Population 2,175,000—Increase +19.4%—Radio Homes 596,000  
Radio Families—608,000—Stations in State 22

### 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  
Transcription Service: Lang-Worth  
President, General Mgr.: Morris H. Blum  
Station-Commercial Mgr.: Thomas S. Carr

### W A S L

ANNAPOLIS—1946

Frequency: 810 Kc. Power: 250 Watts d.  
Owned-Oper. By: Chesapeake Radio Corp.  
Business Address: P. O. Box 612  
Phone Number: 9211  
Transmitter-Studio Location: Truxton Hgts.  
Air Time: Local sunrise-local sunset  
News Service: AP, Transradio

Transcription Service: World  
Membership: NAB  
Pres., Gen. Mgr.: Robert L. Blalock  
Sta., Comm. Mgr., Pub. Dir.: Gene Gosch  
Pgm., Prod. Dir.: M. E. Blalock  
Chief Announcer, Farm Editor: Bill Earle  
Chief Engineer: Stanley C. Leek

### W N A V

ANNAPOLIS—1949

Frequency: 1430 Kc. Power: 500 Watts  
Owned-Operated By: Capital Bcstg. Co.  
Business Address: 89 West St.  
Phone Number: 2639  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Associated, Capitol  
Representative: McGillvra  
President: Albert H. McCarthy  
General Mgr.: H. Philip Nesbitt  
Commercial Mgr.: William T. O'Connor  
Program Dir.: Patricia C. Scible  
Production Dir.: Charles Mannel  
Chief Engineer: Paul C. Jones

**WBAL**

BALTIMORE—1925—NBC

Frequency: 1090 Kc. Power: 50,000 Watts  
 Owned-Operated By: Hearst Radio, Inc.  
 Address: 2610 N. Charles St.  
 Phone Number: Hopkins 3000  
 Transmitter Location: Winans Rd.,  
 Randalls Town  
 Air Time: Unlimited  
 News Service: INS, UP, AP  
 Transcription Service: Associated  
 Representative: Edward Petry  
 Membership: NAB, BMB  
 President: Charles McCabe  
 General Mgr.: Harold Burke  
 Business Manager: D. L. Provost  
 Sales Manager: Leslie Peard  
 Program Dir.: Willis K. Friert  
 Production Dir.: Victor Campbell  
 Publicity Dir.: Tom White  
 Chief Announcer: Walter Linthicum  
 Chief Engineer: John Wilner  
 Farm Editor: Bill Rock  
 (See Page 454)

**WBMD**

BALTIMORE—1947

Frequency: 750 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Key Bcstg. Corp.  
 Business-Studio Address: 4 W. Eager St.  
 Phone Number: Mulberry 7095-6-7  
 Transmitter Location: 2901 Moravia Rd.  
 Air Time: Daytime  
 News Service: AP  
 Representative: Joseph Hershey McGillvra  
 President: George E. Hull  
 Gen., Sta. Mgr.: H. Shelton Earp, Jr.  
 Commercial Manager: Merrill L. Carroll  
 Prog. Dir., Chief Announcer: Tom O'Connor  
 Chief Engineer: Russell H. Morgan

**WCAO**

BALTIMORE—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By: Monumental Radio Co.  
 Business-Studio Address: 1102 N. Charles St.  
 Phone Number: Mulberry 0600  
 Transmitter Location: Park Hqts. Ave.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World  
 Representative: Paul H. Raymer  
 Membership: NAB, BMB  
 President: Lewis M. Milbourne  
 Exec. V.P., Gen., Sta. Mgr.: L. W. Milbourne  
 Sales Prom., Pub. Dir.: Robert M. Richmond  
 Program Dir.: George L. Filling  
 Chief Announcer: Charles W. Purcell  
 Chief Engineer: Martin L. Jones  
 Farm Editor: Ray Moffett

**WCBM**

BALTIMORE—1930—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: Cold Spring Lane  
 Air Time: Unlimited  
 News Service: UP, INS  
 Transcription Service: Associated  
 Representative: Weed  
 Membership: NAB  
 President, Comm. Manager: John Elmer  
 Gen., Sta., Mgr., Pgm. Dir.: George H. Roeder  
 Musical Dir.: Jack Rohr  
 Chief Engineer: G. Porter Houston

**WFBR**

BALTIMORE—1922—ABC

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By: The Baltimore Radio Show,  
 Inc.  
 Business-Studio Address: 10 E. North Ave.  
 Phone Number: Mulberry 1300  
 Transmitter Location: 701 Waterview Ave.  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: World  
 Representative: John Blair  
 Membership: NAB  
 President: Robert S. Maslin  
 V.P., Treas., Actg. Mgr.: John H. L. Trautfelter  
 Nat. Comm. Mgr.: William S. Pirie, Jr.  
 Local Comm. Mgr.: William R. Dothard  
 Sales Promotion Manager: William B. Roche  
 Program-Production Dir.: Bert Hanauer  
 Publicity Director: Robert S. Maslin, Jr.  
 Chief Announcer: Henry Hickman  
 Musical Director: Joseph Imbrogulio  
 Chief Engineer: William Q. Ranft

**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: NAB, FMA  
 Pres., Gen., Sta. Mgr.: Thomas G. Tinsley, Jr.  
 Comm., Sales Prom. Mgr.: Robert C. Embry  
 Program Dir.: Marilee Considine  
 Publicity Director: Mae Hughes  
 Musical Director: Anna Ray Suter  
 Chief Engineer: James S. Duff  
 (See Page 458)

**W S I D**

**BALTIMORE—1948**

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Operated By: United Bcstg. Co.  
Business-Studio Address: 109 W. Baltimore St.  
Phone Number: Saratoga 8250  
Transmitter Location: Essex  
Air Time: Sunrise-sunset  
News Service: AP  
Representative: Forjoe  
Membership: NAB  
Pres., Gen. Mgr.: Richard Eaton  
Promotion Mgr.: Helen Wherley  
Asst. Gen., Comm. Mgr., Pgm. Dir.:  
Albert R. Lamphear  
Chief Engineer: Ben Wolfe

**W B C C**

**BETHESDA—1947**

Frequency: 1120 Kc. Power: 250 Watts d.  
Owned-Oper. By: Broadcast Management, Inc.  
Business-Studio Address: 5 Wilson Lane  
Phone Number: Oliver 2800  
Transmitter Location: Kenwood Country Club  
Air Time: Daytime  
News Service: UP  
Transcription Service: Lang-Worth, Associated  
Membership: NAB

President: Willard D. Egolf  
Commercial Manager: Cecil Richards  
Sales Promotion Manager: Phil Davison  
Pgm., Musical Dir.: Grace Campbell Egolf  
Chief Announcer: Harold Provensen  
Chief Engineer: Donald Herr  
Farm Editor: Pete Peirce

**W C E M**

**CAMBRIDGE—1947—MBS**

Frequency: 1240 Kc. Power: 100 Watts  
Owned-Oper. By: The Shore Bcstg Co.  
Business-Studio Address: Cambridge  
Phone Number: 1580  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Standard  
Membership: NAB  
President: John W. Downing  
General Manager: Charles J. Truitt  
Station Mgr., Program Dir.: Edward H. Brigham  
Commercial Manager: James Wood

**W C U M**

**CUMBERLAND—1948—CBS**

Frequency: 1490 Kc. Power: 100 Watts  
Owned-Oper. By: The Tower Realty Co.  
Address: William Rd. P. O. Box 360

**MORE POWER FOR US means  
MORE SELLING POWER FOR YOU**

**SOON**

**10,000 WATTS FOR WCBM**

reaching and selling a larger part of one  
of the nation's richest and best markets.

**680 KILOCYCLES**

a preferred place on the radio dial.

Baltimore's Listening Habit

John Elmer, President

George H. Roeder,  
General Manager

**WCBM**

Mutual Broadcasting System

Exclusive National Representatives  
**WEED & COMPANY**  
New York, Chicago, Boston, Detroit,  
Atlanta, Hollywood, San Francisco

**BUY**

**W·I·T·H**

**FOR A**

**BIG PLUS**

**Audience in Baltimore!**

Advertisers have known for a long time that W-I-T-H delivers more *home* listeners-per-dollar than any other station in town. Now a survey made under the supervision of the Johns Hopkins University shows that of all radios playing in these commercial establishments, the following percentages were tuned to W-I-T-H:

<i>Grocery stores</i>	42.3%	<i>Drug stores</i>	34.6%
<i>Barber shops</i>	49.3%	<i>Taverns</i>	67.3%

This BIG PLUS AUDIENCE means that a *small* appropriation on W-I-T-H produces *big* results. See your Headley-Reed man for the full W-I-T-H story.



**W·I·T·H** **Baltimore**  
**Maryland**

TOM TINSLEY, *President*

Represented by HEADLEY-REED

• • • **MARYLAND** • • •

Phone Number ..... 5400-1  
 News Service ..... AP, Transradio  
 Transcription Service ..... Standard  
 Representative ..... Meekcr  
 Membership ..... NAB  
 President ..... Karl F. Steinmann  
 Acting Sta. Mgr. .... Aquin P. Feeney  
 Commercial Mgr. .... Alton Whitehouse  
 Program Dir. .... Clark W. Thornton, Jr.  
 Publicity Director. .... Wilbur Bishop  
 Chief Engineer. .... William Paul Clendenning

**WTBO**

**CUMBERLAND—1928—NBC**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Cumberland Bcstg. Co.  
 Business-Studio Address. .... 31 Frederick St.  
 Phone Number ..... 299  
 Transmitter Location. .... Fort Hill  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Membership ..... NAB  
 Managing Partner, Gen., Sta. Mgr.

Aurelia S. Becker

Program Dir. .... Edwin F. Hinkle  
 Chief Engineer. .... William R. Selleck  
 Farm Editor. .... Robert Rosamond

**WDYK**

**CUMBERLAND—1949—ABC**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... R. A. Raese  
 Business Address. .... 450 Byrd Ave.  
 Phone Number ..... 5727  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Pres., Gen. Mgr. .... R. A. Raese  
 Commercial Mgr. .... George J. Kapel  
 Program Dir. .... William A. Vaughn  
 Promotion Mgr. .... Ernest N. Butler

**WFMD**

**FREDERICK—1936—CBS**

Frequency: 930 Kc. .... Power: 500 Watts  
 Owned-Operated By. .... Monocacy Bcstg. Co.  
 Business-Studio Address. .... E. Church St.  
 Phone Number ..... 1626  
 Transmitter Location. .... Butterfly Lane  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World  
 President ..... Laurence Leonard  
 General Manager. .... James W. Robertson  
 Commercial Manager. .... William Hardy  
 Program Director. .... Evelyn Leonard  
 Chief Announcer. .... Bud Bowers  
 Chief Engineer. .... James W. Robertson  
 Farm Editor. .... Clem Gardner

**WTBO**

AM 250W FM 1000W

Cumberland Maryland

*first*<sup>in</sup>  
*last*  
*always*

*in the Cumberland area ...*

*WTBO, for 22 years, has  
 been the preference with  
 advertisers and listeners—*



*—the most listened to  
 station\* in the leading  
 market between Pitts-  
 burgh and Baltimore.*

\*Survey data on request.

**W A R K**

**HAGERSTOWN—1947—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. Antietam Bcstg. Corp.  
 Business-Studio Address. 128 S. Prospect St.  
 Phone Number 4500  
 Transmitter Location. Commonwealth Rd.  
 Air Time. 6 a.m.-M.  
 News Service AP  
 Membership NAB, BMB  
 Chairman of Board. R. J. Funkhouser  
 General Mgr. Stewart W. Phillips  
 Commercial Manager. Samuel E. Phillips, Jr.  
 Prog. Dir., Farm Editor. Hunter Reams  
 Pucicity Director. Jane Smith  
 Chief Engineer. G. Harold Brewer

**W J E J**

**HAGERSTOWN—1932—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By. Hagerstown Bcstg. Co., Inc.  
 Business-Studio Address. 33 W. Franklin St.  
 Phone Number 2323  
 Transmitter Location. Carroll Heights  
 Air Time. 6 a.m.-M.  
 News Service. AP, Transradio  
 Transcription Service. World, Lang-Worth  
 Representative. Friedenber  
 Membership NAB, BMB  
 V.P., Gen. Mgr. Grover C. Crilley  
 Sta. Mgr., Pub. Dir. William H. Paulsgrove  
 Commercial Mgr. Clarence Myers  
 Sales Promotion Mgr. Harold Gray  
 Production Dir. Patsy Miller  
 Chief Engineer. George McIntire

**W A S A**

**HAVRE DE GRACE—1948—KBS**

Frequency: 1330 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Chesapeake Bcstg. Corp.  
 Bus.-Studio-Transmitter Address. Bel Air Rd.  
 Phone Number 800  
 Air Time. Local sunrise-local sunset  
 News Service UP  
 Transcription Service World  
 Representative Continental  
 President, General-Station Mgr. Jason T. Pale  
 Comm.-Sales Prom. Mgr. Charles W. Irwin  
 Pgm., Prod., Pub. Dir. Jack Steinhardt  
 Chief Engineer. William O. Kuntz

**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. Unlimited  
 News Service AP  
 Transcription Service. World, Thesaurus

Representative Burn-Smith  
 Membership BMB  
 President John W. Downing  
 Gen.-Sta.-Comm.-Sales Mgr. Charles J. Tritt  
 Program Director John W. Downing, Jr.  
 Chief Engineer Jack W. Ward

**W G A Y**

**SILVER SPRINGS—1946**

Frequency: 1050 Kc. Power: 1000 Watts  
 Owned-Oper. By. Tri-Suburban Bcstg. Corp.  
 Business Address Silver Spring  
 Phone Number Shep. 1050  
 Studio-Transmitter Location Kemp Mill Rd.  
 Air Time Daytime  
 News Service AP  
 Transcription Service World  
 Representative Walker  
 Membership NAB, BMB  
 President John W. Kluge  
 Gen.-Sta.-Comm.-Sales Mgr. Joseph L. Brechner  
 Program Director Ernest Tannen  
 Chief Engineer Nicholai J. Chaconas

**W O O K**

**SILVER SPRING—1947**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. United Bcstg. Co.  
 Business Address. 1143 Connecticut Ave.  
 N.W., Washington, D. C.  
 Phone Number. Sterling 7265  
 Studio Address. 1143 Conn. Ave., N.W., Wash-  
 ington, D. C.; 8512 Georgia Ave., Silver Spg.  
 Air Time Daytime  
 Pres., Gen.-Comm. Mgr. Richard Eaton  
 Program Director Arnold Bi Fort  
 Chief Engineer Vernon V. Story

**MARYLAND**

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

**CHESAPEAKE AP RADIO ASSOCIATION**

President: Denis Sartain—WWDC, Washington  
 First Vice-President: Matthew Warren —  
 WEAM, Arlington, Va.  
 Secretary: Max Fullerton—AP Chief of Bureau,  
 Baltimore  
 News Committee Chairman: William C. Con-  
 hurst—WCAO, Baltimore  
 Cooperation Committee Chairman: Stewart  
 Phillips—WARK, Hagerstown

**MARYLAND**



# MASSACHUSETTS

Estimated Population 4,713,000—Increase +9.2%—Radio Homes 1,308,000  
Radio Families—1,321,000—Stations in State 43

## WBMS

BOSTON—1946

Frequency: 1090 Kc. Power: 1000 Watts d.  
Owned-Operated By.....WBMS, Inc.  
Business-Studio Address.....35 Court St.  
Phone Number.....LAfayette 3-5816  
Transmitter Location.....Medford  
Air Time.....Sunrise-sunset  
News Service.....UP  
Transcription Service.....Associated  
Representative.....Ra-Tel  
President.....Jack N. Berkman  
General Manager.....Arthur E. Haley  
Comm. Mgr.....Frederic S. Bailey  
Program Director.....John R. Thornton  
Chief Announcer.....William Stewart  
Musical Director.....Martin Bokspan  
Chief Engineer.....Herbert Rattigan

## WBZ - WBZA

(Synchronous Operation)  
BOSTON-SPRINGFIELD—1921  
NBC-NERN

Frequency: 1030 Kc. Power: WBZ, 50,000  
Watts; WBZA, 1000 Watts  
Owned-Oper. By.....Westinghouse Radio Sta-  
tions, Inc. (Synchronous Operation)  
Business-Studio Add...1170 Soldiers Field Rd.  
Phone Number.....Algonquin 4-5870  
Transmitter Location.....WBZ, Hull, Mass.;  
WBZA, East Springfield, Mass.  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service...Thesaurus, Associated  
Representative.....Free & Peters  
Membership.....BMB  
President.....Walter Evans  
Vice-President.....Walter E. Benoit  
General Manager.....J. B. Conley  
Station Manager.....W. C. Swartley  
Sales Manager.....C. Herbert Masse  
Promotion Manager.....John Stilli  
Program Manager.....W. Gordon Swan  
Publicity Manager.....W. A. Davis  
Chief Engineer.....WBZ, W. H. Hauser;  
WBZA, Harold Randol

## WCOP

BOSTON—1935—ABC

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By...Massachusetts Bcstg. Corp.  
Business-Studio Address.....485 Boylston St.  
Phone Number.....COpley 7-0123  
Transmitter Location.....Lexington  
Air Time.....Unlimited  
News Service.....AP, INS

Transcription Service.....Standard  
Representative.....Katz  
Membership.....NAB, BMB  
President.....John Cowles  
General-Station Manager.....Craig Lawrence  
Natl. Comm. Mgr.....A. N. Armstrong, Jr.  
Sales Promotion Manager.....John Wilkoff  
Program Director.....Gene King  
Production Director.....Henry Lundquist  
Publicity Director.....Virginia Nowell  
Musical Dir.....Louis Goldberg  
Chief Engineer.....Roland C. Hale

## WEEI

BOSTON—1924—CBS

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By.....CBS, Inc.  
Business-Studio Address.....182 Tremont St.  
Phone Number.....HUbbard 2-2323  
Transmitter Location...Mystic Valley Pkway.  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Lang-Worth  
Representative.....Radio Sales  
Membership.....NAB, BMB  
Pres. (CBS).....Frank Stanton  
General Manager.....Harold E. Fellows  
Asst. Comm. Gen. Mgr...Wilbur S. Edwards  
Sales Promotion Mgr.....Charles B. H. Va'll  
Program Director.....Raymond G. Girardin  
Production Director.....Thomas H. Calhoun  
Publicity Director.....Marie H. Houllahan  
Chief Announcer.....Carlton H. Dickerman  
Chief Engineer.....Harold A. Dorschug  
Farm Editor.....Jesse H. Buffum

## WHDH

BOSTON—1927

Frequency: 850 Kc. Power: 50,000 Watts  
Owned-Oper. By Boston Herald-Traveler, Corp.  
Bus-Studio Address.....6 St. James Ave.  
Phone Number.....HANcock 6-5500  
Transmitter Location.....Needham  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Standard  
Representative.....John Blair  
Membership.....NAB  
President.....Robert B. Choate  
Managing Director.....William B. McGrath  
Commercial Manager.....Arthur T. Brush  
Sales Manager.....William W. Warner  
Program Director.....George M. Perkins  
Production Director...George M. Watson, Jr.  
Chief Engineer.....Philip K. Baldwin  
Farm Editor.....Joseph Kelly



## There is no substitute for LOCAL Coverage

The more you can concentrate and localize your selling in New England the better pleased you will be with results. Every key market you approach through a local home-town station is bound to add to your sales.

You can reach each of these New England markets best through a locally accepted medium — the Yankee home-town station that gives direct access to the market and complete coverage of the trading zone to the outlying neighborhood shopping areas.

Yankee-Mutual programs have a tremendous following through Yankee's 27 home-town stations. You can tap this great reservoir of retail buying power with the kind of local, intensive selling that only a local home-town station can give you in each of these 27 top markets.

*Acceptance is THE YANKEE NETWORK'S Foundation*

# THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVE., BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

**MASSACHUSETTS**

**WMEX**

**BOSTON—1934**

Frequency: 1510 Kc. Power: 50,000 Watts  
Owned-Oper. By. The Northern Corp.  
Business-Studio Address. 70 Brookline Ave.  
Phone Number. Commonwealth 6-3900  
Transmitter Location. 71 W. Squantum St., Quincy  
Air Time. 7:15 a.m.-M.  
News Service. INS  
Transcription Service. Associated, Lang-Worth  
Membership. BMB  
President. John E. Reilly  
General Manager. William S. Pote  
Technical Director. Alfred J. Pote  
Commercial Manager. Lawrence Flynn  
Sales Promotion Manager. George Kaplan  
Program Director. John E. Reilly  
Musical Director. John Kiley  
Chief Engineer. John Memishian

**WNAC**

**BOSTON—1922—MBS-YANKEE**

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Oper. By. General Tire & Rubber Co.  
Bus.-Studio Address. 21 Brookline Ave.  
Phone Number. Commonwealth 6-0800  
Transmitter Location. N. Quincy

Air Time. Unlimited  
News Service. AP, INS  
Transcription Service. Standard  
Representative. Edward Pety  
Membership. NAB, BMB  
President. William O'Neil  
Exec. V.P., Gen. Mgr. Linus Travers  
V.P. Thomas F. O'Neil  
Prog. Dir., V.P. George W. Steffy  
Dir. of Prom. Charles W. Curtin  
Publicity Dir. Phyllis Doherty  
Technical Director. Irving B. Robinson

**WBET**

**BROCKTON—1946**

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Enterprise Publishing Co.  
Business-Studio Address. 60 Main St.  
Phone Number. Brockton 7062-3  
Transmitter Location. Cor. West & Belmont Sts.  
Air Time. Daytime  
News Service. AP  
Transcription Service. Thesaurus, SESAC, Lang-Worth, World  
Representative. Bannan, Colton  
Membership. NAB  
Station Mgr. Charles A. Fuller  
Commercial Mgr. Earle G. Clement  
Production Director. Joseph G. Quill  
Technical Dir. Mark L. MacAdam

**WMEX**

**MEANS**

**EXTRA**

**SALES**

**IN BOSTON**

**WILL MEAN EXTRA SALES IN BOSTON**

# MASSACHUSETTS

## WBKA

BROCKTON—1948

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Cur-Nan Company  
Bus.-Studio-Transmitter Address: 205 E. Ash-  
land St.  
Phone Number: 8-0621-2  
Air Time: 6:30 a.m.-11 p.m.  
News Service: AP, Transradio, UP  
Representative: Kettell-Carter, Friedenberg  
Membership: NAB  
President: Joseph F. Curran  
General Manager: Charles F. Curran  
Station Manager: Harlan W. Newell  
Commercial Manager: Paul Belaire  
Pgm., Prod. Dir.: William W. Pierce, III  
Musical Dir.: Robert E. Fuller  
Chief Engineer: Philip James  
Farm Editor: Arthur Jones

## WVOM

BROOKLINE—1948—USN

Frequency: 1600 Kc. Power: 5000 Watts  
Owned-Oper. By: The Boston Bcstg. Corp.  
Business Address: 1 Harvard St.  
Phone Number: Beacon 2-5650  
Transmitter Location: Wiswall Rd., Newton  
Air Time: 24 Hrs.  
News Service: Transradio, UP  
Membership: NAB  
Exec. V.P., General Mgr.: Benjamin Bartzoff  
Commercial Mgr.: Fred Cusick  
Program Dir.: Jerome Bartzoff  
Chief Engineer: Erwin Crandell

## WTAO

CAMBRIDGE—1948

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Oper. By: Middlesex Bcstg. Corp.  
Address: 439 Concord Ave.  
Air Time: Daytime  
News Service: AP  
Transcription Service: World  
Representative: Cooke  
President: Frank S. Lyman, Jr.  
Gen., Prom. Mgr.: Paul J. Perreault  
Commercial Mgr.: Latry Anderson  
Program Dir.: Arthur Tacker  
Chief Engineer: Arthur W. Richardson

## WACE

CHICOPEE—1946—NEBS

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By: Regional Bcstg. Co.  
Business-Transmitter Address: Radio Center  
Phone Number: Springfield 6-1323,  
Chicopee 2330; Holyoke 9897  
Studios: Springfield, Hotel Worthy; Chicopee,  
Radio Center; Holyoke, Natl. Bank Bldg.

Air Time: Sunrise-sunset  
News Service: AP  
Transcription Service: World  
Representative: IMS, Kettell-Carter  
Membership: NAB, FMA  
President: David Hayes  
Exec. V.P., Gen. Mgr.: Ralph J. Robinson  
Program Dir.: Charles J. O'Malley  
Chief Anncr., Musical Dir.: Kris Martin  
Chief Engineer: Richard Glinka

## WALE

FALL RIVER—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Narragansett Bcstg. Co.  
Address: 374 Central St.  
Phone Number: 4-1400  
Air Time: 6:30 a.m.-M.  
News Service: UP  
Transcription Service: Associated  
Representative: Walker, Kettell-Carter  
Pres., Gen. Mgr.: George L. Sisson, Jr.  
Station Manager: J. Buz Way  
Program Director: Nellie F. McCain  
Chief Engineer: Norman P. Guilmond

## WSAR

FALL RIVER—1921—ABC

Frequency: 1480 Kc. Power: 5000 Watts  
Owned-Oper. By: Fall River Bcstg. Co., Inc.  
Business-Studio Address: Academy Bldg.  
Phone Number: 7-9477  
Transmitter Location: So. Somerset  
Air Time: 6:30 a.m.-M.  
News Service: UP  
Transcription Service: Standard, Lang-Worth  
Representative: Headley-Reed, Bertha Bannan  
Membership: NAB, BMB  
President, General Mgr.: Melvin Lahr  
Commercial Manager: John Harrington  
Sales Prom. Mgr., Pub. Dir.: John Crowley  
Program Dir.: Angus Bailey  
Chief Announcer: Joe Welch  
Chief Engineer: John Pavao

## WEIM

FITCHBURG—1941—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: WEIM, Fitchburg, Inc.  
Business-Studio Address: 717 Main St.  
Phone Number: 1600-1  
Transmitter Location: Summer St., Lunenburg  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Thesaurus  
Representative: Kettell-Carter  
Membership: NAB  
Pres., Gen., Sta. Mgr.: Henry G. Molina, Jr.  
Commercial Mgr.: Carter S. Knight  
Program Dir.: James W. Chalmers  
Chief Engineer: Ted Kalln

**MASSACHUSETTS**

**W K O X**

**FRAMINGHAM—1947**

Frequency: 1190 Kc.....Power: 1000 Watts d.  
Owned-Operated By....Suburban Bcstg. Co.  
Business-Studio Address....Smith Bldg., Irving  
Square  
Phone Number.....Framingham 7400, 5003  
Transmitter Location.....Mt. Wayte Ave.  
Air Time.....Local sunrise-sunset  
News Service.....Transradio, UP  
Transcription Service.....Capitol  
Representative.....Friedenberg, Kettell-Carter  
Sta. Mgr., Pub. Dir.....Richard E. Adams  
Comm., Sales Prom. Mgr. James H. Shoemaker  
Program Director.....Lee Emmerich  
Production Dir.....Al Hammer  
Chief Engineer.....Frank Bartol

**W H O B**

**GARDNER—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By....Gardner Bcstg. Co.  
Business Address.....39 Pleasant St.  
Phone Number.....1490  
Studio Address.....Colonial Hotel  
Transmitter Location.....Green St.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....SESAC

Representative.....William G. Rambeau  
Membership.....NAB, BMB  
President, General Mgr.....David M. Richman  
Station Manager.....Frank Hull  
Comm., Sales Prom. Mgr.....Milton Savitt  
Program-Production Dir.....West W. Willcox  
Chief Announcer.....Robert E. Johnson  
Chief Engineer.....Parker Vincent

**W H A I**

**GREENFIELD—1938—MBS-YANKEE**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....John W. Haigis  
Business-Studio Address.....356 Main St.  
Phone Number.....4301-2  
Transmitter Location.....Woodard Rd.  
Air Time.....6 a.m.-11:30 p.m.  
News Service.....AP  
Transcription Service.....Thesaurus, Associated  
Representative.....Bertha Bannan, Walker  
Membership.....NAB  
President.....John W. Haigis, Sr.  
Gen., Sta. Mgr.....John W. Haigis, Jr.  
Commercial Manager.....H. W. Nichols  
Sales Promotion Manager....Thomas J. Kelly  
Program Director,  
Chief Announcer.....Lawrence A. Coney  
Musical Director.....Harry J. Frank  
Chief Engineer.....Leland F. Wheeler  
Farm Editor.....Donald A. Tuttle

**MASSACHUSETTS**

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Secretary: L. P. Yale—AP Chief of Bureau, Boston

Directors for Massachusetts: Ron Cochran—WCOP, Boston; F. E. Whit-  
marsh—WBZ, Boston; Jim Chalmers—WEIM, Fitchburg.

**MASSACHUSETTS**

## 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.  
 Air Time . . . . . 6 a.m.-11:30 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, World,  
 SESAC  
 Representative . . . . . Friedenberg  
 Membership . . . . . NAB  
 President, General Manager . . . . . John T. Russ  
 Commercial Mgr. . . . . Robert I. Kimel  
 Program Director . . . . . Warren Greenwood  
 Chief Engineer . . . . . Paul A. Hurd

## W H Y N

**Holyoke—1941—MBS-YANKEE**

Frequency: 1400 Kc. (C.P. 560) . . . . . Power: 250  
 Watts (C.P. 1000)  
 Owned-Oper. By . . . . . Hampden-Hampshire Corp.  
 Business Address . . . . . 180 High St.  
 Phone Number . . . . . 8238-9  
 Studio Addresses . . . . . 180 High St.; Canal S., So.  
 Hadley Falls; 78 Main St., Northampton  
 Transmitter Location . . . . . Canal St., So. Hadley  
 Falls  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Standard  
 Representative . . . . . Walker  
 Membership . . . . . NAB, BMB  
 General-Station Mgr. . . . . Charles N. DeRose  
 Commercial Manager . . . . . Patrick J. Montague  
 Publicity Dir. . . . . T. C. Nelson  
 Program Dir. . . . . John Vondell  
 Chief Operator . . . . . Jack Paley  
 Farm Editor . . . . . Jerry Forbes

## W C C M

**Lawrence—1947**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . The Lawrence Bcstg. Co.  
 Business Address . . . . . 54 Essex St.  
 Phone Number . . . . . Lawrence 3-7171, Lowell 6359  
 Studio Addresses . . . . . 54 Essex St., 1 Kearney Sq.,  
 Lowell  
 Transmitter Location . . . . . Chandler Rd., Andover  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Representative . . . . . Colton  
 Pres., Gen. Sta. Mgr. . . . . George H. Jaspert  
 General Manager . . . . . Gordon S. Ley  
 Sales Prom. Mgr. . . . . Thomas C. May, Jr.  
 Commercial Manager . . . . . William C. Engel  
 Program Dir. . . . . B. Serwin

## W L A W

**Lawrence—1937—ABC-NEMM**

Frequency: 680 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Hildreth & Rogers Co.  
 Business-Studio Address . . . . . 278 Essex St.  
 Phone Number . . . . . Lawrence 4107  
 Transmitter Location . . . . . Burlington  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Standard  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB, BMB  
 Pres., Gen. Mgr. . . . . Irving E. Rogers  
 Station Mgr. . . . . Albert E. Foster  
 Regional Sales Mgr. . . . . Nona Kirby  
 Sales Mgr. . . . . David M. Kimel  
 Program Dir. . . . . Frederick P. Laffey  
 Publicity Director . . . . . Fred A. Sullivan  
 Chief Announcer . . . . . Richard T. Hickox  
 Chief Engineer . . . . . George A. Hinckley

## W L L H

**Lowell-Lawrence—1934  
 MBS-YANKEE**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Merrimac Bcstg. Co., Inc.  
 Address . . . . . 39 Kearney Sq.  
 Phone Number . . . . . 8715  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 President . . . . . Gerald Harrison  
 Vice-President . . . . . Carl S. Wheeler  
 Station Manager . . . . . Dana W. Fitzgerald  
 Commercial Manager . . . . . Haskell Bloomberg  
 Prog. Dir., Chief Announcer . . . . . Tom Clayton  
 Chief Engineer . . . . . A. G. Michaels

## W L Y N

**LYNN—1946**

Frequency: 1360 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Purlan Bcst. Service, Inc.  
 Business-Studio Address . . . . . 7 Willow St.  
 Phone Number . . . . . LY. 5-6200  
 Transmitter Location . . . . . Fox Hill Bridge  
 Air Time . . . . . 6:45 a.m.-Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, SESAC  
 Representative . . . . . Bannan  
 Pres., Gen. Mgr. . . . . Theodore Feinstein  
 Station Mgr. . . . . Cyril Morgan  
 Commercial Mgr. . . . . Kenneth Strong  
 Dir. of Sta. Operations . . . . . Winslow Bettinson  
 Production Dir. . . . . Ethel Adams  
 Publicity Dir. . . . . Margaret Kimball Herlihy  
 Musical Dir. . . . . Harry Freeman  
 Chief Engineer . . . . . John W. Parker

## W N B H

**NEW BEDFORD—1921—MBS  
YANKEE**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Bristol Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 588 Pleasant St.  
 Phone Number . . . . . 8-5228  
 Transmitter Location . . . Crow Island, New Bedford Harbor, Fairhaven  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Associated  
 Representative . . . Walker Co., Bertha Bannan  
 Membership . . . . . NAB, BMB  
 Vice-President . . . . . Basil Brewer  
 Station Manager . . . . . James M. Patt  
 Commercial Manager . . . . . Theodore M. Healy  
 Sales Promotion Manager,  
 Publicity Director . . . . . Gerald L. Staten  
 Program Director . . . . . Edward Boghosian  
 Chief Engineer . . . . . Z. V. Grobowski

## W M N B

**NORTH ADAMS—1947**

Frequency: 1230 Kc. . . . . Power: 100 Watts  
 Owned-Oper. By . . . Northern Berkshire Bcstg. Co.  
 Bus.-Studio-Transmitter Address . . . 466 Curran  
 Phone Number . . . . . 1230  
 Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Grant  
 Membership . . . . . NAB  
 Part Owner, Gen., Sta. Mgr.

J. Gordon Keyworth  
 Commercial Rep. . . . . Richard J. O'Brien  
 Program, Prod. Mgr. . . . . Benjamin A. Hubbley  
 Chief Technician . . . . . William B. Dailey  
 Farm Editor . . . . . Wm. Hickey

## W N A W

**NORTH ADAMS—1949**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . N. W. Welch  
 Business Address . . . . . 20 State St.  
 Phone Number . . . . . 860-1  
 Studio Address . . . . . Hotel Wellington  
 Transmitter Location . . . . . Curran Hway.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, Capitol  
 Representative . . . . . Joseph Hershey McGillvra  
 Owner . . . . . N. W. Welch  
 Station Manager . . . . . R. F. Bryar

## 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  
 Transmitter Location . . . . . 30 Eagle St.  
 Air Time . . . . . 6:45 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Everett-McKinney, Kettell-Carter  
 Membership . . . . . NAB  
 President . . . . . Donald B. Miller  
 Gen., Sta., Comm. Mgr. . . . . W. Wendell Budrow  
 Pgm., Prod. Dir. . . . . Maurice J. McGarry  
 Chief Engineer . . . . . Walton Ayer  
 Farm Editor . . . . . Edward Farrell, Jr.

## W B R K

**PITTSFIELD—1938—MBS-YANKEE**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Greylock Bcstg. Co.  
 Business-Studio Address . . . . . 8 Bank Row  
 Phone Number . . . . . 2-1553  
 Transmitter Location . . . . . 100 East St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Walker  
 Membership . . . . . NAB  
 President . . . . . Leon Podolsky  
 General Manager . . . . . John T. Parsons  
 Commercial Manager . . . . . Walter Kearsy  
 Program Director . . . . . Daniel Healy  
 Promotion Manager . . . . . Richard Bolander  
 Chief Engineer . . . . . Leonard Lavendol

## W J D A

**QUINCY—1947**

Frequency: 1300 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . South Shore Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 29 Brackett St.  
 Phone Number . . . . . Mayflower 9-1300  
 Transmitter Location . . . . . Germantown  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President, Station Mgr. . . . . Joseph H. Tobin  
 Comm.-Sales Prom. Mgr. . . . . James D. Asher

## W E S X

**SALEM—1939**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . North Shore Bcstg. Co.  
 Business-Studio Address . . . . . 49-53 Washington St.  
 Phone Number . . . . . 5670  
 Transmitter . . . . . Naugus Head, Marblehead  
 Air Time . . . . . Unlimited  
 Pres., Treas. . . . . Charles W. Phelan  
 Manager . . . . . Edmund L. Phelan  
 Commercial Manager . . . . . Robert Rogers

# W M A S

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By WMAS, Inc.  
 Business-Studio Address 1757 Main St.  
 Phone Number Springfield 7-1414  
 Transmitter Location Pynchon Pk.  
 Air Time 6:30 a.m.-12:05 a.m.  
 News Service UP  
 Transcription Service Associated  
 Representative Edward Petry  
 Membership NAB  
 President Gerald Harrison  
 Sales Prom. Sta. Mgr. Robert Donahue  
 Commercial Manager Robert Feldman  
 Program Director Turner Cooke  
 Publicity Director Paul Peltier  
 Chief Engineer John Michnovcz

# W S F L

SPRINGFIELD—1948

Frequency: 1600 Kc. Power: 5000 Watts  
 Owned-Operated By Springfield Bcstg. Co.  
 Address 137½ State St.  
 Phone Number 2-7488  
 Air Time Unlimited  
 News Service UP, Transradio  
 Transcription Service World  
 President G. A. Askinas  
 Program Director C. M. Manitsas  
 Comm. Mgr., Chief Engr. Earle G. Hewinson  
 Promotion Mgr. Paul Rogers

# W S P R

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc. Power: 1000 Watts  
 Owned-Operated By WSPR, Inc.  
 Business WSPR Bldg., 63 Chestnut St.  
 Phone Number Springfield 6-2757-8, 6-4218  
 Transmitter Location Union St. & Palmer Ave.  
 Air Time Unlimited  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative George P. Hollingbery  
 Membership NAB  
 Pres., Gen. Sta. Mgr. Quincy A. Brackett  
 V.P., Comm. Mgr. Milton W. Stoughton  
 Sales Manager William H. Burleigh  
 Sales Prom. Mgr., Pub. Dir. Howard S. Keefe  
 Prog.-Prod. Director Wayne H. Latham  
 Chief Announcer Robert L. Jones  
 Chief Engineer George Townsend

# W C R B

WALTHAM—1948

Frequency: 1330 Kc. Power: 500 Watts d.  
 Owned-Oper. By Charles River Bcstg. Co.  
 Business-Studio Address 4 Gordon St.  
 Phone Number Wa 5-7080

Transmitter Location South St.  
 Air Time Daytime  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Bannan  
 President Richard C. O'Hare  
 General Manager Deuel Richardson  
 Station Manager Theodore Jones  
 Commercial Manager J. F. McArdle  
 Program Director Wm. Sherman  
 Publicity Director Harold P. Richardson, Jr.  
 Chief Engineer J. H. Bonney

# W A R E

WARE—1948

Frequency: 1250 Kc. Power: 1000 Watts d.  
 Owned-Operated By Donald W. Howe  
 Business-Studio Address East St.  
 Phone Number 23  
 Transmitter Location Atop Coy's Hill, Warren  
 Air Time Daytime  
 News Service AP  
 Transcription Service Associated  
 Membership NAB  
 Owner Donald W. Howe  
 General-Comm. Mgr. Ansel E. Gridley  
 Program Director Tom Colton  
 Chief Engineer Fred Joslin

# W T X L

WEST SPRINGFIELD—1949

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Telecolor Corp.  
 Address 34 Sylvan St.  
 Phone Number 9-4768  
 Air Time Unlimited  
 News Service INS  
 Transcription Service Capitol  
 Representative Cooke  
 Pres., Gen. Prom. Mgr. L. A. Reilly  
 Commercial Mgr. A. W. Milne  
 Pgm. Dir., Chief Engr. J. L. Spates

# W O C B

WEST YARMOUTH—1944

MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Bristol Bcstg. Co., Inc.  
 Address South Sea Ave.  
 Phone Number Hyannis 502  
 Air Time Unlimited  
 News Service AP  
 Transcription Service World  
 Representative Walker, Bertha Bannan  
 Vice-President, Treasurer Basil Brewer  
 Station Mgr. David J. Shurtleff  
 Program Director Michael Graham  
 Chief Engineer Stanley S. Emery



**MASSACHUSETTS**

**W A A B**

**WORCESTER—1931—MBS-YANKEE**

Frequency: 1440 Kc.....Power: 5000 Watts  
Owned By.....Yankee Network, Inc.  
Operated By.....Radio Enterprises, Inc.  
Business-Studio Address.....34 Mechanics St.  
Phone Number.....2-5611  
Transmitter Location.....Holden  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Ra-Tel  
President.....John Baybutt  
Gen., Comm. Mgr.....Raymond Brown, Jr.  
Program Director.....W. Eccles Huff  
Chief Engineer.....Norman Ogg

**W N E B**

**WORCESTER—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....New England Bcstg. Co.  
Address.....Park Bldg., 507 Main St.  
Phone Number.....6-4672  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Bolling, Kettell-Carter  
President.....Paul C. Lytle  
General Manager.....John J. Hurley  
Commercial Mgr.....Edward T. McCann, Jr.  
Program Dir.....John F. Morse  
Musical Director.....Robert F. Bilske  
Chief Engineer.....Vernon P. Wilson

**W O R C**

**WORCESTER—1925—ABC**

Frequency: 1310 Kc.....Power: 1000 Watts  
Owned-Operated By.....Alfred F. Kleindienst  
Business-Studio Address.....65 Elm St.  
Phone Number.....5-3101  
Transmitter Location.....Pachachoag St., Auburn  
Air Time.....7 a.m.-M.  
News Service.....INS  
Transcription Service.....Lang-Worth  
Representative.....Weed  
Membership.....NAB  
Chief Owner.....A. F. Kleindienst  
Dir., Comm. Mgr.....M. P. Stanton

**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.....Unlimited  
News Service.....AP  
Transcription Service.....World, Associated

Representative.....Paul H. Raymer  
Membership.....NAB, BMB  
Executive V.P.....E. E. Hill  
Vice-Pres., Gen. Mgr.....Robert W. Booth  
Commercial Manager.....Herbert L. Krueger  
Program Director.....A. J. Brissette  
Publicity Director.....A. C. Fuller  
Chief Engineer.....E. A. Browning  
Farm Editor.....H. Sidney Vaughn

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# **WWJ-TV**

NBC Television Network

# MICHIGAN

Estimated Population 6,352,200—Increase +20.8%—Radio Homes 1,778,000  
Radio Families—1,808,000—Stations in State 58

## W A B J

ADRIAN—1946

Frequency: 1500 Kc. Power: 250 Watts d.  
Owned-Oper. By. Radio Station WABJ  
Address. 2982 Tread Rd.  
Phone Number 9000-1  
Air Time Daytime  
News Service UP  
Transcription Service World  
Representative Ra-Tel  
Membership NAB  
President James Gerity, Jr.  
Manager O. William Myers  
Commercial Manager Harley West  
Chief Announcer Bruce Gilmore  
Chief Engineer Elwood Brown

## W F Y C

ALMA—1948

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Operated By Alma Bcstg. Co.  
Business-Studio Address 480 Gratiot St.  
Phone Number 95  
Air Time Daytime  
News Service UP  
Transcription Service World  
President Reid Brazzell  
V.P., Gen. Mgr. William B. Ogden  
Asst. Gen. Mgr., Chief Engr. R. A. Plank  
Program Dir. Chester Waddell

## W A T Z

ALPENA—1946

MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By. Midwestern Bcstg. Co.  
Business Address Alpena  
Phone Number 1049  
Studio-Transmitter Location M-32 West  
Air Time 7 a.m.-11 p.m.  
News Service AP  
Representative Hal Holman  
Membership BMB  
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 Bcstg., Inc.  
Business Address Box 608  
Phone Number 2-4573  
Studio-Trans. Location 4230 Packard Rd.

Air Time 6 a.m.-2 a.m.  
News Service AP  
Transcription Service World  
Representative Forjoe  
Membership NAB  
President J. F. Hopkins  
Gen., Sta., Comm. Mgr. Douglas Campbell  
Program Dir. Amy H. Wilcox  
Production Dir. John Fitzgerald  
Chief Announcer Claire Linn  
Chief Engineer James Allen

## 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, Hutzal Bldg.  
Phone Number 2-5517  
Transmitter Location 1795 So. Maple Rd.  
Air Time Sunrise-sunset  
News Service AP  
Transcription Service Standard  
Representative Hal Holman  
Membership NAB, FMA  
President Arthur E. Greene  
Gen., Sta. Mgr. Edward F. Baughn  
Commercial Manager Ted Turner  
Program Director Pat Quinn  
Chief Engineer George D. Stearns  
Farm Editor Howard E. Heath

## 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 3-55-55  
Transmitter Location Golden Ave.  
Air Time Unlimited  
News Service UP  
Transcription Service Associated, Capitol  
Representative Ra-Tel  
Membership BMB  
Pres., Gen.-Sta.-Comm. Mgr. Robert H. Holmes  
Local Sales Manager F. K. Doyle  
Sales Prom. Mgr., Pgm. Dir. Adrian R. Cooper  
Production Dir. Gene Cahill  
Publicity Director Molly Sue Doran  
Chief Announcer Don Callen  
Chief Engineer Arris J. Geranis

## W E L L

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Federated Publications, Inc.

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GREATER BUY!



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Population Area  
in 5 States*



# CKLW

Guardian Building, Detroit 26



National Rep., Adam J. Young, Jr., Inc.

**MICHIGAN**

Bus.-Studio-Transmitter Address....Michigan National Bank Bldg.  
Phone Number .....5655  
Air Time .....Unlimited  
News Service .....AP  
Transcription Service...Standard, Lang-Worth  
Representative .....Bolling  
Membership .....NAB, BMB  
General-Station Manager.....Dan E. Jayne  
Commercial Manager.....E. P. Mills, Jr.  
Program Director.....Forrest F. Owen  
Chief Engineer.....Earl J. Stone

**W B C M**

**BAY CITY—1928—ABC**

Frequency: 1440 Kc....Power: 1000 Watts d.; 500 Watts n.  
Owned-Operated By.....Bay Bcstg. Co., Inc.  
Business-Studio Address.....Wenonah Hotel  
Phone Number .....7551-2  
Transmitter Address....Tuscola Rd., Hampton  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service.....Lang-Worth, World  
Representative.....George P. Hollingbery  
Membership .....BMB, FMA  
President.....Harley D. Peet  
Gen.-Station-Comm. Mgr.....Hugh A Giesel  
Program Director.....Charles E. Anthony  
Musical Director.....Lionel H. DeRemer  
Chief Engineer.....Ralph H. Carpenter  
Farm Editor.....G. Edward Vallender

**W G R O**

**BAY CITY—1949**

Frequency: 1260 Kc....Power: 500 Watts d.  
Owned-Oper. By.....Griner-Dillon Bcstg. Co.  
Address.....920 N. Waters St.  
Phone Number .....3-1260  
Air Time .....Daytime  
News Service .....INS  
Transcription Service .....Capitol  
Representative.....Sears & Ayer  
Pres., Gen. Mgr.....Gail D. Griner  
Comm. Mgr., Chief Engr.....Edward T. Dillon  
Program Dir.....Gerry Lansing

**W H F B**

**BENTON HARBOR—1947**

Frequency: 1060 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....The Palladium Publishing Co.  
Address .....Fairplain Ave.  
Phone Number .....5-2113  
Air Time .....Sunrise-sunset  
News Service .....AP  
Transcription Service.....Lang-Worth, Capitol  
Representative .....Hal Holman  
Membership .....NAB  
President.....Stanley R. Banyon  
Gen., Sta. Mgr.....Jacob P. Scherer

Commercial Manager.....Virginia Allen  
Program Director.....Phil Molloy  
Chief Announcer.....John Pershing Chase  
Musical Director.....Lee Lockwood  
Chief Engineer.....Munson U. Robinson

**W A T T**

**CADILLAC—1945**

**MBS-KBS-BUNYAN-WOLVERINE**

Frequency: 1240 Kc....Power: 250 Watts  
Owned-Operated By...Midwestern Bcstg. Co.  
Business-Studio Address .....Cadillac  
Phone Number .....1270  
News Service .....AP  
Transcription Service.....SESAC, KBS  
Representative.....Hal Holman  
General Manager.....Les Biederman

**W T V B**

**COLDWATER—1949**

Frequency: 1590 Kc....Power: 1000 Watts  
Owned-Operated By Twin Valley Bcstrs., Inc.  
Address .....Box 32  
Phone Number .....1230  
Air Time .....Unlimited  
News Service .....AP  
Transcription Service.....Associated, Cole  
President.....James W. Wilson  
Sta., Mgr., Chief Engr.....E. Harold Munn, Jr.  
Sales Manager.....A. K. Walkup  
Program Director.....Richard W. Lee

**W K M H**

**DEARBORN—1946**

Frequency: 1310 Kc....Power: 1000 Watts  
Owned-Operated By.....WKMH, Inc.  
Business-Studio Address.....WKMH Bldg.  
Phone Number.....Logan 2-4000  
Transmitter...Detroit Industrial Express Hwy.  
Air Time.....6 a.m.-1 a.m.  
News Service.....INS, UP  
Transcription Service .....Lang-Worth  
Representative .....Weed  
Membership .....NAB  
President, General Manager....Fred A. Knorr  
Comm.-Sales Prom. Mgr....Walter Patterson  
Program Director.....Frank Sims  
Publicity Director.....Pat Hobar  
Chief Engineer.....Jerold Martin  
Farm Editor.....Terry Washburn

**C K L W**

**DETROIT-WINDSOR—1932**

**MBS-CBC-TRANS-CANADA**

**DOMINION SUPP**

Frequency: 800 Kc....Power: 50,000 Watts  
Owned-Oper. By...Western Ontario Bcstg. Co., Ltd., Essex Bcstrs., Inc.

**Five**

**IN**



**FREE SPEECH  
MIKE**

*Radio—America's Greatest Advertising Medium*

**WJ R**

**CBS**  
**50,000 WATTS**  
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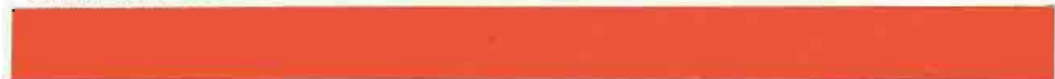
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ADVERTISING MEDIUM**

**THE GOODWILL STATION INC.**

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*Chairman of the Board*

FISHER BLDG., DETROIT

HARRY WISMER  
*Vice President and General Manager*



**W J R**

**DETROIT—1927—CBS**

Frequency: 760 Kc. Power: 50,000 Watts  
 Owned-Oper. WJR, The Goodwill Station, Inc.  
 Business-Studio Address: 2100 Fisher Bldg.  
 Phone Number: TRinity 5-4440  
 Transmitter Location: Trenton  
 Air Time: 24 Hrs.  
 News Service: AP, INS, UP  
 Transcription Service: Lang-Worth,  
 Thesaurus, Associated  
 Representative: Edward Petry  
 Membership: NAB  
 Asst. to Pres., Gen. Mgr.: Harry Wismer  
 Asst. Gen. Mgr.: Worth Kramer  
 Commercial Manager: Arch Shawd  
 Sales Promotion Manager: James H. Quello  
 Program Director: Franklin C. Mitchell  
 Production Director: Norman L. White  
 Education & Public Relations: Mark Haas  
 Chief Announcer: Ron Gamble  
 Musical Director: Paul LaVoie  
 V.P. in Chg. Engineering: G. F. Leydorf  
 Farm Editor: Marshall Wells  
 V.P. in Chg. News: George W. Cushing  
*(See Pages 474 and 475)*

**W J B K**

**DETROIT—1925—WOLVERINE**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: For Industry Co.  
 Business-Studio Address: 500 Temple Ave.  
 Phone Number: TEmple 3-7900  
 Transmitter Location: 15555 Woodrow Wilson  
 Air Time: 6 a.m.-2 a.m.  
 News Service: AP, UP  
 Representative: Katz Agency  
 Membership: NAB  
 President: George B. Storer  
 Gen., Comm. Mgr.: Richard E. Jones  
 Program Director: Hal Hough  
 Promotion Director: Joyce Chapman  
 Chief Announcer: Earl Hayes  
 Musical Director: Sally Cooper  
 Chief Engineer: Paul Frincke

**W W J**

**DETROIT—1920—NBC**

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper. By: Evening News Assn.  
 Business-Studio Address: 622 W. Lafayette  
 Phone Number: WOODward 2-2000  
 Transmitter Location: Oak Park  
 Air Time: 5:30 a.m.-2 a.m.  
 News Service: UP  
 Transcription Service: Standard, Lang-Worth  
 Representative: George P. Hollingbery  
 President: W. E. Scripps  
 Gen., Sta. Mgr.: Harry Bannister  
 Gen. Sales Mgr.: Willard E. Walbridge  
 Gen. Pgm. Mgr.: Melvin C. Wissman  
 Program Mgr.: Jack Hill  
 Publicity Director: William E. Lane  
 Musical Director: Mischa Kottler  
 Gen. Engr. Mgt.: E. J. Love  
 Farm Editor: John Merrifield  
*(See Page 470)*

**W J L B**

**DETROIT—1924**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Booth Radio Stations, Inc.  
 Business Address: 600 Buhl Bldg.  
 Phone Number: WOODward 2-0220  
 Studio Address: 3100 David Broderick Tower  
 Transmitter Location: 375 Midland Ave.  
 Highland Park  
 Air Time: 24 Hrs.  
 News Service: AP  
 Transcription Service: Capitol, World  
 Representative: Forjoe  
 President, Gen. Station Mgr.: John L. Booth  
 Commercial Manager: Eric V. Hay  
 Sales Prom. Mgr.: W. J. Jory  
 Program Director: George Kendall  
 Chief Announcer: R. L. Mabry  
 Chief Engineer: Edward H. Clark

**W X Y Z**

**DETROIT—1925—ABC-MRN**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned By: American Bcstg. Co.  
 Operated By: WXYZ, Inc.  
 Business Address: 1700 Stroh Bldg.  
 Phone Number: CHerry 8321  
 Studio Address: 8415 E. Jefferson Ave.  
 Transmitter Location: Joy Rd. & Greenfield  
 News Service: INS, UP  
 Transcription Service: World, Lang-Worth



**MICHIGAN**

Membership ..... NAB, BMB  
 General Manager.....James G. Riddell  
 Commercial Manager.....Harold Christian  
 Sales Promotion Mgr.....Dean Linger  
 Program Director.....Jack McCarthy  
 Musical Director.....Phil Brestoff  
 Chief Engineer.....Charles Kotcher

**W D B C**

**ESCANABA—1941—MBS**

Frequency: 680 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Delta Bcstg. Co.  
 Business-Studio Address.....Lud. & First Sts.  
 Phone Number .....3190-1  
 Transmitter Location.....Ski Hill Rd.  
 Air Time.....6:30 a.m.-M.  
 News Service .....UP  
 Representative .....Walker  
 President.....John P. Norton  
 Gen., Sta., Comm. Mgr. George D. Lindenthal  
 Pgm., Prod. Dir.....Anthony Flynn  
 Musical Director.....George Jaap, Jr.  
 Chief Engineer.....Jack W. Foster

**W B B C**

**FLINT—1947—MBS**

Frequency: 1330 Kc.....Power: 1000 Watts  
 Owned-Oper. By..Booth Radio & TV Stations.

Business-Studio Address...112 W. Water St.  
 Phone Number.....Detroit, Woodward 2-0220;  
 Flint, 9-8686  
 Transmitter Location.....3076, Bristol Rd.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Forjoe  
 President.....John Lord Booth  
 Gen., Sta. Mgr.....W. Eldon Garner  
 Asst. Comm., Sales Prom. Mgr.

Francis Wiggins  
 Program Dir.....Jerry Schroeder  
 Chief Announcer.....Willard Lamb  
 Chief Engineer.....G. Elwood Ryan

**W F D F**

**FLINT—1922—ABC-MRN**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By.....The Trebit Corp.  
 Bus. Studio Address...Mott Foundation Bldg.  
 Phone Number .....2-7158  
 Transmitter Location.....Bristol & Howe Rds.,  
 Burton Township  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....Capitol, Thesaurus,  
 Lang-Worth  
 Representative .....Katz

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President: F. Granger Weil—WTHH, Port Huron  
 First Vice-President: Bayliss Corbett—WFDF, Flint  
 Second Vice-President: Bob Geerdes—WFUR, Grand Rapids  
 Third Vice-President: Lester M. Biederman—WTCM, Traverse City  
 Secretary: Ray J. Keiser—AP Chief of Bureau, Detroit

**MICHIGAN**

Membership . . . . . NAB, BMB  
 President . . . . . Harry M. Bitner, Sr.  
 General Mgr. . . . . Lester W. Lindow  
 Sales Prom. Mgr. . . . . Marvin Levey  
 Program Dir. . . . . Elmer A. Knopf  
 Publicity Dir. . . . . James Rash  
 Chief Announcer . . . . . Ted Taylor  
 Musical Director . . . . . Billy Geyer  
 Chief Engineer . . . . . Frank D. Fallain

**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 . . . . . 3217 Lapeer Rd.  
 Air Time . . . . . Daytime  
 Transcription Service . . . . . Standard, SESAC  
 President . . . . . Daniel M. Robins  
 General Manager . . . . . William H. Morford  
 Chief Engineer . . . . . Homer Blume, ich

**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-Warth  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . BMB  
 President . . . . . George W. Trendle  
 General Mgr. . . . . H. Allen Campbell  
 Sta., Comm. Mgr. . . . . J. R. McKinley  
 Program Dir. . . . . Laurence Arnold  
 Musical Director . . . . . Max Henderson  
 Chief Engineer . . . . . Darrell Jones

**W W O K**

FLINT—1947

Frequency: 1470 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By. . . . . Cooperative Radio Co.  
 Business Address . . . . . 432 N. Saginaw St.  
 Phone Number . . . . . 4-1691  
 Transmitter Location . . . . . 3338 E. Briston Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Burn-Smith  
 President . . . . . Herbert L. Crate  
 Gen., Comm. Mgr. . . . . Douglas Woody  
 Pam. Dir., Prom. Mgr. . . . . Pat Chamburs  
 Chief Engineer . . . . . Ed Forsyth

**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  
 Transmitter Location . . . . . 502 Garfield Ave., S.W.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Pres., Gen. Sta. Mgr. . . . . Simon W. Oppenhuizen  
 Sales Manager . . . . . Arthur M. Swift  
 Program Director . . . . . Bob Geerdes  
 Chief Engineer . . . . . Jack Timmer  
 Farm Editor . . . . . Harry Webster

**W G R D**

GRAND RAPIDS—1947

Frequency: 1410 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Music Bcstg. Co.  
 Business-Studio Add. . . . . 35 Lafayette Ave., N.E.  
 Phone Number . . . . . 9-4111  
 Transmitter Location . . . . . 1300 Plymouth Rd., N.E.  
 Air Time . . . . . 6:30 a.m.-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Joseph Hershey McGillvra  
 Pres., Gen., Sta. Mgr. . . . . Paul F. Eichhorn  
 Sales Prom. Mgr. . . . . Joseph C. Hooker  
 Program Director . . . . . Donald M. Mullen  
 Publicity Director . . . . . Nadine M. Miller  
 Chief Announcer . . . . . Robert Smith  
 Chief Engineer . . . . . Richard Groenevelt

**W J E F**

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Fetzer Bcstg. Co.  
 Address . . . . . Pantlind Hotel  
 Phone Number . . . . . Glendale 6-8512  
 Air Time . . . . . 6 a.m.-12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB, BMB  
 Pres., Gen., Sta. Mgr. . . . . John E. Fetzer  
 Production Manager . . . . . John R. Speer  
 Program Director . . . . . E. E. McKean  
 Comm., Sales Prom. Mgr. . . . . John W. O'Harrow  
 Local Sales Mgr., Pub. Dir. . . . . Wilmer S. Clark  
 Chief Announcer . . . . . Nathan H. Bryant, Jr.  
 Chief Engineer . . . . . Carl E. Lee  
 Farm Editor . . . . . Carleton W. Collin  
 Dir. Pub. Affairs . . . . . Dr. W. F. Dunbar

**W L A V**

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Leonard A. Versluis

# MICHIGAN

Address.....6 Fountain St., N.E.  
Phone Number.....GLendale 6-5461  
Air Time.....7 a.m.-M.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....John E. Pearson  
Membership.....BMB, FMA  
Owner.....Leonard A. Versluis  
General-Commercial Mgr.....Hy M. Steed  
Sales Promotion Manager.....D. D. Knight  
Program Dir.....Kay Steed  
Musical Director.....Howard Sloomaker  
Chief Engineer.....Lee Stevens

## WOOD

### GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Grandwood Bcstg. Co.  
Business-Studio Address..1408 Grand Rapids  
Natl. Bank Bldg.  
Phone Number.....9-4211  
Transmitter Location.....633 — 60th St.  
Air Time.....6:30 a.m.-2 a.m.  
News Service.....UP  
Transcription Service.....World, Lang-Worth  
Representative.....Katz Agency  
Membership.....BMB  
V.P., Sup. Dir.....Harry M. Bitner, Jr.  
Gen., Sta. Mgr.....Stanley W. Barnett  
Controller.....Melvin C. Green  
Commercial Manager.....Walter A. Bass  
Publicity Director.....Lenore Little  
Program-Production Director.....Sandy Meek  
Chief Engineer.....Fred Russell

## WHTC

### HOLLAND—1946

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Holland Bcstg. Co.  
Business-Studio Address.....5 E. Eighth St.  
Phone Number.....6-6610  
Transmitter Location.....4th & Central  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World, Lang-Worth  
Representative.....Grant  
Membership.....NAB  
President, Chief Engineer..Millard C. Westrate  
Gen., Sta. Mgr.....Paul W. Nesper  
Commercial Manager.....Kenneth Welch  
Program Director.....Willard C. Wichers

## WHDF

### HOUGHTON-CALUMET—1929—MBS KBS-PBN

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By...Upper Michigan Bcstg. Co.  
Business-Studio Address.....Douglass House,  
Houghton; 515 Scott St., Calumet  
Phone Number.....Houghton, 1; Calumet, 869  
Transmitter Location.....Hancock

Air Time.....7 a.m.-11:15 p.m.  
Transcription Service.....World  
Representative.....Walker  
Membership.....NAB  
Chief Owner.....G. L. Burgan  
General Manager.....Albert W. Payne  
Sales Prom. Mgr.....Peter J. Fausone  
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.....2031-2  
Transmitter Location.....Pewabic Hill  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Capitol  
Membership.....BMB  
President.....Frank J. Russell  
General Manager.....Russell J. Staffeld  
Sta., Comm. Mgr.....William C. Johnson  
Sales Promotion Manager.....John S. Wallis  
Program Director.....Merv Baldrice  
Prod., Pub. Dir.....Frank J. Thibert  
Chief Engineer.....Paul F. Anick

## WIKB

### IRON RIVER—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....WIKB, Inc.  
Business-Studio Address.....Iron River Natl.  
Bank Bldg.  
Phone Number.....102  
Transmitter Location.....Caspian  
Air Time.....6:25 a.m.-M.  
News Service.....UP  
Transcription Service.....World  
Representative.....Walker  
Membership.....NAB  
President.....William L. Johnson  
V.P., General Manager.....J. W. Huss  
Station Manager.....James Kauper  
Commercial Manager.....Gene Calahan  
Program Director.....Bob Serenson  
Chief Announcer.....Ralf Smith  
Chief Engineer.....Eugene Kaari

## WJMS

### 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.....20-1  
Transmitter Location.....Cary, Wis.

Air Time ..... 6:30 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Walker  
 Representative ..... Walker  
 Membership ..... NAB  
 President ..... William L. Johnson  
 V.P., General Manager ..... J. W. Huss  
 Station Manager ..... Donald R. Hoover  
 Program Director ..... Laura Johnson  
 Chief Announcer ..... Tom Kelly  
 Chief Engineer ..... Arne Dahlbacka

**W J P D**

**ISHPEMING—1947—PBN-GOEBEL**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Ishpeming Bcstg. Co.  
 Business-Studio Address ..... Jenks Block  
 Phone Number ..... 1892  
 Transmitter Location ..... Hway. 41  
 Air Time ..... 7 a.m.-10:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Pres., Gen., Sto. Mgr. .... J. P. Deegan  
 Pgm. Dir., Chief Annrcr. .... Paul C. Crowley  
 Production Director ..... Carl B. Tupala  
 Musical Director ..... Howard E. Swanson  
 Chief Engineer ..... Bernard R. Maloney

**W I B M**

**JACKSON—1927—ABC-MICHIGAN**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned By ..... WIBM, Inc.  
 Address ..... 2511 Kibby Rd.  
 Phone Number ..... 6121  
 Air Time ..... 6:30 a.m.-M.  
 Representative ..... Hal Holman  
 President ..... Herman Radner  
 General Manager ..... Roy Radner  
 Station-Commercial Manager ..... William Cizek  
 Prog. Dir., Chief Announcer ..... Jack Underwood  
 Sales Prom. Mgr. .... Don Washbish  
 Chief Engineer ..... Charles Wirtanen  
 Farm Editor ..... S. J. Culver

**W G F G**

**KALAMAZOO—1947—ABC**

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.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Robert Meeker  
 Pres., Gen.-Comm. Mgr. .... Harold F. Gross  
 Station Manager ..... Irene A. Ginther  
 Program Director ..... W. A. Anderson  
 Chief Engineer ..... Carl E. Stephens  
 Farm Editor ..... Hal Cessna

**W K Z O**

**KALAMAZOO—1923—CBS**

Frequency: 590 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Fetzer Bcstg. Co.  
 Business Address ..... 124 W. Michigan Ave.  
 Phone Number ..... 3-1223  
 Studio Address ..... Burdick Hotel  
 Transmitter Location ..... Route 2, Richards Dr.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 President, Gen.-Station Mgr. .... John E. Fetzer  
 Comm.-Sales P. om. Mgr. .... John W. O'Harrow  
 Program-Production Dir. .... Edward E. McKean  
 Publicity Director ..... Richard Kishpaugh  
 Chief Announcer ..... Otis T. Gaston  
 Chief Engineer ..... Carl E. Lee  
 Farm Editor ..... Carleton W. Collin  
 Dir. Pub. Affairs. .... Dr. Willis F. Dunbar

**W I L S**

**LANSING—1946—MBS  
 WOLVERINE**

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Lansing Bcstg. Co.  
 Bus.-Studio Address ..... 407-11 N. Washington  
 Ave.  
 Phone Number ..... 2-1655  
 Transmitter Location ..... East Mt. Hope Rd.  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Rambeau  
 Pres., Gen.-Sta. Mgr. .... W. A. Pomeroy  
 Comm. Mgr., Chief Engr. .... John C. Pomeroy  
 Sales Prom. Mgr., Publ. Dir. .... M. Moran  
 Pgm., Prod. Dir. .... Alex Dillingham  
 Chief Announcer ..... David Froh  
 Musical Director ..... Chef Bear  
 Farm Editor ..... Hal Greenberg

**W J I M**

**LANSING—1934—ABC-MRN**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned By ..... WJIM, Inc.  
 Operated By ..... Harold F. Gross  
 Bus.-Studio-Transmitter Address ..... Bank of  
 Lansing Bldg.  
 Phone Number ..... 2-1333-4-5  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World, Standard  
 Representative ..... Robert Meeker  
 Membership ..... NAB  
 Pres., Gen.-Sta.-Comm. Mgr. .... Harold F. Gross  
 Program-Production Director ..... Howard K. Finch  
 Musical Director ..... Robert Clayton

**WKLA**

**LUDINGTON—1944—ABC—KBS-MRN**  
 Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Ludington Bcstg. Co.  
 Address 204 E. Ludington Ave.  
 Phone Number 842  
 Air Time 8 a.m.-10 p.m.  
 Studio-Transmitter Address 204 E. Ludington Ave.

News Service UP  
 Transcription Service Keystone  
 Representative Burn-Smith  
 Membership NAB  
 Pres., Gen., Sta. Mgr. A. L. Ashbacker  
 Commercial Mgr. L. F. Mattes  
 Pgm., Prod., Pub. Dir. Peter A. Mars  
 Chief Engineer John F. Petters

**WDMJ**

**MARQUETTE—1941—MBS  
 NORTHERN**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Lake Superior Bcstg. Co., Inc.  
 Business-Studio Address W. Washington St.  
 Phone Number 618-7  
 Transmitter Location Garfield & Bluff Sts.  
 Air Time 6 a.m.-M.  
 Membership NAB, BMB  
 News Service UP  
 Transcription Service Capitol  
 President Frank J. Russell, Jr.  
 General Manager Leo G. Brott  
 Station Manager R. G. Ulbrich  
 Comm., Sales Prom. Mgr. John Harvey  
 Program Director Eldon Wallace  
 Chief Anncr., Musical Dir. Jon Dahl  
 Chief Engineer Gordon Brozek

**WMDN**

**MIDLAND—1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Rich Publ. House, Inc.  
 Address 298 S. Swede Rd.  
 Phone Number 4000  
 Air Time 6 a.m.-M.  
 News Service AP  
 Transcription Service Lang-Worth  
 President Phillip T. Rich  
 Secretary-Treasurer Gordon F. Phillips  
 Sta., Comm., Sales Prom. Mgr. Spencer Dennison  
 Pgm., Prod., Pub. Dir. Richard Fansler  
 Chief Engr., Farm Editor Peter A. Wolfe

**WCEN**

**MT. PLEASANT—1949**

Frequency: 1150 Kc. Power: 500 Watts  
 Owned-Operated By Paul A. Brandt  
 Address 112½ E. Broadway

Phone Number 3-3171  
 Air Time Daytime  
 News Service AP  
 Transcription Service World  
 President Paul A. Brandt  
 Gen. Mgr., Chief Engr. Walter Maxwell  
 Commercial Mgr. J. L. Leet  
 Program Director R. Meskill

**WKBZ**

**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 UP  
 Transcription Service Lang-Worth  
 Representative Burn-Smith  
 Pres., Gen., Sta. Mgr. Grant F. Ashbacker  
 Program Director Robert Johnson  
 Production Director Paul Boles  
 Publicity Director B. L. Bennett  
 Musical Director F. Dollaway  
 Chief Engineer K. B. Pendleton  
 Farm Editor H. Kehlet

**WMUS**

**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 4 Mi. E. Hwy. 31 on Giles Rd.  
 Air Time Daytime  
 News Service AP, UP  
 Transcription Service Capitol, Associated  
 Representative Hal Holman  
 Pres., Gen., Sta. Mgr. F. M. Van Campen  
 Commercial Mgr. Henry Veenstra  
 Program Director Miles M. Olsen  
 Chief Engineer George Krivitzky

**WOAP**

**OWOSSO—1948—GOEBEL**

Frequency: 1080 Kc. Power: 250 Watts d.  
 Owned-Operated By Argus Press Co.  
 Address 2300 N. Shiawassee  
 Phone Number 980  
 Air Time Daytime  
 News Service AP  
 Transcription Service Standard  
 Representative Joseph Hershey McGillvra  
 President J. E. Campbell  
 General., Sta., Comm. Mgr. H. M. Wirth  
 Pgm., Prod., Pub. Dir. Merrill Walker  
 Musical Dir., Chief Engr. M. Carson  
 Farm Editor J. Kinovsky

**WMBN**

PETOSKEY—1946

MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. . . . . Midwestern Bcstg. Co.  
 Business-Studio Address . . . . . Petoskey  
 General Manager . . . . . Les Biederman

**WCAR**

PONTIAC—1939

Frequency: 1130 Kc. Power: 1000 Watts d.  
 Owned-Operated By. . . . . WCAR, Inc.  
 Address . . . . . 2146 S. Telegraph Rd.  
 Phone Number . . . . . Federal 3-7141  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . Standard  
 Representative . . . . . John E. Pearson  
 President, General Mgr. . . . . H. Y. Levinson

**WHL S**

PORT HURON—1938—MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By . . . . . Port Huron Bcstg. Co.  
 Business-Studio Address . . . . . 932 Military St.  
 Phone Number . . . . . 2-8536  
 Transmitter Location . . . . . 540 32nd St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, World  
 Representative . . . . . Hal Holman  
 Membership . . . . . NAB  
 Partners . . . . . Harmon L. & Herman L. Stevens  
 General Manager . . . . . Helen Nelson  
 Comm., Prom. Mgr. . . . . R. J. McIntosh  
 Program Director . . . . . Lyle Patterson  
 Chief Engineer . . . . . Leslie Conant

**WTTH**

PORT HURON—1947

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Operated By . . . . . Times Herald Co.  
 Business-Studio Address . . . . . 903 Sixth St.  
 Phone Number . . . . . 5171  
 Transmitter Location . . . . . 3800 Dove Rd.  
 Air Time . . . . . 6:30 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Capitol  
 Membership . . . . . NAB  
 President . . . . . Louis A. Weil  
 General Manager . . . . . G. Granger Weil  
 Commercial Manager . . . . . William Weil  
 Program Director . . . . . Alice Anderson  
 Prod. Dir., Chief Announcer . . . . . Phil Sanford  
 Chief Announcer . . . . . Robert Thaw  
 Chief Engineer . . . . . Marion Stoner

**WHAK**

ROGERS CITY—1949

Frequency: 960 Kc. Power: 1000 Watts d.  
 Owned-Operated By . . . . . Rogers City Bcstg. Co.  
 Address . . . . . Mollke Dr.  
 Phone Number . . . . . 175  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Lang-Worth  
 Pres., Gen. Mgr., Chief Engr., Harvey A. Klann  
 Commercial Manager . . . . . Nichols Mazzei  
 Program Director . . . . . H. E. Brega  
 Promotion Manager . . . . . A. Klann

**WEXL**

ROYAL OAK—1923

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By . . . . . Royal Oak Bcstg. Co.  
 Business Address . . . . . 212 W. Sixth St.  
 Phone Number . . . . . Jordan 4-6523-4  
 Studio Address . . . . . 212 W. Sixth St., Royal Oak;  
 Transmitter Location . . . . . 2201 Woodward Hts.  
 Blvd., Ferndale  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . Standard, Associated  
 Representative . . . . . Friedenber  
 Membership . . . . . NAB  
 President . . . . . George B. Hartrick  
 General Manager . . . . . Jacob B. Sparks  
 Sta. Comm. Sales Prom. Mgr. . . . . Calvert M. Hill  
 Pgm., Prod. Dir. . . . . Gordon A. Sparks  
 Chief Anncr., Musical Dir. . . . . John Harrison  
 Musical Director . . . . . John Harrison  
 Chief Engineer . . . . . Garnet G. Sparks

**WKNX**

SAGINAW—1947

Frequency: 1210 Kc. Power: 1000 Watts d.  
 Owned-Operated By . . . . . Lake Huron Bcstg. Co.  
 Bus. Studio-Transmitter Address . . . . . 221 S.  
 Washington Ave.  
 Phone Number . . . . . 3-4471-2-3  
 Transmitter Location . . . . . Farmer St.  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Hal Holman  
 Membership . . . . . NAB, BMB  
 General-Station Manager . . . . . O. J. Kelchner  
 Comm., Sales Prom. Mgr. . . . . W. J. Edwards  
 Publicity Dir. . . . . H. H. Wolfe  
 Pgm., Prod. Dir . . . . . Ernest T. Guy  
 Chief Announcer . . . . . Don Sherman  
 Musical Director . . . . . James Hughes  
 Chief Engineer . . . . . Max Thomas  
 Farm Editor . . . . . Don Andrews

**MICHIGAN**

**W S A M**

**SAGINAW—1940—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Saginaw Bcstg. Co.  
Business-Studio Address Radio Bldg.  
Phone Number 2-8161  
Transmitter Location 2000 Whittier St.  
Air Time Unlimited  
News Service AP  
Transcription Service Standard  
Representative Headley-Reed  
Membership NAB, BMB  
President, Gen. Mgr. Milton L. Greenebaum  
Assistant to General Mgr. Phil Wood  
Sales Manager Vincent Picard  
Production Director Rob Downey  
Engineering Director Meredith L. Koerner

Business-Studio Address 107 W. Portage Ave.  
Phone Number 3000  
Transmitter Location Hwy. No. 2, 5 Mi. S.  
of City  
Air Time 6:45 a.m.-M.  
News Service AP  
Transcription Service Lang-Worth, SESAC  
Membership NAB, BMB  
President, General Manager Stanley R. Pratt  
Sta., Comm. Mgr. Richard Y. Burnett  
Pgm. Dir., Farm Editor Ed Krieger  
Publicity Director Margaret Fountaine  
Musical Director Phil Ruskin  
Chief Engineer William F. Morris

**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.

**W T C M**

**TRAVERSE CITY—1941  
MBS-KBS-BUNYAN-WOLVERINE**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Midwestern Bcstg. Co.  
Business-Studio Address Paul Bunyan Bldg.  
Phone Number 2700  
General Mgr. Les Biederman

NOW THAT YOU CAN  
HAVE THE BEST, WHY  
BE SATISFIED WITH LESS

**AP**

# SILENT CAL STARTED THE NORTHWEST'S BIGGEST VOICE

In 1928 President Calvin Coolidge touched a golden key at the White House that put KSTP on the air. In December of 1928 KSTP joined N.B.C. and Northwestern listeners enjoyed the popular Ipana Troubadors, Sieberling Singers and Amos 'n Andy. KSTP maintained its own 25 piece orchestra, too.

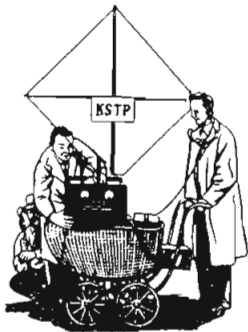


In these 22 years KSTP has come a long way, scoring many national and regional "firsts" in the development of broadcasting.

In 1930, KSTP designed the nation's first shortwave mobile unit. In 1932 KSTP offered its listeners the first complete election coverage, and in 1933 introduced the first motor mobile unit. KSTP was the first station in the country to create a special full-time news bureau for the sole purpose of gathering and disseminating news for radio . . . the first in the Northwest

to win a variety showmanship plaque.

Scores of innovations led to KSTP's entrance into the television picture in 1939. Operating commercially



AM ★ TV ★ FM

50,000 WATTS—CLEAR CHANNEL  
KEY STATION FOR THE NORTHWEST NETWORK

Represented Nationally by Edward Petry & Co.



since April, 1948, KSTP has proved again and again that its pioneering leads to market dominance.

In its new Radio City home, KSTP offers the most complete radio and television service in the entire area. Be it AM or TV—KSTP was, is and will be the best advertising buy in the important Minneapolis-St. Paul market.





# MINNESOTA

Estimated Population 2,977,000—Increase +6.6%—Radio Homes 830,000  
Radio Families 845,000—Stations in State 40

## KATE

ALBERT LEA—1937—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Albert Lea-Austin Bcstg. Co., Inc.  
Business-Studio Address: 332 S. Broadway  
Phone Number: 2338  
Transmitter Location: W. Seventh St.  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Capitol, SESAC  
Representative: John E. Pearson  
Membership: NAB  
President: Bennett O. Knudson  
General Manager: Anson Vann  
Assistant: Margaret D. Haley  
Chief Engineer: Robert Holt  
Farm Editor: Wayne King

## KXRA

ALEXANDER—1949

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Alexander Bcstg. Co.  
Address: Alexandria  
Phone Number: 1000  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Lang-Worth  
General Manager: R. C. Brown  
Commercial Manager: Everette Q. Walters  
Program Director: Kenneth Bechtel  
Chief Engineer: Gerald Lentz

## KAUS

AUSTIN—1948—MBS

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Oper. By: Cedar Valley Bcstg. Co., Inc.  
Business-Studio Address: 405A N. Main St.  
Phone Number: 8836  
Transmitter Location: 2½ Mi. S. of Austin  
Air Time: Unlimited  
News Service: AP  
Transcription Service: World  
Membership: NAB  
President: Harry Smith  
Gen., Sta. Mgr.: L. L. McCurnin  
Commercial Mgr.: Tom Steensland  
Sales Prom. Mgr.: Ken Soderberg  
Pgm., Pub. Dir.: Don Richardson  
Production Dir.: Ken Bryant  
Chief Announcer: Bob Abbott  
Musical Dir.: Harold Westby, Jr.  
Chief Engineer: Glen Klein

## KBUN

BEMIDJI—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Butler Bcstg. Co., Inc.  
Business-Studio Address: 419½ Bemtrami Ave.  
Phone Number: 1900  
Transmitter Location: Midway Dr.  
Air Time: 6:30 a.m.-11 p.m.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Walker  
Membership: NAB  
Pres., Gen., Sta. Mgr.: Edward W. Butler  
Pgm., Prod. Dir.: Gwenyth Butler  
Publicity Dir.: E. W. Butler  
Chief Anncr., Farm Editor: Don Brockman  
Chief Engineer: Merrill Jacobs

## KLIZ

BRAINER—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Brainerd Bcstg. Co.  
Business Address: 2700 E. Oak St.  
Phone Number: 4050  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Standard  
Representative: Walker  
Membership: NAB  
President, General Manager: E. T. O'Brien  
Program Director: Lucille Grosse  
Comm., Prom. Mgr.: Edward J. Wilder  
Chief Engineer: Arthur Vandersluis

## KBMW

BRECKENRIDGE—1948

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: The Interstate Bcstg. Corp.  
Business Address: 519 Dakota Ave., Wahpeton, N. D.  
Phone Number: 3381  
Transmitter Location: Breckenridge  
Air Time: 6 a.m.-M.  
News Service: UP  
Transcription Service: Standard  
Membership: NAB, BMB  
Pres., Chief Engineer: Kline E. Bower  
Gen., Sta., Comm. Mgr.: Herbert E. Nelson  
Pgm., Prod. Mgr.: George Kaufmann

## KROX

CROOKSTON—1948

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Operated By: Crookston Bcstg. Co.  
Business-Studio Address: Eagles Bldg.

**MINNESOTA**

Phone Number . . . . . 1049-50  
Transmitter Location . . . 1.5 Mi. N. of Crookston  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Donald Cook, Gene Grant  
President . . . . . D. A. McKenzie  
Station Manager . . . . . Garfield L. Fox  
Commercial Manager . . . . . Jerome A. Dahlberg  
Sales Prom. Mgr. . . . . Ralph Melbye  
Program Director . . . . . Edward J. Boh  
Production Director . . . . . Frederick Shrimpton  
Publicity Director . . . . . Audrey Brevik  
Chief Engineer . . . . . William J. Kiewel  
Farm Editor . . . . . Melvin Woell

**K D A L**

**DULUTH—1936—CBS**

Frequency: 610 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . Red River Bcstg. Co., Inc.  
Business-Studio Address . . . 218 Bradley Bldg.  
Phone Number . . . . . Melrose 2628  
Transmitter Location . . . Foot of 63rd Ave., W.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Avery-Knodel  
Membership . . . . . NAB, BMB  
President . . . . . Dalton Le Masurier  
Station-Comm. Mgr. . . . . Odin S. Ramsland  
Program Director . . . . . Dick Lawrence  
Publicity, Prom. Dir. . . . . Jeanne Hudson  
Chief Engineer . . . . . Robert A. Deltman

**W E B C**

**DULUTH—1924**

**NBC-NORTHWEST-ARROWHEAD**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . Head of the Lakes Bcstg. Co.  
Business-Studio Address . . . . . WEBC Bldg.  
Phone Number . . . . . Melrose 2873  
Transmitter Location . . . . . 3925 Tower Ave.,  
Superior, Wis.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Associated, SESAC  
Representative . . . . . George P. Hollingbery,  
Bulmer & Johnson  
Membership . . . . . BMB  
President . . . . . Morgan Murphy  
General Manager . . . . . W. C. Bridges  
Sta., Comm., Sales Prom. Mgr.  
Marlin E. Smythe  
Pgm., Pub. Dir. . . . . Jack McKenna  
Production Director . . . . . Rick Terry  
Musical Director . . . . . Gus Jackson  
Chief Engineer . . . . . Norman Gill  
Farm Editor . . . . . Earl Henton

**W R E X**

**DULUTH—1947—MBS**

Frequency: 1080 Kc. . . . . Power: 10,000 Watts d.;  
5000 Watts n.  
Owned-Oper. By . . . Lake Superior Bcstg. Co.  
Business-Studio Address . . . 213 E. Superior St.  
Phone Number . . . . . Radisson 2911  
Transmitter Location . . . . . McCuen St.  
Air Time . . . . . 6:30 a.m.-11:30 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Weed  
President . . . . . Thomas McCabe  
Gen., Sta., Comm. Mgr. . . . . Thomas R. King  
Chief Engineer . . . . . William Lounsberry

**W X L T**

**ELY—1947—KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Ely Bcstg. Co., Inc.  
Business-Studio-Transmitter Address . . . Ely  
Phone Number . . . . . 226  
Transmitter . . . . . 1.5 Mi. S. of Ely  
News Service . . . . . UP  
Transcription Service . . . . . SESAC, Cole  
Representative . . . . . Lawson  
Air Time . . . . . 7 a.m.-10 p.m.  
Gen., Sta., Sales Prom. Mgr. . . . . Don Mortwedt  
Commercial Mgr. . . . . Edward B. Nichols  
Program Dir. . . . . Marion Herrala  
Musical Dir. . . . . Ken Reckinger  
Chief Engineer . . . . . Darrel Gander

**W E V E**

**EVELETH—1947**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Ridson, Inc.  
Business Address . . . . . 921 Tower Ave.,  
Superior, Wis.  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Free & Peters  
President . . . . . Robert B. Ridder  
General Manager . . . . . Carl Bloomquist  
Commercial Manager . . . . . Elden Soberg  
Chief Engineer . . . . . J. Melvin Laskey

**K D H L**

**FARIBAULT—1948**

Frequency: 920 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . Herbert H. Lee, Palmer  
Dragsten, John E. Hyde  
Business-Studio Address . . . 213 Central Ave.  
Phone Number . . . . . 2312  
Transmitter Location . . . . . Hwy. 65  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Walker, Lawson

# MINNESOTA

General Mgr. . . . . Herbert H. Lee  
Commercial Mgr. . . . . Palmer Dragsten  
Program Dir. . . . . Jergen D. Nash  
Musical Director . . . . . Mera Ballis  
Chief Engineer . . . . . John E. Hyde

## KSUM

FAIRMONT—1949—MBC  
TALL CORN

Frequency: 1370 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Fairmont Bcstg. Co.  
Address . . . . . 103 S. North Ave.  
Phone Number . . . . . 1370  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Representative . . . . . Lawson  
President . . . . . Leo J. Seifert  
General Manager . . . . . Frank W. Endersbe  
Program Director . . . . . Everett R. Ohrt  
Chief Engineer . . . . . Walton W. Wilson

## 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 . . . . . Hwy. 3  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Representative . . . . . Walker  
Membership . . . . . NAB  
Executive Director . . . . . Harold L. Dell  
Sta., Comm. Mgr. . . . . Don L. Albertson  
Asst. Mgr. . . . . Frederic T. Dell  
Chief Engineer . . . . . Harold E. Allen  
Farm Editor . . . . . Lee Gunderson

## KBZY

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Itasca Bcstg. Co.  
Business-Studio Address . . . . . 207 N. 1st Ave. W.  
Phone Number . . . . . 198  
Transmitter Location . . . . . Grand Rapids  
Air Time . . . . . 6:30 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
General Manager . . . . . Robert D. Kennedy  
Chief Engineer . . . . . Ross A. Fessenmeyer

## WMFG

HIBBING—1935—NBC-ARROWHEAD  
NORTHWEST

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Head of the Lakes Bcstg. Co.  
Business-Studio Address . . . . . 5th & Howard

Phone Number . . . . . 1150  
Air Time . . . . . 6 a.m.-11:05 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Associated  
Representative . . . . . George P. Hollingsbery  
President . . . . . Morgan Murphy  
General Manager . . . . . W. C. Bridges  
Commercial Mgr. . . . . Oscar H. Peterson  
Pgm., Dir., Prom. Mgr. . . . . Ruth E. Coe  
Chief Engineer . . . . . Norman Gill

## KYSM

MANKATO—1938  
NBC-NORTHWEST

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . F. B. Clements & Co.  
Business-Studio Address . . . . . 101 N. Second St.  
Phone Number . . . . . 4673  
Transmitter . . . . . Belgrade Hill, N. Mankato  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Standard, Thesaurus  
Representative . . . . . John E. Pearson  
Membership . . . . . NAB, BMB  
Gen.-Station-Comm. Mgr. . . . . John F. Meagher  
Program Director . . . . . Bob Gardner  
Publicity Director . . . . . John Gallos  
Musical Director . . . . . Maurice Piché  
Chief Engineer . . . . . James Houts  
Farm Editor . . . . . Galen Kooser

## KMHL

MARSHALL—1946—MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Harry W. Linder  
Business-Studio Address . . . . . KMHL Bldg.  
Phone Number . . . . . 2282-3  
Transmitter Location . . . . . ½ Mi. E. of City,  
Hwy. 19  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Representative . . . . . John E. Pearson  
Membership . . . . . NAB, BMB  
Owner, Chief Engr. . . . . Harry W. Linder  
General Manager . . . . . Gilmore F. Frayseth  
Program Director . . . . . Homer L. Lane  
Chief Announcer . . . . . Bob Wagner

## 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 . . . . . Forjoe

**MINNESOTA**

Membership ..... NAB  
President ..... Henry Klages  
General Mgr. .... Lee L. Whiting  
Commercial Manager... Harold A. Winther  
Program Director. .... H. Irving Tingley  
Chief Announcer..... Wendell Husebo  
Musical Director. .... James Allen  
Chief Engineer ..... Harvey V. Headen

**WCCO**

**MINNEAPOLIS—1924—CBS**

Frequency: 830 Kc. .... Power: 50,000 Watts  
Owned-Oper. By.... Columbia Bcstg. System,  
Inc.  
Business-Studio Address... 625 Second Ave. S.  
Phone Number..... Main 1202  
Transmitter Location ..... Anoka  
Air Time ..... Unlimited  
News Service..... AP, UP  
Transcription Service ..... Lang-Worth  
Representative ..... Radio Sales  
Membership ..... NAB, BMB  
General Manager..... Eugene Wilkey  
Commercial Manager .... Alfred J. Harding  
Sales Prom. Mgr., Pub. Dir..... Tony Moe  
Program Director..... Gene Wilkey  
Production Director..... Sig Mickelson  
Musical Director..... Wallace Olson  
Chief Engineer..... J. J. Beloungy  
Farm Editor..... Larry Haeg

**WDGY**

**MINNEAPOLIS—1923**

Frequency: 1130 Kc. .... Power: 50,000 Watts d.;  
25,000 Watts n.  
Owned-Oper. By .... Twin Cities Bcstg. Corp.  
Business-Studio Address..... Hotel Nicollet  
Phone Number... Bridgeport 2271, Midway 6363  
Transmitter Location... 103rd & Lyndale Ave. S.  
Air Time ..... 6 a.m.-M.  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Avery-Knodel  
Membership ..... NAB, BMB  
President ..... James Stuart  
V.P., Station Manager..... Melvin Drake  
Commercial Manager..... Robert W. Owens  
Program Director..... B. Kendall Crane  
Program Director..... Bob Allen  
Musical Director..... Walter Rudd  
Chief Engineer..... Charles W. Winkler

**WLOL**

**MINNEAPOLIS—1940—MBS**

Frequency: 1330 Kc. .... Power: 5000 Watts  
Owned-Oper. By.... Independendnt Merchants  
Bcstg. Co.  
Business-Studio Address... 1730 Hennepin Ave.  
Phone Number... Atlantic 0406, Midway 4043  
Transmitter Location..... 1370 Davern, St. Paul

Air Time ..... Unlimited  
News Service ..... UP  
Representative ..... John Blair  
Chief Owner ..... Ralph L. Atlas  
Gen. Sta. Mgr. .... G. T. Hagman  
Commercial Manager..... Samuel N. Nemer  
Sales Prom., Pgm., Prod. Dir. Jack Swenson  
Musical Director..... Verne Rooney  
Studio Engineer ..... Gene Brautigam  
Transmitter Engineer..... Merle Bjork

**WPBC**

**MINNEAPOLIS—1949**

Frequency: 960 Kc. .... Power: 500 Watts d.  
Owned-Operated By.... Peoples Bcstg. Co.  
Address..... 1133 Stenson Blvd.  
Phone Number..... Granville 7236  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Pres., Gen. Mgr., Pgm. Dir.  
William V. Stewart  
Commercial Mgr. .... John W. Ware  
Production Director..... Thomas K. McCrum  
Chief Engineer..... Harry Vose

**WTCN**

**MINNEAPOLIS-ST. PAUL—1934  
ABC-DAIRYLAND**

Frequency: 1280 Kc. .... Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By.... Minnesola Bcstg. Corp.  
Business-Studio Address... Radio City, 50 S.  
Ninth St.  
Phone Number..... Lincoln 0552  
Transmitter Location..... 2235 N. Snelling  
Air Time..... 6 a.m.-M.  
News Service..... AP, UP  
Transcription Service.... Associated, Capitol  
Representative..... Free & Peters  
Membership..... NAB, BMB, FMA  
President..... William J. McNally  
Gen., Sta. Mgr..... F. Van Konynenberg  
Commercial Manager..... Robert N. Ekstrum  
Program Director..... Judy Bryson  
Production Director..... Max Karl  
Publicity Director..... C. J. Rian  
Chief Announcer..... Jack Bell  
Musical Director..... William Metchnek  
Chief Engineer..... John Sherman  
Farm Editor..... Robert Carlson

**KVOX**

**MOORHEAD—1937**

**MBS-GREAT NORTHERN**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By.... KVOX Bcstg. Co.  
Business-Studio Address... 818 Center Ave.  
Phone Number ..... 3-1523

# MINNESOTA

Transmitter Location...14th St. & 12th Ave. So.  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service.....Capitol, World  
Representative .....Walker, Lawson  
Membership .....NAB, BMB  
President .....Leo Johnson  
General-Station Manager.....M. M. Marget  
Commercial Manager.....E. J. McKellar  
Sales Prom. Mgr.....J. McKnight  
Pgm., Prod. Dir.....Sterling Kuhlmeiy  
Chief Announcer.....Dale Howard  
Chief Engineer.....Don Geiken

## KNUJ

NEW ULM—1949

Frequency: 860 Kc.....Power: 1000 Watts d.  
Owned-Oper. By..Brown County Journal, Inc.  
Address.....308½ N. Minn. St.  
Phone Number .....905  
Air Time .....Daytime  
News Service .....AP  
Transcription Service .....Lang-Worth  
President .....W. K. Mickelson  
General Manager.....E. M. Tobin  
Commercial Manager.....Warren Ascher  
Program Director.....Dennis Hayes  
Promotion Manager.....George Korenchen  
Chief Engineer.....Leon Brauhn

## KAAA

RED WING—1949

Frequency: 1250 Kc.....Power: 1000 Watts d.  
Owned-Operated By....Red Wing Bcstg. Co.  
Address .....Red Wing  
Phone Number .....1536  
Air Time .....Daytime  
News Service .....AP  
Transcription Service .....Associated  
Pres., Pgm. Dir., Chief Engr..Fred C. Clarke  
General Manager.....Maxine Jacobs  
Commercial Manager.....Charles E. Wright

## KLER

ROCHESTER—1948—ABC

Frequency: 970 Kc.....Power: 500 Watts d.;  
1000 Watts n.  
Owned-Operated By....Rochester Bcstg. Co.  
Business Address.....229 First Ave. S.W.  
Phone Number .....2-2757  
Transmitter Location.....Salem Road  
Air Time .....6 a.m.-M.  
News Service .....UP  
Transcription Service .....Standard Library  
Representative.....Adam J. Young  
Membership .....NAB, BMB  
President .....Alice P. Mayo  
Gen., Sales Prom. Mgr.....Walter T. Bruzek  
Commercial Manager.....Robert A. Fick  
Pgm., Prod. Dir.....Robert C. Bouchier

Musical Director.....Jack Frost  
Chief Engineer.....Boynton Hagaman  
Farm Editor.....Donald Mason

## KROC

ROCHESTER—1935  
NBC-NORTHWEST

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Southern Minnesota  
Bcstg. Co.  
Business-Studio Address.....100 1st Ave. Bldg.  
Phone Number .....3924  
Transmitter Location.....Cascade Township  
Air Time.....6 a.m.-M.  
News Service .....UP  
Transcription Service .....World  
Representative.....Bulmer & Johnson  
Membership .....NAB, BMB  
President.....Mrs. G. P. Gentling  
General, Comm. Mgr.....G. David Gentling  
Sta. Mgr., Pgm. Dir.....Cal Smith  
Sales Prom. Mgr.....Robert Wold  
Chief Announcer.....Joe Foss  
Publicity Director.....Jerry Brataas  
Musical Director.....Jerry Boyum  
Chief Engineer.....Bob Cross  
Farm Editor.....Ray Thompson

# MINNESOTA

## WHY IS AP THE BEST?

BECAUSE—**AP** members, the  
greatest body of news  
collectors in the world  
today, provide their  
news to their AP.

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Falls  
Secretary: Francis Robbins—KDHL, Fari-  
bault

# MINNESOTA

**K F A M**

ST. CLOUD—1938  
NBC-NORTHWEST

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Times Publishing Co.  
Business-Studio Address: Weber Bldg.  
Phone Number: 3330-1  
Transmitter: Wash. Memorial, Dr. & 16th St.  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Thesaurus, Lang-Worth  
Membership: NAB, BMB  
Pres., Gen., Sta. Mgr.: Frederick G. Schilplin  
Comm., Sales Prom. Mgr.: John F. Green  
Prog.-Pub. Dir.: Avis Russell  
Prod. Dir., Chief Anncr.: Gene SorFlaten  
Chief Engineer: Robert Witschen  
Farm Editor: Cliff Sakry

**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: Radio Reps  
Membership: NAB  
V.P., Gen., Sta. Mgr.: Frank M. Devaney  
Pgm. Dir., Chief Anncr.: Norman Page  
Publicity Director: Richard Stevens  
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.,  
3415 University Ave. S.E., St. Paul-Minne-  
apolis  
Phone Number: Prior 2717  
Trans.: County Rd. C. & Hway. 61, St. Paul  
Air Time: Unlimited  
News Service: AP, UP, Radio News Assn.  
Transcription Service: Thesaurus, World,  
Lang-Worth  
Representative: Edward Petry  
Membership: NAB  
President, Gen. Mgr.: Stanley E. Hubbard  
V.P. chg. Sales: Miller C. Robertson  
Exec. V.P., Treas.: K. M. Hance  
Production Supvr.: C. Brooks Henderson  
Promotion-Publicity Director: Joe Cook  
News Director: Walt Maschick  
Technical Supervisor: John McMahon  
(See Page 484)

**W S H B**

STILLWATER—1949

Frequency: 1220 Kc. Power: 250 Watts  
Owned-Operated By: St. Croix Bcstg. Co.  
Address: 126 S. Main St.  
Phone Number: 46  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Bulmer & Johnson  
General Manager: William F. Johns, Jr.  
Station Manager: Victor Tedesco  
Commercial Manager: John Lohmer

**K T R F**

THIEF RIVER FALLS—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Henry K. Arneson  
Business Address: Box 69  
Phone Number: 13-14  
Studio-Transmitter Address: 1313 N. Main  
Air Time: 6:30 a.m.-11 p.m.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Bulmer & Johnson  
Membership: NAB, BMB  
President: H. K. Arneson  
General Manager: D. L. Norton  
Sales Prom. Mgr.: Glenn Simpson  
Publicity Director: Kay Barxøn  
Musical Director: James E. Arneson  
Chief Engineer: H. J. Bothman

**W H L B**

VIRGINIA—1936—NBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Head of the Lakes Bcstg.  
Address: Virginia  
Phone Number: Virginia 2000  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Associated, SESAC  
Representative: George P. Hollingbery  
Membership: NAB, BMB  
President: Morgan Murphy  
General Manager: Walter Bridges  
Sta.-Comm.-Sales Prom. Mgr.: A. F. Nelson  
Pgm., Pub. Dir.: Alys Mae McBride  
Chief Engineer: Norman Gill  
Farm Editor: August Neubauer

**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  
Transmitter Location: 4 Mi. S. City  
Air Time: Unlimited

**MINNESOTA-MISSISSIPPI**

News Service ..... UP  
 Representatives ..... Bulmer & Johnson  
 Membership ..... NAB  
 President ..... C. V. Phillips  
 Comm., Sales Prom. Mgr. .... Carl E. Holt  
 Gen., Sta. Mgr. .... H. G. Alexander  
 Pgm., Prod., Pub. Dir. .... James Buchan  
 Chief Engineer ..... Ralph T. Doggett

**K W L M**

**WILLMAR—1940—ABC-DAIRYLAND**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Lakeland Bcstg. Co.  
 Business-Studio Address ..... 307 W. 6th St.  
 Phone Number ..... 1340  
 Transmitter Location ..... Foot Lake  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Cole  
 Representative ..... John E. Pearson  
 Membership ..... NAB  
 President, Gen. Mgr. .... H. W. Linder  
 Sales Prom. Mgr., Pub. Dir. .... Willard Linder  
 Comm. Mgr., Prog. Dir. .... Jack Lynch  
 Publicity Director ..... Don Linder  
 Chief Announcer ..... Joe Marlinton

**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 ..... Tower Bluff  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... John E. Pearson  
 Membership ..... NAB, BMB, FMA  
 President ..... M. H. White  
 General-Commercial Manager ..... Ken Marsh  
 Publicity Director ..... Ethel Holte  
 Chief Announcer ..... Charles Williams  
 Chief Engineer ..... Stanley Johnson

**K W O A**

**WORTHINGTON—1947**

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By . Worthington Bcstg. Co., Inc.  
 Bus.-Studio Address ... Thompson Hotel Bldg.  
 Phone Number ..... 2-7310-1  
 Transmitter Location ..... 4 Mi. W. of City  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Bulmer & Johnson  
 Membership ..... NAB  
 President ..... R. W. Olson  
 Gen., Sta. Mgr. .... R. E. Shepard  
 Sales Prom. Mgr. .... George Lasley  
 Pgm. Dir., Chief Anncr. .... Roger Russell  
 Musical Dir. .... Phyllis Habeck  
 Chief Engineer ..... Clinton W. Knapp  
 Farm Editor ..... Mervin Gardner

**MISSISSIPPI**

*Estimated Population 2,130,000—Increase —2.5%—Radio Homes 478,000  
 Radio Families 581,000—Stations in State 38*

**W L O X**

**BILOXI—GULFPORT—1949—MBS  
 MISS.**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WLOX Bcstg. Co.  
 Bus.-Studio-Transmitter Address ... Buena Vista  
 Hotel  
 Phone Number ..... 5581-2  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... William G. Rambeau  
 Membership ..... NAB  
 President ..... James S. Love, Jr.  
 Gen.-Station Mgr., Pub. Dir. .... Gene Tibbett  
 Commercial Manager ..... Blue Majure  
 Program Director ..... Doug Gabrielson  
 Musical Director ..... Gwenn Gollotte  
 Production Director ..... Ken Carleton  
 Chief Engineer ..... T. B. Majure  
 Chief Anncr., Farm Editor ... Jerry Thompson

**W J M B**

**BROOKHAVEN—1948**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ... Brookhaven Bcstg. Co.  
 Address ..... West Chicasaw St.  
 Phone Number ..... 1298  
 News Service ..... AP  
 Transcription Service ... World, Lang-Worth  
 Representative ..... Continental  
 Pres., Prom. Mgr. .... Tullius Brady  
 Pgm. Dir., Comm. Mgr. .... Chuck Allen  
 Chief Engineer ..... Tom Pharris

**W R O X**

**CLARKSDALE—1943  
 MID-SOUTH-KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... The Imes Estate  
 Address ..... Delta Ave.  
 Phone Number ..... 1566-7

# MISSISSIPPI

Air Time ..... Unlimited  
News Service ..... AP  
Representative ..... Sears & Ayer  
Membership ..... NAB  
President ..... Birney Imes, Jr.  
General Manager ..... Bob McRaney  
Station Manager ..... P. B. Hinman  
Chief Engineer ..... C. D. Graves

## WCLD

CLEVELAND—1949

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Cleveland Bcstg. Co.  
Address ..... Cleveland  
Phone Number ..... 990  
Air Time ..... Unlimited  
Pres., Gen. Mgr. .... Cy Bahakel  
Chief Engineer ..... Gene Soduth

## WCJU

COLUMBIA—1946—MBS-KBS

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned By ..... WCJU, Inc.  
Operated By ..... Lester Williams  
Business Address ..... WCJU, Columbia  
Phone Number ..... 755-6  
Studio Address ..... So. Main St.  
Transmitter Location ..... Hwy. 24, S.  
News Service ..... AP  
Transcription Service ..... World, Keystone  
Owner, Gen. Mgr. .... Lester Williams  
Asst. Mgr., Prog. Dir. .... Charles E. Newman, Jr.  
Chief Announcer ..... Bill Barrett  
Chief Engineer ..... Ray Tolar  
Farm Editor ..... Paul Dantin

## WCBI

COLUMBUS—1940

MBS—KBS-MID SOUTH-LBS

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Birney Imes, Jr.  
Business-Studio Address ..... Gilmer Hotel  
Phone Number ..... 1313  
Transmitter Location ..... River Hill  
Air Time ..... Unlimited  
News Service ..... AP  
Representative ..... Sears & Ayer  
Membership ..... NAB  
President ..... Birney Imes, Jr.  
Gen., Sales Prom. Mgr. .... Bob McRaney  
Station-Comm. Mgr. .... James Eatherton  
Chief Announcer ..... Dick Crago  
Chief Engineer ..... Thomas McFerrin  
Farm Editor ..... Chuck Delaney

## WCMA

CORINTH—1946—MBS-DIXIE-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 ..... NAB, BMB  
President ..... Dr. Frank M. Davis  
General Manager ..... Aaron B. Robinson  
Sta., Sales Prom. Mgr. .... John E. Bell  
Pgm., Prod. Dir. .... William T. McLain  
Commercial Manager ..... Joe P. Van Dyke  
Chief Announcer ..... Almos S. Young  
Pub., Musical Dir. .... George S. Irving  
Chief Engineer ..... William M. Essary  
Farm Editor ..... Thomas J. Williams

## WGVM

GREENVILLE—1948

Frequency: 1260 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... David M. Segal  
Bus.-Studio Address ..... 316 Washington Ave.  
Phone Number ..... 2910  
Transmitter Location ..... Old Leland Road  
Air Time ..... Daylight  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
General Manager ..... David M. Segal  
Station Manager ..... Howard E. Gurney  
Commercial Manager ..... John B. Carter  
Program Director ..... Louis A. Kurtz  
Chief Engineer ..... Welton H. Jetton

## WJPR

GREENVILLE—1939—MBS-KBS  
MISS.

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Radio Services Co., WJPR  
Business-Studio Address ..... 107 So. Poplar St.  
Phone Number ..... 2434-5  
Transmitter Location, End of Pollackover Levee  
Air Time ..... 6 a.m.-11 p.m.  
News Service ..... AP  
Transcription Service ..... Associated, Capitol,  
World  
Representative ..... Sears & Ayer  
Membership ..... NAB  
General-Station Manager ..... Emmet H. McMurry  
Commercial Manager ..... Frank W. Baldwin  
Sales Prom. Mgr., Prod., Pub. Dir. .... Pat Avery  
Program Director ..... Eddie Guss  
Chief Announcer ..... Paul Artman  
Musical Director ..... Barbee Ashley  
Chief Engineer ..... Percy Kuhn  
Farm Editor ..... Thomas Golding

## WGRM

GREENWOOD—1938—NBC-KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
Operated By ..... P. K. Ewing



# MISSISSIPPI

Phone Number ..... 1900  
Studio-Transmitter Location..... Walnut St.  
Air Time..... 6 a.m.-11 p.m.  
News Service ..... AP  
Transcription Service ..... Capitol  
President..... P. K. Ewing, Sr.  
General-Station Manager..... F. C. Ewing  
Commercial Manager..... Van Power  
Production Director..... Grace Harris  
Chief Announcer..... W. T. Shanks  
Chief Engineer..... Louis Pierce

## WNAG

GRENADA—1948—MBS-KBS  
LBS—MID-SOUTH

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Operated By..... Birney Imes, Jr.  
Address..... Barwin Hotel  
Phone Number..... 740  
Air Time..... Unlimited  
Representative..... Sears & Ayer  
President..... Birney Imes, Jr.  
General Manager..... Bob McRaney  
Sta., Comm. Mgr..... Monroe Looney  
Program Director..... Don Moore  
Chief Engineer..... Louis Pierce

## WGCM

GULFPORT—1929—ABC-KBS-LBS

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Operated By..... WGCM Bcstg. Co.  
Bus.-Studio Address..... Hewes-Martin Bldg.  
Phone Number..... 1110  
Transmitter Location..... Arlington Heights  
Air Time..... 5:55 a.m.-M.  
News Service ..... AP  
Transcription Service ..... World  
Representative..... Sears & Ayer  
Membership..... NAB  
Prod. Mgr., Pgm. Dir..... C. E. Vann  
Sales Prom.-Prod. Mgr., Prog. Dir.... C. E. Vann  
Publicity Director..... Marc Leon  
Chief Engineer..... Donovan Murphy

## WFOR

HATTIESBURG—1926  
NBC-REBEL-KBS

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Operated By..... Forrest Bcstg. Co.  
Business-Studio Address..... 302 Hemphill St.  
Phone Number..... 1866-7  
Transmitter Location..... Cor. 25th Ave. &  
W. 7th St.  
Air Time..... Unlimited  
News Service ..... UP  
Transcription Service..... World, Capitol  
Representative..... George P. Hollingsbery  
Membership..... NAB  
President, General-Station Mgr.... C. J. Wright  
Chief Engineer..... B. B. McLemore

## WHSY

HATTIESBURG—1948—ABC-LBS

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By..... Hub City Bcstg. Co.  
Address..... U. S. Hwy. 11 N., P. O. Box 1008  
Phone Number..... 3180-1  
Air Time..... 5 a.m.-M.  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Membership..... NAB  
Pres., Gen. Sta. Mgr..... Charles W. Holt  
Sales Prom. Mgr. Pub. Dir..... Thomas N. Kern  
Production Director..... Connie Holt  
Chief Announcer..... Art Reynolds  
Chief Engineer..... Dennis Connell  
Farm Editor..... Art Reynolds

## 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

## MISSISSIPPI

WHY IS AP  
THE BEST?

BECAUSE—**AP** members decide  
what AP shall be. Their  
decision has made AP  
unequalled in covering  
the news of the world  
... RAPIDLY, TRUTH-  
FULLY, ACCURATE-  
LY.

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Continuing Study Committee Chairman:  
Gene Gratz—WELQ, Tupelo

## MISSISSIPPI

# MISSISSIPPI

Transcription Service...Thesaurus, MacGregor,  
Lang-Worth, Cole, Capitol, World  
Representative.....George P. Hollingbery  
Membership.....NAB, BMB  
General Manager.....Wiley P. Harris  
Commercial Manager.....Frank Gentry  
Program Director.....Howard Langfitt  
Chief Engineer.....Percy G. Root

## 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.-12:10 a.m.  
News Service.....AP  
Transcription Service.....Standard  
President, General Manager...Withers Gavin

## WJXN

JACKSON—1945—LBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Andalusia Bcstg. Co.  
Business-Studio Address...Deposit Guaranty  
Bank Bldg.  
Phone Number.....2-6673  
Transmitter Location.....Fair Grounds  
Gen., Comm. Mgr.....James T. Ownby  
Sales Prom. Mgr.....Hy Davis  
Program Director.....Jack Edwards  
Chief Announcer.....Mike O'Reilly  
Musical Director.....Faye Guice  
Chief Engineer.....Thomas Patterson

## WRBC

JACKSON—1947—MBS

Frequency: 620 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By...Rebel Bcstg. Co., Inc.  
Business-Studio Address.....P. O. Box 986,  
125 So. Lamar  
Phone Number.....5-1562  
Transmitter Location.....3 Mi. NE City  
Air Time.....5:30 a.m.-M.  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Branham  
Membership.....NAB, BMB  
President.....T. E. Wright  
Gen., Comm. Mgr.....J. W. Carlier  
Prog. Dir., Farm Editor.....Forrest Cox  
Production Director.....Les Birchfield  
Chief Engineer.....G. G. Benson

## WSLI

JACKSON—1938—ABC

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Oper. By...Standard Life Bcstg. Co., Inc.

Business Address.....P. O. Box 1847  
Phone Number.....3-2788  
Studio Address.....Robert E. Lee Hotel  
Transmitter Location.....Hwy. 51 N.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....Weed  
Membership.....NAB, BMB  
President.....W. R. Newman  
General-Station Manager.....L. M. Sepaugh  
Commercial Manager.....F. E. Wilkerson, Jr.  
Sales Promotion Manager.....B. M. Files  
Program Director.....B. K. Smith  
Production Director.....Jerry Keith  
Publicity Director.....M. B. Wray  
Chief Announcer.....Bill Lohmeier  
Musical Director.....Roger Noble  
Chief Engineer.....C. A. Perkins  
Farm Editor.....Jim Neal

## WKOZ

KOSCIUSKO—1947—LBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By...Kosciusko Bcstg. Co.  
Business Address.....P. O. Box 392  
Phone Number.....782  
Studio Address.....Jefferson St.  
Transmitter Location.....Golf Course Rd.  
Air Time.....5:45 a.m.-10 p.m.  
News Service.....AP  
Transcription Service.....World  
Membership.....NAB  
General Manager.....Cy. N. Bahakel  
Station Manager.....Melvin C. Lee  
Program Director.....Erlene Leach  
Chief Engineer.....George C. Ray

## WAML

LAUREL—1932—NBC-REBEL-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By...New Laurel Radio Station,  
Inc.  
Business-Studio Address...535½ Central Ave.  
Phone Number.....5601, 5737  
Transmitter Location.....Washington Rd.  
Air Time.....5:45 a.m.-11:05 p.m.  
News Service.....AP  
Transcription Service.....Capitol  
Representative.....George P. Hollingbery  
Membership.....NAB  
General-Station Manager...Granville Walters  
Commercial Manager.....M. M. Caver  
Pgm., Pub. Director.....Stanley Walters  
Prod. Dir., Farm Editor.....Chuck Harrison  
Chief Announcer, Musical Dir.....Ed Breland  
Chief Engineer.....Clyne Graves

# MISSISSIPPI

## WLAU

LAUREL—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Southland Bcstg. Co.  
Bus.-Studio Address 437½ N. Magnolia St.  
Phone Number 7227-8  
Transmitter Location Meridian Ave.  
Air Time 5:45 a.m.-11 p.m.  
News Service UP  
Membership NAB  
Pres., Comm. Mgr. C. H. Leggett  
Gen., Sta. Mgr. Jimmie Wilson  
Sales Prom. Mgr. Teck Jones  
Pgm. Dir., Chief Anncr. David Kane  
Production Director Dean Matteson  
Publicity Director Dorothy Hearn  
Chief Engineer Ed Pierce

## WMBC

MACON—1946—MISS.

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Mississippi Bcstg. Co., Inc.  
Business-Studio Address Thomas Jefferson  
Hotel  
Phone Number 310  
Transmitter Location Old Starkville Rd. near  
city limits  
Air Time 6 a.m.-M.  
News Service AP  
President, General Manager Withers Gavin

## WAPF

McCOMB—1948—KBS-MISS.

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Oper. By Southwestern Bcstg. Co. of  
Mississippi  
Business-Studio Address Saphie Bldg.,  
Box 604  
Phone Number 1884, 1829  
Transmitter Location 2 MI. S.W. of city  
Air Time Sunrise-sunset  
News Service UP  
Transcription Service Lang-Worth  
Membership NAB  
Pres., Gen. Mgr. Louis Alford  
Commercial Manager Mac Smith  
Sales Prom. Mgr. Bill Tyler  
Pgm., Publicity Dir. Paul Simpkins  
Chief Announcer Carl Austin  
Musical Director Mrs. Elsie Barron  
Chief Engineer Phil Brady  
Farm Editor Aubrey Felter

## WSKB

McCOMB—1937—MISS.

Frequency: 1250 Kc. Power: 5000 Watts d.;  
500 Watts n.  
Owned-Operated By McComb Bcstg. Corp.  
Address P. O. Box 111

Phone Number 37  
News Service AP  
Transcription Service Associated, Capitol  
Representative Friedenberg  
Pres., Gen., Comm. Mgr. George Blumenstock  
Program Director Julia Blumenstock  
Promotion Manager Al Baxter  
Chief Engineer Robert Louis Sanders

## WCOC

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By Mississippi Bcstg. Co., Inc.  
Business-Studio Address Threefoot Bldg.  
Phone Number 7714  
Transmitter Location Hwy. 45 N.  
Air Time 6 a.m.-12:10 a.m.  
News Service UP  
Transcription Service Standard  
President, General Manager Withers Gavin  
Program Director Mrs. Withers Gavin

## WMOX

MERIDIAN—1946  
MBS-KBS-MIDSOUTH

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Birney Imes, Jr.  
Business-Studio Address WMOX Bldg.  
Phone Number 2-0171  
Transmitter Location 31st Ave. S.  
Air Time 5:30 a.m.-M.  
News Service AP  
Transcription Service Keystone  
Representative Sears & Ayer  
Membership NAB  
Owner Birney Imes, Jr.  
General Manager Bob McRaney  
Station Manager Paul Mowery  
Commercial Manager Joe Carson  
Program Director Dave Bringham  
Chief Engineer Al Betmarik

## WTOK

MERIDIAN—1946—ABC-REBEL

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Meridian Bcstg. Co.  
Bus.-Studio Add. Citizens Natl. Bank Bldg.  
Phone Number 3-1441  
Transmitter Location 3rd Ave. & 20th St.  
Air Time 6 a.m.-11:05 p.m.  
News Service INS  
Transcription Service Lang-Worth  
Representative Headley-Reed  
Membership NAB  
Pres., General-Station Mgr. Robert F. Wright  
Comm.-Sales Prom. Mgr. William B. Crooks  
Pgm. Dir., Chief Anncr. Cecil Germany  
Chief Engineer Joe H. Saxon

**WMIS**

**NATCHEZ—1941—NBC-KBS-LA.  
LIBERTY-MISS.**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Natchez Bcstg. Co.  
 Business-Studio Address.....615 Main St.  
 Phone Number.....2800-1  
 Transmitter Location.....Hwy. 61 N.  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Membership.....NAB  
 President.....P. K. Ewing  
 Gen.-Prom. Mgr.....P. K. Ewing, Jr.  
 Commercial Mgr.....Paul Schilling  
 Program Dir.....Wilma Nichols  
 Chief Engineer.....George W. Wilson

**WNAT**

**NATCHEZ—1949**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Old South Bcstg. Co.  
 Business Address.....Shields Lane  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Standard  
 Partners.....H. J. Jennings, M. T. Seale  
 General Manager.....H. J. Jennings  
 Chief Engineer.....Gale Hunt

**WHOC**

**PHILADELPHIA—1948—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....William Howard Cole  
 Address.....Hways. 15 & 16 S.  
 Phone Number.....740  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NAB  
 Owner, Manager.....William Howard Cole  
 Pub., Musical Dir.....S. J. Parks  
 Prog. Dir., Chief Announcer.....Jim Sparks  
 Chief Engineer.....F. H. Frantz

**WRJW**

**PACAYUNE—1949**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Moseley Bros.  
 Business Address.....Ritz Theater  
 Phone Number.....510  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Continental  
 Chief Owners.....W. L. & R. E. Moseley  
 Manager.....Felix Adams, Jr.  
 General Manager.....W. L. Moseley  
 Chief Engineer.....Charles Tucker

**WSSO**

**STARKVILLE—1948**

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  
 Gen., Comm. Mgr.....Joe Phillips  
 Program Director.....Eva Deen  
 Chief Engineer.....Travis Palmer

**WELO**

**TUPELO—1944  
MBS-KBS-MID SOUTH**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Tupelo Bcstg. Co.  
 Business-Studio Address.....So. Spring St.  
 Phone Number.....1400-1  
 Transmitter Location.....Hwy. 45 So.  
 Air Time.....5:43 a.m.-11 p.m.  
 News Service.....AP  
 Representative.....Sears & Ayer  
 Membership.....NAB  
 Owner.....Birney Imes, Jr.  
 Columbus, Miss.  
 General Manager.....Bob McRaney  
 Columbus, Miss.

Station Manager.....Bob Evans  
 Comm.-Sales Prom. Manager.....Reeves Whirley  
 Prog.-Prod.-Pub. Director.....Gene Gratz  
 Chief Engineer.....LeRoy Green

**WQBC**

**VICKSBURG—1931—MBS-KBS**

Frequency: 1420 Kc. Power: 1000 Watts d.:  
 500 Watts n.  
 Owned-Operated By.....Delta Bcstg. Co., Inc.  
 Business-Studio Address.....Hotel Vicksburg  
 Phone Number.....312  
 Transmitter Location.....2½ Mi. E. of City  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Sears & Ayer  
 Membership.....NAB, BMB  
 President.....L. P. Cashman  
 General-Station Mgr.....Mary-Van Cashman  
 Commercial Manager.....L. L. Miller  
 Program Director.....Charlotte Kahn  
 Chief Engineer.....C. E. Drake

**WVIM**

**VICKSBURG—1947—LIBERTY**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Radio Miss., Inc.  
 Bus.-Studio Add.....708 Clay St., Carroll Hotel  
 Phone Number.....1920-1  
 Transmitter Location.....Thompson & Floyd Sts.

**MISSISSIPPI - MISSOURI**

Air Time.....5:55 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 President.....James T. Ownby  
 Gen., Sta., Comm. Mgr.....H. T. Duke  
 Sls. Prom. Mgr., Pgm. Dir...Genevieve Johnson  
 Chief Announcer.....Cecil Goodreau  
 Chief Engineer.....Thomas Wilson

**W R O B**  
**WEST POINT—1947**  
**MBS-MID SOUTH-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bob McRaney, Sr.  
 Bus.-Studio-Transmitter Address...Forrest St.  
 Phone Number.....807  
 Air Time.....6 a.m.-11 p.m.  
 Representative.....Sears & Ayer  
 President, General Mgr.....Bob McRaney, Sr.

Sta., Comm. Mgr.....Ed McRaney  
 Pgm. Dir., Chief Engr.....John E. King, Jr.  
 Prod.-Musical Dir.....Hugh W. Shankle

**W A Z F**

**YAZOO CITY—1947—MISS.**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....WAZF, Inc.  
 Business-Studio Address.....321 S. Main St.  
 Phone Number.....1300  
 Transmitter Location.....State Hwy., 49 E.  
 Air Time.....6 a.m.-10 p.m.  
 News Service.....AP  
 Membership.....NAB  
 Transcription Service.....World  
 Pres., Gen. Mgr.....Guy Corley  
 Sta., Comm. Mgr., Prod. Dir.....Jack Allyn  
 Chief Announcer.....Fred Rand  
 Chief Engineer.....D. A. Flinspach

**MISSOURI**

*Estimated Population 3,935,000—Increase +4.0%—Radio Homes 1,168,000*  
*Radio Families 1,218,000—Stations in State 43*

**K F V S**

**CAPE GIRARDEAU—1925—MBS**

Frequency: 960 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By.....Hirsch Bcstg. Co.  
 Business-Studio Address.....324 Broadway  
 Phone Number.....2104-5  
 Transmitter Location.....E. Cape Girardeau  
 Air Time.....Unlimited  
 News Service.....UP  
 Membership.....NAB, BMB  
 President, General Manager...Oscar C. Hirsch  
 Sta., Comm. Mgr.....Ralph L. Hirsch

**K D M O**

**CARTHAGE—1947—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Carthage Bcstg. Co.  
 Address.....1201 E. Chestnut  
 Phone Number.....2648, 2623  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Capitol, Keystone  
 Membership.....NAB  
 Station Manager.....L. C. McKenney  
 Gen., Sta. Mgr.....J. C. McKenney  
 Commercial Manager.....J. J. Daly  
 Sales Promotion Manager.....Phil Hannum  
 Program Director.....Lee Crocker  
 Publicity Director.....Bob Young  
 Chief Engineer.....Jack Langford  
 Farm Editor.....L. C. McKenney

**K F R U**

**COLUMBIA—1925—ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KFRU, Inc.  
 Business Address.....13 S. 8th St.  
 Phone Number.....4141  
 Studio-Transmitter Location...Stephens College  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....John Blair  
 Membership.....NAB, BMB  
 President.....H. J. Waters, Jr.  
 Gen., Sta. Mgr.....Mahlon R. Aldridge, Jr.  
 Comm., Sales Prom. Mgr.....F. J. LeGrand  
 Program Director.....Harold Douglas  
 Chief Engineer.....Robert Haigh

**K R E I**

**FARMINGTON—1947—KBS**

Frequency: 1350 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Cecil W. Roberts  
 Business Address.....Box 270  
 Phone Number.....710  
 Studio-Transmitter...Burks Rd. & Webster St.  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Owner.....Cecil W. Roberts  
 Station Manager.....Mrs. Mary Burton  
 Sales Manager.....Howard G. Rion  
 Chief Engineer.....Kermit Barker

# Complete Coverage of Kansas City's TRADE AREA...

# by The **KMBC-KFRM** Team!

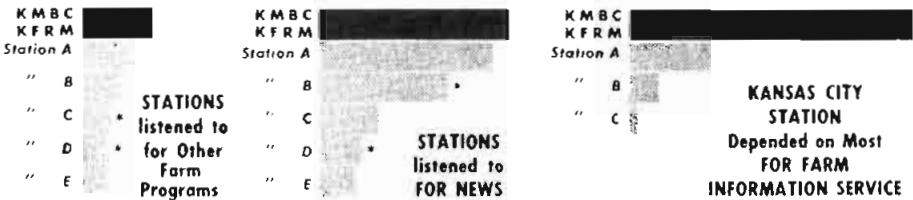
Even with 500,000 watts power, KMBC could not cover the vast Kansas City Primary Trade area, but KMBC at Kansas City, teamed with KFRM in North Central Kansas, can do the job!

Since KFRM went on the air December 7, 1947, hundreds of thousands of rural and small town dwellers comprise the population of the Western portion of Kansas City's huge trade territory, and have learned to depend on The KMBC-KFRM Team as their only source of vital information and cultural and entertainment programs direct from their trade capital

The 1949 Kansas City Primary Trade Area Radio survey, made at the Missouri and Kansas State Fairs, and at the American Royal in Kansas City, includes a total of 2,122 interviews from The Team area (duplication eliminated), with 1,548 responses from persons living on farms, and 574 from those living in towns

All mentions from each of the 163 counties within The Team's half-millivolt contours, including 37 in Missouri, 103 in Kansas, and 23 in adjoining states, were weighted to give each county its true relative importance according to the number of its radio families.

How The KMBC-KFRM Team ranked with other leading stations in this independent survey is graphically illustrated below:



\* Other Kansas City Stations

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Primary Trade area, and provides radio coverage to over Four Million potential listeners. Latest population figures reveal 1,159,740 radio families living

within The Team's half-millivolt contours. Smart advertisers know the great potential sales in this rich agricultural Heart of America! Providing them most effective coverage and top listener loyalty, the most economical and the best buy, is The KMBC-KFRM Team!



# The **KMBC-KFRM** Team

Pickwick Hotel, Kansas City 6, Missouri

MISSOURI

K F M O

FLAT RIVER—1947  
GRIESE DIECK

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  
Membership...NAB  
President, General Manager...Oscar C. Hirsch  
Station-Comm. Mgr...James F. Collins  
Program-Production Dir...Virginia Collins  
Chief Announcer...Earl Whitener

K H M O

HANNIBAL—1941—MBS

Frequency: 1070 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By...Courier-Post Publishing Co.  
Business-Studio Address...102-A S. Main St.  
Phone Number...3450  
Transmitter Address...6 Mi. S. of Hannibal  
on Old New London Dirt Rd.  
Air Time...Unlimited  
News Service...AP  
Transcription Service...Lang-Worth  
Representative...John E. Pearson  
Membership...NAB, BMB  
Sec.-Treas...E. L. Sparks  
Gen.-Sta.-Sales Prom. Mgr...Wayne W. Cribb  
Pgm., Prod., Pub. Dir...Gene Hoenes  
Musical Librarian...Harold Hohner  
Chief Engineer...Ben Parrish  
Farm Editor...George Allen, Jr.

K I M O

INDEPENDENCE—1947

Frequency: 1510 Kc. Power: 1000 Watts d.  
Owned-Oper. By...The Blue Valley Co.  
Business-Studio Address...310 N. Osage  
Phone Number...CL. 9810  
Transmitter Location...28th & Northern Blvd.  
Air Time...Sunrise-sunset  
News Service...AP  
Transcription Service...Capitol  
Representative...Cooke  
Membership...NAB  
General Manager...Craig Siegfried  
Program Director...John Waddell  
Business Manager...F. E. Fowler  
Chief Engineer...Eldon Ryan

K W O S

JEFFERSON CITY—1937  
MBS-GRIESE DIECK

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By...Capital Bcstg. Co.

Business-Studio Address...210-212 Monroe St.  
Phone Number...4000  
Transmitter Location...St. Mary's Blvd.  
Air Time...Unlimited  
News Service...AP  
Transcription Service...Lang-Worth  
Representative...Sears & Ayer  
Membership...BMB  
President...R. C. Goshorn  
Gen., Sta. Mgr...Catherine Roer  
Chief Engineer...Leroy S. Hackmann

K F S B

JOPLIN—1948

Frequency: 1310 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By...Four States Bcsters, Inc.  
Business-Studio Address...1027 Main  
Phone Number...1310  
Transmitter Location...N.W. of Joplin  
Air Time...6 a.m.-11 p.m.  
News Service...UP  
Transcription Service...Lang-Worth, Standard  
Representative...Walker  
Membership...BMB  
President...Harry Easley  
General Manager...W. H. Clark  
Program Director...Ed Johnson  
Chief Engineer...Ralph Meador

K S W M

JOPLIN—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By...Air Time, Inc.  
Address...1928 W. 13 St.  
Phone Number...7260  
Air Time...6 a.m.-M.  
News Service...UP  
Transcription Service...World  
Representative...William G. Rambeau  
Membership...NAB  
Pres., Gen.-Sta. Mgr...Austin A. Harrison  
Comm., Sales Prom. Mgr...Roy V. Whisnand  
Pgm., Prod. Dir...Noel E. Ball  
Chief Announcer...Claude Evans  
Chief Engineer...Austin A. Harrison  
Farm Editor...John Whitt

W M B H

JOPLIN—1926—MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By...Joplin Bcstg. Co.  
Business-Studio Address...Frisco Bldg.  
Phone Number...330  
Transmitter Location...14th & Munroe  
Air Time...Unlimited  
News Service...AP  
Transcription Service...Lang-Worth  
Representative...Sears & Ayer  
Membership...NAB, BMB  
Pres., Gen.-Station-Comm. Mgr...D. J. Poynor

MISSOURI

Commercial Mgr. F. H. Hess
Program Director Martha Smith
Musical Director Golda Shaunee
Chief Engineer Everett L. Dodge
Farm Editor Leonard Brown

KCKN
KANSAS CITY

(See Listing, Kansas City, Kans.)

KCMO

KANSAS CITY—1936—ABC

Frequency: 810 Kc. Power: 50,000 Watts d.: 10,000 Watts n.
Owned-Operated By KCMO Bcstg. Co.
Business-Studio Address 1515 Commerce Bldg.
Phone Number Baltimore 1234
Transmitter Location Nashua
Air Time Unlimited
Air Time 20 Hrs.
News Service AP, UP
Transcription Service Thesaurus
Representative John E. Pearson
Membership NAB, BMB
President Tom L. Evans
Gen. Comm. Mgr. E. K. Hartenbower
Asst. Manager Clarence E. Brexael
Sales Prom. Mgr., Pub. Dir. F. C. Strawn
Program Director S. B. Tremble
Production Director Kenneth Heady
Chief Announcer Dal Stallard
Musical Director R. S. Jones
Chief Engineer Karl Troeglen
Farm Editor C. W. Jackson

KFRM

KANSAS CITY—1947

Frequency: 550 Kc. Power: 5000 Watts d.
Owned-Operated By Midland Bcstg. Co.
Business-Studio Address Pickwick Hotel
Phone Number HA. 2650
Transmitter Location 10 Mi. S. of Concordia, Kansas
Air Time Sunrise-sunset
News Service AP, UP
Transcription Service World
Representative Free & Peters
Membership NAB, BMB
President Arthur B. Church
V.P., Managing Dir. Karl Koerper
V.P. in Chg. of Sales Sam H. Bennett
Promotion Director John S. McDermott
Program Director Rod B. Cupp
Production Director Fran Heyser
Chief Announcer Lee Stewart
Musical Director P. Hans Flath
Chief Engineer Ray Moler
Farm Editor Phil Evans

(See Page 498)

KMBC

KANSAS CITY—1922—CBS

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By Midland Bcstg. Co.
Business-Studio Address Pickwick Hotel
Phone Number Harrison 2650
Transmitter Location 50th & Belinder, Johnson County, Kansas
Air Time 5 a.m.-12:05 a.m.
News Service AP, UP
Transcription Service World
Representative Free & Peters
Membership NAB, BMB
President Arthur B. Church
V.P., Managing Director Karl Koerper
V.P. Sales Sam H. Bennett
Promotion Director John S. McDermott
Program Director Rod Cupp
Production Director Fran Heyser
Chief Announcer Lee Stewart
Musical Director P. Hans Flath
Chief Engineer Ray Moler
Farm Editor Phil Evans

(See Page 498)

WDAF

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
Representative Edward Petry
Membership BMB
President Roy A. Roberts
General-Station Manager Dean Filzer
Commercial Mgr. Mannie E. Russo
Program Director Harry J. Kaufmann
Chief Engineer J. A. Flaherty

WHB

KANSAS CITY—1922—MBS

Frequency: 710 Kc. Power: 10,000 Watts d.: 5000 Watts n.
Owned-Operated By WHB Bcstg. Co.
Business-Studio Address Scarritt Bldg., 9th & Grand Ave.
Phone Number Harrison 1161
Transmitter Location Route No. 1, Liberty
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, Associated
Representative John Blair
Membership NAB, BMB
Pres., Comm. Mgr. Donald Dwight Davis
General Mgr. John T. Schilling
Sales Prom. Mgr., Pub. Dir. Mori Greiner
Program Director Dick Smith
Chief Engineer Henry Goldenberg



# KBOA

KENNETT—1947—HBN

Frequency: 830 Kc. Power: 1000 Watts d.  
 Owned-Operated By Kennett Bcstg. Corp.  
 Bus.-Studio-Transmitter Address Kennett  
 Phone Number 830  
 Air Time Daytime  
 News Service AP  
 Transcription Service Standard, Capitol  
 Membership NAB, BMB  
 President, General Manager Paul C. Jones  
 S'a., Comm. Mgr. Bill H. Cate  
 Sales Prom. Mgr. Joe Bankhead  
 Program Director John T. Reeder  
 Chief Engineer Robert H. Conner

# KIRX

KIRKSVILLE—1947

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By North Mo. Bcstg. Co.  
 Bus.-Studio-Transmitter Address KIRX Bldg.  
 Phone Number 86  
 Air Time Unlimited  
 News Service AP  
 Transcription Service Capitol, Standard  
 Representative Sears & Ayer  
 Membership NAB, BMB  
 General-Station Manager Samuel A. Burk  
 Commercial Manager R. M. Harpster  
 Program Director Lee Jones  
 Chief Engineer John Sheehan

# KLWT

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 SESAC  
 President Robert C. Fields  
 General Manager O. R. Wright  
 Program Director Thomas H. Miller  
 Chief Engineer E. L. Hendry

# KMMO

MARSHALL—1949

Frequency: 1300 Kc. Power: 500 Watts d.  
 (C.P. 100 Watts n.)  
 Owned-Operated By Mo. Valley Bcstg. Co.  
 Address 74 W. Morgan St.  
 Phone Number 2328  
 Air Time Daytime  
 News Service UP  
 Transcription Service Lang-Worth

Co-Owners H. T., C. T. Fisher  
 General Manager Carl T. Fisher  
 Commercial Manager Harold T. Fisher  
 Program Director Roderick D. Renick  
 Promotion Manager Casey Strong  
 Chief Engineer Charles P. Porter

# KXEO

MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Audrain Bcstg. Corp.  
 Business Address P. O. Box 260  
 Phone Number 2340  
 Studio-Trans. Location Hiway 54 E.  
 Air Time 6 a.m.-M.  
 News Service AP  
 Transcription Service Capitol  
 Representative John E. Pearson  
 Membership NAB, BMB  
 President John Badaracco  
 Gen., Sta. Mgr. W. Earl Dougherty  
 Commercial Manager Shelton Bybee  
 Pgm., Prod. Dir. Richard M. Carson  
 Publicity Director Owen N. Lackey, Jr.  
 Co-Engineers Al Korabek, Frank Sojka  
 Farm Editor Frank Sojka

# KNEM

NEVADA—1949

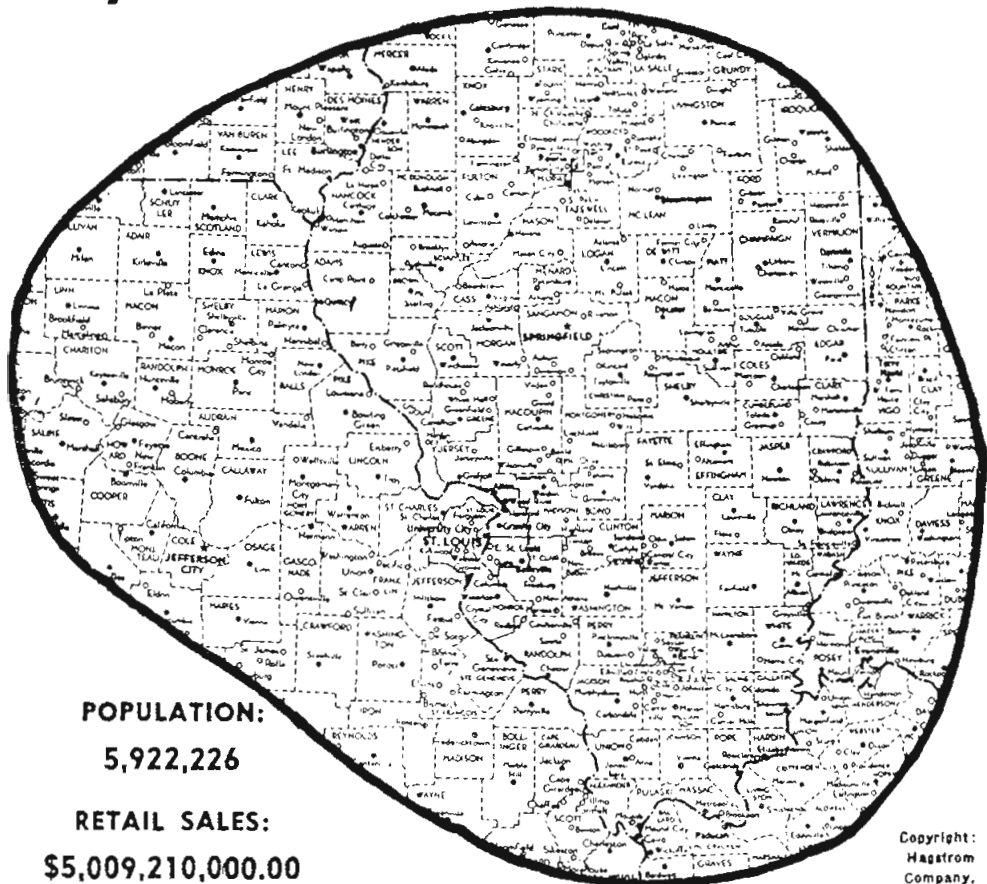
Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Cecil W. Roberts  
 Address Farmington  
 Phone Number 710  
 Air Time Unlimited  
 News Service UP  
 President Cecil W. Roberts  
 Manager William R. Tedrick  
 Commercial Manager Robert R. Stoner  
 Program Director Mrs. Audrey Tedrick

# KWOC

POPLAR BLUFF—1938—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Poplar Bluff Bcstg. Co.  
 Bus.-Studio-Transmitter Address KWOC Bldg.  
 Phone Number 3922  
 Air Time 6 a.m.-10 p.m.  
 News Service UP  
 Transcription Service SESAC  
 Representative John E. Pearson  
 Membership NAB  
 Pres., Gen. Mgr. A. L. McCarthy  
 Gen.-Station-Commercial-Sales Prom.  
 Manager William R. Tedrick  
 Station Manager Byron Kearbey, Jr.  
 Program Director Ronald P. Kaiser  
 Chief Announcer C. E. Watkins  
 Chief Engineer Don M. Lidenton  
 Farm Editor Tom Hunnicutt

# Here Is the LARGEST Daytime Half-Millivolt Coverage Area of Any Radio Station in ST. LOUIS



**POPULATION:**

**5,922,226**

**RETAIL SALES:**

**\$5,009,210,000.00**

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Company,  
Inc., N.Y.  
No. 1490

**NBC PROGRAMS**  
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**AP NEWS**  
•  
National Advertising  
Representative:  
**FREE & PETERS, INC.**  
•  
TELEVISION AFFILIATION:  
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Channel 5 • First In St. Louis

**IT'S THE NEW DAYTIME  
HALF-MILLIVOLT COVERAGE AREA of**

# **KSD**

**THE ST. LOUIS POST-DISPATCH STATION  
5000 WATTS ON 550 KC**

**KTTR**

ROLLA—1947—KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Show-Me Bcstg. oC.  
 Bus. Studio-Transmitter Address. P. O. Box 567,  
 Soest Rd.  
 Phone Number . . . . . 380  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, SESAC,  
 Keystone  
 Pres., Gen. Station Mgr. . . . . Luther W. Martin  
 Program Director . . . . . Wilson C. Burkhead  
 Chief Anncr., Musical Dir. . . . . Mel Lee  
 Chief Engineer . . . . . Martin M. Mitchum  
 Farm Editor . . . . . Wilson C. Burkhead

**KFEQ**

ST. JOSEPH—1923—MBS

Frequency: 680 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KFEQ, Inc.  
 Business-Studio . . . . . 814 Frederick Ave.  
 Phone Number . . . . . 4-0813-4  
 Transmitter Location . . . . . Hwy. No. 71  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Headley-Reed  
 President, General Manager . . . . . Barton Pitts  
 Commercial Manager . . . . . Glenn G. Griswold  
 Promotion Manager . . . . . J. Ted Branson  
 Program Director . . . . . R. Thompson Mabie  
 Musical Director . . . . . Paul Moskau  
 Chief Engineer . . . . . J. Wesley Koch  
 Farm Editor . . . . . Harold J. Schmitz

**KRES**

ST. JOSEPH—1946—MSN

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Missouri Valley Bcstg. Corp.  
 Business-Studio Address . . . . . 113 S. 7th St.  
 Phone Number . . . . . 4-6346  
 Transmitter Location . . . . . Hwy. 59  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB, BMB  
 President . . . . . Basil L. Kaufman  
 Gen., Sta. Mgr. . . . . Ken Gooding  
 Commercial Manager . . . . . Jack Fitzgerald  
 Sales Prom. Mgr. . . . . Bill Burch  
 Program Director . . . . . Allen Menefee  
 Production Director . . . . . Walter Johnson  
 Publicity Director . . . . . Gene Miller  
 Chief Announcer . . . . . John Biliyeu  
 Musical Director . . . . . Minor Clites  
 Chief Engineer . . . . . Charles Weisemann  
 Farm Editor . . . . . Bill Sharpe

**KMOX**

ST. LOUIS—1925—CBS

Frequency: 1120 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Columbia Bcstg. System, Inc.  
 Business-Studio Address . . . . . 401 So. 12th St.  
 Phone Number . . . . . Central 8240  
 Transmitter Location . . . . . Stallings  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Radio Sales  
 Membership . . . . . NAB, BMB  
 General Manager . . . . . E. W. Shomo  
 Local Sales . . . . . P. S. Anderson  
 National Spot . . . . . C. Gilman Johnston  
 Sales Prom. Mgr. . . . . W. W. Middleton  
 Program Director . . . . . T. A. Bland  
 Production Director . . . . . George M. Clare  
 Publicity Director . . . . . Robert S. Holcomb  
 Musical Director . . . . . Stan Daugherty  
 Chief Engineer . . . . . Harry Harvey  
 Farm Editor . . . . . Ted Mangner

**KSD**

ST. LOUIS—1922—NBC

Frequency: 550 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . The Pulitzer Publishing Co.  
 Business-Studio Address . . . . . 1111 Olive St.  
 Phone Number . . . . . Main 1111  
 Transmitter . . . . . Hwy. 66, E. St. Louis, Ill.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Thesaurus  
 Representative . . . . . Free & Peters  
 Membership . . . . . NAB  
 President . . . . . Joseph Pulitzer  
 General Manager . . . . . George M. Burbach  
 Program Director . . . . . Harold Grams  
 Commercial Manager . . . . . Edward W. Hamlin

**KSTL**

ST. LOUIS—1948—IMS

Frequency: 690 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Radio St. Louis, Inc.  
 Business-Studio Address . . . . . 6 N. 7th St.  
 Phone Number . . . . . MA. 0600  
 Transmitter Location . . . . . 999 So. Sixth St.,  
 E. St. Louis, Ill.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB  
 President . . . . . Frank E. Pellegrin  
 General Manager . . . . . Ralph L. Stufflebam  
 Commercial Manager . . . . . W. A. Knight  
 Program Director . . . . . Edward M. Galloway  
 Chief Engineer . . . . . John H. Fleet

**KWK**

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By: KWK, Inc.  
 Bus.-Studio Address: 12th & Cole Sts.  
 Phone Number: Main 9100  
 Transmitter Location: 500 Logan St., Baden  
 Air Time: Unlimited  
 News Service: AP  
 Representative: Katz  
 President, General Mgr.: Robert T. Convey  
 V.P., Station Director: Ray E. Dady  
 V.P., Comm. Dir.: V. E. Carmichael  
 Asst. Sta. Mgr., Pgm. Dir.: John W. Tinnea  
 Merchandising Mgr.: Russell C. Kaiser  
 Production Mgr.: John Traxler  
 Publicity Director: Fred J. Mueller  
 Chief Engineer: N. J. Zehr

**KXLW**

ST. LOUIS—1947

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: St. Louis County Bcstg. Co.  
 Bus.-Studio Address: 8135 Forsyth Blvd.  
 Phone Number: Delmar 1320  
 Transmitter Location: 8600 Manchester Rd.  
 Air Time: 6 a.m.-local sunset  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Forjoe  
 President: Lee J. Sloan  
 Gen., Sta. Mgr.: S. E. Sloan  
 Commercial Manager: Myles J. McNally  
 Pgm., Prod. Dir.: Pat O. Bradley  
 Publicity Director: Edgar J. Mothershead  
 Chief Engineer: Wallace E. St. Vrain

**KXOK**

ST. LOUIS—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Oper. By: Star-Times Publishing Co.  
 Business-Studio Address: 12th & Delmar  
 Phone Number: Chestnut 3700  
 Transmitter Location: Madison, Ill.  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: Associated, Standard  
 Representative: John Blair  
 Membership: NAB, BMB  
 President: Elzey Roberts  
 General Manager: C. L. Thomas  
 Commercial Manager: V. N. Springgate  
 Sales Promotion Manager: Foster H. Brown  
 Program Director: Elmer Muschany  
 Production Director: Robert Holt  
 Publicity Director: Harry Renfro  
 Musical Director: Robert Gotch  
 Chief Engineer: Arthur F. Rekart  
 Farm Editor: Charley Stookey

**WEW**

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: The St. Louis University  
 Address: 3642 Lindell Blvd.  
 Phone Number: FRanklin 5665  
 Air Time: 6 a.m.-local sunset  
 News Service: INS  
 Transcription Service: World, Standard,  
 Lang-Worth  
 Representative: John E. Pearson  
 Membership: NAB, FMA  
 President (St. Louis U.):  
 Very Rev. Paul C. Reinert  
 General Manager: Nicholas Pagliara  
 Commercial Manager: Leonard Frankel  
 Program Director: Don Lochner  
 Production Director: Syl Blinks  
 Publicity (St. Louis U. Public Relations)  
 Chief Announcer: O. J. McQuigg  
 Musical Director: Ralph Stein  
 Chief Engineer: Joseph A. Volk

**WIL**

ST. LOUIS—1922

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Operated By: Missouri Bcstg. Corp.  
 Business-Studio Address: Hotel Chase  
 Phone Number: Rosedale 6200  
 Transmitter Location: North Dupo, ll.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Standard, Lang-Worth  
 Representative: William G. Rambeau  
 Membership: NAB  
 Pres., Gen., Sta. Mgr.: L. A. Benson  
 Commercial Manager: R. M. Hetherington  
 Program Director: Vern King  
 Publicity Director: Mel Kamp  
 Chief Engineer: Edward Goodberlet

**KSGM**

STE. GENEVIEVE—1947—KBS  
 BASEBALL

Frequency: 1450 Kc. Power: 250 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  
 Commercial Manager: Norbert B. Donze  
 Sales Prom. Mgr., Pub. Dir.: Donald M. Donze  
 Program Director: C. M. Poindexter  
 Prod. Dir., Chief Anncr.: Harry Stone  
 Musical Director: William Donze  
 Chief Engineer: Murel L. Rose  
 Farm Editor: Jim Schot

MISSOURI

**K D R O**

**SEDALIA—1939—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Milton J. Hinlein  
Bus.-Studio Address 2100 W. Broadway  
Phone Number 4004-5  
News Service UP  
Representative Forjoe  
Membership NAB  
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—GRIESEDIECK**

Frequency: 1400 Kc. Power: 250 Watts  
Owner-Oper. Sikeston Community Bcstg. Co.  
Bus.-Studio-Transmitter Address Hwy. 60 W.  
Phone Number 1  
News Service AP  
Representative H. C. Young  
President Lyman R. Bowman, Jr.  
Gen. Sta. Mgr. H. C. Young  
Commercial Manager Lee Martin  
Pgm., Musical Dir. Richard L. Watkins, Jr.  
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 NAB  
President Tams Bixby, Jr.  
General Manager J. Gordon Wardell  
Program Director Carl Fox  
Promotion Manager Dudley Morris  
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.,  
Inc.  
Address 610 College St.  
Phone Number 4-1561  
Air Time Unlimited  
News Service UP

MISSOURI

WHY IS **AP**  
THE BEST?

BECAUSE—**AP** members decide what AP shall be. Their  
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MISSOURI

# MISSOURI-MONTANA

**Transcription Service** ..... Standard  
**Representative** ..... McGillvra  
**President** ..... Floyd W. Jones  
**V.P., Gen. Mgr.** ..... Charles E. Seiferd  
**Traffic Manager** ..... Betty Cole  
**Chief Engineer** ..... Lee E. Baker

## 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** ..... NAB, BMB  
**President**..... J. H. G. Cooper  
**Gen.-Sta.-Sales Prom. Mgr.**... G. Pearson Ward  
**Commercial Manager**..... Bob Burke  
**Program Director**..... Wendel Smith  
**Chief Engineer**..... William F. Curry

## K W T O

**SPRINGFIELD—1933—ABC**

**Frequency:** 560 Kc. .... **Power:** 5000 Watts d.;  
 1000 Watts n.  
**Owned-Operated By**..... Ozarks Bcstg. Co.  
**Business-Studio Address**... 806 E. St. Louis St.  
**Phone Number** ..... 2-4422  
**Transmitter Location**..... So. Fremont Rd.  
**Air Time**..... 4 a.m.-M.  
**News Service** ..... UP  
**Transcription Service** ..... Lang-Worth  
**Representative**..... John E. Pearson

**Membership** ..... NAB, BMB  
**Pres., Gen. Mgr.** ..... Ralph D. Foster  
**Asst. Gen. Mgr.** ..... Leslie L. Kennon  
**Promotion Manager**..... Jean Lightfoot  
**Program Director**..... Joe Slattery  
**Production Director**..... Lou Black  
**Publicity Director**..... Bill Bailey  
**Chief Engineer**..... Fritz Bauer  
**Farm Editor**..... Loyd Evans

## K W R E

**WARRENTON—1949**

**Frequency:** 730 Kc. .... **Power:** 250 Watts d.  
**Owned-Operated By** ..... W. T. Zimmerman  
**Address** ..... Warrenton  
**Phone Number** ..... 3701  
**Air Time** ..... Daytime  
**News Service** ..... UP  
**Transcription Service** ..... Thesaurus  
**Pres., Gen. Mgr.** ..... W. T. Zimmerman  
**Commercial Mgr.** ..... Wally Richter  
**Program Dir.** ..... Norb Moore  
**Chief Engineer** ..... Calvin Morris

## K W P M

**WEST PLAINS—1947**

**KBS-MSN**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Operated By**..... Robert F. Neathery  
**Address** ..... E. Abe Taylor Blvd.  
**Phone Number** ..... 700  
**Air Time**..... 6 a.m.-11 p.m.  
**News Service** ..... AP  
**Transcription Service** ..... Standard  
**President** ..... Robert F. Neathery  
**Commercial Manager**... Fritze Williams Dixon  
**Program Director** ..... John Billingsley

# MONTANA

*Estimated Population 521,000—Increase —6.9%—Radio Homes 156,000  
 Radio Families 159,000—Stations in State 24*

## 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** ..... 136  
**Studio-Transmitter Location**..... Lincoln St.  
**Air Time**..... 7 a.m.-10 p.m.  
**News Service** ..... UP  
**Transcription Service** ..... Lang-Worth  
**Representative**..... Avery Knodel  
**Membership** ..... NAB  
**General Manager** ..... Franz J. Robischon  
**Commercial Manager**..... Ken Nybo  
**Pgm. Dir., Chief Annncr.**..... Charles Du Bois  
**Chief Engineer** ..... Kenneth Farrance

## K B M Y

**BILLINGS—1946**

**MBS-INTERMOUNTAIN-KBS**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Operated By**..... Billings Bcstg. Co.  
**Business Address** ..... Box 2124  
**Phone Number** ..... 3838  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Avery Knodel  
**Membership** ..... NAB  
**General Manager** ..... Franz J. Robischon  
**Commercial Manager**..... Ken Nybo  
**Pgm. Dir., Chief Annncr.**..... 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. . . . . 422 N. B'way  
Phone Number . . . . . 2222  
News Service . . . . . UP  
Representative . . . . . Katz  
President. . . . . C. O. Campbell  
Gen. Comm. Mgr. . . . . Edward Yocum  
Prom. Mgr., Pgm. Dir. . . . . M. V. Braunberger  
Chief Engineer. . . . . Jeff A. Kichli

## K X L Q

**BOZEMAN—1939**

**NBC-PACIFIC NORTHWEST Z NET**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . KRBM Bcsters, Inc.  
Business Address. . . . . Bozeman  
Phone Number . . . . . 1420  
Transmitter Location. . . . . 2½ Mi. E. of City  
Air Time . . . . . 6:30 a.m.-11:30 p.m.  
News Service . . . . . UP  
Representative . . . . . Walker  
Pres., General-Station Mgr. . . . . Ernest A. Neath  
Commercial Manager. . . . . J. Ray Bridges  
Program Director. . . . . Homer Stenersen  
Chief Engineer. . . . . Jack Provis

## 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  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Representative . . . . . Donald Cooke  
Membership . . . . . NAB  
Pres., Gen. Mgr. . . . . Frank Reardon  
Manager . . . . . Don Anderegg  
Traffic Manager. . . . . Margaret Moran

## K O P R

**BUTTE—1948—ABC  
INTERMOUNTAIN**

Frequency: 550 Kc. . . . . Power: 1000 Watts  
Owned-Operated By. . . . . Copper Bcstg. Co.  
Business-Studio Address. . . . . Hotel Finlen  
Phone Number . . . . . 6546-7  
Transmitter Location. . . . . Beef Trail Heights  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . George P. Hollingbery  
Membership . . . . . NAB, BMB  
President. . . . . Frank C. Carman  
General Manager. . . . . Ed Cooney

Commercial Manager. . . . . Milo Petersen  
Program Director. . . . . Bill Plummer  
Production Director. . . . . Steve Buck  
Publicity Director. . . . . Bill Curtis  
Chief Announcer. . . . . Steve Buck  
Musical Director. . . . . Jim Herrold  
Chief Engineer. . . . . Jim Skidmore

## K X L F

**BUTTE—1929—NBC-Z NET**

Frequency: 1370 Kc. . . . . Power: 5000 Watts  
Owned-Operated By. . . . . KGIR, Inc.  
Business Address. . . . . Box 1956  
Phone Number . . . . . 2-2344  
Studio Address . . . . . Butte  
Transmitter Location . . . . . Nissler  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service. . . . . MacGregor, Keystone, Cole

Representative . . . . . Walker  
President. . . . . E. B. Craney  
Station Mgr., Prog. Dir. . . . . Arne E. Anzjon  
Comm., Sales Prom. Mgr. . . . . George Weber  
Program Director. . . . . Al Plachta  
Chief Engineer. . . . . W. J. Provis

## K Y E S

**BUTTE—1949**

Frequency: 610 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By. . . . . Treasure State Bcstg. Co.

## K X G N

**GLENDIVE—1948**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . Lewis Wiles Moore  
Address. . . . . S. Pearson St.  
Phone Number . . . . . 122  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Membership . . . . . NAB  
General Manager. . . . . Gordon Hutton  
Commercial Manager. . . . . Francis Clements  
Program Director. . . . . P. Ertresvaag  
Chief Announcer. . . . . Al Krief  
Chief Engineer. . . . . Don Powers

## K F B B

**GREAT FALLS—1922—CBS**

Frequency: 1310 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By. . . . . Buttrey Bcst., Inc.  
Bus.-Studio Address. . . . . 607 First Natl. Bank Bldg.  
Phone Number . . . . . 4377  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Weed  
Membership . . . . . NAB, BMB

President . . . . . Fred Birch  
 General Commercial Mgr. . . . . J. P. Wilkins  
 Program Director . . . . . W. J. Towner  
 Chief Engineer . . . . . Wilbur L. Myhre

## K M O N

**GREAT FALLS—1948  
 ABC-INTERMOUNTAIN**

Frequency: 560 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . Montana Farmer Bcstg. Co.  
 Business Address . . . . . Box 1954  
 Phone Number . . . . . 4382  
 Studio Address . . . . . Tribune Bldg.  
 Transmitter Location . . . . . 5 Mi. S. of City  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Representative . . . . . Avery-Knodel  
 President . . . . . Lester Cole  
 General Manager . . . . . Robert H. Warner  
 Commercial Manager . . . . . Frank W. Kaulf  
 Program Director . . . . . Jon D. Duffy  
 Studio Tech. Supervisor . . . . . Henry B. Poole  
 Transmitter Supervisor . . . . . Eugene B. Bunker

## K X L K

**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  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . UP  
 Representative . . . . . Walker  
 President . . . . . J. R. Larcombe  
 General Manager . . . . . Paul Hutton  
 Chief Engineer . . . . . E. R. Kukkola

## K A V R

**HAVRE—1946—KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KAVR, Inc.  
 Business-Studio Address . . . . . P. O. Box 672  
 Phone Number . . . . . 1240  
 Transmitter Location . . . . . 1/4 Mi. E. of Havre on  
 U. S. No. 2  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Keystone  
 Representative . . . . . Cooke  
 President . . . . . Jessica S. Longston  
 Gen. Sta. Mgr. . . . . James L. Hamstreet  
 Commercial Manager . . . . . John Derrick  
 Sales Prom. Mgr. . . . . James Schroeder  
 Pgm., Prod. Dir. . . . . Jean MacLean  
 Publicity Director . . . . . Mirth Langor  
 Chief Engineer . . . . . Tad Jones  
 Farm Editor . . . . . James Preston

## K O J M

**HAVRE—1947**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . No. Montana Bcstg. Co.  
 Business-Studio Address . . . Box 70, Liberty Hotel  
 Bldg.  
 Phone Number . . . . . 1096-7  
 Transmitter Location . . . . . 2 1/2 Mi. N.E. of Havre  
 on Shepard Rd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Standard  
 Representative . . . . . Friedenberg  
 Membership . . . . . NAB, BMB  
 President . . . . . Dr. Francis W. Aubin  
 General, Sta. Mgr. . . . . Larry Gordon  
 Commercial Manager . . . . . Charlotte Brader  
 Chief Announcer . . . . . James R. Saenger  
 Production Director . . . . . Lindy Gordon  
 Chief Engineer . . . . . George H. Bauer  
 Farm Editor . . . . . Urcle Bailey

## K F D W

**HELENA—1949**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Lewis & Clark Bcstg. Corp.  
 Address . . . . . P. O. Box 592  
 Phone Number . . . . . 4030  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Associated  
 President . . . . . Hon. Lee Metcalf  
 General Mgr. . . . . George E. Wenstrom  
 Commercial Mgr. . . . . James Crabbe  
 Program Dir. . . . . Frank Russell  
 Chief Engineer . . . . . Archer Taylor

## K X L J

**HELENA—1937—NBC-Z BAR**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Peoples Forum of the Air  
 Address . . . . . 1306 Eleventh Ave.  
 Phone Number . . . . . 1240  
 Transmitter Location . . . . . Helena  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Long-Worth  
 Membership . . . . . NAB, BMB  
 President . . . . . A. T. Hibbard  
 Station Mgr. . . . . Barclay Craighead  
 Sales Prom. Mgr. . . . . Carl Argabrite  
 Program Director . . . . . Gene Hogan  
 Chief Engineer . . . . . Ed Goodreau

## K G E Z

**KALISPELL—1927**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Donald C. Treloar  
 Business-Studio Address . . . . . 7 Main St.



# MONTANA

Phone Number ..... 331-2  
Transmitter..... 2½ Mi. S. on Hwy. 93  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service..... World, SESAC, Standard  
Membership ..... NAB, BMB  
Pres., Gen.-Sta.-Comm. Mgr. .... Donald C. Treloar  
Program Director..... Maurice Driscoll  
Musical Director..... Les Sterling  
Chief Engineer..... William H. Patterson  
Farm Editor..... Glenn Millhouse

## KXLO

LEWISTON—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By..... Montana Bcstg. Co.  
Bus.-Studio-Transmitter Address... E. Main St.  
Phone Number ..... 1210-1  
Air Time ..... 6:30 a.m.-10:30 p.m.  
News Service ..... AP  
Transcription Service ..... World  
Membership ..... NAB  
Pres., Gen., Sta. Mgr..... William G. Kelly  
Pgm., Dir., Chief Anncr..... Bill Browning  
Chief Engineer..... Ben K. Rush

## KPRK

LIVINGSTON—1946—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By..... Yellowstone Amuse. Co.  
Business Address..... Box 952  
Phone Number ..... 1000  
Transmitter-Studio Address..... E. Park St.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service..... World, SESAC  
Membership ..... NAB  
Pres., Gen. Mgr..... Paul B. McAdam  
Comm.-Sales Prom. Mgr..... Jack Hinman  
Program Dir..... Jim Duncan  
Chief Engineer..... Norm Penwell

## KRJF

MILES CITY—1941  
MBS-INTERMOUNTAIN-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By..... Star Printing Co.  
Business Address..... 13 No. 6th  
Phone Number ..... 60  
Transmitter-Studio Location..... Haynes Ave.  
Air Time ..... 6:30 a.m.-11 p.m.  
News Service ..... UP  
Transcription Service..... World, KBS  
Representative ..... Avery-Knodel  
Membership ..... NAB, BMB  
General Mgr..... W. F. Flinn  
Sales Prom. Mgr., Pub. Dir.... Norm Engstrom  
Pgm. Dir., Prod. Mgr..... Jim Carson  
Chief Announcer..... Don Holen  
Musical Dir..... Paul Rahders  
Chief Engineer..... Charles Scofield

## KGVO

MISSOULA—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Operated By..... Mosby's, Inc.  
Business-Studio Address..... 127 E. Front St.  
Phone Number ..... 2155  
Transmitter Location... 5 Mi. SW of City on  
Hwy 93 & 10

Air Time ..... 6:30 a.m.-11:30 p.m.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Membership ..... NAB, BMB  
President..... A. J. Mosby  
Sales Prom. Mgr., Pgm., Prod. Dir.

Marion E. Dixon  
Chief Announcer..... James Robischon  
Chief Engineer..... Clarence Touw

## KXLL

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By..... Western Montana Assoc.  
Business Address..... Box 1503  
Phone Number ..... 4114  
Studio-Transmitter Location..... River Rd.,  
Orchard Homes

Air Time..... 6 a.m.-M.

## MONTANA

WHY IS AP  
THE BEST?

BECAUSE—AP is faster, more  
complete, more accu-  
rate than any other  
news service.

ROCKY MOUNTAIN ASSOCIATED  
PRESS BROADCASTERS'  
ASSOCIATION

Director for Colorado and Wyoming:  
Douglas Kahle — KCOL, Fort Collins,  
Colo.

Director for Montana: Franz Robischon—  
KBMV, Billings, Mont.

## MONTANA

**MONTANA-NEBRASKA**

News Service .....UP  
 Representative ..... Walker  
 Pres., Gen., Sta. Mgr. .... Pat M. Goodover  
 Commercial Mgr. .... Frank Field  
 Publicity Director .....Loven Palmer  
 Chief Engineer. .... Dave Green

**KIYI**

**SHELBY—1947**

Frequency: 1230 Kc. ....Power: 250 Watts  
 Owned-Operated By Tri County Radio Corp.  
 Address. .... N. Marias Ave.  
 Phone Number ..... 560  
 Air Time ..... Unlimited  
 News Service .....UP  
 Transcription Service ..... World, Keystone  
 Representative ..... William Grant  
 Membership ..... NAB  
 President. .... John J. Hurley  
 General Manager. .... Frank Krshka  
 Gen., Sta., Comm. Mgr. .... L. R. Wing  
 Pgm., Prod. Dir. .... George Potter  
 Publicity Director ..... Chester Neduesky  
 Chief Anncr., Farm Editor. .... Richard Bannon  
 Chief Engineer ..... George Potter

**KGCX**

**SIDNEY—1926—MBS-GNBS**

Frequency: 1480 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... E. E. Krebsbach  
 Business Address ..... 109 So. Central Ave.  
 Phone Number ..... 408  
 Studio Address. .... 109 So. Central Ave.,  
 Sidney, Mont.; Masonic Bldg., Williston,  
 No. Dak.  
 Transmitter Location ..... 4 Mi. N. of City  
 Air Time ..... 5:30 a.m.-11 p.m.  
 News Service .....UP  
 Transcription Service ..... Capitol  
 Membership ..... NAB, BMB  
 General Manager ..... E. E. Krebsbach  
 Station Mgrs. .... (Sidney) Keith Krebsbach,  
 (Williston) E. Clair Krebsbach  
 Program Director ..... Jerry Carlton  
 Production Director ..... Jay Spurgeon  
 Publicity Director ..... Bud Bailey  
 Chief Announcer ..... Ronald Dain  
 Chief Engineer. .... O. H. Halvorson  
 Farm Editor. .... Bill Corkins

**NEBRASKA**

*Estimated Population 1,285,000—Increase —2.3%—Radio Homes 380,000  
 Radio Families 391,000—Stations in State 21*

**KCOW**

**ALLIANCE—1949**

Frequency: 1400 Kc. ....Power: 250 Watts  
 Owned-Operated By Sandhills Bcstg. Corp.  
 Address. .... 1030 W. Third St.  
 Phone Number ..... 1300  
 Air Time ..... Unlimited  
 News Service .....UP  
 Transcription Service. .... SESAC, Thesaurus  
 President ..... Hansford Jagers  
 Gen. Mgr., Chief Engr. .... Charles R. Bilyue  
 Commercial Manager. .... Arnold E Kuhn

**KWBE**

**BEATRICE—1949**

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned Oper. By Blue Valley Bcstg. Co., Inc.  
 Address ..... 112½ N. 6th St.  
 Phone Number ..... 1245  
 Air Time ..... Unlimited  
 News Service .....AP  
 Transcription Service ..... World, Cole  
 Pres., Gen., Comm. Mgr. .... John Thorwald  
 Asst. Comm. Mgr. .... D. Lahodny  
 Program Director ..... Paul Schupach  
 Promotion Manager ..... C. H. Brugha  
 Chief Engineer ..... Sam W. Engle

**KCNI**

**BROKEN BOW—1949—MBS**

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. .... George T. Backe

**KJSK**

**COLUMBUS—1948**

Frequency: 900 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By George Basil Anderson  
 Business Address ..... Box 460  
 Phone Number ..... 5154  
 Studio-Transmitter Location ..... Columbus  
 Air Time ..... Sunrise-sunset  
 News Service .....AP  
 Transcription Service. .... World, SESAC  
 Gen., Sta. Mgr. .... George Basil Anderson  
 Program Director. .... Florence L. Anderson  
 Musical Dir., Farm Editor. .... Carl L. Rafferty  
 Chief Engineer ..... Harold Hardy

# K F G T

**FREMONT—1939**  
**MBS-NEB. WIRELESS**

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 . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus  
Pres., Gen. Mgr. . . . . Lester A. Walker  
Sta., Comm. Mgr. . . . . William H. Baldwin  
Sales Prom. Mgr., Pub. Dir. . . . . Helen Norwood  
Program Director . . . . . John R. Hanlon  
Farm Editor . . . . . Dan Jackson

# K M M J

**GRAND ISLAND—1925—ABC**

Frequency: 750 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . KMMJ, Inc.  
Business-Studio Address . . . . . Division at Cedar  
Phone Number . . . . . 703-4  
Transmitter Location . . . . . Phillips  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . World, Cole  
Representative . . . . . Headley-Reed  
Membership . . . . . NAB, BMB  
President . . . . . Don Searle  
General Manager . . . . . Wick Heath  
Asst. Gen.-Comm. Mgr. . . . . Bill Martin  
Sales Promotion Manager . . . . . Rex Lathen  
Pgm. Dir., Chief Anncr. . . . . Orie Kerwood  
Prod., Pub. Dir. . . . . Joe Martin  
Chief Engineer . . . . . Eugene Seier  
Farm Editor . . . . . George Kister

# K H A S

**HASTINGS—1940—MBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Nebraska Bcstg. Co.  
Address . . . . . Tribune Bldg.  
Phone Number . . . . . 1745  
Air Time . . . . . Unlimited  
News Service . . . . . INS  
Transcription Service . . . . . Capitol  
Membership . . . . . NAB  
President . . . . . D. W. Clarke  
Gen., Sta. Mgr. . . . . Duane L. Watts  
Comm., Sales Prom. Mgr. . . . . Ted Cooper  
Program Director . . . . . Eddie Meyers  
Chief Engineer . . . . . Duane B. Allison  
Farm Editor . . . . . Cyril Bisk

# K G F W

**KEARNEY—1930—MBS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Central Neb. Bcstg. Corp.

Business-Studio Address . . . . . Federal Annex Bldg.  
Phone Number . . . . . Business, 2-3541; Program,  
3-1551

Transmitter Location . . . . . Lakeside  
Air Time . . . . . 6 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Membership . . . . . NAB  
President, General Manager . . . . . Lloyd C. Thomas  
Sta., Comm., Sales Prom. Mgr.

E. Anson Thomas

Prog.-Musical Dir. . . . . Peg Biber  
Prod. Dir., Farm Editor . . . . . Jack Yeager  
Publicity Director . . . . . Jeanette Harrison  
Chief Announcer . . . . . Marvin Houtz  
Chief Engineer . . . . . Jack Lewis

# K F O R

**LINCOLN—1924—ABC-NEBR. NET**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Cornbelt Bcstg. Corp.  
Business-Studio Address . . . . . Sixth Fl., Stuart Bldg.  
Phone Number . . . . . 2-6965  
Transmitter Location . . . . . 48th & Vine Sts.  
Air Time . . . . . Unlimited  
News Service . . . . . AP, INS  
Transcription Service . . . . . Capitol, Standard  
Representative . . . . . Edward Petry  
Membership . . . . . NAB, BMB  
President . . . . . James Stuart  
V.P., Sta. Mgr. . . . . Harry D. Peck  
Prom.-Pub. Director . . . . . Dale V. Berger  
Program Director . . . . . Robert Johnson  
Publicity Director . . . . . Dale V. Berger  
Chief Announcer . . . . . Aurum Bondarin  
Musical Director . . . . . Fleda Ziegenbein  
Chief Engineer . . . . . Charles W. Winkler

# K L M S

**LINCOLN—1949**

Frequency: 1480 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Lincoln Bcstg. Corp.  
Address . . . . . 130 N. 10 St.  
Phone Number . . . . . 2-7579  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
President . . . . . Howard A. Shuman  
Gen., Prom. Mgr. . . . . J. Russell Joynt  
Program Director . . . . . Del Brandt  
Chief Engineer . . . . . H. D. Brandt

# K O L N

**LINCOLN—1947—MBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Inland Bcstg. Co.  
Business-Studio Address . . . . . 212 Federal  
Securities Bldg.  
Phone Number . . . . . 2-7218  
Transmitter Location . . . . . 40th & W Sts.

# NEBRASKA

**Air Time** ..... 6 a.m.-M.  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Representative** ..... Ra-Tel  
**President** ..... John K. Morrison  
**General Manager** ..... Paul R. Fry  
**Sta., Comm. Mgr.** ..... W. B. Waugh  
**Program Director** ..... Edwin T. Smith  
**Chief Engineer** ..... M. J. Korinek

**Membership** ..... NAB, BMB  
**President** ..... John J. Gillin, Jr.  
**General Station Mgr.** ..... John Alexander  
**Local Sales Manager** ..... Joe di Natale  
**Program Director** ..... Ed Launer  
**Publicity Director** ..... Jerry Wing  
**Chief Announcer** ..... Bill Wood  
**Chief Engineer** ..... Jay Blakesley  
**Farm Editor** ..... Ed Launer

## KBRL

**McCOOK—1947—MBS-KBS**

**Frequency:** 1450 Kc. .... Power: 250 Watts  
**Owned-Oper. By** ..... The McCook Bcstg. Co.  
**Bus.-Studio-Transmitter Address** ..... Hway 83 & "J" St.  
**Phone Number** ..... 1450  
**Air Time** ..... 6:30 a.m.-10:30 p.m.  
**News Service** ..... AP  
**Transcription Service** ..... Standard  
**Membership** ..... BMB, NAB  
**Owners** ..... William J. Cox, LeRoy W. Lenwell, Edward Cooper & Arthur V. Henri  
**Gen.-Station Manager** ..... LeRoy W. Lenwell  
**Comm.-Sales Prom. Mgr.** .....  
**Publicity Director** ..... Robert A. Morris  
**Chief Engineer** ..... L. W. Lenwell  
**Farm Editor** ..... Harlan Beatty

## WJAG

**NORFOLK—1922**

**Frequency:** 780 Kc. .... Power: 1000 Watts d.  
**Owned-Oper. By** ..... The Norfolk Daily News  
**Bus.-Studio Address** ..... Norfolk Ave. & Sixth St.  
**Phone Number** ..... 432  
**Transmitter Location** ..... 3½ Mi. W. of Norfolk  
**Air Time** ..... Unlimited  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Walker  
**Membership** ..... NAB, BMB  
**President** ..... E. F. Huse  
**General Manager** ..... F. C. Asmus  
**Station Manager** ..... Art Thomas  
**Commercial Manager** ..... Vernon Stedry  
**Sales Prom. Mgr., Prod., Pub. Dir.** .....  
**Hollis Francis**  
**Pgm. Dir., Chief Announcer** ..... Evans Meier  
**Chief Engineer** ..... Frank Wiedenbach

## KODY

**NORTH PLATTE—1930—NBC**

**Frequency:** 1240 Kc. .... Power: 250 Watts  
**Owned-Oper. By** ..... Radio Station WOW, Inc.  
**Bus.-Studio-Transmitter Address** ..... 1521 W. 12th St.  
**Phone Number** ..... 382  
**Air Time** ..... Unlimited  
**News Service** ..... AP, UP  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... John Blatz

## KBON

**OMAHA—1942—MBS**

**Frequency:** 1490 Kc. .... Power: 250 Watts  
**Owned-Operated By** ..... Inland Bcstg. Co.  
**Business-Studio Add.** ..... 676 World Insurance Bldg.  
**Phone Number** ..... Jackson 8282  
**Transmitter Location** ..... 2807 So. 38th St.  
**Air Time** ..... Unlimited  
**News Service** ..... AP  
**Transcription Service** ..... Associated  
**Representative** ..... Ra-Tel  
**Membership** ..... NAB  
**President** ..... John K. Morrison  
**V.P., General Manager** ..... Paul R. Fry  
**Station Manager** ..... Richard E. Welna  
**Commercial Manager** ..... Ernest S. Priesman  
**Sales Prom. Mgr., Pub. Dir.** ..... Joe H. Baker  
**Production Director** ..... Richard F. Low  
**Chief Engineer** ..... Richard E. Welna

## KFAB

**OMAHA—1924—CBS**

**Frequency:** 1110 Kc. .... Power: 50,000 Watts  
**Owned-Operated By** ..... KFAB Bcstg. Co.  
**Business-Studio Address** ..... 620 Farnam Bldg.  
**Phone Number** ..... Ja. 3420  
**Transmitter Location** ..... 10 Mi. S. of Omaha  
**Air Time** ..... Unlimited  
**News Service** ..... AP, UP  
**Transcription Service** ..... Lang-Worth, SESAC  
**Representative** ..... Free & Peters  
**Membership** ..... NAB, BMB  
**President** ..... Fred S. Sidles  
**Gen. Sta. Mgr.** ..... Harry Burke  
**Commercial Mgr.** ..... Harold Soderlund  
**Sales Prom. Mgr., Pub. Dir.** ..... Don Shoemaker  
**Program-Production Dir.** ..... L. A. Miller  
**Musical Director** ..... Alene McKinney  
**Farm Editor** ..... W. E. Macdonald

## KOIL

**OMAHA—1925—ABC-NEBR. NET**

**Frequency:** 1290 Kc. .... Power: 5000 Watts  
**Owned-Oper. By** ..... Central States Bcstg. Co.  
**Business-Studio Address** ..... Omaha Natl. Bank Bldg.  
**Phone Number** ..... Jackson 7626  
**Transmitter Location** ..... Box 479, Council Bluffs, Ia.  
**Air Time** ..... Unlimited  
**News Service** ..... AP, INS

**NEBRASKA**

Transcription Service.....Capitol, Standard  
 Representative.....Edward Petry  
 Membership.....NAB, BMB  
 President.....James Stuart  
 Gen. Mgr. & Sales.....William J. Newens  
 Sales Promotion Manager...Charles Frandsen  
 Asst. Mgr., Pgm. Dir.....Virgil Sharpe  
 Musical Dir.....Elizabeth Baker  
 Chief Engineer.....Charles W. Winkler

**K O W H**  
**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  
 Air Time.....6 a.m.-local sunset  
 News Service.....AP, UP  
 Transcription Service.....Standard, World,  
 Associated  
 Representative.....George P. Hollingbery  
 President.....Robert H. Storz  
 General Manager.....Todd Storz  
 Station Manager.....B. C. Corrigan  
 Program Director.....Gaylord Avery  
 Publicity Director.....Jack Sandler  
 Chief Announcer.....Jim O'Neill  
 Musical Director.....Margaret E. McGrath  
 Studio Supervisor.....Orville Weimer  
 Transmitter Supervisor.....N. P. Nelson  
 Farm Editor.....Adam Reinemund

**W O W**  
**OMAHA—1923—NBC**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Radio Station WOW, Inc.  
 Business-Studio Address.....280 Insurance Bldg.  
 Phone Number.....Webster 3400  
 Transmitter Location.....5500 Kansas Ave.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Standard, World,  
 Associated  
 Representative.....John Blair  
 Membership.....NAB, BMB  
 President, General Manager..John J. Gillin, Jr.  
 Sales Promotion Manager.....Bill Wiseman  
 Program Director.....Lyle DeMoss  
 Production Director.....Ray Olson  
 Chief Announcer.....Merrill Workhoven  
 Musical Director.....Morton Wells  
 Technical Supervisor.....Joseph Herold  
 Chief Engineer.....William J. Kotera  
 Farm Editor.....Mal Hansen

**K N E B**  
**SCOTTSBLUFF—1948**

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Platte Valley Bcstg. Corp.  
 Business-Studio Address.....Golden Rule Bldg.

Phone Number.....1620  
 Transmitter Location.....1¼ Mi. S.E. of City  
 News Service.....AP  
 Transcription Service.....Capitol, World  
 Representative.....Hal Holman  
 Membership.....NAB  
 President.....John R. Jirdon  
 General-Station Mgr.....Russ M. Stewart  
 Commercial Manager.....Byron Joachim  
 Sales Prom. Mgr.....Wayne Elliott  
 Pgm., Musical Dir.....Warren McGaughey  
 Chief Engineer.....Bill Case

**K O L T**  
**SCOTTSBLUFF—1930—CBS**

Frequency: 1320 Kc...Power: 5000 d., 1000 n.  
 Owned-Operated By.....Hilliard Co.  
 Business-Studio Address.....1517½ Broadway  
 Phone Number.....856  
 Transmitter Location.....2 Mi. W. of City  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NAB  
 President, General-Sta. Mgr....L. L. Hilliard  
 Commercial Manager.....Lew Hunter  
 Sales Prom. Mgr., Pub. Dir.....Red Davis  
 Pgm. Dir., Chief Annrcr.....Bill Walter  
 Chief Engineer.....Harland Morrison

**NEBRASKA**

**WHY IS AP  
 THE BEST?**

BECAUSE—**AP** is faster, more  
 complete, more accu-  
 rate than any other  
 news service.

**NEBRASKA ASSOCIATED PRESS  
 RADIO ASSOCIATION**

Chairman: William J. Newens—KOIL,  
 Omaha  
 Vice-Chairman: John Alexander—KODY,  
 North Platte  
 Continuing Study Committee Chairman:  
 William J. Newens—KOIL, Omaha

**NEBRASKA**

# NEVADA

Estimated Population 174,000—Increase  $\pm$  57.7%—Radio Homes 45,500  
Radio Families 47,000—Stations in State 9

## KELK

ELKO—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Elko Bcstg. Co.  
Address Hiway. 40  
Phone Number 260  
Air Time 6:30 a.m.-M.  
News Service UP  
Transcription Service Standard  
President Chris Sheerin  
General Manager John J. Gammick  
Program Director J. P. Nims  
Chief Engineer A. H. Vogeler

## KENO

LAS VEGAS—1940—ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Nevada Bcstg. Co.  
Business Address Box 1310  
Phone Number 1400  
Studio-Transmitter Location The Strip,  
Hwy. 91  
Air Time 4:30 a.m.-1:30 a.m.  
News Service INS  
Transcription Service Thesaurus  
Representative W. S. Grant  
General-Station Manager Maxwell Kelch  
General Manager Maxwell Kelch  
Commercial Mgr. Thompson Magowan  
Program Director L. A. Newsome, Jr.  
Chief Engineer W. E. Berry

## KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Las Vegas Bcstrs., Inc.  
Address Box 1510  
Phone Number 4646  
Transcription Service Capitol  
Representative Cooke, Scott  
President C. L. McCarthy  
General Manager Fred Stoye  
Chief Engineer Ralph Dow

## KRAM

LAS VEGAS—1948  
MBS-INTERMOUNTAIN

Frequency: 920 Kc. Power: 1000 Watts d.  
500 n.  
Owned-Oper. By Boulder City Bcstg. Corp.  
Business-Studio Address Hotel Flamingo  
Phone Number 920  
Transmitter Location N. Las Vegas  
Air Time Unlimited

News Service UP  
Transcription Service World  
Representative Avery-Knodel  
President Edward J. Jansen  
General-Station Mgr. Truman B. Hinkle  
Commercial Manager Frank Kim  
Pgm. Dir., Sales Prom. Mgr. Carl Paige  
Publicity Director Hal Davis  
Musical Director Havelyn Jones  
Chief Engineer Fred Young

## KATO

RENO—1946—MBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Sierra Bcstg. Co.  
Business-Studio Address Elks Bldg.  
Phone Number 2-4501  
Transmitter Location 6th & Cassinelli Rds.  
Air Time 6 a.m.-2 a.m.  
Representative John E. Pearson  
Membership NAB  
President R. K. Wittenberg  
General Manager Robert L. Stoddard  
Commercial Manager Bob Tower

## KOH

RENO—1928—NBC

Frequency: 630 Kc. Power: 1000 Watts  
(C.P. 5000)  
Owned-Oper. By McClatchy Bcstg. Co. of  
Nev.  
Business-Studio Address 143 Stevenson St.  
Phone Number Reno 5106  
Transmitter Location Sparks  
Air Time Unlimited  
News Service AP, UP  
Transcription Service World  
Representative Paul H. Raymer  
Membership NAB, BMB  
President Eleanor McClatchy  
Station Manager Hewitt Kees  
Traffic Manager Amalia Ibarra  
Chief Technician Wesley Craig

## KOLO

RENO—1946—CBS

Frequency: 920 Kc. Power: 1000 Watts  
Owned-Operated By Reno Bcstg. Co.  
Business-Studio Address 33 Sierra St.  
Phone Number 2-4516  
Transmitter Location Sparks  
Air Time 6 a.m.-M.  
News Service AP, UP  
Transcription Service Lang-Worth  
Representative George P. Hollingbery  
Membership NAB

**NEVADA-NEW HAMPSHIRE**

President ..... Dave McKay  
 General-Station Manager..... H. G. Wells  
 Comm.-Sales Prom. Mgr..... Jack Kehoe  
 Program Director..... Al Coon  
 Production-Publicity Director... Andy Chantlas  
 Chief Engineer..... Merle Peterson

Transcription Service ..... Associated  
 Representative ..... Walker  
 Membership ..... NAB  
 President..... Merritt C. Speidel  
 General Manager..... Merrill Inch  
 Commercial Manager..... John A. Lang  
 Program Director..... Larry Shields  
 Chief Engineer..... Wilbur C. Comer

**KWRN**

**RENO—1947—ABC**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By... Reno Newspapers, Inc.  
 Business-Studio Address..... Gazette Bldg.  
 Phone Number ..... 6156  
 Transmitter Location ..... Reno  
 Air Time ..... 7 a.m.-M.  
 News Service ..... UP

**KXXL**

**RENO—1947**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Station KXXL  
 Address ..... Box 1329  
 Phone Number ..... 3122

**NEW HAMPSHIRE**

*Estimated Population 544,000—Increase +10.7%—Radio Homes 159,500  
 Radio Families 163,000—Stations in State 11*

**WMOU**

**BERLIN—1946—KBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper..... White Mountains Bcstg. Co., Inc.  
 Business-Studio Address..... 40 Main St.  
 Phone Number..... Berlin 1797-8  
 Transmitter Location..... Hutchins St.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Membership ..... NAB  
 Pres., Gen. Mgr..... Charles S. Holbrook  
 Program Manager..... Wendell C. Mackenzie  
 Chief Engineer..... James F. Hennessey

Business-Studio Address..... Eagle Hotel  
 Phone Number ..... 4180  
 Transmitter Location..... Redington St.  
 Air Time ..... 6:30 a.m.-11:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Bannan, Walker  
 Pres., Gen. Mgr..... Hon. Charles M. Dale  
 Asst. Mgr., Prog. Dir..... Thomas S. Pingree  
 Chief Announcer..... Win Blake  
 Chief Engineer..... George Davis

**WTSV**

**CLAREMONT—1948  
 MBS-YANKEE-GRANITE**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By.... Granite State Bcstg. Co.  
 Address..... 221 Washington St.  
 Phone Number ..... 1800  
 Air Time ..... Unlimited  
 Transcription Service ..... Lang-Worth  
 Representative ..... Bannan, Bolling  
 President..... William J. Barkley  
 General Manager..... W. F. Rust, Jr.  
 Comm., Sales Prom. Mgr..... Fred Sterns  
 Pgm., Prod. Dir., Chief Annr..... Dick Hill  
 Chief Engineer..... A. Davis

**WKNE**

**KEENE—1941—CBS**

Frequency: 1290 Kc..... Power: 5000 Watts  
 Owned-Operated By..... WKNE Corp.  
 Business-Studio Address..... 17 Dunbar St.  
 Phone Number ..... 2080-1  
 Transmitter Location..... Stanhope Ave.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative..... Adam J. Young, Jr.,  
 Kettell-Carter  
 Membership ..... NAB, BMB  
 Pres., Gen. Mgr..... Joseph K. Close  
 Asst. Comm. Mgr., Pgm. Dir.

**WKXL**

**CONCORD—1946—MBS-YANKEE**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By... Hon. Charles M. Dale

Robert M. Peebles  
 Sales Prom. Mgr..... Gale Bath  
 Publicity Dir..... Ruth R. Wade  
 Chief Announcer..... Ozzie Wade  
 Chief Engineer..... Ernest F. Batchelder, Jr.  
 Farm Editor..... Stacey Cole

NEW HAMPSHIRE

W L N H

LACONIA—1922—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Northern Bcstg. Corp.
Business-Studio Address: 635 Main St.
Phone Number: 2-300
Transmitter Location: San Bornton
Air Time: Unlimited
News Service: AP
Representative: Kettell-Carter
Membership: NAB
Pres., Gen. Sta. Mgr.: Warren H. Brewster
Pgm., Prod. Director: Al Maffie
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: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: Adam J. Young, Jr.
Kettell-Carter
Membership: NAB, BMB
President: Morris Silver
Commercial Manager: Saul Gross
Gen., Sta. Mgr.: Frank Journey
Production Director: Frank Finning
Chief Announcer: Gerald Kearney
Chief Engineer: Reginald Schow

W K B R

MANCHESTER—1946
MBS-YANKEE-GRANITE STATE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Granite State Bcstg., Inc.
Address: 155 Front St.
Phone Number: 44075
Air Time: 6:30 a.m.-12:30 a.m.
News Service: UP
Transcription Service: Capitol
Representative: Bannan, Bolling
President: W. J. Barkley
General Manager: W. F. Rust, Jr.
Comm., Sales Prom. Mgr.: Ralph Gottlieb
Pgm. Dir., Chief Anncr.: Norman Bailey
Publicity Dir.: William Carlisle
Chief Engineer: Royston Phillips

W M U R

MANCHESTER—1941—ABC

Frequency: 610 Kc. Power: 5000 Watts d.:
1000 Watts n.
Owned-Operated By: The Radio Voice of
New Hampshire, Inc.
Business-Studio Address: 1819 Elm St.

Phone Number: Ma. 5-5788
Transmitter Location: Front St.
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Weed
Membership: NAB, BMB
President, Owner: Francis P. Murphy
General Manager: Hervey Carter
Production Dir.: Bernie Mack
Musical Dir.: Bertram Colter
Chief Engineer: Vincent Chandler
Farm Editor: Robert Webster

W O T W

NASHUA—1947—GRANITE STATE

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By: Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location: Lund Rd.
Phone Number: 5000
Air Time: Daytime
News Service: UP
Transcription Service: World
Representative: Bertha Bannan, Walker
Membership: NAB
Pres., Gen.-Sta. Mgr.: Arthur A. Newcomb
Asst. Gen. Mgr.: Angeline Kopka
Program Dir.: Paul Keefe
Chief Engineer: Robert C. Bingham

NEW HAMPSHIRE

WHY IS AP
THE BEST?

BECAUSE—AP has more news
correspondents, more
news bureaus, more
miles of news wire
than any other news
service.

NEW ENGLAND ASSOCIATED PRESS
BROADCASTERS' ASSOCIATION

President: Leland Bickford — Editor-in-
Chief, Yankee Network, Boston
Secretary: L. P. Yale — AP Chief of Bureau,
Boston
Directors for New Hampshire: Arthur
Rothzfel — WLNH, Laconia; Tom Power
— WMUR, Manchester.

NEW HAMPSHIRE



## W H E B

**PORTSMOUTH—1932**

**MBS-YANKEE**

Frequency: 750 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WHEB, Inc.  
 Bus.-Studio-Transmitter Address . . Lafayette Rd.  
 Phone Number . . . . . 4080  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker, Bertha Bannan  
 President . . . . . Hon. Charles M. Dale  
 Asst. Mgr. . . . . Keith S. Field  
 Commercial Manager . . William A. Dawson, Jr.  
 Program Dir. . . . . Lucien Dumont  
 Chief Announcer . . . . . William I. Elliot  
 Musical Director . . . . . Russ Reardon  
 Chief Engineer . . . . . Anthony Vaccaro

## W W N H

**ROCHESTER—1948**

**GRANITE STATE**

Frequency: 930 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Strafford Bcstg. Corp.  
 Address . . . . . Rochester Hill Rd.  
 Phone Number . . . . . 1400-1  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Bolling, Bannan  
 Membership . . . . . NAB  
 Pres., Sta. Mgr. . . . . A. J. K. Malin  
 Commercial Mgr. . . . . M. C. Ball  
 Program Dir. . . . . Robert Holmes  
 Production Dir. . . . . H. Martin  
 Publicity Dir. . . . . M. Verette  
 Chief Announcer . . . . . Paul Daniels  
 Musical Dir. . . . . M. L. Malin  
 Chief Engineer . . . . . E. J. Babkes

# NEW JERSEY

*Estimated Population 4,873,000—Increase +17.1%—Radio Homes 1,324,000  
 Radio Families—1,356,000—Stations in State 18*

## W C A P

**ASBURY PARK—1926—SBN**

Frequency: 1310 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . Radio Industries Bcst. Co.  
 Business-Studio Address . . . . 601 Bangs Ave.  
 Phone Number . . . . . Asbury Park 1-1310  
 Transmitter Location . . . . Bangs Ave., Neptune  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . World, Capitol  
 Membership . . . . . NAB, BMB  
 President . . . . . Ralph Froese  
 Gen., Sta. Mgr. . . . . Gene Milner  
 Commercial Mgr. . . . . Wally Reid  
 Pgm. Dir., Farm Editor . . . . Irving Smith  
 Prod., Musical Dir. . . . . Cal Monroe  
 Publicity Dir. . . . . Ken Leslie  
 Chief Announcer . . . . . George Hudson  
 Chief Engineer . . . . . Matthew Porter

## W B A B

**ATLANTIC CITY—1940—CBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . Press-Union Publishing Co.  
 Business Address . . . . . 1900 Atlantic Ave.  
 Phone Number . . . . . Atlantic City 5-1111  
 Studio-Trans. Address . . Absecon Blvd. & Beach  
 Thorofare, 1900 Atlantic Ave.  
 Air Time . . . . . 7 a.m.-12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . World  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NAB, BMB

President . . . . . Albert J. Feyl  
 Gen.-Sta.-Comm. Mgr. . . Monroe L. Mendelsohn  
 Prog. Dir., Chief Announcer . . Ralph Shoemaker  
 Chief Engineer . . . . . Earle Godfrey  
 Farm Editor . . . . . Bern Penrose

## W F P G

**ATLANTIC CITY—1940—ABC**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . Neptune Bcstg. Corp.  
 Business Address . . Union Trust Bldg., Steubenville, O.  
 Phone Number . . . . . Steubenville 2-6265  
 Studio Address . . . . . Steel Pier  
 Transmitter Location . . . . Venice Park  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . MGM  
 Representative . . . . . Ra-Tel  
 Membership . . . . . NAB  
 President . . . . . John J. Laux  
 General Man. . . . . Fred Weber  
 Commercial Mgr. . . . . Wm. C. Byrnes, Jr.  
 Sales Prom. Mgr. . . . . William Franks  
 Program Dir. . . . . Al Owen  
 Publicity Dir. . . . . Lydia I. Hawksley  
 Chief Announcer . . . . . Edward Davis  
 Chief Engineer . . . . . Blair K. Thron

## W M I D

**ATLANTIC CITY—1947—MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . Mid-Atlantic Bcstg. Co., Inc.

**NEW JERSEY**

Business-Studio Address.....Convention Hall  
Phone Number.....4-1340, 4-7131  
Transmitter Location.....Absecon Blvd.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Forjoe  
President.....Earl M. Johnson  
General Mgr.....David H. Freedman  
Station Mgr.....Juan Caloca  
Comm. Sales Prom. Mgr.....Albert A. Cormier  
Pgm., Prod., Pub. Dir.....Bob Ardrey  
Chief Announcer.....Bob Brown  
Musical Director.....Irv. Miser  
Chief Engineer.....Bernard Singer

**W S N J**

**BRIDGETON—1937—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Eastern States Bcstg. Co.  
Address.....Bridgeton  
Phone Number.....1600  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Thomas Clark  
Membership.....FMA  
President.....Senator Elmer H. Wene  
General-Station Manager.....Paul Alger  
President.....Elmer H. Wene  
Comm., Sales Prom. Mgr.....Jerry Alden  
Publicity Dir.....Arthur Scholz  
Pgm., Prod. Dir.....Joe McCulley  
Chief Announcer.....Earl Becktel  
Chief Engineer.....Francis Fekel  
Farm Editor.....Don Hart

**W C A M**

**CAMDEN—1924**

Frequency: 1310 Kc.....Power: 250 Watts  
Owned-Operated By.....City of Camden  
Business-Studio Address.....City Hall  
Phone Number.....Emerson 5-5600  
Transmitter Location.....Civic Center  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Standard. Capitol  
Membership.....NAB  
Director (Municipally owned)  
Mayor George E. Brunner  
Managing Dir.....Willard C. Schriver  
Commercial Mgr.....Morton Lowenstein  
Sales Prom. Mgr., Pub. Dir.....John I. Kennedy  
Pgm., Prod. Dir.....Robert Swanson  
Chief Engineer.....Clarence E. Owens

**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  
Studio Address.....2881 Mt. Ephraim Ave.  
Air Time.....Daytime  
News Service.....AP  
Transcription Service.....Associated, SESAC  
Pres., Gen. Mgr.....Ranull Compton  
Program Director.....Edwin W. Tucker  
Chief Engineer.....E. Phillip Steen

**W H O M**

**JERSEY CITY**

(See Listing, New York, N. Y.)

**W M T R**

**MORRISTOWN—1948**

Frequency: 1250 Kc.....Power: 500 Watts d.  
Owned-Operated By.....Morristown Bcstg. Co.  
Address.....P. O. Box 315, Park Square Bldg.  
Phone Number.....MO 4-5700  
Studio Address.....10 Park Pl.  
Transmitter Location.....Hanover Township  
Air Time.....Sunrise-Sunset  
News Service.....AP  
Transcription Service.....Associated  
Membership.....NAB  
President.....George S. Croy  
Station Mgr.....Kenneth A. Croy  
Commercial Mgr.....Clement T. Lowden  
Program Director.....Jack Allen Potts  
Chief Engineer.....Rudolph C. Prow  
Farm Editor.....Merrill Morris

**W A A T**

**NEWARK—1921**

Frequency: 970 Kc.....Power: 5000 d., 1000 n.  
Owned-Operated By.....Bremer Bcstg. Corp.  
Business-Studio Address.....Television Center  
Phone.....Mitchell 2-6400; BAcklay 7-8216  
Transmitter Location.....Kearny  
Air Time.....7 a.m.-1 a.m.  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Weed  
President, Gen. Mgr.....Irving R. Rosenhaus  
V.P., National Sales.....E. S. Lennon  
V.P., Local Sales.....A. B. Schillin  
Promotion Director.....James Sondheim  
Program Director.....George Green  
Public Relations Director.....Roland Trenchard  
Director, Educ. Activities.....Robert B. Macdougall  
Musical Director.....Jay Stanley  
V.P., Engineering.....Frank V. Bremer

**W H B I**

**NEWARK—1922**

Frequency: 1280 Kc.....Power: 2500 Watts d.;  
1000 Watts n.  
Owned-Operated By.....May Radio Bcst. Corp.  
Business-Studio Address.....100 Shipman St.  
Phone Number.....Mitchell 2-7354

**NEW JERSEY**

Transmitter Location.....155 Washington St.  
 Air Time ..... Unlimited  
 Membership ..... NAB  
 Pres., Gen. Mgr..... James L. Shearer  
 Station-Comm. Manager..... William Masi  
 Chief Engineer..... Herman Foster

**W N J R**  
**NEWARK—1947**

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Operated By..North Jersey Radio, Inc.  
 Business-Studio Address.....91 Halsey St.  
 Phone Number.....MARket 3-2700  
 Transmitter Location ..... Union  
 Air Time.....7 a.m.-M.  
 News Service.....INS, UP  
 Transcription Service.....World, Capitol  
 Representative ..... Rambeau  
 Membership ..... NAB  
 President..... Edward W. Scudder, Jr.  
 Gen., Sta. Mgr..... Harry D. Goodwin  
 Comm., Sales Prom. Mgr..... C. G. O'Neill  
 Program Director..... Steven Van Gluck  
 Production Director..... G. Thomas Marshall  
 Publicity Director..... James R. Ryall  
 Chief Engineer..... Peter Testan  
 Farm Editor..... Will Peigelbeck

**W V N J**  
**NEWARK—1948—NJSN**

Frequency: 620 Kc.....Power: 5000 Watts

**NEW JERSEY**

**WHY IS AP  
 THE BEST?**

**BECAUSE—AP** is more experi-  
 enced than any other  
 news service . . . more  
 than 100 years collect-  
 ing and distributing  
 news.

**NEW JERSEY ASSOCIATED PRESS  
 RADIO ASSOCIATION**

President: Edwin Tucker—WKDN, Camden  
 Vice-President: Roland Trenchard —  
 WAAT, Newark  
 Secretary: Sam Blackman—AP Chief of  
 Bureau

**NEW JERSEY**

Owned-Operated By....Newark Bcstg. Corp.  
 Business-Studio Address.....45 Central Ave.  
 Phone Number.....Mitchell 3-7600  
 Transmitter Location ..... Livingston  
 Air Time.....6 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service..Lang-Worth, Standard  
 Membership ..... NAB  
 V.P., Gen.-Comm Mgr..... Ivon B. Newman  
 Station Manager..... Helen Sulton Newman  
 Publicity Director..... Walter Kaney  
 Chief Engineer..... Bernard Kellom

**W C T C**  
**NEW BRUNSWICK—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Chanticleer Bcstg. Co.  
 Business-Studio Address.....385 George St.  
 Phone Number.....Charter 7-1450  
 Transmitter Location..... Highland Park  
 Air Time.....7 a.m.-11 p.m.  
 News Service ..... Transradio  
 Transcription Service..... Associated, World  
 Membership ..... NAB, BMB  
 Pres., Gen. Mgr..... James L. Howe  
 Commercial Manager..... Robert Bell  
 Sales Promotion Manager..... Edith Brandt  
 Program Director..... Nat Shoehalter  
 Chief Engineer..... Robert L. Williams

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 J**

**620 on your dial**

**The most for your  
 dollar in the  
 metropolitan area**

**NEWARK N. J.**

# WPAT

**5000 WATTS  
NIGHT and DAY**

Included in WPAT'S  
10 mille volt contour  
are such markets as

**Paterson  
Newark  
Jersey City  
Passaic  
Elizabeth  
Hackensack  
Hoboken  
Union City  
and  
New York City\***

# WPAT

**Paterson, New Jersey  
New York — Penn. 6-2945**

*owned and operated by  
The Herald News, Passaic-Clifton, N. J*

\*Included in WPAT's Primary Coverage Area is Metropolitan New York and New Jersey—the greatest market in the United States.

## 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, Pennsylvania 6-2945  
Transmitter: Broad at Hepburn Rd, Clifton  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Associated  
Membership: NAB  
Chairman of Board: Dow H. Drukker  
President: Richard Drukker  
Exec. V.P., Sales, Pging.: Herman M. Bess  
Exec. V.P., Gen. Mgr.: James V. Cosman  
Asst. V.P., Chief Engineer: Earl F. Lucas  
Publicity Dir.: Elaine Starr

## WTNJ

**TRENTON—1928**

Frequency: 1300 Kc. Power: 250 Watts d.  
Owned-Operated By: WOAX, Inc.  
Business-Studio Address: 416 Bellevue Ave.  
Phone Number: 8149  
V.P., General Manager: F. J. Wolff

## WTTM

**TRENTON—1942—NBC**

Frequency: 920 Kc. Power: 1000 Watts  
Owned-Operated By: Trent Bcst. Corp.  
Business-Studio Address: 541-43 E. State St.  
Phone Number: 5-8515-6-7-8  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Forjoe  
Membership: NAB  
President: Hon. Elmer H. Wene  
General Manager: Carl Mark  
Commercial Manager: Fred L. Bernstein  
Sales Prom. Mgr.: Alfred J. Barker  
Program Director: William R. Griffin  
Chief Engineer: Theodore P. Kilmer

## WWBZ

**VINELAND—1945**

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Oper.: Community Bcstg. Service, Inc.  
Business-Studio Address: 633 Wood St.  
Phone Number: Vineland 7-1360  
News Service: UP  
Transcription Service: World  
Representative: McGillvra  
President: Joseph M. Bullock  
General Manager: Fred M. Wood  
Program Director: Dorothy H. Carlson  
Chief Engineer: C. V. Mullen

# NEW MEXICO

Estimated Population 589,000—Increase +10.8%—Radio Homes 158,000  
Radio Families 171,000—Stations in State 20

## 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 4543  
Studio Address Kimo Theater Bldg.  
Transmitter Location So, 2nd St.  
Air Time Unlimited  
News Service UP, AP  
Transcription Service World  
Representative Taylor-Borroff  
Pres., Gen. Station Mgr. A. R. Hebenstreit  
Commercial Manager Jack Skillen  
Pgm., Prod., Pub. Dir. Robert Van Driel  
Chief Announcer Richard T. Coleman  
Chief Engineer Leonard F. Dodds

## KOAT

ALBUQUERQUE—1946  
ABC-ZIA NET

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Rio Grande Bcstg. Co., Inc.  
Business-Studio Address 122 S. Tulane  
Phone Number 5-5501  
Transmitter 2000 W. Indian School Rd.  
Air Time 6 a.m.-11 p.m.  
News Service UP  
Transcription Service Capitol  
Representative McGillvra  
President A. E. Buck  
Gen.-Sta. Mgr. Merle H. Tucker  
Commercial Manager Robert Sabin  
Program Director B. J. Fitzpatrick  
Chief Announcer Rollie Melville  
Chief Engineer William Carman

## KOB

ALBUQUERQUE—1920—NBC-MBS

Frequency: 770 Kc. Power: 50,000 Watts d.;  
25,000 Watts n.  
Owned-Oper. By Albuquerque Bcstg. Co.  
Bus.-Studio Address Fifth & Silver  
Phone Number 4411  
Transmitter Location Alameda  
Air Time 6 a.m.-M.  
News Service AP, INS  
Transcription Service Thesaurus  
Representative Free & Peters  
Pres., Gen. Mgr. T. M. Pepperday  
Station Manager Bob Seal  
Comm. Mgr. Charles Teas  
Program Dir. Rolf S. Nielsen  
Publicity Director Jean Toncre  
Chief Announcer Robert A. McCoy  
Musical Director Noel Martin  
Chief Engineer George S. Johnson

## KVER

ALBUQUERQUE—1947  
MBS-GREAT WEST-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Western Air, Inc.  
Business-Studio Address 317 N. Broadway,  
Box 1388  
Phone Number 3-1744  
Transmitter Location Old Albuquerque  
Air Time 6 a.m.-M.  
News Service UP  
Transcription Service MGM  
Representative Forjoe  
Membership NAB  
Pres., Gen. Mgr. William T. Kemp  
Commercial Manager Paul A. Kehle  
Station Manager Keith Tye  
Asst. Mgr. John H. Morrison  
Program Director Al Mann  
Production Dir. & Asst. Mgr. Ralph Henry  
Publicity Director Edith Hoffman  
Chief Announcer Connie Alexander  
Musical Director Mac Vernon  
Chief Engineer Fred Timm  
Farm Editor Cecil Pragnell

## KSVP

ARTESIA—1946—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Artesia Bcstg. Corp.  
Business-Studio Address Box 445  
Phone Number 650  
Transmitter Location South Roselawn  
Air Time 7 a.m.-10 p.m.  
News Service AP  
Transcription Service Standard  
President Martin Yates III  
Gen., Sta., Sales Prom. Mgr. David M. Button  
Commercial Manager Wayne Griffin  
Chief Engineer Robert Meeker

## KENE

BELEN—1949

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Belen Bcstg. Corp.  
Address P. O. Box 604  
Phone Number 3021  
Air Time Unlimited  
News Service AP  
Transcription Service Lang-Worth, SESAC  
President T. B. Stribling  
General Manager D. H. Crandal  
Commercial Manager H. R. Granger  
Program Director Ken Gilmore  
Chief Engineer W. C. Weeks

## KAVE

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Carlsbad Bcstg. Corp.  
 Business-Studio Address... 800 S. Canal St.  
 Phone Number... 244  
 Transmitter Location... 3 mi. SW City  
 Air Time... 6 a.m.-M.  
 News Service... AP  
 Representative... Taylor Boroff  
 President... Val Lawrence  
 General-Station Mgr... Norman R. Loose  
 Commercial Manager... Richard E. Doyle  
 Program Director... Alexander Pitcaithley  
 Chief Engineer... William Sene

## KWEW

HOBBS—1938

MBS-KBS-SOUTHWEST

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... W. E. Whitmore  
 Business-Studio Address... 116 E. Dunham  
 Phone Number... 495  
 News Service... UP  
 Transcription Service... MacGregor, Lang-Worth  
 Representative... Taylor-Boroff  
 President... W. E. Whitmore  
 General Manager... Harry McAdams  
 Commercial Manager... Phil McGee  
 Program Director... Dortha A. Montgomery  
 Chief Engineer... Roy Evans

## KICA

CLOVIS—1933—MBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By... Hugh DeWitt Landis,  
 R. B. McAlister  
 Operated By... R. B. McAlister  
 Business Address... Box 111  
 Phone Number... 3  
 Studio Address... 520 Pile St.  
 Transmitter Location... Hillcrest Park  
 Air Time... 6 a.m.-11 p.m.  
 News Service... UP  
 Transcription Service... MacGregor  
 Representative... Continental Radio Sales  
 Membership... NAB  
 President... Hugh DeWitt Landis  
 General-Station Mgr... R. B. McAlister  
 Commercial Manager... Don Boles  
 Sales Promotion Manager... Sammy Goodman  
 Program Director... John Kirkwood  
 Chief Announcer... Harold Cook  
 Musical Director... Joni Nieves  
 Chief Engineer... Vernon Hughes

## KCHS

HOT SPRINGS—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  
 Air Time... 6:30 a.m.-10 p.m.  
 News Service... UP  
 Transcription Service... Capitol  
 Representative... Continental Radio Sales  
 Pres., General Manager... Leonard R. Trainer  
 Station Manager... Beulah M. Shirk  
 Commercial Manager... William Malloy  
 Program Director... Catherine L. Perry  
 Chief Engineer... Russell A. Walz

## KOBE

LAS CRUCES—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Mesilla Valley Bcstg. Co.  
 Bus. Studio Address... Main & Picacho Ave.  
 Phone Number... 205  
 Transmitter Location... W. Amador Ave.  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service... World  
 President... Charles Hill  
 General-Station Mgr... Harry H. Stair  
 Program Director... L. S. Sleppy  
 Chief Engineer... K. M. Dean

## KGAK

GALLUP—1946

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Rio Grande Bcstg. Co.  
 Business-Studio Address... 114 E. Cole Ave.  
 Phone Number... 1177  
 Transmitter Location... 1½ mi. E. City  
 Air Time... 7 a.m.-9 p.m.  
 News Service... UP  
 Transcription Service... Capitol  
 Representative... Donahue  
 Membership... NAB  
 President... Al Buck  
 General Manager... Merle H. Tucker  
 Station Manager... Charles M. Butler  
 Commercial Manager... Larry Hoffman  
 Program Director... Lou Emerson  
 Chief Engineer... James P. Suptic

## KFUN

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... ½ 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

Program Director..... Dorothy G. Thwaites  
 Chief Engineer..... A. F. Schultz

## KRTN

**RATON—1948—MBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Southwest Bcstg. Inc.  
 Business Address..... Box 710, Las Vegas;  
 Box 767, Raton  
 Phone Number..... 875  
 Studio-Transmitter Address..... 1128 State St.  
 Air Time..... 7 a.m.-10 p.m.  
 News Service..... UP  
 Transcription Service..... Standard, World  
 Representative..... Hil F. Best  
 Pres., Gen. Manager..... Ernest N. Thwaites  
 Station Manager..... Stanley K. Brown  
 Chief Engineer..... A. F. Schultz

## KGFL

**ROSWELL—1927—MBS-SW. N-KBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... KGFL, Inc.  
 Business-Studio Address..... 310 N. Richardson  
 Phone Number..... 2000  
 Transmitter Location..... 511 W. 16th St.  
 Air Time..... 6 a.m.-11 p.m.  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... Taylor-Boroff  
 Membership..... NAB, BMB  
 Pres., General Manager..... W. E. Whitmore  
 Commercial Manager..... G. F. Roberts  
 Program Director..... Almarie Old Field  
 Chief Engineer..... Eugene Rader

## KSWS

**ROSWELL—1947—ABC-ZIA NET**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... McEvoy Bcstg. Co.  
 Bus.-Studio Address..... Radio Center  
 Phone Number..... 2400  
 Transmitter Location..... 19th & Railroad Sts.  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Thesaurus  
 Representative..... McGillvra  
 Membership..... NAB  
 President..... Paul B. McEvoy  
 General Station Manager..... John A. McBoyle  
 Comm. Sales Prom. Mgr..... M. J. Montgomery  
 Sales Promotion Manager..... John L. Meyers  
 Prod., Farm Editor..... George R. Walsh  
 Chief Announcer..... Tom Foulkes  
 Chief Engineer..... Ray R. Summersgill

## KTRC

**SANTA FE—1946—ABC-ZIA NET**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Rio Grande Bcstg. Co., Inc.

Bus. Address..... P. O. Box 1715  
 Phone Number..... 3003  
 Studio-Transmitter Address..... 210 E. Marcy  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... Capitol  
 Representative..... McGillvra  
 Membership..... NAB, BMB  
 President..... A. E. Buck  
 General Manager..... Merle H. Tucker  
 Station, Commercial Manager..... Hugh M. Gray  
 Sales Promotion Manager..... A. Paul Theil  
 Prod. Dir., Chief Announcer..... Ross Taylor  
 Publicity Director..... Bobby Berg  
 Chief Engineer..... Odel Nickelson

## 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..... 2020  
 Transmitter Location..... Lower Alameda St.  
 Air Time..... 6 a.m.-M.  
 News Service..... AP, UP  
 Transcription Service..... World  
 Representative..... Taylor-Boroff  
 President..... A. R. Hebenstreit  
 General Manager..... Ivan R. Head  
 Program, Prod. Dir..... Jim Maize  
 Musical Dir..... Bill Reitmann  
 Chief Engineer..... E. J. Vanderwood

## KSIL

**SILVER CITY—1946—CBS-SW. NET**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Dorrance D. Roderick  
 Bus.-Studio-Transmitter Address..... 17th & Cactus  
 St., P. O. Box 590  
 Air Time..... 6 a.m.-11:15 p.m.  
 News Service..... AP  
 Representative..... Taylor-Boroff  
 General Manager..... Carl Dunbar  
 Gen. Adv. Mgr..... R. C. Hughes  
 Program Director..... Ed Duty

## KTNM

**TUCUMCARI—1941—MBS-KBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... The McMa Agency  
 Business Address..... Box 668  
 Phone Number..... 100  
 Studio Address..... Second & Main Sts.  
 Transmitter Location..... Outside E. City Limits  
 Air Time..... 6 a.m.-10:30 p.m.  
 News Service..... UP  
 Partners..... Grady Maples, R. B. McAlister  
 Gen. Sta., Comm. Mgr..... Grady Maples  
 Pgm. Dir., Chief Announcer..... Richard D. Wood  
 Chief Engineer..... David Fred White, Jr.

**WOR**

**SELLS  
MORE**

**MORE  
OFTEN**

**FOR MORE PEOPLE**

**TO MORE  
PEOPLE**

***than any other  
station  
in the United States!***



# NEW YORK

*Estimated Population 14,392,000—Increase +6.9%—Radio Homes 4,203,000  
Radio Families 4,287,000—Stations in State 92*

## W A B Y ALBANY—1934

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . Adirondack Bcstg. Co., Inc.  
Business-Studio . . . Strand Bldg., 110 No. Pearl St.  
Phone Number . . . . . 4-4193  
Transmitter Location . . . Braintree St., Colonie  
Air Time . . . . . 7 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Everett-McKinney  
Membership . . . . . NAB  
President . . . . . A. J. McDonald  
General-Station Manager . . . . . Russell B. Wilde  
Comm.-Sales Prom. Mgr. . . . . Michael Danyla, Jr.  
Prog.-Musical Director . . . . . Ned Trudeau  
Chief Announcer . . . . . Bill Phillips  
Chief Engineer . . . . . James H. Corey

## W O K O

ALBANY—1924—UBS

Frequency: 1460 Kc. . . . . Power: 1000 d., 500 n.  
Owned-Oper. By . . . Gov. Dongan Bcstg. Corp.  
Bus.-Studio Address . . . . . Hotel Wellington,  
136 State St.  
Phone Number . . . . . 3-6638  
Transmitter Location . . . . . Central Ave.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard, SESAC  
Representative . . . . . Cooke  
President, General Mgr. . . . . James T. Healey  
Commercial Manager . . . . . A. Kellert  
Program Director . . . . . Paul Baron  
Chief Announcer . . . . . Lyle Bosley  
Musical Director . . . . . Gordon Seaman  
Chief Engineer . . . . . Al Sardi

## W P T R

ALBANY—1948

Frequency: 1540 Kc. . . . . Power: 50,000 Watts  
Owned-Operated By . . . Patroon Bcstg. Co., Inc.  
Business-Studio . . . 87 State St., Hotel Ten Eyck  
Phone Number . . . . . 5-3345, 5-5422  
Transmitter Location . . . . . Middle Rd., Colonie  
Air Time . . . . . Unlimited  
News Service . . . . . AP, INS  
Transcription Service . . . . . Capitol, SESAC  
Representative . . . . . William G. Rambeau  
Membership . . . . . NAB  
President . . . . . J. Myer Schline  
General, Station Manager . . . . . Fred R. Ripley  
Program Director . . . . . Howard W. Maschmeier  
Prod. Dir., Chief Announcer . . . . . Glen E. Walrath

Musical Director . . . . . Frank D'Armond  
Chief Engineer . . . . . Dwelle S. Hoag  
Farm Editor . . . . . G. Ellis Barrett

## W R O W

ALBANY—1947—MBS

Frequency: 590 Kc. . . . . Power: 5000 d., 1000 n.  
Owned-Oper. By . . . Hudson Valley Bcstg. Co.  
Business-Studio Address . . . . . 112 State St.  
Phone Number . . . . . Albany 3-2225  
Transmitter Location . . . . . Route 9W, So. of City  
Air Time . . . . . 6 a.m.-1 a.m.  
News Service . . . . . INS, UP  
Transcription Service . . . . . World  
Representative . . . . . Bolling  
Membership . . . . . NAB, BMB  
President . . . . . Dr. John J. Quinlan  
General-Station Mgr. . . . . Harry L. Goldman  
Station Manager . . . . . Johnny Lee  
Comm., Sales Prom. Mgr. . . . . Leo Rosen  
Traffic Manager . . . . . Florence Ryan  
Chief Engineer . . . . . Charles Heisler

*Dominating the  
RICH North Eastern  
U. S. Market*

# WPTR

ALBANY - TROY - SCHENECTADY  
**50,000 WATTS  
Around the Clock**

RA-TEL  
Representatives,  
Inc.

HOTEL  
TEN EYCK,  
ALBANY,  
N. Y.

## W X K W

**ALBANY—1948—ABC**

Frequency: 850 Kc. . . . . Power: 10,000 Watts  
Owned-Oper. By. . . . . Champlain Valley Bcstg.  
Corp.

Business-Studio Address . . . . . 444 Broadway  
Phone Number . . . . . 6-7676  
Transmitter Location . . . . . Selkirk  
Air Time. . . . . 5:30 a.m.-12:05 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Katz  
Membership . . . . . NAB, BMB  
President, Gen. Mgr. . . . . Stephen R. Rintoul  
Commercial Manager. . . . . Gren Rand  
Sales Prom. Mgr., Pub. Dir. Eugene Fitzpatrick  
Program Director. . . . . Fred Daiger  
Production Director. . . . . Walter Neals  
Chief Engineer . . . . . George Wetmore

## W C S S

**AMSTERDAM—1948**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . Community Service Bcst.  
Corp.

Bus.-Studio-Transmitter Address . Upper Locust  
Ave.  
Phone Number . . . . . 4000

Air Time . . . . . Unlimited  
News Service. . . . . INS, UP  
Transcription Service . . . . . World  
Membership . . . . . NAB  
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-SBN**

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. . . . . Thesaurus, SESAC, KBS  
Representative . . . . . Thomas F. Clark  
Membership . . . . . NAB, BMB  
President. . . . . William O. Dapping  
Gen.-Sta.-Comm. Mgr. . . . . Frederick L. Keesee  
Sales Prom. Mgr., Prog. Dir. . . . . Robert B. Morgan  
Chief Announcer. . . . . A. John Hefner  
Chief Engineer . . . . . Herbert House  
Farm Editor. . . . . Charles Hammond

## W B T A

**BATAVIA—1941—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Batavia Bcstg. Corp.  
Business-Studio Address. . . . . 90 Main St.  
Phone Number . . . . . 715  
Transmitter Location . . . . . Creek Rd.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Capitol  
Membership . . . . . NAB  
Pres., Gen.-Station Mgr. . . . . Edmund R. Gamble  
Comm.-Sales Prom. Mgr. . . . . Robert E. Newstead  
Program-Production Dir. . . . . J. Gordon Bridge  
Pub. Dir., Farm Editor. . . . . James Gerrety  
Chief Announcer. . . . . Bernie Sandler  
Musical Director. . . . . Matt Regan  
Chief Engineer. . . . . Fred Callendar

## W I N R

**BINGHAMTON—1946—NBC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . Southern Tier Radio Service,  
Inc.  
Business-Studio Address. . . . . Court House Square  
Phone Number . . . . . 4-4318  
Transmitter Location. . . . . Cleveland & Stokes Ave.  
Air Time. . . . . 6 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Work  
Representative. . . . . George P. Hollingbery  
Membership . . . . . NAB  
President . . . . . Donald Kramer  
General Manager. . . . . C. A. Bengtson

YOU CAN'T HIT THE  
AMSTERDAM TARGET  
WITHOUT WCSS!

\*Morning . . . 33.8

\*Afternoon . . . 40.1

\*Evening . . . 36.6

\* Crossley Report for Amsterdam May-  
June, 1949.

## WCSS

250 watts day and night  
Amsterdam, New York

Station Executive.....E. R. Vadeboncoeur  
 Commercial Manager.....H. R. Nicholson  
 Program Director.....Charles Bishara  
 Publicity Director.....George O'Connor  
 Chief Announcer.....Jan Costley  
 Chief Engineer.....A. A. Kelley

**WKOP**

BINGHAMTON—1947—MBS

Frequency: 750 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..The Binghamton Bcstrs., Inc.  
 Business-Studio Address.....34 Chenango St.  
 Phone Number.....2-3437  
 Transmitter Location.....Morgan Rd.,  
 Carman Hill  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 Membership.....NAB  
 Pres., Gen.Sta. Mgr.....Andrew Jarema  
 Commercial Manager.....Norman Stewart  
 Prog. Dir., Farm Editor.....Wally Buman  
 Publicity Dir.....Bernice Bonus  
 Chief Announcer.....Art Goodwin  
 Chief Engineer.....Charles Hallinan

**W N B F**

BINGHAMTON—1928—CBS

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By....Clark Associates, Inc.  
 Business Address.....P. O. Box 48  
 Phone Number.....Binghamton 2-3461  
 Studio Address.....Arlington Hotel  
 Transmitter Location.....Ingraham Hill  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Bolling  
 Membership.....NAB, FMA  
 President.....John C. Clark  
 General Manager.....Cecil D. Mastin  
 Station Manager.....L. L. Rogers  
 Commercial Manager.....S. N. Heslop  
 Sales Prom. Mgr., Pub. Dir....E. R. McCloskey  
 Prog.-Prod. Dir., Chief Announcer..E. M. Scala  
 Musical Director.....Ethel Henton  
 Chief Engineer.....L. H. Stantz  
 Farm Editor.....Sam Page

NEW YORK

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BECAUSE—**AP** members, the greatest body of news col-  
 lectors in the world today, provide their news  
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 WGVA, Geneva; Bernard Buck—WNYC, New York.  
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NEW YORK

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OR  
**COMPARATIVELY**

*by any yardstick you use*

*there's no substitute for*

**WBEN**

The best service brings the best results. That's the yardstick at

WBEN. The service rendered by The Buffalo Evening News

stations has created listener-loyalty not only for programs and

personalities but loyalty for products and services. The results:

WBEN for years has been the Buffalo station most people listen to

most of the time • WBEN-FM, Buffalo's first frequency-modulation

station, is accorded the same high rating • WBEN-TV,

Buffalo's only television station is one of the nation's

standout stations . . . 316 Advertisers have used

its facilities in the first 22 months of  
operation with conspicuous success.

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 **FM**

 **TV**

**WBEN, INC.**

Representatives:

Radio: Edward Petry & Co., Inc.

Television: Harrington, Richter & Parsons, Inc.

*The Buffalo Evening News Stations*

# W E N E

**BINGHAMTON—ENDICOTT—1947**  
**ABC**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . Empire Newspapers-Radio, Inc.  
Business-Studio Address. . . . . Radio Center, 909 E. Main St.  
Phone Number . . . . . 5-3351  
Transmitter Location. . . . . Pierce Hill, Vestal  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service. . . . . Associated  
Transcription Service. . . . . Associated, Capitol  
Representative . . . . . Walker  
Membership . . . . . NAB, BMB  
President. . . . . James H. Ottaway  
Radio Director. . . . . F. H. Brinkley  
Sta., Comm., Sales Prom. Mgr. . . . . S. W. Ryder  
Pgm., Prod. Dir. . . . . Harold E. Graves  
Publicity Dir. . . . . James A. McKechnie  
Chief Announcer. . . . . Harold P. Kent  
Musical Librarian. . . . . Richard Vosburgh  
Chief Engineer. . . . . J. Harold Merchant

# W B E N

**BUFFALO—1930—NBC**

Frequency: 930 Kc. . . . . Power: 5000 Watts  
Owned-Operated By. . . . . W.BEN, Inc.  
Business-Studio Address. . . . . Hotel Statler  
Phone Number. . . . . Cleveland 6400  
Transmitter Location. . . . . Grand Island  
Air Time . . . . . Unlimited  
News Service . . . . . AP, INS, UP  
Transcription Service. . . . . SESAC, ASCAP, BMI  
Representative . . . . . Edward Petry  
Membership . . . . . NAB, FMA  
President. . . . . Edward H. Butler  
V.P., Business Mgr. . . . . Alfred H. Kirchhofer  
Station Manager. . . . . C. Robert Thompson  
Asst. Sta. Mgr. chg. Sales. . . . . Frank W. Kelly  
Local Sales Mgr. . . . . C. E. Daly  
Program Mgr. . . . . George R. Torge  
Asst. Pgm. Mgr. . . . . William R. Rich  
Promotion Mgr. . . . . Joseph A. Haeflner  
Chief Anncr. & Night Supervr. A. Ward Fenton  
Chief Engineer. . . . . Ralph J. Kingsley

# W B N Y

**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.  
Air Time . . . . . 7 a.m.-M.

News Service. . . . . AP, INS, UP  
Representative. . . . . Adam J. Young, Jr.  
Membership . . . . . FMA  
Pres., General-Station Mgr. . . . . Roy L. Albertson  
Program Dir. . . . . Virginia C. Fyda  
Commercial Mgr. . . . . Howard Schellenberg  
Chief Announcer. . . . . Carl Spavento  
Musical Director. . . . . Art Crosson  
Chief Engineer. . . . . Thomas L. Vines

# W E B R

**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. . . . . Cloverbank Rd., Hamburg  
Air Time . . . . . Unlimited  
News Service . . . . . AP, INS, Reuters  
Transcription Service . . . . . Standard  
Representative . . . . . Katz  
Membership . . . . . NAB  
President. . . . . Paul E. Fitzpatrick  
General Manager. . . . . Cy King  
Commercial Manager. . . . . William Doerr, Jr.  
Program Director. . . . . Preston Taplin  
Production Director. . . . . Lloyd Gibson  
Publicity Director. . . . . William Schweitzer  
Chief Announcer. . . . . Ed Tucholka  
Musical Director. . . . . Victor D'Ana  
Chief Engineer. . . . . Frank B. Ridgeway

# W G R

**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 a.m.-1 a.m.  
News Service . . . . . UP  
Transcription Service. . . . . MGM, World  
Representative. . . . . Free & Peters  
Membership . . . . . NAB  
Chairman of Board. . . . . Leo J. Fitzpatrick  
Pres., Gen. Mgr. . . . . I. R. Lounsberry  
Comm. Mgr. . . . . N. Cohen, local; F. R. Greene,  
National spot  
Sales Promotion Manager. . . . . R. McPherson  
Program Director. . . . . Robert Strigl  
Publicity Director. . . . . F. L. Lounsberry  
Chief Announcer. . . . . Allan Lewis  
Musical Director. . . . . David Cheskin  
Chief Engineer. . . . . K. B. Hoffman  
Farm Editor. . . . . Donald Huckle

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★ ABC NETWORK

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- ★ Largest bonus area for advertisers
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AVERY-KNODEL  
INC.  
NATIONAL  
REPRESENTATIVES

# WKBW

YOUR WESTERN NEW YORK SALESMAN

CLINTON H. CHURCHILL  
PRESIDENT AND GEN. MANAGER



**W K B W**  
**BUFFALO—1925—ABC**

Frequency: 1520 Kc. Power: 50,000 Watts  
Owned-Operated By.....WKBW, Inc.  
Business-Studio Address.....Rand Bldg.  
Phone Number.....MOhawk 1520  
Transmitter Location...R.F.D. No. 5, Hamburg  
Air Time.....5 a.m.-2 a.m.  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NAB  
President, General Mgr....Clinton H. Churchill  
Commercial Manager.....Roger M. Baker  
Program Director.....Paul Martin  
Publicity Dir.....Alfred E. Anscombe  
Musical Director.....Norman Wullen  
Chief Engineer.....Leroy Fiedler

**W W O L**  
**BUFFALO—1947**

Frequency: 1120 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Greater Erie Bcstg. Co.  
Business-Studio Address.....315 Main St.  
Phone Number.....Mohawk 1200  
Transmitter.....Turner Ave., West Seneca  
Air Time.....Sunrise to Sunset  
News Service.....UP  
Transcription Service.....World Bcstg.  
Representative.....Forjoe  
Owner.....Leon Wyszatycki  
General Station Manager.....Stanley Jasinski  
Commercial, Sales Prom. Mgr.....Dan Leslie  
Program Director, Chief Ann.....Pat Vincent  
Musical Director.....Trudy Peebles  
Chief Engineer.....Frank Saj

**W C B A**  
**CORNING—1949**

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Operated By.....John S. Booth  
Address.....English Keenan Bldg.  
Phone Number.....2608  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....Lang-Worth, Capitol  
President.....John S. Booth  
Asst. Manager.....Samuel J. Handshore  
Local Sales Mgr.....Eldred P. Carpenter  
Program Dir.....Robert G. Walter  
Promotion Mgr.....John P. Morrissey  
Chief Engineer.....Murray J. Hillman

**W K R T**  
**CORTLAND—1947—COLONIAL**

Frequency: 920 Kc. Power: 1000 Watts d.,  
500 n.  
Owned-Operated By.....Cortland Bcstg. Co., Inc.  
Business Studio Address.....27 N. Main St.  
Phone Number.....2990  
Transmitter Location.....Cortlandville-Virgil  
Townline Rd.

Air Time.....6 a.m.-11:15 p.m.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Joseph Hershey McGillvra  
President, General Mgr.....J. Gerald Mayer  
Station Mgr.....William J. Hall  
Commercial Mgr.....Thomas L. Riley  
Program Dir.....Robert C. Michel  
Publicity Director.....Betty Sweetland  
Chief Engineer.....William Barron  
Farm Editor.....Ed Glacken

**W F C B**  
**DUNKIRK—1949**

Frequency: 1410 Kc. Power: 500 Watts  
Owned-Operated By.....Dunkirk Bcstg. Corp.  
Address.....315 Main St.  
Phone Number.....2355  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Standard, Lang-Worth  
Pres., Gen. Mgr.....Alois A. Schmidt  
Program Dir.....Dal Gray  
Chief Engineer.....Pearly Tribou

**W E L M**  
**ELMIRA—1947—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....Corning Leader, Inc.  
Business-Studio Address.....222 E. Market St.  
Phone Number.....Elmira 2-1400, 2-8378  
Transmitter Location.....Sheridan Ave. &  
Kingsbury Rd.  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Walker  
Membership.....NAB, BMB  
General Manager.....Walter Valerius  
Comm.-Sales Prom. Mgr.,  
Publicity Director.....Claude R. Snyder, Jr.  
Prog.-Prod. Dir.....Kenneth C. Powell  
Musical Director.....Ross H. Beatty  
Chief Engineer.....Allen Bell  
Farm Editor.....Gordon M. Ridenour

**W E N Y**  
**ELMIRA—1939—NBC-MBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Elmira Sta-Gazette, Inc.  
Bus.-Studio Address.....Mark Twain Hotel  
Phone Number.....5181  
Transmitter Location.....Milton St.  
Air Time.....6:30 a.m.-1 a.m.  
News Service.....UP  
Transcription Service.....World, Lang-Worth  
Representative.....Everett & McKinney  
Membership.....NAB, BMB  
Sales Manager.....Phil Cameron  
Production Director.....Ted Hodge  
Musical Director.....Harry Springer  
Chief Engineer.....Thurlow A. Greene

## the LONG ISLAND story

TRUST the local retailer to pick advertising that pays. It's relatively simple for him to *measure advertising effectiveness* because today's retail advertising shows up in terms of direct sales tomorrow, or even today. On Long Island, *best proof of WHLI's tremendous pulling power* is the many leading retailers, including the suburban branches of the top New York City department stores, who use WHLI *day in and day out, for 52 weeks a year—and renew year after year.*

Take a tip from smart Main Street merchants. On *fast-growing* Long Island buy WHLI—the station that economically *moves merchandise and services*—the station that consistently has *higher average daytime ratings* in Long Island's large quality market than three 50,000 watt network flagships in adjacent New York City.

**"THE VOICE OF LONG ISLAND"**

# W H L I

1100 on your dial

WHLI-FM 98.3 mc

HEMPSTEAD, LONG ISLAND, N. Y.

Elias I. Godofsky, *President*



## 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 Unlimited  
 News Service AP  
 Transcription Service Thesaurus  
 Pres., Gen., Sta. Mgr. Harry H. Carman  
 Sales Manager Murray Evans  
 Sales Promotion Mgr. Neal Seaman  
 Program-Musical Dir. A. Cheesman  
 Publicity Director Robert Stirrat  
 Local News John Frogge  
 Chief Announcer Charles R. Schon  
 Chief Engineer Robert Milos

## W O S C

**FULTON—1949**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Operated By Oswego County Bcstg.  
 Co., Inc.  
 Address 118 Oneida St.  
 Phone Number 1400  
 Air Time Daytime  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative McGillvra  
 Pres., Gen. Mgr. D. J. Kesterke  
 Vice-President Gerald Mayer  
 Commercial Mgr. Leo Brown  
 Program Dir. George McCall  
 Chief Engineer Cyril Edmunds

## W G V A

**GENEVA—1947—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Star Bcstg. Co., Inc.  
 Business-Studio Address Geneva Federal  
 Savings Bldg.  
 Phone Number 6691  
 Transmitter Location Lennox Park  
 Air Time 6:30 a.m.-M.  
 News Service AP  
 Representative Cooke  
 Transcription Service World  
 Membership NAB, BMB  
 President M. R. Forman  
 V.P., General Manager Thomas L. Brown  
 Program Director Robert S. Kieve  
 Chief Announcer Alex Lamutis  
 Chief Engineer R. Carleton Greene

## W G L N

**GLENS FALLS—1947—ABC**

Frequency: 1230 Kc. Power: 100 Watts  
 Owned-Oper. By Glens Falls Publicity Corp.

Business-Studio Address 13 Warren St.  
 Phone Number 2-1230, 2-1179  
 Transmitter Location Lower Dix Ave.  
 Air Time 6:30 a.m.-M.  
 News Service AP  
 Transcription Service Capitol  
 Representative Everett-McKinney  
 Membership NAB, BMB  
 President Louis F. Brown  
 General Mgr. William A. Krough  
 Commercial Mgr. E. M. Frink  
 Program Dir. Earl Sharland  
 Chief Announcer Frank Mullin  
 Chief Engineer Henry O. Worthing

## W W S C

**GLENS FALLS—1946—MBS-UNION**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Great Northern Radio, Inc.  
 Business-Studio Address 11 South St.  
 Phone Number Glens Falls 2-6518  
 Transmitter Location Pruyns Island  
 Air Time Unlimited  
 News Service UP  
 Transcription Service World  
 Representative Cooke  
 Membership NAB, BMB  
 President Martin Karig  
 General Manager Carl Mattison  
 Commercial Manager Alfred Brown  
 Promotion Mgr. Kent Jones  
 Program Dir. Dick Weld  
 Chief Engineer Joseph Thomas

## W E N T

**GLOVERSVILLE—JOHNSTOWN**

**1944—CBS-UBS-SBN**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Sacandaga Bcstg. Corp.  
 Business-Studio Address 8 W. Fulton St.  
 Phone Number 4900-1  
 Transmitter Location Harrison St.  
 Air Time 6:45 a.m.-12:05 a.m.  
 News Service UP  
 Transcription Service Thesaurus  
 Representative McGillvra  
 Pres., Gen. Mgr. George Bissell  
 Asst. Gen. Mgr., Pgm., Pub. Dir.  
 Roger L. Albright  
 Chief Engineer Richard Stewart

## W H L I

**HEMPSTEAD—1947**

Frequency: 1100 Kc. Power: 250 Watts d.  
 Owned-Oper. By FM Bcstg. Corp.  
 Business-Studio Address 245 Baldwin Rd.  
 Phone Number Hempstead 2-8000  
 Transmitter Location 470 Milburn Ave.  
 Air Time Daytime  
 News Service UP  
 Transcription Service Associated, World

President, Gen. Mgr. . . . . Elias I. Godofsky  
 Exec. V.P., Station Mgr. . . . . Paul Godofsky  
 V.P., Sales . . . . . Joseph A. Lenn  
 News Director . . . . . Jerome J. Karpl, 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—1948**

Frequency: 1320 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Canisteo Radio Corp.  
 Business-Studio Address . . . . . 99 Main St.  
 Phone Number . . . . . 1320  
 Transmitter Location . . . . . Bald Hill  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . McGillvra  
 Pres., General Mgr. . . . . John S. Booth  
 Station Manager . . . . . Donald L. Sellers  
 Asst. Station Manager . . . . . Mark G. Clarke  
 Commercial Manager . . . . . Harold McEvoy  
 Chief Announcer . . . . . Jack Wright Hatcher  
 Musical Director . . . . . Dick Thomas  
 Chief Engineer . . . . . Murray Hillman  
 Farm Editor . . . . . Dave Ridenour

**W W H G**

**HORNELL—1949**

Frequency: 1590 Kc. . . . . Power: 1000 Watts d.  
 Owner-Operated By . . . . . W. H. Greenhow Co.  
 Address . . . . . 85 Canisteo St.

**W H U C**

**HUDSON—1947—KBS-UBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Colgren Bcstg. Co.  
 Address . . . . . Union Turnpike  
 Phone Number . . . . . 8-3341  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, MGM  
 Membership . . . . . NAB  
 Partners . . . . . John Kearney, Robert Strakos  
 Station Manager . . . . . John Kearney  
 Commercial Manager . . . . . Robert Strakos  
 Sales Promotion Manager . . . . . Thomas Stack  
 Program Director . . . . . James F. McDonough  
 Chief Engineer . . . . . Michael Tackach  
 Farm Editor . . . . . Richard Miller

**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 3438  
 Transmitter Location . . . . . R. D. No. 2, Freeville  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Lang-Worth  
 Membership . . . . . NAB, BMB  
 General Manager . . . . . Michael R. Hanna  
 Commercial Manager . . . . . Earl S. Cobey  
 Program Director . . . . . John H. Deal  
 Ass't Mgr. Chg. Prod. . . . . Joseph A. Short  
 Ass't Mgr. Chg. Community Service . . . . . S. M. Woodside  
 Musical Director . . . . . Raymond H. Corwin  
 Chief Engineer . . . . . Norman R. Hoffman  
 Farm Editor . . . . . Louis W. Kaiser

**W J O C**

**JAMESTOWN—1947**

Frequency: 1470 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Air Waves, Inc.  
 Business-Studio Address . . . . . 415 W. Fourth St.  
 Phone Number . . . . . 5-108  
 Transmitter Location . . . . . Busti  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . McGillvra  
 Pres.-Gen.-Sta. Mgr. . . . . Harry E. Layman  
 Program Director . . . . . Jerry Lawson  
 Chief Engineer . . . . . Harry E. Layman  
 Farm Editor . . . . . Bill Anderson

No "Blue Sky" —  
 Just **ACTION!**

*action and* **SERVICE!**

*action and* **RESULTS!**

*action and* **SALES!**

**WHCU**

CBS

**WHCU-FM**

140 KW.

**Michael R. Hanna**

General Mgr.  
 ITHACA, N. Y.

**WJTN**

**JAMESTOWN—1936—ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... James Bcstg. Co., Inc.  
 Bus-Studio Address... Hotel Jamestown Bldg.  
 Phone Number ..... 7-151  
 Transmitter Location... Jones & Gifford Aves.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... William G. Rambeau  
 Membership ..... NAB, BMB  
 President, Program Dir. .... Jay E. Mason  
 Gen.-Sta.-Comm.-Sales Prom.  
 Manager ..... Simon Goldman  
 Publicity Dir. .... J. Ralph Carlson  
 Pgm., Prod. Dir., Chf. Ann. .... George Pflieger  
 Chief Engineer ..... Harold J. Kratzert  
 Farm Editor ..... William Winn

**WXRA**

**KENMORE—BUFFALO—1948**

Frequency: 1080 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Western N. Y. Bcstg. Co.  
 Business-Studio Address ..... Kenmore  
 Phone Number ..... AMherst 1161  
 Transmitter Location... 1515 Niagara Falls Blvd.,  
 Amherst  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Donald Cooke  
 Membership ..... NAB  
 General Manager ..... Thaddeus Podbielniak  
 Commercial Manager ..... Richard C. Shepard  
 Program Director ..... James J. Frieling  
 Publicity Dir. .... Betty M. Reif  
 Chief Announcer ..... Bradley D. Steiger  
 Chief Engineer ..... Edwin R. Sanders

**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 ..... 7:00 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Representative ..... Joseph Hershey McGillvra  
 President ..... John Laux  
 General-Station Mgr. .... Claude S. Middagh  
 Program Director ..... Richard McCarthy  
 Chief Engineer ..... Joseph McNelis  
 Farm Editor ..... Edward Eckert

**WVOS**

**LIBERTY—1947**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Sullivan County Bcstg. Co.  
 Business Address ..... Liberty  
 Phone Number ..... 1680  
 News Service ..... UP  
 Transcription Service ..... Associated, SESAC  
 Representative ..... Cooke  
 President, General Manager ..... S. D. Lubin  
 Comm., Prom. Mgr. .... H. G. Borwick  
 Program Director ..... D. Knight  
 Chief Engineer ..... J. Benson

**WUSJ**

**LOCKPORT—1949**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Union-Sun & Journal Inc.  
 Address ..... 320 Michigan Ave.  
 Phone Number ..... 4100  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service... Associated, Thesaurus,  
 World  
 President ..... Egbert D. Corson  
 Gen., Comm. Mgr. .... Peter Corson  
 Program Director ..... Carl J. Raymond  
 Promotion Manager .... Wallace D. Soderholm  
 Chief Engineer ..... Solomon A. Azar

**WICY**

**MALONE—1946—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... North Country Bcstg. Co.,  
 Inc.  
 Address ..... 65 Woodward St.  
 Phone Number ..... 186-7, 578  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NAB  
 Pres., Gen. Sta. Mgr. .... Mitchell C. Tackley  
 Sales Prom. Comm. Mgr. .... Ralph M. Cardinal  
 Program Director ..... Donald J. Paye  
 Chief Announcer ..... William Orr  
 Musical Director ..... Keith White  
 Chief Engineer ..... Adolf F. Stromer

**WMSA**

**MASSENA—1945—ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... The Brockway Co.  
 Business Address ..... Central Bldg.  
 Phone Number ..... 990  
 Studio-Transmitter Location ..... So. Main St.  
 Air Time ..... 6:30 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... Weed  
 Membership ..... NAB, BMB

# STEP OUT OF THE DARKNESS

*BY*

*ADVERTISING ON*

# W B N X



## LET US SHOW YOU THE LIGHT ABOUT PROGRAMMING FOR LESS RADIO DOLLARS

Outstanding PUBLIC SERVICE FEATURES that constantly build community confidence and public interest. With this complete radio service . . . you are assured the bigger, better audience you want for your advertising dollars.

## ENGLISH and FOREIGN LANGUAGE AUDIENCES

For information on how to sell over this Market-Wise station . . .

Write, Call or Phone MELrose 5-0333  
FOR RATES AND MARKET COVERAGE



5000 WATTS DIRECTIONAL OVER NEW YORK  
260 E. 161 ST. NEW YORK 51, N. Y.

President.....John B. Johnson  
 General Manager.....Louis Saiff, Jr.  
 Station-Comm. Mgr.....Thomas R. McHugh  
 Program Director.....James H. Nash  
 Publicity Director.....Robert E. Anderson  
 Chief Engineer.....Michael Tarkulch  
 Farm Editor.....George Strader

**WALL**

**MIDDLETOWN—1942**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...The Community Bcstg. Corp.  
 Business-Studio Address.....62 North St.  
 Phone Number.....3119  
 Transmitter Location.....229 Monhagen Ave.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Joseph Hershey McGillvra  
 Membership.....BMB  
 President.....John Morgan Davis  
 Gen.-Station Mgr.....Paul E. Wagner  
 Commercial Manager.....Ernest C. Winkley  
 Program-Production Dir.....George Shepard  
 Chief Engineer.....Charles B. Lissner  
 Farm Editor.....Morris Weinstein

**WGN Y**

**NEWBURGH—1937**

Frequency: 1220 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...WGN Y Bcstg. Co., Inc.  
 Business-Studio Address.....161 Broadway  
 Phone Number.....4600  
 Transmitter Location.....Cohecton Turnpike  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NAB, BMB  
 President.....M. C. Speidel  
 General Station Manager...George W. Bingham  
 Commercial Manager.....Joseph Rake  
 Program Director.....Richard Crans  
 Chief Announcer.....Edward J. Burns  
 Chief Engineer.....Marvin S. Seimes

**WBN X**

**NEW YORK—1927**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Operated By...WBN X Bcstg. Co., Inc.  
 Bus.-Studio Address.....260 E. 161st St. Bronx  
 Phone Number.....ME1rose 5-0333  
 Transmitter Location.....Carlstadt, N. J.  
 News Service.....AP  
 Transcription Service.....SESAC, Standard  
 Representative.....King  
 Membership.....NAB  
 President.....A. L. Haskell  
 V.P., General Manager....William I. Moore  
 Program Director.....Edward Ervin  
 Production Director.....Frank Johnson  
 Musical Director.....Fred Mendelsohn

**WCBS**

**NEW YORK—1924—CBS**

Frequency: 880 Kc.....Power: 50,000 Watts  
 Owned-Oper. By...Columbia Bcstg. System, Inc.  
 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.....Radio Sales  
 Membership.....NAB, BMB, FMA  
 Chmn. of the Bd., CBS...William S. Paley, Jr.  
 President.....Frank Stanton  
 Gen.-Sta. Mgr.....G. Richard Swift  
 Sales Manager.....Don Miller  
 Sales Prom. Mgr.....Robert G. Patt  
 Program Director.....Don Ball  
 Production Director.....D. Gordon Graham  
 Publicity Director.....Margaret Kennedy  
 Chief Engineer.....R. G. Thompson  
 (See Pages 110 and 111)

**WEVD**

**NEW YORK—1927**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Debs Memorial Radio Fund, Inc.



**5000 WATTS 1330 KC**

**WEVD**

**ENGLISH · JEWISH · ITALIAN**

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.

**WEVD**

117-119 West 46th St., New York, N. Y.

Nobody but Nobody Offers You a  
6-POINT MERCHANDISING SERVICE  
to Penetrate the Rich Italian Market

EXCEPT

# WHOM

THE IL  
PROGRESSO  
STATION

**AND WHAT A SERVICE THIS IS!!!**

- 1**—A trained merchandising staff enlisting goodwill of Italian retailers.
- 2**—We supply names and addresses of Italian-American retailers.
- 3**—We obtain for sponsors the necessary cooperation and goodwill of wholesalers and distributors.
- 4**—We furnish sponsors with comprehensive weekly reports on merchandising services rendered.
- 5**—We place at the disposal of our sponsors our keen knowledge of Italian habits and traditions and help prepare copy with sales appeal to this rich market.
- 6**—We will survey dealer and consumer reaction and acceptance of products advertised.

... and Remember You're Missing a Lot If You Overlook  
New York's Italian Market—Get All the Facts!!!

**WHOM**

**THE IL PROGRESSO STATION**  
**1480 ON YOUR DIAL • 5000 WATTS**



136 W. 52nd Street, New York 19

Circle 6-3900

**NEW YORK**

Business-Studio Address.....117 W. 46th St.  
 Phone Number.....PLaza 7-0880  
 Transmitter Location.....4701 Maspeth Ave.,  
 Maspeth, L. I.  
 News Service.....AP  
 President.....Adolph Held  
 General-Station Mgr.....Henry Greenfield  
 Program-Publicity Dir.....George Field  
 Chief Announcer.....David Niles  
 Musical Director.....Nicholas Saslowsky  
 Chief Engineer.....Charles Brown

**WHLI**  
**NEW YORK**

(See Listing Hempstead, N. Y.)

**WHOM**

**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,  
 30 Journal Sq., Jersey City, N. J.  
 Transmitter Location...Ridgefield Park, N. J.  
 Air Time.....6 a.m.-2 a.m.  
 News Service.....UP  
 Membership.....NAB  
 President.....Generoso Pope  
 General Manager.....Generoso Pope, Jr.  
 Ass't Gen Mgr., Pgm. Dir.....Carl Soresi  
 Sales Prom. Mgr.-Pub. Dir.....Charles Baltin  
 Commercial Manager.....Ralph Nardella  
 Chief Announcer.....Michael Bonigiorno  
 Musical Director.....Michael Rosco  
 Chief Engineer.....George Steiger

**WINS**

**NEW YORK—1931**

Frequency: 1010 Kc....Power: 50,000 Watts d.:  
 10,000 Watts n.  
 Owned-Operated By.....Crosley Bcstg. Corp.  
 Business-Studio Address.....28 W. 44th St.  
 Phone Number.....BRyant 9-6000  
 Transmitter Location.....Lynchhurst, N. J.  
 Air Time.....6:00 a.m.-1:00 a.m.  
 News Service.....INS, UP  
 Representative.....WLW Sales, Tracy Moore  
 Membership.....NAB  
 President.....James D. Shouse  
 General Manager.....Robert E. Dunville  
 Commercial Manager.....Kieran T. Murphy  
 Sales Manager.....Wilmot Losee  
 Program Director.....John Neal  
 Production Director.....John McTigue  
 Dir. Prom. Act.....Joe Beach  
 Promotion Director.....Dick Sisson  
 Publicity Director.....Betty Tevis  
 News Director.....Joe Durso

Chief Engineer.....Paul von Kunitz  
 Musical Director.....R. D. Wilber  
 (See Page 540)

**WJZ**

**NEW YORK—1921—ABC**

Frequency: 770 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....American Bcstg. Co., Inc.  
 Business Address.....7 W. 66th St.  
 Phone Number.....TR. 3-7000  
 Studio Addresses...30 Rocketteller Plaza; Ritz  
 Theatre, 219 W. 48th St.; Playhouse Theatre,  
 137 W. 48th St.; Vanderbilt Theatre, 148 W.  
 48th St.; Elysee Studio, 270 W. 58th St.  
 Transmitter Location.....Lodi, N. J.  
 Air Time.....Unlimited  
 News Service.....AP, INS, UP  
 Representative.....ABC Spot Sales  
 Membership.....NAB, BMB  
 President.....Mark Woods  
 Station Manager.....Murray B. Grabhorn  
 Sales Manager.....C. L. Doty  
 Sales Promotion Manager.....Alfred Cohan  
 Manager WJZ Programming.....Leonard Reeg  
 Production Director.....Henry Cox  
 Publicity Director.....Earl Mullin  
 Musical Director.....Frank Vagnoni  
 Dir. of Technical Operations...George Milne  
 Farm Editor.....Philip Alampi

**On LONG ISLAND**  
 IT'S  
**WHLI**

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM **WHLI** AM  
 98.3 Mc. 1100 Kc.

**HEMPSTEAD, NEW YORK**

ELIAS I. GODOFSKY, *President*

*"The Voice of Long Island"*



# WINS

*50,000 watts in the world's  
richest market, new york*

---

**crosley broadcasting corporation**



**WLIB**

**NEW YORK—1942**

Frequency: 1190 Kc. Power: 1000 Watts d.  
 Owned-Operated By: New Bcstg. Co., Inc.  
 Business-Studio Address: 207 E. 30th St.  
 Phone Number: OReGon 9-2720  
 Transmitter Location: 180 Morgan Ave., Bklyn.  
 Air Time: Sunrise-sunset  
 News Service: AP, UP  
 Transcription Service: Muzak, SESAC  
 Membership: NAB  
 President-General Manager: Harry Novik  
 Business Manager: Vincent G. Pirozzi, Jr.  
 Program Director: Samuel Elfert  
 Chief Announcer: Murray Jordan  
 Musical Director: Lafayette Woodard  
 Chief Engineer: Edgar T. Darlington

*(See Page 542)*

**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: Unlimited  
 News Service: AP  
 Transcription Service: World

Representative: Free & Peters  
 President: Nathan Straus  
 Exec. V.-P., Gen. Mgr.: Norman Boggs  
 V.P. in Chg. of Programs: Leon Goldstein  
 Prom., Pub. Dir.: Howard Klarman  
 Chief Announcer: Alun Williams  
 Musical Director: Lou Wacks  
 Chief Engineer: James McCafferty

*(See Page 544)*

**WMGM**

**NEW YORK—1922**

Frequency: 1050 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Marcus Loew Booking Agcy.  
 Business-Studio Address: 711 Fifth Ave.  
 Phone Number: MUrray Hill 8-1000  
 Transmitter Location: E. Rutherford, N. J.  
 Air Time: 6 a.m.-4 a.m.  
 News Service: AP, UP  
 Transcription Service: Associated  
 Representative: Radio Reps.  
 Pres. (Loew's, Inc.): Nicholas M. Schenck  
 General Manager: Frank Roehrenbeck  
 Sta., Sales Dir.: Bertram Lebharr, Jr.  
 Program Director: Raymond Katz  
 Publicity Director: Jo Ranson  
 Supvr. of Ann.: Ted Schneider  
 Musical Director: Joel Herron  
 Chief Engineer: Paul Fuelling

*(See Page 546)*

NOW THAT YOU  
 CAN HAVE THE BEST,  
 WHY BE SATISFIED  
 WITH LESS?

**AP**

# VOICE OF LIBERTY

AS A VITAL FORCE IN NEW YORK'S  
MARKETING SYSTEM

THE NEW **wLIB** IS GEARED TO REACH:

- THE MORE THAN TWO-AND-A-HALF MILLION ENGLISH-SPEAKING JEWISH PEOPLE IN THE NEW YORK AREA.
- THE MORE THAN ONE MILLION NEGRO PEOPLE IN THE NEW YORK AREA.

**wLIB** IS THE FIRST STATION TO PROGRAM:

—JEWISH-AMERICAN THEMES IN THE ENGLISH LANGUAGE, HEBREW AND ISRAELI MUSIC, NEWS AND SPECIAL FEATURES DIRECT FROM ISRAEL, EDUCATIONAL AND MUSICAL FEATURES OF INTEREST TO ALL JEWISH-AMERICANS.

—FOR THE NEGRO PEOPLE wLIB FEATURES TOP NEGRO TALENT, MUSIC, LOCAL NEWS, NEGRO SPORTS ROUNDUP, PLUS COMMUNITY PROGRAMS AND SPECIAL FEATURES.

**wLIB** is a leading station in New York's foreign language market with daily programs in Yiddish . . . Polish . . . Spanish.

**wLIB • 1190 on your dial**

M. S. Novik, President

• Harry Novik, General Manager

207 EAST 30th STREET, NEW YORK 16, N. Y.

**W N B C**

**NEW YORK—1922—NBC**

Frequency: 660 Kc. Power: 50,000 Watts  
 Owned-Oper. By National Bcstg. Co., Inc.  
 Bus-Studio Address 30 Rockefeller Plaza  
 Phone Number Circle 7-8300  
 Transmitter Location Port Washington  
 Air Time Unlimited  
 News Service AP, INS, UP  
 Transcription Service Thesaurus, Associated  
 Representative NBC Spot Sales  
 Membership NAB, BMB  
 President Joseph H. McConnell  
 General Manager Thomas B. McFadden  
 Sales Manager Daniel A. Norman  
 Adv. & Prom. Mgr. Murry Harris  
 Program Director Harvey J. Gannon  
 News & Spec. Events Dir. Jay Heitin  
 Publicity Director Schuyler G. Chapin  
 Production Manager Clay Daniel  
 Chief Engineer O. B. Hanson  
 Agricultural Director Tom Page

**W N E W**

**NEW YORK—1934**

Frequency: 1130 Kc. Power: 50,000 Watts  
 Owned-Operated By WNEW, Inc.  
 Business-Studio Address 565 Fifth Ave.  
 Phone Number PLaza 3-3300  
 Transmitter Location Kearny, N. J.

Air Time Unlimited  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative John Blair  
 President William S. Cherry, Jr.  
 Exec. V.P., Gen-Station Mgr. Bernice Judis  
 V.P., Sales Director Ira Herbert  
 Sales Promotion Director Nicholas Freyberg  
 V.P., Program Director Ted Cott  
 Production Manager Jack Grogan  
 Publicity Director Richard Pack  
 Chief Announcer John Jaeger  
 Musical Director Roy Ross  
 Chief Engineer Max Weiner

(See Page 548)

**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 Unlimited  
 News Service AP, INS, UP  
 Transcription Service Associated  
 Representative Keenan & Eickelberg,  
 Kettell & Carter  
 Membership NAB, BMB, FMA  
 President Theodore C. Streibert  
 V.P. in Chg. of Sales R. C. Maddux  
 V.P. in Chg. Pgms. Julius F. Seeback, Jr.

The Red Cross Needs



Your Unstinting Assistance

**GIVE!**

*Don't take our word for it!*

Compare official maps filed with the FCC  
and learn for *yourself* that...

**WMCA reaches more  
radio families and more  
unduplicated radio homes\*  
than any New York  
independent station!**

\*WMCA—570 kc. *first* on New York's  
dial—delivers five-state coverage in-  
cluding 312,000 homes unduplicated  
by the stronger of two 10 kw stations.  
... 187,000 homes unduplicated by  
the stronger of two 50 kw stations.

**wmca**

**FIRST ON THE DIAL... FIRST IN COVERAGE... FIRST IN DOLLAR-VALUE**

Represented by FREE & PETERS

NORMAN BOGGS, General Manager



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**

# MEET NEW YORK'S BEST SALESMAN!

WMGM...THE STATION WITH THE LARGEST GROSS BILLING OF ANY INDEPENDENT STATION IN THE U. S. A.



✓ More than 90 per cent of WMGM's current sponsors are RENEWALS! Potent proof of WMGM's ability to sell—and keep on selling!

✓ Renewing sponsors renew with INCREASED APPROPRIATIONS! Convincing proof that WMGM SELLS—and keeps on selling!

✓ And no wonder — what a program lineup:

★ Shows like MGM Radio Attractions—8 different star-studded MGM recorded shows — to do a down-to-earth selling job for you!

★ New York's most complete sports schedule! With the greatest staff of sportscasters in America (many are WMGM "exclusives") including Ted Husing... Red Barber... Connie Desmond... Morty Glickman... Bert Lee... Sam Toub... Clem McCarthy... Bud Palmer... Fred Copossella.

★ And the town's brightest presentation of news, music and special events! From the 6:00 o.m. Newsreel Theatre straight through to Jack Eigen's great celebrity-pocked "night owl" show from the Copo that signs off at 4 o.m.

**PROGRAMMING PROOF that WMGM SELLS**  
—and keeps on selling!

**AGAIN AND AGAIN AND AGAIN AND AGAIN**  
—They sell and sell and sell on WMGM

*Call or write New York's Best Salesman*



711 Fifth Avenue, New York 22 N. Y. Murray Hill 8-3000 • Radio Representatives, Inc. — 737 N. Michigan Avenue, Chicago 11 Ill Superior 7-8121

Sales Promotion Manager... Joseph Creamer  
 Publicity Director..... Robert Blake  
 Dir. of News..... Dave Driscoll  
 Musical Director..... Sylvan Levin  
 V.P. in Chg. of Eng..... J. R. Poppele

(See Page 524)

## W O V

### NEW YORK—1926

Frequency: 1280 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Wodaam Corp.  
 Business-Studio Address..... 730 Fifth Ave.  
 Phone Number..... Circle 5-7979  
 Transmitter Location..... Carlstadt, N. J.  
 Air Time..... Unlimited  
 News Service..... AP, ANSA  
 Transcription Service Standard... MacGregor  
 Representative..... Pearson  
 Membership..... NAB  
 General Manager..... Ralph N. Weil  
 Commercial Manager..... Herbert Schorr  
 Sales Promotion Mgr..... C. Carroll Forbes  
 Program Director..... Arnold Hartley  
 Publicity Director..... Anne C. Baldwin  
 Chief Announcer..... Giorgio Padovani  
 Musical Director..... Paul Romeo  
 Chief Engineer..... Emile Hill

(See Page 550)

## W Q X R

### NEW YORK—1936

Frequency: 1560 Kc..... Power: 10,000 Watts  
 Owned-Operated By..... Interstate Bcstg. Co.  
 Inc.  
 Business-Studio Address..... 730 Fifth Ave.  
 Phone Number..... Circle 5-5566  
 Transmitter Location..... Rear of 5000 Grand  
 Ave., Maspeth  
 Air Time..... 7 a.m.-1 a.m.  
 News Service..... AP  
 Transcription Service..... Associated, London  
 Representative..... Paul H. Raymer  
 Membership..... NAB  
 President..... Arthur Hays Sulzberger  
 Exec. V.P., Gen. Mgr..... Elliott M. Sanger  
 V.P., Sales..... Norman S. McGee  
 Sales Prom. Dir..... Mary Rice Anderson  
 Program Director..... Eleanor N. Sanger  
 Chief Announcer..... Albert A. Grobe  
 Publicity Director..... Eleanore Hurley  
 Musical Director..... Abram Chasins  
 Chief Engineer..... Russell D. Valentine

## W W R L

### NEW YORK

(For Listing See Woodside, N. Y.)

## W H L D

### NIAGARA FALLS—1940

#### RURAL-COLONIAL-CONTINENTAL

Frequency: 1270 Kc..... Power: 5000 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  
 Representative..... Headley-Reed  
 Membership..... FMA  
 V.P., Gen.-Station Mgr..... Earl C. Hull  
 Commercial Manager..... Richard G. Robbins  
 Program Director..... Robert J. Manning  
 Musical Director..... Harold Bradley  
 Chief Engineer..... Robert Wilson

## W J J L

### NIAGARA FALLS—1947

Frequency: 1440 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Radio Station WJLL  
 Business-Studio Address..... 129 Main St.  
 Phone Number..... 5266  
 Transmitter Location..... New Rd.  
 Air Time..... 6 a.m.-local sunset  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... Grant  
 Owner..... John J. Laux  
 General Manager..... Robert F. Kliment  
 Commercial Manager..... Tom W. Talbot  
 Sales Promotion Manager..... Tom Fritton  
 Program Director..... Louise Hamrick  
 Chief Engineer..... Gustav Czaplak

## W S L B

### OGDENSBURG—1940—MBS

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By... St. Lawrence Bcstg. Corp.  
 Address..... 2315 Knox St.  
 Phone Number..... 500  
 Studio-Transmitter Location..... 2315 Knox St.  
 Air Time..... 7 a.m.-11:15 p.m.  
 News Service..... UP  
 Membership..... NAB, BMB, FMA  
 President..... Joseph R. Brandy  
 Sec.-Treas..... 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

**GREATER NEW YORK'S  
FAVORITE STATION FOR  
MUSIC AND NEWS**

**WNEW**

*1130 on your dial*

**ON THE AIR 24 HOURS A DAY**



Air Time.....6:55 a.m.-11:15 p.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Everett & McKinney  
 Membership.....NAB, BMB  
 President.....E. B. Fitzpatrick  
 General-Station Mgr.....John R. Henzel  
 Commercial Manager.....Joseph K. Eade  
 Sales Promotion Manager.....Annabelle Eisert  
 Program Producer Director.....Donald Merriman  
 Chief Engineer.....Otis Atherton  
 Farm Editor.....James Gustafson

**W D O S**

ONEONTA—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Oneonta Star, Inc.  
 Bus.-Studio Address.....The Oneonta Hotel Bldg.  
 Phone Number.....2470  
 Transmitter Location.....So. Side of Oneonta  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Capitol, World  
 Representative.....Walker  
 President.....James H. Ottaway  
 General Manager.....Eugene J. Brown  
 Station Manager.....Walter F. Deming  
 Commercial Manager.....George R. Smith  
 Program Director.....Charles Hobart  
 Chief Engineer.....Wiley Bates  
 Farm Editor.....Theodore Roodhof

**W K B S**

OYSTER BAY—1948

Frequency: 1520 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Key Bcstg. System, Inc.  
 Business-Studio Address.....25 E. Main St.  
 Phone Number.....Oyster Bay 6-2500  
 Transmitter Location.....Battery Pk., Oyster Bay  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Representative.....Continental  
 President.....R. Lee Hollingsworth  
 Vice-President.....Herb Stone  
 Program Director.....Marvin Smith

**W L N A**

PEEKSKILL—1948

Frequency: 1420 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Highland Bcstg. Corp.  
 Address.....Dogwood Rd.  
 Phone Number.....7-2454  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NAB  
 Pres., Chief Eng.....Peter C. Houskeeper  
 V.P., Asst. Chf. Engr.....Irving E. Cottrell  
 Gen. Comm. Mgr.....Ralph S. Silver, Jr.  
 Program Director.....Joe Blake  
 Publicity Dir.....Ray W. Lapolla

**W E A V**

PLATTSBURG—1934—ABC

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Plattsburg Bcstg. Corp.  
 Business Address.....Radio Centre  
 Studio Address.....153 Margaret St.  
 Phone Number.....1600  
 Transmitter Location.....Lake Shore Rd.  
 Air Time.....6:45 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NAB  
 President, Gen.-Sta. Mgr.....George F. Bissell  
 Ass't Mgr. Prog. Dir.....Martin Mannix  
 Production Director.....Alex Coursey  
 Chief Engineer.....Jack Nazak

**W E O K**

POUGHKEEPSIE—1949

Frequency: 1390 Kc.....Power: 1000 Watts, d.  
 Owned-Operated By.....Mid-Hudson Bcsts. Inc.  
 Business-Studio Address.....385 Main St.  
 Phone Number.....8103  
 Transmitter Location.....Pendell Road  
 Air Time.....6 a.m.-local sunset  
 News Service.....INS, Transradio  
 Transcription Service.....World  
 Membership.....NAB  
 President-General Mgr.....Harold W. Cassill  
 Assistant Manager.....Richard W. Mills  
 Program Director.....Harold Hennig  
 Chief Engineer.....John P. Burke

**W K I P**

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Div., Poughkeepsie  
 Newspapers, Inc.  
 Business-Studio Address.....Memorial Sq.  
 Phone Number.....6800  
 Transmitter Location.....Nelson House  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard  
 Membership.....NAB  
 President.....M. C. Speidel  
 General Manager.....George W. Bingham  
 Commercial Manager.....Henry J. Behre  
 Program Director.....Richard Crans  
 Chief Engineer.....Marvin S. Seimes

**W A R C**

ROCHESTER—1947—ABC

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WARC, Inc.  
 Bus.-Studio Address.....Sheraton Hotel  
 111 East Ave.  
 Phone Number.....HAmilton 8920  
 Transmitter Location.....Brighton, N. Y.



# CONFIDENCE\*

Where the CONFIDENCE of millions  
meets the INFLUENCE that sells!

The CONFIDENCE of the world's richest  
and largest Italian market and the  
INFLUENCE of the station that has been  
part of their lives for so many years, form  
a mighty resultful selling force to over  
more than 2,100,000 listeners.

It's the plus delivered only by WOW . . .  
CONFIDENCE plus INFLUENCE giving  
you CONFIDENCE.

\*Act of flowing together . . . the meeting or  
junction of two or more streams . . .

—Webster's New International Dictionary

Originators of

*Audited Audiences*

RALPH N. WEIL, Gen. Mgr.

John E. Pearson Co.

National Representatives

# WOW

NEW YORK

Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Katz  
 Membership ..... NAB, BMB  
 President, Gen.-Sta. Mgr. .... S. W. Townsend  
 Commercial Manager ..... Harland Evans  
 Sales Prom. Mgr., Publicity Director,  
 Farm Editor ..... Frank Lane  
 Program Dir. .... Frederick Essex  
 Chief Engineer ..... Robert Emch

## W H A M

**ROCHESTER—1922—NBC**

Frequency: 1180 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ... Stromberg-Carlson Co.  
 Business Address ..... 100 Carlson Rd.  
 Phone Number ..... Culver 7240  
 Studio Address ..... 201 Humbolt St.  
 Transmitter Location ..... Chili  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... George P. Hollingbery  
 Membership ..... NAB, BMB, FMA  
 President (S-C Co.) ..... Robert Tait  
 Vice-President ..... William Fay  
 Gen. Mgr. Bcstg. Div. ... Stromberg-Carlson Co.  
 Administrative Ass't-Comm. Mgr. .... John W.  
 Kennedy, Jr.  
 Program Director ..... Charles W. Siverson  
 Production Director ..... Sylvester Novelli  
 Publicity, Program Director ... Armin N. Bender  
 Chief Announcer ..... Homer Bliss  
 Musical Director ..... Eugene Zacher  
 Chief Engineer ..... Kenneth Gardner  
 Actg. Farm Editor ..... George Haefner

## W H E C

**ROCHESTER—1925—CBS**

Frequency: 1460 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WHEC, Inc.  
 Business-Studio Address ..... 40 Franklin St.  
 Phone Number ..... Baker 6740  
 Transmitter Location ..... 1850 N. Winton Rd.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ... Associated, Standard  
 Representative ..... Everett McKinney  
 Membership ..... NAB, BMB  
 President ..... Frank E. Gannett  
 Executive V.P. .... Clarence Wheeler  
 General-Station Manager ..... Gunnar O. Wiig  
 Commercial Manager ... Le Moine C. Wheeler  
 Pgm., Pub. Dir. .... William J. Adams  
 Production Director ..... L. H. MacMillan  
 Chief Announcer ..... Roger Goodrich  
 Musical Director ..... Gerald Vogt  
 Chief Engineer ..... Bern C. O'Brien

## W R N Y

**ROCHESTER—1947**

Frequency: 680 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ... Monroe Bcstg. Co., Inc.  
 Business-Studio Address ..... 191 East Ave.  
 Phone Number ..... Hamilton 9775  
 Transmitter Location ..... Mt. Read Blvd.  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Forjoe  
 Pres., Gen.-Sta.-Comm. Mgr. .... George B. Kelly  
 Program Director ..... Addison Penfield  
 Farm Editor-Prod. Dir. .... Paul Robinson  
 Chief Engineer ..... Felix Bonvouloir

## W S A Y

**ROCHESTER—1936**

Frequency: 1370 Kc. .... Power: 1000 Watts  
 (CP 5000 Watts d.)  
 Owned-Oper. By ... Federal Bcstg. System, Inc.  
 Business-Studio Address ..... 328 Main St. E.  
 Phone Number ..... Baker 4870  
 Transmitter Location ... French Rd., Brighton  
 Air Time ..... Unlimited  
 News Service ..... INS  
 Representative ..... Walker  
 Pres., Gen. Mgr. .... Gordon P. Brown  
 Commercial Manager ..... C. A. Culver

## W V E T

**ROCHESTER—1947—MBS**

Frequency: 1280 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Veterans Bcstg. Co.  
 Business Studio Address ..... Clinton Bldg.  
 Phone Number ..... Hamilton 4820  
 Transmitter Location ..... 1371 Westfall Rd.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... Weed  
 Membership ..... NAB  
 Pres., General Mgr. .... William B. Maillefert  
 Pgm. Prod. Dir. .... Paul S. Loucher  
 Musical Director ..... Pat Coristine  
 Chief Engineer ..... Irving F. Lyke  
 Farm Editor ..... David Roberts

## 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,  
 Rome  
 Phone Number ..... 3616-7  
 Transmitter Location ..... Muck Rd. & Jay St.,  
 Rome  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth

**NEW YORK**

Representative ..... Donald Cooke  
President..... Myron J. Kallet  
General Manager ..... Charles King  
Comm. Mgr..... George Cramer  
Sales Promotion Manager..... Joseph Trela  
Pgm. Pub. Dir., Farm Editor... Jack Fredericks  
Production Director..... Dan Fusco  
Musical Director..... Louis Barile  
Chief Engineer..... Deforest T. Layton, Jr.

**WNBZ**

**SARANAC LAKE—1927—ABC**

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Operated By..... Upstate Bcstg. Corp.  
Business-Studio Address..... 88 Main St.  
Phone Number ..... 1320  
Transmitter Location ..... Merrill St.  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Thesaurus  
Representative..... Thomas F. Clark  
General Manager..... H. B. Williams  
Commercial Manager..... Jacques DeMattos  
Program Dir. Chief Ann..... John Birmingham  
Chief Engineer..... H. Berwind Williams

**WGY**

**SCHENECTADY—1922—NBC**

Frequency: 810 Kc..... Power: 50,000 Watts  
Owned-Oper. By..... General Electric Co.  
Business-Studio Address..... 1 River Rd.  
Phone Number ..... 3-2121  
Transmitter Location..... R. D. No. 5,  
So. Schenectady  
Air Time ..... Unlimited  
News Service..... AP, UP  
Transcription Service..... Lang-Worth, Thesaurus,  
World  
Representative..... NBC Spot Sales  
Membership..... NAB, BMB  
V.P. Mgr. of Bcstg..... R. S. Pearce  
Asst. Mgr. of Bcstg..... B. J. Rowan  
Station Manager..... R. B. Hanna, Jr.  
Asst. to Station Mgr..... R. W. Welpott  
Supervisor of Sales..... Eugene P. Weil  
Supervisor of Prod..... L. J. Pudney  
Spvr. of News..... W. T. Meenam  
Spvr. of Music..... A. O. Coggeshall  
Spvr. of Programs..... Caleb Paine  
Chief Engineer..... W. J. Purcell  
Spvr. of Farm Bcstg..... G. W. Givens

**WSNY**

**SCHENECTADY—1942**

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Oper. By..... Western Gateway Bcstg.  
Corp.  
Business-Studio Address..... 619 State St.  
Phone Number ..... 3-3622  
Transmitter Location..... Campbell Rd.  
Air Time ..... Unlimited

News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... Young  
President, Gen. Mgr..... Winslow Leighton  
Program Director..... Robert Wallace  
Production Dir..... Edward W. Burwell  
Publicity Dir..... Mary Lazott  
Chief Announcer..... Steve Fitz  
Musical Director..... Frank Huber  
Chief Engineer..... Irving P. Beck

**WAGE**

**SYRACUSE—1940—ABC**

Frequency: 620 Kc..... Power: 5000 Watts d.:  
1000 Watts n.  
Owned-Operated By..... WAGE, Inc.  
Business-Studio Address..... Loew Bldg.,  
108 W. Jefferson St.  
Phone Number ..... 2-0277  
Transmitter Location..... 626 Liverpool Rd.,  
Liverpool  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Edward Petry  
Membership ..... NAB  
President..... Frank G. Revoir  
General-Station Manager... William T. Lane  
Comm., Sales Prom. Mgr..... Aaron Beckwith  
Program Director..... Gordon Alderman  
Production Dir..... Robert Stockdale  
Musical Director..... Carl Siffer  
Chief Engineer..... Donald F. Langham

**WFBL**

**SYRACUSE—1924—CBS**

Frequency: 1390 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Onondaga Radio Bcstg.  
Corp.  
Bus. Studio Address..... 433 S. Warren St.  
Phone Number ..... 2-1147  
Transmitter Location..... Collamer  
Air Time..... 5 a.m.-M.  
News Service ..... UP  
Transcription Service..... World, Cole  
Representative ..... Free & Peters  
Membership ..... NAB, BMB  
President..... Oscar F. Soule  
Exec. Vice-President..... Robert G. Soule  
General Manager..... Samuel Woodworth  
Treasurer..... F. Channing Soule  
Commercial Mgr..... Charles Phillips  
Sales Manager..... L. F. Wylie  
Pgm., Prod. Mgr..... Raymond Gantler  
Publicity Director..... Hendrick Soule  
Musical Dir..... Claude Bortel  
Chief Engineer..... James Kelly  
Farm Editor..... Al Warner

**W N D R**

**SYRACUSE—1946—MBS**

Frequency: 1260 Kc..... Power: 5000 Watts

Owned-Operated By...Syracuse Bcstg. Corp.  
 Business-Studio Address...306 S. Salina St.  
 Phone Number .....2-6101  
 Transmitter Location .....Dewitt  
 Air Time .....5 a.m.-2 a.m.  
 News Service .....AP  
 Transcription Service.....World, SESAC  
 Representative .....Rambeau  
 Membership .....NAB, BMB  
 President.....T. Frank Dolan  
 General Manager.....Martin Karig  
 Commercial Manager.....Arthur Cooper  
 V.P. chg. Sales.....F. H. Small  
 Sales Prom. Mgr.....Bruce Sabine  
 Program Director.....Robert Gifford  
 Production Dir.....Robert Middleton  
 Chief Announcer.....Bill Martin  
 Chief Engineer.....Robert Dye  
 Farm Editor.....Len Lemmon

## WOLF

**SYRACUSE—1940—SBN**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Civic Bcstg. Corp.  
 Business-Studio Address...Onondaga Hotel  
 Phone Number .....2-7211  
 Transmitter Location.....Kirkpatrick & Van  
 Rensselaer Sts.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Walker  
 President, General Mgr...T. Sherman Marshall  
 Sta. Mgr., Prog. Dir.....Hamilton M. Woodle  
 Comm., Sales Prom. Mgr...James J. Coolican  
 Pub. Dir., Chief Announcer...Charles Shaw  
 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 .....NAB, BMB  
 President.....Harry C. Wilder  
 Commercial Manager.....W. R. Alford, Jr.  
 Publicity Dir.....John F. Hurlbut  
 Program Director.....Bill Rothrum  
 Chief Announcer.....Elliott Gove  
 Chief Engineer.....G. A. Belle Isle  
 Farm Editor.....R. F. Doubleday

## WHAZ

**TROY—1922**

Frequency: 1330 Kc.....Power: 1000 Watts

Owned-Oper. By...Rensselaer Polytechnic Inst.  
 Address .....110 8th St.  
 Phone Number .....6810  
 President.....L. W. Houston  
 General Mgr.....W. J. Williams  
 Program Dir.....A. Olin Niles  
 Chief Engineer.....W. C. Stoker

## WTRY

**TROY—1940—CBS**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Troy Bcstg. Co., Inc.  
 Business-Studio Address...92 Fourth St.  
 Phone Number.....Troy 2100, Albany 4-2500  
 Transmitter Location .....Niskayuna  
 Air Time .....6 a.m.-1 a.m.  
 News Service .....UP  
 Transcription Service..Lang-Worth, Associated  
 Representative .....Headley-Reed  
 Membership .....NAB, BMB  
 President.....H. C. Wilder  
 General Manager.....W. A. Riple  
 Station Manager.....W. W. Carter, Jr.  
 Commercial Manager.....J. W. Sutphen, Jr.  
 Sales Prom. Mgr., Pub. Dir...James F. Baker, Jr.  
 Program-Musical Dir.....H. H. Sharpe, III  
 Production Director.....Randolph English  
 Chief Engineer.....A. H. Chismark  
 Farm Editor.....Harry Appel

## WGAT

**UTICA—1946—UBS**

Frequency: 1310 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By.....Central Bcstg. Co.  
 Business-Studio Address...250 Genesee St.  
 Phone Number .....2-9231  
 Transmitter Location.....Kellogg Rd.,  
 New Hartford  
 Air Time .....7 a.m.-M.  
 News Service .....AP  
 Representative .....Bolling  
 Owner, Gen. Mgr.....J. Eric Williams  
 Commercial Mgr.....Roland L. Fowler  
 Transcription Supvr.....Peter W. Ghiloni

## WIBX

**UTICA—1925—CBS**

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WIBX, Inc.  
 Bus-Studio Address...First Natl. Bank. Bldg.  
 Phone Number .....2-2101  
 Transmitter Location.....Clark Mills  
 Air Time .....Unlimited  
 News Service .....INS, UP  
 Representative..Helen Wood & Colton, N. Y.;  
 Ra-Tel., Chicago, Dallas, Atlanta; Walter  
 Biddick, Calif.; Bertha Bannan, Boston.  
 Membership .....NAB, FMA  
 President, Gen. Mgr. Margaret Bowen Stevens  
 V.P., Secretary.....Gladys P. Moore

Sta. Mgr., Exec. V.P. . . . . Elliott A. Stewart  
 Comm.-Sales Prom. Mgr., Pub. Dir.,  
     Nathan W. Cook  
 Production Dir. . . . . Betty Cushing Griffin  
 Chief Announcer . . . . . Robert Mahaney  
 Musical Director . . . . . William Walters  
 Chief Engineer . . . . . John T. Dowdell  
 Farm Editor . . . . . Ed Slusarszck

**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  
 Membership . . . . . NAB, BMB  
 President . . . . . Bradley C. Barnard  
 General Manager . . . . . Fritz S. Updike  
 Station Manager . . . . . Thomas E. Martin  
 Commercial Mgr. . . . . Richard A. Clark  
 Promotion Mgr. . . . . Searle Rudd  
 Program Director . . . . . Nick Stemmler  
 Publicity Director . . . . . Kenn Thorpe

Transmitter Supervisor . . . . . George S. Woods  
 Musical Director . . . . . Ann Houser  
 Studio Supervisor . . . . . C. F. Henry  
 Farm Editor . . . . . Ray Gahr

**WATN**

**WATERTOWN—1941—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Watertown Bcstg. Corp.  
 Bus.-Studio-Transmitter Location . . . . . 118 Wash-  
     ington St.  
 Phone Number . . . . . 2424  
 Air Time . . . . . 7 a.m.-12:15 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Helen Wood & Colton  
 Membership . . . . . NAB  
 Pres., Gen.-Sta.-Comm.-Sales Prom.  
     Manager . . . . . G. Harry Righter  
 Program Director . . . . . Hugh L. Coaline, Jr.  
 Chief Engineer . . . . . Donald Schryver  
 Farm Editor . . . . . 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 . . . . . Hotel Woodruff  
 Phone Number . . . . . 4120  
 Transmitter Location . . . . . Ives St. Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Associated  
 Representative . . . . . Weed  
 Membership . . . . . NAB, BMB  
 President . . . . . John B. Johnson  
 General-Comm. Mgr. . . . . Louis Saffi, Jr.  
 Station Mgr. . . . . Earl R. Kelly  
 Asst. Sta. Mgr., Pgm. Dir. . . . . James W. Higgins  
 Production Director . . . . . David G. Graves  
 Sales Prom. Mgr., Pub. Dir. . . . . Jack Cleveland  
 Chief Engineer . . . . . Maynard B. Davis  
 Farm Editor . . . . . Richard Provost

**WFAS**

**WHITE PLAINS—1932**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Westchester Bcstg. Corp.  
 Bus.-Studio Address . . . . . Reporter Dispatch Bldg.,  
     8 Church St.  
 Phone Number . . . . . White Plains 9-6400  
 Transmitter Location . . . . . Secor Rd., Greenburgh  
 Air Time . . . . . 7 a.m.-10 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Associated  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NAB  
 President . . . . . Valentine E. Macy, Jr.  
 Gen.-Sta. Mgr., Chief Engineer . . . . . Frank A. Seitz  
 Commercial Mgr. . . . . John E. Arens  
 Prog.-Musical Dir. . . . . Randall Kaler  
 Chief Announcer . . . . . Robert F. Peters

**YOU—**

Can tap Westchester's \$650,000,000  
 retail market for as little as 42c  
*per thousand radio families* by using  
 WFAS and WFAS-FM!

*Ask for proof. It's interesting!*

**WFAS and WFAS-FM**

Westchester Broadcasting Corp.  
 8 Church Street  
 White Plains, N. Y.

*Represented by*  
**HEADLEY-REED COMPANY**  
 New York, N. Y.

... N. Y. — N. C. ...

# WWRL

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.  
 Air Time . . . . . 8 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Associated  
 President . . . . . W. H. Reuman  
 Gen., Sta., Comm. Mgr. . . . . Edith Dick  
 Sales Prom. Mgr. . . . . Selvin Donneson  
 Program Dir. . . . . Fred Barr  
 Publicity Director . . . . . Waller Kaner  
 Prod. Dir., Chief Anncr. . . . . John Magnus  
 Chief Engineer . . . . . Benton R. Bartlett

**WWRL**  
 New York  
 now  
**5,000 WATTS**

Powerfully Selling America's Greatest  
 Market at the Lowest Cost

Tops in New York  
 for  
 Spanish - German  
 Czechoslovakian  
 and the  
 Negro Market

**1600**  
 "The HIGH Spot on the Dial"

# NORTH CAROLINA

*Estimated Population 3,864,000—Increase +8.2%—Radio Homes 812,000  
 Radio Families 918,000—Stations in State 87*

## WRCS

AHOSKIE—1948

Frequency: 970 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Roanoke-Chowan Bcstg.  
 Co., Inc.  
 Business Address . . . . . P. O. Box 89  
 Phone Number . . . . . 333  
 Studio-Transmitter Location . . Ahoskie-Aulander  
 Hwy. (N. C. 350)  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Membership . . . . . NAB  
 President . . . . . Charles H. Jenkins  
 Gen., Sta., Comm. Mgr. . . . . P. G. Sewell  
 Pgm. Dir., Farm Editor . . . . . Johnny Palmer  
 Production Dir. . . . . Lois Lane  
 Publicity Director . . . . . Mayvis Ellis  
 Chief Announcer . . . . . Burt Derman  
 Musical Director . . . . . Larry Knight  
 Chief Engineer . . . . . John M. Sherwood

## WABZ

ALBEMARLE—1947—KBS

Frequency: 1010 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Radio Station WABZ, Inc.  
 Business-Studio Address . . . . . Hotel Albemarle  
 Phone Number . . . . . 1010, 1100  
 Transmitter Address . . 3 Mi. N. City, Hiway 52  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 President . . . . . M. M. Palmer  
 Gen., Sta. Mgr. . . . . W. J. Page  
 Commercial Mgr. . . . . C. H. Shankle  
 Program Dir. . . . . J. T. Newman  
 Chief Engineer . . . . . James Wise  
 Farm Editor . . . . . Nealson Russell

## WGWR

ASHEBORO—1947

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Asheboro Bcstg. Co., Inc.

# NORTH CAROLINA

Business-Studio Address. 303 E. Salisbury St.  
 Phone Number. 798, 800  
 Transmitter Location. Okie Mt.  
 Air Time. 5 a.m.-sunset  
 News Service. UP  
 Transcription Service. Associated  
 Membership. BMB  
 President. Roy Cox  
 Gen., Sta., Comm. Mgr. J. R. Marlowe  
 Pgm., Pub. Dir., Farm Editor. A. B. Brown  
 Production Director. C. V. Smith  
 Musical Dir. Nelson J. Harrill  
 Chief Engineer. Clyde C. Penny

## W I S E

**ASHEVILLE—1939—NBC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By. Radio Station WISE, Inc.  
 Address. 100 College St.  
 Phone Number. 3-5381-3  
 Air Time. 6 a.m.-1 a.m.  
 News Service. AP  
 Representative. Avery-Knodel  
 Membership. NAB, BMB  
 President, Sta. Mgr. Harold H. Thoms  
 Commercial Mgr. Loyd B. Leonard  
 Sales Prom. Manager. Floyd Bowers  
 Program Director. Harold Moon  
 Publicity Dir. Skeeter Moore  
 Chief Announcer. Dick Harshaw  
 Chief Engineer. Matthew C. Munn

## W L O S

**ASHEVILLE—1946—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. Unlimited  
 News Service. UP  
 Transcription Service. World  
 Representative. Taylor-Boroff  
 Membership. NAB  
 President. Charles M. Britt  
 V.P., General Manager. Charles B. Britt  
 Station Manager. Kenneth Beachboard  
 Commercial Mgr. Edward D. Brandt  
 Program Director. William L. Robertson  
 Publicity Director. R. F. Brown, Jr.  
 Chief Annr., Farm Editor. A. B. Waller  
 Chief Engineer. William M. Chambers

## W S K Y

**ASHEVILLE—1946**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By. Radio Asheville, Inc.  
 Business-Studio Address. 12 Church St.  
 Phone Number. 3-4451  
 Transmitter Location. Campbell Woods

Air Time. 6:30 a.m.-M.  
 News Service. AP  
 Transcription Service. Lang-Worth  
 Representative. Friedenbergl  
 President. Carl R. Bamford  
 Gen.-Sta. Mgr., Prog. Dir. Zeb Lee  
 Comm., Sales Prom. Mgr. Hal Edwards  
 Prod. Dir., Chief Annr. Frank Messer  
 Publicity Dir. Burt Peake  
 Chief Engineer. Bill Clements

## W W N C

**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  
 Air Time. 5:30 a.m.-12:04 a.m.  
 News Service. AP, UP  
 Transcription Service. Associated  
 Representative. Headley-Reed  
 Membership. NAB, BMB  
 Chairman of Board. Charles A. Webb  
 President. Don S. Elias  
 V.P., General Manager. D. Hiden Ramsey  
 Station Manager. Cecil B. Hoskins  
 Commercial Manager. James A. Hagan  
 Program Director. William F. Melia  
 Chief Announcer. Read Wilson  
 Chief Engineer. William H. Hamrick  
 Farm Editor. Harry Varner

## W B B B

**BURLINGTON—1941**

**MBS-KBS-CAROLINA SPORTS**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Operated By. Alamance Bcstg. Co., Inc.  
 Business-Studio Address. 310 S. Main St.  
 Phone Number. 6-6370  
 Transmitter Location. W. Front St. Ext.  
 Air Time. Daytime  
 News Service. AP  
 Transcription Service. Associated, Capitol  
 Representative. Joseph Hershey McGillvra  
 Membership. NAB, BMB, FMA  
 Gen., Sta. Mgr., Pub. Dir. E. Z. Jones  
 Commercial Sales Prom. Mgr. Phil Eakin  
 Program Dir., Chief Announcer. Ed Brooks  
 Production Director. Walter McCullough  
 Publicity Director. E. Z. Jones  
 Musical Director. James Perkins  
 Chief Engineer. Berry Tysor  
 Farm Editor. Jim Hall

## W F N S

**BURLINGTON—1946**

Frequency: 1150 Kc. Power: 1000 Watts d.;  
 (CP 1000 Watts n.)  
 Owned-Oper. By. Burlington-Graham Bcstg.  
 Co.



# NORTH CAROLINA

Business-Studio Address..103 W. Andrews St.  
 Phone Number .....6-5536-7  
 Transmitter Location.....Birch Bridge Rd.  
 Air Time .....Sunrise-sunset  
 News Service .....UP  
 Transcription Service .....World  
 Membership .....NAB, BMB  
 Gen., Sta., Comm. Mgr.....John C. Hanner  
 Program Director.....James Scott  
 Musical Director.....William Diffie  
 Chief Engineer.....Thomas Mackintosh

## WAYS

### CHARLOTTE—1942—ABC-MBS

Frequency: 610 Kc.....Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By...Inter-City Advertising Co.  
 Business-Studio Address.....120 E. Third St.  
 Phone Number .....3-7173  
 Transmitter Location.....Oakdale Section  
 Air Time .....Unlimited  
 News Service .....INS  
 Transcription Service...Lang-Worth, SESAC  
 Representative .....Avery-Knodel  
 Membership .....NAB, BMB  
 President.....George W. Dowdy  
 Gen., Comm. Mgr.....Walter H. Goan  
 Sales Prom. Mgr., Pub. Dir.....Lee Hague  
 Program Director.....Harry Barfield  
 Musical Director.....Alonzo G. Squires  
 Chief Engineer.....A. L. Chaney, Jr.

## WBT

### CHARLOTTE—1921—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts  
 Owned-Oper. By...Jefferson Standard Bcstg. Co.  
 Business-Studio Address.....Wilder Bldg.  
 Phone Number .....3-8833  
 Transmitter Location.....Spencer Mt.  
 Air Time .....Unlimited  
 News Service.....AP, UP  
 Transcription Service .....World  
 Representative .....Radio Sales  
 Membership.....NAB, BMB, FMA  
 President.....J. M. Bryan  
 V.P., Gen. Mgr.....Charles H. Crutchfield  
 Secty., Treas., Asst. Gen. Mgr...Larry Welker  
 Business Manager.....C. K. Spicer  
 Sales Manager.....Keith Byerly  
 Promotion Manager.....J. R. Covington  
 Program Mgr.....Kenneth I. Tredwell  
 Chief Engineer.....M. J. Minor  
 Farm Editor.....Grady E. Cole

## WGIV

### CHARLOTTE—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Charlotte Radio & TV Corp.  
 Business Address.....404½ W. Trade St.  
 Phone Number .....2-6669, 5-4829  
 Studio-Transmitter Location..2520 Toomey Ave.

Air Time .....Daytime  
 News Service .....AP  
 Transcription Service .....Capitol  
 Representative .....Forjoe  
 Membership .....NAB  
 Pres., Gen. Mr.....Francis M. Fitzgerald  
 Sta., Comm. Mgr.....J. Law Epps  
 Program Director.....Fred W. Vinroot  
 Musical Director.....Richard Bennick  
 Chief Engineer.....Thomas C. Brandon

## WSOC

### CHARLOTTE—1933—NBC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By...Radio Station WSOC, Inc.  
 Address.....1925 N. Tryon St.  
 Phone Number .....7138  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service...Thesaurus, Standard  
 Representative .....Headley-Reed  
 Membership .....NAB, BMB  
 Pres., Gen. Sta. Mgr.....E. J. Gluck  
 Commercial Mgr.....Bomar A. Lowrance  
 Sales Prom. Mgr., Pub. Dir.....Nelson Benton  
 Prog.-Prod. Dir.....Paul Marion  
 Chief Announcer.....Fred Dickson  
 Chief Engineer.....L. L. Caudle, Jr.

## WRRZ

### CLINTON—1947—ABC

Frequency: 880 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Radio Station WRRZ, Inc.  
 Bus.-Studio Address...Butler Bldg., Main St.  
 Phone Number .....2354  
 Transmitter Location...1.6 Mi. S. of Clinton,  
 on Hwy. 701  
 Air Time .....Local sunrise-sunset  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Walker  
 Membership .....NAB, BMB  
 President.....W. R. Roberson, Sr.  
 Exec. V.P.....W. R. Roberson, Jr.  
 Gen., Comm. Mgr.....George S. Walston  
 Program Director.....Richard Welsh  
 Promotion Manager.....Joseph Tew  
 Chief Engineer.....Herman P. Jolitz

## WEGO

### CONCORD—1943

Frequency: 1410 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...The Concord Tribune, Inc.  
 Business-Studio Address .....Concord  
 Phone Number .....2271  
 Transmitter Location .....Hiway 29  
 Air Time.....Local sunrise-local sunset  
 News Service .....UP  
 Transcription Service..Standard, SESAC, Cole,  
 KBS  
 Representative.....Thomas F. Clark  
 Membership .....NAB

# NORTH CAROLINA

President.....A. W. Huckle  
 Station Mgr.....W. Ennis Bray  
 Commercial Mgr.....A. H. Beckwith  
 Program Dir.....Bob Raiford  
 Chief Announcer.....Gene Bollinger  
 Chief Engineer.....C. F. Wood, Jr.

## WCKB

DUNN—1946

Frequency: 780 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....North Carolina Central  
 Bcstrs., Inc.  
 Business Address.....Box 431  
 Phone Number.....3133-4  
 Studio-Transmitter Address.....Hwy. 421  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....Lang-Worth, SESAC  
 President.....Lefton A. Tart, Sr.  
 Gen., Sta. Mgr.....A. Lincoln Faulk  
 Comm., Sales Prom. Mgr.....John Ciccone  
 Pgm., Prod. Dir.....Alice Holliday  
 Chief Announcer.....William Murphy  
 Musical Dir.....Reta Whittenton  
 Chief Engineer.....Joseph C. Kotas  
 Farm Editor.....Robert Caudle

## WDNC

DURHAM—1934—CBS

Frequency: 620 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By.....The Durham Radio Corp.  
 Bus.-Studio Address.....138½ E. Chapel Hill St.  
 Phone Number.....R-155  
 Transmitter Location.....Hillsboro Rd.  
 Air Time.....5:30 a.m.-12:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Associated  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 President.....C. C. Council  
 Gen.-Sales Prom. Mgr.....J. Frank Jarman  
 Office Manager.....Sue Taylor  
 Commercial Manager.....C. James Woodhouse  
 Program Director.....E. R. Higgins, Jr.  
 Chief Engineer.....K. A. Taylor  
 Farm Editor.....Mark Davis

## WDUK

DURHAM—1946—ABC

Frequency: 1310 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By.....WDUK, Inc.  
 Business Address.....Box 1891  
 Phone Number.....R-101  
 Studio Address.....205½ W. Main  
 Transmitter Location.....Leon & Glendale Ave.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Weed  
 Membership.....NAB, BMB

President.....S. H. Campbell, Jr.  
 General-Station Mgr.....Harmon L. Duncan  
 Commercial Manager.....Edward Browning, Jr.  
 Prom. Mgr., Pub. Dir.....Carolyn M. Dieter  
 Pgm., Prod. Dir.....William G. Hall  
 Chief Announcer.....Hurley I. Parrish, Jr.  
 Musical Dir.....I. Jane Bullock  
 Chief Engineer.....Roy E. Fullen

## WSSB

DURHAM—1948—TSN

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Public Information Corp.  
 Business-Studio Address.....211 Rigabee Ave.  
 Phone Number.....6919, 6910  
 Transmitter Location.....Cole Rd., Forest Hills  
 Air Time.....Unlimited  
 News Service.....INS  
 Transcription Service.....Capitol  
 Representative.....Friedenberg  
 Chairman of the Board.....Harold Thoms  
 President.....Thomas B. Sawyer  
 Gen., Sta., Comm. Mgr.....Thomas O. McCaffrey  
 Sales Prom. Mgr.....John Clark  
 Program Dir.....Wally Ausley  
 Production Dir.....Robert E. Evans  
 Chief Announcer.....Eugene Whitaker  
 Musical Dir.....Robert (Bob) Dunnagan  
 Chief Engineer.....Edward Norman  
 Farm Editor.....Frank Baxter

## WTIK

DURHAM—1946—TOBACCO

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Durham Bcstg. Co., Inc.  
 Business-Studio Address.....211½ E. Main St.  
 Phone Number.....N-187  
 Transmitter Location.....Ellis Rd.  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....World, Thesaurus  
 Representative.....Forjoe  
 Membership.....NAB, BMB  
 President.....W. Kenan Rand  
 General-Station Mgr.....Floyd Fletcher  
 Commercial Manager.....Tom Mitchell  
 Program-Production Dir.....Ken Corbitt  
 Chief Announcer.....Don Yeager  
 Chief Engineer.....Arlis A. White

## WCNC

ELIZABETH CITY—1938

MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Albemarle Bcstg. Co., Inc.  
 Business-Studio Address.....104 E. Colonial Ave.  
 Phone Number.....1400, 1472  
 Transmitter Location.....Parsonage St., Extended  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....SESAC

**Representative** ..... Burn-Smith  
**Membership** ..... NAB, BMB  
**President** ..... Dr. Joseph Gill  
**General Manager** ..... Bob Bingham  
**Commercial Manager** ..... Frank Stilwell  
**Program Director** ..... Eleanor S. Bingham  
**Promotion Manager** ..... R. Burrows Bingham  
**Chief Engineer** ..... Fred Wagner

## WGAI

### ELIZABETH CITY—1947

Frequency: 560 Kc. .... Power: 1000 Watts d.,  
500 Watts n.

**Owned-Operated By** ..... WGAI Radio Co., Inc.  
**Business-Studio Address** ..... Kramer Bldg.  
**Phone Number** ..... 757-1933  
**Transmitter Location** ..... Newland Road  
**Air Time** ..... 6 a.m.-M.  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Representative** ..... Sears & Ayer  
**Membership** ..... NAB  
**President** ..... Herbert Peele  
**Gen., Sta., Comm. Mgr.** ..... William P. Heffernan  
**Sales Prom. Mgr.** ..... Bob Thomas  
**Special Events Director** ..... Armine Wood  
**Chief Engineer** ..... Phil Melone  
**Farm Editor** ..... Fred Chapman

## WFLB

### FAYETTEVILLE—1948

**Frequency**: 1490 Kc. .... **Power**: 250 Watts  
**Owned-Oper. By** ..... Fayetteville Bcstrs., Inc.  
**Business Address** ..... P. O. Box 1258  
**Phone Number** ..... 7136  
**Studio-Transmitter Location** ..... Bragg Blvd.  
**Air Time** ..... 6 a.m.-M.  
**News Service** ..... AP  
**Representative** ..... Burn-Smith  
**Membership** ..... NAB, BMB  
**President** ..... Harry B. Stein  
**Gen., Comm. Mgr.** ..... L. W. Allen  
**Program Dir.** ..... James Tucker  
**Chief Engineer** ..... W. D. Bailey

## WFNC

### FAYETTEVILLE—1940 MBS-TOBACCO-SEN

**Frequency**: 1450 Kc. .... **Power**: 250 Watts  
**Owned-Oper. By** ..... Cape Fear Bcstg. Co.  
**Business-Studio Address** ..... 114½ Anderson St.  
**Phone Number** ..... 4848  
**Transmitter Location** ..... Murchlson Rd.  
**Air Time** ..... 6 a.m.-M.  
**News Service** ..... UP  
**Transcription Service** ..... Associated  
**Representative** ..... Walker  
**Membership** ..... BMB, FMA  
**President** ..... T. K. Weyher  
**Gen., Sta. Mgr.** ..... Victor W. Dawson  
**Comm., Sales Prom. Mgr.** ..... Luther A. Gambill

**Pgm., Pub. Dir.** ..... Nat R. Martin  
**Chief Engineer** ..... William Alford

## WWNF

### FAYETTEVILLE—1948

**Frequency**: 1230 Kc. .... **Power**: 250 Watts  
**Owned By** ..... Wayne M. Nelson, Inc.  
**Operated By** ..... Carl Jack Aley  
**Business-Studio Address** ..... WWNF, Fayetteville  
**Phone Number** ..... 7101-2  
**Transmitter Location** ..... Raleigh Rd.  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth, SESAC,  
MacGregor

**Representative** ..... Friedenberg  
**Membership** ..... NAB  
**Pres., Gen., Sta. Mgr.** ..... Wayne M. Nelson  
**Commercial Manager** ..... Carl Jack Aley  
**Program Director** ..... Ray Woodard  
**News Director** ..... James J. McMillan  
**Musical Director** ..... Charles Friar  
**Chief Engineer** ..... E. M. Stanton, Jr.

## WBBO

### FOREST CITY—1947

**Frequency**: 780 Kc. .... **Power**: 1000 Watts d.  
**Owned-Oper. By** ..... Rutherford County Radio  
Co., Inc.

**Bus.-Studio-Transmitter Address** ..... Forest City  
**Phone Number** ..... 3205  
**Air Time** ..... Sunrise-sunset  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth, Capitol  
**Membership** ..... NAB, BMB, FMA  
**Pres., Gen.-Sta. Mgr.** ..... Ed M. Anderson  
**Commercial Manager** ..... Fred Blanton  
**Sales Prom. Mgr., Prog. Dir.** ..... Jane Smith  
**Prod. Dir., Chief Announcer** .....

**Farm Editor** ..... Charles Melton  
**Publicity Director** ..... Ed Anderson  
**Musical Director** ..... Mary Harrill  
**Chief Engineer** ..... Merton Iwerks

## WFGG

### FUQUAY SPRINGS—1949—KBS

**Frequency**: 1460 Kc. .... **Power**: 1000 Watts d.  
**Owned-Operated By** ..... Wake Bcstg. Co.  
**Address** ..... P. O. Box 95  
**Phone Number** ..... 333  
**Air Time** ..... Daytime  
**Representative** ..... Continental  
**Owner, President** ..... S. S. Adcock

## WGNC

### GASTONIA—1939—ABC

**Frequency**: 1450 Kc. .... **Power**: 250 Watts  
**Owned-Operated By** ..... F. C. Todd  
**Bus.-Studio Address** ..... Natl. Bank of Commerce  
Bldg.  
**Phone Number** ..... 5-0821  
**Transmitter Location** ..... Dallas Rd.

## PEOPLE



More people live within 50 miles of Greensboro than in any other area of equal size in the Southeast.

## PROSPERITY



These people make more products, earn more wages and get more for their crops.

## POWER-PROGRAMS

WBIG serves the No. 1 spot of the South with 5000 watts, power packed with pulling programs of CBS and fine local talent and news.

**W  
C B S  
I  
G**

*"The Prestige Station  
of the Carolinas"*

**GREENSBORO, NORTH CAROLINA**

Represented by Hollingbery

## ... NORTH CAROLINA ...

Air Time..... 6 a.m.-11:30 p.m.  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... Continental Radio Sales  
 Membership..... BMB  
 President..... F. C. Todd  
 General-Station Mgr..... Pat McSwain  
 Comm.-Sales Prom. Mgr..... F. C. Abernathy  
 Program Director..... Fred Gray  
 Chief Engineer..... W. C. Groves, Jr.

## W L T C

GASTONIA—1948

Frequency: 1370 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Gastonia Bcstg. Serv., Inc.  
 Address..... P. O. Box 1142, Chapel Rd.  
 Phone Number..... 5-1079  
 Air Time..... Daytime  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... Thomas F. Clark  
 Pres., Gen. Mgr..... James B. Pelty  
 Commercial Manager..... Boyce C. Morrow  
 Pgm., Musical Dir..... A. G. Phillips  
 Chief Engr., Farm Editor..... Don C. Voigt

## W G B R

GOLDSBORO—1939—ABC-KBS

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Eastern Carolina Bcstg. Co.  
 Business-Studio Address..... Box 1024  
 Phone Number..... 1550-1  
 Transmitter Location..... 1 Mi. W. of Goldsboro  
 Air Time..... 6:30 a.m.-M.  
 News Service..... AP  
 Transcription Service..... Associated  
 Membership..... NAB, FMA  
 President..... A. T. Hawkins  
 General Manager..... Coleman Scott  
 Commercial Mgr..... Vassie G. Balkcum  
 Chief Engineer..... Daniel B. Trueblood

## W B I G

GREENSBORO—1926—CBS

Frequency: 1470 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... North Carolina Bcstg. Co.  
 Business Address..... P. O. Box 1807  
 Phone Number..... 6125  
 Studio Address..... O. Henry Hotel Bldg.  
 Transmitter Location..... Battleground Blvd.  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Thesaurus, World  
 Representative..... George P. Hollingbery  
 Membership..... NAB, BMB  
 President..... Ralph C. Price  
 Gen., Sta. Mgr..... Gilbert M. Hutchison  
 Commercial Mgr..... William P. Mitchell  
 Sales Prom. Mgr., Pub. Dir..... Aileen Gilmore  
 Chief Announcer..... Mike Brooks  
 Musical Director..... Margaret Banks

Chief Engineer.....Earl F. Allison  
Farm Editor.....Bob Jones

## W C O G

**GREENSBORO—1948—ABC**

Frequency: 1320 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Inter-City Adv. Co., Inc.  
Business-Studio Address.....314 S. Greene St.  
Phone Number.....3-6925-6  
Transmitter Location.....Muir's Chapel Rd.  
Air Time.....Unlimited  
News Service.....INS  
Transcription Service.....Lang-Worth  
Representative.....Avery-Knodel  
President.....George W. Dowdy  
Membership.....NAB, BMB  
Station Manager.....Henry E. Sullivan  
Commercial Mgr.....Virgil E. Evans, Jr.  
Sales Prom. Mgr., Pub. Dir.....Jeta Pace  
Pgm. Dir., Chief Anncr.....Wally Williams  
Chief Engineer.....Ernest Pate, Jr.  
Farm Editor.....Dick Swanson

## W G B G

**GREENSBORO—1942—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Greensboro Bcstg. Co., Inc.  
Business-Studio Address.....P. O. Box 2280  
Phone Number.....3-3631  
Transmitter Location.....Retreat St.  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Capitol, Associated  
Representative.....Burn-Smith  
Pres., Gen.-Sta. Mgr.....Ralph M. Lambeth  
Commercial Mgr.....L. O. Hutchins  
Sales Prom. Mgr.....Earl O. Sullivan  
Program Director.....H. Marie Craven  
Chief Engineer.....James M. Stewart

## W G T C

**GREENVILLE—1940—TOBACCO**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Carolina Bcstg. Sys., Inc.  
Business-Studio Address.....Greenville  
Phone Number.....3182-3  
Transmitter Location.....Falkland Hwy  
Air Time.....6 a.m.-11:30 p.m.  
News Service.....AP  
Transcription Service.....World, SESAC,  
Lang-Worth  
Membership.....NAB  
President.....Earl McD. Westbrook  
Gen., Sta. Mgr.....A. Hartwell Campbell  
Comm., Sales Prom. Mgr.....David W. Mosier  
Production, Pub. Dir.....Dave Mosier  
Chief Announcer.....Charles Whedbee  
Musical Dir.....Bill Burwell  
Chief Engineer.....Bill Alford  
Farm Editor.....Wyatt Highsmith

## W H N C

**HENDERSON—1945—MBS**

Frequency: 890 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Henderson Radio Corp.  
Bus.-Studio Address.....219 S. Williams St.  
Phone Number.....736, 1446  
Transmitter Location.....2 Mi. N. of Henderson  
on U. S. Hwy. No. 1  
Air Time.....Daytime  
News Service.....AP  
Transcription Service.....Thesaurus, Cole,  
Lang-Worth, Keystone  
Representative.....Everett-McKinney, Inc.  
Membership.....NAB, FMA  
President.....S. S. Stevenson  
Gen., Sta., Comm. Mgr.....Nathan Frank  
Program Director.....Virginia Parham  
Production Director.....Harry Trotman  
Chief Announcer.....Dick Malloy  
Chief Engineer.....Lewis Hiland  
Farm Editor.....Robert B. Harrison

## W H K P

**HENDERSONVILLE—1946—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Hendersonville, Inc.  
Business Address.....Staton Bldg.  
Phone Number.....700  
Studio Address.....Bowen Hotel  
Transmitter Location.....U. S. Hwy 64, E.  
Air Time.....6 a.m.-M.  
News Service.....AP  
Representative.....Continental Radio Sales  
Membership.....NAB  
President, General Manager.....Bob Amos  
Commercial Manager.....Jack Hammette  
Comm., Sales Prom. Mgr., Pgm. Dir.  
Kermit Edney  
Chief Engineer.....Clifford Inman

## W H K Y

**HICKORY—1939—ABC**

Frequency: 1290 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By.....The Catawba Valley Bcstg.,  
Co., Inc.  
Bus.-Studio Address.....13th St. Radio Bldg.  
Phone Number.....2294-5  
Transmitter Location.....2½ Mi. S.E. of Hickory  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....World, Associated,  
SESAC  
Representative.....Dodson  
Membership.....NAB, BMB  
President.....Carl V. Cline  
Gen.-Sta. Mgr., Chief Engr.....Edmund S. Long  
Commercial Mgr.....James K. Willis  
Program Dir.....Jack Starnes

## WIRC

**HICKORY—1948**

Frequency: 630 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . Foothills Bcstg. Co., Inc.  
 Business-Studio Address . . . 1423—11th Ave.  
 Phone Number . . . . . 2124  
 Transmitter Location . . . . . 2 Mi. SE of city  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . Lang-Worth, Standard  
 Representative . . . . . McGillvra  
 Membership . . . . . NAB  
 President . . . . . Margaret A. Smith  
 Chief Announcer . . . . . Richard H. Benson  
 Musical Dir. . . . . Mattie I. Padgett  
 Chief Engineer . . . . . Elmer H. Troutman, Jr.

## WJNC

**JACKSONVILLE—1945**

**MBS-TOBACCO**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Lester L. Gould  
 Address . . . . . Box "E" or Route 24  
 Phone Number . . . . . 707-8  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . ForJoe  
 Membership . . . . . NAB  
 Pres., Gen. Mgr. . . . . Lester L. Gould  
 Comm. Mgr., Chief Anncr. . . . . Rodric L. Jones  
 Sales Prom. Mgr. . . . . Arthur Wieder  
 Pgm. Dir., Chief Engr. . . . . James J. Cooney  
 Farm Editor . . . . . Charlie C. Clark

## WHPE

**HIGH POINT—1947—KBS**

Frequency: 1070 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . High Point Enterprise, Inc.  
 Business-Studio Address . . . 305-307 N. Main St.  
 Phone Number . . . . . 3466-7  
 Transmitter Location . . . Old Thomasville Rd.  
 Air Time . . . . . Local sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . Associated, Standard  
 Membership . . . . . NAB, FMA, BMB  
 President . . . . . R. B. Terry  
 Sec.-Treas. . . . . D. A. Rawley  
 Commercial Mgr. . . . . Walter Hester  
 Program Director . . . . . Nick Lawrence  
 Chief Announcer . . . . . Morrison Combs  
 Musical Dir. . . . . Harold Craven  
 Chief Engineer . . . . . Yancy Cecil

## WGTL

**KANNAPOLIS—1946**

Frequency: 870 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Fred H. Whitley, Inc.  
 Address . . . . . Box 637, Cannon Blvd.  
 Phone Number . . . Kannapolis 870, Concord 2154  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . Lang-Worth, World  
 Membership . . . . . NAB, BMB  
 President, Gen. Mgr. . . . . Fred H. Whitley  
 Program Director . . . . . Frank H. Bowers  
 Chief Engineer . . . . . Foy Hinson

## WFTC

**KINSTON—1937—ABC**

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 . . . . . World  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB, BMB  
 President . . . . . Alban K. Barrus  
 Gen., Sta. Mgr. . . . . William S. Page  
 Commercial Mgr. . . . . B. George Barber, Jr.  
 Program Dir. . . . . S. Bruce Petteway  
 Chief Announcer . . . . . Carl B. Caudill, Jr.  
 Chief Engineer . . . . . David E. Hardison

## 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  
 St.  
 Phone Number . . . . . 4593-4  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . Lang-Worth, Capitol  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Station Mgr. . . . Frank S. Lambeth  
 Commercial Manager . . . . . Frank Smith  
 Program Director . . . . . Gary Davis  
 Sales Prom. Mgr. . . . . Gerald D. Sullivan  
 Publicity Dir. . . . . Lois Cosworth  
 Musical Director . . . . . Wayne Morgan  
 Chief Engineer . . . . . Robert Moore

## WEWO

**LAURINBURG—1947**

Frequency: 1080 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Scotland Bcstg. Co.  
 Bus.-Studio Address . . . Chetwynd Hotel Bldg.  
 Phone Number . . . . . 770  
 Transmitter Location . . . Laurinburg-Maxton  
 Hwy.  
 Air Time . . . . . Daytime

# NORTH CAROLINA

News Service ..... UP  
Transcription Service ..... World  
Membership ..... NAB, BMB  
President ..... Edwin Pate  
General Mgr. .... J. R. Dairymple, Jr.  
Commercial Manager ..... C. J. Cordes  
Program Director ..... Paul Wynn  
Chief Engineer ..... Truman N. Brock

## WLOE

LEAKSVILLE—1946—MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Douglas L. Craddock  
Address ..... The Blvd.  
Phone Number ..... 701-2  
Air Time ..... 6 a.m.-M.  
News Service ..... AP  
Transcription Service ..... World  
Membership ..... NAB  
Pres., Gen., Sta. Mgr. .... Douglas L. Craddock  
Commercial Manager ..... William Baskerville  
Pgm. Dir., Chief Annrc. .... Kenneth Thomas  
Chief Engineer ..... Eldred Winn

## WJRI

LENOIR—1946—MBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By ..... John P. Rabb  
Bus.-Studio Address ..... Union Natl. Bank Bldg.  
Phone Number ..... 761, 899  
Transmitter Location ..... 1¼ Mi. W. Lenoir on  
Hwy. 18  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Thesaurus  
Owner ..... John P. Rabb

## WBUY

LEXINGTON—1945—KBS

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Davidson County Bcstg. Co.  
Business Address ..... P. O. Box 359  
Phone Number ..... 2716  
Studio-Transmitter Location ..... Route 1  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Lang-Worth, World  
Representative ..... Continental Radio Sales  
Membership ..... NAB  
Partners ..... Greely N. & Omar G. Hilton  
Station Manager ..... C. Robert Ray  
Commercial Mgr. .... Earle Broome  
Program Director ..... Claude White  
Chief Engineer ..... Fred Honeycutt

## WTSSB

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Robeson Bcstg. Corp.

Business-Studio Address ..... 112 W. Fifth St.  
Phone Number ..... 1080-1  
Transmitter Location ..... Charlotte Rd.  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Standard, Keystone  
Representative ..... Continental Radio Sales  
Membership ..... NAB  
General Manager ..... Walter James MacNeil  
Commercial Manager ..... W. J. MacNeil  
Program Director ..... C. W. Hogan  
Chief Announcer ..... LeGrande Tatum  
Chief Engineer ..... W. F. Rogers

## WBRM

MARION—1949—TOBACCO

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Lake City Bcstg. Corp.  
Address ..... 13½ W. Court St.  
Phone Number ..... 102  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... Capitol  
Pres., Gen. Mgr. .... W. P. Erwin  
Commercial Mgr. .... J. C. Pleasant  
Asst. Gen. Mgr., Pgm. Dir. .... J. L. Reynolds, Jr.  
Chief Engineer ..... J. Ray Horton

## WMAP

MONROE—1947—KBS-LSN

Frequency: 1060 Kc. .... Power: 250 Watts d.  
Owned-Operated By ..... Union Bcstg. Corp.  
Business Address ..... P. O. Box 382  
Phone Number ..... 1060  
Studio-Transmitter Location ..... Camp Sutton  
Air Time ..... 6:30 a.m.-5:15 p.m.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
President ..... J. Ray Shute  
Gen., Sta. Mgr. .... Dick Marable  
Commercial Mgr. .... Z. Bright Tucker  
Sales Prom. Mgr., Pgm. Dir. .... R. W. Furman  
Prod. Dir., Chief Annrc. .... J. Archie Laney  
Publicity Dir. .... Frank Zeus Funderburk  
Chief Engineer ..... Hillard Fletcher  
Farm Editor ..... Robert Hilliard

## WMBL

MOREHEAD CITY—1947

Frequency: 740 Kc. (C.P. 1280)  
Power: 1000 Watts d.  
Owned-Oper. By ..... Carteret Bcstg. Co., Inc.  
Business Address ..... P. O. Box 740  
Phone Number ..... 9740  
Studio-Transmitter Location ..... Morehead City  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... World, Standard  
Representative ..... Joseph Hershey McGillvra  
Membership ..... NAB, BMB

# NORTH CAROLINA

Pres., Gen. Mgr. . . . . Grover C. Munden  
Commercial Manager. . . . Charles H. Markey  
Sales Prom. Mgr. . . . . J. Q. Wallace  
Prog. Dir., Chief Engineer. . . . Roy Cummins

## WMNC

MORGANTON—1947—MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . Nathan J. Cooper  
Business-Studio-Transmitter Address. . . Box 698  
Phone Number . . . . . 1100  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . World  
Owner, Manager. . . . . Nathan J. Cooper  
Program Dir. . . . . Gerneil Hudson  
Publicity Dir. . . . . Madelyn Patton  
Chief Announcer. . . . . Bob Davis  
Chief Engineer. . . . . Frank Ballew

## WPAQ

MT. AIRY—1948—CAROLINA SPTS.

Frequency: 740 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By. . . . Ralph D. Epperson  
Bus.-Studio-Transmitter Address. . . . Mt. Airy  
Phone Number . . . . . 682  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative. . . . . P. W. Seward  
Membership . . . . . NAB  
Pres., Gen.-Station Manager.  
Chief Engineer . . . . . Ralph D. Epperson  
Sales Prom. Mgr. . . . . H. A. Epperson  
Program Dir. . . . . W. F. Crutchley  
Chief Announcer. . . . . Earl Nemi  
Farm Editor. . . . . Neil Smith

## WHIT

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . The Coastal Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address. . . Trent Blvd.  
Phone Number . . . . . 4450, 4024  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Forjoe  
Membership . . . . . NAB  
Pres., Gen., Sta. Mgr. . . . . Louis N. Howard  
Sales Prom. Mgr., Chief Anncr. . . . Bruce Lee  
Publicity Director . . . . . Ruth Young  
Musical Director. . . . . George Nelson  
Office Manager. . . . . Ellen Hancock  
Continuity Director. . . . Jacquelyn M. Paul  
Chief Engineer. . . . . Robert Coddington  
Farm Editor . . . . . Paul M. Cox

## WNNC

NEWTON—1948—MBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . Newton Conover Bcstg. Co.  
Business Address. . . . . Box 606  
Phone Number . . . . . 930  
Studio-Transmitter Location. . . West A. St., Ext.  
Air Time. . . . . 6 a.m.-11:05 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative. . . . . Continental Radio Sales  
Membership . . . . . NAB  
General Manager. . . . . Charles Turner  
Sta. Mgr., Prog. Dir. . . . . Earl Holder  
Commercial Manager. . . . . Eugene Henry  
Chief Anncrs. . . . . Harvey Laughter, Bill Taylor  
Chief Engineer. . . . . Dennis Long

## WKBC

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  
Membership . . . . . NAB, BMB  
President. . . . . Doris B. Brown  
Comm.-Sales Prom. Mgr. . . . Roland B. Potter  
Pgm. Dir., Farm Editor. . . . John T. Cashion  
Publicity Director. . . . . Charles Wilfong  
Chief Engineer. . . . . Robert Harvey

## WOXF

OXFORD—1949

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . Oxford Bcstg. Corp.  
Address . . . . . Hancock Bldg.  
Phone Number . . . . . 3250  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
President. . . . . F. W. Hancock, Jr.  
Gen., Comm., Prom. Mgr. . . . Jimmie Childress  
Program Director. . . . . Hart Curl

## WNAO

RALEIGH—1948—ABC

Frequency: 850 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By. . . . The News and Observer  
Publishing Co.  
Business-Studio Address. . . 219 S. McDowell St.  
Phone Number . . . . . 2-0321  
Transmitter Location . . . . . Asbury  
Air Time . . . . . 6 a.m.-12:05 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . Standard



. . . **NORTH CAROLINA** . . .

Representative ..... Weed  
Membership..... NAB, BMB, FMA  
President..... Josephus Daniels, Jr.  
Gen., Comm. Mgr., Pgm. Dir... George T. Case  
Publicity Director..... Flora Norris  
Chief Anncr., Farm Editor..... Lee Parker  
Chief Engineer..... Bascom E. Porter

**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 ..... NAB, BMB  
President..... J. R. Weatherspoon  
Gen., Sta. Mgr..... Richard H. Mason  
Sales Manager..... O. L. Carpenter  
Program Manager..... Graham B. Poyner  
Dir. of Adv. & Prom..... R. W. Youngsteadt  
Production Dir..... Warren Barfield  
Chief Engineer..... Henry Hulick, Jr.  
Farm Editor..... Joe Reaves

**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..... 6:30 a.m.-11:15 p.m.  
News Service ..... AP  
Transcription Service ..... World  
Representative ..... Pearson  
Membership..... NAB, BMB, FMA  
President..... A. J. Fletcher  
Gen.-Station-Comm. Mgr..... Fred Fletcher  
Program 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.  
Co., Inc.  
Business-Studio Address..... 116½ Gilmer St.  
Phone Number ..... 1573-4  
Transmitter Location..... Wentworth Rd.  
Air Time..... 6 a.m.-11 p.m.  
News Service ..... AP

**NORTH CAROLINA**

**WHY IS AP  
THE BEST?**

**BECAUSE—AP** has more news correspondents, more news  
bureaus, more miles of news wire than any other  
news service.

**NORTH CAROLINA ASSOCIATED PRESS BROADCASTERS' ASSOCIATION**

President: Earle Gluck—WSOC, Charlotte  
Vice-President: Frank Jarman—WDNC, Durham  
Second Vice-President: W. R. Roberson—WRRF, Washington  
Secretary: Paul Hansell—AP Chief of Bureau  
Treasurer: E. Z. Jones—WBBB, Burlington  
Continuing Study Committee Chairman: Jack Knell—WBT, Charlotte

**NORTH CAROLINA**

. . . **NORTH CAROLINA** . . .

Transcription Service..... World, Associated,  
Keystone  
Representative ..... Cooke  
Membership ..... NAB  
President ..... H. T. Williams  
Gen., Comm. Mgr..... Steve Woodson  
Prog. Dir., Chief Announcer..... Forrest Bedell  
Production Dir..... George Hall  
Musical Dir..... Paul Montgomery  
Chief Engineer..... L. H. Alexander  
Farm Editor..... Tiny Turner

**W C B T**

**ROANOKE RAPIDS—1940—MBS  
TOBACCO**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By..... WCBT, Inc.  
Bus.-Studio Address..... 251 Roanoke Ave.  
Phone Number ..... R-8551  
Transmitter Location..... E. Tenth St., Ext.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... Burn-Smith  
Membership ..... NAB, BMB, FMA  
Pres., Gen. Mgr..... S. E. Crew  
Comm.-Sales Prom. Mgr..... A. L. Drew  
Pgm., Prod. Dir..... Ken Johnson  
Publicity Dir..... Jerry Elliot  
Musical Director ..... Herb Daniels  
Chief Engineer ..... C. W. Meares

**WAYN**

**ROCKINGHAM—1946**

Frequency: 900 Kc. .... Power: 1000 Watts d.  
Owned-Operated By..... Wayn, Inc.  
Business-Studio Address ..... Rockingham  
Phone Number ..... 611  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... MacGregor  
President..... Wayne M. Nelson  
Res., Comm. Mgr..... Matt F. Gettings  
Chief Engineer..... William Henley

**W C E C**

**ROCKY MOUNT—1947—KBS  
TOBACCO**

Frequency: 810 Kc. .... Power: 1000 Watts d.  
Owned-Operated By..... Josh L. Horne  
Bus.-Studio Address ..... 115 N. Church St.  
Phone Number ..... 2880  
Transmitter Location..... Hwy. 95  
Air Time ..... Daytime  
News Service ..... AP  
Transcription Service..... Associated, Capitol  
Representative ..... Ra-Tel  
Membership ..... FMA  
Owner..... Josh L. Horne  
Gen., Sta. Mgr..... Mel Warner

Commercial Manager..... Ray Thompson  
Program Director..... Ray Wilkinson  
Publicity Dir..... Dick Johnson  
Musical Director..... Bobby Pritchard  
Chief Engineer..... Harold Aycock  
Farm Editor..... Doc Layton

**W E E D**

**ROCKY MOUNT—1933—ABC**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By..... W. A. Wynne  
Business Address..... Box 752  
Phone Number ..... 8149  
Studio-Transmitter Location..... Nashville Hiway  
Air Time ..... 6 a.m.-M.  
News Service ..... AP  
Transcription Service..... World, Standard  
Membership ..... NAB  
Gen. Mgr., Chief Engr..... W. A. Wynne  
Commercial Mgr..... Gordon Floe  
Program Dir..... Eunice Snipes

**W R X O**

**ROXBORO—1949**

Frequency: 1430..... Power: 1000 Watts d.  
Owned-Operated By ..... Roxboro Bcstg. Co.  
Address ..... Box 166  
Phone Number ..... 6013  
Air Time ..... Daytime  
News Service ..... AP  
Transcription Service ..... World  
President..... H. W. Winstead  
Gen., Comm. Mgr., Chief Engr..... H. S. Taylor  
Program Dir..... W. D. Gregory

**W S A T**

**SALISBURY—1948**

Frequency: 1230 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By..... Mid-Carolina Bcstg. Co.  
Business-Address ..... Drawer 99  
Phone Number ..... 276  
Studio-Transmitter Location..... Millford Hills  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... Dora C. Dodson  
Membership ..... NAB  
President..... Charles H. Wentz  
Gen.-Comm. Manager..... John Smith  
Program Director ..... W. F. Fleming  
Chief Announcer..... Jimmie Morris  
Musical Dir..... Marie Newland  
Chief Engineer..... Elbert Sherman

**W S T 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** ..... 7 a.m.-M.  
**News Service** ..... AP  
**Transcription Service** ..... Associated  
**Representative** ..... Burn-Smith  
**Membership** ..... NAB  
**President** ..... Bryce P. Beard, Sr.  
**Sta. Mgr., Prog.-Prod. Dir.** ..... Russell McIntire  
**Gen., Sta., Sales Prom. Mgr.** ..... Alex P. Beard  
**Publicity Dir.** ..... Betty Fisher  
**Comm. Mgr.** ..... Katherine F. Murphy  
**Chief Announcer** ..... Bill Brown  
**Musical Director** ..... Rebecca Duffell  
**Chief Engineer** ..... Carl B. Watson  
**Farm Editor** ..... Polly Eldon

## W W G P

### SANFORD—1946

**Frequency:** 1050 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By** ..... Lee Bcstg. Corp.  
**Bus.-Studio Address** ..... Radio Bldg., Steele St.  
**Phone Number** ..... 860  
**Transmitter Location** ..... Tramway  
**Air Time** ..... Sunrise-sunset  
**News Service** ..... UP  
**Transcription Service** ..... World, Capitol  
**Pres., Gen.-Station Mgr.** ..... Waldo W. Primm  
**Commercial Mgr.** ..... L. B. Nelson  
**Program Director** ..... Margaret Blake  
**Chief Engineer** ..... Carey H. Olive

## W O H S

### SHELBY—1946—MBS

**Frequency:** 730 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Western Carolina Radio Corp.  
**Business Address** ..... Box 1401, Shelby  
**Phone Number** ..... 340  
**Studio-Transmitter Location** ..... Hwary. No. 74, W. at city line  
**Air Time** ..... Daytime  
**News Service** ..... AP  
**Transcription Service** ..... Associated  
**Membership** ..... NAB  
**President** ..... Lee B. Weathers  
**Gen. Mgr., Chief Engineer** ..... Robert M. Wallace  
**Commercial Mgr.** ..... Max P. Butler  
**Program Dir.** ..... Hugh Dovey

## W E E B

### SOUTHERN PINES—1947

#### MBS-TAR HEEL

**Frequency:** 1360 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... The Sand Hill Community Bcstrs., Inc.  
**Business Address** ..... Drawer 1140  
**Phone Number** ..... 6191  
**Studio-Transmitter Location** ..... U. S. Hwy., No. 1, S.  
**Air Time** ..... Daytime

**News Service** ..... AP  
**Representative** ..... Forjoe  
**Membership** ..... NAB  
**Pres., Gen.-Sta. Mgr.** ..... Jack S. Younts  
**Comm. Mgr., Publicity Dir.** ..... Joe A. Warren  
**Sales Prom. Mgr.** ..... Elizabeth M. Younts  
**Program Dir., Chief Anncr.** ..... Edward Cox, Jr.  
**Chief Engineer** ..... Melvin Kushner

## W S T S

### SOUTHERN PINES—1947—KBS

**Frequency:** 990 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Sandhills Bcstg. Corp.  
**Bus.-Studio Address** ..... 115 E. Broad St.  
**Phone Number** ..... 5451  
**Transmitter Location** ..... Hiway 2  
**Air Time** ..... Daytime  
**News Service** ..... UP  
**Transcription Service** ..... Standard, SESAC  
**Representative** ..... Cooke  
**Membership** ..... NAB  
**President** ..... Frank L. Baber  
**Gen., Sta. Mgr.** ..... J. C. Cole  
**Chief Announcer** ..... James L. Allwood  
**Chief Engineer** ..... Edward O. Koprivier

## W S I C

### STATESVILLE—1946—MBS

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Statesville Bcstg. Co., Inc.  
**Bus.-Studio Address** ..... Radio Rd., P. O. Box 1189  
**Phone Number** ..... 9078  
**Transmitter Location** ..... Radio Rd.  
**Air Time** ..... Unlimited  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Representative** ..... Continental Radio Sales  
**Membership** ..... NAB  
**President** ..... Dr. James W. Davis  
**General Manager** ..... L. G. Churchill  
**Commercial Mgr.** ..... Charles D. Melton  
**Program Director** ..... Albert Watson  
**Chief Engineer** ..... T. K. Abernethy

## W C P S

### TARBORO—1946

**Frequency:** 760 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper.** ..... Coastal Plains Bcstg. Co., Inc.  
**Bus.-Studio Address** ..... Edgcombe Bank Bldg.  
**Phone Number** ..... 643, 946  
**Transmitter—Hway.** 64 Bet. Rocky Mt. & Tarboro  
**Air Time** ..... Daytime  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth, Capitol  
**Membership** ..... NAB, BMB  
**President** ..... V. E. Fountain  
**Gen., Sta. Mgr.** ..... J. T. Snowden, Jr.  
**Comm., Sales Prom. Mgr.** ..... J. Porter MacNair  
**Pgm. Dir., Chief Anncr.** ..... Eccles Wall  
**Publicity Dir.** ..... Margaret Johnston  
**Chief Engineer** ..... C. D. Chandler

. . . **NORTH CAROLINA** . . .

# WTNC

**THOMASVILLE—1947**

Frequency: 790 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . The Thomasville Bcstg. Co.  
 Business Address . . . . . Box 867, Thomasville  
 Phone Number . . . . . 902  
 Studio-Transmitter Location . . . . . Salem St., Ext.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President . . . . . George W. Lyles  
 Gen., Comm. Mgr. . . . . Harold Harrison  
 Chief Engineer . . . . . L. M. Sugg

# WADE

**WADESBORO—1947**

Frequency: 1210 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Anson Radio & Bcstg. Co.  
 Bus. Studio Address . . . . . Lyon Bldg.  
 Phone Number . . . . . 620  
 Transmitter Location . . . . . Hiway 52  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . RCA  
 Membership . . . . . NAB  
 President . . . . . R. P. Lyon  
 Station Manager . . . . . Jack P. Hankins  
 Commercial Manager . . . . . Edward Mullinix  
 Program Director . . . . . Willard P. Billingsley  
 Chief Engineer . . . . . Cecil Sills

# WHED

**WASHINGTON—1948—TAR HILL  
SPTS.**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Beaufort Bcstg. Co.  
 Bus. Studio Address . . . . . Guaranty Bank Trust  
 Bldg.  
 Phone Number . . . . . 278  
 Transmitter Location . . . . . Rt. 17, S.  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Representative . . . . . Continental  
 Membership . . . . . NAB  
 President . . . . . Lee Wynne  
 Gen., Sta. Mgr., Prod. Dir. . . . . R. B. Armstrong  
 Commercial Mgr. . . . . C. B. Armstrong  
 Sales Prom. Mgr. . . . . Richard David  
 Pgm. Dir., Chief Anncr. . . . . John Morgan  
 Publicity Director . . . . . Link Harner  
 Chief Engineer . . . . . John Wilroy  
 Farm Editor . . . . . Mack Stamps

# WRRF

**WASHINGTON—1942—ABC**

Frequency: 930 Kc. . . . . Power: 5000 Watts d.  
 Owned-Oper. By . . . . . Tar Heel Bcstg. System, Inc.  
 Bus. Studio Address . . . . . Bank of Washington  
 Bldg.

Phone Number . . . . . 403  
 Transmitter Location . . . . . 1½ Mi. S. of city on  
 Hwy. 17

Air Time . . . . . 5:30 a.m.-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB, BMB  
 President . . . . . W. R. Roberson, Sr.  
 Vice Pres. . . . . W. R. Roberson, Jr.  
 Gen. Comm. Manager . . . . . T. H. Patterson  
 Sales Prom. Mgr., Pub. Dir. . . . . Merrill Daniels  
 Program-Production Dir. . . . . Don Pierce  
 Musical Director . . . . . Charlie Yates  
 Chief Engineer . . . . . I. G. Murphrey  
 Farm Editor . . . . . Bill Abeyounis

# WHCC

**WAYNESVILLE—1947—MBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Smoky Mountain Bcstg.  
 Business-Studio Address . . . . . Park Theatre Bldg.  
 Phone Number . . . . . 680  
 Transmitter Location . . . . . Howell Mill Rd.  
 Air Time . . . . . 6 a.m.-11 p.m.  
 President . . . . . Holt McPherson  
 Gen., Sta., Comm. Mgr. . . . . Fred U. Wamble  
 Program Dir. . . . . Harry Robinson  
 Chief Engineer . . . . . Frank Wilbur  
 Farm Editor . . . . . Wayne Corpening

# WENC

**WHITEVILLE—1946**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Whiteville Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Whiteville  
 Phone Number . . . . . 620  
 Transmitter Location . . . . . 1 Mi. from Bus. District  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Clark  
 Membership . . . . . NAB  
 Representative . . . . . Josiah Maulshy  
 General Manager . . . . . Ward A. Coleman  
 Prog. Dir., Prod. Mgr. . . . . Jerry Honeycutt  
 Chief Engineer . . . . . Ovie Boutwell

# WGNL

**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 at  
 Cape Fear River Bridge  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard

# NORTH CAROLINA

Representative.....Joseph Hershey McGillvra  
 President.....J. S. Brody  
 Station Manager.....Allen B. Jones  
 Commercial Mgr.....Tommy Thompson  
 Program Director.....Paul Parker  
 Chief Engineer.....A. J. Gullno  
 Production Dir.....Lou Essick  
 Chief Engineer.....Art Madeley

## W M F D

### WILMINGTON—1935—ABC

Frequency: 630 Kc.....Power: 1000 Watts  
 Owned By.....Radio Station WMFD  
 Operated By.....R. A. Dunlea  
 Business Address.....P. O. Box 696  
 Phone Number.....4840  
 Studio Address.....Castle Hayne Rd.  
 Transmitter Location.....Brunswick County  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 Membership.....NAB, BMB  
 General-Station Mgr.....R. A. Dunlea  
 Comm.-Sales Prom. Mgr.....C. O'Shields  
 Program Director.....Bruce Buchanan  
 Prod.-Pub. Director.....R. A. Dunlea, Jr.  
 Chief Engineer.....E. I. Herring

## W G T M

### WILSON—1937—MBS

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Watson Industries, Inc.  
 Bus.-Studio Address.....Herring Ave. Ext.  
 Phone Number.....2188-9  
 Transmitter Location.....Rock Ridge  
 Air Time.....5 a.m.-2 a.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Weed  
 Membership.....NAB, BMB, FMA  
 President.....Penn Thomas Watson  
 General-Station Mgr.....Allen Wannamaker  
 Pgm. Dir., Chief Anncr.....W. E. Jackson, Jr.  
 Production Director.....Charlie Slate  
 Production Dir.....Charlie Slate  
 Publicity Director.....Harriet P. Fulghum  
 Chief Engineer.....W. H. Malone

## W V O T

### WILSON—1948

Frequency: 1420 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Wilson Radio Co.  
 Address.....Hway. 301 N.  
 Phone Number.....5157-8  
 Air Time.....6 a.m.-Sunset  
 News Service.....AP  
 Transcription Service.....Capitol  
 Membership.....BMB  
 President.....H. W. Anderson  
 Exec. V.P.....W. T. Williams  
 Station Mgr.....Harry Severance

Commercial Mgr.....P. O. Barnes  
 Sales Prom. Mgr.....Lynda Thomas  
 Pgm., Prod. Dir.....Joel Lawhon  
 Publicity Dir.....Tommy Williams  
 Chief Engineer.....N. V. Pieler

## W A I R

### WINSTON-SALEM—1937—ABC TOBACCO SPTS.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WAIR Bcatg. 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.....NAB, BMB, FMA  
 Partner, Gen., Sta. Mgr.....George D. Walker  
 Commercial Mgr.....John Miller  
 Sales Prom. Mgr., Pub. Dir.....Ken Wilson  
 Program Dir.....Doris Pardington  
 Chief Engineer.....Lee King

## W S J S

### WINSTON-SALEM—1930—NBC

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Piedmont Publishing Co.  
 Bus.-Studio Address.....419-21 N. Spruce St.  
 Phone Number.....2-4141  
 Transmitter Location.....R.F.D. No. 1, Old Town  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated, Standard  
 Representative.....Headley-Reed  
 Membership.....NAB, BMB  
 President.....Gordon Gray  
 V.P., Managing Dir.....Harold Essex  
 Sales Manager.....Harry B. Shaw  
 Program Manager.....Robert Estes  
 Production Director.....John Comas  
 Publicity Director.....Les Forsyth  
 Dir. of Engineering.....Phil Hedrick

## W T O B

### WINSTON-SALEM—1947—MBS

Frequency: 710 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Winston-Salem Bcatg. Co.  
 Business-Studio Address.....826 W. Fourth St.  
 Phone Number.....7145  
 Transmitter Location.....Konnoak Dr.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Taylor-Boroff  
 President.....James W. Coan  
 Gen., Comm. Mgr.....John G. Johnson  
 Pgm. Dir., Chief Anncr.....Bill Billingsley  
 Production Dir.....Betty Jane Blalock  
 Chief Engineer.....Russell Spikula

The CBS Station Covering the  
Top of the Nation  
Fargo **K S J B** Jamestown

The Way We Interpret Our  
**B M B—K S J B**  
Delivers More Radio Homes  
At Less Cost Per Listener  
Than Any Other Station  
In North or South Dakota

*Write or Wire Collect  
for a Copy  
and We Believe You  
Will Agree*

**K S J B**

Owned and Operated by the

**JAMESTOWN BROADCASTING CO.**

JAMESTOWN

NORTH DAKOTA

# NORTH DAKOTA

Estimated Population 605,000—Increase —5.7%—Radio Homes 145,000  
Radio Families 149,000—Stations in State 13

## KFYR

BISMARCK—1925  
NBC-NORTHWEST

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Operated By Meyer Bcstg. Co.  
Bus. Studio Address 202½ Fourth St.  
Phone Number 468  
Transmitter Location Menoken  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service Thesaurus  
Representative John Blair  
Membership NAB, BMB  
President, General Manager P. J. Meyer  
Station Manager F. E. Fitzsimonds  
Comm. Sales Prom. Mgr. R. W. MacLeod  
Pgm., Prod. Dir. Cal Culver  
Publicity Dir. Larry Kindle  
Production Director Charles Schoregge  
Chief Engineer Ivar Nelson

## KDLR

DEVILS LAKE—1925  
MBS-GREAT NORTHERN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By KDLR, Inc.  
Business-Studio Address 1025 3rd St.  
Phone Number 1090  
Transmitter Location E. end Fourth St.  
Air Time 6:30 a.m.-11 p.m.  
News Service UP  
Transcription Service World, SESAC  
Membership BMB  
Pres., Gen. Sta. Comm. Mgr. Bert Wick  
Sales Prom. Mgr. Norman Buckner  
Program Director Wilbur Clemenson  
Chief Engineer Richard Moritz

## KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Dickinson Radio Assn.  
Bus. Studio Address 28 First Ave. W.  
Phone Number 348  
Transmitter Location 1 Mi. N. of Dickinson  
on Hwy. No. 22 & ¼ Mi. E.  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service Standard, SESAC  
Representative Orville F. Lawson  
Membership NAB, BMB  
President Dr. P. J. Weir  
Gen. Sta. Mgr., Pub. Dir. Orville F. Burda  
Commercial Manager E. A. Spear  
Sales Prom. Manager Douglas Anderson

Prog.-Prod. Director George L. Brooks  
Chief Engineer Quentin Prochaska

## 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  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service Standard, SESAC  
Representative Bolling  
Membership NAB, BMB  
President W. R. Haggart  
Gen., Sta., Comm. Mgr. Charles G. Burke  
Pgm., Prod. Dir. David B. Henley  
Musical Dir. Earl Mann  
Chief Engineer Olaf Gabrielson  
Farm Editor Morrie Freedman

## KVNJ

FARGO—1948

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By Northwest Bcstg. Co.  
Business-Studio Address 217½ Broadway  
Phone Number 23-201  
Transmitter Location Hiway 81, 3 Mi. S. City  
Air Time Daytime  
News Service UP  
Transcription Service Associated  
Pres., Gen. Mgr. E. L. Alford  
Sta., Comm. Mgr. E. L. Ausman  
Program Dir. Hollis B. Hoff  
Publicity Dir. Jack Swenson  
Chief Engineer Bob Schaefer

## W DAY

FARGO—1922—NBC-NORTHWEST

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By WDAY, Inc.  
Business-Studio Address Black Bldg.  
Phone Number 5357  
Transmitter Location W. Fargo  
Air Time Unlimited  
News Service AP, UP  
Transcription Service RCA  
Representative Free & Peters  
Membership NAB, BMB  
President, Gen. Mgr. E. C. Reineke  
Station Manager Jack Dunn  
Sales Manager Tom Barnes  
Sales Promotion Manager Roy Pedersen  
Program Manager Ken Kennedy  
Production Manager Maurie Waller  
Chief Engineer Juline Savold

**K I L O**

**GRAND FORKS—1941—CBS**

Frequency 1440 Kc. Power: 1000 d.; 500n.  
 Owned-Oper. By... Grand Forks Herald, Inc.  
 Bus.-Studio Address... First Natl. Bank Bldg.  
 Phone Number... 1200  
 Transmitter Location Univ. of N. Dak. Campus  
 News Service... UP  
 Representative... Avery-Knodel  
 Membership... NAB, BMB  
 President... M. M. Oppgaard  
 Manager... Wallace E. Stone  
 Chief Engineer... Arnold Patrick  
 Program Dir. ... Jeff Gorham

Owned-Oper. By... Mandan Radio Assn., Inc.  
 Bus.-Studio Address... 200 3rd Ave. N.W.  
 Phone Number. (Office) 561, (Transmitter) 3660  
 Transmitter Location 2 1/2 Mi. SE of Mandan  
 on Hwy. 10

Air Time... 5 a.m.11:30 p.m.  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... Walker  
 Membership... NAB, BMB  
 President... W. S. Russell  
 Gen., Sta. Mgr... M. J. Reichert  
 Commercial Mgr... Harry McKee  
 Traffic-Production Director... Mert Bushee  
 Chief Engineer... Ray Barnett

**K N O X**

**GRAND FORKS—1947  
 MBS-GREAT NORTHERN**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By... Community Radio Corp.  
 Address... Grand Forks  
 Phone Number... 3500  
 Air Time... 6 a.m.-M.  
 News Service... UP  
 Transcription Service... World  
 Membership... BMB  
 President... Carroll E. Day  
 Gen., Sta. Mgr... Elmer Hanson  
 Sales Prom. Mgr... Robert C. Lukkason  
 Program Dir... James Cowan  
 Production Dir... Dorothy Swenson  
 Publicity Dir... Donald DeKrey  
 Chief Engineer... Clifford Thomelord

**K L P M**

**MINOT—1929  
 MBS-GREAT NORTHERN**

Frequency: 1390 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By... Minot Bcstg. Co.  
 Business-Studio Address... Fair Block  
 Phone Number... 41-146  
 Transmitter... 2 Mi. E. of Minot on Hwy. 52  
 Air Time... 6:30 a.m.-M.  
 News Service... UP  
 Transcription Service... World  
 Representative... Walker  
 Membership... BMB  
 Principal Owner, Gen. Mgr... John B. Cooley  
 Sta. Mgr., Chief Engineer... C. W. Baker  
 Commercial Manager... E. H. Cooley  
 Sales Prom. Mgr., Pub. Dir... Leslie E. Maupin  
 Prog.-Prod. Dir... James J. Hautman

**K S J B**

**JAMESTOWN—1937—CBS**

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By... Jamestown Bcstg. Co., Inc.  
 Bus.-Studio Address... 429 SW 2nd St., James-  
 town; 54 1/2 Broadway, Fargo  
 Phone Number... Jamestown 1600  
 Transmitter... Hwy. 281, 6 Mi. S. of city  
 Air Time... Unlimited  
 News Service... UP  
 Transcription Service... World  
 Representative... George P. Hollingbery  
 Membership... BMB  
 Secretary-Treasurer... Donn C. Clayton  
 Pres., Sta. Mgr... John W. Boler  
 Sales Prom. Mgr... G. H. McKinnon  
 Program Dir... Don Kingsley  
 Publicity Director... Gerald Uppman  
 Chief Announcer... Hal Kennedy  
 Chief Engineer... Robert E. Ridgway  
 Farm Editor... Chester Graham

*(See Page 570)*

**K G C U**

**MANDAN—1925  
 MBS-GREAT NORTHERN**

Frequency: 1270 Kc. Power: 1000 d.; 250n.

**K O V C**

**VALLEY CITY—1936  
 MBS-GREAT NORTHERN**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... KOVC, Inc.  
 Business-Studio Address... 312 5th Ave.  
 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... Hugh Thomas  
 Chief Engineer... Charles Sjostrom

**K W B M**

**WILLISTON—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Williston Bcstg. Co.  
 Address... Williston  
 Phone Number... 1450  
 News Service... UP  
 Transcription Service... World  
 Representative... Hal Holman  
 Pres., Pgm. Dir... Raymond Kapp  
 General Manager... A. L. Hellebus  
 Commercial Mgr... B. G. Bailey  
 Chief Engineer... Irwin Christianson



# OHIO

*Estimated Population 7,989,000—Increase +15.7%—Radio Homes 2,301,000  
Radio Families 2,361,000—Stations in State 61*

## WADC

**AKRON—1925—CBS**

Frequency: 1350 Kc. Power: 5000 Watts  
Owned-Operated By Allen T. Simmons  
Bus. Studio Address WADC Bldg., corner  
Main & Mill Sts.  
Phone Number Jefferson 6165  
Transmitter Location Route 8, Akron-  
Cleveland Rd.  
Air Time 5:55 a.m.-1:05 a.m.  
News Service Transradio, UP  
Transcription Service Lang-Worth, Standard,  
World  
Representative George P. Hollingsbery  
Membership BMB  
Owner-Operator Allen T. Simmons  
Assistant Manager Robert B. Wilson  
Commercial Manager Fred C. Bock  
Sales Prom. Mgr., Pub. Dir. Secrest Williams  
Program Director Harold H. Hageman  
Production Director Doc Williams  
Musical Director William E. Beers  
Chief Engineer John L. Wildermuth  
Farm Editor Harold Hageman

## WAKR

**AKRON—1940—ABC**

Frequency: 1590 Kc. Power: 5000 Watts  
Owned By Summit Radio Corp.  
Operated By WAKR  
Bus. Studio Address First Natl. Tower  
Phone Number HEmlock 6151  
Transmitter Location 739 Swartz Rd.  
Air Time Unlimited  
News Service AP, UP  
Transcription Service Associated, Capitol  
Representative Weed  
Membership NAB, BMB  
President, Gen. Mgr. S. Bernard Berk  
Asst. General Manager Viola G. Berk  
Station Manager Roger G. Berk  
Comm.-Sales Prom. Mgr. Kenneth M. Keegan  
Pgm., Prod., Pub. Dir. Arthur F. Moore  
Musical Director Alan Freed  
Chief Engineer Irwin L. Knopp

## WHKK

**AKRON—1944—MBS**

Frequency: 640 Kc. Power: 1000 Watts d.  
Owned By Forest City Publishing Co.  
Operated By United Bcstg. Co.  
Business-Studio Address 51 W. State St.  
Phone Number Bl. 7101  
Transmitter Location Akron Peninsula Rd.  
Air Time Daytime  
News Service AP  
Transcription Service Standard

Representative Paul H. Raymer  
Membership NAB, BMB  
President S. E. Graham  
General-Station Mgr. R. W. Richmond  
Comm.-Sales Manager Cecil Green  
Program-Production Dir. Lew Henry  
Publicity Director Don O'Neil  
Musical Director Gene Hammers  
Chief Engineer Jim Hill  
Farm Editor Max Plaughter

## WICA

**ASHTABULA—1937—STANDARD**

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 6 a.m.-M.  
News Service UP  
Transcription Service LangWorth, Thesaurus  
Representative McGillvra  
President R. B. Rowley  
Station Manager W. W. Walrath  
Commercial Manager D. W. Fassett  
Program Director R. W. Miner  
Musical Director Mary Pavolino  
Chief Engineer F. N. Bernato  
Farm Editor John Strasen

## 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  
Air Time 6 a.m.-local sunset  
News Service AP  
Transcription Service World, SESAC  
Representative Walker  
Membership NAB, BMB  
President Jesse A. Bloch  
Gen., Sta. Mgr. Robert W. Ferguson  
Sales Prom. Mgr. Albert T. Fisher  
Program Director Frank Curtis  
Women's Pgm. Dir. Lorell Dennis  
Publicity Dir. George Diab  
Musical Dir. Norval Davis  
Chief Engineer George Cowen  
Farm Editor Paul Howard

## WILE

**CAMBRIDGE—1948**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By Land O'Lakes Bcstg. Corp.

Business-Studio Address.....917 Beatty Ave.  
 Phone Number .....3545  
 Transmitter Location.....R. D. No. 1, College Hill  
 Air Time.....6:30 a.m.-local sunset  
 News Service.....AP  
 Transcription Service.....Capitol, World  
 President.....H. D. McClelland  
 V.P., Gen. Mgr.....Howard A. Donahoe  
 Comm. Mgr., Pub. Dir.....Richard F. Rose  
 Chief Announcer.....David C. Lorimer  
 Chief Engineer.....Wesley C. Randles  
 Farm Editor.....A. G. Engel

## 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.....8397  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Continental  
 Pres., Comm. Mgr.....P. C. Wilson  
 Gen. Mgr., Pgm. Dir.....James Wilson  
 Promotion Mgr.....Robert Bradley  
 Chief Engineer.....Gene Peterman

## W C M W

CANTON—1946—STANDARD

Frequency: 1060 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Stark Bcstg. Corp.  
 Bus.-Studio Address.....317 W. Tuscarawas St.  
 Phone Number.....5-9475  
 Transmitter Location.....Hills & Dales Rd.  
 Air Time.....Daytime  
 News Service.....AP, Transradio  
 Transcription Service.....Lang-Worth, Standard  
 Representative.....Burn-Smith  
 Membership.....NAB, FMA  
 President.....Merlin R. Schneider  
 General Manager.....Arthur W. Davis  
 Commercial Manager.....Clark L. Dozer  
 Program Manager.....Alfred P. Sloane  
 Promotion Director.....S. L. Huffman  
 Chief Engineer.....Robert A. Rexroad

## W H B C

CANTON—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Ohio Bcstg. Co.  
 Business-Studio Address.....550 S. Market Ave.  
 Phone Number.....6-7186  
 Transmitter Location.....Richville  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Capitol  
 Representative.....Taylor-Boroff  
 Membership.....NAB, BMB  
 President.....Roy D. Moore  
 General Manager.....Joseph K. Vodrey

Director of Radio.....Eugene Carr  
 Station Manager.....Robert C. Fehlman  
 Commercial Manager.....Paul E. Gilmor  
 Sales Prom. Mgr., Pub. Dir.....Julius Glass  
 Program Director.....Gervis S. Brady  
 Musical Director.....Charles Pickens  
 Chief Engineer.....Kenneth L. Sliker  
 Farm Editor.....John Baker

## W B E X

CHILlicoTHE—1947—ABC  
 BUCKEYE

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.....UP  
 Transcription Service.....World  
 Representative.....W. S. Grant  
 Membership.....NAB, BMB  
 President.....D. C. Summerford  
 Gen. Sta., Comm. Mgr.....J. Harry Callaway  
 Program-Publicity Dir.....Stanley Dixon  
 Chief Announcer.....Richard McEnerney  
 Chief Engineer.....Ralph Albers  
 Farm Editor.....Carl Wendel

## W C K Y

CINCINNATI—1929

Frequency: 1530 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....L. B. Wilson, Inc.  
 Bus.-Studio Address.....Hotel Gibson, 5th & Walnut Sts.  
 Phone Number.....Cherry 6565  
 Transmitter Location.....near Crescent Springs, Ky.  
 Air Time.....24 Hrs.  
 News Service.....INS  
 Transcription Service.....Standard, World  
 Representative.....Thomas Welstead  
 Membership.....NAB, BMB  
 President, General Manager.....L. B. Wilson  
 Sta.-Comm. Manager, Chief Engineer.....C. H. Topmiller  
 Publicity Director.....John Murphy  
 Record Librarian.....Ethlyn Hale  
 Farm Editor.....Frank Gommer Kamp

## W C P O

CINCINNATI—1937—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Scripps-Howard Radio, Inc.  
 Address.....3903-5 Carew Tower  
 Phone Number.....Capitol 0777  
 Studio Address.....2345 Symmes St.  
 Transmitter Location.....Daylight Bldg.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Standard, Lang-Worth

# O H I O

Representative ..... Branham  
President ..... Jack R. Howard  
V.P., Gen. Mgr. .... M. C. Watters  
Station Dir. .... Glenn Clark Miller  
Asst. Manager ..... John P. Smith  
Pgm., Prod. Dir. .... Earl Corbett  
Publicity Director ..... Fred Geisel  
Chief Engineer ..... Grant Makinson

## W K R C

CINCINNATI—1923—CBS

Frequency: 550 Kc. .... Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By ..... Radio Cincinnati, Inc.  
Address ..... Hotel Alms  
Phone Number ..... Woodburn 0550  
Air Time ..... Unlimited  
News Service ..... AP, UP  
Transcription Service ..... Lang-Worth, World,  
Associated  
Representative ..... Katz  
Membership ..... NAB  
Station Mgr. .... H. E. Fast  
Sales Prom. Mgr. .... Joel W. Stovell  
Chief Engineer ..... George Wilson

## W L W

CINCINNATI—1922—NBC

Frequency: 700 Kc. .... Power: 50,000 Watts  
Owned-Oper. By ..... Crosley Bcstg. Corp.  
Bus.-Studio Address .. Crosley Sq., 140 W. Ninth  
St.  
Phone Number ..... Cherry 1822  
Transmitter Location ..... Mason  
Air Time ..... 24 Hrs.  
News Service ..... INS, UP  
Transcription Service ..... Thesaurus  
Membership ..... NAB, BMB, FMA  
President ..... James D. Shouse  
V.P., General Mgr. .... R. E. Dunville  
V.P., Asst. Gen. Mgr. .... Dwight Martin  
V.P. in Charge of Sales .. Harry Mason Smith  
Dir. of Sales Prom. .... David E. Partridge  
V.P. in Chg. of Prog. .... William P. Robinson  
Asst. Pgm. Dir. .... Chester A. Herman  
Dir. of Pub. Rel. & Publicity .. James J. Cassidy  
Chief Announcer ..... Bill Brown  
Gen. Mgr. of Music ..... Milton Weiner  
V.P. in Chrg. of Engineering .. R. J. Rockwell  
Dir. of Farm Prog. Dept. .... Roy Battles

## W S A I

CINCINNATI—1924—ABC

Frequency: 1360 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... Buckeye Bcstg. Co.  
Bus.-Studio Address ..... 115 E. Fourth St.  
Phone Number ..... Main 1068-69-70-71  
Transmitter Location ..... Mt. Healthy  
Air Time ..... 6 a.m.-1 a.m.  
News Service ..... UP  
Transcription Service ..... Capitol, Standard

Representative ..... Avery-Knode  
Membership ..... NAB, BMB  
President ..... Marshall Field  
Gen., Sta. Mgr. .... Robert S. Sampson  
Commercial Mgr. .... Robert H. Boulware  
Prod. Dir., Chief Announcer .. Fred Harper  
Publicity Director ..... Vonne Monsell  
Chief Engineer ..... William Symons

## W D O K

CLEVELAND—1949

Frequency: 1260 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... Civic Bcstrs., Inc.  
Address ..... 1515 Euclid Ave.  
Phone Number ..... Tower 1-1850  
Air Time ..... Unlimited  
News Service ..... INS  
Transcription Service ..... SESAC  
Pres., Gen. Mgr. .... R. Morris Pierce  
Treas., Sales Mgr. .... Frederick C. Wolf

## W E R E

CLEVELAND—1949

Frequency: 1300 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... Cleveland Bcstg., Inc.  
Business-Studio Address .. 1501 Euclid Ave.  
Phone Number ..... Superior 9600  
Air Time ..... Unlimited  
News Service ..... AP, INS  
Gen. Mgr., Consulting Dir. .... Sidney Andorn  
Commercial Mgr. .... Keith Baldwin  
Publicity Dir. .... Ed Stevens  
Chief Announcer ..... Bill Reid  
Musical Dir. .... Grant Wilson  
Chief Engineer ..... Marion V. Snedeker

## W G A R

CLEVELAND—1930—CBS

Frequency: 1220 Kc. .... Power: 50,000 Watts  
Owned-Oper. By ..... WGAR Bcstg. Co., Inc.  
Business-Studio Address ..... Hotel Statler  
Phone Number ..... Prospect 0200  
Transmitter Location ..... Broadview & Akina  
Rds., Broadview Hts.  
Air Time ..... Unlimited  
News Service ..... INS, UP  
Transcription Service ..... Standard  
Representative ..... Edward Petry  
Membership ..... NAB  
Chairman of the Board ..... G. A. Richards  
V.P., General Manager ..... John F. Patt  
Comm. Mgr., V.P. Chg. Sales .. Carl E. George  
Sales Prom. Manager ..... Ted Boynton  
Program Director ..... Reginald P. Merriew  
Production Director ..... Stanley Gee  
Publicity Director ..... Manuel Eisner  
Chief Announcer ..... Charles Roberts  
Musical Director ..... Henry Pildner  
V.P. Chg. of Engineering ..... R. Morris Pierce  
Farm Editor ..... Dick Kathe

## W H K

### CLEVELAND—1921—MBS

Frequency: 1420 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . United Bcstg. Co.  
 Business-Studio Address . . . . . 1311 Terminal Tower  
 Phone Number . . . . . Prospect 5800  
 Transmitter Location . . . . . Pleasant Valley Rd.,  
 Seven Hills  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB  
 President . . . . . Sterling Graham  
 Gen.-Station Manager . . . . . K. K. Hackathorn  
 Commercial Manager . . . . . J. B. Maurer  
 Sales Prom. Manager . . . . . William Sprague  
 Program Director . . . . . C. M. Hunter  
 Production Director . . . . . James Aubele  
 Publicity Director . . . . . C. T. Christensen  
 Musical Director . . . . . Willard Pott  
 Chief Engineer . . . . . R. H. DeLany

## W J M O

### CLEVELAND—1947

Frequency: 1540 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WJMO Bcstg. Co.

**MORE  
 LOCAL  
 ADVERTISERS**

than any other  
**CLEVELAND . . .  
 . . . STATION**

**WSRS**

POWERFULLTIME  
**FORJOE CO. S. R. SAGUE**  
**NAT'L REP. PRESIDENT**

Address . . . . . 2157 Euclid Ave.  
 Phone Number . . . . . Superior 4424  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Adam J. Young, Jr.  
 President . . . . . W. J. Marshall  
 V.P., Gen. Mgr. . . . . Dave Baylor  
 Commercial Manager . . . . . Robert De Tchon  
 Program Director . . . . . Brooke Taylor  
 Production Director . . . . . George A. Gothberg  
 Publicity Director . . . . . William H. Cannady  
 Chief Announcer . . . . . Paul Nakel  
 Musical Director . . . . . Albert Stone  
 Chief Engineer . . . . . Lawrence Shipley

## W J W

### CLEVELAND—1932—ABC STANDARD

Frequency: 850 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WJW, Inc.  
 Business-Studio Address . . . . . 1375 Euclid Ave.  
 Phone Number . . . . . Superior 0101  
 Transmitter Location . . . . . 9861 Ridge Rd.,  
 N. Royalton  
 Air Time . . . . . Unlimited  
 News Service . . . . . Transradio, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NAB  
 President . . . . . William M. O'Neil  
 Asst. to the Pres. . . . . Lawrence Webb  
 National Sales Mgr. . . . . Harold W. Waddell  
 Local Sales & Sales  
 Promotion Manager . . . . . Frank H. Blumer  
 Program Director . . . . . Charles V. Hunter  
 Publicity Director . . . . . Charles F. McLaughlin  
 Chief Announcer . . . . . Stanley Peyton  
 Chief Engineer . . . . . Gerold G. Roberts

## W S R S

### CLEVELAND—1947—OSN

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WSRS, Inc.  
 Bus.-Studio-Transmitter Address . . . . . 2156 Lee Rd.  
 Phone Number . . . . . EBview 2005  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Lang-Worth,  
 SESAC  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 Pres., Gen. Mgr. . . . . S. R. Sague  
 Office Manager . . . . . Herbert G. Pabst  
 Commercial Mgr. . . . . Jack D. Kelly  
 Production Dir. . . . . Thomas J. Nolloth  
 Musical Dir. . . . . Walter Trimmer  
 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. 815 Superior Ave.  
 Phone Number. CHerry 1-0942  
 Transmitter Location. Brecksville  
 Air Time. Unlimited  
 News Service. AP, UP  
 Transcription Service. Standard, Associated,  
 Thesaurus  
 Representative. NBC Spot Sales  
 Membership. NAB, BMB  
 President (NBC). Joseph H. McConnell  
 General-Station Mgr. John McCormick  
 Commercial Manager. Harold Gallagher  
 Sales Prom. Manager. Howard Barton  
 Pgm., Prod. Dir. Jacob Hines  
 Publicity Director. Albert M. Henderson  
 Musical Director. Walberg Brown  
 Engineer-in-Charge. S. E. Leonard  
 Operations Supervisor. John D. Disbrow  
 Farm Editor. James Chapman

## W B N S

**COLUMBUS—1924—CBS-OHIO**

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. Unlimited  
 News Service. AP  
 Transcription Service. Capitol, World  
 Representative. John Blair  
 Membership. NAB, BMB  
 President. Richard S. Wolfe  
 General Manager. Richard A. Borel  
 Commercial Manager. W. I. Orr  
 Promotion Director. Jerome R. Reeves  
 Program Director. Geer Parkinson  
 Musical Director. Paul Neal  
 Chief Engineer. Lester H. Nafzger  
 Farm Editor. Bill Zipf

## W C O L

**COLUMBUS—1922—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By. WCOL  
 Business-Studio Address. 22 S. Young St.  
 Phone Number. MAin 4581  
 Transmitter Location. 555 W. Goodale St.  
 Air Time. 6 a.m.-1 a.m.  
 News Service. AP, UP  
 Transcription Service. Lang-Worth, Associated  
 Representative. Headley-Reed  
 Membership. NAB, BMB  
 Partner. L. A. Pixley  
 General Manager. Albert R. Albinger  
 Comm., Sales Prom. Mgr. R. O. Runnerstrom

Production Director. Edgar A. Sprague  
 Publicity Director. Margie J. Ruddock  
 Chief Engineer. Leo DeConnick  
 Farm Editor. T. D. Harnon

## W H K C

**COLUMBUS—1921—MBS**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By. United Bcstg. Co.  
 Business-Studio Address. 22 E. Gay St.  
 Phone Number. Adams 1101  
 Transmitter Location. 901 Obetz Rd.  
 Air Time. 6 a.m.-1 a.m.  
 News Service. INS, UP  
 Transcription Service. Lang-Worth  
 Representative. Paul H. Raymer  
 Membership. NAB, BMB  
 President. Sterling Graham  
 Gen., Sta. Mgr. Carl M. Everson  
 Comm.-Sales Prom. Mgr. H. H. Hoessly  
 Program-Production Dir. John B. Moses  
 Publicity Director. Gail Dauenhaver  
 Chief Announcer. Budd Sweeney  
 Musical Director. John Kenward Agnew  
 Chief Engineer. William B. Minor  
 Farm Editor. George Zeis

## W T N S

**COSHOCTON—1947—STANDARD**

Frequency: 1560 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Coshocton Bcstg. Co.  
 Business-Studio Address. 114 N. 6th St.  
 Phone Number. 1560  
 Transmitter Location. 1 Mi. W. of Roscoe  
 Air Time. Sunrise-sunset  
 News Service. UP  
 Transcription Service. Standard, Lang-Worth,  
 SESAC  
 Pres., Gen. Mgr. Bruce Wallace  
 Commercial Manager. James Sigman  
 Program Dir. John R. Terry  
 Promotion Dir. William Kirk  
 Chief Engineer. Ben Jones

## W H I O

**DAYTON—1935—CBS**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By. Miami Valley Bcstg. Corp.  
 Business-Studio Address. 45 S. Ludlow St.  
 Phone Number. Adams 2261  
 Transmitter Location. Hempstead Rd., R.R. 2  
 Air Time. 5:45 a.m.-1 a.m.  
 News Service. AP, INS  
 Transcription Service. Associated, Standard  
 Representatives. Hollingbery, Cummings  
 Membership. NAB  
 President. James M. Cox, Jr.  
 Sta., Gen. Mgr. Robert H. Moody  
 Commercial Manager. Harvey R. Young, Jr.  
 Sales Prom. Mgr. Mrs. Helen Drennen  
 Pgm., Prod. Dir. Lester G. Spencer

Publicity Director..... Dorothy A. Minneman  
 Chief Announcer..... Louis G. Emm  
 Musical Director..... Henry Lange  
 Chief Engineer..... Ernest L. Adams  
 Farm Editor..... Samuel C. Steiger

## W I N G

DAYTON—1921—ABC

Frequency: 1410 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Great Trails Bcstg. Co.  
 Business-Studio Address..... 121 N. Main St.  
 Phone Number..... Adams 3288  
 Transmitter Location..... E. David Rd.  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Lang-Worth, Capitol  
 Representative..... Weed  
 Membership..... BMB  
 President..... Charles Sawyer  
 Exec. V.P..... John Pattison Williams  
 General Mgr..... Odna Karns  
 Program Director..... Arthur L. Martin  
 Prod.-Musical Dir..... Charles G. Reeder  
 Publicity Director..... Jean Broome  
 Chief Announcer..... Jack Wymer  
 Chief Engineer..... Lloyd House

## W O N E

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..... Unlimited  
 News Service..... AP  
 Transcription Service..... Thesaurus  
 Representative..... Headley-Reed  
 Pres., Gen. Mgr..... Ronald B. Woodyard  
 Comm., Prom. Mgr..... Jack Thornquest

## W O N W

DEFIANCE—1949—STANDARD

Frequency: 1280 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Defiance Bryan Paulding  
 Bcstg. Co.  
 Address..... U. S. Route 24  
 Phone Number..... 5227  
 Air Time..... Daytime  
 News Service..... UP  
 Transcription Service..... Thesaurus  
 Partners..... R. W. Crowell, Lloyd Basil,  
 Ed W. Kuns, R. S. Burke, Carl Fox  
 General Mgr..... Richard E. Kaiser  
 Commercial Mgr..... Gene Mills  
 Program Dir..... Paul Price  
 Chief Engineer..... Kenneth Farrance

## W L I O

EAST LIVERPOOL—1948  
 STANDARD

Frequency: 1570 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By..... Pottery Bcstg. Co.  
 Business-Studio Address..... Turk Motor Bldg.  
 Phone Number..... Main 5190  
 Transmitter Location..... Irish Ridge Rd.  
 Air Time..... 7 a.m.-sunset  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Membership..... NAB  
 President..... Earl D. Eisenhower  
 Gen., Sta. Comm. Mgr..... John M. Croft  
 Sales Prom. Mgr., Prod. Dir., Cy Newman  
 Chief Announcer..... Maury McGill  
 Musical Dir..... Phyllis Lenz  
 Chief Engineer..... Frank W. Schaefer  
 Farm Editor..... Bob Banfield

## W O H I

EAST LIVERPOOL—1949

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By..... East Liverpool Bcstg. Co.  
 Address..... 516 Market St.  
 Phone Number..... Main 1490  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... World, Thesaurus  
 Pres., Gen. Mgr..... Richard V. Beatty  
 Commercial Mgr..... Harold J. Fitzgerald  
 Program Dir..... John W. Ridder  
 Chief Engineer..... David T. Taylor

## W E O L

ELYRIA—1948

Frequency: 930 Kc. .... Power: 1000 Watts  
 Owned-Oper. By..... Elyria-Lorian Bcstg. Co.  
 Bus.-Studio Address..... 417-419 Elyria Savings  
 & Trust Bldg.  
 Phone Number..... Elyria 2255  
 Transmitter Location..... Grafton  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... Capitol, Lang-Worth  
 President..... Roy W. Ammel  
 Gen., Sta. Mgr..... H. A. Seville  
 Program Director..... Martin Bouhan  
 Chief Engineer..... Walter Murawsky

## W F I N

FINDLAY—1941

Frequency: 1330 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By..... The Findlay Publ. Co.  
 Business-Studio Address..... 500<sup>1</sup>/<sub>2</sub> S. Main St.  
 Phone Number..... Main 1330  
 Transmitter Location..... 2.3 Mi. SE Findlay  
 Air Time..... Daytime  
 News Service..... INS, UP

Transcription Service...Standard, Lang-Worth  
 Membership .....NAB, BMB  
 President.....R. L. Heminger  
 Gen., Comm. Mgr.....Harold H. Heminger  
 Program Director.....Allen P. Dudley  
 Chief Engineer.....Edgar C. Smith  
 Farm Editor.....John C. Hutson

## W M O H

**HAMILTON—1944—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Fort Hamilton Bcstg. Co.  
 Bus.-Studio Address...Second Natl. Bank Bldg.  
 Phone Number.....Hamilton 4-6543  
 Transmitter Location.....Middletown Pike  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NAB, BMB  
 President.....Robert J. Briede  
 Gen.-Sta.-Comm.-Sales Prom.  
 Manager.....Joseph E. True  
 Chief Announcer.....Red Richardson  
 Musical Director.....Mildred Soule  
 Chief Engineer.....Don F. Volkman

## W H O K

**LANCASTER—1948**

Frequency: 1320 Kc.....Power: 500 Watts d.  
 Owned-Oper. By...Hocking Valley Bcstg. Corp.  
 Address.....Memorial Dr.  
 Phone Number.....4500  
 Air Time.....6 a.m.-local sunset  
 News Service.....AP  
 Transcription Service.....World, Cole  
 Membership.....NAB  
 President.....Dr. Nelson Embrey  
 Sta. Mgr., Pgm. Dir.....Donald W. White  
 Pub. Dir., Chief Annrc.....Bob Respass  
 Musical Dir.....Dave Collins  
 Chief Engineer.....Charles R. Houston  
 Farm Editor.....Paul Miller

## W I M A

**LIMA—1948—MBS-ABC**

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Northwestern Ohio Bcstg.  
 Corp.  
 Business-Studio Address.....223 N. Main St.  
 Phone Number.....6-3841  
 Transmitter Location.....2500 Greenlawn Rd.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....INS  
 Representative.....Weed  
 Membership.....NAB  
 President.....G. E. Hamilton  
 General Mgr.....R. W. Mack  
 Commercial Mgr.....C. B. Heller  
 Program Dir.....Ester Straker  
 Chief Engineer.....A. J. F. Smith

## W L O K

**LIMA—1936—NBC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Fort Industry Co.  
 Business Address.....199 Pierce St.,  
 Birmingham, Mich.  
 Phone Number.....Trinity 17-700  
 Studio Address.....1101 Natl. Bank Bldg.  
 Transmitter Location.....1424 Rice Ave.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Avery-Knodel  
 Membership.....BMB  
 President.....George B. Storer  
 General Manager.....Lee B. Wallis  
 Sta., Sales Prom. Mgr.....J. Robert Kerns  
 Commercial Mgr.....Harry Jay  
 Program Dir.....Richard T. Roll  
 Chief Announcer.....Joe Rex  
 Chief Engineer.....Darrel Hunter

## W M A N

**MANSFIELD—1939—ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Richland, Inc.  
 Business-Studio Address...140 Park Ave., W.  
 Phone Number.....4235-6  
 Transmitter Location.....Longview Ave. at  
 N. Main St. Rd.  
 Air Time.....6:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Taylor-Borroff  
 Membership.....NAB  
 Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara  
 Sales Prom. Manager.....Carl Kindt  
 Prog.-Prod.-Pub. Dir.....Harry C. Lytle  
 Chief Engineer.....William Morrison

## W M O A

**MARIETTA—1946—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Marietta Bcstg. Co.  
 Business Address.....P. O. Box 201  
 Phone Number.....6363  
 Studio-Transmitter Location.....409 Oakwood  
 Ave., Williamstown, W. Va.  
 Air Time.....6:30 a.m.-M.  
 News Service.....UP  
 Transcription Service...Lang-Worth, Keystone  
 Representative.....W. S. Grant  
 Membership.....NAB  
 President.....William G. Wells  
 V.P., Gen. Mgr.....Hugh M. P. Higgins  
 Commercial Manager.....Aud N. Archer  
 Program Director.....James L. Ulmer  
 Chief Engineer.....Charles E. Clark

## W M R N

MARION—1940  
ABS-OHIO-STANDARD

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: The Marion Bcstg. Co.  
Business Address: N. Main St.  
Phone Number: 3226-7  
Studio Address: WMRN Bldg.  
Transmitter Location: ¼ Mi. N. of city limits on Main St.  
Air Time: 7 a.m.-M.  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Horace Stovin  
Membership: NAB, BMB  
Pres., Gen.-Sta. Mgr.: Robert T. Mason  
Comm.-Sales Prom. Mgr.: Robert M. Sprouse  
Pgm.-Prod. Dir., Chief Anncr.: Cary Simpson  
Publicity Director: John Plank  
Musical Director: Richard Stadler  
Chief Engineer: Francis Joseph Peters  
Farm Editor: Ray Marsh

## W P F B

MIDDLETOWN—1947

Frequency: 910 Kc. Power: 1000 Watts d.; 100 Watts n.  
Owned-Operated By: Paul F. Braden  
Bus.-Studio-Transmitter Address: Central Ave.  
Phone Number: 2-3625  
Air Time: 6 a.m.-M.  
News Service: AP  
Transcription Service: Lang-Worth, SESAC  
Representative: Donald Cooke  
Membership: NAB  
Owner, General Manager: Paul F. Braden  
Commercial Mgr.: C. R. Daly  
Sales Prom. Mgr., Pub. Dir.: M. F. Troutvine  
Pgm., Prod. Dir.: G. H. Lummis  
Chief Announcer: John Reznor  
Musical Director: George Garlinger  
Chief Engineer: Laurace Beckwith  
Farm Editor: Ben Werk

## W C L T

NEWARK—1949—STANDARD

Frequency: 1430 Kc. Power: 500 Watts d.  
Owned-Operated By: Advocate Printing Co.  
Address: 25 W. Main St.  
Phone Number: 4007  
Air Time: Daytime  
News Service: AP  
Transcription Service: World, Capitol  
President: Frank W. Spencer  
General Manager: Thomas A. Rogers  
Commercial Mgr.: Robert Pricer  
Pgm. Dir., Asst. Gen. Mgr.: Gene Ragle  
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: 1625 W. Covington Ave.  
Phone Number: 1420-1  
Air Time: Sunrise-sunset  
News Service: AP  
Transcription Service: World, SESAC  
Representative: W. S. Grant  
Chief Owner, Gen. Sta. Mgr.: Richard E. Hunt  
Sales Prom. Mgr.: James R. Flinn  
Program-Production Dir.: Robert Bupp  
Publicity Director: Allen Craig  
Chief Announcer: Kenny Rench  
Musical Director: Ronnie Arendall  
Chief Engineer: Byron F. London  
Farm Editor: Bill Fox

## W P A Y

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: The Scioto Bcstg. Co.  
Bus. Studio-Trans. Address: 1009 Gallia St.  
Phone Number: Portsmouth 1010  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: Taylor-Boroff  
Membership: NAB, BMB  
President: Roy D. Moore  
Director of Radio: Eugene Carr  
Station Mgr.: Gerald F. Boyd  
Commercial Mgr.: Carl P. Bodner  
Program Director: Floyd M. Jackson  
News Editor: E. G. Sheridan, Jr.  
Publicity Director: Ann T. Evans  
Musical Director: Dorothy E. Page  
Chief Engineer: Maurice L. Myers  
Farm Editor: Roy E. Vastine

## W L E C

SANDUSKY—1947  
MBS-STANDARD

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Lake Erie Bcstg. Co.  
Address: Cleveland & Huntington Aves.  
Phone Number: 5170-1-2  
Air Time: 6 a.m.-M.  
News Service: AP  
Transcription Service: World, Lang-Worth  
Representative: Everett-McKinney  
Membership: NAB, BMB  
President: Lloyd A. Pixley  
General-Station Manager: Albert E. Heiser  
Commercial Manager: Louis E. Mahla  
Sales Prom. Manager: John Gaskill  
Program Director: Jay Wagner  
Production Director: Ralph Hoffhines  
Pub. Dir., Farm Editor: Don Dean  
Chief Engineer: Jay Leibach



## W I Z E

### SPRINGFIELD—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By...Radio Voice of Springfield  
 Address.....115-117 W. High St.  
 Phone Number.....3-4955  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service...Lang-Worth, Standard  
 Representative.....Weed  
 Membership.....BMB  
 President.....Charles Sawyer  
 Exec. V.P.....J. P. Williams  
 Sta.-Comm. Manager.....C. N. Evans  
 Pgm., Prod. Dir.....Robert Christol  
 Publicity Director.....John McEnaney  
 Musical Director.....Mary Jane Tanner  
 Chief Engineer.....Victor L. Bushong

## W J E L

### SPRINGFIELD—1947—KBS STANDARD-BUCKEYE

Frequency: 1600 Kc. Power: 500 Watts d.  
 Owned-Oper. By...Champion City Bcstg. Co.  
 Business Address.....101 Fountain Ave.  
 Phone Number.....3-4676  
 Transmitter Location.....801 Bechtle Ave.

Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Friedenberg  
 Membership.....NAB, BMB  
 President.....Dr. Delbert Joseph Parsons  
 Gen., Sta., Comm. Mgr.....Frank N. Jones  
 Pgm., Prod. Dir.....William B. Burt  
 Chief Engineer.....G. A. MacCasland

## W W S O

### SPRINGFIELD—1947

Frequency: 1210 Kc. Power: 250 Watts d.  
 Owned-Oper. By...Radio Springfield, Inc.  
 Bus.-Studio Address...Chamber of Commerce  
 Bldg., Spring & E. High Sts.  
 Phone Number.....3-6488  
 Transmitter Location.....Arthur Rd.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service..Thesaurus, World, Cole  
 Membership.....NAB, BMB  
 Station Manager.....Lin Mason

## W S T V

### STUEBENVILLE—1940—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....The Valley Bcstg. Co.

## O H I O

WHY IS **AP**  
THE BEST?

BECAUSE—**AP** is faster, more complete, more accurate  
than any other news service.

### THE ASSOCIATED PRESS BROADCASTERS OF OHIO

Chairman: Vernon A. Nolte—WHIZ, Zanesville  
 Vice-Chairman: Fred Brophy—WHIO-TV, Dayton  
 Secretary: B. T. Johns—AP Chief of Bureau  
 Treasurer: Walter Furniss—WCOL, Columbus  
 Directors: Richard Borel—WBNS, Columbus  
 Edgar Parsons—WRFD, Worthington  
 Al Albinger—WCOL, Columbus  
 Ed Wallace—WTAM, Cleveland  
 Tom McCarthy—WKRC, Cincinnati  
 Robert M. Beer—WATG, Ashland

## O H I O

Bus. Studio Address... Exchange Realty Bldg.  
 Phone Number... 2-6265-6-7  
 Transmitter Location... Altamont Hghls.  
 Air Time... Unlimited  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Representative... Jack N. Berkman  
 Gen. Comm. Mgr... John J. Laux  
 Asst. Gen. Mgr., Technical  
 Director... Joseph M. Troesch  
 Pgm., Prod. Dir... George H. Wilson, Jr.  
 Chief Announcer... Robert Sanders  
 Chief Engineer... Charles S. Shepherd  
 Farm Editor... F. P. Taylor

**WSPD**

TOLEDO—1921—NBC

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Oper. By... The Fort Industry Co.  
 Bus. Studio Address... Bcst. Bldg., 136 Huron St.  
 Phone Number... Adams 3175  
 Transmitter Location... R.F.D. Oregon Rd.  
 Air Time... Unlimited  
 News Service... INS, UP  
 Transcription Service... Thesaurus, Lang-Worth.  
 Representative... Katz  
 Membership... NAB, BMB  
 President... George B. Storer  
 General Manager... E. Y. Flanigan  
 Local Comm. Mgr... Westford F. Shannon  
 Sales Promotion Mgr... Richard H. Gourley  
 Program Director... Glenn C. Jackson  
 Chief Announcer... Lester A. Dana  
 Musical Librarian... Gene Williams  
 Chief Engineer... William M. Stringtellow  
 Farm Editor... Jim Newman

**WTOD**

TOLEDO—1946

Frequency: 1560 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Unity Corp.  
 Business Studio Address... 515 Madison Ave.  
 Phone Number... Garfield 5551  
 Transmitter Location... Byrne & Arlington Rds.  
 Air Time... 6:30 a.m.-sunset  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... Headley-Reed  
 Membership... NAB, FMA  
 President... Edward Lamb  
 Gen. Sta., Comm. Mgr... Sunne Miller  
 Commercial Manager... Charles Smith  
 Program Director... Doug Tabner  
 Chief Announcer... Bob Elliott  
 Musical Director... Frieda Miller  
 Chief Engineer... Robert Sowers  
 Farm Editor... Joe Weaver

**WTOL**

TOLEDO—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Community Bcstg. Co.

Address... Bell Bldg.  
 Phone Number... Adams 3291  
 Air Time... Unlimited  
 News Service... AP, UP  
 Transcription Service... World  
 Representative... Paul H. Rayerm  
 Membership... NAB, BMB  
 President... Frazier Reams  
 Gen. Station Mgr... Thomas S. Bretherton  
 Commercial Manager... Morton Neipp  
 Sales Prom. Mgr., Pgm., Prod. Dir.

Karl R. Nelson  
 Chief Announcer... Robert Kreighoff  
 Musical Director... Dorothy Dority  
 Chief Engineer... Harold Holmes  
 Farm Editor... Ken Lawrence

**WHHH**

WARREN—1941—MBS

Frequency: 1400 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... UP  
 Transcription Service... Associated  
 Representative... Ra-Tel  
 Membership... NAB  
 President... Helen Hart Hurlbert  
 Gen., Sta. Mgr... H. R. Farrall  
 Sales Prom., Mgr., Pgm., Prod. Dir.

William M. Brown  
 Chief Engineer... Hugo A. Bondy

**WWST**

WOOSTER—1947—STANDARD

Frequency: 960 Kc. Power: 500 Watts d.  
 Owned-Oper. By... Wooster Republic Ptg. Co.  
 Business-Studio Address... Wooster  
 Phone Number... 760  
 Transmitter Location... E. of City, Rt. 30  
 News Service... AP  
 Transcription Service... Lang-Worth, World  
 Membership... NAB  
 President... E. C. Dix  
 Gen. Sta. Mgr... E. B. Evans  
 Commercial Manager... Keith S. Gordon  
 Pgm., Prod. Pub. Dir... E. C. Goding  
 Chief Announcer... Dale Humphries  
 Chief Engineer... Russell Grunder

**WRFD**

WORTHINGTON—1947—OSN

Frequency: 880 Kc. Power: 5000 Watts d.  
 Owned-Operated By... Peoples Bcstg. Corp.  
 Business-Studio Address... 649 High St.  
 Phone Number... Worthington 2-5342  
 Transmitter Location... Powell Rd. & Route 23,  
 Delaware County

Air Time.....Local sunrise-sunset  
 News Service.....AP, INS  
 Transcription Service.....Standard  
 Membership.....NAB  
 President.....James H. West  
 General Mgr.....James R. Moore  
 Station Mgr.....Edgar Parsons  
 Comm., Sales Prom. Mgr...Joseph D. Bradshaw  
 Program Director.....William Meredith  
 Prod. Dir., Chief Anncr.....Robert Geis  
 Publicity Dir.....Helen Fusco  
 Musical Director.....Irwin Hott  
 Chief Engineer.....Royce Woodward  
 Farm Editor.....Robert Miller

**W B B W**  
 YOUNGSTOWN—1949  
 STANDARD

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By  
 Mahoning Valley Bcstg. Corp.  
 Address.....260 W. Federal St.  
 Phone Number.....3-2159  
 Air Time.....Unlimited  
 News Service.....INS  
 Transcription Service.....Associated, Capitol  
 Representative.....Forjoe  
 Pres., Chief Engr.....John Cherpack, Jr.  
 V.P., Gen., Comm. Mgr.....Gene Trace  
 Pgm. Dir., Prom. Mgr.....Anthony Ross

**W F M J**

YOUNGSTOWN—1939—ABC

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.....Unlimited  
 News Service.....AP, UP  
 Transcription Service...Standard, Thesaurus  
 Representative.....Headley-Reed  
 Membership.....NAB, BMB  
 Pres., Gen., Sta. Mgr...William F. Maag, Jr.  
 Commercial Mgr.....Leonard E. Nasman  
 Program Director.....Robert B. Mackall  
 Chief Announcer.....Bill Crooks  
 Musical Director.....R. W. Richards  
 Chief Engineer.....Frank A. Dieringer  
 Farm Editor.....Elden Groves

**W K B N**

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WKBN Bcstg. Corp.  
 Bus. Studio Address.....17 N. Champion St.  
 Phone Number.....4-2122  
 Transmitter Location.....3430 Sunset Blvd.  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service.....UP

Transcription Service....World, Lang-Worth,  
 McGregor  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 Pres., Gen. Mgr....Warren P. Williamson, Jr.  
 Station Dir.....J. Lothair Bowden  
 Production Dir.....Don Brice  
 Publicity Director.....Howard C. Rempes  
 Musical Director.....Bill Dunn  
 Chief Engineer.....B. T. Wilkins  
 Farm Editor.....Stu Wilson

**W H I Z**

ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By...Southeastern Ohio Bcstg.  
 System, Inc.  
 Business-Studio Address...Lind Arcade Bldg.  
 Phone Number.....6000  
 Transmitter Location.....Newark Rd.  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....John E. Pearson  
 Membership.....NAB, BMB  
 President.....Clay Littick  
 Station Manager.....Vernon A. Nolte  
 Commercial Manager.....Nate Milder  
 Program-Publicity Dir.....Robert D. Maley  
 Musical Director.....Ralph Riley  
 Chief Engineer.....William A. Hunt

NOW THAT  
 YOU CAN  
 HAVE THE  
 BEST,  
 WHY BE  
 SATISFIED WITH  
 LESS?  
 AP

# OKLAHOMA

Estimated Population 2,302,000—Increase —1.5%—Radio Homes 624,000  
Radio Families 686,000—Stations in State 41

## K A D A

ADA—1934—ABC-OKLA. NET-KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: KADA Bcstg., Inc.  
Business Address: 207 First Natl. Bank Bldg.  
Phone Number: 12-3  
Studio-Transmitter Address: No. Broadway  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Standard  
Representative: Taylor-Boroff  
Membership: NAB, BMB  
President: Dr. C. C. Morris  
Gen.-Sta.-Comm. Mgr.: Billy T. Hoover  
Sales Prom. Mgr.: Zelmadean Woods  
Program-Production Dir.: Pat Murphy  
Publicity Director: Patricia A. Irick  
Chief Announcer: Monte C. Bell  
Musical Director: Betty Hughes Nolen  
Chief Engineer: Harold Walker

## K W H W

ALTUS—1946—MBS-KBS-OGB

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Altus Bcstg. Co., Inc.  
Business Address: Altus  
Phone Number: 1405  
Studio Address: Main & Commerce Sts.  
Transmitter Location: East Bradford  
Air Time: 7 a.m.-10 p.m.  
News Service: AP  
Transcription Service: Capitol  
Representative: W. S. Grant  
Membership: NAB  
Pres., Gen.-Sta. Mgr.: Frank E. Wimberly  
Chief Engineer: Ernest Baucum

## K V S O

ARDMORE—1935—KBS-ABC  
OKLA. NET

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: John F. Easley  
Bus.-Studio Address: Daily Ardmoreite Bldg.  
Phone Number: 2200, 3030  
Transmitter Location: Chickasaw & N.W. Blvd.  
Air Time: 6 a.m.-11:05 p.m.  
News Service: AP  
Transcription Service: Associated, SESAC  
Representative: Taylor-Boroff  
Membership: FMA, NAB  
General Manager: Albert Riesen  
Commercial Manager: J. E. Riesen  
Sales Prom. Manager: D. H. Dillard, Jr.  
Program Director: Dolly Dutton  
Chief Engineer: William E. Kolb  
Farm Editor: Elmer Forbes

## K W O N

BARTLESVILLE—1941—MBS-OGB

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  
Air Time: 6 a.m.-11:30 p.m.  
News Service: AP  
President, Manager: J. Fred Case  
Sales Prom. Manager: John Collins  
Chief Announcer: Bob Walker  
Chief Engineer: Jim Wireman

## K W C O

CHICKASHA—1946  
MBS-OKLA. GP-LIBERTY

Frequency: 1560 Kc. Power: 250 Watts d.  
Owned-Operated By: Washita Bcstg. Corp.  
Business Address: Box 744  
Phone Number: 2899  
Studio Address: Hall Briscoe Bldg.  
Transmitter Location: On Grand Blvd., So. of Chickasha  
Air Time: 6 a.m. local sunset  
News Service: AP  
Transcription Service: Standard  
Representative: Continental Radio Sales  
Membership: NAB  
Pres., Comm., Sales Prom. Mgr.: P. D. Jackson  
Gen., Sta. Mgr.: Clarence E. Wilson  
Chief Announcer: C. G. Cunningham  
Chief Engineer: Neal M. Allen

## K W O E

CLINTON—1949

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned-Operated By: Western Okla. Bcstg. Co.  
Address: Box 706  
Phone Number: 617  
Air Time: Daytime  
Transcription Service: SESAC  
President: Alice Howenstine  
Secretary-Treasurer: V. M. Preston  
Program Dir.: Lew Preston  
Chief Engineer: Harold Wood

## K R H D

DUNCAN—1947—MBS-OGB

Frequency: 1350 Kc. Power: 250 Watts d.,  
100 n.  
Owned-Operated By: Duncon Bcstg. Co.  
Address: Hwy. 81 at Pine St., P. O. Box 1192  
Phone Number: 1350

# OKLAHOMA

Air Time.....6 a.m.-11 p.m.  
News Service.....UP  
Transcription Service.....Capitol  
Membership.....NAB  
Chief Owner.....R. H. Drewry  
Gen., Sta. Mgr.....J. P. Burnett  
Comm., Sales Prom. Mgr.....Byron McColl  
Program Dir.....Doug Thompson  
Production Dir.....Bob Stabler  
Publicity Dir.....Lloyd George  
Musical Dir.....Frances Demis  
Chief Engineer.....Bill Buford  
Farm Editor.....Farrell Brooks

## KSEO

DURANT—1947—KBS-LIBERTY

Frequency: 750 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Democrat Printing Co.  
Address.....Box 511  
Phone Number.....102  
Air Time.....Daytime  
News Service.....AP  
Transcription Service.....Thesaurus  
Membership.....NAB  
Partners.....R. F. Story, Bennett Story  
General Manager.....Leroy Moses  
Commercial Mgr.....Fred R. Blackburn  
Chief Engineer.....L. O. Wilcox

## KCHE

EL RENO—1948—KBS

Frequency: 1500 Kc.....Power: 500 Watts d.  
Owned-Operated By.....KCHE, Inc.  
Bus.-Studio Address.....First Natl. Bank Bldg.  
Phone Number.....2438  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....Standard  
General Mgr.....Harry Ward  
Commercial Mgr.....Tom Gilmore  
Program Dir.....Hi Roberts  
Chief Engineer.....C. H. Stanford

## KASA

ELK CITY—1932—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Southwest Bcstg. Co.  
Business-Studio Address.....204 N. Main  
Phone Number.....730  
Transmitter Location.....No. Randall  
Air Time.....Unlimited  
Representative.....Friedenberg  
Membership.....BMB  
Supervisor.....Lonnie J. Preston  
Manager.....V. M. Preston

## KCRC

ENID—1929—ABC-OKLA. NET

Frequency: 1390 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Enid Radiophone Co.

Bus.-Studio Address.....Broadway Tower,  
9th Floor  
Phone Number.....447  
Transmitter Location.....309 E. Willow  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Taylor-Borrorff  
Membership.....NAB, BMB, FMA  
President.....Milton B. Garber  
Gen., Sales Prom. Mgr.....George L. Tarter  
Commercial Mgr.....H. P. Hale  
Program Dir.....Edith Longley  
Publicity Dir.....Ed White  
Chief Anncr.....Frank Powell  
Musical Dir.....Byron Napier  
Chief Engineer.....Murray D. Coleman  
Farm Editor.....Ed White

## KTAT

FREDERICK—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Frederick Bcstg. Co.  
Business Address.....P. O. Drawer 920  
Phone Number.....1010  
Studio Address.....Main & Grand  
Transmitter Location.....1 Mi. W. of Frederick  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....World  
General Mgr.....Ron Wheeler  
Business Mgr.....Jack Oswalt  
Commercial Mgr.....Dan Jones  
Program Dir.....Charles Henson  
Asst. Chief Engr.....Kenneth Bagwell  
Chief Anncr.....Charles Henson  
Musical Dir.....Dottie Oswalt  
Chief Engineer.....Dan Jones  
Farm Editor.....Bill Gause  
Women's Editor.....Mary Wheeler

## KGYN

GUYMON—1948

Frequency: 1220 Kc.....Power: 100 Watts d.  
Owned-Operated By.....Plains Bcstg. Co.  
Business-Studio Address.....21st & Lelia Sts.  
Phone Number.....888  
News Service.....UP  
Transcription Service.....Thesaurus  
President, Manager.....T. M. Raburn, Jr.  
Chief Engineer.....J. A. Burke

## KTJS

HOBART—1947—KBS-OGB

Frequency: 1420 Kc.....Power: 250 Watts d.  
Owned-Operated By.....T. J. Shriner  
Address.....315 E. 11th St.  
Phone Number.....1070  
Air Time.....Sunrise-Sunset  
Pres., Gen., Sta. Mgr.....T. J. Shriner

Comm., Sales Prom. Mgr. . . . . M. J. Shriner  
 Pgm., Prod. Dir. . . . . Jack Wickizer  
 Publicity Dir. . . . . Tom Kirkham  
 Musical Director . . . . . Aim Stidham  
 Chief Engineer . . . . . Darrel Foss  
 Farm Editor . . . . . Tom Morris

## K I H N

**HUGO—1948**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Little Dixie Bcstg. Co.  
 Address . . . . . Box 248  
 Phone Number . . . . . 1140  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 President . . . . . George Malone  
 Gen.-Comm. Manager . . . . . Kruger E. Muse  
 Program Director . . . . . Betty Muse  
 Promotion Manager . . . . . Nancy Moore  
 Chief Engineer . . . . . Milo Holtberg

## K S W O

**LAWTON—1941**

**ABC-OKLA. NET-OKLA. GROUP**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Okla. Quality Bcstg. Co.  
 Bus.-Studio Address . . . . . 17th & E Ave.  
 Phone Number . . . . . 1380  
 Transmitter Location . . . . . 1½ Mi. SE of Lawton  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Taylor-Borrorff  
 Membership . . . . . NAB, BMB  
 President . . . . . R. H. Drewry  
 General-Station Manager . . . . . Allan Page  
 Commercial Mgr. . . . . Neil Ashlock  
 Sales Prom. Mgr. . . . . Paul Goode  
 Program Director . . . . . Morgan Roberts  
 Production Director . . . . . Bill Wheatley  
 Publicity Director . . . . . Jack Drake  
 Chief Engineer . . . . . Bill Buford  
 Farm Editor . . . . . George Lanham

## K T M C

**McALESTER—1946**

**ABC-OKLA. NET-OGB-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . J. Stanley O'Neill  
 Business-Studio Address . . . . . First & Washington  
 Phone Number . . . . . 2411-2  
 Transmitter Location . . . . . A & Grisler Sts.  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Taylor-Borrorff  
 Membership . . . . . NAB, BMB  
 Pres., Gen. Mgr. . . . . J. Stanley O'Neill  
 Comm., Sales Prom. Mgr. . . . . Robert Baggett  
 Pgm., Publicity Dir. . . . . Dudley Stallings

Chief Announcer . . . . . Howard Martin  
 Musical Director . . . . . Bill Myers  
 Chief Engineer . . . . . Robert Schlib  
 Farm Editor . . . . . Bill Gibbons

## K G L C

**MIAMI—1948**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Miami Bcstg. Co.  
 Address . . . . . Miami Hotel  
 Phone Number . . . . . 3303  
 Transmitter Location . . . . . 5 Mi. E. Miami  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representatives . . . . . Paul Girard, Adam J. Young  
 Membership . . . . . NAB  
 President . . . . . John H. Gilfin  
 General Station Mgr. . . . . Wallace R. Dunn  
 Program Dir. . . . . John Kennedy  
 Publicity Dir. . . . . A. J. Wyrick  
 Musical Dir. . . . . Murl Nolder  
 Chief Engineer . . . . . Louis Stone

## K B I X

**MUSKOGEE—1936—ABC-OKLA.**

**NET-OGB**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Okla. Press Pub. Co.  
 Address . . . . . Barnes Bldg.  
 Phone Number . . . . . 303  
 Air Time . . . . . 6 a.m.-11:15 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Taylor-Borrorff  
 President . . . . . Tams Bixby, Jr.  
 Station Director . . . . . J. I. Meyerson  
 Station Mgr. . . . . Ernest Watson  
 Assistant Mgr. . . . . Walter W. Weber  
 Pgm. Mgr., Prod. Dir. . . . . Roger Stoner  
 Chief Engineer . . . . . Eugene Edwards

## K M U S

**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  
 Transmitter Location . . . . . 1½ Mi. No. of city  
 Air Time . . . . . 6 a.m.-11:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Continental Radio Sales  
 Membership . . . . . NAB, FMA  
 President . . . . . Ben T. Childers  
 Gen., Station Mgr. . . . . Jimmie Barry  
 Comm., Sales Mgr. . . . . Roger Hathorn  
 Program Dir. . . . . Harvey Marsh  
 Chief Announcer . . . . . Dick McCartney  
 Chief Engineer . . . . . Paul Alexander  
 Farm Editor . . . . . Dave Pearson

**KNOR**  
NORMAN—1949

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . Cleveland County Bcstg. Co.  
Address . . . . . Box 542  
Phone Number . . . . . 474  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Chief Owner, Comm. Mgr. . . . . Tol Dickenson  
Owner, Gen. Mgr. . . . . William S. Morgan  
Chief Engineer . . . . . Don Daniel

**KBYE**  
OKLAHOMA CITY—1946

Frequency: 890 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . State Bcstg. Co.  
Bus.-Studio Address . . . . . 9th & Broadway  
Phone Number . . . . . 3-2323-4-5  
Transmitter Location . . . . . 55th & N. Eastern  
Air Time . . . . . Sunrise-sunset  
Representative . . . . . Radio Reps  
Membership . . . . . NAB  
General Mgr. . . . . Frank J. Lynch

**KLPR**  
OKLAHOMA CITY—1947

Frequency: 1140 Kc. . . . . Power: 1000 Watts d.

Owned-Operated By . . . . . Byrne Ross  
Business Address . . . . . 132½ W. Commerce St.  
Phone Number . . . . . 3-6358  
Studio-Transmitter Address . . . . . SW 73rd St. & Shields Blvd.  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . AP  
Transcription Service . . . . . Associated, Cole  
Membership . . . . . NAB  
Pres., Gen.-Sta. Mgr. . . . . Byrne Ross  
Comm.-Sales Prom. Mgr. . . . . Monty Wells  
Program Dir. . . . . Billie Davidson  
Publicity Director . . . . . Byrne Ross  
Chief Annrcs. . . . . Dick Knowles, Tom Kendall  
Chief Engineer . . . . . Jack Richmond  
Farm Editor . . . . . Della King

**KOCY**  
OKLAHOMA CITY—1923  
MBS-OKLA. GP.

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Plaza Court Bcstg. Co.  
Business-Studio Address . . . . . Plaza Court Bldg.  
Phone Number . . . . . 3-4333  
Transmitter Location . . . . . 73rd & Lincoln  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . Standard, Thesaurus  
Representative . . . . . Walker

OKLAHOMA

WHY IS **AP**  
THE BEST?

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President: James L. Todd—KSIW, Woodward  
Vice-President: Bruce Palmer—WKY, Oklahoma City  
Secretary: Austin Bealmear—AP Chief of Bureau

OKLAHOMA

# OKLAHOMA

Membership.....NAB, BMB, FMA  
President.....John Q. Thomas  
Gen. Station Mgr.....M. H. Bonebrake  
Commercial Manager.....George Collison  
Program Director.....Wishard Lemons  
Publicity Director.....John Steell  
Musical Director.....Becey Cartmell  
Chief Engineer.....Royden Freeland

## K O M A

### OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc.....Power: 50,000 Watts  
Owned-Operated By.....KOMA, Inc.  
Business-Studio Address.....Biltmore Hotel  
Phone Number.....2-3291  
Transmitter Location.....Moore  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Capitol, Standard,  
SESAC, Lang-Worth  
Representative.....Avery-Knodel  
Membership.....NAB, BMB  
President.....John Toole Griffin  
General-Station Mgr.....J. J. Bernard  
Commercial Manager.....Webster L. Benham, Jr.  
Sales Prom. Mgr. Pub. Dir.....Tom Alyea  
Program Director.....Robert M. Eastman  
Production Director.....Martin Fuller  
Musical Director.....Clarence Reynolds  
Chief Engineer.....M. W. Thomas  
Farm Editor.....Carl Neumann

## K T O K

### OKLAHOMA CITY—1927 ABC-OKLA. NET

Frequency: 1400 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.....World  
Representative.....Taylor-Borrolf  
Membership.....NAB, BMB  
President.....O. L. Taylor  
General Manager.....Robert D. Enoch  
Station Manager.....Harold M. Shreve  
Chief Engineer.....Clifford Easum

## K T O W

### OKLAHOMA CITY—1948—LIBERTY

Frequency: 800 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Sooner Bcstg. Co.  
Business-Studio Address.....3300 Apco Tower  
Phone Number.....2-6367  
Transmitter Location.....Reno & Eastern  
Air Time.....Sunrise-sunset  
News Service.....UP

Transcription Service.....World  
Representative.....Forjoe  
Membership.....NAB  
President.....Ralph Ball  
Gen., Sta. Mgr.....Cal Perley  
Commercial Mgr.....Hugh Finnerty  
Pgm., Prod. Dir.....Bill Bryan  
Chief Announcer.....Gene Dillehay  
Chief Engineer.....Elmo Black

## W K Y

### OKLAHOMA CITY—1922—NBC

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WKY Radiophone Co.  
Bus. Studio Address.....Skirvin Tower Hotel  
Phone Number.....3-4306  
Transmitter Location.....1 Mi. E. of Britton  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Associated, Standard  
Representative.....Katz  
Pres., Gen. Mgr.....E. K. Gaylord  
Station Manager.....P. A. Sugg  
Administrative Asst.....Hoyt Andres  
Commercial Manager.....Leo Howard  
Program Director.....Paul Brawner  
Publicity Director.....Gene Dodson  
Chief Announcer.....Wakefield Holley  
Musical Director.....Allan Clark  
Chief Engineer.....H. J. Lovell  
Farm Editor.....Orval Saunders

## K H B G

### OKMULGEE—1937 MBS-OKLA. GP.

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Okmulgee Bcstg. Corp.  
Business Address.....408 W. 6th St.  
Phone Number.....3646-7  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Wythe Walker  
General Mgr.....Harold E. King  
Comm. Mgr., Farm Editor.....Dan Kenan  
Production Dir.....Chuck Phillips  
Publicity Dir.....Joyce Mann  
Chief Announcer.....Don Archer  
Chief Engineer.....James H. Smith

## K V L H

### PAULS VALLEY—1947 KBS-OKLA. GR.-LBS.

Frequency: 1470 Kc.....Power: 250 Watts d.  
Owned-Operated By.....KVLH Bcstg. Co.  
Business Address.....Box 356  
Phone Number.....1470-1  
Studio-Transmitter Location.....Hiway 77, N.  
Air Time.....Local sunrise-sunset  
News Service.....UP



Transcription Service.....World, Keystone  
 Membership .....NAB  
 President.....James T. Jackson  
 General Manager.....Phil Crenshaw  
 Commercial Manager.....H. Edward Walker  
 Chief Engineer.....George Rountree

**W B B Z**

**PONCA CITY—1927—MBS-OGB**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By....The Ponca City Publ. Co.  
 Address.....615 W. Grand Ave.  
 Phone Number .....6607-8  
 Air Time.....6 a.m.-11 p.m.  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Ra-Tel  
 Membership .....NAB  
 President.....Clyde E. Muchmore  
 General Manager.....Paul H. Buenning  
 Commercial Mgr.....M. E. Sheid  
 Pgm., Prod. Dir.....Shelton E. Bonnewell  
 Publicity Dir.....Robert Nelson  
 Chief Engineer.....Kenneth Ruppe

**K S M I**

**SEMINOLE—1948—MBS-OKLA. GP.**

Frequency: 1260 Kc.....Power: 500 Watts d.  
 Owned-Operated By....Seminole Bcstg. Co.  
 Address....City Park, N. Main St., Box 1351  
 N. Main St., Box 1351  
 Phone Number .....1260-1  
 Air Time.....Local sunrise-sunset  
 News Service .....UP  
 Transcription Service.....Capitol, SESAC  
 Membership .....NAB  
 President .....Tom Potter  
 Gen., Sta. Mgr.....Joe B. Foster  
 Commercial Manager.....Carl McDaniel  
 Sales Prom. Mgr.....Jack Wallace  
 Program Director.....Laverne Updike  
 Chief Engineer.....Warren W. Abbott

**K G F F**

**SHAWNEE—1930—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By....KGFF Bcstg. Co., Inc.  
 Address.....Federal Natl. Bldg.  
 Phone Number .....4390-1  
 Air Time.....Unlimited  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Taylor-Boroff  
 Membership .....NAB, BMB  
 President.....Oscar S. Stauffer  
 General Manager.....Roy J. Bowman  
 Commercial Manager.....Edwin M. Moore  
 Program Director.....William A. Weaver  
 Chief Engineer.....Earl R. Ward

**K S P I**

**STILLWATER—1947  
 MBS-OKLA. GP.**

Frequency: 780 Kc.....Power: 250 Watts d.

Owned-Oper. By....Stillwater Publishing Co.  
 Business Address.....P. O. Box 231  
 Phone Number .....1831  
 Studio-Transmitter Location...1½ Mi. S. of Stillwater on Hway. 40

Air Time .....Sunrise-sunset  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative .....Ra-Tel  
 Membership .....NAB  
 President.....C. R. Bellatti  
 General Manager.....L. F. Bellatti  
 Commercial Manager.....Ed Harvey  
 Program Director.....Bracton Combs  
 Chief Engineer.....Paul McCollum  
 Farm Editor.....Jim Wells

**K A K C**

**TULSA—1946—OKLA. GP.**

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.  
 Air Time.....6 a.m.-11:30 p.m.  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative .....Walker  
 President.....S. E. Avey  
 V.P., General Manager.....Glenn Condon  
 Ast. Gen.-Comm. Mgr.....James L. Neal  
 Comm., Sales Prom. Mgr.....Glen Harmon  
 Program Director.....John B. Wheeler  
 Production Director.....Bill Webb  
 Chief Announcer.....Jack Moore  
 Chief Engineer.....M. M. Donley

**K F M J**

**TULSA—1946—LIBERTY**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Operated By....Fred Jones Bcstg. Co.  
 Business-Studio Address.....1242 S. Boston  
 Phone Number .....5-5555  
 Transmitter Location.....21st & Yale  
 Air Time .....Daytime  
 News Service .....UP  
 Transcription Service.....Cole, Standard  
 Representative .....Forjoe  
 Membership .....BMB  
 President.....Fred Jones  
 General Manager.....Lawson Taylor  
 Commercial Manager.....Jack Betz  
 Chief Announcer.....James O. Wilson, Jr.  
 Chief Engineer.....Nate Wilcox

**KOME**

TULSA—1938—MBS-OKLA. NET

Frequency: 1300 Kc. Power: 5000 d., 1000 n.  
 Owned-Oper. By.....Oil Capital Sales Corp.  
 Business-Studio Address.....8th & Main  
 Phone Number.....3-4121  
 Transmitter Location.....86th & S. Harvard  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Weed  
 Membership.....NAB  
 President.....Harry Schwartz  
 General Mgr.....Dick Campbell  
 Program Director.....Larry Robertson  
 Publicity Director.....Ann Fountain  
 Musical Director.....Jack Davidson

**KMRG**

TULSA—1949—ABC

Frequency: 740 Kc. Power: 50,000 Watts d.,  
 10,000 n.  
 Owned-Operated By.....All Oklahoma Bcstg. Co.  
 Business-Studio Address.....Fourth & Denver  
 Phone Number.....5-3291  
 Transmitter Location.....Keystone  
 Air Time.....6 a.m.-M.  
 Representative.....John Blair  
 President.....Senator Robert S. Kerr  
 Vice-President.....C. B. Akers  
 General Mgr.....Robert B. Jones, Jr.  
 Sales Prom. Mgr., Publicity Dir.....Montez Tjaden  
 Program Dir.....Perry W. Ward  
 Chief Engineer.....Alden F. Wooster

**KTUL**

TULSA—1934—CBS

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Operated By.....Tulsa Bcstg. Co.  
 Business Address.....P. O. Box 1739  
 Phone Number.....2-3191  
 Studio Address.....Boulder-on-the-Park  
 Transmitter Location.....Turley  
 Air Time.....6:05 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Capitol, Lang-Worth,  
 Standard  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 President.....John T. Griffin  
 V.P., General Manager.....John Esau  
 Commercial Mgr.....L. A. Blust, Jr.  
 Sales Prom. Mgr., Pub. Dir.....George Ketcham  
 Program Director.....Karl Janssen  
 Production Director.....Jack Alexander  
 Musical Director.....Glenn Hardmon  
 Chief Engineer.....Robert Snider

**KVOO**

TULSA—1925—NBC

Frequency: 1170 Kc. Power: 50,000 Watts

Owned-Oper. By.....Southwestern Sales Corp.  
 Bus. Studio Address.....2104 Philtower Bldg.  
 Phone Number.....2-2254  
 Transmitter Location.....11 Mi. E. of Tulsa  
 Hway. 66  
 Air Time.....Unlimited  
 News Service.....INS, UP  
 Transcription Service.....Standard, World  
 Representative.....Edward Pety  
 Membership.....NAB, BMB  
 President.....P. Q. Proctor  
 V.P., General Mgr.....William B. Way  
 Commercial Manager.....Gustav K. Brandborg  
 Sales Prom. Mgr., Pub. Dir.....C. N. McKinney  
 Pgm., Prod. Dir.....Tom DeVore  
 Chief Announcer.....Johnny Ryan  
 Musical Director.....Joe O'Neill  
 Chief Engineer.....Watt Stinson  
 Farm Editor.....Sam Schneider

**KSIW**

WOODWARD—1947—MBS-OGB

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Woodward Bcstg. Co.  
 Address.....22 & Cedar Sts.  
 Phone Number.....1450  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Cole  
 President.....James L. Todd  
 V.P., Financial Mgr.....Edward A. Ryan  
 Chief Engineer.....John M. Nelson

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# OREGON

Estimated Population 1,736,000—Increase +59.3%—Radio Homes 547,000  
Radio Families 557,000—Stations in State 36

## KWIL

### ALBANY—1941—MBS-DON LEE

Frequency: 1240 Kc. Power: 250 Watts d.  
Owned-Oper. By... Central Willamette Bcstg. Co.  
Bus.-Studio-Transmitter Address... Queen Ave. & Elm St.  
Phone Number ..... 1234-5  
Air Time ..... 6 a.m.-M.  
News Service ..... UP  
Transcription Service..... Standard, World  
Representative ..... John Keating  
Membership ..... NAB, BMB  
President..... R. R. Cronise  
General Manager..... Chet Wheeler  
Sta. Mgrs..... Derwood Smith, Dick Cowan, Glenn Henshaw  
Sta.-Sales Prom. Mgr..... Derwood Smith  
Commercial Manager..... Warren Stoffer  
Program-Production Dir..... LeRoy Jolley  
Publicity Director..... Carley Copenhaver  
Chief Announcer..... Doug LaMear  
Chief Engineer, Farm Editor... Herbert Davldson

President..... R. B. Chessman  
Station Mgr..... R. D. Holmes  
Commercial Mgr..... H. E. Chase  
Program Dir..... Frances J. Anderson  
Production Dir..... Jim Magnuson  
Chief Engineer..... Bruce Whitwell

## KBKR

### BAKER—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By..... Inland Radio, Inc.  
Bus.-Studio Address..... First & Court Sts.  
Phone Number ..... 140  
Transmitter Location..... H. Street  
Air Time ..... 6 a.m.-11 p.m.  
News Service ..... UP  
Transcription Service ..... World  
Membership ..... NAB, BMB  
President..... Lee W. Jacobs  
Station Mgr..... Kenneth B. Lockwood  
Commercial Mgr..... Milton L. Levy  
Program Dir..... Kenneth Holden  
Chief Engineer..... Walt Bobisud

## KWIN

### ASHLAND—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Rogue Valley Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address.. 1160 Helman Rd.  
Phone Number ..... 2-1351  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service..... World, Capitol, Standard  
Representative... Gene Grant, Homer Griffith  
Membership ..... NAB, BMB  
President..... M. S. Hamaker  
General Manager..... Edward P. Barnett  
Comm., Prom. Mgr..... Burton Lane Bardeen  
Program Director..... Charles B. Fields  
Chief Engineer..... Philip R. George

## KBND

### BEND—1938—MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Central Oregon Bcstg. Co.  
Bus.-Studio-Transmitter Address.. 1101 Wall St.  
Phone Number ..... 848  
Air Time ..... 6 a.m.-11 p.m.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative..... W. S. Grant  
Membership ..... NAB, BMB  
Gen., Sta. Mgr..... Frank H. Loggan  
Comm. Mgr..... W. H. Barton  
Pgm. Dir., Farm Editor..... Kessler Cannon  
Chief Engineer..... Robert Dickinson

## KA ST

### ASTORIA—1935—MBS-KBS-DON LEE

Frequency: 1370 Kc. Power: 1000 Watts  
Owned-Operated By..... Astoria Bcstg. Co.  
Bus.-Studio Address..... 9th & Commercial Sts.  
Phone Number ..... 95-6  
Transmitter Location..... 1006 Taylor Ave.  
Air Time ..... 6:30 a.m.-M.  
News Service ..... AP  
Transcription Service ..... Standard  
Representative..... Keating Studio  
Membership ..... NAB

## KOOS

### COOS BAY—1928—MBS-DON LEE

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By..... KOOS, Inc.  
Bus.-Studio-Trans. Address..... 505 Hall Bldg.  
Phone Number ..... 4321-4331  
Air Time ..... Unlimited  
News Service ..... AP  
Membership ..... NAB  
President..... Sheldon F. Sackett  
General Manager..... Fred F. Chitty  
Station Manager..... Hal Shade  
Commercial Manager..... Jack Irvine  
Program Director..... Sara Spaughe  
Chief Engineer..... Roger Spaughe

# KWRO

**COQUILLE—1948—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: KWRO Bcstrs.  
 Bus. Studio Address: Coquille Hotel, P. O. Box 396  
 Phone Numbers: 3961-3971  
 Transmitter Location: Sanford Hgths., 1 Mi. N.W. of Coquille, on Hway. 101  
 Air Time: 17 Hrs.  
 News Service: AP  
 Transcription Service: Associated, Cole  
 Representative: Gene Grant  
 Pres., Gen. Mgr.: Walter L. Read  
 Secretary-Treasurer: William E. Walsh  
 Sta. Mgr., Prod. Dir.: Robert W. Harris  
 Comm. Mgr., Pub. Dir.: William Cook  
 Chief Engineer: Phillip Linn  
 Chief Anncr., Farm Editor: Curt Raynes

# KRUL

**CORVALLIS—1946  
 KBS-IGN (FRANCE)**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Pacific States Radio Co.  
 Address: 1221 So. 15th St.  
 Phone Number: 1504  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Membership: NAB  
 President: J. C. Haley  
 Gen., Sta. Mgr.: C. W. Peck  
 Sales Prom. Mgr.: Doris Peck  
 Publicity Dir.: James Bailey  
 Chief Announcer: Jeff Evans  
 Musical Dir.: Steve Evans  
 Chief Engineer: J. E. Evans  
 Farm Editor: Wayne Loecker

# KODL

**THE DALLES—1940—KBS**

Frequency: 1230 Kc. Power: 250 d., 100 n.  
 Owned-Oper. By: Western Radio Corp.  
 Address: Box 399, Scenic Dr. nr. Sorosis Pk.  
 Phone Number: 2300  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: MacGregor  
 Membership: NAB  
 Pres., General Mgr.: V. B. Kenworthy  
 Station Mgr.: Paul E. Walden  
 Publicity Director: Lea Phillips  
 Pgm. Dir., Chief Engr.: Arthur Elliott

# KASH

**EUGENE—1947—KBS**

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Oper. By: Radio Air Ways, Inc.

Business Address: P. O. Box 1600  
 Phone Number: 4-2201  
 Studio-Transmitter Location: Day Island Rd.  
 Air Time: 6 a.m.-M.  
 News Service: UP  
 Transcription Service: Capitol  
 Representative: Gene Grant, Donald Cooke  
 Pres., Gen. Station Mgr.: E. L. Kincaid  
 Comm., Sales Prom. Mgr.: Paul N. Plank  
 Pgm., Prod. Dir.: Don McCutcheon  
 Publicity Director: Clare Mattingly  
 Musical Director: Laura Nidever  
 Chief Engineer: William Riley

# KERG

**EUGENE—1949**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Operated By: Eugene Bcstrs., Inc.  
 Address: Studio Bldg.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Standard  
 President: Alton F. Baker  
 General Mgr.: L. W. Trommlitz  
 Commercial Mgr.: Herbert Michael  
 Program Dir.: Reginald Roos  
 Chief Engineer: Calvert Applegate

# KORE

**EUGENE—1927—MBS-DON LEE**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Lane Bcstg. Co.  
 Business Address: P. O. Box 1032  
 Phone Number: 4-2414  
 Studio-Trans. Location: S. Willamette St.  
 Air Time: 6 a.m.-M.  
 News Service: UP  
 Transcription Service: World  
 Representative: Everett McKinney  
 Membership: NAB  
 President: Paul V. McElwain  
 General Mgr.: Lee Bishop  
 Commercial Mgr.: Bob Hillyer  
 Program-Production Dir.: Robert Eubanks  
 Publicity Dir.: Harry Sackett  
 Chief Announcer: Ken Lomax  
 Chief Engineer: Floyd Viken  
 Farm Editor: Dolph Janes

# KUGN

**EUGENE—1946—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: KUGN, Inc.  
 Business Address: P. O. Box 1400  
 Phone Number: 4-6216  
 Studio-Transmitter Location: Coburg Rd.  
 Air Time: 5:30 a.m.-M.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: W. S. Grant  
 Frank J. McHugh, Jr.

**OREGON**

Membership ..... NAB  
President ..... C. H. Fisher  
General Manager ..... S. W. McCready  
Commercial Manager ..... L. N. Young  
Program Director ..... L. S. Ready, Jr.  
Chief Engineer ..... William H. Green

**KUIN**

**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 ..... 6:30 a.m.-11 p.m.  
News Service ..... AP  
Transcription Service ..... World, McGregor  
Representative ..... W. S. Grant  
Membership ..... NAB, BMB  
Station Manager ..... E. A. Malone  
Program Director ..... John T. Sivert  
Chief Engineer ..... N. L. Williams

**KFJI**

**KLAMATH FALLS—1922—MBS**

Frequency: 1150 Kc. .... Power: 5000 d., 1000 n.  
Owned-Operated By. .... W. D. Miller  
Address ..... P. O. Box 692  
Phone Number ..... 5155  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... W. S. Grant  
Membership ..... NAB  
President, General Mgr. .... W. D. Miller  
Comm., Pgm. Mgr. .... Jack Keating  
Program Director ..... Bill Wentworth  
Chief Engineer ..... William P. Grimes

**KFLW**

**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 ..... NAB, BMB  
President ..... Frank Jenkins  
General Manager ..... Bud Chandler  
Commercial Manager ..... Aaron Boe  
Chief Engineer ..... Gilbert Walters

**KLBM**

**LA GRANDE—1938—KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Inland Radio, Inc.  
Business-Studio Address. .... Old Oregon Trall

Phone Number ..... 220  
Transmitter Location. .... 1 Mi. E. City, Hiway 30  
Air Time ..... 7 a.m.-11 p.m.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Membership ..... NAB, BMB  
President, General Manager ..... Lee Jacobs  
Station Manager ..... John G. Jones  
Commercial Manager ..... Ken Lillard  
Program Director ..... Marge Simcox  
Production Director ..... James L. Sams  
Chief Engineer ..... Murray Durham

**KMCM**

**McMINNVILLE—1949**

Frequency: 1260 Kc. .... Power: 1000 Watts  
Owned-Operated By. .... Yamhill Bcstrs.  
Address ..... Lafayette Ave.  
Phone Number ..... 3811  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service. .... Capitol, Lang-Worth  
Partners ..... Jack B., Philip N. Bladine  
General Manager ..... Lou Gillette  
Commercial Manager ..... Glasco Branson  
Chief Engineer ..... G. L. Hathaway

**KMED**

**MEDFORD—1926—NBC**

Frequency: 1440 Kc. .... Power: 5000 d.; 1000 n.  
Owned-Oper. By. .... Mrs. W. J. Virgin  
Business-Studio Address. .... P. O. Box 1306  
Phone Number ..... 4000  
Transmitter Location. .... Ross Lane  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Standard, MacGregor  
Membership ..... NAB, BMB  
Pres., Gen. Mgr. .... Mrs. W. J. Virgin  
Commercial Mgr. .... James J. Dunlevy  
Program Director ..... Gladys LaMar  
Promotion Manager ..... John S. Duffy  
Chief Engineer ..... Victor M. Callif

**KYJC**

**MEDFORD—1947—ABC**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Mail Tribune  
Bus.-Studio-Transmitter Address. .... Barnett Rd.  
Phone Number ..... 9200  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service. .... Lang-Worth, Cole  
Representative ..... Grant, McHugh  
Membership ..... NAB  
President ..... Robert W. Ruhl  
Gen., Sta. Mgr. .... Pete Watts  
Commercial Manager ..... Norbert Miksche  
Pgm., Dir., Chief Annr. .... John Ahern  
Publicity Director ..... Patricia Wilkinson  
Chief Engr., Farm Editor. .... Rodney Richards

# KGW

**THE ONLY STATION  
THAT ACTUALLY DELIVERS**

**COMPREHENSIVE  
COVERAGE**

**in the  
Fastest Growing  
Market in the Nation**

Oregon's population has increased by 59.3 per cent in the last nine years -- the largest growth of any of the 48 states. News Release, Nov. 4, 1949. The rich, fertile counties of southwestern Washington lying within KGW's north-south broadcasting beam have enjoyed a similar population boom.

The new residents, already familiar with the high quality of NBC programs, have naturally turned to KGW to continue their established listening pattern.

Oregon's enlarged population creates a more urgent need to concentrate effective selling of KGW, the ONLY Portland station that delivers Comprehensive Coverage in the fastest growing market in the nation.

This chart compiled from official half-mile volt contour maps filed with the FCC in Washington, D. C. as from field intensity surveys, tells the story of KGW Comprehensive Coverage.



# KGW PORTLAND OREGON



**AFFILIATED WITH NBC  
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.**

OREGON

KNPT

NEWPORT—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Yaquina Radio, Inc.
Business Address Box 682
Phone Number 580
Studio-Transmitter Address Newport
Air Time 6 a.m.-10 p.m.
News Service AP
Transcription Service World
Representative John Keating
Pres., Gen.-Station Mgr. Tom R. Becker
Commercial Mgr. Joe Kortman
Program Director Silvia Becker
Chief Engineer Hal Bigger

KSRV

ONTARIO—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Inland Radio, Inc.
Address Ontario
Phone Number 211-212
Air Time 6 a.m.-M.
News Service UP
Transcription Service Capitol, World, Cole
Membership NAB, BMB
Pres., Gen. Mgr. Lee W. Jacobs
Station Manager Gordon L. Capps
Commercial Manager John W. Powell
Sales Prom. Mgr., Pub. Dir. Ray Kozak
Program Director Robert Ballard
Chief Engineer Charles E. Harland

KGON

OREGON CITY—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Clackamas Bcstrs.
Business Address Box 391
Phone Number 5249
Studio-Transmitter Super Hiway, N.
Air Time 7 a.m.-M.
News Service AP
Transcription Service Lang-Worth, World
President Dr. John H. Fitzgibbon
General Manager Irwin S. Adams
Assistant Manager H. I. Jackson
Program Director Delmar Lundbom
Chief Engineer Robert Brower

KWRC

PENDLETON—1941

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Western Radio Corp.
Business Address P. O. Box 178
Phone Number 1425
Studio-Transmitter Location End of S.W. Sixth
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth

Pres., Gen. Mgr. V. B. Kenworthy
Station Manager Ted A. Smith
Asst. Manager Jack Webb
Program Director Alvin Zimmerman
Chief Engineer Russ Fillingner

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, WEbster 1290
Transmitter Location Oaks Park
News Service UP
Pres., Gen., Sta. Mgr. Gordon Bambrick
Publicity Director Helen Holiday
Chief Engineer Harold Kieger

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts
Owned-Oper. By Westinghouse Radio
Stations, Inc.
Bus.-Studio Address 1230 S.W. Main St.
Phone Number CApitol 1881
Transmitter Location Clackamas
Air Time Unlimited
News Service AP, INS
Transcription Service Associated
Representative Free & Peters
Membership BMB
President Walter Evans
Vice-President Walter E. Benoit
General Manager J. B. Conley
Station Manager C. S. Young
Sales Manager Eldon Campbell
Program Manager Mel Bailey
Prom., Pub. Mgr. Charles L. Burrow
Chief Engineer Thomas Ely

KGW

PORTLAND—1922—NBC

N.W. TRIANGLE

Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. The Oregonian Publishing Co.
Bus.-Studio Address 1320 S.W. Broadway
Phone Number BEacon 6364
Transmitter Location No. Portland
Air Time Unlimited
News Service AP, INS
Transcription Service Lang-Worth, World
Representative Edward Petry
Membership NAB, BMB
President E. B. MacNaughton
General Manager M. J. Frey
Station Manager H. Quenton Cox
Commercial Manager J. N. Wassam
Program Manager Homer Welch
Chief Announcer Bob Tomlinson
Musical Director Abe Bercovitz
Chief Engineer Harold C. Singleton
Farm Pgm. Dir. Wallace L. Kadderly

**K O I N**

PORTLAND—1926—CBS

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Operated By KOIN, Inc.  
 Business Address P. O. Box 1031  
 Phone Number ATwater 3333  
 Studio Address New Heathman Hotel  
 Transmitter Location Sylvan  
 Air Time 6 a.m.-M.  
 News Service AP, INS, UP  
 Transcription Service World, Capitol, Associated  
 Representative Avery-Knodel  
 Membership NAB, BMB  
 President Marshall Field  
 Gen. Sta. Comm. Mgr. Harry H. Buckendahl  
 Natl. Adv. Mgr. John L. Palmer  
 Promotion Director George Wann  
 Program Manager Ted W. Cooke  
 Production Director Willard Mears  
 Chief Announcer Duncan Macleod  
 Musical Director Owen Dunning  
 Dir. of Engineering Louis S. Bookwaller  
 Farm Editor Luke L. Roberts

**K P D Q**

PORTLAND—1947

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By John W. Davis  
 Bus. Studio-Transmitter Address Oaks Park  
 Phone Number Vermont 6142  
 Air Time Daytime  
 News Service AP  
 Transcription Service Associated, Capitol  
 Representative William G. Rambeau  
 Pres., Gen. Mgr. John W. Davis  
 Comm. Mgr. William E. Richardson  
 Program Director Donovan Zundel  
 Chief Announcer Charles F. Moore  
 Chief Engineer R. F. Johnson

**K P O J**

PORTLAND—1932—MBS-DON LEE

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By Journal Publishing Co.  
 Business Address Journal Bldg.  
 Phone Number CA 5511  
 Studio Address 1019 S.W. 10th  
 Transmitter Location P. O. Address R. 1, Box 2433  
 Air Time 6 a.m.-M.  
 News Service UP  
 Transcription Service Thesaurus  
 Representative John Blair  
 Membership NAB, BMB  
 President P. L. Jackson  
 General-Station Manager R. M. Brown  
 Comm., Sales Prom. Mgr. Alan L. Torbet  
 Program Director Thomas J. Swafford  
 Production Director Hugh Smith  
 Publicity Director Hiram Fitzpatrick  
 Chief Engineer Henry Sturtevant  
 Farm Service Dir. Alvin D. Bauer

OREGON

WHY IS **AP**  
 THE BEST?

BECAUSE—**AP** is faster, more complete, more accurate than any other news service.

OREGON ASSOCIATED PRESS  
 ADVISORY COUNCIL

Chairman: Ted Cooke—KOIN, Portland  
 Continuing Study Committee Chairman:  
 Robert Thomas—KEX, Portland

OREGON

**K W J J**

PORTLAND—1927

Frequency: 1040 Kc. Power: 10,000 Watts  
 Owned-Oper. By KWJJ Best. Co., Inc.  
 Bus. Studio Address 1011 S.W. 6th Ave.  
 Phone Number Atwater 4393  
 Transmitter Location No. Portland  
 Air Time 6 a.m.-M.  
 News Service UP  
 Transcription Service Lang-Worth, Standard  
 Representative Burn-Smith  
 Pres., Gen. Sta. Mgr. Wilbur J. Jerman  
 Commercial Manager Jerry Speerstra  
 Publicity Dir. Ben Crosby  
 Program-Production Dir. Rene Bozarth  
 Chief Announcer Art Morey  
 Musical Director John Emmel  
 Chief Engineer Dwight Loomis  
 Farm Editor Bill Hansen



# KXL

**PORTLAND—1928**

Frequency: 750 Kc. Power: 10,000 Watts  
 Owned-Operated By: KXL Bcstrs.  
 Business-Studio Address: Orpheum Bldg.  
 Phone Number: BR. 6451  
 Transmitter Location: Clackmus  
 Air Time: Limited  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Walker  
 Pres., Gen.-Sta.-Comm. Mgr.: H. S. Jacobson  
 Sales Prom. Mgr.: James Mount  
 Pgm., Prod. Mgr.: Jackson Fleming  
 Chief Announcer: Bill Mason  
 Chief Engineer: Ralph Millin  
 Farm Editor: Ben Buisman

# KRNR

**ROSEBURG—1936  
 MBS-DON LEE**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: News Review Co.  
 Address: 134 N. Jackson St.  
 Phone Number: 4  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Standard, World  
 Representative: John Keating  
 Membership: NAB  
 Gen., Sta. Mgr.: Leroy Hiatt  
 Commercial Mgr.: Warren Ward  
 Publicity Dir.: Carol Kerr  
 Chief Engineer: Ralph Smith

# KOCO

**SALEM—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: B. Loring Schmidt  
 Address: 1426 Edgewater St.

Phone Number: 3-3108  
 Air Time: 6:30 a.m.-M.  
 News Service: UP  
 Transcription Service: Capitol, Associated,  
 Representative: William G. Rambeau  
 Membership: NAB, BMB  
 General Manager: B. Loring Schmidt  
 Program Director: Richard E. Nason  
 Chief Engineer: Edward C. McElroy, Jr.

# KSLM

**SALEM—1939—MBS-DON LEE**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Operated By: Oregon Radio, Inc.  
 Business Address: Salem  
 Phone Number: 3-4831  
 Studio Address: Senator Hotel Bldg.  
 Transmitter Location: Kingwood Hghts.  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: World  
 Representative: W. S. Grant  
 Membership: NAB, BMB, FMA  
 Pres., General Mgr.: Glenn McCormick  
 Commercial Manager: Earl Headrick  
 Program Director: Jerry Web  
 Promotion Manager: Dave Hoss  
 Chief Engineer: Clyde Carlton

# KTIL

**TILLAMOOK—1946**

Frequency: 1590 Kc. Power: 250 Watts  
 Owned-Oper. By: Tillamook Bcstg. Co., Inc.  
 Business Address: Star Route W., Box 24  
 Phone Number: 1122  
 Air Time: 6 A.m.-10 p.m.  
 News Service: AP  
 Representative: John Keating  
 President: Fred H. Guyton  
 Station Manager: Mel Baldwin  
 Commercial Manager: Jim Kelly Jr.  
 Chief Engineer: Larry Bruner

# PENNSYLVANIA

*Estimated Population 10,633,000—Increase +7.4%—Radio Homes 2,896,000  
 Radio Families 2,956,000—Stations in State 104*

# WAEB

**ALLENTOWN—1948—ABC  
 QUAKER-SBN**

Frequency: 790 Kc. Power: 500 Watts d.:  
 1000 Watts n.  
 Owned-Operated By: WAEB, Inc.  
 Bus-Studio Address: 7th & Hamilton Sts.  
 Phone Number: Allentown 4-9364-5-6  
 Transmitter Location: Mickley  
 Air Time: Unlimited

News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: George P. Hollingbery  
 Pres., Gen. Mgr.: Joseph M. Nassau  
 Commercial Manager: Howard Wasserman  
 Sales Prom. Mgr., Pub. Dir.: Martin Musket  
 Program Dir.: James A. Nassau  
 Prod. Dir., Chief Anncr.: Samuel Anderson  
 Musical Director: Alfred Wilcox  
 Chief Engineer: Martin N. Oebbecke  
 Farm Editor: Sammy Anderson

## W H O L

### ALLENTOWN—1948—CBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Allentown Bcstg. Corp.  
 Address . . . . . 842 Hamilton St.  
 Phone Number . . . . . Allentown 4-4801  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Robert Meeker  
 Membership . . . . . NAB  
 Pres., Gen. Mgr. . . . . Lewis Windmuller  
 Program Manager . . . . . Robert Lewis  
 Promotion Mgr. . . . . C. Robert Glover  
 Chief Engineer . . . . . Gerald B. Werst

## W K A P

### ALLENTOWN—1946

Frequency: 1580 Kc. . . . . Power: 1000 Watts d.  
 Operated By . . . . . WKAP, Inc.  
 Bus. Studio Address . . . . . 715 Hamilton St.  
 Phone Number . . . . . 3-3166  
 Transmitter Location . . . . . Jordan Pkway.  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Forjoe  
 President . . . . . N. Joe Rahall  
 General Manager . . . . . O. R. Davies  
 Program Director . . . . . Marshall Cleaver  
 Chief Engineer . . . . . C. Frank Cordaro

## W S A N

### ALLENTOWN—1923—NBC

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Lehigh Valley Bcstg. Co.  
 Bus. Studio Address . . . . . 39-41 N. Tenth St.  
 Phone Number . . . . . Allentown 9511  
 Transmitter Location . . . . . Old Catasauqua Rd.,  
 Route 1  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Thesaurus, World,  
 SESAC  
 Representative . . . . . Headley Reed  
 President . . . . . J. Calvin Shumberger  
 Gen., Sta. Mgr. . . . . B. Bryan Musselman  
 Commercial Manager . . . . . Olivia P. Musselman  
 Dir. of Programs . . . . . George Y. Snyder  
 Production Director . . . . . William S. Davies  
 Chief Announcer . . . . . John T. Van Sant  
 Chief Engineer . . . . . Reuel H. Musselman

## W F B G

### ALTOONA—1924—NBC

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Gable Bcstg. Co.  
 Business Address . . . . . 1320-32 11th Ave.  
 Phone Number . . . . . 6467

Studio Address . . . . . Gable Store  
 Transmitter Location . . . . . Atop Gable Store  
 Air Time . . . . . 7 a.m.-12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Headley Reed  
 Membership . . . . . NAB, BMB  
 President . . . . . George P. Gable  
 Gen., Comm. Mgr. . . . . John M. Snyder  
 Chief Announcer . . . . . James Gates  
 Musical Director . . . . . Allo Weiland  
 Chief Engineer . . . . . George Burgoon  
 Farm Editor . . . . . Eugene Hammil

## 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 . . . . . 7 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB  
 President . . . . . Herbert T. Wolf  
 General Mgr. . . . . Thomas W. Metzger  
 Station-Comm. Mgr. . . . . James E. Moren  
 Sales Prom. Mgr. . . . . D. Ruel Burkhardt  
 Program Director . . . . . Lois M. Huey  
 Publicity Director . . . . . Charles Flynn  
 Announcer . . . . . Tom Torrisi  
 Musical Director . . . . . Paul Melanson  
 Chief Engineer . . . . . C. Irvin Metzger  
 Sports Director . . . . . Skip Miller

## 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.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, SESAC  
 Representative . . . . . Robert Meeker  
 Membership . . . . . NAB  
 Gen. Sta.-Comm. Mgr. . . . . Roy F. Thompson  
 Comm., Sales Prom. Mgr. . . . . William Clear  
 Program Director . . . . . Dorothy M. Thompson  
 Prod., Musical Dir. . . . . Robert Michael  
 Publicity Dir. . . . . S. Carlton Ayers  
 Chief Engineer . . . . . George R. Burgoon  
 Farm Editor . . . . . Ted Johnson

## W V A M

### ALTOONA—1948—CBS

Frequency: 1430 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . General Bcstg. Corp.

. . . **PENNSYLVANIA** . . .

Business-Studio Address . . . 2801 Edgewood Dr.  
Phone Number . . . . . 8127  
Air Time . . . . . 7 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Weed  
President . . . . . Emanuel S. Leopold  
Commercial Manager . . . . . Wilbur M. Union  
Production Director . . . . . Mike Grant  
Chief Engineer . . . . . J. J. Ralston

**WAVL**  
**APOLLO—1947**

Frequency: 910 Kc. . . . . Power: 1000 Watts, d.  
Owned-Oper. By . . . . . Tri-Borough Bcstg. Co.  
Bus.-Studio Address . . . . . 401-403 Forth Ave.  
Phone Number . . . . . Apollo 480  
Transmitter Location . . . 1¼ Mi. E. of Apollo on  
Rt. No. 56  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . SESAC, Cole,  
Thesaurus  
Partners . . . . . C. F. Clifton, A. J. West  
Gen., Comm. Mgr. . . . . Cecil F. Clifton  
Chief Engineer . . . . . H. E. Smith

**WBVP**  
**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  
Transcription Service . . . . . Capitol, Standard  
President, General Mgr. . . . . Frank R. Smith, Jr.  
Commercial Mgr. . . . . Thomas B. Price  
Program Director . . . . . Charles H. Wilson  
Production Director . . . . . Jean E. Biggard  
Publicity Director . . . . . Owen Simon  
Chief Announcer . . . . . George Allen  
Musical Director . . . . . Leona Whiting  
Chief Engineer . . . . . John Wm. Hines  
Farm Editor . . . . . Milo Prisuta

**WGPA**  
**BETHLEHEM—1946—ASN**

Frequency: 1100 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . The Bethlehems' Globe  
Pub. Co.  
Bus.-Studio Address . . . . . 426 Brodhead Ave.  
Phone Number . . . . . 6-8074-5  
Transmitter Location . . . . . Eighth Ave. & Dell St.  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . UP  
Transcription Service . . . . . World, Capitol  
Membership . . . . . NAB  
Vice President . . . . . Rolland L. Adams

Sta.-Comm. Mgr. . . . . Arthur C. McCracken  
Sales Prom. Mgr. . . . . Rodney Snyder  
Program Director . . . . . Stefan George  
Publicity Director . . . . . Daniel Lanshe  
Musical Director . . . . . Betty Fry  
Chief Engineer . . . . . Edwin L. Rybak  
Farm Editor . . . . . Bernie Black

**WCNR**  
**BLOOMSBURG—1947**

Frequency: 930 Kc. . . . . Power: 500 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 . . . . . NAB  
President . . . . . Robert R. Eyerly  
Gen., Comm., Pgm. Mgr. . . . . Ed Darlington  
Chief Engineer . . . . . Clair Kinney

**WLTR**  
**BLOOMSBURG—1947**

Frequency: 690 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Bloom Radio, Inc.  
Business-Studio Address . . . . . Hotel Magee  
Phone Number . . . . . 1800-1  
Transmitter Location . . . . . Scott Township  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . UP  
Transcription Service . . . . . World, Standard  
Membership . . . . . NAB, BMB  
President . . . . . Harry L. Magee  
General-Station Mgr. . . . . C. G. Moss  
Commercial Manager . . . . . S. Duy Hutchison  
Chief Engineer . . . . . Park H. Cassidy  
Musical Director . . . . . Ray Calabrese  
Farm Editor . . . . . Walt Lewis

**WLOA**  
**BRADDOCK—1947**

Frequency: 1550 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Matta Bcstg. Co.  
Business-Studio Address . . 1233 Braddock Ave.  
Phone Number . . . . . Electric 1-1100  
Transmitter Location . . . . . N. Braddock  
Air Time . . . . . Daylight  
Transcription Service . . . . . World  
Representative . . . . . Friedenber  
Membership . . . . . NAB  
President, General Mgr. . . . . William G. Matta  
Commercial Manager . . . . . George Matta  
Sales Prom. Mgr. . . . . George Bozic  
Program Director . . . . . Paul McCandless  
Pub., Musical Dir. . . . . Kay Melnick  
Chief Engineer . . . . . Richard G. Noullet

## W E S B

**BRADFORD—1947—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Bradford Publications, Inc.  
 Business Address . . . . . 43 Main St.  
 Phone Number . . . . . 3173  
 Studio-Transmitter Location . . . High St. Ext.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Ra-Tel  
 Membership . . . . . NAB  
 President . . . . . Lester R. Edwards  
 General Mgr. . . . . Joseph M. Cleary  
 General Sales Mgr. . . . . Ernest F. Oliver  
 Sales Prom. Mgr. . . . . Michael J. Cuneen  
 Program Dir. . . . . David W. Jefferies  
 Traffic Manager . . . . . Judy Duell  
 Chief Announcer . . . . . Robert C. Norman  
 Technical Director . . . . . David W. Jefferies

## W B U T

**BUTLER—1949**

Frequency: 1580 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . Eagle Printing Co.  
 Address . . . . . Nixon Hotel  
 Phone Number . . . . . 53-103  
 Air Time . . . . . Daylight  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 General Manager . . . . . J. Leonard Taylor  
 Commercial Manager . . . . . Howard George  
 Program Director . . . . . James W. Rowe  
 Chief Engineer . . . . . Gerald D. Coleman

## W I S R

**BUTLER—1941**

Frequency: 680 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . The Butler Bcstg. Co.  
 Business-Studio Address . . . 357 N. Main St.  
 Phone Number . . . . . 4701  
 Transmitter Location . . . . . McKinley Ave. Ext.  
 Air Time . . . . . 6:30 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB, BMB  
 President . . . . . David Rosenblum  
 General Manager . . . . . Robert Kaulmon  
 Pgm., Musical Dir. . . . . Warren Ihlenfeld  
 Pro., Pub. Dir. . . . . Joel Rosenblum  
 Sales Prom. Mgr., Chief Anncr. . . . . Jerry Crocker  
 Chief Engineer . . . . . Paul Rex  
 Farm Editor . . . . . R. H. McDougal

## W C D L

**CARBONDALE—1950**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Carbondale Bcstg. Co.

Address . . . . . 11 N. Main St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 General Manager . . . . . W. R. Carlson, Jr.  
 Commercial Manager . . . . . William Fletcher  
 Chief Engineer . . . . . Robert G. Adams, Jr.

## W L X W

**CARLISLE—1948**

Frequency: 1380 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Philip Mathews  
 Business Address . . . . . Carlisle  
 Phone Number . . . . . Carlisle 1785-6  
 Studio-Transmitter Location . . . Mt. Holly Pike  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Philip Mathews  
 Membership . . . . . NAB  
 General Manager . . . . . Philip Mathews  
 Station Manager . . . . . Florence Good  
 Chief Engineer . . . . . Henry Palmer

## W C H A

**CHAMBERSBURG—1946**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . Chambersburg Bcstg. Co.  
 Bus.-Studio Address . . . . . Craft Press Bldg.  
 Phone Number . . . . . 1110-1  
 Transmitter Location . . . . . Route No. 6, Warm  
 Spring Rd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Associated  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 Pres., Gen.-Station Mgr. . . . . John S. Booth  
 Commercial Manager . . . . . Earl P. Strine  
 Pgm., Prod. Dir. . . . . Allen Saunders  
 Publicity Director . . . . . Sam Taylor  
 Chief Announcer . . . . . Steve Grimes  
 Musical Dir., Farm Editor . . . . . Richard Kirby  
 Chief Engineer . . . . . James McCurdy

## W E S A

**CHARLEROI—1947**

Frequency: 940 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . Monongahela Valley Bcstg.  
 Corp.  
 Business-Studio Address . . . . . Fifth St.  
 Phone Number . . . . . 3-6551  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 President . . . . . A. S. Sickman  
 General Mgr. . . . . C. R. Duvall  
 Sales Prom. Mgr. . . . . Anthony Strauss  
 Program Director . . . . . J. I. Beljan  
 Chief Engineer . . . . . Henry Neiderkoffer

PENNSYLVANIA

WPWA

CHESTER—1947

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By: Lou Poller
Business Address: Chester
Phone Number: 3-1641
Studio-Transmitter Location: Brookhaven Rd.
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: World
President: Lou Poller
Gen., Sta. Mgr.: M. A. Mandel
Sales Promotion Mgr.: Burton Levin
Pgm., Prod. Dir.: Bob Johnson
Publicity Director: Melvine Levine
Chief Announcer: Paul Warren
Musical Director: Kal Ross
Chief Engineer: Harry Simmington
Farm Editor: Wayne Hyde

WVCH

CHESTER—1948

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Operated By: James M. Tisdale
Bus.-Studio Address: Wolf Bldg., Market Sq.
Phone Number: Chester 2-8861
Transmitter Location: Bridgewater Rd., RD 1
Air Time: Sunrise-sunset
News Service: UP
Pres., Gen., Comm. Mgr.: James M. Tisdale
Program Dir.: Edna Whittington
Chief Announcer: Tom Harvey
Chief Engineer: James M. Tisdale
Farm Editor: Phil Steer

WCPA

CLEARFIELD—1947-ASN

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: Clearfield Bcstrs., Inc.
Business-Studio Address: 215 Church St.
Phone Number: 5-5541
Transmitter Location: Clearfield R.D.
Air Time: Daytime
News Service: UP
Transcription Service: Thesaurus, Capitol, World
Membership: NAB
Pres., Gen. Mgr.: W. K. Ulerich
Sta. Mgr., Prog.-Pub. Dir.: W. J. Thomas
Commercial Mgr.: W. C. Plummer
Production Director: Leroy Stauffer
Musical Dir.: Joseph Milsop
Chief Engineer: Llewellyn Duck
Farm Editor: W. O. Mitchell

WCVI

CONNELLSVILLE—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Connessville Bcstrs., Inc.
Bus.-Studio Address: 124 W. Crawford Ave.

Phone Number: Connellsville 2700
Transmitter Location: Limestone Hill
Air Time: Unlimited
News Service: UP
Transcription Service: SESAC, Capitol
Membership: NAB
Pres., Gen. Mgr.: J. Wylie Driscoll
Program Director: John Reynolds
Chief Engineer: R. H. Fasulkey
Farm Editor: Rex Carter

WBUX

DOYLESTOWN—1948

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By: Charles M. Meredith
Business-Studio Address: The Hart Bldg.
Phone Number: Quak 713
Transmitter Location: Doylestown Township
Air Time: 7 a.m.-Sunset
News Service: AP
Membership: NAB
General Mgr.: Charles M. Meredith
Station-Comm. Mgr.: William A. Lynch
Sales Prom. Mgr., Pub. Dir.: Robert Sheehan
Chief Announcer: Charles R. Fairchild
Chief Engineer: Paul Fireman
Farm Editor: Daniel Knapp

WCED

DUBOIS—1940—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Tri-County Bcstg. Co.
Bus.-Studio-Transmitter Address: 80 N. Park Pl.
Phone Number: 1700
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: McGilvra
Membership: NAB, FMA
President: Harold Gray
General Mgr.: Jason S. Gray
Commercial Manager: George Williams
Program Director: Edward Paull
Production Director: Lamonte Tupper
Publicity Director: Ken Johnston
Chief Engineer: Vernon Stahl
Farm Editor: Charles Moore

WEST

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: NAB
Station Executive: Clair R. McCollough

# WHY IS **AP** THE BEST?

BECAUSE—**AP** is more experienced than any other news service . . . more than 100 years collecting and distributing news.

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## PENNSYLVANIA-DELAWARE AP RADIO ASSOCIATION

President: Joseph E. Baudino—KDKA, Pittsburgh

Vice-President: George Coleman—WGBI, Scranton

Second Vice-President: Ed Obrist—WPEN, Philadelphia

Third Vice-President: Jack Hooper—WHGB, Harrisburg

Secretary: Joseph Snyder—AP Chief of Bureau

Cooperation Committee Chairman: Wm. A. Banks—WHAT, Philadelphia

Continuing Study Committee Chairman: Ed Darlington—WCNR, Bloomsburg.

PENNSYLVANIA

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: 1230 Kc. (C.P. 1260 Kc.)
Power: 250 Watts (C.P. 5000 Watts)
Owned-Oper. By... Presque Isle Bcstg. Co.
Bus.-Studio-Transmitter Address... 121 W. 10 St.
Phone Number... 40-185
Air Time... Unlimited
News Service... UP
Transcription Service... Associated, Lang-Worth
Representative... Weed
President... Jacob A. Young
General Manager... Charles E. Denny
Station Manager... J. J. Young
Commercial Manager... Art Ingram
Program Director... J. Jacob Young
Chief Announcer... John Michael
Chief Engineer... Ken Hestor

W I K K
ERIE-1948-ABC

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By... Community Service Bcstg. Co.
Bus.-Studio Address... 1021 State St.
Phone Number... 2-3248-9
Transmitter Location... Waterford
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... Standard
Representative... Taylor-Boroff
Membership... NAB
President... Keith Kiggins
Gen., Sta. Mgr... Ted Nelson
Chief Announcer... Lou Zero
Chief Engineer... Clarence Baker

W L E U
ERIE-1933

MBS-QUAKER-WM. PENN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... WLEU Bcstg. Corp.
Bus.-Studio-Transmitter Address... 2nd Fl.
Commerce Bldg., 12th & State Sts.
Phone Number... 23-327, 22-129
Air Time... 6 a.m.-M.
News Service... AP
Transcription Service... World, Thesaurus
President... Leo J. Omelian
Gen.-Sta. Comm. Mgr... V. Hamilton Weir
Secretary... Calire Theno
Musical Director... Anthony Conti
Chief Engineer... George Roland
Farm Editor... Paul Crossman

W H J B

GREENSBURG-1934

Frequency: 620 Kc. Power: 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... NAB
President... H. Kenneth Brennen
General-Comm. Mgr... G. J. Podyen
Program Director... John Howard
Chief Engineer... L. L. Allen
Farm Editor... Glen Grayson

W H V R

HANOVER-1949

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By... Radio Hanover, Inc.
Address... Hanover Trust Bldg.
Phone Number... 3831
Air Time... Daytime
News Service... UP
Transcription Service... Lang-Worth
General Manager... John D. Bare
Commercial Manager... H. Vernon Ferster
Program Director... Mack Edwards
Chief Engineer... Philip Rohrbaugh

W H G B

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, 6-2646
Air Time... Unlimited
News Service... AP
Representative... Weed
Membership... NAB
President... Herbert Kendrick
General Manager... Jack Hooper
Pgm., Prod. Dir... Stan Bowman
Pub.-Musical Dir... Red McCarthy
Chief Announcer... Tony Bekas
Chief Engineer... Woody Schlegel

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... 1 1/2 Mi. W. Summerdale
Air Time... Unlimited
News Service... AP, UP
Transcription Service... Standard, Associated

# "WE'VE GOT IT!!!"

If you want sales from Pennsylvania's Eastern Area radio listeners . . . sell through WAZL.

## HERE'S WHY WE'VE GOT IT !!!

- 1. Know-How** Station established in 1932.  
Vic Diehm — 27 years' experience.
- 2. Listeners** 8 out of every 10 radio listeners in WAZL and WAZL-FM coverage area listen to WAZL day in and day out — week in and week out. Complete details on request from our latest Conlan survey.
- 3. Programs** WAZL is affiliated with the National Broadcasting Company — America's Number One network. . . .

**WAZL** Hazleton, Pennsylvania **WAZL-FM**  
**1490 Kc. Serving Eastern Pennsylvania 97.9 Meg.**  
**for 17 Years**

*National Representatives.*  
Robert Meeker Associates  
521 Fifth Avenue  
New York City, N. Y.



# PENNSYLVANIA

Representative ..... Bolling  
 Membership ..... NAB, BMB  
 Gen.-Sta.-Comm. Mgr. .... A. K. Redmond  
 Sales Prom. Mgr. .... Beatrice Pottelger  
 Program Director. .... Dick Redmond  
 Production Director. .... Harry Hinkley  
 Publicity Director. .... John Price  
 Musical Director. .... David Shoop  
 Chief Engineer. .... E. Daniel Leibensperger  
 Farm Editor. .... George Wirt

## W K B O

### HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Keystone Bcstg. Corp.  
 Bus.-Studio Address. .... 31 N. Second St.  
 Phone Number ..... 4-0191  
 Transmitter Location. .... Penn Harris Hotel  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Robert Meeker  
 Membership ..... NAB  
 Station Executive. .... Clair R. McCollough  
 Station Manager. .... David J. Bennett, Jr.  
 Natl. Sales Manager. .... J. Robert Gulick  
 Program Director. .... Don Wear  
 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. .... 610 E. Berner Ave.  
 Air Time ..... 6:30 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Robert Meeker  
 Membership ..... NAB, BMB  
 Pres., Gen.-Sta. Mgr. .... Victor C. Diehm  
 Sales Prom. Mgr. .... Thomas Tito  
 Prog. Dir., Chief Announcer. .... Don Murray  
 Publicity Director. .... Kathryn Kahler  
 Musical Director. .... John Stanzola  
 Chief Engineer. .... Elwood Tito  
 Farm Editor. .... Nicky Alberts

## 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. Eighth Ave.  
 Phone Number ..... HO 1-0172  
 Transmitter Location. .... W. Mifflin Borough  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Roy Ferree  
 President ..... Carl Cuda

General-Comm. Mgr. .... Roy Ferree  
 Sta. Mgr., Prog. Dir. .... Raymond Scott  
 Sales Prom. Mgr., Pub. Dir. .... Sid Dickler  
 Production Director. .... Diana Birkenfield  
 Chief Engineer. .... James Herbert

## 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.  
 Air Time ..... 6:30 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... SESAC, Lang-Worth  
 President. .... John H. Biddle  
 General Manager. .... Samuel L. Stroh, Jr.  
 Program Director. .... Richard J. Gill  
 Chief Announcer. .... Donald M. Stuller  
 Chief Engineer. .... Ernest A. Craig

## W D A D

### INDIANA—1946—CBS-KBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Indiana Bcst., Inc.  
 Business Address. .... 637 Philadelphia St.  
 Phone Number ..... 1780  
 Studio Address. .... Indiana Theater Bldg.  
 Transmitter Location. .... East Pike  
 Air Time ..... 7 a.m.-12:05 a.m.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... McGillvra  
 Membership ..... NAB  
 President. .... Paul J. Short  
 General Manager. .... John S. Booth  
 Station Manager. .... Thompson K. Cassel  
 Commercial Manager. .... Howard T. White  
 Program Director. .... James E. Pattison  
 Sales Prom. Mgr. .... Bern Senick

## 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 ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Weed  
 Membership ..... NAB, BMB  
 President ..... Paul Short  
 General Manager. .... George D. Gartland  
 Station Manager. .... Robert R. Nelson  
 Commercial Mgr. .... Herbert B. Scott  
 Program Director. .... Louis Penegy  
 Musical Director. .... Robert C. Ebert  
 Chief Engineer. .... Millard J. Coleman  
 Farm Editor. .... H. C. McWilliams

**WCRO**

**JOHNSTOWN—1947—ABC-QUAKER  
MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Century Bcstg. Corp.  
 Bus. Studio Address 317-319 Main St.  
 Phone Number 9-8539  
 Transmitter Location Ihmsen Rd.  
 Air Time Unlimited  
 News Service INS  
 Transcription Service Associated  
 Representative Radio Reps  
 Membership BMB  
 President John J. Keel  
 General Manager John F. Hanssen  
 Commercial Manager Dennis Gerken  
 Chief Engineer Rexford Ackley

**WJAC**

**JOHNSTOWN—1925—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By WJAC, Inc.  
 Bus. Studio Address WJAC Bldg., 329 Main St.  
 Phone Number 4-1267  
 Transmitter Location Tribune Bldg.  
 Air Time Unlimited  
 News Service AP  
 Transcription Service Standard, Thesaurus, Lang-Worth  
 Representative Headley-Reed  
 Membership NAB, BMB  
 President W. W. Krebs  
 Vice Pres., Treas. L. W. Barnes  
 Station-Comm. Mgr. John P. Foster  
 Program Dir. Campbell E. Patch  
 Chief Engineer N. L. Straub

**WACB**

**KITTANNING—1948**

Frequency: 1380 Kc. Power: 500 Watts d.  
 Owned-Oper. By The Armstrong County Bcstg. Corp.  
 Bus. Studio Address 325 Market St.  
 Phone Number 1380-1  
 Transmitter Location Bunker Hill  
 Air Time Daytime  
 News Service INS  
 Transcription Service World  
 Membership NAB  
 President L. W. Henry  
 Gen. Sta. Mgr. Ames L. Harper  
 Comm., Sales Prom. Mgr. William McKibben  
 Pgm., Prod. Dir. Charles Cassel, Jr.  
 Musical Director Ann Hillard  
 Chief Engineer Jim Shoemaker  
 Farm Editor Joseph Moore

**WKIN**

**KITTANNING—1948—ATLANTIC**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned-Operated By WKIN, Inc.  
 Bus. Studio Address 133 N. Jefferson St.  
 Phone Number 1350  
 Transmitter Location RD No. 1  
 Air Time 7 a.m.-Sunset  
 News Service UP  
 Transcription Service Lang-Worth, Standard  
 Membership NAB  
 Pres., General Mgr. Julian L. Liebman  
 Program Dir. Ernest P. Kline  
 Chief Engineer Benjamin Franklin

**WGAL**

**LANCASTER—1922—NBC-MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By WGAL, Inc.  
 Bus. Studio Address 8 W. King St.  
 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 NAB  
 President Clair R. McCollough  
 Station Manager Harold E. Miller  
 Natl. Sales Mgr. J. Robert Gulick  
 Program Director Roy McCauley  
 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 7261-2  
 Transmitter Location Manheim Township  
 Air Time 6:30 a.m.-M.  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative Headley-Reed  
 Pres., Gen. Mgr. Frank H. Altdoerffer  
 Sta.-Comm.-Sales Prom. Mgr. John D. Hymes  
 Pgm., Prod. Dir. David E. Bigley  
 Chief Anncr., Farm Editor Robert C. Harnish  
 Musical Director Anthony C. Logus  
 Chief Engineer Frank H. Altdoerffer  
 Traffic Director Edna K. Hanna

**WLBR**

**LEBANON—1946**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Operated By Lebanon Bcstg. Co.  
 Bus. Studio Address 8th & Cumberland Sts.  
 Phone Number 3900  
 Transmitter Location Hill Church  
 Air Time 6 a.m.-sunset  
 News Service AP

# P E N N S Y L V A N I A

Transcription Service ..... World  
 Representative ..... William G. Rambeau  
 Membership ..... NAB, BMB  
 President ..... H. Raymond Stadium  
 General Manager ..... Lester P. Etter  
 Station Manager ..... Julian F. Skinnell  
 Commercial Manager ..... Philip J. Reilly  
 Program Director ..... Jared L. Rolston  
 Chief Engineer ..... M. Leonard Savage

## W C M B

**LEMOYNE—1948**

Frequency: 960 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Rossmoyne Corp.  
 Bus.-Studio Address ..... Lemoyne Theater Bldg.  
 Phone Number ..... Harrisburg 4-3005  
 Transmitter Location ..... Poplar Church Rd.,  
 E. Pennsboro Township  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Donald Cooke  
 President ..... Edgar T. Shepard, Jr.  
 General-Station Manager ..... Ed K. Smith  
 Commercial Manager ..... John T. Burnite  
 Sales Promotion Mgr. .... Robert Cross  
 Pgm., Musical Dir. .... Don Jacobs  
 Production Director ..... Lew Doolittle  
 Chief Engineer ..... Howard Bair

## W K V A

**LEWISTOWN—1949**

Frequency: 920 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Central Pa. Bcstg. Co.  
 Address ..... 7 N. Wayne St.  
 Phone Number ..... 6771  
 Air Time ..... Daylight  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 President ..... Paul J. Newton  
 General Manager ..... Robert L. Wilson  
 Commercial Manager ..... Richard Wetzel  
 Program Director ..... Elwood E. Erdman  
 Promotion Manager ..... Lynn Bloom  
 Chief Engineer ..... John Stormer

## W M R F

**LEWISTOWN—1941—NBC  
 QUAKER**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Lewistown Bcstg. Co.  
 Business-Studio Address ..... Monument Square  
 Phone Number ..... 8757  
 Transmitter Location ..... Derry Township  
 Air Time ..... 6:30 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Burn-Smith  
 Membership ..... NAB  
 Vice-President ..... J. S. Woods  
 General Manager ..... T. W. Metzger

Assistant Manager ..... W. F. Sager  
 Commercial Manager ..... Ralph Parker  
 Program Director ..... James Keyes  
 Chief Engineer ..... Bernard H. Bopp  
 Farm Editor ..... Joe Smiley

## W B P Z

**LOCK HAVEN—1947—MBS-SBN**

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 ..... Flemington  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard, SESAC  
 Representative ..... Joseph Hershey McGillvra  
 Membership ..... NAB  
 President ..... Donald C. Welch  
 General-Station Manager ..... Harris Lipetz  
 Sales Prom. Mgr. .... Joseph J. Nevins  
 Pgm. Dir., Chief Anncr. .... Dave King  
 Production Director ..... L. Willard Poff  
 Publicity Director ..... E. D. Foye  
 Musical Director ..... Harry Lee  
 Chief Engineer ..... Kenneth B. Caum  
 Farm Editor ..... John B. McCool

## W E D O

**McKEESPORT—1946**

Frequency: 810 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Tri-City Bcstg. Co.  
 Business-Studio Address ..... 547 Fifth Ave.  
 Phone Number ..... McKeesport 4-7167  
 Transmitter Location ..... Foster Rd.  
 Air Time ..... Local sunrise-local sunset  
 News Service ..... AP  
 Transcription Service ..... Associated, World  
 Pres., Gen. Mgr. .... Edward J. Hirshberg  
 Asst. to Pres. .... Edward J. Patrick  
 Commercial Manager ..... Jack Craddock  
 Program-Production Dir. .... John H. Stewart  
 Publicity Director ..... Bernard Friedman  
 Chief Engineer ..... Wilkes E. Hurley

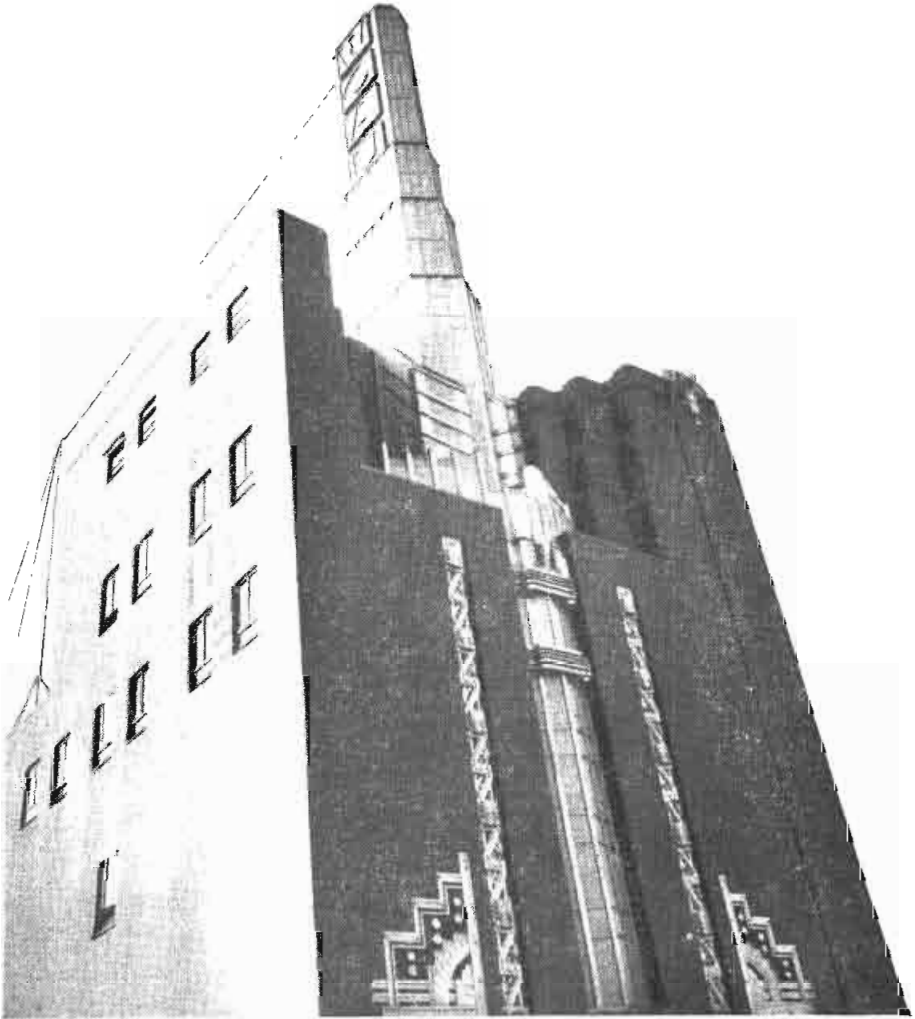
## W M C K

**McKEESPORT—1946—KBS**

Frequency: 1360 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Mon-Yough Bcstg. Co., Inc.  
 Business-Studio Address ..... 516 Market St.  
 Phone Number ..... 4-7193-4-5  
 Transmitter Location ..... Lincoln Twp.  
 Air Time ..... 7 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Standard  
 President ..... George R. Raikes  
 Exec. V.P. .... Robert M. Cox  
 Prog.-Prod.-Pub. Dir. .... Pat Haley  
 Musical Director ..... Dave Betcher  
 Chief Engineer ..... Charles White  
 Farm Editor ..... Roy Gallagher

# IT'S WCAU

IN RADIO  
IN TELEVISION  
IN PHILADELPHIA



The Philadelphia Bulletin Stations

# WCAU

CBS AFFILIATE

AM  
FM  
TV

**W M G W**

**MEADVILLE—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Meadville Bcstg. Serv., Inc.  
 Bus.-Studio Address. . . . . First Natl. Bank Bldg.  
 Phone Number . . . . . 46-723  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB, BMB  
 President. . . . . Dr. Harry C. Winslow  
 Sta. Mgr., Pgm. Dir. . . . . David Davies  
 Production Dir. . . . . Mark N. Funk, Jr.  
 Publicity Dir. . . . . Zane Knauss  
 Chief Engineer. . . . . Hoyt Stout

**W B U D**

**MORRISVILLE—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Morrisville Bcstg. Co.  
 Business Address. . . . . P. O. Box 98  
 Phone Number . . . . . 7107  
 Studio Address. . . . . 12 S. Pa. Ave.  
 Transmitter Location . . . . . Morrisville  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . McGillvra  
 President. . . . . Verna S. Hardin  
 Commercial Manager. . . . . James Stolcz  
 Program Director. . . . . William F. Hildenbrand  
 Production Director. . . . . Fred Walker  
 Chief Engineer. . . . . William A. Brewer

**W H W L**

**NANTICOKE—1947**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Radio Anthracite, Inc.  
 Business-Studio Address. . . . . 38 E. Main St.  
 Phone Number. . . . . Nanticoke 1332; Wilkes Barre,  
 Enterprise 1-0539  
 Transmitter. . . . . Avondale Plymouth Twp.  
 News Service . . . . . UP  
 Transcription. . . . . Standard, Capitol SESAC  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 President. . . . . Henry W. Lark  
 General-Station Mgr. . . . . Milton Laughlin  
 Program Director. . . . . Jones Evans

**W K S T**

**NEW CASTLE—1938—MBS-QUAKER**

Frequency: 1280 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By. . . . . WKST, Inc.  
 Bus.-Studio Address. . . . . Cathedral Bldg.,  
 E. Lincoln Ave.  
 Phone Number . . . . . 5050  
 Transmitter. . . . . Savannah Center & Old Pgh. Rds.  
 News Service . . . . . UP  
 Transcription Service . . . . . World

Representative . . . . . Katz  
 Membership . . . . . BMB  
 President, General Mgr. . . . . S. W. Townsend  
 Sta., Comm. Mgr. . . . . A. W. Graham  
 Sales Prom. Mgr., Pub. Dir. . . . . William Sommer  
 Pgm., Prod. Dir. . . . . Harry Reith  
 Traffic Manager. . . . . Shirley Kerr  
 Chief Engineer. . . . . Robert Emch

**W K P A**

**NEW KENSINGTON—1940**

Frequency: 1150 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By. . . . . Allegheny-Kiski Bcstg. Co.  
 Business-Studio Address. . . . . 810 Fifth Ave.  
 Phone Number . . . . . 3534  
 Transmitter Location. . . . . E. Deer Township  
 News Service . . . . . UP  
 Transcription. Lang-Worth, MacGregor, SESAC  
 Representative. . . . . Continental Radio Sales  
 Gen., Comm. Mgr., Pgm. Dir. . . . . Edward J. Kroen  
 Chief Engineer. . . . . W. W. Neely

**W N A R**

**NORRISTOWN—1946**

Frequency: 1110 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By. . . . . Norristown Bcstg. Co.  
 Bus.-Studio Address. . . . . 115 W. Main St.  
 Phone Number. . . . . Norristown 7600  
 Transmitter Location. . . . . Old Arch Rd.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative. . . . . W. S. Grant  
 Membership . . . . . NAB  
 President. . . . . N. Joe Rahall  
 Executive Director. . . . . Farris E. Rahall  
 Program Director. . . . . Norman K. Brooks  
 Chief Engineer. . . . . Franklin H. Bisbing

**W K R Z**

**OIL CITY—1946—KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . WKRZ, Inc.  
 Business-Studio Address. . . . . 232 Seneca St.  
 Phone Number. . . . . 4-1260, 4-1269  
 Transmitter. . . . . Rich Hill, Cranberry Township  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative. . . . . Joseph Hershey McGillvra  
 President. . . . . Kenneth E. Rennekamp  
 General Manager. . . . . James P. O'Brien  
 Program Director. . . . . Richard E. Thompson  
 Chief Engineer. . . . . Leo Arcoletti

**K Y W**

**PHILADELPHIA—1921—NBC**

Frequency: 1060 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . Westinghouse Radio  
 Stations, Inc.

*Coverage*  
**where it COUNTS**  
*Results*  
**that can be COUNTED**

WFIL reaches more than 5,011,000 people in Eastern Pennsylvania, Central and Southern New Jersey and Eastern Delaware alone, heart and hinterland of the teeming Philadelphia market. Engineering surveys prove that no other Philadelphia station reaches as many people in that area.

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ABC  
AFFILIATE

**WFIL**

REPRESENTED BY  
THE KATZ AGENCY

The Philadelphia Inquirer Station

. . . **PENNSYLVANIA** . . .

Business-Studio Address.....1619 Walnut St.  
 Phone Number.....LOcust 4-3700  
 Transmitter Location.....Whitemarsh  
 Air Time.....Unlimited  
 News Service.....INS, UP  
 Transcription Service.....Associated  
 Representative.....Free & Peters  
 Membership.....BMB  
 President.....Walter Evans  
 Vice-President.....Walter E. Benoit  
 General Manager.....J. B. Conley  
 Station Manager.....Robert E. White  
 Sales Manager.....Harvey McCall, Jr.  
 Program Manager.....James P. Begley  
 Prom., Pub. Mgr.....C. M. Meehan  
 Chief Engineer.....I. N. Eney

**W C A U**

**PHILADELPHIA—1922—CBS**

Frequency: 1210 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....WCAU, Inc.  
 Business-Studio Address.....1622 Chestnut St.  
 Phone Number.....LOcust 7-7700  
 Transmitter Location.....Moorestown, N. J.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth  
 Representative.....Radio Sales  
 Membership.....BMB, FMA  
 General Manager.....Donald W. Thornburgh  
 Asst. General Mgr.....Joseph L. Tinney  
 Sales Manager.....Alex Rosenman  
 Prom., Pub. Dir.....Robert N. Pryor  
 Program Director.....Joseph T. Connolly  
 Chief Announcer.....Hugh Walton  
 Musical Director.....David Stephens  
 Technical Director.....John G. Leitch  
 Chief Engineer.....George Lewis  
 News Editor.....Alfred T. Ringler  
 Farm Editor.....Amos Kirby

**W D A S**

**PHILADELPHIA—1922**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WDAS Bcstg. Station, Inc.  
 Business-Studio Address.....1211 Chestnut St.  
 Phone Number.....LOcust 7-7400  
 Transmitter Location.....Woodside Pk.  
 Air Time.....7 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Forjoe  
 Membership.....NAB

President.....William Goldman  
 Gen., Sta., Comm. Mgr.....Lambert B. Beeuwkes  
 Program Director.....Richard H. Booth  
 Chief Engineer.....Frank W. Unterberger

**W F I L**

**PHILADELPHIA—1922  
 ABC-QUAKER**

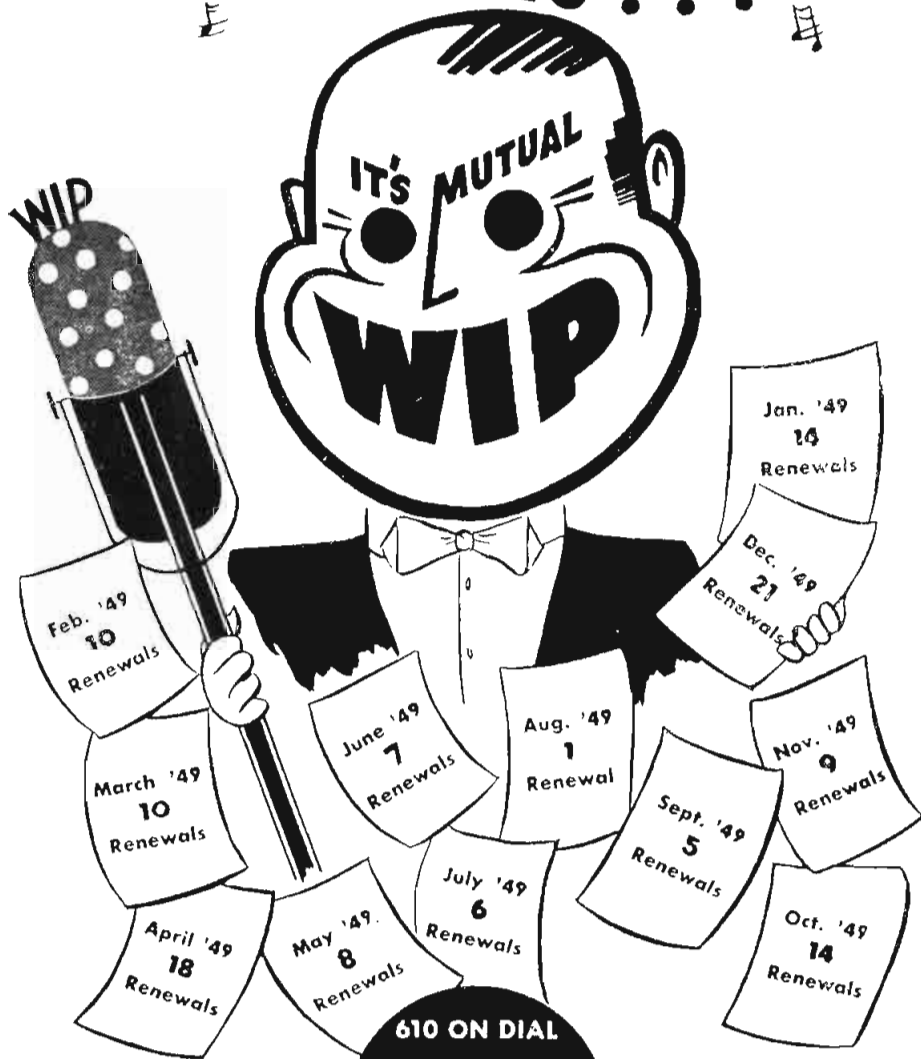
Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Philadelphia Inquirer Div.  
 of Triangle Publications, Inc.  
 Business-Studio Address.....Widener Bldg.  
 Phone Number.....Rittenhouse 6 6900  
 Transmitter Location.....Whitemarsh  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Katz  
 Membership.....NAB, BMB  
 General Manager.....Roger W. Clipp  
 Operations Asst. to Gen. Mgr.  
 John D. Scheuer, Jr.  
 Commercial Manager.....John E. Surrick  
 Adver., Prom. Dir.....George A. Koehler  
 Program Director.....William A. Farren  
 Production Director.....Fred Hayward  
 Publicity Director.....Joseph E. Dooley  
 Chief Engineer.....Louis E. Littlejohn  
 Farm Editor.....Howard Jones

**W H A T**

**PHILADELPHIA—1925**

Frequency: 1340 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Independence Bcstg. Co.  
 Business-Studio Address.....1505 Walnut St.  
 Phone Number.....Rittenhouse 6-2058  
 Transmitter Location.....Penn Sberaton Hotel,  
 39th & Chestnut Sts.  
 Air Time.....Unlimited  
 News Service.....AP  
 Pres., Gen.-Comm.-Sales Prom.  
 Manager.....William A. Banks  
 Representative.....A. Lewis King  
 Station Manager.....Dolly Banks  
 Commercial Manager.....Bob Beebe  
 Pgm., Pub. Dir.....Annette Oromaner  
 Production Director.....Len Stevens  
 Chief Announcer.....Bill McCall  
 Chief Engineer.....Arnold Goldman

THEY KEEP COMING BACK  
LIKE A SONG . . .



PHILADELPHIA'S



PIONEER VOICE

BASIC MUTUAL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



# WIBG

PHILADELPHIA—1925

Frequency: 990 Kc. Power: 10,000 Watts  
Owned-Oper. By: Seaboard Radio Bcstg. Corp.

Business-Studio Address: 1425 Walnut St.  
Phone Number: Rittenhouse 6-2300  
Transmitter Location: Conshohocken RFD  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Adam Young  
President: Paul F. Harron  
Gen.-Sta.-Comm. Mgr.: Edward D. Clery  
Sales Prom.-Prod. Mgr.:

Publicity Director: Rupe Werling  
Program Director: Doug Arthur  
Chief Engineer: John H. Henninger

# WIP

PHILADELPHIA—1922—MBS

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Oper. By: Pennsylvania Bcstg. Co.

Business-Studio Address: 35 S. 9th St.  
Phone Number: WALnut 2-6800  
Transmitter Location: Bellmawr, N. J.  
Air Time: Unlimited  
News Service: AP, UP  
Transcription Service: World  
Representative: Edward Petry  
Membership: NAB, BMB  
Pres., General Mgr.: Benedict Gimbel, Jr.  
V.P. & Dir. of Sales: Gordon R. Gray  
Local Commercial Mgr.: Samuel Hill  
Food Mchdse. Dir.: Robert A. McKenna  
Sales Prom. Dir.: Ralph H. Minton

Program Director: Murray Arnold  
Production Director: Varner Paulsen  
Publicity Director: Samuel Elber  
Asst. Program Dir.: Edward Wallis  
Dir. Education & Spec. Events: Samuel Serota  
Chief Engineer: Reginald K. Harris  
Technical Director: Clifford C. Harris

# WJMJ

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Operated By: Patrick J. Stanton  
Business-Studio Address: St. James Hotel,  
13 & Walnut Sts.

Phone Number: Kingsley 5-7000  
Transmitter: 7000 River Rd., Delair, N. J.  
Air Time: Daytime  
News Service: AP  
Transcription Service: SESAC  
Representative: McGillvra, Viola

Pres., Gen. Mgr.: Patrick J. Stanton  
Commercial Manager: Charles Stahl  
Publicity Director: Jerome Weiss  
Prog. Dir., Chief Announcer: Michael Deegan  
Production Director: Jerry Warren  
Chief Engineer: Alec Felton Iles

# WIBG

WIBG—FM

SPORTS

NEWS

MUSIC

SALES

IN PHILADELPHIA

# in Philadelphia...

IT'S LOCAL PROGRAMMING  
AND THESE PERSONALITIES ON

# WPEN

THAT SELL MERCHANDISE



**MATT GUOKAS**  
Sports Director  
Popular Athlete  
Turned Radioman



**EDDIE NEWMAN**  
Zaniest Disc-Jockey in  
Creation—Now a Night-  
Club Radio Sensation



**JDE GRADY — ED HURST**  
Conductors of the town's  
No. 1 Afternoon Show,  
"950 Club"



**BOB HORN**  
His "Bandstand" is "Tops  
In Pops" with the Early  
Evening Listeners

**TONI SPAULDING**  
The Nation's Only  
All-Night Girl  
Disc-Jockey



**STU WAYNE**  
Popular early morn-  
ing Personality who  
eases The "Getting-  
Up" Blues



**7** FOR LOWEST COST RADIO IN PHILADELPHIA USE...

PENNSYLVANIA

WPEN

PHILADELPHIA—1929—SBN

Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By: William Penn Bcstg. Co.
Business-Studio Address: 1528 Walnut St.
Phone Number: Kingsley 6-0950
Transmitter Location: Brookhaven Rd. & 77th St.
Air Time: 6 a.m.-2 a.m.
News Service: AP, UP
Transcription Service: Associated
Representative: William G. Rambeau
President: Albert J. Sylk
General Manager: Edward C. Obrist
Sales Prom. Mgr.: William B. Caskey
Program Director: Jules Rind
Publicity Director: Sarajane Cherashore
Chief Engineer: Charles W. Burtis

WTEL

PHILADELPHIA—1926

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Foulkrod Radio Engineering Co.
Business-Studio Address: 4312 N. Broad St.
Phone Number: Gladstone 5-1310
DAvenport 4-4310
Transmitter Location: Rowlandville
Pres., Gen. Mgr.:
Program Dir.: E. Douglass Hibbs
Commercial Manager: Henry N. Cocker
Production Director: Alan Stewart
Chief Engineer: John Field

KDKA

PITTSBURGH—1920—NBC

Frequency: 1020 Kc. Power: 50,000 Watts
Owned-Oper. By: Westinghouse Radio Stations, Inc.
Business-Studio Address: Grant Bldg.
Phone Number: Grant 1-4200
Transmitter Location: Allison Pk.
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Thesaurus
Representative: Free & Peters
Membership: BMB
President: Walter Evans
Vice-President: Walter E. Benoit
General Manager: J. B. Conley
Station Manager: Joseph E. Baudino
Sales Manager: George D. Tons
Promotion Manager: David N. Lewis
Program Manager: Franklin A. Tooke
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
Air Time: Unlimited
News Service: UP
Transcription Service: World, SESAC
Representative: Weed
Membership: NAB
President: Charles T. Campbell
Gen.-Comm. Manager: J. F. Murray
Program Director: Walter B. Jones
Publicity Director: Frank G. Orr
Chief Engineer: James J. Schultz

WCAE

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: WCAE, Inc.
Bus.-Studio Address: William Penn Hotel
Phone Number: Atlantic 1-6900
Transmitter Location: Baldwin Township
Air Time: Unlimited
News Service: AP, INS
Transcription Service: World
Representative: Katz
Membership: NAB, BMB
Pres., General Manager: Leonard Kapner
Sta. Mgr., Prog. Dir.: R. Clifton Daniel
Commercial Manager: Carl M. Dozer
Prom. Mgr., Pub. Dir.: William Kelley
Production Director: John Leban
Chlef Announcer: Ralph Fallert
Musical Director: Baron Elliott
Chief Engineer: James Greenwood

WJAS

PITTSBURGH—1921—CBS

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By: Pittsburgh Radio Supply House, Inc.
Bus.-Studio Address: 1406 Chamber of Commerce Bldg.
Phone Number: Grant 1-4860
Transmitter Location: 1459 Crane Rd., Greentree
Air Time: Unlimited
News Service: Transradio, UP
Transcription Service: Lang-Worth
Representative: Hollingberry
Membership: BMB
Pres., Gen. Mgr.: H. K. Brennen
Comm.-Sales Prom. Mgr.: John H. Buchholt
Program Director: James M. Hughes
Production Director: Fred R. Davy
Musical Director: Lee Kelton
Chief Engineer: Walter W. McCoy

WPGH

PITTSBURGH—1946

Frequency: 1080 Kc. Power: 1000 Watts d.
Owned-Operated By: Pittsburgh Bcstg. Co.

**PENNSYLVANIA**

Bus.-Studio Address... 220 N. Highland Ave.,  
E. Liberty  
Phone Number.....EMerson 5000  
Transmitter Location..... 2500 E. Lane  
Air Time ..... Sunrise-sunset  
News Service ..... AP  
Transcription Service....Lang-Worth, World  
Representative ..... McGillvra  
Membership ..... NAB  
President..... H. A. Bergstrom  
General Manager..... J. A. McFarland

**WPIT**

**PITTSBURGH—1947**

Frequency: 730 Kc....Power: 1000 Watts d.  
Owned-Operated By..... WPIT, Inc.  
Bus.-Studio Address..... 211 Smithfield St.  
Phone Number..... GRant 1-0794  
Transmitter Location..... Mt. Troy Rd.  
Air Time ..... Sunrise-sunset  
News Service ..... UP  
Representative ..... Ra-Tel  
President..... John J. Laux  
General-Station Manager.... John L. Merdian  
Comm. Sales Prom. Mgr..... Don Ioset  
Program Director..... Russell E. Offhaus  
Prod., Pub. Dir..... Bill Ewing  
Chief Announcer..... George Varnum  
Chief Engineer..... John Berninger

**WWSW**

**PITTSBURGH—1932**

Frequency: 970 Kc....Power: 5000 Watts  
Owned-Operated By..... WWSW, Inc., Post-  
Gazette Publ. Co.  
Bus.-Studio Address..... Sheraton Hotel  
Phone Number..... GRant 1-5200  
Transmitter Location.... West View Rd., Ross  
Township  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Forjoe  
Membership ..... NAB, FMA  
President, Gen. Manager..... O. M. Schloss  
Station-Comm. Mgr..... Ben W. Muros  
Sales Promotion Manager,  
Publicity Director.... Harold J. Goldstein  
Program Director..... B. Kendall Crane  
Chief Announcer..... Raymond F. Schneider  
Musical Director..... Marie Wilk  
Chief Engineer ..... Henry R. Kaiser

**WPAM**

**POTTSVILLE—1947—MBS  
QUAKER-SBN**

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..... 7 a.m.-M.  
News Service ..... UP  
Transcription Service.... Associated, Standard  
Representative ..... Everett-McKinney  
Membership ..... NAB, BMB  
President..... Joseph L. Maguire  
Gen., Sta. Mgr..... Louis H. Murray  
Commercial Manager.... Frank L. Tamulonis  
Sales Prom. Mgr..... John Gallagher  
Program Director..... Joel Fleming  
Merchandising Mgr..... John Gallagher  
Prod. Dir., Chief Annr.... Ray Mulligan  
Musical Director..... Horace Richards  
Chief Engineer..... Gene Handwerk  
Farm Editor..... Harry Pourbaugh

**WPPA**

**POTTSVILLE—1946**

Frequency: 1360 Kc....Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By..... Pottsville Bcstg. Co.  
Bus.-Studio Address..... 8 So. Second St.  
Phone Number..... Pottsville 4744  
Transmitter Location ..... Bull's Head  
Air Time ..... 6:30 a.m.-M.  
News Service ..... AP  
Transcription Service ..... World  
Membership ..... NAB  
Pres., Gen. Mgr..... A. V. Tidmore  
Commercial Manager.... Ralph L. Price, Jr.  
Program Director..... John M. Naylor  
Musical Director..... Llew Edwards  
Chief Engineer..... Edward Morgan

**WEEU**

**READING—1932—ABC-QUAKER**

Frequency: 850 Kc....Power: 1000 Watts  
Owned By..... Reading Eagle-Times  
Operated By..... Hawley Bcstg. Co.  
Business-Studio Address..... 533 Penn St.  
Phone Number ..... 7335  
Transmitter Township.... Spring Township  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service.... Associated, SESAC  
Representative ..... Headley-Reed  
Membership ..... NAB  
President ..... Hawley Quier  
Gen.-Station Mgr..... Clifford M. Chafey  
Commercial Manager.... K. Richard Creitz  
Program Director..... E. Lester Hoffmaster  
Chief Announcer ..... George Carroll  
Chief Engineer..... Harold Scheerer

**WHUM**

**READING—1943—CBS**

Frequency: 1240 Kc....Power: 250 Watts  
Owned-Oper. By..... Eastern Radio Corp.  
Business-Studio Address.... Berkshire Hotel  
Phone Number..... Reading 4-4805  
Transmitter Location.... Old Wyomissing Rd.

. . . **PENNSYLVANIA** . . .

Air Time ..... Unlimited  
News Service ..... AP  
Representative ..... George P. Hollingbery  
Pres., Gen., Sta. Mgr. .... Humboldt J. Greig  
Comm.-Sales Prom. Mgr. .... Richard G. Fichthorn  
Prod., Pub. Dir. .... James D. Lindemuth  
Pgm. Dir., Chief Anncr. .... Alan Lane  
Musical Director ..... A. Raymond Moore  
Chief Engineer ..... Joseph McCormack

**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 ..... 8th & Penn Sts.  
Air Time ..... 6:30 a.m.-1 a.m.  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... Robert Meeker  
Membership ..... NAB  
Station Executive ..... Clair R. McCollough  
Station Manager ..... Raymond A. Gaul  
Nat'l. Sales Mgr. .... J. Robert Gulick  
Program Director ..... Frank Voss  
Technical Director ..... J. E. Mathiot

**W R Y O**

**ROCHESTER—1949—ALLIED**

Frequency: 1050 Kc. .... Power: 250 Watts d.  
Owned-Oper. By ..... Beaver Valley Radio Co.  
Address ..... Cleveland Ave.  
Phone Number ..... 4660  
Air Time ..... Sunrise-Sunset  
News Service ..... UP  
Transcription Service ..... World, Lang-Worth  
Membership ..... NAB  
President ..... Edward Reider  
Gen., Comm. Mgr. .... Donald J. Grantham  
Production Director ..... Seymour H. Miller  
Chief Engineer ..... Andrew Macioce

**W A R M**

**SCRANTON—1938—ABC-QUAKER**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Union Bcstg. Co.  
Business-Studio Address ..... Bowman Bldg.  
Phone Number ..... 4-1148  
Transmitter Location ..... O'Neill Hiway, Dunmore  
Air Time ..... 6 a.m.-M.  
News Service ..... UP  
Transcription Service ..... Thesaurus  
Representative ..... George P. Hollingbery  
Pres., Gen.-Sta. Mgr. .... Martin F. Memolo  
Comm., Sales Prom. Mgr. .... William M. Dawson  
Prog.-Prod.-Musical Dir. .... Joe Salsburg  
Publicity Director ..... Mary Lynott  
Chief Announcer ..... Art Bolin  
Chief Engineer ..... A. W. Oschmann  
Farm Editor ..... Jess Landenberger

**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 ..... 6296  
Transmitter Location ..... Drinker Tpk.  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... World  
Representative ..... John Blair  
Membership ..... NAB, BMB  
President ..... Mrs. M. E. Megargee  
Vice-President ..... M. A. Megargee  
Gen., Comm., Sales Prom. Mgr.  
George D. Coleman  
Station Manager ..... Robert E. McDowell  
Program Director ..... Frank Monaghan  
Chief Engineer ..... Kenneth R. Cooke

**W Q A N**

**SCRANTON—1924**

Frequency: 910 Kc. .... Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By ..... The Scranton Times  
Address ..... 149 Pennsylvania Ave.  
Phone Number ..... 5151  
News Service ..... AP, UP, INS  
Transcription Service ..... Associated, SESAC  
Representative ..... McDevitt  
Membership ..... NAB, FMA  
Owners ..... Elizabeth R. Lynett, Edward J. Lynett,  
Jr.  
General Manager ..... John P. McGoldrick  
Commercial Manager ..... Frank S. Blair  
Program Director ..... Robert R. Flanagan  
Musical Director ..... Jane O'Hara  
Chief Engineer ..... John P. McGoldrick  
Farm Editor ..... Frank Malone

**W S C R**

**SCRANTON—1947**

Frequency: 1000 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Lackawanna Valley Bcstg.  
Co.  
Business-Studio Address ..... 116 Adams Ave.  
Phone Number ..... 5242  
Transmitter Location ..... Keyser Ave.  
Air Time ..... Sunrise-sunset  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... Walker  
Membership ..... BMB  
Pres. .... Judge Michael J. Eagen  
Manager ..... Dale Robertson  
Sta. Mgr., Prod. Dir. .... Jack Guinan  
Commercial Manager ..... Frank S. Blair  
Musical Director ..... Joe Brier  
Chief Engineer ..... Willard Shimski

**WISL**

SHAMOKIN—1948—MBS

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Oper. By Radio Anthracite, Inc.  
 Bus.-Studio Address Rock & Sunbury Sts.  
 Phone Number 2650  
 Transmitter Location Big Mt., Coal Township  
 Air Time 7 a.m.-M.  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Forjoe  
 Membership NAB  
 President Henry W. Lark  
 General Manager Charles R. Petrie  
 Program Director Dick Owen  
 Chief Announcer Jerry Kreeger  
 Chief Engineer Bernard Marshall  
 Farm Editor Robert Richter

**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 Cherry Valley &  
 Highland Inn Rds.  
 News Service UP  
 Transcription Service Associated  
 Representative Walker  
 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 Transue

**WPIC**

SHARON—1938

Frequency: 790 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Sharon Herald Bcstg. Co.  
 Business Address P. O. Box 541  
 Phone Number 4113  
 Studio-Transmitter Location Pine Hollow Blvd.  
 Air Time Sunrise-sunset  
 News Service UP  
 Transcription Service Associated, Capitol,  
 Lang-Worth, World  
 Representative Adam J. Young, Jr.  
 Pres., Gen.-Sta. Mgr. John Fahline, Jr.  
 Program Director Marc McCulloch  
 Production Director Harold E. Smith  
 Publicity Director Evelyn L. Keller  
 Chief Announcer Paul Turner  
 Chief Engineer A. C. Heck

**WKOK**

SUNBURY—1933—ABC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Sunbury Bcstg. Corp.  
 Bus.-Studio-Transmitter 1150 N. Front St.  
 Phone Number Sunbury 1325-6  
 Air Time 7 a.m.-M.  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative Continental Radio Sales  
 Membership NAB  
 President Harry H. Haddon  
 Gen. Sta. Mgr. Homer R. Smith  
 Comm., Sales Prom. Mgr. W. Robert Trevitt  
 Pgm., Prod. Dir. Michael J. Kane  
 Publicity Director Nelson Futch  
 Chief Announcer Jerry Moore  
 Chief Engineer John W. Keller

**WMAJ**

STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Centre Bcstrs., Inc.  
 Bus.-Studio Address P. O. Box 888,  
 Glennland Bldg.  
 Phone Number 4959  
 Transmitter Location Ferguson Township  
 Air Time Unlimited  
 News Service AP  
 Transcription Service Lang-Worth  
 Membership NAB  
 General Mgr. William K. Ulerich  
 Station Manager Alethea Jones Matern  
 Program Director Millon J. Bergstein  
 Commercial Manager Miriam Krebs  
 Chief Engineer Douglas Beman

**WMBS**

UNIONTOWN—1937  
 CBS-ATLANTIC SPORTS-  
 QUAKER-PA. NET

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Operated By Fayette Bcstg. Corp.  
 Bus.-Address Fayette Title & Trust Bldg.  
 Phone Number Uniontown 800  
 Transmitter Location Old Fairchance Rd.,  
 Burgess Field, R.D.  
 News Service UP  
 Transcription Service Thesaurus, Standard  
 Representative Robert Meeker  
 Membership NAB  
 Pres., Gen.-Sta. Mgr. Joseph C. Burwell  
 Commercial Manager Harry C. Burwell  
 Sales Prom. Mgr. Charles Underwood  
 Prog.-Musical Dir. J. Sullivan Sages

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• • •      **PENNSYLVANIA**      • • •

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Production Director..... Michael Sands  
Publicity Director..... James Gismondi  
Chief Engineer..... William J. Henzly  
Farm Editor..... Rex Carter

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**W N A E**

**WARREN—1946—MBS  
ATLANTIC SPTS.**

Frequency: 1310 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Northern Allegheny Bcstg.  
Co.

Bus.-Studio Address..... 1st Natl. Bank Bldg.  
Phone Number..... 3032  
Transmitter Location..... Warren-Kinzua Rd.  
Air Time..... 6 a.m.-Sunset  
News Service..... AP  
Transcription Service..... Capitol  
Membership..... NAB  
President, Gen. Mgr..... A. David Potter, Jr.  
Sales Prom. Mgr..... Frank Foster  
Commercial Manager..... James Potter  
Pgm., Prod., Pub. Dir..... W. LeRoy Schenck  
Chief Engineer..... Homer Haines

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**W J P A**

**WASHINGTON—1942  
MBS ATLANTIC-VICTORY**

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Oper. By..... Washington Bcstg. Co.  
Bus. Address..... George Washington Hotel

Phone Number..... 4870  
Transmitter Location..... So. Strabane Township  
Air Time..... 6 a.m.-M.  
News Service..... UP  
Transcription Service..... World  
Representative..... Joseph Hershey McGillvra  
Membership..... NAB  
President..... William S. Yard  
Gen., Sta. Mgr..... A. Boyd Siegel  
Commercial Mgr..... Peter Stanton  
Program Director..... Mitchell Gray  
Chief Engineer..... Horace E. Cooper

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**W B A X**

**WILKES-BARRE—1922—MBS**

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Operated By..... John H. Stenger, Jr.  
Business-Studio Address..... 85 W. Union St.  
Phone Number..... 3-0196  
Transmitter Location..... Route 11, Edwardsville  
Borough  
Air Time..... 7 a.m.-M.

News Service..... UP  
Transcription Service..... Standard  
Representative..... Burn-Smith  
General Manager..... John H. Stenger, Jr.  
Station Manager..... August W. Grebe  
Program Director..... John H. Stenger, III  
Production Director..... Robert M. Whitehead  
Publicity Director..... Edward Kuzma  
Chief Announcer..... Vincent D. Carroll  
Chief Engineer..... John H. Stenger, Jr.  
Asst. Chief Engr..... Milan J. Krupa  
Farm Editor..... Jim Hutchison

*(See Page 620)*

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**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..... NAB  
Pres., Gen. Mgr..... Louis G. Baltimore  
Sta. Mgr., Pub. Dir..... David M. Baltimore  
Commercial Mgr..... A. C. Baltimore  
Program Director..... Franklin D. Coslett  
Musical Director..... Louis Savitt  
Chief Engineer..... Charles Sakoskie, Sr.

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**W I L K**

**WILKES-BARRE—1946  
ABC-QUAKER**

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Oper. By..... Wyoming Valley Bcstg. Co.  
Bus.-Studio Address..... 88 No. Franklin St.  
Phone Number..... 4-4666  
Transmitter Location..... Dawes Ave., Kingston  
Air Time..... Unlimited  
News Service..... UP  
Transcription Service..... Lang-Worth, Thesaurus  
Representative..... Avery-Knodel  
Membership..... NAB, BMB  
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

**PIONEER**  
**IN**  
**THE ANTHRACITE AREA**

**FOUNDED 1922**

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**TOPS IN PUBLIC SERVICE**

**WBAX**

**WILKES-BARRE, PA.**

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**MBS AFFILIATE**

**REPRESENTED BY BURN-SMITH CO., INC.**

**JOHN H. STENGER, JR., LICENSEE**



**P E N N S Y L V A N I A**

**W R A K**

**WILLIAMSPORT—1930—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....WRAK, Inc.  
 Business-Studio Address...244 W. Fourth St.  
 Phone Number.....Williamsport 2-6116  
 Transmitter Location.....1561 W. Fourth St.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service...Associated, Lang-Worth  
 Representative.....Everett-McKinney  
 Membership.....NAB, BMB  
 President.....E. M. Case  
 General Manager.....George E. Joy  
 Treasurer.....W. Van Person  
 Comm. Mgr., Musical  
 Director.....J. Wright Mackey  
 Promotion Mgr.....Everett Rubendall  
 Production Manager.....Irving A. Berndt, Jr.  
 Prog. Mgr., Chief Announcer.....Leon Kelly  
 Chief Engineer.....Glenn Sherman  
 Farm Editor.....Jackson Huling

Address.....330 Government Pl.  
 Phone Number.....7119  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 President.....Harry J. W. Kiessling  
 General Manager.....Woodrow W. Ott  
 Commercial Manager.....J. David Fleming  
 Program Director.....Louis C. Cate  
 Chief Engineer.....James D. Martyn

**W N O W**

**YORK—1948**

Frequency: 1250 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Helm Coal Co.  
 Business-Studio Address.....25 S. Duke St.  
 Phone Number.....2911, 2952  
 Transmitter Location.....R. D. 5  
 Air Time.....6 a.m.-local sunset  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Adam J. Young, Jr.  
 Membership.....NAB  
 Gen.-Station Mgr.....Lowell W. Williams  
 Comm. Manager.....John O. Border  
 Sales Prom. Mgr.....Murray Goldsborough  
 Prog.-Prod. Dir.....H. E. Daugherty  
 Chief Engineer.....Willis N. Weaver

**W W P A**

**WILLIAMSPORT—1949—CBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Williamsport Radio Bcstg.  
 Assoc., Inc.

**WRAK**

250 W—1400 Kc

**WRAK-FM**

3.2 KW—100.3 Mc

National Representative:  
 EVERETT-McKINNEY, Inc.  
 New York • Chicago



AFFILIATE

The right combination for a  
 REAL selling campaign in the  
 Williamsport market.

20 YEARS of PUBLIC SERVICE

**WRAK, INC.**

WILLIAMSPORT, PENNSYLVANIA

**W O R K**

YORK—1932—NBC-MBS

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . York Bcstg. Co.  
 Business-Studio Address . . . . . 13 S. Beaver St.  
 Phone Number . . . . . 6629  
 Transmitter Location . . . . . W. Manchester  
 Township  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Robert Meeker  
 Membership . . . . . NAB  
 Station Executive . . . . . Clair R. McCollough  
 Station Manager . . . . . 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

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Susquehanna Bcstg. Co.  
 Business Address . . . . . P. O. Box 1243  
 Phone Number . . . . . 2676  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President . . . . . Louis J. Appell  
 Exec. V.P. . . . . Walter J. Rothensies  
 Comm. Prom. Mgr. . . . . Phillip K. Eberly  
 Program Director . . . . . Otis Morse  
 Chief Engineer . . . . . Woodrow G. Eberhart

R H O D E I S L A N D

WHY IS **AP**  
 THE BEST?

BECAUSE—**AP** members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world . . . RAPIDLY . . . TRUTHFULLY . . . FULLY . . . ACCURATELY.

**NEW ENGLAND ASSOCIATED PRESS BROADCASTERS' ASSOCIATION**

President: Leland Bickford—Editor-in-Chief, Yankee Network, Boston

Secretary: L. P. Yale—AP Chief of Bureau, Boston

Directors for Rhode Island: Arnold Schoen—WPRO, Providence  
 William Koster—WPJB, Providence

R H O D E I S L A N D

# RHODE ISLAND

Estimated Population 743,000—Increase +4.1%—Radio Homes 215,000  
Radio Families 217,000—Stations in State 10

## WRJM

NEWPORT—1948

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Oper. By. The Aquidneck Bcstg. Corp.  
Business-Studio Address. . . . . 204 Thames St.  
Phone Number . . . . . 4673-4  
Transmitter Location . . . . . Middletown  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Membership . . . . . NAB  
Pres., Gen., Sta. Mgr. . . . . Columbus O'Donnell  
Comm., Sales Prom. Mgr.

Gilbert M. Congdon, Jr.

Pgm., Prod., Pub. Dir. . . . . Robert A. Brennan  
Musical Director . . . . . Clark McDermott  
Chief Engineer . . . . . Joseph Britto

## WDEM

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.  
Owned-Oper. By. Narragansett Bay Bcstg. Co.  
Business-Studio Address. . . . . Blue Cross Bldg.  
Phone Number . . . . . Jackson 1-6565  
Transmitter Location . . . . . Bold Point, E.  
Air Time . . . . . Sunrise-Sunset  
News Service . . . . . UP  
Transcription Service . . . . . Associated  
President . . . . . Louis A. R. Pieri  
Gen. Comm. Mgr. . . . . Irving M. Kipnes  
Office Manager . . . . . Mary A. Rock  
Sales Prom. Mgr. . . . . Louis I. Levin  
Program Director . . . . . Walter Neiman  
Musical Director . . . . . William R. Willae  
Chief Engineer . . . . . F. E. A. Sheehan

## WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By. . . . . Yankee Network, Inc.  
Business-Studio Address. . . . . Crown Hotel  
Phone Number . . . . . Temple 1-0800  
Transmitter Location . . . . . E. Providence  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP, INS, UP  
Transcription Service . . . . . Standard  
Representative . . . . . Edward Petry  
Membership . . . . . BMB  
President . . . . . William O'Neill  
Gen., Sta., Comm. Mgr. . . . . Joseph Lopez  
Prog.-Prod.-Pub. Dir. . . . . Donald Morton  
Chief Engineer . . . . . Henry Tilley

## WHIM

PROVIDENCE—1947

Frequency: 1110 Kc. Power: 1000 Watts d.  
Owned-Oper. By. . . . . Intercity Bcstg. Co.  
Business-Studio Address. . . . . 32 Custom House  
Phone Number . . . . . Union 1-4211  
Transmitter Location . . . . . Eastern Ave.,  
E. Providence  
Air Time . . . . . 6 a.m.-4:30 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Capitol  
Representative . . . . . Adam J. Young, Kettell-Carter  
President, Gen.-Sta. Mgr. . . . . Robert T. Engles  
Program Director . . . . . C. George Taylor  
Prod. Dir., Chief Anncr. . . . . Bruce Williamson  
Musical Director . . . . . Jay Creeden  
Chief Engineer . . . . . Carroll Philbrook

## WFCI

PROVIDENCE—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts  
Owned-Operated By. . . . . Pawtucket Bcstg. Co.  
Bus.-Studio Address. . . . . 459 Main St., Pawtucket  
Phone Number . . . . . PL 1-6565  
Providence; PA 2-9500-1  
Transmitter Location . . . . . Lonsdale  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . Avery-Knodel  
Membership . . . . . NAB, BMB  
President . . . . . Howard W. Thornley  
Gen., Comm. Mgr. . . . . Wallace A. Walker  
Program Director . . . . . David Brooks  
Musical Director . . . . . Arthur Paquette  
Chief Engineer . . . . . Gilbert Johnson

## WJAR

PROVIDENCE—1922—NBC-NERN

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Operated By. . . . . The Outlet Co.  
Business-Studio Address. . . . . 176 Weybosset St.  
Phone Number . . . . . Gaspee 1-1071  
Transmitter Location . . . . . Wampanoag Trall,  
E. Providence  
Air Time . . . . . 6 a.m.-M.  
Transcription Service . . . . . World  
Representative . . . . . Weed, Bertha Bannon  
Membership . . . . . NAB, BMB  
President . . . . . Mortimer L. Burbank  
Gen., Sta., Comm. Mgr. . . . . John J. Boyle  
Program Director . . . . . Sothern Abbott  
Musical Director . . . . . Earl Shean  
Chief Engineer . . . . . Thomas C. J. Prior



***now, let's sum it up . . .***

In New England's rich, second largest market  
 radio's largest, most active audience  
 listens . . . week after week, month after month  
 season after season . . . to

**WPRO**  
 BASIC . . . **CBS** PROVIDENCE  
 630KC • 5000 WATTS  
*Represented by Raymer*



## W P R O

**PROVIDENCE—1924—CBS-NEMM**

Frequency: 630 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Cherry & Webb Bcstg. Co.  
 Business-Studio Address . . . . . 15 Chestnut St.  
 Phone Number . . . . . Plantations 1-9776  
 Transmitter Location . . . . . E. Providence  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Thesaurus, Lang-Worth  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB  
 President . . . . . William S. Cherry, Jr.  
 General-Comm Mgr. . . . . Arnold F. Schoen, Jr.  
 Program Director . . . . . John A. Owen  
 Chief Engineer . . . . . John V. Ferri

## W R I B

**PROVIDENCE—1949**

Frequency: 1220 Kc. . . . . Power: 250 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 . . . . . 7 a.m.-local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, SESAC  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 President . . . . . Frank Rao  
 General Manager . . . . . Nicholas Ruggieri  
 Commercial Manager . . . . . Anthony Petronella  
 Production Director . . . . . Fabian Hume

Pgm. Dir., Chief Anncr. . . . . Don Rogers  
 Chief Engineer . . . . . Richard Buckley

## W E R I

**WESTERLY—1949**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . W. Paul Oury  
 Address . . . . . 34 Main St.  
 Phone Number . . . . . 2263  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Pres., Gen. Mgr. . . . . W. Paul Oury  
 Sta., Prom. Mgr. . . . . Phil Rubln  
 Program Director . . . . . Harry Nelson  
 Chief Engineer . . . . . James F. Nugro

## W W O N

**WOONSOCKET—1946**

**MBS-YANKEE**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Associated Electronic  
 Enterprises, Inc.  
 Business-Studio Address . . . . . 99 Main St.  
 Phone Number . . . . . 3900  
 Transmitter Location . . . . . Getchell Ave.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Standard  
 President, Treasurer . . . . . Garo W. Ray  
 Station-Comm. Mgr. . . . . Mitchell F. Stanley  
 Production Director . . . . . Gene Rousseau  
 Chief Engineer . . . . . George W. Travis

# SOUTH CAROLINA

*Estimated Population 2,001,000—Increase +5.3%—Radio Homes 480,000  
 Radio Families 498,000—Stations in State 43*

## W N C A

**AIKEN—1949**

Frequency: 740 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Aiken-Augusta Bcstg. Co.,  
 Inc.  
 Address . . . . . Greenwood Bank Bldg.  
 Phone Number . . . . . 332  
 Air Time . . . . . Daytime  
 News Service . . . . . INS  
 Transcription Service . . . . . Capitol  
 President . . . . . J. D. Meehan  
 Manager . . . . . Rutledge Anderson  
 Advtg. Manager . . . . . Sam Steiner  
 Program Director . . . . . Jane Kennedy  
 Chief Engineer . . . . . Louis Howard

## W A I M

**ANDERSON—1935—CBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Wilton E. Hall  
 Address . . . . . 1 Martin St.  
 Phone Number . . . . . 800, 3206, 2239  
 Air Time . . . . . 5:28 a.m.-12:05 a.m.  
 News Service . . . . . INS  
 Transcription Service . . . . . Associated, World  
 Representative . . . . . Burn-Smith, Dora Dodson  
 Membership . . . . . NAB, BMB, FMA  
 President . . . . . Wilton E. Hall  
 General Manager . . . . . Glenn P. Warnock  
 Commercial Manager . . . . . Charles B. Goodyear  
 Program Director . . . . . Bette Warnock  
 Chief Announcer . . . . . Jack O'Conner  
 Chief Engineer . . . . . H. B. Greene

## W A N S

**ANDERSON—1949**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Carolina Bcstrs.  
 Address: Box 211  
 Phone Number: 3262  
 News Service: AP  
 Pres., Gen. Mgr.: J. J. Powell  
 Comm. Mgr., Pgm. Dir.: Alfred Robinson  
 Chief Engineer: Charles Mewborn

## W B S C

**BENNETTSVILLE—1947—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Bennettsville Bcstg. Co.  
 Business-Studio Address: 212 Broad St.  
 Phone Number: 780  
 Transmitter Location: 1½ Mi. N.W. of  
 Bennettsville on Hwy. No. 9  
 News Service: AP  
 Representative: Joseph Hershey McGillvra  
 President: John W. Orvin  
 Gen., Sta. Mgr.: Malcolm A. Young  
 Prog.-Prod.-Pub.-Musical Dir.: Don Bridges  
 Chief Engineer: John Gronert

## W A C A

**CAMDEN—1948—KBS**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Camden Bcst. Co.  
 Address: Camden  
 Phone Number: 80  
 News Service: UP  
 Transcription Service: Standard  
 Representative: McGillvra  
 President: Haygood S. Bowden  
 Gen., Sta. Mgr.: Paul F. Myhan  
 Commercial Manager: Tom Richards  
 Sales Mgr., Pgm. Dir.: John L. McWhorter  
 Publicity Director: Kenneth Baldwin, Jr.  
 Chief Engineer: M. E. Morris

## W C S C

**CHARLESTON—1930—CBS**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By: WCSC, Inc.  
 Bus.-Studio Address: Francis Marion Hotel  
 Phone Number: 7611  
 Transmitter: Eagles Nest, St. Andrews Parish  
 News Service: UP  
 Representative: Free & Peters  
 Membership: NAB, BMB  
 Pres., Gen.-Station Mgr.: John M. Rivers  
 Commercial Manager: Roland Weeks  
 Program Director: Russell Long  
 Publicity Director: Pearl Baum  
 Chief Engineer: Wilbur Albee

## W H A N

**CHARLESTON—1946—ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Charleston Bcstg. Co.  
 Business-Studio Address: 152 Market St.  
 Phone Number: 3-1643  
 Transmitter Location: St. Andrew's Parish  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Burn-Smith  
 Membership: BMB  
 President: S. Lewis Johnson  
 Gen., Sta., Comm. Mgr.: C. Wylie Calder  
 Program Director: Vernon M. Busbong  
 Publicity Director: Harry Gianaris  
 Production Director: Traynor Ferillo  
 Chief Engineer: William P. Birchfield

## W P A L

**CHARLESTON—1946**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Palmetto Bcstrs.  
 Business-Studio Address: 149 Wentworth St.  
 Phone Number: 3-6428-9  
 Transmitter Location: Windemere  
 News Service: UP  
 Transcription Service: Thesaurus  
 Representative: Independent, Dora Dodson  
 Gen., Sta. Mgr.: Laurens P. Moore  
 Comm., Sales Prom. Mgr.: Robert T. Chrystie  
 Program Director: Bob Austin  
 Prod. Musical Dir.: James Reynolds  
 Publicity Director: Sandra Lyon  
 Chief Engineer: Carlton J. Modlin

## W T M A

**CHARLESTON—1939—NBC**

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.  
 Owned-Oper. By: Atlantic Coast Bcstg. Co.  
 Business Address: P. O. Box 297  
 Phone Number: 2-2961  
 Studio Address: 133 Church St.  
 Transmitter Location: St. Andrew's Parish  
 News Service: AP  
 Transcription Service: Associated  
 Representative: George P. Hollinbery  
 Membership: NAB, BMB  
 President: Edward Manigault  
 Gen.-Station Mgr.: Robert E. Bradham  
 Comm. Manager: Grange S. Cuthbert, Jr.  
 Sales Prom., Pgm., Pub. Dir.: W. N. Abbott  
 Production Director: Robert Yeager  
 Musical Director: Edna E. Richardson  
 Chief Engr., Asst. Mgr.: Douglass M. Bradham

## W U S N

**CHARLESTON—1948—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Southern Bcstg. Co.  
 Bus.-Studio-Trans. Address: 42 Tenth St.

# SOUTH CAROLINA

Phone Number ..... 2-2652  
News Service ..... AP  
Transcription Service ..... Associated  
Representative ..... Donald Cooke  
Membership ..... NAB  
President ..... C. Norwood Hastie  
Gen., Sta., Comm. Mgr. .... J. Dayton Hastie  
Program Director ..... Henry Hoppe  
Chief Engineer ..... Walter Nelson

## WGCD

CHESTER—1948—MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Craig Bcstg. Co.  
Bus.-Studio ..... 128 Main St., Radio-Press Bldg.  
Phone Number ..... 1171  
Transmitter Location ..... Harris St.  
News Service ..... AP  
Transcription Service ..... Capitol  
Representative ..... McGillvra  
Membership ..... NAB  
Pres., Gen., Comm. Mgr. .... Morgan J. Craig  
Sales Prom. Mgr., Publ. Dir. .... James Kennedy  
Program Director ..... Arthur Cornwall  
Production Director ..... John Greene  
Chief Engineer ..... Morton E. Green

## WCOS

COLUMBIA—1939—ABC

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Radio Columbia  
Business-Studio Address ..... 1202 Main St.  
Phone Number ..... 2-5601  
Transmitter Location ..... Edgewood Rd.  
News Service ..... AP  
Transcription Service ..... World  
Representative ..... Taylor-Borrorff  
Membership ..... BMB  
President ..... E. D. Black  
General-Station Manager ..... James W. Hicks  
Commercial Manager ..... Dixon Harp  
Sales Prom. Mgr. .... Winston La Porte  
Program-Publicity Director ..... Stewart Spencer  
Production Director ..... John Evans  
Chief Engineer ..... Robert D. Lambert

## WIS

COLUMBIA—1930—NBC

Frequency: 560 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... Surety Life Insurance Co.  
Business-Studio Address ..... 1111 Main St.  
Phone Number ..... 2-2135  
Transmitter Location ..... Bluff Rd.  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... Free & Peters  
Membership ..... NAB, BMB  
President ..... Herman N. Hipp  
General Manager ..... G. Richard Shafto  
Managing Director ..... J. Dudley Saumenig  
Local Sales Mgr. .... C. Wallace Martin

Prom.-Pub. Manager ..... Steve Libby  
Program Director ..... Frank Harden  
Chief Engineer ..... Herbert G. Eidson, Jr.

## WKIX

COLUMBIA—1945—CBS

Frequency: 1320 Kc. .... Power: 1000 d. 500 n.  
Owned-Oper. By ..... Inter-City Adv. Co., Inc.  
Business-Studio Address ..... 1127 Lady St.  
Phone Number ..... 2-8659  
Transmitter Location ..... Lexington County  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... Avery-Knodel  
Membership ..... BMB  
President ..... George W. Dowdy  
Gen., Comm. Mgr. .... W. C. Bochman  
Prod., Pgm. Dir. .... Richard Fennel  
Chief Engineer ..... Gene Hampton

## WNOK

COLUMBIA—1947—MBS

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Palmetto Radio Corp.  
Address ..... Hotel Jefferson  
Phone Number ..... 2-1518  
News Service ..... AP  
Representative ..... Forjoe  
Membership ..... NAB  
General Manager ..... Moody McElveen  
Chief Engineer ..... Donald E. Willoughby

## WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Coastal Bcstg. Co.  
Business-Studio Address ..... 12th Ave.  
Phone Number ..... 340  
Transmitter Location ..... U. S. Hwy. 701, 1/4  
Mi. N.W. Center of City  
News Service ..... AP  
Representative ..... Joseph Hershey McGillvra  
Membership ..... NAB  
President, General Mgr. .... L. M. Hawley  
V.P., Chief Engineer ..... H. L. Hanks  
Pub.-Musical Dir., Chief Anncr. .... Mike Jordan

## WDSC

DILLON—1946—MBS

Frequency: 800 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Border Bcstg. Co., Inc.  
Business-Studio Address ..... Box 231  
Phone Number ..... 470-1  
Transmitter Location ..... U. S. Hwy. 301, 3/2  
Mi. S. of Dillon  
News Service ..... UP  
Transcription Service ..... Thesaurus  
Representative ..... Joseph Hershey McGillvra  
Membership ..... NAB, BMB

**SOUTH CAROLINA**

President.....E. H. Brown  
Gen., Sales Prom. Mgr.....Joseph Martin  
Asst. Mgr., Prod., Pgm. Dir.....Bill Bunn  
Commercial Manager.....R. B. Marshall  
Chief Announcer.....Jim Murff  
Chief Engineer.....M. J. Herring  
Farm Editor.....Jim Adams

**W J M X**

**FLORENCE—1947**

Frequency: 970 Kc.....Power: 5000 Watts d.  
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.  
Business Address.....P. O. Box 1211  
Phone Number.....2494-5  
Studio-Transmitter Location.....3 Mi. N.W.  
Florence, U. S. 52

Air Time.....Sunrise-Sunset  
News Service.....AP  
Transcription Service.....World, Capitol,  
Associated

Representative.....Walker  
Membership.....NAB, BMB  
President.....Eugene E. Stone  
Gen., Sta. Mgr.....Paul H. Benson, Jr.  
Comm. Manager.....H. A. Smith, Jr.  
Program Director.....Sam I. Latimer  
Chief Announcer.....Bob Forbes  
Chief Engineer.....Frank Jenne

**SOUTH CAROLINA**

**WHY IS AP  
THE BEST?**

**BECAUSE—AP** members, the  
greatest body of news  
collectors in the world  
today, provide their  
news to their AP.

**SOUTH CAROLINA ASSOCIATED  
PRESS BROADCASTERS'  
ASSOCIATION**

President: James Hicks—WCOS, Columbia  
Vice-President: Scott Russell—WESC,  
Greenville  
Secretary: Paul Benson—WJMX, Florence  
Directors: Robert Bradham — WTMA,  
Charleston; Frank Best — WRNO,  
Orangeburg  
Continuing Study Committee Chairman:  
Gene Sink—WMRA, Myrtle Beach

**SOUTH CAROLINA**

**W O L S**

**FLORENCE—1937—ABC**

Owned-Oper. By.....Florence Bcstg. Co., Inc.  
Business-Studio Address.....129 S. Dargan St.  
Phone Number.....Studio: 354-5  
Transmitter Location.....1 Mi. NE City  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB, BMB  
Pres., Gen.-Station Mgr.....Melvin Purvis  
Comm., Sales Prom. Mgr.....A. P. Skinner  
Pgm., Prod., Pub. Dir.....Jim Putnam  
Chief Engineer.....W. A. Pritchett

**W F G N**

**GAFFNEY—1948—KBS**

Frequency: 1570 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Cherokee Radio Co., Inc.  
Business Address.....P. O. Box 297  
Phone Number.....1570  
Studio-Transmitter Location.....Lead Mine Rd.  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....Lang-Worth  
President.....A. Ray Godshall  
Gen. Mgr., Chief Engr.....Louis M. Neale  
Commercial Mgr.....David C. McSwain  
Production Director.....Norman Lassitter  
Chief Announcer.....Jim Brazzell  
Farm Editor.....Virginia Gertz

**W G T N**

**GEORGETOWN—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Georgetown Bcstg. Co.  
Address.....216 Fraser St.  
Phone Number.....621-629  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Gen., Sta., Sales Prom. Mgr.....H. Tom Morris  
Sports Dir., Comm. Mgr.....Allen Wester  
Continuity Director.....Joe Maurice  
Chief Announcer.....Roger Clark  
Program Director.....Mamie Delzell

**W E S C**

**GREENVILLE—1947—MBS**

Frequency: 660 Kc.....Power: 5000 Watts  
Owned-Operated By.....Greenville Bcstg. Co.  
Business-Studio Address.....1 College St.  
Phone Number.....2-8241



. . . **SOUTH CAROLINA** . . .

Transmitter Location.....Farr's Bridge Rd.  
Air Time .....Sunrise-sunset  
News Service .....AP  
Transcription Service..Lang-Worth, Associated  
Representative .....Walker  
Membership .....BMB  
President, General Mgr.....Scott Russell  
Commercial Manager.....Cliff W. Bowers  
Program Director.....Arthur H. Roberts  
Chief Engineer.....Lewis W. Elias, Jr.  
Farm Editor.....L. Wayne Davis

**W F B C**

**GREENVILLE—1933—NBC**

Frequency: 1330 Kc.....Power: 5000 Watts  
Owned-Oper. By..Greenville News Piedmont  
Co.  
Business-Studio Address.....Poinsett Hotel  
Phone Number .....2-7616  
Transmitter Location .....Ghantt  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service .....Thesaurus  
Representative .....Avery-Knodel  
Membership .....NAB, BMB  
President.....B. H. Peace, Jr.  
General-Station Mgr.....B. T. Whitmire  
Commercial Mgr.....R. Q. Glass, Jr.  
Sales Prom. Manager.....P. H. Chapman  
Program Director.....Newton S. Smyth  
Chief Announcer.....Norvin Duncan  
Publicity Director.....N. P. Mitchell  
Musical Director.....Jim Collins  
Chief Engineer.....William Garrison  
Farm Editor.....Robert Martin

**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 .....6 a.m.-M.  
News Service .....AP  
Transcription Service.....World, SESAC  
Representative .....Burn-Smith  
Membership .....NAB  
President.....R. A. Jolley, Sr.  
General Manager.....Guy Zwahlen  
Commercial Manager.....C. B. Denison  
Sales Prom. Manager.....Frank Cope  
Program Dir.....William T. Arrington  
Chief Announcer.....James D. Simpson, Jr.  
Chief Engineer.....George D. Tate  
Farm Editor.....Paul Fisher

**W M U U**

**GREENVILLE—1949**

Frequency: 1260 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Bob Jones U.

Address .....Greenville  
Air Time .....Daytime  
News Service .....INS  
Transcription Service .....Associated  
President.....Dr. Bob Jones, Jr.  
General Manager.....R. K. Johnson  
Station Manager.....Robert Pratt  
Program Director.....Julia Boyajian  
Chief Engineer.....Don C. Smith

**W C R S**

**GREENWOOD—1941—NBC**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Grenco, Inc.  
Business Address.....216 Textile Bldg.  
Phone Number .....4300  
Studio-Transmitter Location.....Willson St.  
Air Time .....6:30 a.m.-11:30 p.m.  
News Service .....AP  
Transcription Service .....Capitol  
Representative.....Joseph Hershey McGillvra  
Membership .....NAB, BMB  
President.....Douglas Featherstone  
Manager .....Dan Crosland  
Commercial Manager.....Ralph Norman  
Program Director.....Randy Davidson  
Chief Engineer.....Charlie Sparks

**W E A B**

**GREER—1949**

Frequency: 800 Kc.....Power: 250 Watts  
Owned-Oper. By...E. A. Burch & W. R. Frier  
Address .....Greer  
Phone Number .....1057  
Air Time .....Daylight  
News Service .....UP  
Transcription Service .....Lang-Worth  
Co-Owners.....E. A. Burch, W. R. Frier  
Gen., Comm., Prom. Mgr.....Sam H. Hutchins  
Chief Engineer.....Robert D. Webb

**W H S C**

**HARTSVILLE—1946—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By...Hartsville Bcstg. Co., Inc.  
Business-Studio Address...1306 College Ave.  
Phone Number .....654  
Transmitter Location..1 Mi. S. of Hartsville on  
Hwy. 15-A  
Air Time .....Unlimited  
News Service .....AP  
Transcription Service .....Capitol  
President.....Charles H. Campbell  
Gen.-Sta. Mgr., Prod. Dir....Raymond Caddell  
Pgm. Dir., Chief Anncr....Earl Caton  
Publicity Director.....Frances Bass Tyner  
Chief Engineer.....Donald A. Brien  
Farm Editor, Musical Dir....Lamar Caldwell

## W D K D

**KINGSTREE—1949**

Frequency: 1300 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Palmetto Bcstg. Co.  
 Address . . . . . Kingstree  
 Phone Number . . . . . 6761  
 Air Time . . . . . Daytime  
 News Service . . . . . INS  
 Transcription Service . . . . . Lang-Worth  
 Partners . . . . . M. L. Few, E. G. Robinson, Jr.  
 Gen., Comm. Mgr. . . . . George C. Blackwell  
 Chief Engineer . . . . . Thomas B. Williams, Jr.

## W L B G

**LAURENS—1948—KBS**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . WLBG, Inc.  
 Business Address . . . . . Box 642, Laurens  
 Phone Number . . . . . 2-2331  
 Studio-Transmitter Location . . . . . Greenville Rd.,  
 Church St. Ext.  
 Air Time . . . . . 7 a.m.-7 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 President . . . . . John W. Todd  
 Gen., Sta., Comm. Mgr. . . . . John F. Arrington  
 Program Director . . . . . Len Ledford  
 Promotion Manager . . . . . Colleen Willard  
 Chief Announcer . . . . . George Haskell  
 Chief Engineer . . . . . Clyde C. McClure

## W J A Y

**MULLINS—1949**

Frequency: 1280 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Mullins & Marion Bcstg. Co.  
 Address . . . . . P. O. Box 41  
 Phone Number . . . . . 3901  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 President . . . . . W. H. Daniel, Jr.  
 Commercial Manager . . . . . W. G. Smith  
 General Manager . . . . . W. L. Harrelson  
 Program Director . . . . . James O. Atkins  
 Chief Engineer . . . . . Jack Ikner

## W M R A

**MYRTLE BEACH—1948**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Myrtle Beach Bcstg. Co.  
 Business Address . . . . . c/o WMRA Myrtle Beach  
 Phone Number . . . . . 137  
 Studio Address . . . . . Ocean Forrest Hotel  
 Transmitter Location . . . . . 28th St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . McGillvra  
 President . . . . . P. T. Watson  
 Gen., Sales Prom. Mgr., Prod. Dir. . . . . Gene Sink

Program Manager . . . . . Otis Humpheries  
 Commercial Manager . . . . . S. W. Monroe  
 Program Director . . . . . Faye Marble  
 Chief Engineer . . . . . Larry Martin

## W K D K

**NEWBERRY—1946—MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Newberry Bcstg. Co., Inc.  
 Address . . . . . 11 Radio Dr., Box 211  
 Phone Number . . . . . 249  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World, KBS  
 President . . . . . John F. Clarkson  
 Gen., Sta., Comm. Mgr. . . . . James F. Coggins  
 Pgm., Prod., Publ. Dir. . . . . Jim Brownell  
 Chief Engineer . . . . . Ray Gilliam  
 Farm Editor . . . . . Charles E. Bowers

## W R N O

**ORANGEBURG—1946—MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WRNO, Inc.  
 Business Address . . . . . Box 662  
 Phone Number . . . . . 1420  
 Studio Transmitter Location . . . . . Ext. Whitman St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 President . . . . . Charles S. Henery  
 Gen., Sta., Comm. Mgr. . . . . Frank B. Best, Jr.  
 Program Director . . . . . James N. Armistead, Jr.  
 Chief Anncr., Musical Dir. . . . . W. Hampton Smith  
 Chief Engineer . . . . . Gus Browning  
 Farm Editor . . . . . Glenn French

## W T N D

**ORANGEBURG—1948**

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Stms Publishing Co.  
 Business-Studio Address . . . . . Radio Center,  
 Phone Number . . . . . 1600-1  
 Transmitter Location . . . . . 2 Mi. N. City, Hiway 56  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Associated  
 Membership . . . . . NAB  
 President . . . . . J. I. Sims  
 General Manager . . . . . G. L. Sims  
 Sta., Comm. Mgr. . . . . Frank R. Knutti  
 Prod. Dir., Farm Editor . . . . . Richard R. Rhame  
 Publicity Director . . . . . Ella Rogers  
 Chief Announcer . . . . . Vance Morris  
 Chief Engineer . . . . . Larry W. Styles

## W R H I

**ROCK HILL—1944—MBS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . York County Bcstg. Co.  
 Bus.-Studio Add. . . . . Rock Hill Nail. Bank Bldg.

## SOUTH CAROLINA

Phone Number ..... 2085  
Transmitter Location..... E. Black St.  
News Service ..... AP  
Transcription Service ..... World  
Membership ..... NAB  
Gen. Mgr., Chief Engineer. James S. Beatty, Jr.  
Sta. Mgr., Prog. Dir..... William C. Beatty  
Comm.-Sales Prom. Mgr., Pub.  
Director..... Harper S. Gualt  
Production Director..... Cuyler P. Fields

### WTYC ROCK HILL—1948

Frequency: 1150 Kc..... Power: 1000 Watts d.  
Bus.-Studio Address... Robert Marshall Hotel  
Phone Number ..... 3175  
Transmitter... Hway. 21 near Charlotte Hway.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Membership ..... NAB  
President..... W. G. Reid  
Secretary-Treasurer..... O. Frank Thornton  
Gen., Sta. Mgr..... G. P. Cobb  
Commercial Mgr..... Clay Watts  
Program Director..... Edgar Talbert  
Chief Engineer..... Tom L. Byrd

### WSNW SENECA—1949

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., Comm. Mgr..... J. A. Gallimore  
Program Director..... Thomas J. Whittaker  
Promotion Manager..... Chet Munson.  
Chief Engineer..... Robert W. Mahoney

### WORD

#### SPARTANBURG—1940—ABC

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Oper. By... The Spartan Radiocstg. Co.  
Business-Studio Address ..... 291 E. Main St.  
Phone Number ..... 6000  
Transmitter Location..... Vanderbilt Rd.  
News Service ..... AP  
Transcription Service ..... World  
Representative ..... Taylor-Borroff  
Membership ..... NAB, BMB  
President, Gen. Mgr..... Walter J. Brown  
Station Manager..... John C. Carrington  
Sales Prom. Mgr..... Charles W. Newcomb  
Pgm., Prod. Dir..... Al Willis  
Chief Engineer..... Clyde J. Burdette

### WSPA

#### SPARTANBURG—1930—CBS

Frequency: 950 Kc..... Power: 5000 Watts  
Owned-Operated By..... Surety Bcstg. Co.

Business-Studio Address..... 224 E. Main St.  
Phone Number ..... 2900  
Transmitter Location..... Route 7, Sigsbee  
News Service ..... UP  
Transcription Service ..... Associated  
Representative ..... John Blair  
Membership..... NAB, BMB, FMA  
President..... Francis Hipp  
General Manager..... G. Richard Shaffo  
Managing Director..... Roger A. Shaffer  
Commercial Manager... Guy Vaughan, Jr.  
Program Director..... Ed McGrath  
Promotion Manager..... Tom Fleming  
Chief Engineer..... H. R. Beckholt

### WFIG SUMTER—1940—MBS

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Oper. By... Radio Station WFIG, Inc.  
Business-Studio Address... Radio Center Bldg.  
Phone Number ..... 1340  
Transmitter... 1 Mi. E. of Sumter on Hway. 76  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative... Joseph Hershey McGillvra  
President..... Hubert D. Osteen  
Gen.-Station Mgr..... T. Doug Youngblood  
Commercial Mgr..... William H. Moore, Jr.  
Sales Prom. Mgr..... Charles Ballard  
Prog. Dir., Chief Announcer..... Paul Reidy  
Production Director..... John Sherman  
Publicity Director..... Robert Raymond  
Chief Engineer..... James L. Williams

### WBCU

#### UNION—1949—MBS

Frequency: 1460 Kc..... Power: 1000 Watts  
Owned-Oper. By... Union Carolina Bcstg. Co.  
Phone Number ..... 1200  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Capitol  
President..... E. H. Hughes  
General Manager..... Milton D. Scarboro  
Commercial Manager..... Howard Talbert  
Program Director..... Marilyn Scruggs  
Promotion Manager..... Bill Stribling  
Chief Engineer..... Thomas W. Weathers

### WALD

#### WALTERBORO—1947—MBS

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Oper. By..... Walterboro Bcstg. Co.  
Bus.-Studio-Transmitter Address... Ft. Benson St.  
Phone Number ..... 3861  
News Service ..... AP  
President..... Hon. R. M. Jefferies  
Gen., Sta. Mgr..... Charles A. Thoman  
Commercial Manager..... Beulah Glover  
Sales Prom. Mgr. Pub. Dir... William Harbeson  
Pgm., Prod. Dir..... Hugh Ward, Jr.  
Chief Engineer..... Robert Rivers

# SOUTH DAKOTA

Estimated Population 649,000—Increase - 0.9%—Radio Homes 169,000  
Radio Families 173,000—Stations in State 12

## KSDN

ABERDEEN—1948—MBS-SO. DAK.

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Oper. By...Aberdeen News Co. Radio  
Station KSDN  
Bus.-Studio Address...12 Third Ave. S.E.  
Phone Number...4573-4  
Transmitter Location...3 Mi. S. of town  
Air Time...Unlimited  
News Service...AP  
Transcription Service...World, Capitol  
Representative...Weed  
President...Henry J. Schmitt  
General Manager...Byron McElligott  
Commercial Manager...Russa Osborne  
Program Director...E. C. Pieplow  
Chief Engineer...George Crocker

## KDSJ

DEADWOOD—1946

Frequency: 1450 Kc. Power: 250 Watts  
Business-Studio Address...City Hall  
Owned-Operated By...Eli & Harry Daniels  
Phone Number...789 LM, 186  
Transmitter Location...Boulder Canyon Road  
Air Time...6:30 a.m.-10:05 p.m.  
News Service...UP  
Transcription Service...World, SESAC  
Representative...Thomas F. Clark  
General Manager...Eli Daniels  
Station Manager...Harry Daniels  
Commercial Manager...Claude Lavier  
Program Director...Bill Lynn  
Musical Director...Jim Tyne  
Chief Engineer...Roy Hicks

## KIJV

HURON—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By...James Valley Bcstg. Co., Inc.  
Bus.-Studio Address...24 Second St. S.E.  
Phone Number...765  
Transmitter Location...18th St. & Idaho  
Air Time...Unlimited  
News Service...UP  
Transcription Service...Thesaurus  
Membership...NAB  
President, General Mgr...Max F. Staley  
Commercial Manager...Rex King  
Program Director...Morrison Parker  
Chief Engineer...Roland H. Marty

## KORN

MITCHELL—1947—MBS-SO. DAK.

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By...Mitchell 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...NAB  
General-Station Mgr...Raymond V. Eppel  
Comm., Sales Prom. Mgr...B. Harland Ohde  
Prog.-Musical Dir...Raymond Eppel  
Chief Announcer...Marvin Nelles  
Chief Engineer...Robert Taylor

## KGFX

PIERRE—1916—KBS

Frequency: 630 Kc. Power: 200 Watts d.  
Owned By...Estate of Dana McNeil  
Operated By...Ida A. McNeil  
Bus.-Studio-Transmitter Address...203 W.  
Summit Ave.  
Phone Number...2351  
Air Time...9:30 a.m.-sunset  
News Service...UP  
Representative...Continental  
Pres., Gen., Sta. Mgr...Ida A. McNeil  
Chief Engineer...Charles W. Hobbs

## KOTA

RAPID CITY—1936—CBS

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Oper. By...Black Hills Bcst. Co. of  
Rapid City  
Business Address...523 Sixth St.  
Phone Number...2000-1-2  
Studio Address...Alex. Johnson Hotel  
Transmitter Location...5 Mi. S. of Rapid City  
on Hwy. 79  
Air Time...6 a.m.-M.  
News Service...UP  
Transcription Service...Standard, Associated,  
Capitol, World  
Membership...NAB, BMB  
President, Gen.-Sta. Mgr...Robert J. Deam  
Commercial Manager...George C. Lindsay  
Pgm., Prod. Dir...Abner H. George  
Sales Manager...Stanley Lieberman  
Chief Announcer...Harlan Horton  
Musical Director...John Simpson  
Chief Engineer...A. E. Griffiths  
Farm Editor...Ed Denslow

## KELO

SIOUX FALLS—1937—NBC

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Oper. By...Midcontinent Bcstg. Co.

# SOUTH DAKOTA

Bus.-Studio Address... Kelo Bldg., Phillips at Eighth  
 Phone Number ..... 6363  
 Transmitter Location ..... S.E. of Sioux Falls  
 Air Time ..... 5:30 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... John E. Pearson  
 Membership ..... NAB, BMB  
 President, Gen.-Sta. Mgr. .... S. Fantle, Jr.  
 Commercial Manager ..... Evans Nord  
 Sales Prom. Mgr., Pub. Dir. .... Darlene Nesby  
 Pgm., Prod. Dir. .... Jack Douglas  
 Chief Announcer ..... Dean Montgomery  
 Musical Director ..... Hal Sorenson  
 Chief Engineer ..... Lester Froke  
 Farm Editor ..... Les Harding

## K I H O

### SIOUX FALLS—1948—MBS

Frequency: 1270 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ... Big Sioux Bcstg. Co., Inc.  
 Business-Studio Address ... 218 So. Main Ave.  
 Phone Number ..... 912  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Paul H. Raymer  
 Co-Mgrs. .... James E. Sweet, David J. Kempkes  
 Commercial Manager ..... Fred Davis, Jr.  
 Program Director ..... Fred Schweikher

## K I S D

### SIOUX FALLS—1948

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KISD, Inc.  
 Bus.-Studio Address ..... 311 S. Phillips Ave.  
 Phone Number ..... 1300  
 Transmitter Location .... Hwya. 16 W. of city  
 Air Time ..... 6:45 a.m.-M.  
 News Service ..... AP  
 Transcription Service ... Lang-Worth, MacGregor  
 President ..... H. R. Alton  
 Gen.-Sta.-Sales Prom. Mgr.,  
 Program Director ..... Verl Thomson  
 Commercial Manager ..... Fred Davis, Jr.  
 Chief Announcer ..... John Doyle  
 Musical Director ..... Robert Helgeson  
 Chief Engineer ..... Bruce Brodie

## K S O O

### SIOUX FALLS—1927

Frequency: 1140 Kc. .... Power: 5000 Watts d.  
 Owned-Oper. By ... Sioux Falls Bcst. Assoc., Inc.  
 Bus.-Studio Address ..... 317 S. Phillips Ave.  
 Phone Number ..... 757  
 Transmitter Location ..... W. 12th St.  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ... Thesaurus, Standard  
 Representative ..... Avery-Knodel

Membership ..... NAB, BMB  
 President ..... Morton H. Henkin  
 V.P., Gen. Mgr. .... George R. Hahn  
 Sales Manager ..... Rollie R. Williams  
 Sales Prom. Mgr., Pub. Dir. ... George Bill Rohn  
 Pgm., Prod., Musical Dir. .... Ray Loftesness  
 Chief Engineer ..... Max Pierce  
 Farm Editor ..... Eider "Red" Stangland

## K W A T

### WATERTOWN—1926

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  
 Transcription Service ..... SESAC, World  
 Representative ..... Orville Lawson  
 Membership ..... NAB  
 President ..... Frank Bramble  
 General Manager ..... Thomas L. Young  
 Commercial Manager ..... Morris Wisott  
 Sales Prom. Mgr. .... Ross E. Case  
 Pgm., Musical Dir. .... Mildred L. Swenson  
 Production Director ..... Doris Daye  
 Chief Announcer ..... Bob Carroll  
 Chief Engineer ..... Francis Alwin  
 Farm Editor ..... Doug Marlow

## —SOUTH DAKOTA—

# WHY IS AP THE BEST?

BECAUSE—**AP** has more news correspondents, more news bureaus, more miles of news wire than any other news service.

## SOUTH DAKOTA ASSOCIATED PRESS RADIO ASSOCIATION

Chairman: Morton Henkin—KSOO, Sioux Falls

## —SOUTH DAKOTA—

# W N A X

**YANKTON—1926—ABC**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By: Cowles Bcstg. Co.  
 Bus.-Studio Address: 2nd & Capitol Sts.  
 Phone Number: 442  
 Transmitter Location: Yankton  
 Air Time: 5:30 a.m.-M.  
 News Service: AP, UP

Transcription Service: Standard, Cole  
 Representative: Katz  
 Membership: NAB, BMB  
 President: Gardner Cowles  
 V.P., Gen. Mgr.: Robert R. Tinch  
 Commercial Manager: Donald D. Sullivan  
 Promotion Mgr.: Richard T. Harris  
 Program Director: Herb Howard  
 Publicity Director: Guy DeVaney  
 Musical Director: Rex Hays  
 Chief Engineer: Clifton M. Todd

# TENNESSEE

*Estimated Population 3,234,000—Increase +10.9%—Radio Homes 766,000  
 Radio Families 846,000—Stations in State 53*

# W L A R

**ATHENS—1946—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Athens Bcstg. Co.  
 Business-Studio Address: N. Jackson St.  
 Phone Number: 891  
 Transmitter Location: Decatur Hwy.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Standard  
 President: Lowell F. Arterburn  
 General Manager: Otis Parker  
 Program Director: Bill Tracy  
 Commercial Manager: Max Robinette  
 Pgm. Dir., Chief Anncr.: Jim O'Donnell  
 Chief Engineer: T. W. Turner  
 Farm Editor: Buell Charles

Business-Studio Address: Hotel Patten  
 Phone Number: 7-1128  
 Transmitter Location: Rossville Blvd.  
 Air Time: 5:30 a.m.-11:30 p.m.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: William G. Rambeau  
 General Manager: Vann Campbell  
 Comm. Manager: H. D. Parker  
 Traffic Director: June Lewis  
 Chief Announcer: Herschel Nation  
 Musical Director: Helen Richardson  
 Chief Engineer: Charles Stokely

# 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: Unlimited  
 News Service: AP  
 Transcription Service: World  
 Representative: Headley-Reed  
 Membership: NAB, BMB  
 General Manager: R. G. Patterson  
 Comm. Mgr., Pub. Dir.: Helen Patterson  
 Program Director: Frances Harley  
 Chief Engineer: B. B. Barnes  
 Farm Editor: J. D. Cliett

# W O P I

**BRISTOL—1929—NBC-SBN**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Radiophone Bcstg. Co.,  
 WOPI, Inc.  
 Business-Studio Address: 310 State St.  
 Phone Number: South 3730  
 Transmitter Location: Old Abingdon Pike  
 Air Time: 6 a.m.-12:05 a.m.  
 News Service: AP  
 Transcription Service: Lang-Worth, Capitol  
 Representative: Burn-Smith  
 Membership: BMB, FMA  
 President, General Mgr.: W. A. Wilson  
 Comm., Sales Prom. Mgr.: James C. Wilson  
 Pgm. Dir., Chief Anncr.: Harold Henley  
 Prod., Musical Dir.: Mike Cady  
 Publicity Director: Jane Glavin  
 Chief Engineer: Russell V. Robinson

# 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: 4th Fl., Volunteer Bldg.  
 Phone Number: 6-5664  
 Transmitter Location: Moccasin Bend  
 Air Time: 5:30 a.m.-M.  
 News Service: UP

# W A G C

**CHATTANOOGA—1945—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Tennessee Valley Bcstg. Co.

# TENNESSEE

Transcription Service .....Capitol  
Representative .....Branham  
President..... Joe W. Engel  
Gen., Sta., Comm. Mgr..... Ken Flenniken  
Program Director.....Morrie Quave  
Chief Announcer.....Luther Masengill  
Chief Engineer.....B. C. Baker

## W D O D

### CHATTANOOGA—1925—CBS

Frequency: 1310 Kc.....Power: 5000 Watts  
Owned-Oper. By.....W D O D Bcstg. Corp.  
Bus.-Studio Address.....Hamilton Natl. Bank  
Bldg.  
Phone Number .....6-5117  
Transmitter Location.....Baylor Rd.  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service .....Standard  
Representative.....Paul H. Raymer  
Pres., Gen., Sta. Mgr.....Earl W. Winger  
Commercial Manager.....B. J. Bush  
Sales Prom. Mgr., Pub. Dir.  
Walter H. Stamper, Jr.  
Program Director.....Paul H. Wann  
Production Director.....Gene Carr  
Chief Announcer.....Gaylord McPherson  
Musical Director.....George Barnard  
Chief Engineer.....W. Roy Owens  
Farm Editor.....Bill Wilson

## W D X B

### CHATTANOOGA—1947

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Joe V. Williams, Jr.  
Business-Studio Address.....539 Vine St.  
Phone Number .....6-1114, 6-4916  
Transmitter Location.....1003 Riverside Dr.  
Air Time.....6 a.m.-11 p.m.  
News Service .....INS  
Transcription Service .....World  
Representative .....Forjoe  
Membership .....NAB  
President.....J. V. Williams, Jr.  
Gen.-Sta.-Comm. Mgr.. Charles H. Gullickson  
Program Director.....Frank Beck  
Chief Announcer.....Luther Williams  
Musical Director.....William Palmer  
Chief Engineer.....Byron E. Fincher

## W J Z M

### CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Campbell & Sheftall  
Operated By.....E. T. Campbell  
Business-Studio Address.....411 Madison St.  
Phone Number .....2295-6  
Transmitter Location.....Martin St.  
Air Time.....6 a.m.-11 p.m.  
News Service .....AP

Transcription Service.....Capitol, World, KBS  
Membership .....NAB, BMB  
Pres., Gen.-Sta. Mgr.....E. T. Campbell  
Comm., Sales Prom. Mgr.....Joseph R. Fife  
Program-Production Dir.....Clay Cline, Jr.  
Chief Engineer.....John H. Bailey

## W B A C

### CLEVELAND—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Robert W. Rounsaville  
Business-Studio Address.....Central Ave.  
Phone Number .....62  
Transmitter Location.....Chattanooga Hway.  
Air Time .....6:30 a.m.-10:30 p.m.  
News Service .....UP  
Membership .....NAB  
Owner.....R. W. Rounsaville  
Comptroller.....S. A. Wade  
Station Manager.....Thad F. Fitch  
Commercial Manager.....William Huddleston  
Program Director.....Harry Sullivan  
Chief Engineer.....William D. Stuart  
Technical Director.....H. D. Price

## W K R M

### COLUMBIA—1946—MBS-KBS-TV

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 .....1340-1  
Air Time .....6 a.m.-M.  
News Service .....UP  
Transcription Service .....Capitol  
Membership .....NAB, BMB  
Pres., Gen.-Sta.-Comm. Mgr.. R. M. McKay, Jr.  
Pgm., Prod., Pub. Dir.....Albert Knott  
Chief Announcer.....Wally Beecham  
Chief Engineer.....Revis Hobbs  
Farm Editor.....C. R. Baker

## W H U B

### COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....WHUB, Inc.  
Bus.-Studio Address.....315 E. Spring St.  
Phone Number .....200  
Transmitter Location.....807 Hickory St.  
Air Time.....6 a.m.-11:05 p.m.  
News Service .....UP  
Representative.....Continental Radio Sales  
Membership .....NAB, BMB  
Pres., Gen.-Comm. Mgr.....M. L. Medley  
Sta. Mgr., Prog. Dir.....Joe Mabry  
Sales Prom. Mgr., Pub. Dir.....Stacy Mott  
Musical Director.....Thomas W. Harris  
Chief Engineer.....George W. Daughtery

## W D S G

**DYERSBURG—1946**  
**MBS-KBS-MID-SOUTH-DIXIE**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By State Gazette Bcstg. Co., Inc.  
Bus. Studio-Transmitter Address Box 58  
Phone Number 77  
Air Time 6 a.m.-11 p.m.  
News Service AP  
President Russel M. D. Bruce  
General Manager Frank Armstrong  
Commercial Manager Charles R. Bowen  
Program Director Leo Anderson  
Chief Announcer Gene Ayres  
Chief Engineer C. W. Morrow

## W B E J

**ELIZABETHTON—1946—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Elizabethton Bcstg. Co.  
(R. W. Rounsaville & Geo. M. Clark)  
Business-Studio Address Elk Ave.  
Phone Number 1241  
Transmitter Location State Line Rd.  
Air Time 6:30 a.m.-10:30 p.m.  
News Service UP  
Senior Partner R. W. Rounsaville  
General Manager Thad F. Fitch  
Station Manager William R. Wagner  
Comptroller S. A. Wade  
Sales Prom. Mgr. James Cox  
Program Director Bill Stone  
Chief Engineer Martin Condon Bowers, Jr.  
Technical Supervisors H. G. Price

## W E K R

**FAYETTEVILLE—1947—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Elk River Bcstrs., Inc.  
Business-Studio Address Box 625  
Phone Number 1240  
Transmitter 1 Mi. W. of City. Hiway 64  
Air Time 6 a.m.-10 p.m.  
News Service UP  
Pres., Gen. Mgr. A. D. Smith, Jr.  
Sta., Comm., Sales Prom. Mgr. Hollis Carlton  
Pgm., Prod., Pub. Dir. Edward K. Chapman  
Chief Announcer Ralph Mann  
Chief Engineer Ernest Tucker

## W H I N

**GALLATIN—1948**

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By Sumner County Bcstg. Co.  
Address Box 28  
Phone Number 1010  
Air Time Local sunrise-sunset  
News Service UP

Transcription Service Capitol  
President A. B. Perkins  
Gen., Comm. Mgr. Charles W. Brewer  
Program Director Weston Britt  
Chief Engineer Howard Woodard

## W G R V

**GREENEVILLE—1946—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Radio Greenville, Inc.  
Address Radio Center, Depor St.  
Phone Number 797  
Air Time Unlimited  
News Service UP  
Pres., Gen. Mgr. Paul Metcalfe  
Comm., Prom. Mgr. Hugh Pickel  
Program Director Tom Lyons  
Chief Engineer Laile Hampton

## W H B T

**HARRIMAN—1946—MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By The Harriman Bcstg. Co.,  
Inc.  
Bus. Studio Address Crescent & Devonia  
Phone Number 850  
Transmitter Location Margrave St.  
Air Time 6 a.m.-11:15 p.m.  
News Service UP  
Transcription Service SESAC  
Representative Continental  
Membership NAB  
Pres., Gen., Sta. Mgr. F. L. Crowder  
Sales Prom. Mgr., Pgm., Prod. Dir.

John Fielder  
Musical Director Burrell Henry  
Chief Engineer Kenneth Hargis

## W I R J

**HUMBOLDT—1949—MID-SOUTH**

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Oper. By Gibson County Bcstg. Co.,  
Inc.  
Address 210 N. 22nd Ave.  
Phone Number 740  
Air Time Daytime  
News Service UP  
Transcription Service Standard  
Partners J. F. Warmath, T. N. Hobbs  
Commercial Manager Guy Powell  
Gen. Mgr., Pgm. Dir. Howard E. Byrum  
Chief Engineer Charles Brown

## W D X I

**JACKSON—1948—DIXIE-MBS**

Frequency: 1310 Kc. Power: 5000 Watts d.  
1000 n.  
Owned-Operated By Dixie Bcstg. Co.  
Business-Studio Address Williams Bldg.



• • • **TENNESSEE** • • •

Phone Number ..... 7-9611  
 Transmitter Location..... 2 Mi. N. Hiway 45  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... World, Capitol  
 Representative ..... Burn-Smith  
 Membership ..... NAB  
 Pres., Gen. Mgr..... Aaron B. Robinson  
 Station Manager..... Bill Winsett  
 Commercial Manager..... Jack M. Cecil  
 Sales Prom. Mgr..... Jack Murphy  
 Program Director..... James W. Hoppers  
 Production Director..... Bob Dettmer  
 Publicity Director..... Dave Banks  
 Musical Director..... Douglas Biggs  
 Chief Engineer..... James S. Thomas  
 Farm Editor..... Tom J. Williams

**WPLI**

**JACKSON—1949**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...George Arthur Smith  
 Address.....First Natl. Bank Bldg.  
 Phone Number ..... 7-8541  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service. Associated, Lang-Worth  
 Representative ..... McGillvra  
 Gen., Prom. Mgr..... W. E. Williams

**WTJS**

**JACKSON—1931—ABC-MID-SOUTH**

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Oper. By ..... The Sun Publishing Co.  
 Bus.-Studio Address..104-106 W. Baltimore St.  
 Phone Number ..... 7-3316  
 Transmitter Location..... Bemis Hway.  
 Air Time..... 6 a.m.-M.  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Representative ..... Branham  
 Membership..... NAB, BMB, FMA  
 General Manager..... Albert A. Stone  
 Station Manager..... Frank S. Proctor  
 Asst. Manager..... Leslie R. Brooks, Jr.  
 Studio Director..... Sam D. Lollar  
 Musical Director..... James Allen  
 Chief Engineer..... Robert M. Gordon

**WETB**

**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..... Erwin Hiway  
 Air Time ..... Sunrise-sunset

**TENNESSEE**

WHY IS **AP**  
THE BEST?

BECAUSE—**AP** is more experienced than any other news  
 service . . . more than 100 years collecting and  
 distributing news.

**TENNESSEE ASSOCIATED PRESS BROADCASTERS' ASSOCIATION**

President: Harry Stone—WSM, Nashville

Vice-Presidents: Leslie R. Brooks—WTJS, Jackson  
 Cliff Goodman—WETB, Johnson City

**TENNESSEE**

# TENNESSEE

News Service ..... AP  
Transcription Service ..... World  
Membership ..... NAB, BMB  
President ..... Carl A. Jones, Jr.  
Station Manager ..... Cliff Goodman  
Program Director ..... Berney Burleson  
Chief Engineer ..... E. B. Jones

Gen. Sta.-Sales Prom. Mgr. .... John P. Hart  
Commercial Manager ..... James A. Dick  
Prog.-Prod.-Pub. Dir., Chief  
Announcer ..... Tys Terwey  
Musical Director ..... W. R. Johnston, Jr.  
Chief Engineer ..... J. Rex Horton

## WJHL

JOHNSON CITY—1938—ABC

Frequency: 910 Kc. .... Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By ..... WJHL, Inc.  
Business-Studio Address ..... 143 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 ..... NAB, BMB  
President ..... W. H. Lancaster  
Sta., Comm. Mgr. .... Ray D. Williams  
Sales Prom. Mgr., Pub. Dir. .... Ken Matthews  
Pgm., Prod., Musical Dir. .... Walter Heeb  
Chief Announcer ..... Ed Cowell  
Chief Engineer ..... O. K. Garland  
Farm Editor ..... Raymond Rosson

## WIBK

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  
Transcription Service ..... Lang-Worth  
Representative ..... Donald Cooke  
Membership ..... NAB  
President ..... J. Harold Smith  
General-Station Mgr. .... Marvin I. Thompson  
Program Director ..... Walter Martin  
Chief Engineer ..... T. E. Hooper

## WKPT

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  
Representative ..... Donald Cooke  
President ..... C. P. Edwards, Jr.  
General Manager ..... A. F. Martin  
Commercial Mgr. .... Phil Weaver  
Program Director ..... Paul Overbay  
Chief Engineer ..... Thomas Phillips

## WKGN

KNOXVILLE—1947—MBS

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. at  
L. & N. R. R.  
Air Time ..... 6 a.m.-M.  
News Service ..... AP  
Transcription Service ..... Lang-Worth, Capitol  
Representative ..... Forioe  
Membership ..... NAB  
Pres., Gen. Sta. Mgr. .... Clarence Beaman, Jr.  
Comm., Sales Prom. Mgr. .... C. R. "Dick" Watts  
Pgm., Prod. Dir., Chief Anncr. .... Roy H. Bass  
Publicity Director ..... Bill Sorrell  
Chief Engineer ..... Milton L. Jones

## WBIR

KNOXVILLE—1941—ABC

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Radio Station WBIR, Inc.  
Business-Studio Address ..... 618 S. Gay St.  
Phone Number ..... 4-3321  
Transmitter Location ..... Painter & Concord Sts.  
Air Time ..... 5 a.m.-M.  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... Bolling  
Membership ..... NAB, BMB  
President ..... Gilmore N. Nunn

## WNOX

KNOXVILLE—1921—CBS

Frequency: 990 Kc. .... Power: 10,000 Watts  
Owned-Oper. By ..... Scripps-Howard Radio, Inc.  
Business-Studio Address ..... 110-112 S. Gay St.  
Phone Number ..... 3-3171  
Transmitter Location ..... Anderson Rd. nr. Beverly  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... Branham  
President ..... Jack R. Howard

# TENNESSEE

Gen.-Station Mgr. . . . . R. B. Westergaard  
Comm.-Sales Prom. Mgr. . . . . O. L. Smith  
Program-Production Dir. . . . . C. A. McMahon  
Publicity Director. . . . . Para Lee Brock  
Chief Announcer. . . . . Lowell Blanchard  
Musical Director. . . . . Jerry Collins  
Chief Engineer. . . . . Ray Evans  
Farm Editor. . . . . Cliff Allen

## WROL

KNOXVILLE—1927—NBC

Frequency: 620 Kc. . . . . Power: 5000 Watts  
Owned-Operated By. . . . . Stuart Bcstg. Co.  
Business-Studio Address. . . . . 531 S. Gay St.  
Phone Number . . . . . 2-7111  
Transmitter Location. . . . . Holston Hills  
Air Time . . . . . 5a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Avery-Knodel, Cummins  
Gen., Sta. Mgr. . . . . S. E. Adcock  
Comm., Sales Prom. Mgr. . . . . W. H. Linebaugh  
Pgm., Prod. Pub. Dir. . . . . J. H. Reese  
Chief Announcer. . . . . Allen Stout  
Musical Director. . . . . Harry Nides  
Chief Engineer. . . . . Fred Andrews

## WCOR

LEBANON—1949

Frequency: 900 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By. . . . . Lebanon Bcstg. Co., Inc.  
Address. . . . . 106½ Cumberland St.  
Phone Number . . . . . 1540  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Pres., Gen. Mgr. . . . . Warren G. Gilpin  
Commercial Manager. . . . . Roy E. Wood, Jr.  
Program Director. . . . . Roy C. Crocker

## WJJM

LEWISBURG—1947—ABS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . Estate of James J. Murray  
Address . . . . . East Hill  
Phone Number . . . . . 780  
Air Time . . . . . Unlimited  
Representative . . . . . Continental  
Membership . . . . . NAB, BMB  
Owners. . . . . Martha, Ida, Lillie Murray  
General Manager. . . . . Lewis D. Lingner  
Commercial Manager. . . . . Harold Twitty  
Program Director. . . . . Allen D. Walker  
Chief Engineer. . . . . J. E. Sowell

## WGAP

MARYVILLE—1947—KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned By. . . . . V. H. McLean.  
George R. Dempster  
Operated By. . . . . F. H. Corbett  
Bus.-Studio Address. . . . . 503 Blount Natl. Bank  
Bldg.  
Phone Number . . . . . 2490-1  
Transmitter Location. . . . . Louisville Pike  
Air Time. . . . . 5 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service. . . . . Lang-Worth, Keystone  
Gen. Mgr., Prog. Dir. . . . . F. H. Corbett  
Sales Prom. Manager. . . . . Tom Beam  
Chief Engineer. . . . . Curtis Lamarr  
Farm Editor. . . . . David Lynn

## WDIA

MEMPHIS—1947

Frequency: 730 Kc. . . . . Power: 250 Watts d.  
Owned By. . . . . Bluff City Bcstg. Co.  
Operated By. . . . . John Pepper, Bert Ferguson  
Business-Studio Address. . . . . 2074 Union Ave.  
Phone Number . . . . . 36-2703  
Transmitter Location. . . . . 1125 University  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Representative . . . . . John E. Pearson  
Membership . . . . . NAB, BMB  
Gen., Sta. Mgr. . . . . Bert Ferguson  
Commercial Manager. . . . . Harold F. Walker  
Program Director. . . . . Don Kern  
Production Director. . . . . Christine Cooper  
Chief Engineer. . . . . Bob Sassaman  
Farm Editor. . . . . Ernest Brazzle

## WHBQ

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. . . . . 6 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . Weed & Co.  
Membership . . . . . NAB, BMB  
Pres. (Harding College). . . . . Dr. George Benson  
Gen., Sta. Mgr. . . . . John Cleghorn  
Comm., Sales Prom. Mgr. . . . . Bill Grumbles  
Pgm., Prod. Dir. . . . . Gordon Lawhead  
Publicity Director. . . . . Betty Faquin  
Chief Announcer. . . . . Lee McEachern  
Chief Engineer. . . . . Welton Roy

THE



IN MEMPHIS

WHERE  
YOUR  
SPOTS  
ARE  
SPOT-  
LIGHTED

# WHHM

INDEPENDENT . . .

But Not Aloof

Memphis, Tennessee

Patt McDonald, Mgr.



Representatives:  
INDEPENDENT METROPOLITAN  
SALES

. . . TENNESSEE . . .

## WHHM

MEMPHIS—1946

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Mid-South Bcstg. Corp.  
Business-Studio Address . . . . . Sterick Bldg.  
Phone Number . . . . . 37-4422  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth, Capitol  
Representative . . . . . IMS  
Membership . . . . . NAB  
President . . . . . P. E. Furlow  
Gen. Sta. Mgr. . . . . Patt McDonald  
Commercial Manager . . . . . Don J. Lynch  
Sales Promotion Mgr. . . . . Norton Rosengarten  
Pgm., Prod., Pub. Dir. . . . . Allan Avery  
Chief Announcer . . . . . Kenny Saragent  
Musical Director . . . . . John Swinney  
Chief Engineer . . . . . William Marsh

## WMC

MEMPHIS—1923—NBC

SOUTHCENTRAL QUALITY

Frequency: 790 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Memphis Publishing Co.  
Bus.-Studio Address . . . . . Goodwyn Institute Bldg.  
Phone Number . . . . . 8-7464  
Transmitter Location . . . . . Memphis  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus, SESAC,  
Lang-Worth  
Representative . . . . . Branham  
Membership . . . . . NAB, BMB  
President . . . . . Enoch Brown  
Gen. Sta. Mgr. . . . . H. W. Slavick  
Commercial Mgr. . . . . J. C. Eggleston  
Program Director . . . . . Wilson Mount  
Production Director . . . . . W. R. Brazzil  
Publicity Director . . . . . Walter E. Frase  
Chief Announcer . . . . . Charles B. Sullivan  
Musical Director . . . . . Robert Horsley  
Chief Engineer . . . . . E. C. Frase, Jr.  
Farm Editor . . . . . Walter Durham

## WMPS

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 . . . . . Unlimited  
News Service . . . . . AP, UP  
Transcription Service . . . . . Standard, Cole,  
Lang-Worth  
Representative . . . . . Radio Representatives  
Membership . . . . . NAB, BMB  
V.P., Gen. Mgr. . . . . Harold R. Krelstein  
Commercial Manager . . . . . Harold F. Walker  
Sales Prom. Manager . . . . . W. B. Rudner

Program Director.....George Faulder  
 Production Director.....Bob Neal  
 Musical Director.....Fred Christensen  
 Chief Engineer.....J. E. Deaderick

**W R E C**  
**MEMPHIS—1922—CBS**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WREC Bcstg. Service  
 Business-Studio Address.....Hotel Peabody  
 Phone Number.....5-1313  
 Air Time.....Unlimited  
 Representative.....Katz  
 Membership.....NAB, BMB  
 Owner, General Manager...Hoyt B. Wooten  
 Commercial Manager.....Hollis R. Wooten

**W M M T**

**McMINNVILLE—1947—MBS-TV B**  
**KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...McMinnville Bcstg. Co., Inc.  
 Address.....P. O. Box 409  
 Phone Number.....401  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NAB  
 President.....Dr. Sam J. Albritton  
 General Manager.....Royce Richards  
 Commercial Manager.....Roy E. Wood  
 Commercial Manager.....Winston Clark  
 Program Director.....Ernest Richards  
 Promotion Manager.....Henry Trent  
 Chief Engineer.....Walter A. Duke

**W C R K**

**MORRISTOWN—1947—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Cherokee Bcstg. Corp.  
 Bus.-Studio-Transmitter Address...Brown Ave.  
 Phone Number.....1450  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Hal Holman  
 Membership.....NAB  
 President.....Herbert S. Walters  
 Gen., Comm. Mgr.....Howell Ashford  
 Program Director.....William P. Moore  
 Chief Engineer.....James R. Redden

**W G N S**

**MURFREESBORO—1947—MBS-TV B**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WGNS, Inc.  
 Business-Studio Address.....N. Church  
 Phone Number.....1450  
 Transmitter Location.....S. Church  
 Air Time.....Unlimited

News Service.....UP  
 Transcription Service.....World  
 Representative.....Hal Holman  
 Membership.....NAB  
 Pres., General Mgr.....C. N. Elrod, Jr.  
 Commercial Manager.....Neil Lancaster  
 Sales Prom. Mgr., Pub. Dir.....Ray Duffy  
 Program Director.....Jim Tate  
 Prod., Musical Dir.....Martha Tribble  
 Chief Announcer.....John Hood  
 Chief Engineer.....Charlie Freeman  
 Farm Editor.....Pete Callis

**W K D A**

**NASHVILLE—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Capitol Bcstg. Co.  
 Bus.-Studio Address.....American Natl. Bank  
 Bldg.  
 Phone Number.....4-0511  
 Transmitter Location...2nd Ave. & Peabody St.  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Capitol, Lang-Worth  
 Representative.....Forjoe  
 Membership.....NAB, BMB  
 Owners:.....T. B. Baker, Jr. & A. G. Beaman  
 General Manager.....T. B. Baker, Jr.  
 Commercial Manager.....Robert E. Cooper  
 Program Director.....James E. McKinney  
 Chief Engineer.....Oscar C. Griffin, Jr.

**W L A C**

**NASHVILLE—1926—CBS**

Frequency: 1510 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WLAC Bcstg. Service  
 Bus.-Studio Address...Third Natl. Bank Bldg.  
 Phone Number.....6-0161  
 Transmitter Location.....Old Hickory Blvd.  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 Owner.....J. T. Ward  
 General Manager.....F. C. Sowell  
 Sales Manager.....E. G. Blackman  
 Prog.-Prod. Dir., Chief  
 Announcer.....Paul Oliphant  
 Publicity Director.....Robert S. Larimer  
 Musical Director.....Fred Murff  
 Chief Engineer.....F. D. Binns

**W M A K**

**NASHVILLE—1948—MBS-LIBERTY**

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Volunteer State Bcstg. Co.,  
 Inc.  
 Address.....Maxwell House  
 Phone Number.....4-3411  
 Air Time.....Unlimited

News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Weed  
 President . . . . . Frank W. Mayborn  
 Vice-President . . . . . Frank M. Farris  
 Sta., Comm. Mgr. . . . . Walter P. Speight, Jr.  
 Promotion Manager . . . . . Ed Jones  
 Pgm. Dir., Chief Engr. . . . . Shelton Weaver

## WSIX

### NASHVILLE—1927—ABC

Frequency: 980 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WSIX Bcstg. Sta.  
 Address . . . . . Nashville Trust Bldg.  
 Phone Number . . . . . 5-5431  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Katz  
 Membership . . . . . NAB, BMB, FMA  
 Co-Owners . . . . . Jack M., Louis R. Draughon  
 General Manager . . . . . Jack M. Draughon  
 Commercial Director . . . . . E. S. Tanner  
 Program Director . . . . . Otis Roush  
 Promotion Manager . . . . . Hillard Brown  
 Chief Engineer . . . . . Charles R. Duke

## WSM

### NASHVILLE—1925—NBC

Frequency: 650 Kc. . . . . Power: 50,000 Watts  
 Owned By . . . . . Natl. Life & Accident Ins. Co.  
 Operated By . . . . . WSM, Inc.  
 Bus.-Studio Address . . . . . 301 7th Ave. N.  
 Phone Number . . . . . 6-7181  
 Transmitter Location . . . . . 12 Mi. in the country  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . AMP, Thesaurus  
 Representative . . . . . Edward Pety  
 Membership . . . . . NAB, BMB  
 President . . . . . John H. DeWitt, Jr.  
 V.P., Gen.-Station Mgr. . . . . Harry Stone  
 Commercial Manager . . . . . Irving C. Waugh  
 Sales Prom. Mgr., Pub. Dir. . . . . Tom Stewart  
 Program-Production Director . . . . . Jack Stapp  
 Chief Announcer . . . . . Otis Devine  
 Musical Diracs. . . . . Beasley Smith, Owen Bradley  
 Chief Engineer . . . . . George A. Reynolds  
 Farm Editor . . . . . John McDonald

## WATO

### OAK RIDGE—1948—MBS

Frequency: 1450 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  
 Transcription Service . . . . . Standard  
 Representative . . . . . Bura-Smith  
 Membership . . . . . NAB  
 Gen., Sta. Mgr. . . . . Marshall H. Pengra

Comm., Sales Prom. Mgr. . . . . Harry C. Weaver  
 Pgm. Dir., Chief Annr. . . . . Arthur J. Metzler  
 Chief Engineer . . . . . Marvin L. Paul

## WTPR

### PARIS—1947—TENN. VOLUNTEER KBS-MID-SOUTH-DIXIE

Frequency: 710 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Kentucky Lake Bcstg.  
 System, Inc.  
 Bus.-Studio Address . . . . . 100½ N. Market St.  
 Phone Number . . . . . 1700-1  
 Transmitter Location . . . . . Clifty Rd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Hal Holman  
 Membership . . . . . NAB  
 President . . . . . Dr. Elroy Scuggs  
 Gen., Sta., Comm. Mgr. . . . . Parkman R. Freezer  
 Pgm., Prod., Pub. Dir. . . . . Lorenzo M. Smith  
 Chief Annr., Musical Dir. . . . . Kenneth M. Klyce  
 Chief Engineer . . . . . Charles W. Jones  
 Farm Editor . . . . . Pete Linton

## WKSR

### PULASKI—1946—MBS ALA.-TENN. TOBACCO

Frequency: 730 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Pulaski Bcstg. Co.  
 Business-Studio Address . . . . . Radio Center  
 Phone Number . . . . . 1066-7  
 Transmitter Location . . . . . Hiway 46-W  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Membership . . . . . NAB  
 Senior Partner . . . . . John R. Crowder  
 Gen. Mgr. & Jr. Partner . . . . . W. E. (Bill) Williams  
 Comm., Sales Prom. Mgr. . . . . Carl Tatum  
 Program Director . . . . . Corky Hoover  
 Chief Engineer . . . . . Richard Spruill  
 Farm Editor . . . . . Bill Williams

## WHAL

### SHELBYVILLE—1946—MBS VOLUNTEER

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Shelbyville Bcstg. Co., Inc.  
 Business Address . . . . . Box 241  
 Phone Number . . . . . 1400  
 Studio Address . . . . . Public Square  
 Transmitter Location . . . . . Lewisburg Pike  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . UP  
 President . . . . . Harvard Smith  
 General-Station Mgr. . . . . Charles Christian  
 Pgm., Prod. Pub. Dir. . . . . Jean Carroll  
 Musical Director . . . . . Teddy Barnes  
 Chief Engineer . . . . . Tim Marsh  
 Farm Editor . . . . . Sam B. Stanfill

## WJIG

**TULLAHOMA—1947—TVN-KBS**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Tri-Cities Bcstg. Co.  
 Business Address.....Box 1417  
 Phone Number.....2607-8  
 Studio-Transmitter Location.....West End Dr.  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Capitol  
 Pres., Gen. Mgr.....Raymond L. Prescott, Jr.  
 Station Manager.....C. Roy Morris  
 Comm., Sales Prom. Mgr.....David Welborn  
 Prod., Pgm. Dir.....Roy Morris  
 Chief Engineer.....Carl Spraggins  
 Musical Dir., Farm Editor.....Lee Malone

## WENK

**UNION CITY—1946—MBS-DIXIE**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Union City Bcstg. Co.  
 Bus. Studio Address.....First & Washington Sts.  
 Phone Number.....1240-1  
 Transmitter Location.....Edge of city limits,  
 Hway. 51  
 Air Time.....6 a.m.-M.

News Service.....UP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 Membership.....NAB  
 Pres., General Mgr.....Aaron B. Robinson  
 Station Manager.....Louis C. Wrather  
 Commercial Manager.....David J. Capps  
 Sales Prom. Mgr.....E. A. Kallenberg  
 Prod. Dir., Chief Anncr.....Jack A. Dill  
 Program Director.....Lee Burnette  
 Musical Director.....Hoyt White  
 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.....P. O. Box 1103  
 Phone Number.....2201  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....SESAC  
 Pres., Gen., Prom. Mgr.....Arthur D. Smith, Jr.  
 Program Director.....Joe Donaldson  
 Commercial Manager.....Joe Brewer  
 Chief Engineer.....Frank Spencer

# TEXAS

*Estimated Population 7,532,000—Increase +17.4%—Radio Homes 2,032,000  
 Radio Families 2,154,000—Stations in State 170*

## KRBC

**ABILENE—1936—ABC**

Frequency: 1470 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By.....Reporter Bcstg. Co.  
 Business Address.....Box 178  
 Phone Number.....6255, 2-1608  
 Studio Address.....Windsor Hotel  
 Transmitter Location.....Old Anson Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....John E. Pearson  
 Membership.....BMB, FMA  
 President.....Mrs. Eva M. Hawks  
 General-Station Mgr.....Howard Barrett  
 Comm. Mgrs.....Bro Mingus (Local); Forest Lane  
 (National)  
 Sales Prom. Manager.....Forest Lane  
 Chief Engineer.....J. B. Casey  
 Farm Editor.....Ray Sundy

Bus. Studio Address.....25th & Butternut Sts.  
 Phone Number.....7287  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Taylor-Boroff  
 President.....W. P. Wright  
 General-Commercial Manager.....A. C. Elter  
 Program Director.....Leonard Johnson  
 Promotion Manager.....Duane Ramsey  
 Chief Engineer.....Lewis Fisher

## KBKI

**ALICE—1946**

Frequency: 1070 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Alice Bcstg. Co.  
 Business Address.....Box 731  
 Phone Number.....2070  
 Studio Address.....65 Johnson St.  
 Transmitter Location.....Hiway 281  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Donald Cook  
 President.....E. G. Lloyd, Jr.  
 Gen., Sta. Mgr.....A. C. Lloyd, Jr.  
 Commercial Manager.....D. C. Houston  
 Sales Prom. Mgr.....Nat Watson

## KWKC

**ABILENE—1948—MBS-LONE STAR**

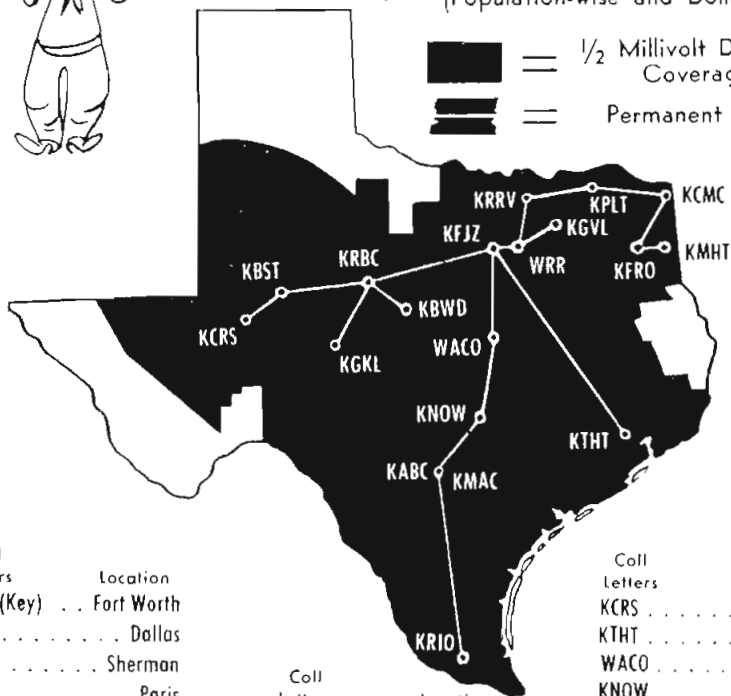
Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Citizens Bcstg. Co.



# We're Sorry!

## All We Can Deliver Is

# 90% of Texas

(Population-wise and Dollar-wise)



 = 1/2 Millivolt Daytime Coverage  
 = Permanent Lines

Call Letters	Location
KFJZ (Key)	Fort Worth
WRR	Dallas
KRRV	Sherman
KPLT	Paris
KCMC	Texarkana
KFRO	Longview
KMHT	Marshall
KGVL	Greenville

Call Letters	Location
KRBC	Abilene
KBWD	Brownwood
KGKL	San Angelo
KBST	Big Spring

Call Letters	Location
KCRS	Midland
KTHT	Houston
WACO	Waco
KNOW	Austin
KMAC*	San Antonio
KABC*	San Antonio
KRIO	McAllen

\*Only one San Antonio Station to be used.

# TEXAS STATE NETWORK

1201 W. LANCASTER

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVES: WEED & COMPANY  
 New York • Detroit • Boston • Chicago • Atlanta • Hollywood • San Francisco



Pgm., Prod. Dir. . . . . J. Allen Frye  
 Chief Announcer . . . . . Bill Peak  
 Chief Engineer . . . . . Leon Smith  
 Farm Editor . . . . . Cliff DuBose

## K V L F

**ALPINE—1947—MBS-S.W.—TSN  
 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  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Taylor Borroff  
 Membership . . . . . NAB  
 President . . . . . Barney H. Hubbs  
 General Manager . . . . . Jack Hawkins  
 Station Manager . . . . . Charles Van Grundy  
 Commercial Mgr. . . . . Gene Hendryx  
 Program Director . . . . . Elaine Parker  
 Chief Engineer . . . . . Steve Horvath

## K A M Q

**AMARILLO—1947—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Top of Texas Bcstg. Co.  
 Business-Studio Address . . . . . 1301 Polk St.  
 Phone Number . . . . . 2-6543  
 Transmitter Location . . . . . E. on Hway. 287  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Forjoe  
 Membership . . . . . BMB  
 President . . . . . Walter G. Russell  
 Gen. Sta. Mgr. . . . . Robert D. Houck  
 Comm., Sales Prom. Mgr. . . . . J. L. Adams  
 Chief Announcer, Farm Editor . . . . . Ken Duke  
 Chief Annr., Pgm., Musical Dir. . . . . Tom Hipps  
 Chief Engineer . . . . . Stewart Parson  
 Farm Editor . . . . . Wayne Johnston

## K F D A

**AMARILLO—1939—ABC**

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 . . . . . Belaire Pk.  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Capitol  
 Representative . . . . . John E. Pearson  
 Membership . . . . . BMB  
 President . . . . . Gilmore Nunn  
 General Manager . . . . . Howard Roberson  
 Commercial Manager . . . . . Bill Fairley

Program Director . . . . . Ray Whitworth  
 Publicity Director . . . . . Joe Bob Cable  
 Musical Director . . . . . Ralph Newton  
 Chief Engineer . . . . . Noel Luddy  
 Farm Editor . . . . . Pat Flynn

## K G N C

**AMARILLO—1935  
 NBC-LONE STAR**

Frequency: 710 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . Plains Radio Bcstg. Co.  
 Bus.-Studio Address . . . . . Radio Bldg., 8th &  
 Harrison  
 Phone Number . . . . . 4242  
 Transmitter Location . . . . . Wilton-Switch  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Cole, Lang-Worth  
 Representative . . . . . Taylor-Borroff  
 Membership . . . . . NAB, BMB, FMA  
 President . . . . . Gene Howe  
 Exec. Gen. Mgr. . . . . O. L. Ted Taylor  
 General Manager . . . . . Aubrey Jackson  
 Local Sales Director . . . . . Tom Kritee  
 Prom., Pgm. Dir. . . . . Bob Watson  
 Business Manager . . . . . Calvin Handy  
 Musical Director . . . . . Bernie Howell  
 Chief Engineer . . . . . William H. Torrey  
 Farm Editor . . . . . J. B. Linn

## K L Y N

**AMARILLO—1947—CBS**

Frequency: 940 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Plains Empire Bcstg. Co.  
 Address . . . . . 1014 W. 7th Ave.  
 Phone Number . . . . . 2-6773  
 Air Time . . . . . Unlimited  
 Representative . . . . . Blair  
 General Manager . . . . . Carl Benefiel  
 Commercial Manager . . . . . Lee Biggs

## 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 . . . . . 650  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Pres., Gen. Mgr., Chief Engr. . . . . J. B. McNutt, 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 . . . . . Capitol  
 Representative . . . . . Pearson  
 Membership . . . . . NAB  
 President . . . . . Wendell W. Mayes  
 Station Manager . . . . . Louis R. Cook  
 Program Director . . . . . Warren M. Beaman  
 Chief Engineer . . . . . James E. Lewis

## K T B C

### AUSTIN—1939—CBS-LONE STAR

Frequency: 590 Kc. . . . . Power: 5000 Watts d.  
 1000 Watts n.  
 Owned-Oper. By . . . . . Texas Bcstg. Corp.  
 Bus.-Studio Address . . . . . Brown Bldg.  
 (P. O. Box 717)  
 Phone Number . . . . . 2-2424  
 Transmitter Location . . . . . Manchaca Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Taylor-Borrorff  
 President . . . . . Claudia T. Johnson  
 V.P., Gen.-Comm. Mgr. . . . . J. C. Kellam  
 Sales Manager . . . . . Sam Plyler  
 Program Director . . . . . Richard S. Pryor  
 Publicity Director . . . . . Harvey O. Payne  
 Musical Director . . . . . Jane Holt Thomas  
 Chief Engineer . . . . . A. B. Hearn  
 Farm Editor . . . . . Reece Turner

## K T X N

### AUSTIN—1948

Frequency: 1370 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Radio KTXN, Inc.  
 Address . . . . . 309 W. 21st St.  
 Phone Number . . . . . 7-4476  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Membership . . . . . NAB  
 Pres., Gen., Comm. Mgr. . . . . Thomas G. Harris  
 Chief Engineer . . . . . Kerns H. Powers

## K V E T

### AUSTIN—1946—MBS-LIBERTY

Frequency: 1300 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Austin Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 113 W. Eighth St.  
 Phone Number . . . . . 8-8521  
 Transmitter Location . . . . . Bull Creek Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Forjoe, Paul Girard  
 President . . . . . John B. Connolly  
 General-Station Mgr. . . . . Willard Deason  
 Commercial Manager . . . . . Charles Howell  
 Pgm., Prod. Dir. . . . . Dave Smith  
 Chief Engineer . . . . . Alfred W. Scharath

## K R U N

### BALLINGER—1947—MBS-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 . . . . . AP  
 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-KBS

Frequency: 1270 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Bay City Bcstg. Co.  
 Business Address . . . . . P. O. Box 1391  
 Phone Number . . . . . 642-2  
 Studio-Transmitter Location . . . . . State Hiway 35  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Paul Girard  
 General Manager . . . . . J. G. Long  
 Comm., Sales Prom. Mgr. . . . . John Miller  
 Prod. Dir., Chief Anncr. . . . . Hal Ewing  
 Program Director . . . . . LaVerne Ewing  
 Chief Engineer . . . . . Glenn R. Ellis

## 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 . . . . . 1650  
 News Service . . . . . AP  
 President . . . . . C. Q. Alexander  
 Vice President . . . . . O. J. Howell  
 General Manager . . . . . E. H. Keown  
 Commercial Mgrs. . . . . Sylvia McKinstry,  
 Bill Lyons  
 Chief Engineer . . . . . Emilio Rodriguez, Jr.

## K R E L

### BAYTOWN—1947—DIXIE-LIBERTY

Frequency: 1360 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Tri-Cities Bcstg. Co.  
 Business Address . . . . . P. O. Box 419  
 Phone Number . . . . . 1360  
 Studio-Transmitter Location . . . . . Decker Dr.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB, BMB  
 President . . . . . Robert Matherne  
 Gen., Sta. Mgr. . . . . William M. Lightfoot  
 Program Director . . . . . Robert T. Nolan  
 Production Director . . . . . Norma Ruth Metz  
 Chief Engineer . . . . . Marvin Daugherty

**K F D M**  
**BEAUMONT—1924**  
**ABC-LONE STAR**

Frequency: 560 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Beaumont Bcstg. Corp.  
 Business-Studio Address. . . . . 1420 Calder Ave.  
 Phone Number . . . . . 2-7758  
 Transmitter Location. . . . . 2 Mi. N. of Bridge City  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service. . . . . Lang-Worth, Standard  
 Representative. . . . . Free & Peters  
 Membership . . . . . NAB, BMB  
 President. . . . . D. A. Cannan  
 Gen., Sta., Comm. Mgr. . . . . C. B. Locke  
 Sales Prom. Mgr. . . . . Helen Caldwell  
 Program Director. . . . . Dave Russell  
 Prod.-Musical Dir. . . . . Conrad Bering, Jr.  
 Publicity Director. . . . . Ralph Ramos  
 Chief Engineer. . . . . S. Harold Jones

**K P B X**

**BEAUMONT—1947—LIBERTY**

Frequency: 1380 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . KP BX Bcstg. Co., Inc.  
 Operated By . . . . . D. K. Maxted  
 Bus.-Studio Address. . . . . New Crosby Hotel  
 Phone Number . . . . . 2-0201  
 Transmitter Location. . . . . 4945 Fannett Rd.  
 Air Time . . . . . 5 a.m.-Sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . For Joe  
 Membership . . . . . NAB  
 President. . . . . F. L. Benckenstein  
 Gen., Sta., Sales Prom. Mgr. . . . . D. K. Maxted  
 Commercial Manager. . . . . Pat Martin  
 Program Director. . . . . Hugh Herrington  
 Production Director. . . . . William Hammond  
 Chief Anncr., Musical Dir. . . . . Gordon Clark  
 Chief Engineer. . . . . Lawrence Sanders  
 Farm Editor. . . . . Glenn Earl  
 Continuity Director. . . . . Lilyan Wilkinson  
 Traffic Director. . . . . Helen Simmons

**K R I C**

**BEAUMONT—1938**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The Enterprize Co.  
 Bus.-Studio-Transmitter Address. . . . . 130 Wall St.  
 Phone Number . . . . . 4-9421  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service. . . . . Capitol, Thesaurus,  
 Associated  
 Representative . . . . . Branham  
 President. . . . . O. Eugene Davis  
 Vice-Pres., Gen. Mgr. . . . . E. C. Davis  
 Station Manager. . . . . Les Ryder  
 Commercial Manager. . . . . John Edwin Henry  
 Sales Prom. Mgr. . . . . Revis Taylor  
 Program Director. . . . . Mrs. Virginia Ryder

Musical Director. . . . . Mrs. Garvis Taylor  
 Chief Engineer. . . . . Marvin J. Easterwood  
 Farm Editor. . . . . Robert Tucker

**K T R M**  
**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 Sts.  
 Air Time. . . . . 6 a.m.-12:05 a.m.  
 News Service . . . . . INS  
 Transcription Service . . . . . World  
 Pres., Gen.-Sta. Mgr. . . . . Jack Neil  
 Commercial Manager. . . . . Bill McRae  
 Sales Prom. Mgr. . . . . Barclay Herring  
 Pgm., Prod., Pub. Dir. . . . . Joseph S. Trum  
 Chief Anncr., Musical Dir. . . . . Roy Dixon  
 Chief Engineer. . . . . Ben F. Hughes  
 Farm Editor. . . . . Charles Schmucker

**K I B L**

**BEEVILLE—1949**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Bee Bcstg. Co.  
 Address . . . . . Box 948  
 Phone Number . . . . . 1490  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Gen., Comm. Mgr. . . . . John D. Rossi  
 Partners. . . . . J. D., V. L. Rossi  
 Pgm., Sta. Mgr. . . . . Joe W. Caldwell  
 Chief Engineer. . . . . Harry W. Wardwell

**K B S T**

**BIG SPRING—1936—ABC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Big Spring Bcstg. Co.  
 Bus.-Studio Address. . . . . 702 Johnson St.  
 Phone Number . . . . . 1500  
 Transmitter Location. . . . . 1½ Mi. N.E. of city  
 Air Time. . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 Pres., Gen., Sta. Mgr. . . . . William J. Wallace  
 Comm.-Sales Prom. Mgr. . . . . William L. Cox  
 Prog.-Prod.-Pub. Dir. . . . . Robert Lindley  
 Chief Engineer. . . . . Andrew M. Jones

**K T X C**

**BIG SPRING—1949**

Frequency: 1400 Kc. . . . . Power: 100 Watts  
 Owned-Operated By . . . . . Leonard R. Lyon  
 Address. . . . . Big Spring City Park  
 Phone Number . . . . . 3300  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP

# TEXAS

Pres., Gen. Mgr. Leonard R. Lyon  
Comm., Asst. Mgr. Wayne Robison  
Program Director Vance Kimble  
Promotion Manager Sid Camble  
Chief Engineer Al Thompson

## 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 R. G. Hughes  
Business Address Box 110  
Phone Number 1600  
Studio-Transmitter Location 1431 Clayton St.  
Air Time 6:30 a.m.-11 p.m.  
News Service AP  
Transcription Service Lang-Worth  
Representative Paul Girard  
Membership NAB  
President R. G. Hughes  
General Station Mgr. Wayne Phelps  
Commercial Manager Harry Chilton  
Pgm., Prod. Director Jack Roberts  
Publicity Director Bill Clark  
Chief Anncr., Musical Dir. Raymond Baxter  
Chief Engineer Herman Kreiger

## KNEL

BRADY—1945—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By G. L. Burns  
Business-Studio Address Radio Bldg.  
Phone Number 77  
Transmitter Location Brady  
Air Time Unlimited  
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 Nelin

## KSTB

BRECKENRIDGE—1947

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Oper. By Stephens County Bcstg. Co.  
Business-Studio Address Miller Bldg.  
Phone Number 1430  
Transmitter Location 1 1/2 Mi. W. of city  
Air Time 6 a.m.-local sunset  
News Service AP  
Transcription Service Lang-Worth  
Membership NAB  
General-Station Mgr. R. W. Chapman

Commercial Manager Gilbert Webb  
Chief Announcer T. Drakley  
Chief Engineer R. E. Smith  
Farm Editor W. R. Lacey

## KWHI

BRENHAM—1937—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By Tom S. Whitehead  
Business Address Brenham  
Phone Number 655, 611  
Studio Address Main St.  
Transmitter Location 2 Mi. N. on Hwy. 36  
Air Time 6 a.m.-sunset  
News Service UP  
Transcription Service Lang-Worth, SESAC  
General Manager Tom S. Whitehead  
Commercial Manager J. C. Price  
Program Director Bill Sloan  
Chief Engineer H. B. Balch  
Farm Editor J. W. Stufflebeme

## KTFY

BROWNFIELD—1949

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned-Oper. By Terry County Bcstg. Co.  
Address Box 1037  
Air Time Daytime  
News Service UP  
Transcription Service Standard  
Gen., Comm. Mgr. Conrad Vernon, Jr.  
Promotion Manager R. C. Norris

## KBOR

BROWNVILLE—1949

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned-Oper. By Brownsville Bcstg. Co.  
Address Box 472  
Phone Number 2-5677  
Air Time Daylight  
News Service AP  
Transcription Service Thesaurus  
Pres., Gen. Mgr., Pgm. Dir. M. J. Wilson  
Commercial Manager Vance C. Wilson  
Chief Engineer Willis A. Wilson

## KVAL

BROWNSVILLE—1945—ABC

TEX. QUAL.

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By KVAL Bcstg. Co.  
Address P. O. Box 1792  
Phone Number 2-6452  
Air Time Unlimited  
News Service AP  
Representative Free & Peters  
President T. Frank Smith  
Gen., Comm. Mgr. T. Frank Smith, Jr.  
Pgm. Dir., Prom. Mgr. Tom Martin  
Chief Engineer Ed Frazier

**K B W D**  
**BROWNWOOD—1941**  
**MBS-TEXAS STATE**

Frequency: 1380 Kc. Power: 1000 Watts d.:  
500 Watts n.  
Owned-Oper. By. . . . . Brown County Bcstg. Co.  
Business-Studio Address. . . . . 800 Hawkins St.  
Phone Number . . . . . 2401-2  
Transmitter Location. . . . . Williams Ranch Rd.  
Air Time . . . . . 6 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Walker  
Membership . . . . . NAB  
President, General Mgr. . . . . Wendell Mayes  
Commercial Manager. . . . . F. T. Wilson  
Program Director. . . . . Wendell Mayes, Jr.  
Sales Prom. Mgr. . . . . Pat Brinkley  
Chief Announcer. . . . . A. D. Whisenant  
Farm Editor. . . . . Joel Chapman  
Chief Engineer. . . . . A. W. Stewart

**K O R A**  
**BRYAN—1947—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. . . . . Bryan Bcstg. Co.  
Bus. Studio Address. . . . . 305 W. 26th St.  
Phone Number . . . . . 2-1451  
Transmitter Location. . . . . Villa Maria Rd.  
Air Time . . . . . 6 a.m.-M.  
Pres., Owner, Gen. Mgr. . . . . David C. Jones, Jr.  
Station Manager. . . . . Frank J. Sosolik  
Commercial Manager. . . . . Euell G. Byers  
Chief Engineer. . . . . James R. Smith  
Pgm., Farm Dir. . . . . William J. Zak, Jr.

**K D E T**  
**CENTER—1949**

Frequency: 930 Kc. Power: 1000 Watts d.  
Owned-Operated By. . . . . Center Bcstg. Co., Inc.  
Address. . . . . 205 Austin St.  
Phone Number . . . . . 1199  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
President. . . . . Tom E. Foster  
Gen., Comm. Mgr. . . . . Jack Bell  
Promotion Manager. . . . . Tolbert Foster  
Chief Engineer. . . . . T. McLachian

**K C T X**  
**CHILDRESS—1947—MBS**

Frequency: 1510 Kc. Power: 250 Watts d.  
Owned-Oper. By. . . . . Golden West Bcstg. Co., Inc.  
Bus. Studio. Address . . . . . 217½ N. Main  
Phone Number . . . . . 1085  
Transmitter Location. . . . . 1 Mi. W. of Childress  
Air Time . . . . . Local sunrise-sunset  
News Service . . . . . AP  
Transcription Service . . . . . Standard

Membership . . . . . NAB  
President. . . . . R. Malone Hagan  
General Manager. . . . . George D. Cowan  
Commercial Manager. . . . . Malone Hagan  
Program Director. . . . . LeRoy Carter  
Publicity Director. . . . . Mildred Sikes  
Chief Announcer. . . . . Bob Pace  
Chief Engineer. . . . . Brooks Bruffett

**K C L E**  
**CLEBURNE—1947**

Frequency: 1120 Kc. Power: 250 Watts d.  
Owned-Operated By. . . . . Marti, Inc.  
Business-Studio Address. . . . . 919 N. Main  
Phone Number . . . . . 1025  
Transmitter Location. . . . . Route 3  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . UP  
Representative . . . . . Hil F. Best  
Membership . . . . . NAB, BMB  
Pres., Gen. Sta.-Comm.-Sales Prom.  
Manager. . . . . George W. Marti  
Pgm., Prod. Dir. . . . . D'Voe Lee  
Chief Announcer. . . . . Frank H. Hardgrove  
Chief Engineer. . . . . Lloyd E. Rodgers  
Farm Editor. . . . . C. A. Munsch

**K S T A**  
**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 . . . . . Capitol  
Representative . . . . . Hil F. Best  
Membership . . . . . NAB  
President. . . . . H. H. Jackson  
Gen., Sta., Comm. Mgr. . . . . Floyd Shelton  
Sales Prom. Mgr., Farm Editor. . . . . Jack Nesbitt  
Program Director. . . . . Jean Larson  
Prod. Dir., Chief Anncr. . . . . Bill Fox  
Publicity Director. . . . . Mrs. Billy B. Beach  
Chief Engineer. . . . . Brownie Seals

**W T A W**  
**COLLEGE STATION—1922**

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By. . . . . The Agricultural &  
Mechanical College of Texas  
Bus. Studio Address. . . . . Administration Bldg.  
Phone Number . . . . . 4-6724  
Transmitter Location. . . . . Bet. Bryan & College Sta.  
Air Time . . . . . 6 a.m.-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . World  
Membership . . . . . NAB  
General Manager. . . . . R. Henderson Shuffler

# TEXAS

Sta., Comm. Mgr. .... Richard L. Webb  
Sales Prom. Mgr. .... Mrs. Elsie Patranella  
Pgm. Dir., Chief Anncr. .... John Scogin  
Chief Engineer. .... Richard L. Webb  
Farm Editor. .... Jack Timmons

## KEYS

CORPUS CHRISTI—1940  
CBS-LONE STAR

Frequency: 1440 Ks. .... Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By. .... Nueces Bcstg. Co.  
Business Address. .... P. O. Box 1460  
Phone Number. .... 2-7411  
Studio Address. .... Center Theater Bldg.  
Transmitter Location. .... Shell Rd.  
Air Time. .... 6 a.m.-M.  
News Service. .... UP  
Transcription Service. .... World  
Representative. .... Taylor-Borhoff  
Membership. .... NAB, BMB  
Owners. .... Charles Rossi, Earl C. Dunn,  
H. B. Lockhart, E. C. Hughes  
General Manager. .... E. C. Hughes  
Station Manager. .... Kelly Wofford  
Commercial Manager. .... Tom Gibson  
Program Director. .... Ben Blackman  
Chief Engineer. .... Harold Griffith

## KRIS

CORPUS CHRISTI—1935—NBC-TQN  
Frequency: 1360 Kc. .... Power: 1000 Watts  
Owned-Oper. By. .... Gulf Coast Bcstg. Co.  
Address. .... P. O. Box 840  
Phone Number. .... 6354  
Air Time. .... Unlimited  
News Service. .... AP  
Transcription Service. .... Standard  
Representative. .... Free & Peters  
Membership. .... NAB, BMB  
Pres., Gen. Mgr. .... T. Frank Smith  
Commercial Manager. .... William Eikner  
Pgm. Dir., Prom. Mgr. .... Charles Nethery  
Chief Engineer. .... Elmer Atkinson

## KSIX

CORPUS CHRISTI—1947  
Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Corpus Christi Bcstg. Co.,  
Inc.  
Address. .... Showroom Bldg.  
Phone Number. .... 2-9242  
Representative. .... Forjoe  
General Manager. .... Vana M. Kennedy

## KUNO

CORPUS CHRISTI—1949  
Frequency: 1400 Kc. .... Power: 100 Watts  
Owned-Oper. By. .... Community Bcstg. Co.

Address. .... Box 4286  
Air Time. .... Unlimited  
Transcription Service. .... Capitol  
President. .... Leslie C. Smith  
Gen. Mgr., Chief Engr. .... J. H. Mayberry

## KWBU

CORPUS CHRISTI—1943—LIBERTY  
Frequency: 1030 Kc. .... Power: 50,000 Watts d.  
Owned By. .... Baylor Univ. of Waco  
Business Address. .... P. O. Box 898  
Phone Number. .... 5258-9  
Studio Address. .... White Plaza Hotel  
Transmitter Location. .... Gregory  
Air Time. .... Daytime  
News Service. .... AP  
Representative. .... Branham  
General Manager. .... Roy R. Kay  
Exec. Secretary. .... V. M. Kulhane  
Traffic & Continuity. .... Rose Belik  
Musical Directors. .... Irene Hill & Billy Gregory  
Chief Engineer. .... Nestor Cuesta, Jr.

## KAND

CORSICANA—1937—LIBERTY  
Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Alto, Inc.  
Bus. Studio Address. .... State Natl. Bank Bldg.  
Phone Number. .... 2486  
Transmitter Location. .... Hwy. 75  
Air Time. .... 6 a.m.-11 p.m.  
News Service. .... UP  
Transcription Service. .... World  
Representative. .... Branham  
Membership. .... NAB, BMB  
President. .... J. C. West  
General Manager. .... Walter S. Kline  
Chief Engineer. .... Donnell D. Dickson, Jr.

## KCFH

CUERO—1949  
Frequency: 1600 Kc. .... Power: 500 Watts d.  
Owned-Operated By. .... A. M. Respondek  
Address. .... Cuero  
Air Time. .... Daytime  
News Service. .... UP  
Transcription Service. .... World  
Pres., Gen. Mgr. .... A. M. Respondek  
Commercial Manager. .... Milton Binz  
Program Director. .... Edson Foster  
Chief Engineer. .... E. F. Meyer

## KXIT

DALHART—1948—LIBERTY  
Frequency: 1410 Kc. .... Power: 500 Watts d.  
Owned-Operated By. .... Dalrad Associates  
Address. .... 402<sup>1-2</sup> Denrock  
Phone Number. .... 740  
Air Time. .... Daytime  
News Service. .... UP

TEXAS

Transcription Service .....Lang-Worth  
Membership .....NAB  
General Manager.....Kenneth B. Bishop  
Chief Engineer.....Bill Smith

**KIXL**  
DALLAS—1947

Frequency: 1040 Kc....Power: 1000 Watts d.  
Owned-Operated By....Variety Bcstg. Co., Inc.  
Business-Studio Address....1401 S. Akard St.  
Phone Number.....Riverside 4521  
Transmitter Location.....5500 Parkdale Dr.  
Air Time .....Daytime  
News Service .....AP  
Transcription Service.....Standard, World,  
MacGregor  
Representative .....Forjoe  
Membership .....NAB  
President, General Manager.....Lee Segall  
Asst. Manager.....Tom W. Massey  
Commercial Manager.....T. H. Strauss  
Program Director.....Charles F. Payne  
Production Manager.....John D. Wilson  
Chief Engineer.....Bob E. Tripp

**KLIF**  
DALLAS—1947—LIBERTY

Frequency: 1190 Kc....Power: 1000 Watts d.  
Business-Studio Address....Cliff Towers Hotel  
Business-Studio Address.....Cliff Towers  
Phone Number.....Winfield 0328  
Transmitter Location.....Scyene Rd.  
Air Time .....6 a.m.-6 p.m.  
News Service .....UP  
Transcription Service .....Associated  
Representative.....Adam J. Young  
Membership .....NAB  
President.....Barton R. McLendon  
Gen., Sta. Mgr.....Gordon McLendon  
Commercial Manager.....Bruce Collier  
Asst. Sales Prom. Mgr., Pgm. Dir., Bill Weaver  
Musical Director.....Johnny Murray  
Chief Engineer.....Glenn Callison

**KRLD**  
DALLAS—1926—CBS-TEXAS

Frequency: 1080 Kc....Power: 50,000 Watts  
Owned-Operated By.....KRLD Radio Corp.  
Address .....Herald Square  
Phone Number.....Central 6811  
Air Time .....Unlimited  
News Service.....AP, INS  
Transcription Service.....Standard, Capitol  
Representative .....Branham  
Membership .....NAB, BMB  
President.....John W. Runyon  
General Manager.....Clyde W. Rembert  
Commercial Mgr.....William A. Roberts  
Program Director.....Roy George  
Promotion Manager.....J. W. Crocker  
Chief Engineer.....Roy M. Flynn

**KSKY**  
DALLAS—1941

Frequency: 660 Kc....Power: 1000 Watts d.  
Owned-Operated By.....SKY Bcstg. Service  
Business-Studio Address.....Hotel Stoneleigh  
Phone Number.....Central 6193-4, LD800  
Transmitter Location.....Bruton Rd.  
Air Time .....Sunrise-sunset  
News Service .....AP  
Membership .....NAB  
Partner, Gen. Mgr.....A. L. Chilton  
Station Manager.....R. G. Terrill  
Commercial Manager.....R. L. Kanatzar  
Program Director.....Leonard Holland  
Chief Announcer.....Richard F. Parker  
Musical Director.....James L. Hughes  
Chief Engineer.....Morris M. Ming

**WFAA**  
DALLAS—1922

NBC-ABC-TEXAS QUALITY

Frequency: 820 Kc....Power: 50,000 Watts  
Frequency: 570 Kc....Power: 5000 Watts  
Owned-Operated By....Dallas Morning News  
Business-Studio Address.....1122 Jackson St.  
Phone Number.....Riverside 9631  
Transmitter Location..WFAA-820, Grapevine;  
WFAA-570, Arlington  
Air Time .....Unlimited  
News Service.....AP, UP  
Transcription Service .....Lang-Worth  
Representative.....Edward M. Petry  
Membership .....NAB, BMB  
President.....E. M. Dealey  
General Manager.....Martin B. Campbell  
Asst. Sales Manager.....Ralph W. Nimmons  
Regional Sales Mgr.....Alex Keese  
Sales Prom. Manager.....Robert E. Summers  
Program Director.....Kelly Maddox  
Production Director.....Bert Mitchell  
Publicity Director.....Louis A. Breault, Jr.  
Musical Director.....Billy Mayo  
Chief Engineer.....J. Raymond Collins  
Farm Editor.....Murray E. Cox  
Asst. to Farm Editor.....Kitty R. Johnson

**WRR**

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc....Power: 5000 Watts  
Owned-Oper. By.....City of Dallas  
Business Address.....Municipal Radio Bldg.,  
State Fair Grounds  
Phone Number .....T3-6101  
Transmitter Location.....White Rock Lake  
Air Time .....Unlimited  
News Service .....AP  
Representative .....John Blair  
Membership .....NAB  
Chairman.....E. O. Cartwright  
Managing Director.....Dale Drake

# TEXAS

Program Director.....Pete Teddlie  
Publicity Director.....Ruth Jones  
Musical Director.....Alta Faye  
Chief Engineer.....D. J. Tucker  
Farm Editor.....Al Jones  
(See Page 654)

## KDLK

DEL RIO—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Del Rio Bcstg. Co.  
Business Address.....P. O. Box 1162  
Phone Number.....1234  
Studio-Transmitter Location.....Cypress &  
E. Second Sts.

Air Time.....Unlimited  
News Service.....UP  
Representative.....Hal Harlan  
President.....James A. Clements  
Gen., Sta. Mgr.....Hal Harlan  
Com., Sales Prom. Mgr.....Don Howard  
Program Director.....Hal Smith  
Prod., Publ. Dir.....Bob Pro  
Chief Anncr., Chief Engr.....Stan Benson  
Musical Director.....Benny Johnson

## KDSX

DENISON—1948—LIBERTY

Frequency: 1220 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Grayson Bcstg. Co.  
Address.....P. O. Box 263  
Phone Number.....3-400  
Studio Address.....Hotel Denison  
Transmitter Location.....2 Mi. N. City, Hiway 75  
Air Time.....Sunrise-Sunset  
News Service.....AP  
Transcription Service.....Standard  
President, Gen. Mgr.....B. V. Hammond, Jr.  
Comm., Sales Prom. Mgr.....George Myers  
Prod., Pub. Dir.....William H. Burkett  
Chief Announcer.....Allan Hundley  
Chief Engineer.....Fred Weaver

## KDNT

DENTON—1938

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Harwell V. Shepard  
Address.....Radio Center  
Phone Number.....276  
Air Time.....Unlimited  
Representative.....Best  
General Manager.....Harwell V. Shepard

## KDDD

DUMAS—1947

Frequency: 800 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....North Plains Bcstg. Corp.  
Bus., Studio-Transmitter Address.....Hway. 287.  
No. edge of Dumas

Phone Number.....2-4411  
Air Time.....Sunrise-sunset  
News Service.....AP  
Transcription Service.....Standard, Capitol  
President.....Lucian M. Spencer  
Gen., Sta., Comm. Mgr.....Ken Duke  
Pgm., Prod., Pub. Dir.....Ray Trent  
Chief Announcer.....Bill Lask  
Musical Director.....Katherine Vitz  
Chief Engineer.....T. D. Atkins  
Farm Editor.....J. B. Wade

## KURV

EDINBURG—1947

Frequency: 710 Kc.....Power: 250 Watts d.  
Owned-Operated By.....J. C. Looney  
Address.....Edinburg  
Phone Number.....710-1  
Studio-Transmitter Location.....2 Mi. N. State Hy.  
Air Time.....6 o.m.-6 p.m.  
News Service.....UP  
Representative.....For Joe  
Membership.....NAB, BMB, FMA  
President.....James Cullen Looney  
Gen., Sta., Comm. Mgr.....Allan Dale  
Sales Prom. Mgr.....Joe Payne  
Chief Engineer.....Warren Chase

## KULP

EL CAMPO—1948—LIBERTY

Frequency: 1390 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Wharton County Bcstg. Co.  
Business Address.....P. O. Box 1390  
Phone Number.....1390  
Studio Address.....505 E. Jackson  
Air Time.....5 a.m.-5:30 p.m.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Hil F. Best  
Membership.....NAB, BMB  
President.....Culp Krueger  
General Manager.....J. T. Senter  
Office Manager.....Robt. Hathaway  
Commercial Manager.....Melbadean Wells  
Program Director.....Wesley Jones  
Chief Engineer.....Joe Miller  
Farm Editor.....V. L. Sandlin  
Traffic Manager.....Jane Beatty

## KELT

ELECTRA—1949

Frequency: 1050 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Oil City Bcstg. Co.  
Address.....Box 112  
Phone Number.....1051  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....Standard  
General Manager.....W. M. H. Smith  
Program Director.....Jack Womack  
Chief Engineer.....Bill F. Lindsay



## KELP

**EL PASO—1947—KBS**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned By: Paso Bcstg. Co.  
 Business-Studio Address: 106 Texas St.  
 Phone Number: 3-3658  
 Transmitter Location: Ascarate  
 Air Time: 6 a.m.-sunset  
 News Service: UP  
 Transcription Service: Capitol, Keystone  
 Representative: John E. Pearson  
 Membership: NAB, BMB  
 President: Lewis O. Seibert  
 Gen., Sta., Comm. Mgr.: John L. Thompson  
 Sales Prom. Mgr.: Bob Rowland  
 Pgm., Pub. Dir.: Margaret Momsen  
 Production Director: Ted Quillen  
 Chief Announcer: Pat Wilkins  
 Musical Director: June Barbour  
 Chief Engineer: Milton Cockrell  
 Farm Editor: Paul Stevenson

## KEPO

**EL PASO—1948—ABC**

Frequency: 690 Kc. Power: 5000 Watts  
 Owned-Operated By: KEPO, Inc.  
 Business-Studio Address: 2419 N. Piedras St.  
 Phone Number: 5-2731  
 Transmitter Location: Hwy. 54, 10 Mi. N.E. of El Paso  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Standard  
 Representative: John Blair  
 Membership: NAB, BMB  
 Exec. Vice Pres.: Kenyon Brown  
 General Manager: Willard L. Kline  
 Commercial Manager: Howard W. Baldwin  
 Program Director: Gene Procter  
 Chief Engineer: E. L. Gemoets

## KROD

**EL PASO—1940  
 CBS-SOUTHWEST**

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By: Roderick Bcstg. Corp.  
 Business-Studio Address: 2201 Wyoming St.  
 Phone Number: 2-6551  
 Transmitter Location: 3½ Mi. N., Newman Rd.  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Taylor-Boroff  
 Membership: NAB, BMB  
 President: Dorrance D. Roderick  
 V.P., Gen., Sta. Mgr.: Val Lawrence  
 Commercial Manager: Robert C. Hughes  
 Program Director: Ted Hunt  
 Sales Prom. Mgr., Pub. Dir.: Bob Canavan  
 Chief Announcer: Richard Weaver  
 Chief Engineer: Edward P. Talbott

## KSET

**EL PASO—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Sunland Bcstg. Co.  
 Address: 2223 Montana St.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Membership: NAB  
 General Manager: Vincent W. McConn  
 Station Manager: G. C. Hoffmann  
 Commercial Manager: O. J. Kaspa  
 Program Director: C. H. Hall  
 Chief Engineer: W. V. Rocketteller

## KTSM

**EL PASO—1929—NBC**

Frequency: 1380 Kc. Power: 1000 d., 500 n.  
 Owned-Oper. By: Tri-State Bcstg. Co., Inc.  
 Bus.-Studio Address: 801 N. Oregon St.  
 Phone Number: 2-5423  
 Transmitter Location: First St., Ascarate  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Thesaurus, World  
 Representative: George P. Hollingbery  
 Membership: NAB, BMB  
 Pres., Sta. Mgr.: Karl O. Wyle  
 Commercial Manager: Roy T. Chapman  
 Program Director: Jack Chapman  
 Prod. Dir., Chief Anncr.: Jack Rye  
 Publicity Director: Murray Yeager  
 Chief Engineer: Kenneth J. Walton  
 Farm Editor: Conroy Bryson

## KCNC

**FORT WORTH—1946**

Frequency: 870 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Blue Bonnet Bcstg. Corp.  
 Bus.-Studio Address: 705½ Main St.  
 Phone Number: 7-175  
 Transmitter Location: 4000 Lawnwood St.  
 News Service: AP  
 Air Time: Sunrise-Sunset  
 Pres., Gen., Sta. Mgr.: J. H. Speck  
 Commercial Manager: Luther Adkins  
 Program Director: Jerry Hahn  
 Chief Engineer: Jack Hopkins

## KCUL

**FORT WORTH—1949**

Frequency: 1540 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By: East-West Bcstg. Co.  
 Address: 3607 Camp Bowie  
 Phone Number: 7-2161  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Associated  
 Pres., Gen. Mgr.: W. B. Chambers, Jr.  
 Chief Engineer: Nestor Cuesta, Jr.

Why You Buy

# WRR-KFJZ

For Dallas-Fort Worth:

## ★ Cost-Per-Listener Ratio

WRR-KFJZ Combination has the lowest actual rate and lowest Cost Per Listener rating, based on Hooper, of all the major stations serving in the twin city area. For 1 minute spot: day time: WRR-KFJZ, 11.40; (ABC), 18.00; (CBS), 20.00; (NBC), 20.00. For 1 minute spot: night time: WRR-KFJZ, 21.00; (ABC), 26.00; (CBS), 30.00; (NBC), 30.00. Yet five-month average Hooper rating (furnished on request) converted into Cost Per Listener ranks WRR-KFJZ Combination FIRST for Sunday afternoons, SECOND for weekday mornings, FIRST for weekday afternoons and SECOND at night against the same competition.

## ★ Station Popularity

Both WRR and KFJZ are tops in popularity in their respective cities because of being the primary news-and-sports stations. WRR in Dallas carries Dallas Kick baseball broadcast, World Series each year, Southwest Conference and high-school football, basketball, polo tennis, and Dallas Texas ice hockey. KFJZ in Ft. Worth carries World Series, and full coverage of same sports as WRR. Texas ice sport mad, then dials stay tuned to the news and sports stations.

## ★ Audience Loyalty


WRR-KFJZ Combination delivers real audience loyalty. No fly-by-nights. WRR was established in 1929, is world's oldest municipal station; was first station in Dallas. KFJZ was established in 1922, was second station in Ft. Worth, is present key station of Texas State Network. A whole generation has grown up and started a new one listening to these two stations.

## ★ Concentrated Coverage

WRR-KFJZ is a combination of two 5,000 Watt stations located 30 miles apart. Each is excellent in reachability in both cities. WRR covers Dallas Ft. Worth and the area North and East; KFJZ covers Dallas-Ft. Worth and the area West; overlap of CONCENTRATED coverage is approximately 60%, completely including the billion people of the Dallas Ft. Worth market.

## ★ Convenience to Advertiser

WRR-KFJZ Combination means convenience to the advertiser. One order, one price, one billing, two stations for double coverage; choice of simultaneous or separate scheduling.



“THE BILLION DOLLAR AUDIENCE”

**KFJZ—FORT WORTH**                      **WRR—DALLAS**

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

## K F J Z

**FORT WORTH—1922  
MBS-TEXAS STATE**

Frequency: 1270 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Tarrant Bcstg. Co.  
 Business-Studio Address . . . 1201 W. Lancaster  
 Phone Number . . . . . 3-3474  
 Transmitter Location . . . . . Birdville  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . SESAC, World  
 Representative . . . . . John Blair  
 Membership . . . . . NAB  
 Pres., Gen. Mgr. . . . . Gene L. Cagle  
 Comm., Sales Prom. Mgr. . . Clyde D. Pemberton  
 Pgm., Prod. Dir. . . . . Hal Thompson  
 Chief Engineer . . . . . James T. Peterson

## K W B C

**FORT WORTH 1946**

Frequency: 970 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Worth Bcstg. Co.  
 Bus.-Studio Address . . . . . 1003½ Houston  
 Phone Number . . . . . 2-9231  
 Transmitter Location . . . . . Old Denton Rd.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . William G. Rambeau  
 President . . . . . P. W. Seward  
 General Manager . . . . . Lewis Love  
 Commercial Manager . . . . . Conrad Dupree  
 Sales Prom. Mgr. . . . . Tom Allen  
 Program Director . . . . . Ed Hogan  
 Production Director . . . . . Harvey Boyd  
 Publicity Director . . . . . Dean McLean  
 Musical Director . . . . . Charles Hobbie  
 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 . . . . . 3-1448-9, 3-1440  
 Transmitter Location . . . . . Cor. Piper Lane &  
 Galloway Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Representative . . . . . John E. Pearson  
 President . . . . . F. M. Skinner  
 Gen., Sta. Mgr. . . . . Russ N. Lamb  
 Commercial Mgr. . . . . Herman C. Clark  
 Program Director . . . . . Phil Vogel  
 Chief Announcer . . . . . Bill Hightower  
 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; Dallas,  
 TR-7-9757  
 Transmitter Location . . . WBAP-820, Grapevine;  
 WBAP-570, Arlington  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, Cole  
 Representative . . . . . Free & Peters  
 Membership . . . . . NAB, BMB  
 President . . . . . Amon Carter  
 Director . . . . . Harold Hough  
 Station Manager . . . . . George Cranston  
 Commercial Manager . . . . . Roy Bacus  
 Program Director . . . . . Ed Lally  
 Production Director . . . . . A. M. Woodford  
 Prom., Mcdse., Pub. Dir. . . . . Jack Rogers  
 Chief Announcer . . . . . Frank Mills  
 Musical Director . . . . . Gene Baugh  
 Chief Engineer . . . . . R. C. Stinson  
 Farm Editor . . . . . Layne Beaty  
 (See Page 656)

## 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, 369  
 Transmitter Location . . . . . U. S. Hwy. 87  
 Air Time . . . . . 6:30 a.m.-10:15 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . SESAC  
 Representative . . . . . Hil F. Best  
 President . . . . . Walter T. McKay  
 Vice-President . . . . . Arthur Stehling  
 Gen., Sta. Mgr. . . . . Gregg Winters  
 Comm., Sales Prom. Mgr. . . . . W. J. Thomas  
 Chief Engineer . . . . . Norbert Fritz  
 Farm Editor . . . . . Walter Herbort

## K G A F

**GAINESVILLE—1947—KBS**

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Gainesville Bcstg. Co.  
 Address . . . . . Training School Rd.  
 Phone Number . . . . . 248, 1600  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 President . . . . . Joe M. Leonard, Sr.  
 General Manager . . . . . Joe M. Leonard, Jr.  
 Commercial Manager . . . . . Earl Leonard  
 Program Director . . . . . Louis C. Pitchford, Jr.  
 Chief Engineer . . . . . Cordell Martin

# The South's Richest Market

**In The Shadow Of The Cowbell,  
WBAP Memory Signal Since 1922**

## THE FORT WORTH-DALLAS AREA

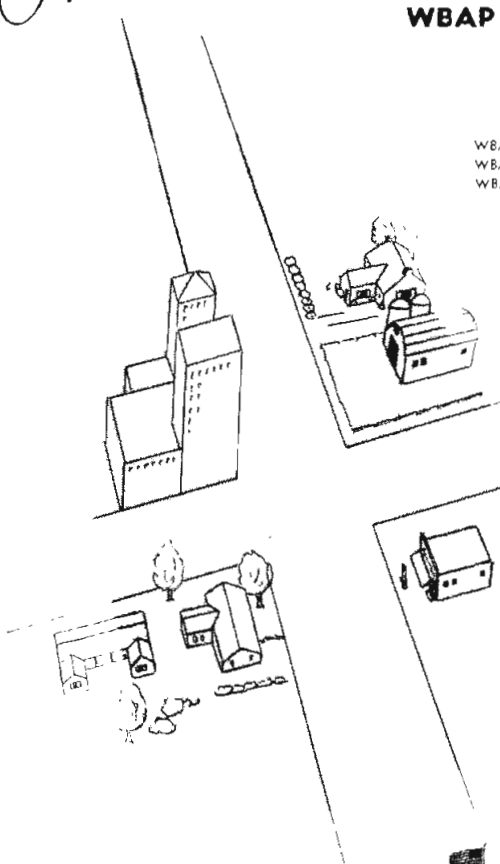
	Population*	Retail Sales*	Radio Homes*
WBAP - 570 (ABC)	4,528,700	\$3,772,867,000	1,173,518
WBAP - 820 (NBC)	5,435,500	4,329,307,000	1,753,162
WBAP - TV (ABC, NBC)	1,035,571	1,788,701,550	TV Count Monthly

Delivering the South's richest market is a WBAP specialty, as it has been with radio since 1922 and with television since September 29, 1948.

From metropolitan cities to the smallest hamlet, ranch or farm home, WBAP's memory signal cowbell is listened to more by more people in the South's richest market (Fort Worth-Dallas area).

WBAP now has facilities to produce the most difficult program or commercial (live, recorded or film) in its new 70,000 square foot Radio and Television Center.

Complete station and market details are available by contacting WBAP or Free & Peters at any one of the offices listed below.



Aman Carter, President  
Harold Hough, Director  
George Cranston, Manager  
Roy Bacus, Com. Manager

WBAP Telephones  
Fort Worth  
L 0-1100 (1981)  
Dallas  
Trenmont 7-9751



**FREE & PETERS** Local & National Representatives

Fort Worth Dallas Atlanta San Antonio Chicago New York Hollywood

## 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 . . . . . Commerce Bldg.  
Phone Number . . . . . 4329  
Transmitter Location . . . . . E. end Galveston Island  
Air Time . . . . . 6:30 a.m.-11:30 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Gen., Sta. Mgr., Pub. Dir. . . . . James W. Bradner,  
Jr.  
Comm., Sales Prom. Mgr. . . . . Floyd Smith  
Pgm., Prod. Dir. . . . . Jim McConne'l  
Musical Director . . . . . Mary Jean Duncan  
Chief Engineer . . . . . Jesse Simms

## K L U F

### GALVESTON—1922—MBS-LIBERTY

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . The KLUF Bcstg. Co.  
Business-Studio Address . . . . . 300 Haden Bldg.  
Phone Number . . . . . 6676  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . William G. Rambeau  
President . . . . . George Roy Clough  
Gen., Comm. Mgr., Chief Engr. . . . . L. D. Clough

## K S I J

### GLADWATER—1949

Frequency: 1430 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Gladwater Bcstg. Co.  
Address . . . . . 303 Cotton St.  
Phone Number . . . . . 516  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Representative . . . . . Hil F. Best  
Partners . . . . . Carl Everett, Jr., B. H. Broiles,  
J. B. Sheppard  
General Manager . . . . . Ken Bennett  
Commercial Manager . . . . . Bob Bennett  
Program Director . . . . . Tom Perryman  
Promotion Manager . . . . . Clyde Moore  
Chief Engineer . . . . . Lloyd Johnson

## K C T I

### 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 a.m.-10 p.m.  
News Service . . . . . AP

Transcription Service . . . . . Capitol  
Representative . . . . . Gene Grant, Cooke  
Gen.-Commercial Mgr. . . . . Lawrence M. Walshak  
Pgm. Dir., Chief Engr. . . . . Frank Wilson, Jr.  
Farm Editor . . . . . Thomas W. Wilson

## K S W A

### GRAHAM—1948

Frequency: 1330 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . Graham Bcstg. Co.  
Address . . . . . Box 748  
Phone Number . . . . . 1200  
Studio-Transmitter Location . . . . . Hiway 24  
News Service . . . . . UP  
Air Time . . . . . 6:30 a.m.-Sunset  
Transcription Service . . . . . Capitol, SESAC  
Membership . . . . . NAB  
Pres., Gen., Sta. Mgr. . . . . Clay Thompson, Jr.  
Commercial Manager . . . . . W. J. Duncan  
Chief Engineer . . . . . Vance Newsom

## K G V L

### GREENVILLE—1946 MBS-TEXAS STATE-KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Truett Kimzey  
Business-Studio Address . . . . . Graham-Fagg Bldg.  
Phone Number . . . . . 2066  
Transmitter Location . . . . . Wolfe City Hwy.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Membership . . . . . NAB  
General Manager . . . . . Truett Kimzey  
Station Manager . . . . . Leo Hackney  
Asst. Manager . . . . . Paul D. Robinson  
Program Director . . . . . James D. Jones  
Chief Announcer . . . . . Bill Rust  
Musical Director . . . . . Dean Baker  
Chief Engineer . . . . . Tom Clyce

## K C L W

### HAMILTON—1947—LIBERTY

Frequency: 900 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Hamilton Bcstg. Co.  
Bus.-Studio Address . . . . . 111 E. Leslie St.  
Phone Number . . . . . 500  
Transmitter Location . . . . . 2 Mi. Comanche Hiway  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Air Time . . . . . Daytime  
Membership . . . . . NAB  
Pres., Gen. Mgr. . . . . Clyde Weatherby  
Station Manager . . . . . J. Monroe Coston  
Chief Engineer . . . . . Carl Knella

## K G B S

### HARLINGEN—1941—CBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Harbenito Bcstg. Co.

Business Address . . . . . P. O. Box 711  
 Phone Number . . . . . 2200  
 Studio-Transmitter Address . . . U. S. Hway. 83,  
 bet. Harlingen & San Benito  
 Air Time . . . . . 5:30 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Standard  
 Representative . . . . . Ra-Tel  
 Membership . . . . . BMB  
 President . . . . . McHenry Tichenor  
 General-Station Mgr. . . . . Troy McDaniel  
 Commercial Manager . . . . . Dave Bennett  
 Program Director . . . . . John Harrison  
 Publicity Director . . . . . Vernon Harrison  
 Chief Engineer . . . . . Al Beck

## K G R I

HENDERSON—1947

Frequency: 1000 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Henderson Bcstg. Co.  
 Business-Studio Address . . . . . Box 809  
 Phone Number . . . . . 1128  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, SESAC  
 President . . . . . Roy B. Cannon  
 Gen., Comm., Prom. Mgr. . . . . W. C. Crawford  
 Program Director . . . . . Frank Ledbetter  
 Chief Engineer . . . . . Lynn J. Roy

## K P A N

HEREFORD—1948

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Address . . . . . Box 868  
 Phone Number . . . . . 860  
 Studio-Transmitter Location . . . 16 Mi. W. City,  
 Hiway 60  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB  
 General Manager . . . . . John Blake  
 Sales Prom. Mgr. . . . . Hal W. Bly Miller  
 Chief Anncr., Engr. . . . . John Ball  
 Musical Director . . . . . Jim Pilaut

## K H B R

HILLSBORO—1947

Frequency: 1560 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Hill County Bcstg. Co.  
 Business-Studio Address . . . . . 204 E. Franklin St.  
 Phone Number . . . . . 594  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Station Manager . . . . . James O. Taylor  
 Program Director . . . . . Robert Greable  
 Chief Engineer . . . . . Norman A. Niesen

## K A T L

HOUSTON—1947—LIBERTY

Frequency: 1590 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Texas Bcstrs., Inc.  
 Business-Studio Address . . . . . 412 Main St.  
 Phone Number . . . . . Preston 3108  
 Transmitter Location . . . . . Post Oak Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Representative . . . . . IMS  
 Membership . . . . . NAB  
 President . . . . . William Harry Talbot  
 V.P., Gen. Mgr. . . . . King Howard Robinson  
 Commercial Manager . . . . . William C. Burks  
 Pub. Dir., Sales Prom. Mgr. . . . . Charles Dyer  
 Program Director . . . . . John Edwards  
 Production Director . . . . . Robert Matthes  
 Chief Announcer . . . . . Sidney Gervaise  
 Chief Engineer . . . . . Edward Martin  
 Farm Editor . . . . . Bill Bauerkempe

## K C O H

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 4-1888  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Associated,  
 MacGregor  
 General Manager . . . . . Robert C. Meeker

## K L E E

HOUSTON—1948

Frequency: 610 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . W. Albert Lee  
 Business-Studio Address . . . . . Milby Hotel  
 Phone Number . . . . . Preston 1161  
 Transmitter Location . . . . . 1 Mi. from inter-  
 section N. Sherperd & Airline  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Associated  
 Representative . . . . . Adam J. Young  
 Membership . . . . . NAB  
 President . . . . . W. Albert Lee  
 Gen., Sta., Comm. Mgr. . . . . John Pace  
 Pgm., Prod. Dir. . . . . William Newkirk  
 Pub. Dir., Chief Anncr. . . . . Bob Stevenson  
 Musical Director . . . . . Bobbie McMahan  
 Chief Engineer . . . . . Paul Huhndorff

## K N U Z

HOUSTON—1948

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Veterans Bcstg. Co.  
 Business-Studio Address . . . . . 905 Scanlan Bldg.  
 Phone Number . . . . . Central 8801

## TEXAS

Transmitter Location.....315 N. Ennis  
Air Time .....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth, Capitol  
Representative .....Forjoe  
Membership .....NAB  
President.....Max H. Jacobs  
Gen. Sta. Mgr.....Dave Morris  
Commercial Manager.....Douglas W. Blair  
Program Director.....Walter Colvin  
Production Director.....Johnnie Goodman  
Chief Engineer.....O. C. Crossland

### K P R C

HOUSTON—1925  
NBC-TEXAS QUALITY

Frequency: 950 Kc.....Power: 5000 Watts  
Owned-Oper. By.....The Houston Post Co.  
Business-Studio Address.....Lamar Hotel  
Phone Number.....Fairfax 7101  
Transmitter Location .....Deepwater  
Air Time .....Unlimited  
News Service .....AP  
Transcription Service.....Thesaurus, Standard  
Representative .....Edward Petry  
Membership .....NAB  
President, Owner.....W. P. Hobby  
General Manager.....Jack Harris  
Asst. Gen. Mgr.....Jack McGrew

Sales Prom. Manager.....Carol Bennett  
Production Manager.....Brooke Carroll  
Publicity Director.....Robert Carpenter  
Chief Engineer.....Harvey Wheeler  
News Editor.....Pat Flaherty

### KTHT

HOUSTON—1944—MBS

Frequency: 790 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Texas Star Bcstg. Co.  
Business-Studio Address.....4000 S. Main St.  
Phone Number.....Keystone 5535  
Transmitter Location.....Nr. San Jacinto  
Battlegrounds  
Air Time .....Unlimited  
News Service .....UP  
Representative .....Avery-Knodel  
Membership .....BMB, FMA  
President.....Roy N. Hofheinz  
Gen.-Sta.-Comm. Mgr.....Bill Bennett  
Sales Prom. Mgr., Pub. Dir.....Lauri Schutt  
Prod., Pgm. Dir.....Ted Nabors  
Chief Engineer.....O. B. Johnson

### KTRH

HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....KTRH Bcstg. Co.

## TEXAS

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### TEXAS ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Charles B. Jordan—KFJZ, Fort Worth

Vice-President: Pat Flaherty—KPRC, Houston

Secretary-Treasurer: Jim Alderman—WRR, Dallas

## TEXAS

• • • **TEXAS** • • •

Address ..... Rice Hotel  
Phone Number..... Preston 4361  
Air Time ..... Unlimited  
News Service ..... AP, INS  
Transcription Service..... World  
Representative..... John Blair  
Pres., Gen. Mgr..... B. F. Orr  
Assistant Manager..... Ray Herndon  
Natl. Sales Manager..... Ray Bright  
Program Director..... Ted Nabors  
Promotion Manager..... Monte Kleban  
Engineers..... Tom Hiner, Lester Mullan

## K X Y Z

### HOUSTON—1930 ABC-LONE STAR

Frequency: 1320 Kc..... Power: 5000 Watts  
Owned-Operated By..... Shamrock Bcstg. Co.  
Business-Studio Address..... Gulf Bldg.  
Phone Number..... Capitol 6151  
Transmitter Location..... Deepwater  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service..... Standard, Lang-Worth  
Representative..... Free & Peters  
Membership..... NAB, BMB, FMA  
President..... Glenn H. McCarthy  
Exec. V.P., Gen. Mgr..... Fred Nahas  
V.P., Comm. Mgr..... Terry Lee  
Prod., Musical Dir..... Art Finger  
Program Director..... Tom Franklin  
Publicity Director..... Lee Hogg  
Musical Director..... Ed Badeaux  
Chief Announcer..... Frank Babcock  
Chief Engineer..... Gerald R. Chinski  
Farm Editor..... Roland Baker

## K S A M

### HUNTSVILLE—1938—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Oper. By..... J. G. Long  
Address..... P. O. Box 312  
Phone Number..... 666  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service..... Capitol  
Membership..... NAB  
President..... J. G. Long  
General Manager..... Bryan Powell  
Res. Manager..... Harvard C. Bailes  
Program Director..... Don Gulihur  
Comm., Prom. Manager..... J. C. Dorrell  
Chief Engineer..... John Neathery, Jr.

## K E B E

### JACKSONVILLE—1946

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Operated By..... Bill A. Laurie  
Bus.-Studio-Transmitter Address..... Box 1071,  
Pierce Lane & Lake St.

Phone Number ..... 2211-2  
Air Time ..... 6:55 a.m.-10 p.m.  
News Service ..... UP  
Transcription Service..... Lang-Worth, SESAC  
Membership..... NAB  
Owner, Gen.-Station Mgr..... Bill A. Laurie  
Commercial Manager..... J. G. Johnson  
Sales Prom. Mgr., Pub. Dir., Mrs. Emo Laurie  
Prog.-Prod. Dir., Chief  
Announcer ..... Gary Smitherman  
Musical Director..... Bill Laurie  
Chief Engineer..... William M. McCreary, Jr.

## K T X J

### JASPER—1948

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Oper. By..... Jasper Bcstg. Co.  
Business-Studio Address..... Texas Theater Bldg.  
Phone Number..... 580  
News Service ..... UP  
Transcription Service..... Capitol, SESAC  
President..... Joe J. Fisher  
General Manager..... Ray Sherman  
Comm., Prom. Mgr..... Bill Tompkins  
Chief Engineer..... Eddie Lamb

## K E V T

### KERRVILLE—1948—LIBERTY

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Oper. By..... Kerr County Bcstg. Co.  
Address..... Junction Hi-Way  
Phone Number..... 900, 999  
Air Time..... 6 a.m.-11 p.m.  
News Service ..... AP  
Transcription Service..... Capitol  
General, Station Manager..... V. Dean Turner  
Commercial Manager..... I. B. Dismukes  
Chief Engineer..... Al Mason

## K O C A

### KILGORE—1936—KBS

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Oper. By..... Oil Capitol Bcstg. Assn.  
Address..... 102½ E. North St.  
Phone Number..... 1300  
Air Time ..... Unlimited  
News Service ..... AP  
Membership..... BMB  
President..... Roy G. Terry  
General Manager..... H. A. Degner  
Commercial Manager..... Lewis W. Christie  
Program Director..... Walton Stewart  
Chief Engineer..... Karem O. Soule

## K I N E

### KINGSVILLE—1948

Frequency: 1240 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Estate of Jack Henry Kidd, Jr.  
Address..... 205 E. King





# TEXAS

Station Manager.....Lloyd Hawkins  
Commercial Manager.....Art Green  
Program Director.....Lawrence Birdsong  
Chief Engineer.....Ken Maxwell

## K C B D

LUBBOCK—1946—MBS

Frequency: 1590 Kc.....Power: 1000 Watts  
Owned-Operated By.....Caprock Bcstg. Co.  
Business-Studio Address.....1803 Broadway  
Phone Number.....6348  
Transmitter Location.....U. S. Hwy. 84  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....John E. Pearson  
Membership.....NAB  
President, General Mgr.....Joe H. Bryant  
Station Manager.....Robert L. Snyder  
Commercial Manager.....C. L. Land  
Chief Engineer.....R. F. Lee  
Farm Editor.....Gene Looper

## K F Y O

LUBBOCK—1927—ABC-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Plains Radio Bcstg. Co., Inc.  
Business-Studio Address.....914 Ave. J  
Phone Number.....5567  
Transmitter Location.....2312 Fifth St.  
Air Time.....6 a.m.-M.  
News Service.....AP, UP  
Transcription Service.....Standard  
Representative.....Taylor-Boroff  
Membership.....NAB, BMB  
President.....Gene A. Howe  
General Manager.....O. L. Ted Taylor  
Commercial Manager.....Leete Jackson  
Sta., Sales Prom. Mgr.....Gordon Thompson  
Program Director.....Bill Morgan  
Production Director.....Alene Tierney  
Chief Engineer.....W. S. Bledsoe  
Farm Director.....Jack Crœl

## K S E L

LUBBOCK—1946

Frequency: 950 Kc.....Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By.....Lubbock Bcstg. Co.  
Business Address.....Box 1524  
Phone Number.....6376  
Studio Address.....1412½ Texas Ave.  
Transmitter Location.....¼ Mi. E. of Lubbock  
city limits  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Hal Holman  
President.....Walter G. Russell

Gen. Sta. Mgr.....David P. Pinkston  
Program Director.....S. A. Harral  
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  
Phone Number.....272, 1340  
Air Time.....Unlimited  
Representative.....Continental Radio Sales  
Membership.....NAB  
Owner, Promotion Manager.....Darrel E. Yates

## K T R E

LUFKIN—1947

MBS-LONE STAR-LIBERTY

Frequency: 1420 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Forest Capital Bcstg. Co.,  
Inc.  
Business Address.....Box 701  
Phone Number.....1420  
Studio Address.....114½ N. First St.  
Transmitter Location.....Hwy. 103  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....Taylor-Boroff  
Membership.....NAB, BMB  
President.....R. W. Wortham, Jr.  
Gen. Sta. Manager.....Richman G. Lewin  
Sales Promotion Manager.....Murphy Martin  
Program Director.....Royce Christenson  
Production Director.....Roger Sizoo  
Publicity Dir., Chief Ann.....Hamplon Keathly  
Musical Director.....Marilyn Walker  
Chief Engineer.....Fred Hill

## K M H T

MARSHALL—1947

MBS-TEX. STATE

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Marshall Bcstg. Co.  
Business-Studio Address.....109 W. Rusk St.  
Phone Number.....7826  
Transmitter Location.....Old Jefferson Hwy.  
Air Time.....6 a.m.-11 p.m.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Membership.....NAB  
President.....J. P. Duncan  
Station Manager.....Myrl Stein  
Commercial Manager.....Robert Martin  
Program Director.....Katie Hylton  
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. . . . . 1700-1, 1440  
 Studio Address. . . . . Hwy. 83, 1½ Mi. E. of city  
 Transmitter Location. . . . . 3 Mi. W. of Edinburg  
 Air Time. . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Representative . . . . . Weed  
 Membership . . . . . NAB, BMB  
 President. . . . . Gene L. Cagle  
 General Manager. . . . . Ingham S. Roberts  
 Commercial Manager. . . . . R. B. Brust  
 Program Director. . . . . Wm. J. Crable  
 Publicity Director. . . . . W. J. Dickson  
 Chief Announcer. . . . . Stewart Gravmount  
 Chief Engineer. . . . . Wm. Meiners  
 Farm Editor. . . . . Cliff Brown

## K M A E

**McKINNEY—1947**

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . McKinney Air Enterprises, Inc.  
 Bus. Studio Address. . . . . 218 E. Virginia St.  
 Phone Number . . . . . 183-4  
 Transmitter Location. . . . . 1½ Mi. W. of McKinney  
 Air Time . . . . . 6 a.m.-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative. . . . . Hil F. Best  
 Membership . . . . . NAB, BMB  
 Pres., Gen. Mgr. . . . . George W. Smith, Jr.  
 Commercial Manager. . . . . Melvin Belew  
 Ass't-Gen. Mgr., Pgm. Dir. . . . . Denise Adkins  
 Chief Announcer. . . . . C. W. Rampy  
 Chief Engineer. . . . . G. W. Smith, Jr.  
 Farm Editor. . . . . Page Johnson

## K C R S

**MIDLAND—1935—ABC**

Frequency: 550 Kc. . . . . Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By. . . . . Clarence Scharbauer, Jr.,  
 Ruth Scharbauer  
 Business-Studio Address. . . . . 112 W. Missouri St.  
 Phone Number . . . . . 1080  
 Transmitter Location. . . . . ½ Mi. W. Hiway 80  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative. . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 General Station Manager. . . . . J. M. McDonald  
 Comm., Sl. Prom. Mgr. . . . . G. L. McDonald  
 Program Director. . . . . Wayne Harrell

Production Director. . . . . Tom Brown  
 Chief Announcer. . . . . Keith Ward  
 Chief Engineer. . . . . Tom Yates

## K O R C

**MINERAL WELLS—1946—KBS  
 LIBERTY**

Frequency: 1140 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By. . . . . Raymond River  
 Business-Studio Address. . . . . Community Center  
 Phone Number. . . . . 319, 203  
 Transmitter Location. . . . . South End of Town  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative. . . . . Hil F. Best  
 Commercial Manager. . . . . Jim Roth  
 Program Director. . . . . Ada Pearson  
 Publicity Director. . . . . Bill George  
 Chief Announcer. . . . . Kenneth Tucker  
 Musical Director. . . . . Olie Carriker  
 Chief Engineer. . . . . Raymond Blocker

## K V K M

**MONAHANS—1946  
 MBS-CACTUS-SOUTHWEST**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Monahans Bcstrs., Inc.  
 Address . . . . . Radio Center  
 Phone Number . . . . . 438-9  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Taylor-Borroff  
 Membership . . . . . NAB, BMB  
 Pres., Gen. Mgr. . . . . Charles W. Stuckey  
 Comm. Mgr. . . . . Larry Fischer  
 Program Director. . . . . Jacqui Tipton  
 Chief Engineer. . . . . John A. Straight

## K I M P

**MOUNT PLEASANT—1948**

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  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 President, General Manager. . . . . Winton O. Ward  
 Sales Promotion Manager. . . . . Jessie Pate  
 Program Director. . . . . Bob Lawrence  
 Chief Engineer. . . . . Henry N. Fones

# KOSF

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Kelly Bell  
 Address Lulkin Hgwy.  
 Phone Number 1115  
 Transmitter Location 1 1/2 Mi. S. on Hiway 59  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Lang-Worth, KBS  
 Membership BMB  
 President Kelly Bell  
 Gen., Comm. Mgr. J. C. Stallings  
 Chief Engineer Frank Murray

# KSFA

NACOGDOCHES—1947—LIBERTY

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Nacogdoches Bcstg. Co., Inc.  
 Bus. Studio Address 1509 North St.,  
 P. O. Box 56, N. St. Station  
 Phone Number 860  
 Transmitter Location Pruitt Hill  
 Air Time Daytime  
 News Service AP  
 Transcription Service Capitol  
 Representative Paul Girard  
 Membership NAB  
 Pres., Gen.-Sta. Mgr. Wilbur Courtland Fouts  
 Commercial Manager Dick Kelly  
 Pgm., Prod. Dir. Brunel Harvey  
 Chief Announcer A. D. Brown  
 Musical Director Ann Simon  
 Chief Engineer George Middlebrook

# KECK

ODESSA—1947

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Operated By Ector County Bcsta. Co.  
 Business Address P. O. Box 1369  
 Phone Number 5791  
 Studio Address 120 W. Third  
 Transmitter Location Hway. 80, 3 Mi. W.  
 Air Time Sunrise-sunset  
 News Service AP  
 Transcription Service Lang-Worth, Standard  
 Representative Paul Girard  
 Owner, Gen.-Sta. Mgr. Ben Nedow  
 Comm. Sales Prom. Mgr. Chuck Wilson  
 Program Director Roy Elsner  
 Production Director Maude Wilson  
 Publicity Directors Ben Nedow, Chuck Wilson  
 Chief Announcer Greg Gregory  
 Musical Director Helen Smith  
 Chief Engineer John Rowlets  
 Farm Editor Frank Allan

# KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Southwestern Bcstg. Corp.  
 Business-Studio Address 115 W. 6th  
 Phone Number 4301  
 Transmitter Location Crane Hway.  
 Air Time Unlimited  
 News Service AP  
 Transcription Service Capitol  
 Representative Taylor-Borrolf  
 Membership NAB  
 President Paul Moss  
 General-Station Manager Cecil L. Trigg  
 Comm. Mgr. Robert Montgomery  
 Sales Prom. Mgr. Jay Mehahey  
 Production Director John Guffey  
 Program Manager John Vacca  
 Publicity Director Virginia Heflin  
 Chief Announcer Al Taylor  
 Musical Director Lory Blalock  
 Chief Engineer James Simpson  
 News Editor Ed Costello

# KRIG

ODESSA—1945—MBS-LIBERTY  
 CACTUS

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Oper. By Oil Center Bcstg. Co., Inc.  
 Business-Studio Address 111 E. Fifth  
 Phone Number 6871  
 Transmitter Location So. of City, Hway. 51  
 Air Time 6 a.m.-M.  
 News Service UP  
 Transcription Service World  
 Representative Hil F. Best  
 President R. O. Canon  
 General Manager Jack W. Hawkins  
 Station Comm. Manager Marquerite LaRue  
 Program Production Director Clarence Garmes  
 Publicity Director Flo Cox  
 Chief Announcer Gene Connors  
 Chief Engineer David Soule

# KOGT

ORANGE—1947

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Oper. By Sabine Area Bcstg. Corp.  
 Business-Studio Address 407 10th St.,  
 P. O. Box 551  
 Phone Number 4381-2  
 Transmitter Location 3 Mi. N. of Orange on  
 Hway. 87  
 Air Time 6 a.m.-10 p.m.  
 News Service UP  
 Transcription Service Associated, Capitol  
 Representative Hil F. Best

President ..... J. Jacobs  
 Gen. Sta. Comm. Mgr. .... Phillip Dusenbury  
 Program Director ..... Mrs. Miriam Graham  
 Chief Engineer ..... Richard Suggs  
 Farm Editor ..... Rocky Stone

## K N E T

### PALESTINE—1936—MBS-KBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Palestine Bcstg. Corp.  
 Business-Studio Address .219 Municipal Bldg.  
 Phone Number ..... 8686  
 Transmitter Location .... Jacksonville Hwy.  
 Air Time ..... 6:30 a.m.-10 p.m.  
 News Service ..... UP  
 Representative ..... Ra-Tel  
 President ..... B. A. Laurie  
 General Station Manager ..... Eddie Evans  
 Commercial Manager ..... Don Norton  
 Prog. Dir.-Chief Ann. .... Marvin Crain  
 Publicity Director ..... LaVeda Norris  
 Chief Engineer ..... Jummie Richardson

## K P D N

### PAMPA—1936—MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By .... C. H. Hoiles, Harry  
 Hoiles, Jane Hoiles Hardie  
 Address ..... 212 N. Ballard  
 Phone Number ..... 1100-1  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Sears & Ayer  
 Membership ..... NAB, BMB  
 Partners ..... C. H. Harry, Jane Hoiles  
 General Manager ..... Ken Palmer  
 Promotion Manager ..... Jean Peters  
 Comm. Mgrs. .... Tom Capps, Elton Lathrop  
 Program Director ..... Danny Sullivan  
 Chief Engineer ..... Garth W. Osborne

## K P L T

### PARIS—1935—ABC

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... No. Star Bcstg. Co., Inc.  
 Address ..... Cor. S. Main & W. Austin  
 Phone Number ..... 1124-5-6  
 Transmitter Location .... Hwy. 271  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Representative ..... John E. Pearson  
 Membership ..... NAB  
 President ..... A. Boyd Kelley  
 General Manager ..... Julian L. Hill  
 Asst. Manager ..... Ann Nipp  
 Program Director ..... Ina Sheppard  
 Musical Director ..... John Allen  
 Chief Engineer ..... Paul H. Daniels

## K I U N

### PECOS—1935

#### MBS-KBS-SOUTHWEST-CACTUS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By . Jack Hawkins, Barney Hubbs  
 Business-Studio Address ..... 316 S. Cedar St.  
 Phone Number ..... 21  
 Transmitter Location ..... 1 Mi. N. of Town  
 Air Time ..... 7 a.m.-11 p.m.  
 News Service ..... UP  
 Gen.-Sta. Mgr. .... Jack Hawkins  
 Comm. Mgr. .... Don Brooks  
 Program Director ..... W. D. Martin, Jr.  
 Chief Engineer ..... Harry W. Boehnemann

## K E Y E

### PERRYTOWN—1948—MBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Great Plains Bcstg. Co.  
 Address ..... Perryton  
 Phone Number ..... 377  
 Transmitter Location ..... ½ Mi. W. City  
 Air Time ..... 6 a.m.-10:30 p.m.  
 News Service ..... AP  
 Transcription Service .... Lang-Worth, Capitol  
 President ..... Carl Ellis  
 Gen., Sta., Comml. Mgr. .... Irvin R. Buchanan  
 Sales Prom. Mgr. .... Leo Wilmeth  
 Program Director ..... Zeb Williams  
 Publicity Director ..... Gus Henshaw  
 Chief Announcer ..... Harry McFarling  
 Chief Engineer ..... Coy Thompson

## K V O P

### PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... W. J. Harpole  
 Business-Studio Address ..... Veigle Bldg.  
 Phone Number ..... 1400  
 Transmitter Location ..... Wayland College  
 Grounds  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Membership ..... NAB, BMB  
 Pres., General Mgr. .... W. J. Harpole  
 Station Manager ..... Rial L. Campbell  
 Commercial Manager ..... Bill Harrell  
 Sales Prom. Mgr. .... Bob Zaller-mayer  
 Program Director ..... Keith Loyd  
 Chief Announcer ..... Norman Lord  
 Musical Director ..... Billie Joe Ogletree  
 Chief Engineer ..... Clark Norris

## K O L E

### PORT ARTHUR—1947—LIBERTY

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Port Arthur Bcstg. Co.  
 Business Address ..... P. O. Box 1126

# T E X A S

Phone Number . . . . . 2-9436-7-8  
 Studio Address . . . . . Payne Bldg., Fourth at  
 Fort Worth Sts.  
 Transmitter . . . . . Pt. Arthur-Beaumont Hiway  
 Air Time . . . . . 5:55 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Friedenbergl  
 Membership . . . . . NAB  
 General-Station Manager . . . . . Socs Vratls  
 Commercial Manager . . . . . Glenn Hewitt  
 Sales Promotion Mgr. . . . . Mary Ann Baker  
 Program Director . . . . . Mary Anne Petru  
 Prod. Dir., Chief Ann. . . . . Gene O'Bannon  
 Publicity Director . . . . . Sig Mathiessen  
 Musical Director . . . . . Jerry Oppel  
 Chief Engineer . . . . . Jerry Dorminy

## K P A C

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . . Port Arthur College  
 Bus.-Studio Address . . . . . 1515 Lakeshore Dr.  
 Phone Number . . . . . 7458  
 Transmitter Location . . . . . Orange Hway.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, World  
 Membership . . . . . NAB  
 President, Gen. Manager . . . . . W. D. Mauldin  
 Station-Comm. Manager . . . . . Marjorie R. Vickers  
 Sales Prom. Mgr. . . . . George Crouchet, Jr.  
 Program Director . . . . . Corinne Enos  
 Prod. Pub. Director . . . . . Mack Newberry  
 Chief Announcer . . . . . Joel Swanson  
 Chief Engineer . . . . . Glenn Boatright

## K F R D

ROSENBERG—1948

Frequency: 983 Kc. . . . . Power: 5000 Watts d.  
 Owned-Oper. By . . . . . Ford Bend County Bcstg. Co.  
 Business Address . . . . . P. O. Box 832  
 Phone Number . . . . . 980  
 Studio Address . . . . . 3440 Ave. H  
 Transmitter Location . . . . . Extension of Ave. N.  
 Air Time . . . . . 6 a.m.-Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Hill F. Best  
 President . . . . . Mart Cole, Sr.  
 General, Commercial Manager . . . . . Jim Hairgrove  
 Pgm., Prod., Musical Dir. . . . . Bob Cutting  
 Chief Engineer . . . . . Frank Wood

## K G K L

SAN ANGELO—1928—ABC

Frequency: 960 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By . . . . . KGKL, Inc.

Business-Studio Address . . . . . St. Angelus Hotel  
 Phone Number . . . . . 6715  
 Transmitter Location . . . . . Robert Lee Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 President . . . . . H. C. Ragsdale  
 General-Station Manager . . . . . Lewis O. Seibert  
 Commercial Manager . . . . . Robert Bradbury  
 Program Director . . . . . Jeanne Rau  
 Publicity Director . . . . . Jane Bosworth  
 Chief Engineer . . . . . William Poteet

## K T X L

SAN ANGELO—1947  
 MBS-LONE STAR

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Wes-Tex Bcstg. Co., Inc.  
 Bus.-Studio Address . . . . . 1901 W. Beauregard  
 Phone Number . . . . . 7183  
 Transmitter Location . . . . . Robert Lee Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Taylor-Borhoff  
 Membership . . . . . NAB  
 President . . . . . Armistead D. Rust  
 Station Manager . . . . . Robert M. Baird  
 Commercial Manager . . . . . D. J. Hostetter  
 Publicity Director . . . . . Robert McClellen  
 Traffic Director . . . . . Mrs. Jocelle Harlow  
 Program Director . . . . . Don Phillips  
 Chief Engineer . . . . . Robert Benson  
 Farm Editor . . . . . W. D. Reese

## K A B C

SAN ANTONIO—1926  
 ABC-TEX. STATE

Frequency: 680 Kc. . . . . Power: 50,000 Watts d.;  
 10,000 Watts n.  
 Owned-Oper. By . . . . . Alamo Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Milam Bldg.  
 Phone Number . . . . . Fannin 3126  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . John Blair  
 Membership . . . . . NAB, BMB  
 President . . . . . Gene L. Cagle  
 Station Manager . . . . . Bill Michaels  
 Promotion Manager . . . . . L. Jerry Spengler  
 Commercial Manager . . . . . E. L. Colbourn  
 Chief Engineer . . . . . Joseph B. Haigh

## K C O R

SAN ANTONIO—1948

Frequency: 1350 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By . . . . . KCOR, Inc.

Business-Studio Address.....214 Broadway  
 Phone Number.....Cathedral 1301  
 Air Time.....Unlimited  
 Representative.....Everett McKinney  
 Membership.....NAB  
 President.....Raoul A. Cortez  
 Manager.....Charles F. Harris  
 Commercial Manager.....William P. Smythe

## KITE

**SAN ANTONIO—1947**

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Charles W. Balthrope  
 Business-Studio Address...315 Transit Tower  
 Phone Number.....Fannin 0335  
 Transmitter Location.....Dartmouth at  
 Stephenson Rd.  
 Air Time.....5 a.m.-Sunset  
 News Service.....AP  
 Representative.....IMS  
 General-Station Mgr....Charles W. Balthrope  
 Commercial Manager.....Alex A. Coe  
 Program, Music 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 5255  
 Air Time.....Daylight  
 Representative.....McGillvra  
 General Manager.....Manuel D. Leal  
 Program Director.....Perez Del Rio  
 Chief Engineer.....L. E. Richards

## KMAC

**SAN ANTONIO—1926**  
**MBS-TEX. STATE**

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....The Walmac Co.  
 Bus.-Studio Address...222-224 W. Commerce St.  
 Phone Number.....Cathedral 6211  
 Transmitter Location...Hwy. 87, Martinez-  
 Converse Rd.  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Cole  
 Representative.....John E. Pearson  
 Owner, Gen.-Station Mgr...Howard W. Davis  
 Prog.-Prod. Director.....Tony Bessan  
 Publicity Director.....Betty Nunley  
 Chief Engineer.....Charles L. Brady  
 Farm Editor.....Harry O'Connor

## KONO

**SAN ANTONIO—1927**

Frequency: 1400 Kc (CP 860). Power: 250 Watts  
 (CP. 5000 d., 1000 n.)

Owned-Operated By.....Eugene J. Roth  
 Address.....Box 2338, 317 Arden Grove  
 Phone Number.....Fannin 5171  
 Air Time.....Unlimited  
 News Service.....AP  
 Representative.....ForJoe  
 Membership.....NAB, BMB  
 Owner.....Eugene J. Roth  
 General Manager.....Jack L. Pink  
 Asst., Sta. Mgr.....Bob Roth  
 Commercial Manager.....James M. Brown  
 Program-Production Dir.....Robert F. Jenkins  
 Chief Announcer.....Ray Hunt  
 Chief Engineer.....George Ing

## KTSA

**SAN ANTONIO—1922—CBS**  
**LONE STAR**

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Sunshine Bcstg. Co.  
 Business-Studio Address...Ave. E. & 3rd St.  
 Phone Number.....Garfield 1251, 3131  
 Transmitter Location.....Eisenhower Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....AP, UP  
 Transcription Service...Associated, MacGregor  
 Representative.....Free & Peters  
 President.....Frank G. Huntress, Jr.  
 Genl. Station, Comm. Mgr....Charles D. Lutz  
 Program Director.....N. E. Thompson  
 Chief Engineer.....W. G. Egerton

## WOAI

**SAN ANTONIO—1922—NBC**

Frequency: 1200 Kc.....Power: 50,000 Watts  
 Owned-Oper. By...Southland Industries, Inc.  
 Business-Studio Address...1031 Navarro St.,  
 P. O. Box 2641  
 Phone Number.....Garfield 4221  
 Air Time.....Unlimited  
 News Service.....AP, INS, UP  
 Transcription Service.....Standard, Capitol  
 Representative.....Edward Petry  
 Membership.....BMB  
 Chairman of Board.....G. A. C. Halff  
 General Manager.....Hugh A. L. Halff  
 Commercial Manager.....Jack Keasler  
 Program Director.....Jerome Lee  
 Promotion Manager.....Dailas Wyant  
 Chief Engineer.....Charles L. Jeffers

## KCNV

**SAN MARCOS—1948—LIBERTY**

Frequency: 1470 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Central Bcstg. Co.  
 Address.....Box 32  
 Phone Number.....888  
 Studio Trans. Location...1105 McKie St.  
 Air Time.....6 a.m.-Sunset  
 News Service.....UP

Transcription Service . . . . . Capitol  
 Pres., Genl. Sta. Mgr. . . . . Frank H. Stewart  
 Comm., Sales Prom. Mgr. . . . . Dub Thomas  
 Prog. Dir., Farm Editor . . . . . Jim Bell  
 Chief Engineer . . . . . Merl Saxon

## K W E D

**SEGUIN—1948**

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Weldon Lawson  
 Business-Studio Address . . . . . 200 S. Camp St.  
 Phone Number . . . . . 1580, 1438  
 Transmitter . . . . . ½ Mi. N. on McQueeney Rd.  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 Gen., Station Mgr. . . . . Garfield Kiel  
 Comm., Sales Prom. Mgr. . . . . Ed Moore  
 Prog. Dir., Chief Announcer . . . . . Henry Lehnhoff  
 Chief Engineer . . . . . Richard Zuehl  
 Farm Editor . . . . . Ed Moore

## K E V A

**SHAMROCK—1949**

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Shamrock Texas Bcstg. Co.  
 Address . . . . . P. O. Box 20  
 Phone Number . . . . . 620  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 President . . . . . Albert Cooper  
 General Manager . . . . . John Kennedy  
 Commercial Manager . . . . . Charles Cooper  
 Pgm. Dir., Chief Engr. . . . . Acton Tillery

## K R R V

**SHERMAN-DENISON—1936**  
**MBS-TEX. STATE**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Red River Valley Bcstg.  
 Corp.  
 Business Address . . . . . 421 N. Crockett St.  
 Phone Number . . . . . 201  
 Studio Address . . . . . 421 N. Crockett, Sherman;  
 Cor. Fannin & Owing Sts., Denison  
 Transmitter Location . . . . . Hway. 75 bet. Sherman  
 & Denison  
 Air Time . . . . . 6a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, MacGregor  
 Representative . . . . . John E. Pearson  
 President . . . . . G. H. Wilcox  
 General Manager . . . . . L. L. Hendrick  
 Mgr. Denison Studio . . . . . W. E. Wilcox  
 Program Director . . . . . Tom E. Spellman  
 Chief Announcer . . . . . Norman Phillips  
 Chief Engineer . . . . . Tom John

## K T A N

**SHERMAN—1947—KBS**

Frequency: 1500 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Sherman Bcst. Corp.  
 Business-Studio Address . . . . . P. O. Box 661  
 Phone Number . . . . . 2910  
 Transmitter Location . . . . . ½ Mi. N. of Sherman on  
 Hway. 75  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 General-Station Manager . . . . . E. T. Fant, Jr.  
 Program Director . . . . . Bill Jaco  
 Production Director . . . . . Mary Claycomb  
 Chief Announcer . . . . . Jim Shelton  
 Chief Engineer . . . . . Paul Phillips

## K S N Y

**SNYDER—1949**

Frequency: 1280 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Blake-Formby Bcstg. Co.  
 Address . . . . . Snyder  
 Phone Number . . . . . 810  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Owners . . . . . John Blake, Marshall Formby  
 General Manager . . . . . Marshall Formby  
 Comm. Mgr., Pgm. Dir. . . . . Clint Formby  
 Chief Engineer . . . . . Roy Johnson

## K D W T

**STAMFORD—1947—MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . David W. Ratliff  
 Business Address . . . . . Stamford  
 Phone Number . . . . . 840, 866  
 Studio-Transmitter Location . . . . . Hway. 380  
 Air Time . . . . . 7 a.m.-10 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Keystone  
 General-Station Manager . . . . . David W. Ratliff  
 Comm., Sales Prom. Mgr. . . . . James Calhoun  
 Program. Production Director . . . . . Lahoma Dickson  
 Publicity Director . . . . . Earl Williams  
 Chief Engineer . . . . . O. P. Davis  
 Farm Editor . . . . . Sydney Porter

## K S T V

**STEPHENVILLE—1947**

Frequency: 1510 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Stephenville Bcstg. Co.  
 Business Address . . . . . Box 34  
 Phone Number . . . . . 950  
 Studio Address . . . . . 140½ S. Belknap  
 Transmitter Location . . . . . Dublin Hway.  
 Air Time . . . . . 7 a.m.-5:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Keystone, Standard  
 Membership . . . . . NAB



Gen., Station, Comm. Mgr. . . . . Frank E. Elkins  
 Sales Prom. Mgr., Pgm., Prod. Dir. . . . . Al Kane  
 Chief Announcer . . . . . Pat Narry  
 Musical Director . . . . . Bobbie Grant  
 Chief Engineer . . . . . Walter C. Lacy  
 Farm Editor . . . . . Bob Smith

## KSST

**SULPHUR SPRINGS—1947**  
**MBS-KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Hopkins County Bcstg. Co.  
 Bus.-Studio Address . . . . . Pully Bldg.  
 Phone Number . . . . . 1230  
 Transmitter Location . . . . . Radio Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 President . . . . . William N. Edwards  
 Gen.-Sta. Mgr. . . . . Bill Bradford  
 Commercial Manager . . . . . Clovis Pinion  
 Pgm. Dir., Chief Anncr. . . . . Tom Brubaker  
 Chief Engineer . . . . . William E. Bradford, Jr.

## KXOX

**SWEETWATER—1939—MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Sweetwater Radio, Inc.  
 Operated By . J. S. McBeath, J. Harley Hubbard  
 Bus.-Studio-Transmitter Address . . . . . Box 570,  
 Roby Hwy.  
 Phone Number . . . . . 4655-6  
 Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, KBS  
 Representative . . . . . Hil F. Best  
 President . . . . . J. S. McBeath  
 Gen.-Station Comm. Mgr. . . . . J. Harley Hubbard  
 Sales Prom. Manager . . . . . Elwood Fritch  
 Program Director . . . . . Jack Funk  
 Chief Announcer . . . . . Jack Logan  
 Chief Engineer . . . . . J. T. Allen

## KTAE

**TAYLOR—1948**

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . KTAE, Inc.  
 Business Address . . . . . Box 191  
 Phone Number . . . . . 1260  
 Studio Address . . . . . 121½ E. 2nd St.  
 Transmitter Location . . . . . Hwy. 95  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Pres., Gen., Comm. Mgr. . . . . Graham Gillis  
 Conoley  
 Pgm. Dir., Chf. Anncr. . . . . R. S. Heller  
 Chief Engineer . . . . . Gordon W. Rainey

## KTEM

**TEMPLE—1936—MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Bell Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 17 S. Third St.  
 Phone Number . . . . . 5252-3  
 Transmitter Location . . . . . ½ Mi. N. of Temple  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 President . . . . . Frank W. Mayborn  
 General Manager . . . . . Burton Bishop  
 Commercial Manager . . . . . J. E. Callaway  
 Chief Engineer . . . . . Curtis Casey

## KCMC

**TEXARKANA—1932**  
**ABC-TEX. STATE**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . KCMC, Inc.  
 Business-Studio Address . . . . . 317 Pine St.  
 Phone Number . . . . . 3-6151  
 Transmitter Location . . . . . Summerhill Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Taylor-Borroff  
 Membership . . . . . NAB, BMB  
 President . . . . . C. E. Palmer  
 General Manager . . . . . Frank O. Myers  
 Commercial Manager . . . . . Thomas Dillahanty  
 Program Director . . . . . Herman Cecil  
 Production Director . . . . . Don Myers  
 Chief Engineer . . . . . Harvey Robertson

## KTFS

**TEXARKANA—1946**  
**MBS-RAZORBACK-LBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Texarkana Bcstg. Co.  
 Bus.-Studio Address . . . . . 409½ State Line Ave.  
 Phone Number . . . . . 35-123-4  
 Transmitter Location . . . . . S. Robison Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Sears & Ayer  
 Membership . . . . . NAB  
 Pres., Gen. Mgr. . . . . David M. Segal  
 Studio Director . . . . . Les Eugene  
 Local Commercial Manager . . . . . Martin O. Enger  
 Production Director . . . . . Frank Thomas  
 Musical Director . . . . . Wally Hoy  
 Chief Announcer . . . . . Norman Bale  
 Chief Engineer . . . . . David Wommack

## KTLW TEXAS CITY—1948

Frequency: 920 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By. . . . . Texas City Bcstg. Service  
Business-Studio Address . . . . . Showboat Theater  
Bldg.  
Phone Number . . . . . 2240  
Transmitter Location. . . . . Moses Lake  
Air Time . . . . . Sunup to Sunset  
News Service . . . . . UP  
Transcription Service . . . . . Capitol. Thesaurus  
President. . . . . J. G. Long  
General Manager. . . . . Joe Brown  
Station Manager. . . . . Wally Pierre  
Program Director. . . . . Carl Kayser  
Chief Announcer. . . . . Charles Harrison  
Chief Engineer. . . . . M. D. Wagner

## K G K B TYLER—1930—MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . E. Texas Bcstg. Co.  
Business-Studio Address. . . . . 115 S. College  
Phone Number . . . . . 23875  
Transmitter Location. . . . . State Park Hiway  
Air Time. . . . . 5:30 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . John E. Pearson, Gene Grant  
Membership . . . . . NAB, BMB  
President, General Manager. . . . . James G. Ulmer  
Station Manager. . . . . Mort Silverman  
Sales Prom. Mgr. . . . . Joe Campbell  
Commercial Manager. . . . . W. E. Moore  
Program Director. . . . . J. Edwin Smith  
Chief Engineer . . . . . Hudson C. Collins

## KTBB

### TYLER—1947—LIBERTY-LONE STAR

Frequency: 600 Kc. . . . . Power: 500 Watts d.  
Owned-Operated By. . . . . Blackstone Bcstg. Co.  
Business-Studio Address . . . . . Blackstone Hotel  
Phone Number . . . . . 4-7278  
Transmitter Location . . . . . Morningside Dr.  
Air Time. . . . . 6 a.m.-sunset  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Taylor-Borroff  
Membership . . . . . NAB, BMB  
Director. . . . . S. H. Bothwell  
General-Station Manager. . . . . M. E. Danbom  
Asst. Mgr., Pub. Dir. . . . . David Bothwell  
Pgm. Dir., Chief Anncr. . . . . Don Tausch  
Production Director . . . . . Jack Reavley  
Chief Engineer. . . . . Robert A. Wileman  
Farm Editor . . . . . Sam Whillow

## KVOU

### UVALDE—1947—MBS-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . Uvalde Bcstrs., Inc.

Address. . . . . 1450 Batesville Rd.  
Phone Number . . . . . 717  
Air Time . . . . . 6:15 a.m.-11 p.m.  
News Service . . . . . UP  
Membership . . . . . NAB  
President-General Mgr. . . . . Edward J. Harpole  
Station Manager. . . . . Burney Jones  
Commercial Manager. . . . . Joe Watson, Jr.  
Program Director. . . . . Eldon Coward  
Publicity Director. . . . . Stan Benson  
Chief Engineer. . . . . Bob Hicks

## KVWC

### VERNON—1939—MBS-KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . Northwestern Bcstg. Co.  
Business-Studio Address. . . . . 1813 Wilbarger  
Phone Number . . . . . 1048-9  
Air Time . . . . . Unlimited  
Representative . . . . . Clark  
Commercial Manager . . . . . John Crabtree

## KNAL

### VICTORIA—1949

Frequency: 1410 Kc. . . . . Power: 500 Watts d.  
Owned-Operated By . . . . . Victoria Bcstg. Co.  
Address . . . . . Box 1410  
Phone Number . . . . . 1410  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative. . . . . Hil F. Best  
President . . . . . Truman Belcher  
Commercial Manager. . . . . Pat Reed  
Pgm. Dir., Prom. Mgr. . . . . Carruth Palmer  
Chief Engineer . . . . . Russell C. Walters

## KVIC

### VICTORIA—1940—MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . KVIC Bcstg. Co.  
Business Address. . . . . Victoria Bank & Trust Bldg.  
Phone Number . . . . . 1106-7  
Studio-Transmitter Location. . . . . Cuero Hwy.  
Air Time. . . . . 5 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . Capitol  
Membership . . . . . BMB  
President. . . . . J. G. Long  
Gen., Sta. Mgr. . . . . Robert Tharp  
Comm. Sales Prom. Mgr. . . . . Jim Trueheart  
Program Director. . . . . Robert Cutting  
Production Director . . . . . Patricia Brech  
Chief Anncr., Farm Editor. . . . . Jim Traber  
Chief Engineer. . . . . Robert McCown

## KWTX

### WACO—1946—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.....35 Mi. S.W. of 12th  
 on Pierrard Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Everett McKinney  
 Membership.....NAB  
 President.....Gov. Beauford Jester  
 Gen.-Sta. Manager.....M. N. Bostick  
 Commercial Manager.....J. M. Brinegar  
 Sales Prom. Manager.....Rex Bodoin  
 Prog. Dir., Farm Editor.....Gerry Lansing  
 Program Director.....C. L. Hinkle  
 Production Director.....Al Mankin  
 Publicity Director.....Bobby Martin  
 Chief Announcer.....Byron Lowrey  
 Musical Director.....Lucille Novich  
 Chief Engineer.....L. R. Grubbs  
 Farm Editor.....Johnny Watkins

**W A C O**  
**WACO—1922—ABC**

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Frontier Bcstg. Co.  
 Business-Studio Address.....Amicable Bldg.  
 Phone Number .....9315  
 Transmitter Location.....So. 12th St. Rd.  
 Air Time.....6a.m.-M.  
 News Service.....AP  
 Representative.....Weed  
 Membership.....NAB  
 President.....Gene Cagle  
 General Manager.....R. Lee Glasgow  
 Commercial Manager.....Stanley E. Wilson  
 Program Director.....Bob H. Walker  
 Chief Engineer.....Jesse Dove

**K R G V**

**WESLACO—1927—NBC-LONE STAR**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Taylor Radio & TV Corp.  
 Bus.-Studio-Transmitter Address.....201 Border St.  
 Phone Number .....375  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative.....Taylor-Borroff  
 Membership.....NAB, BMB  
 President.....O. L. Ted Taylor  
 General Manager.....Byron W. Ogle  
 Asst. Manager.....Dick Watkins  
 Commercial Manager.....Sallye E. Jones  
 Sales Prom. Manager.....Ted Cressner  
 Program Director.....Jim Cook  
 Publicity Director.....Thelma Pearce  
 Chief Announcer.....Dick Harwell  
 Chief Engineer.....O. L. Hartwig

**K F D X**

**WICHITA FALLS—1947**  
**ABC-LONE STAR**

Frequency: 990 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By. Wichtex Radio & TV Co.  
 Bus.-Studio Address.....City National Bank  
 Bldg., P. O. Box 2331  
 Phone Number .....2-8668  
 Transmitter Location.....Iowa Park Rd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Taylor-Borroff  
 Membership.....NAB, BMB  
 President.....Darrold A. Cannon  
 Gen., Sta. Mgr.....W. P. Hood  
 Commercial Manager.....Sid Grayson  
 Sales Prom. Manager.....John Edwards  
 Program-Production Director.....George Craig  
 Publicity Director.....Mike Carpenter  
 Chief Engineer.....John Adams

**K T R N**

**WICHITA FALLS—1948—MBS-LBS**

Frequency: 1290 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....Texoma Bcstg. Co.  
 Address.....917½ Scott St.  
 Phone Number .....2-5214  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Pearson  
 President.....James B. Barnett  
 Gen., Comm. Mgr.....Boyd Kelley  
 Pgm. Dir., Prom. Mgr.....Bill Richie  
 Chief Engineer.....Bob Harmon

**K W F T**

**WICHITA FALLS—1939—CBS**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KWFT, Inc.  
 Business-Studio Address.....Kemp Hotel  
 Phone Number .....4182  
 Transmitter Location.....2½ Mi. W.N.E. of  
 Resettlement Rd.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....John Blair  
 Membership.....NAB, BMB  
 President, General Manager.....Kenyon Brown  
 Station Manager.....Charles E. Clough  
 Comm. Sales Prom. Manager.....A. L. Pierce  
 Program, Production Director.....Blaine Cornwell  
 Musical Director.....Lillie Mae Comiskey  
 Chief Engineer.....Herbert T. Wiley  
 Farm Editor.....Burnis Arnold

# UTAH

Estimated Population 682,000—Increase 24.0%—Radio Homes 176,000  
Radio Families 179,000—Stations in State 18

## K B U H

BRIGHAM CITY—1948

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Oper. By Samuel L. Stephens, Sr.  
Address 948 W. Forest St.  
Phone Number 948-9  
Air Time Sunrise-sunset  
News Service UP  
Membership NAB  
General Manager Samuel L. Stephens, Sr.  
Comm.-Sales Prom. Manager Wade Ebeling  
Pgm.-Prod.-Pub. Dir. J. D. Stewart  
Sta. Mgr.-Chf. Engr. Sam Stephens, Jr.

Address 4646 So. State St.  
Phone Number Murray 1360  
Air Time 6 a.m.-M.  
News Service UP  
Transcription Service Langworth, Capitol  
Membership NAB  
Pres.-Gen. Mgr. Oral J. Wilkenson  
Station Manager James Petersen  
Commercial Manager Howard Pingree  
Pgm.-Prod. Dir. Gil Henry  
Musical Director Lennie Hesterman  
Chief Engineer Fred Weibell  
Farm Editor George Balding-Jack Spencer

## K S U B

CEDAR CITY—1937—CBS

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By So. Utah Bcstg. Co.  
Bus.-Studio Address El Escalante Hotel  
Phone Number 398-9  
Transmitter Location 7 Mi. W. of Cedar City  
Air Time Unlimited  
Transcription Service World  
Membership NAB  
President Ivor Sharp  
Gen. Mgr. Roscoe A. Grover  
Comm.-Sls. Prom. Mgr.-Pgm. Dir. Arthur Higbee  
Musical Director Roy Halverson  
Chief Engineer Hurschell Urie  
Farm Editor Roscoe A. Grover

## K L O

OGDEN—1924

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Oper. By Interstate Bcstg. Corp.  
Bus.-Studio Address 425 25th St., Hotel Ben  
Lomond  
Phone Number 5721  
Transmitter Location Kaneshville  
Air Time 6 a.m.-M.  
News Service UP  
Transcription Service World  
Representative Avery-Knodel  
Membership NAB  
President Edris Glassmann  
General Manager George C. Hatch  
Station Manager George B. Morgan  
Comm. Mgr., Prog. Dir. Collin W. Lowder  
Sales Prom. Manager Clinton Raymond  
Production Director Doug Stringfellow  
Publicity Director Al Weeks  
Chief Announcer, Musical Dir. Dean Thueson  
Chief Engineer Wayne T. Boothe

## K V N U

LOGAN—1938

MBS-KBS-INTERMOUNTAIN

Frequency: 610 Kc. Power: 1000 Watts  
Owned-Oper. By Cache Valley Bcstg. Co.  
Address Box 264, 1393 N. Main St.  
Phone Number 1400-1  
Air Time 6 a.m.-M.  
News Service UP  
Transcription Service World  
Membership NAB  
President Herschel Bullen  
Gen.-Sta.-Comm.-Sales Prom. Mgr.  
Publicity Director Reed Bullen  
Prog.-Prod.-Musical Dir., Chief  
Announcer Don Reber  
Chief Engineer Delmont Olesen  
Farm Editor Reed Bullen

## K O P P

OGDEN—1947—KBS

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By James B. Littlejohn  
Address Route 2  
Air Time Daytime  
News Service AP  
Transcription Service Lang-Worth, Associated  
Representative Friedenberg  
General Manager James B. Littlejohn  
Assistant Manager F. J. Wineriter

## K M U R

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Murray Bcstg. Service

## K V O G

OGDEN—1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By United Bcstg. Co.  
Business Address P. O. Box 325  
Phone Number 2-7535

Studio-Transmitter Location...1538 Gibson Ave.  
 News Service ..... UP  
 Transcription Service..... World, Standard  
 President, General Mgr..... Arch G. Webb  
 Commercial Manager..... Joe T. Johnson  
 Chief Engineer..... Gerald W. Peterson

**KOAL**

PRICE—1936

**MBS-INTERMOUNTAIN**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Eastern Utah Bcstg. Co.  
 Address ..... Price  
 Phone Number..... Price 200  
 Air Time..... 6:30 a.m.-11:30 p.m.  
 News Service ..... UP  
 Pres., Gen.-Sta. Manager..... Jack Richards  
 Sls. Prom. Mgr.-Pub. Dir..... Carl P. Wolfrom  
 Chief Engineer..... Leo E. Reid

**KCSU**

PROVO—1947

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..The Central Utah Bcstg. Co.  
 Business Address..... P. O. Box 550  
 Phone Number..... 2802-3  
 Studio-Transmitter Location..... 12th South &  
 University Ave.  
 Air Time..... 7 a.m.-M.  
 News Service ..... UP  
 Transcription Service..... Standard, Capitol  
 Representative ..... Biddick  
 President..... Frank A. Van Wageningen  
 Gen.-Sta. Mgr..... Harold E. Van Wageningen  
 Pgm. Dir.-Chf. Anncr..... ElDean Bennett  
 Comm.-Sls. Prom. Mgr..... John T. Hyde  
 Acting Chief Engineer..... Merlin North

**KNEU**

PROVO—1949

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Lester R. Taylor  
 Address ..... Provo

**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 ..... AP  
 Transcription Service ..... World  
 Representative ..... Avery-Knodel  
 Membership ..... NAB  
 President..... Clifton A. Tolboe  
 General-Station Mgr..... Arch L. Madsen  
 Commercial Manager..... L. H. Curtis

Sls. Prom. Manager..... Dewain Silvester  
 Pgm.-Prod. Dir..... James H. Lawrence  
 Publicity Director..... Chris Sanders  
 Chief Engineer..... Henry Keyes

**KSVC**

RICHFIELD—1947

**INTERMOUNTAIN**

Frequency: 690 Kc..... Power: 1000 Watts d.  
 Owned-Operated By.. Sevier Valley Bcstg. Co.  
 Business Address ..... Richfield  
 Phone Number..... 690  
 Transmitter Location..... East on 4th South  
 Air Time ..... Sunrise-Sunset  
 News Service..... UP  
 Transcription Service..... World, SESAC  
 President..... William L. Warner  
 Representative ..... Avery Knodel  
 Gen. Sta.-Comm. Mgr.. William L. Warner, Jr.  
 Pgm.-Prod.-Pub. Dir..... Frank Peacock  
 Chief Engineer..... David I. Hansen

**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, 4-1843, 5-6951  
 Transmitter Location..... 334 W. Gregson  
 Air Time..... 6 a.m.-1 a.m.  
 News Service..... UP  
 Representative..... Avery-Knodel, Inc.  
 President..... George C. Hatch  
 Exec. Vice-Pres.-Mgr..... Alvin G. Pack  
 Nat'l Sales Mgr..... Lynn L. Meyer  
 Sales Manager..... Thomas H. Anderson  
 Sales Promotion Mgr..... Craig Rogers  
 Program Director..... Jack Paige  
 Publicity Director..... Jack Goodman  
 Director of Engineering..... W. D'Orr Cozzons

UTAH

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

**ROCKY MOUNTAIN ASSOCIATED PRESS BROADCASTERS**

Director for Colorado and Wyoming:  
 Douglas Kahle—KCOL, Fort Collins, Colo.  
 Director for Montana: Franz Robischon—  
 KBMY, Billings, Mont.  
 Continuing Study Committeeman for Utah:  
 Ivor Sharp—KSL, Salt Lake City

# 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  
Commercial Manager: George A. Provol  
Program Director: Emerson Smith  
Promotion Director: Del Leeson  
Chief Engineer: John M. Baldwin

Business-Studio Address: 219 Continental Bank Bldg.  
Phone Number: 4-3685  
Transmitter Location: 1016 S. 6th St. W.  
Air Time: 6:30 a.m.-1 a.m.  
News Service: AP  
Representative: IMS  
President: Howard D. Johnson  
General Mgr.: Richard F. Connor  
Station Manager: Thomas M. Ivory  
Commercial Manager: Richard I. Nicholes  
Sls. Prom. Mgr.: Thomas M. Ivory  
Program Director: Robert P. Crawford  
Publicity Director-Musical  
Director: Gloria Whitney  
Chief Announcer: Bruce Vanderhoof  
Chief Engineer: Michael May  
Farm Editor: Theron Johnson

# K N A K

SALT LAKE CITY—1945

Frequency: 1280 Kc. Power: 10000 Watts, d.; 500 n.  
Owned-Operated By: Granite District Radio Bcstg. Co.

# K S L

SALT LAKE CITY—1924—CBS

Frequency: 1160 Kc. Power: 50,000 Watts  
Owned-Oper. By: Radio Service Corp. of Utah  
Bus. Studio Address: 10 S. Main St.  
Phone Number: 5-4641  
Transmitter Location: Saltair  
Air Time: 6 a.m.-1 a.m.  
News Service: AP, UP  
Transcription Service: World, Associated  
Representative: Radio Sales  
Membership: NAB, BMB  
President: J. Reuben Clark, Jr.  
Exec. Vice President: Ivor Sharp  
Station Manager: C. Richard Evans  
Commercial Manager: Frank B. McLatchy  
Sls. Prom. Mgr.-Pub. Dir.: Sherril Taylor  
Prog.-Prod. Dir.: Edward Kimball  
Chief Engineer: Vincent Clayton  
Farm Director: Elvon Orme

**KDYL**  
**RADIO AND**  
**TELEVISION**  
*Outstanding for*  
*Showmanship*

*Outstanding*  
*for Results*



**KDYL**  
UTAH'S NBC STATION  
AM-FM-TELEVISION  
SALT LAKE CITY UTAH

JOHN BLAIR & CO  
NATIONAL REPRESENTATIVE

# K U T A

SALT LAKE CITY—1938  
ABC-ROCKY MOUNTAIN

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Oper. By: Utah Bcstg. & Telev. Co.  
Business-Studio Address: 29 S. State St.  
Phone Number: 3-2737  
Transmitter Location: No. Salt Lake City  
Air Time: 6 a.m.-1 a.m.  
News Service: AP, UP  
Transcription Service: World, Standard  
Representative: Hollingbery  
Membership: NAB, BMB  
President, General Mgr.: Frank C. Carman  
Sta. Mgr., Prog. Dir.: Ray Fadel  
Commercial Manager: John Schile  
Sales Prom. Mgr., Pub. Dir.: Al Thomas  
Production Director: George Ross  
Chief Announcer: Marshall Small  
Musical Director: Ed Stoker  
Chief Engineer: Wendell Bell  
Farm Editor: Harry Warren

# UTAH-VERMONT

## K J A M

VERNAL—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Uintah Bcstg. Co.  
Bus.-Studio-Transmitter Address: Hotel Vernal  
Phone Number: 494  
Air Time: 7 a.m.-10 p.m.  
News Service: UP

Transcription Service: World, Keystone  
Representative: W. S. Grant  
President: James C. Wallentine  
Gen.-Sta. Mgr., Chief Announcer: Lee Walker  
Comm.-Sales Prom. Mgr.: Grant E. Parry  
Prog.-Musical Dir., Chief Engineer: E. W. Boelter  
Prod. Dir., Farm Editor: J. D. Jones  
Publicity Director: G. M. Bosworth

# VERMONT

*Estimated Population 369,000—Increase + 2.6%—Radio Homes 102,000  
Radio Families 104,000—Stations in State 8*

## W T S A

BRATTLEBORO—1949—GRANITE

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Granite State Bcstg. Co.  
Address: Brattleboro  
Air Time: Unlimited  
Representative: Bolling  
President: William J. Barkley  
General Manager: W. F. Rust, Jr.  
Commercial Manager: Ralph Gottlieb

## W C A X

BURLINGTON—1931—CBS

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By: WCAX Bcstg. Corp.  
Business-Studio Address: 135 Main St.  
Phone Number: Burlington 2000  
Transmitter Location: Colchester  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Associated  
Representative: Weed  
Membership: NAB, BMB  
Pres., Gen.-Station Mgr.: C. P. Hasbrook  
Sta.-Sales Prom. Mgr.-Pub. Dir.: J. D. Swan  
Commercial Manager: T. B. Braine  
Prog.-Prod.-Musical Dir.: Milton Slater  
Chief Engineer: James W. Tierney  
Farm Editor: L. F. Killick

## W J O Y

BURLINGTON—1946—ABC—UBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Vermont Bcstg. Corp.  
Bus.-Studio-Transmitter Location: 633 Main St.  
Phone Number: Burlington 5400  
Air Time: Unlimited  
News Service: AP  
Representative: William G. Rambeau  
Membership: NAB  
President: David W. Howe  
Sta. Mgr., Prog. Dir.: Alfred E. Spokes  
Pub. Dir.-Chief Engineer: John C. Quill  
Farm Editor: Ben Oman, Jr.

## W S K I

MONTPELIER-BARRE—1947—NBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Montpelier-Barre Bcstg. Co.  
Business Address: Union Mutual Bldg., Montpelier  
Phone Number: Montpelier 1740  
Transmitter Location: Country Club Dr.  
Air Time: 6 a.m.-11p.m.  
News Service: AP  
Transcription Service: Lang-Worth  
Representatives: Kettell-Carter, W. S. Grant  
Membership: NAB, BMB  
President: B. M. Jacobsen  
General Manager: Paul H. Martin  
Program Director: Robert Bannon  
Chief Engineer: L. C. Davis

# VERMONT

## WHY IS AP THE BEST?

BECAUSE—**AP** is more experienced than any other news service . . . more than 100 years collecting and distributing news.

## NEW ENGLAND AP ASSOCIATION

President: Leland Bickford—Editor-in-Chief, Yankee Network, Boston  
Director for Vermont: A. E. Spokes—WJOY, Burlington

# VERMONT

. . . VERMONT-VIRGINIA . . .

## W S Y B

**RUTLAND—1930—MBS-YANKEE**

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  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Joseph Hershey McGillvra,  
 Bertha Bannon  
 Pres., Comm. Mgr. . . . . Philip Weiss  
 Station Manager . . . . . J. H. Weiss  
 Chief Engineer . . . . . Norval K. Ramson, Jr.

## W T W N

**ST. JOHNSBURY—1949**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Twin State Bcstrs. Inc.  
 Address . . . . . Box 336  
 Phone Number . . . . . 2344  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service. . . . . SESAC, Lang-Worth  
 Representative . . . . . McGillvra  
 President . . . . . E. Dean Finney  
 Co-Mgrs. . . . . J. F. McKernan, E. D. Finney  
 Program Director . . . . . Gordon James Platt  
 Chief Engineer. . . . . James F. McKernan

## W W S R

**ST. ALBANS—1942—GREEN MT.**

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. . . . . St. Albans  
 Air Time . . . . . 6:30 a.m.-Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker, Bertha Bannon  
 Membership . . . . . NAB, BMB  
 President-Gen. Mgr. . . . . Lloyd Squier  
 Sta.-Comm.-Sales Prom. Mgr. . . . . Warren Marsden  
 Prog.-Prod. Dir. . . . . C. Stuart Perry  
 Chief Engineer . . . . . Theodore Boisvert

## W D E V

**WATERBURY—1931—MBS**

Frequency: 550 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Lloyd E. Squier  
 Business-Studio Address. . . . . 8 Stowe St.  
 Phone Number . . . . . 400-1  
 Transmitter Location. . . . . Blush Hill  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service. . . . . World, Keystone  
 Representative . . . . . Walker  
 Membership . . . . . BMB  
 Owner, Gen.-Sta.-Comm. Mgr. . . . . Lloyd E. Squier  
 Program Director, Chief  
 Announcer. . . . . Thomas L. Dodd, Jr.  
 Production Director. . . . . Craig S. Parker  
 Chief Engineer. . . . . Harold M. Grout

# VIRGINIA

*Estimated Population 3,102,000—Increase 15.9%—Radio Homes 716,000  
 Radio Families 786,000—Stations in State 53*

## W P I K

**ALEXANDRIA—1945**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Polomac Bcstg. Corp.  
 Business-Studio Address. . . . . 523 First St.  
 Phone Number . . . . . Overlook 3000  
 Transmitter Location. . . . . 504 Telegraph Rd.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service. . . . . World, Lang-Worth  
 Pres.-Gen.-Comm. Mgr. . . . . Howard B. Hayes  
 Pgm.-Prod. Dir.-Cl. Engr. . . . . Carl L. Lindberg  
 Chief Announcer. . . . . Tony Howard  
 Musical Director. . . . . Barbara Power

Bus.-Studio Address. . . . . 3102 10th Road No.  
 Phone Number. . . . . OWens 7800  
 Transmitter Location. . . . . Nr. Bailey's Crossroads  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service. . . . . Standard, Capitol  
 Representative . . . . . IMS  
 Membership . . . . . NAB  
 Co-Owners. . . . . R. Kilbourne Castell,  
 Frank U. Fletcher  
 General Manager. . . . . R. W. Baker  
 Commercial Manager. . . . . William W. Jefferay  
 Prog. Dir. . . . . Phil Long  
 Chief Engineer. . . . . John E. Strong  
 Farm Editor. . . . . Connie B. Gay

## W A R L

**ARLINGTON—1946**

Frequency: 780 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . No. Virginia Bcstrs., Inc.

## W E A M

**ARLINGTON—1947**

Frequency: 1390 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Harold H. & Meredith Thomas



• • • **VIRGINIA** • • •

Business-Studio Address ..... 2030 N. 16th St.  
Phone Number ..... OWens 7100  
Transmitter Location . Minor Hill, Falls Church  
Air Time ..... Unlimited  
News Service ..... AP, Transradio  
Transcription Service ..... Lang-Worth  
Representative ..... Bolling  
President ..... Harold H. Thoms  
Sta.-Gen.-Comm. Mgr. .... Howard Stanley  
Pgm. Dir., Chief Annr. .... Matthew Warren  
Production Director ..... Bob Jones  
Publicity Director ..... Gloria Brandt  
Musical Director ..... Dorothy Miller  
Chief Engineer ..... Sam Aed  
Farm Editor ..... Bill Jenkins

## WKL V

**BLACKSTONE—1947—MBS—VA.**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Nottoway Bcstg. Co., Inc.  
Business-Studio Address ..... Community Bldg.  
Phone Number ..... 478  
News Service ..... AP  
Air Time ..... Unlimited  
President ..... H. S. Robertson  
General Manager ..... Alexander Hudgins  
Commercial Manager ..... Edward J. Silverman  
Program Director ..... Arthur A. Moran, Jr.  
Chief Engineer ..... Charles M. McCraw

## WCY B

**BRISTOL—1946**

Frequency: 690 Kc. .... Power: 10,000 Watts d.  
Owned-Oper. By. .... Appalachian Bcstg. Corp.  
Business-Studio Address ..... Hotel Gen. Shelby  
Phone Number ..... North 3560  
Transmitter Location ..... Washington County  
Air Time ..... Daytime  
News Service ..... AP, UP  
Transcription  
Service. Associated, Thesaurus, World, Cole  
Representative ..... Bolling  
Membership ..... NAB, BMB  
Gen. Mgr. .... Robert H. Smith  
Sales Mgr. .... J. Fey Rogers  
Program Spvr.-Farm Editor ..... W. T. Lane, Jr.  
News Editor ..... Tom Wade  
Transmitter Spvr. .... Bob Daugherty

## WFH G

**BRISTOL—1949—MBS**

Frequency: 860 Kc. .... Power: 1000 Watts  
Owned By ..... Bristol Bcstg. Co., Inc.  
Business-Studio Address ..... Hotel Bristol  
Phone Number ..... 3620  
Transmitter Location ..... Shell Plant Road  
News Service ..... UP  
Transcription Service ..... Standard  
Membership ..... NAB  
General-Station Manager ..... M. B. Burnette  
Commercial Sales Prom. Mgr. .... W. L. Nininger

Program Dir.-Publicity Dir. .... W. F. Raney  
Musical Director-Farm Editor ..... Verlin Mays  
Chief Engineer ..... John Hughlett

## WCH V

**CHARLOTTESVILLE—1933—ABC**

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Radio Station WCHV  
Bus.-Studio-Transmitter Address. Rose Hill St.  
Phone Number ..... 2-5121  
Air Time ..... 6 a.m.-1 a.m.  
News Service ..... AP  
Transcription Service ..... World  
Representative ..... Joseph Hershey McGillvra  
Membership ..... BMB  
Owner ..... Charles Barham, Jr.  
Mgr.-Sls. Prom. Mgr. .... Randolph Bean  
Local Sales Manager ..... Robert C. Walker  
Program Director ..... R. G. Sketchley, Jr.  
Musical Director ..... Richard Morrisette  
Chief Engineer ..... Walter W. Gray  
Farm Editor ..... Herb DeBell

## WIN A

**CHARLOTTESVILLE—1949**

Frequency: 1280 Kc. .... Power: 1000 Watts, d.  
Owned-Oper. By. .... Charlottesville Bcstg. Corp.  
Address ..... 4th & Main Sts.  
Phone Number ..... 3377  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... Standard, Capitol  
President ..... Frank T. Parker, Jr.  
Commercial Manager ..... Joe Porter  
Pgm. Dir.-Oper. Mgr. .... B. C. Hargreaves  
Chief Engineer ..... Lawrence Kennedy

## WKEY

**COVINGTON—1941—ABC**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Earl M. Key  
Business Address ..... Box 710  
Phone Number ..... 8351  
Studio Address ..... Main St.  
Transmitter Location ..... Fairlawn  
Air Time ..... 7 a.m.-11:15 p.m.  
News Service ..... UP  
Transcription Service ..... World, Keystone  
Membership ..... NAB  
Pres., Gen.-Sta. Mgr. .... Earl M. Key  
Commercial Mgr. .... Kenneth L. Bryant  
Prog.-Pub. Director ..... John Lee Davis  
Musical Director ..... Willis Shawver  
Chief Engineer ..... John H. Wilson

## WSV S

**CREWE—1946—KBS—VA. SPTS.**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... So. Virginia Bcstg. Corp.

# VIRGINIA

Business Address.....Crewe  
 Phone Number.....Crewe 5000  
 Studio Addresses 117 Carter St., Crewe, Main  
 St., Blackstone, Herald Bldg., Farmville  
 Transmitter Location.....RFD, Crewe  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....World, Keystone  
 Representative.....Rural Radio  
 Membership.....NAB  
 President.....C. S. Willis  
 General-Station Mgr.....Maxey E. Stone  
 Comm. Mgr.....Harris Umstead  
 Pub. Dir.....Bob Maynard  
 Chief Engineer.....C. E. Wilson

## WCVA

**CULPEPER—1949—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Culpeper Bcstg. Co.  
 Address.....Radio Bldg.  
 Phone Number.....8338  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Standard  
 President.....Ira C. Hopkins  
 Gen.-Prom. Mgr.....George A. Flowers  
 Commercial Manager.....Mike Moscarello  
 Program Director.....Homer Quann  
 Chief Engineer.....Benny L. Jones

## WBTM

**DANVILLE—1930—ABC**

Frequency: 1330 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....Piedmont Bcstg. Corp.  
 Bus.-Studio Address.....Hotel Danville Bldg.  
 Phone Number.....2350  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....George P. Hollingbery  
 Membership.....NAB  
 President.....L. N. Dibrell  
 General Mgr.....R. Sanford Guyer  
 Asst. Manager.....Edward G. Gardner  
 Comm. Mgr.....P. W. Kaufman  
 Program Director.....Betty Allen  
 Promotion Manager.....Herbert Hodge  
 Chief Engineer.....Lyle C. Molley

## WDVA

**DANVILLE—1947—MBS**

Frequency: 1250 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By.....Virginia Carolina Bcstg.  
 Corp.  
 Bus.-Studio Address.....American Natl. Bank  
 Bldg.  
 Phone Number.....5300  
 Transmitter Location.....Martinsville Rd.

Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....McGillvra  
 Membership.....NAB, BMB  
 President.....J. D. Pruitt  
 Gen.-Sta.-Comm.-Sales Prom.  
 Manager.....Emerson J. Pryor  
 Prog.-Prod. Director.....Richard Campbell  
 Publicity Director.....William J. Ashworth  
 Musical Director.....Harold Stephens  
 Chief Engineer.....Rush Sawyers  
 Farm Editor.....Frank Raymond

## WFAX

**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  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Membership.....NAB  
 Gen.-Sta. Mgr.....Lamar A. Newcomb  
 Comm.-Sls. Prom. Mgr.....James E. Hollins  
 Pgm.-Prod. Dir.....Genevieve Newcomb  
 Publicity Director.....Ed Case  
 Chief Announcer.....Dusty Rhoads  
 Chief Engineer.....Emmett Murphy

## WFLO

**FARMVILLE—1947**

Frequency: 870 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Colonial Bcstg. Co.  
 Business Address.....P. O. Box 238  
 Phone Number.....600  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Capitol, Associated  
 Representative.....Clark  
 General Manager.....Carla B. Keys  
 Manager.....Charles R. Maillet  
 Program Director.....D. M. Shaver  
 Chief Engineer.....Charles K. Chrismon

## WFVA

**FREDERICKSBURG—1939—ABC-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Fredericksburg Bcstg. Corp.  
 Business Address.....P. O. Box 269  
 Phone Number.....1261  
 Studio-Transmitter Location.....King's Hwy.  
 Air Time.....Unlimited  
 Transcription Service.....Lang-Worth  
 Representative.....Burn-Smith  
 V.P., General Mgr.....Richard F. Lewis, Jr.  
 Station-Comm. Mgr.....Walter F. Harris, Jr.  
 Chief Engineer.....William S. Candler

# VIRGINIA

## W F T R

FRONT ROYAL—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Sky-Park Bcstg. Corp.  
Address... John Marshall Hiway  
Phone Number... 750  
Air Time... Unlimited  
News Service... UP, Transradio  
Transcription Service... Thesaurus  
Pres.-Gen. Mgr... Earl C. Pace  
Commercial Manager... Ken Gorden  
Program Director... Vernon Carter  
Promotion Manager... Augustine Kloc  
Chief Engineer... Owen Voigt

## W B O B

GALAX—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned Oper. By... Carroll-Grayson Bcstg. Corp.  
Address... Poplar Knob Rd.  
Phone Number... 300  
Air Time... 6 a.m.-11:30 p.m.  
News Service... AP  
Membership... NAB  
President... Robert V. Morris  
General Manager... Carl E. Duckett  
Comm. Manager... Joseph P. Crockett  
Program Director... Muriel Bell  
Chief Announcer... Frank Burr  
Musical Director... Alice Spear  
Chief Engineer, Farm Editor... Carl E. Duckett

## W V E C

HAMPTON—1948—KBS

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned-Operated By... Peninsula Bcstg. Co.  
Business Address... P. O. Box 481  
Phone Number... 6332  
Studio-Trans. Address... Hampton Ave.  
Air Time... Sunrise-Sunset  
News Service... AP  
Transcription Service... Standard, Associated  
Membership... NAB  
Pres.-Gen. Sta. Mgr... Thomas P. Chisman  
Commercial Manager... Harrol A. Brauer, Jr.  
Sales Promotion Mgr... Charles L. Coker, Jr.  
Program Director... Peter Edman  
Production Director... William L. Erickson  
Publicity Director... Beverly W. Hillery  
Chief Announcer... Duff Kliever  
Musical Director-Farm Editor... Gordon E. Walsh  
Chief Engineer... James E. Swafford

## W S V A

HARRISONBURG—1935—NBC

Frequency: 550 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Shenandoah Valley Bcstg.  
Corp.  
Business-Studio Address... Newman Bldg.  
Phone Numbers... 550, 875

Transmitter Location... RFD 1  
Air Time... 6 a.m.-local sunset  
News Service... UP  
Representative... R. B. Harrington  
Membership... NAB, BMB, FMA  
President... Frederick L. Allman  
Business Manager... H. A. Wright  
Comm.-Sales Prom. Mgr., Pub.  
Director... R. B. Harrington  
Prog.-Prod.-Musical Dir... R. H. Johnson  
Chief Engineer... W. L. Braun

## W H A P

HOPEWELL—1949

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... The Hopewell Bcstg. Co.  
Business Address... Box 621  
Phone Number... 801  
Studio-Trans. Location... City Point & River Rds.  
Air Time... 5:58 a.m.-11:07 p.m.  
News Service... UP  
Transcription Service... Lang-Worth  
Membership... NAB  
President... Augustus Robbins, Jr.  
Gen.-Sta. Mgr... Hugh Carlyle  
Commercial Manager... George W. Thomason  
Program Director... Barbara Rich  
Chief Announcer... Johnny Mercer  
Chief Engineer... Edward L. Burwell

## W R E L

LEXINGTON—1948—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Rockbridge Bcstg. Co.  
Business-Studio Address... 130 S. Main St.  
Phone Number... Lexington 6000  
Transmitter Location... Rt. 11, One Mi. No. City  
Air Time... 6 a.m.-M.  
News Service... AP  
Transcription Service... Capitol  
Membership... NAB  
President... Marshall L. Wilmer  
Gen.-Sta.-Comm. Mgr... Philip B. Hirsch  
Office Manager... Milton B. Henson  
Prog.-Prod. Dir... Andrew Petersen  
Musical Director... Wayne Scott  
Chief Engineer... Lindley H. Leggett

## W L V A

LYNCHBURG—1930—ABC

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By... Lynchburg Bcstg. Corp.  
Address... Allied Arts Bldg.  
Phone Number... 2-1242  
Air Time... Unlimited  
News Service... AP  
Transcription Service... Lang-Worth, Associated  
Representative... George P. Hollingbery  
Membership... NAB, BMB  
President... Edward A. Allen  
General Manager... Philip P. Allen

# VIRGINIA

Commercial Manager . . . . . Joseph F. Wright, Jr.  
Prog.-Prom. Dir. . . . . William H. Loren  
Chief Engineer . . . . . John T. Orth

## W W O D

LYNCHBURG—1947—MBS

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Old Dominion Bcstg. Corp.  
Business Address . . . . . P. O. Box 918  
Phone Number . . . . . 2-3441  
Studio Address . . . . . 10th & Main Sts.  
Transmitter Location . . . . . Boonsboro Rd.  
Air Time . . . . . Unlimited  
News Service . . . . . AP, UP  
Transcription Service . . . . . World  
Representative . . . . . Walker  
Membership . . . . . NAB, BMB  
President . . . . . David Hugh Dillard  
V.P.-General Manager . . . . . Jack Weldon  
Commercial Manager . . . . . Norman T. Simpson  
Prog.-Pub. Director . . . . . Jay Seibel  
Prod.-Musical Dir. . . . . Don Jarvis  
Chief Engineer . . . . . Forest J. Pinkerton

## W M E V

MARION—1948—LIBERTY

Frequency: 1010 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Mountain Empire Bcstg. Corp.  
Address . . . . . P. O. Box 470  
Phone Number . . . . . 9001  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . World, Associated  
Representative . . . . . Cooke  
President . . . . . Robert Lane Anderson  
Gen.-Comm. Mgr. . . . . Robert C. Wolfenden  
Program Director . . . . . Mrs. R. C. Wolfenden  
Chief Engineer . . . . . William P. Grether

## W M V A

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Martinsville Bcstg. Co., Inc.  
Address . . . . . Chatham Heights  
Phone Number . . . . . Virginia 2152  
Air Time . . . . . 6 a.m.-11:30 p.m.  
News Service . . . . . AP  
Membership . . . . . NAB  
President . . . . . William C. Barnes  
General-Station Manager . . . . . John W. Shultz  
Comm.-Sls. Prom. Mgr. . . . . Charles F. Adams  
Program Director . . . . . Barbara Harding  
Publicity Director . . . . . Maynard Dillaber  
Musical Director . . . . . Paul E. Zimmerman  
Chief Engineer . . . . . Dewey W. Muse

## W G H

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Hampton Roads Bcstg. Corp.

Bus.-Studio Address . . . . . 500 Portlock Bldg.,  
Norfolk, Warwick Hotel, Newport News  
Phone Number . . . . . 2-7031  
Transmitter Location . . . . . Military Hiway  
Air Time . . . . . 6 a.m.-12:45 a.m.  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . Free & Peters  
Membership . . . . . NAB, BMB  
President . . . . . Raymond B. Bottom  
V.P., Gen.-Sta. Manager . . . . . Edward E. Bishop  
Comm. Mgr. . . . . Edward E. Edgar  
Prog. Director . . . . . John A. Black  
Publicity Director . . . . . Bill Rhyne  
Chief Engineer . . . . . Charles A. Runyon

## W H Y U

NEWPORT NEWS—1947

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Eastern Bcstg. Corp.  
Business-Studio Address . . . . . 114 W. 24th St.  
Phone Number . . . . . 7-1604  
Transmitter Location . . . . . Respass Beach,  
Churchland  
Air Time . . . . . 6 a.m.-sunset  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Representative . . . . . Friedenber  
President, General Mgr. . . . . John Doley  
Sta. Mgr., Prog. Tech. Dir. . . . . Frederic F. Clair

## W C A V

NORFOLK—1947

Frequency: 860 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Cavalier Bcstg. Corp.  
Bus.-Studio Address . . . . . Plume & Granby Sts.  
Phone Number . . . . . 2-3266  
Transmitter Location . . . . . W. Norfolk  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . Associated, Standard  
Representative . . . . . Burn-Smith  
Membership . . . . . NAB  
President . . . . . Joseph Light  
Gen. Mgr. . . . . Joe Brown  
Sta.-Asst. Gen. Mgr. . . . . William M. Manrov  
Program Director . . . . . Frank Facenda  
Technical Dir. . . . . William M. Manrov

## W L O W

NORFOLK—1947—VA. SPTS.

Frequency: 1410 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Commonwealth Bcstg. Corp.  
Bus.-Studio Add. . . . . Granby & Brooke Aves.  
Phone Number . . . . . 4-5678  
Transmitter Location . . . . . W. Norfolk  
Air Time . . . . . 6:30 a.m.-Sunset  
News Service . . . . . UP  
Representative . . . . . Forjoe  
President . . . . . E. L. Scott

**VIRGINIA**

General Manager.....Robert E. Wasdon  
 Station Manager.....W. M. Carpenter  
 Commercial Manager.....James Campbell  
 Program Director.....Ray Penner  
 Prod. Dir.....Samuel S. Siegal  
 Sis.-Prom. Mgr.....Dick Gould  
 Pgm.-Pub. Dir.....Bob Drepperd  
 Chief Announcer.....Anton L. Lively  
 Musical Director.....Lee Lively  
 Chief Engineer.....Preston Spears  
 Farm Editor.....Ralph Wasdon

**W N O R**

**NORFOLK—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Norfolk Bcstg. Co.  
 Address.....1019 Boissevain Ave.  
 Phone Number.....56761  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....IMS  
 President.....Louis H. Peterson  
 General Manager.....Earl Harper  
 Commercial Manager.....Bob Rodgers  
 Chief Engineer.....A. Lee Mills

**W T A R**

**NORFOLK—1923—NBC**

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WTAR Radio Corp.  
 Bus.-Studio Address.....720-724 Boush St.  
 Phone Number.....56711  
 Transmitter Location.....Glen Rock  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....Edward Petry  
 Membership.....NAB, BMB  
 Pres., Gen.-Sta. Mgr.....Campbell Arnoux  
 Comm.-Sales Prom. Mgr.....John W. New  
 Program Director.....Joel Carlson  
 Chief Announcer.....Blair Eubanks  
 Chief Engineer.....John C. Peffer

**W N V A**

**NORTON—1946—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Blaufox Radio Co., Inc.  
 Bus.-Studio Address.....Coalfield Progress Bldg.  
 Phone Number.....700-1, Transmitter: 565  
 Transmitter Location.....Josephine  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Keystone  
 Membership.....NAB  
 President, Gen. Mgr.....Richard B. Helms  
 Comm.-Sis. Prom. Mgr.-Pub. Dir.....Bill Holland  
 Chf. Anncr.-Music Dir.....Art Gronewald  
 Chief Engineer.....Gene Tommerdahl  
 Farm Editor.....Tom Harrell

**W J M A**

**ORANGE—1949—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....James Madison Bcstg. Corp.  
 Address.....Orange  
 Phone Number.....7263  
 Air Time.....Unlimited  
 News Service.....UP  
 President.....W. A. Sherman, Jr.  
 Gen.-Comm. Mgr.....A. C. Livick, Jr.  
 Program Director.....Charles McGinley  
 Chief Engineer.....Talmadge England

**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  
 Representative.....Burn-Smith  
 President.....Louis H. Peterson  
 Gen.-Sta.-Comm. Mgr.....Ray L. Moss

**VIRGINIA**

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THE BEST?**

**BECAUSE—AP** has more news correspondents, more news bureaus, more miles of news wire than any other news service.

**VIRGINIA AP BROADCASTERS**

President: Jack Weldon—WWOD, Lynchburg  
 Vice-President: Fred Hart—WLPM, Suffolk  
 Directors: Campbell Arnoux—WTAR, Norfolk; Ray P. Jordan—WDBJ, Roanoke; Carl Duckett—WBOB, Galax; E. E. Bishop—WGY, Newport News; Charles Blackley—WTON, Staunton  
 Continuing Study Committee Chairman: John Eure—WDBJ, Roanoke  
 Sports Committee Chairman: Bill Diehl—WGH, Newport News—Norfolk  
 Awards Committee Chairman: Charles Blackley—WTON, Staunton  
 Membership Cooperation Committee Chairman: Maxey Stone—WSVS, Crewe

**VIRGINIA**

**VIRGINIA**

Sls. Prom. Mgr. . . . . N. W. Andrews  
Pgm.-Prod. Dir. . . . . Paul Hennings  
Chief Announcer . . . . . John C. Ladlin  
Pub. Director . . . . . James Lowell  
Chief Engineer . . . . . Edward F. Schwarz

**W S A P**

**PORTSMOUTH—1943—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Portsmouth Radio Corp.  
Bus.-Studio Address . . . . . 205 Professional Bldg.  
Phone Number . . . . . 7-3488  
Transmitter Location . . . . . 1318 Spratley St.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth, World  
Representative . . . . . Ra-Tel  
Membership . . . . . NAB  
President . . . . . Tom E. Gilman  
Gen.-Sta.-Comm. Mgr. . . . . B. Walter Hullington  
Pgm.-Prod. Dir. . . . . David Nelson  
Musical Director . . . . . Richard Harvey  
Chief Engineer . . . . . Charles R. Sledge

**W P U V**

**PULASKI—1946—MBS-KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Southwest Bcstg. Corp.  
Address . . . . . Cool Springs  
Phone Numbers . . . . . 3-3931, 3-3941  
Air Time . . . . . 6 a.m.-11:15 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Sears & Ayer  
Membership . . . . . NAB, BMB  
President . . . . . Howard R. Imboden  
General-Station Mgr. . . . . William R. Murray  
Commercial Manager . . . . . Allan S. Aden  
Publicity Director . . . . . Eleanor Imboden  
Chief Announcer . . . . . Joe Grant  
Chief Engineer . . . . . Fitzgerald McDaniel  
Farm Editor . . . . . E. C. Grigsby

**W B B L**

**RICHMOND—1924**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Grace Covenant  
Presbyterian Church  
Address . . . . . 1627 Monument Ave.  
Phone Number . . . . . 8-4246  
Air Time . . . . . Specified Hours  
General Manager . . . . . C. H. Liesfield  
Chief Engineer . . . . . R. W. Rabe

**W L E E**

**RICHMOND—1945—MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Lee Bcstg. Corp.  
Bus.-Studio Address . . . . . Broad-Grace Arcade  
Phone Number . . . . . 3-6741  
Transmitter Location . . . . . Colorado Ave. &  
Sumpter St.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Forjoe  
President . . . . . Thomas G. Tinsley, Jr.  
Gen.-Comm. Mgr. . . . . Irvin G. Abeloff  
Program Director . . . . . Harvey Hudson  
Musical Director . . . . . Gilbert A. Spector  
Chief Engineer . . . . . George W. McGuigan, Jr.

**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. off  
W. Broad St.  
Air Time . . . . . 6:30 a.m.-1 a.m.  
News Service . . . . . Transradio  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . John Blair  
Membership . . . . . NAB  
Pres., Gen.-Sta. Mgr. . . . . Wilbur M. Havens  
Comm.-Sales Prom. Mgr. . . . . Walter A. Bowry, Jr.  
Prog.-Prod. Dir. . . . . Allan J. Phaup, Jr.  
Chief Announcer . . . . . John V. Shand  
Musical Director . . . . . Conrad Rianhard  
Chief Engineer . . . . . James Kyle

**W R N L**

**RICHMOND—1937—ABC**

Frequency: 910 Kc. . . . . Power: 5000 Watts  
Owned By . . . . . Richmond Newspapers, Inc.  
Operated By . . . . . Richmond Radio Corp.  
Business-Studio Address . . . . . 107-111 N. Fourth St.  
Phone Number . . . . . 3-3436  
Transmitter Location . . . . . Wilkinson Rd.  
Air Time . . . . . 5:30 a.m.-1 a.m.; 7 a.m. Sun.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Edward Petry  
Membership . . . . . NAB, BMB  
President . . . . . D. Tennant Bryan  
Gen. Sta.-Commercial Mgr. . . . . E. S. Whitlock  
Program Director . . . . . Don Martin  
Chief Engineer . . . . . Vincent Wolstenholme

## W R V A

**RICHMOND—1925—CBS**

Frequency: 1140 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Larus & Brother Co.  
 Business Address . . . . . Hotel Richmond  
 Phone Number . . . . . 3-6633  
 Studio Addresses: Hotel Richmond, Richmond;  
 2712-14 Colley Ave., Norfolk  
 Transmitter Location . . . . . Edgeworth, Henrico  
 County  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Lang-Worth  
 Representative . . . . . Radio Sales  
 Membership . . . . . NAB, BMB  
 General Manager . . . . . C. T. Lucy  
 Commercial Manager . . . . . Barron Howard  
 Promotion Manager . . . . . Jack Stone  
 Program Service Mgr. . . . . Samuel S. Carey  
 Production Manager . . . . . John B. Tansey  
 Public Relation Dir. . . . . Walter R. Bishop  
 Musical Director . . . . . Burt T. Repine  
 Chief Engineer . . . . . David C. Woods  
 Farm Editor . . . . . Alden Aaroe

## 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 School Rd.,  
 Chesterfield County  
 Air Time . . . . . 6 a.m.-Sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Burn-Smith  
 General Manager . . . . . Robert E. Mitchell  
 Program Director . . . . . Bob Jenkins  
 Production Director . . . . . John Sinclair  
 Chief Announcer . . . . . Frank Soden  
 Chief Engineer . . . . . Kaye Redd

## W D B J

**ROANOKE—1924—CBS**

Frequency: 960 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Times-World Corp.  
 Business-Studio Address . . . . . 124 W. Kirk Ave.  
 Phone Number . . . . . 8131  
 Transmitter Location . . . . . Colonial Ave.,  
 Colonial Heights  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World, Lang-Worth  
 Representative . . . . . Free & Peters

Membership . . . . . NAB, BMB, FMA  
 President . . . . . J. P. Fishburn  
 General Manager . . . . . R. P. Jordan  
 Commercial Manager . . . . . John W. Harkrader  
 Program Director . . . . . Paul E. Reynolds  
 Studio Director . . . . . Irving Sharp  
 Publicity Director . . . . . Benton B. Boggs  
 Musical Director . . . . . Evelyn Nininger  
 Chief Engineer . . . . . J. Edward Newman  
 News Editor . . . . . John W. Eure

## W R O V

**ROANOKE—1946—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio Roanoke, Inc.  
 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, BMB  
 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 S L S

**ROANOKE—1940—ABC**

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 . . . . . Weed  
 Membership . . . . . NAB, BMB, FMA  
 President . . . . . Paul C. Buford  
 Exec. Vice President . . . . . James H. Moore  
 Asst. & Sta. Mgr. . . . . Horace Fitzpatrick  
 Program Director . . . . . Bill Saunders  
 Musical Director . . . . . Mavis Overstreet  
 Chef Engineer . . . . . J. P. Briggs  
 Farm Editor . . . . . Glenwood Howell

## W H L F

**SOUTH BOSTON—1947—KBS—ABC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Halifax Bcstg. Co.

**VIRGINIA**

Address.....P. O. Box 490, Webster St.  
 Phone Number.....2-9988  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World  
 Gen.-Sta.-Comm. Mgr.....John L. Cole, Jr.  
 Sales Prom. Mgr.-Pgm.-Prod.-Pub. Dir.  
                                           Charles B. Davis  
 Chief Announcer.....Preston Young  
 Chief Engineer.....David O. Guthrie

Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Standard  
 Pres.-Gen. Mgr.....Grayson Headley  
 Commercial Manager.....William Redd  
 Pgm. Dir.-Sta. Mgr.....T. F. Craver  
 Chief Engineer.....Lawrence Bittner

**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.....Waynesboro Rd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Associated  
 Membership.....NAB  
 General-Station Mgr.....Charles P. Blackley  
 Comm.-Sales Prom. Mgr.,  
                                           Publicity Director.....Charles E. Seebeck  
 Prog.-Prod. Dir.-Chief Anncr.....Fulton A. King  
 Chief Engineer.....Rex C. Houser

**W L P M**

**SUFFOLK—1940—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Suffolk Bcstg. Corp.  
 Business-Studio Address.....105 Bank St.  
 Phone Number.....2394  
 Transmitter Location.....Richmond Hiway  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Sears & Ayer  
 Membership.....NAB  
 Pres., Gen.-Sta. Manager.....Fred L. Hart  
 Prog. Dir.....William W. Kitchen  
 Chf. Anncr.-Pub. Dir.....Earl Hundley  
 Production Director.....Fran Joynner  
 Chief Engineer.....Veryl W. Rupp  
 Farm Editor.....L. E. Pettyjohn

**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

**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.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 Representative.....Cooke  
 President.....Judson T. Phillips  
 Gen. Mgr.....N. Wilbur Kidd  
 Commercial Manager.....Peter De Boer  
 Chief Engineer.....Edward R. Goodwin

**W I N C**

**WINCHESTER—1941—ABC-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Richard Field Lewis, Jr.  
 Business Address.....Box 605  
 Phone Number.....4855  
 Studio-Transmitter Location.....514 Kerr St.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated  
 Membership.....FMA  
 Pres.,  
                                           Gen. Mgr., Richard Field Lewis, Jr. (Licensee)  
 Comm. Mgr.-Prog. Dir.....John Carl Morgan  
 Sales Prom. Mgr.....Winslow Porter  
 Chief Engineer.....Phil Whitney

**W Y V E**

**WYTHEVILLE—1949**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Wythe County Bcstg. Co.  
 Address.....P. O. Box 452  
 Phone Number.....840  
 Air Time.....Daylight  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Owners.....A. M. Gates, R. H. Epperson  
 General Manager.....A. M. Gates, Jr.  
 Commercial Manager.....Erle Howerly  
 Program Director.....Zane Leeper  
 Chief Engineer.....Robert Hennis Epperson



# WASHINGTON

Estimated Population 2,582,000—Increase + 48.7%—Radio Homes 748,000  
Radio Families 760,000—Stations in State 45

## K B K W

ABERDEEN—1949

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Ben K. Weatherwax  
Address 701 E. Heron St.  
Phone Number 1015  
Air Time Unlimited  
News Service AP  
Transcription Service Associated  
Pres., Gen. Mgr. Ben K. Weatherwax  
Commercial Manager Dick Cromble  
Program Director Lowell Gibson  
Promotion Manager San Whitacre  
Chief Engineer Dick Pooley

Bus. Studio Address 1321 Commercial St.  
Phone Number Bellingham 790  
Transmitter Location Yew St.  
Air Time 6 a.m.-M.  
News Service UP  
Transcription Service Long-Worth, MacGregor  
Representative McGillvra, Keating  
Membership BMB  
President, General Mgr. Rogan Jones  
Research Director Jack Clarke  
Sales Prom. Mgr., Pub. Dir. Jack Clarke  
Pgm. Dir., Chief Anncr. Alan Miller  
Prod., Musical Dir. Jack Fearey  
Chief Engineer Ernest Harper  
Farm Editor Hal Reeves

## K X R O

ABERDEEN—1927  
MBS-DON LEE-KBS

Frequency: 1340 Kc. Power: 1000 Watts  
Owned-Operated By KXRO, Inc.  
Bus. Studio Address 207½ E. Market St.  
Phone Number Aberdeen 4098  
Transmitter Location 1308 Coolidge Rd.  
Air Time 6:30 a.m.-11 p.m.  
News Service UP  
Representative W. S. Grant  
Membership NAB  
President, General Mgr. Harry R. Spence  
Sta.-Comm. Mgr. Fred G. Goddard  
Sales Prom. Manager Roy Johnson  
Prog.-Prod. Dir., Chief Announcer A. W. Lindsay  
Publicity Director John Duane Johnson  
Musical Director James L. Andrews  
Chief Engineer P. S. True  
Farm Editor Floyd Svinth

## K B R O

BREMERTON—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Bruce Bartley  
Address 205 Washington St.  
Phone Number 1970  
Air Time Unlimited  
News Service AP  
Transcription Service World  
Representative John Keating  
Membership NAB  
President Bruce Bartley  
General Manager Jack Gwyer  
Commercial Manager Tom Westbrook  
Promotion Manager Lincoln Perry  
Program Director Bob Gleason  
Chief Engineer Bert Hallberg

## K P U G

BELLINGHAM—1948—MBS-DON LEE

Frequency: 1170 Kc. Power: 1000 Watts  
Owned-Operated By KPUG, Inc.  
Business Address P. O. Box 655  
Studio-Transmitter Address 2340 E. Sunset Dr.  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service Associated  
General Manager Robert E. Pollack  
Commercial Manager K. Clark  
Program Director Jeanne Kruzer

## K E L A

CENTRALIA-CHEHALIS—1937  
MBS-KBS

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Oper. By Central Bcstg. Corp.  
Business Address P. O. Box 720, Centralia;  
P. O. Box 827, Chehalis  
Phone Numbers Centralia 6-3321,  
Chehalis 721  
Studio Address On Hway. 99 midway bet.  
Centralia & Chehalis  
Air Time 6 a.m.-M.  
News Service UP  
Representative John Keating, W. S. Grant  
Membership NAB  
President J. Elroy McCaw  
Sec.-Treas. Mabel A. McGwinn  
Gen.-Station Manager Joe Chytil  
Sales Prom. Mgr. Robert Finley  
Pgm., Pub. Dir. Schuyler C. Hill  
Production Director Carlos Rivas  
Chief Announcer Gary Clune  
Chief Engineer John L. Kelley

## K V O S

BELLINGHAM—1927—ABC

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Operated By KVOS, Inc.

**KXLE**

ELLENSBURG—1946—PNB

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Central Washington Bcstrs.  
Business Address Box 600  
Phone Number 2-1240  
Studio-Transmitter Location Route 1  
Air Time 6:30 a.m.-10 p.m.  
News Service UP  
Transcription Service Lang-Worth  
Representative Walker, Tracy-Moore  
President Goodwin Chase, Jr.  
Station Manager Joe Kendall  
Commercial Manager Darrel Burns  
Program Director Don Revelacqua  
Chief Announcer Farm Editor Joe Jaeger  
Chief Engineer Jack Hemingway

**KRKO**

EVERETT—1922—MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By The Everett Bcstg. Co., Inc.  
Bus. Studio-Transmitter Address KRKO Bldg.  
Phone Number Cedar 1144  
Air Time 6 a.m.-M.  
News Service UP  
Representative Joseph Hershey McGillvra,  
John Keating  
Membership NAB, BMB  
Pres., Gen. Sta.-Comm. Mgr. William R. Taft  
Program Director Earl Gerdon  
Chief Engineer Dave Foley

**KELS**

KELSO—1949

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Northwest Public Services  
Address P. O. Box 90  
Phone Number 4900  
Air Time Unlimited  
News Service UP  
Transcription Service Capitol, Standard  
President Roscoe A. Day, Jr.  
General Manager Claire O. Banks  
Commercial Manager Johnny Carlson  
Program Director Norman A. Wallace  
Promotion Manager Russell L. Conrad  
Chief Engineer John E. Holmes

**KWIE**

KENNEWICK—1949

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Mid-Columbia Bcstrs.  
Address P. O. Box 437  
Phone Number 6961  
Air Time Unlimited  
News Service AP  
Transcription Service World, Associated  
Representative McHugh

Manager, Partner Hal A. Clark  
Partner, Comm. Mgr. D. E. Seeley  
Pgm. Dir., Partner M. E. Johnston  
Promotion Manager Ken Waddell  
Chief Engr., Partner C. J. McCredie

**KRKL**

KIRKLAND—1947

Frequency: 1050 Kc. Power: 250 Watts, D.  
Owned-Operated By East Side Bcstg. Co.  
Business-Studio Address Civic Center  
Air Time Daytime  
General Manager F. L. Thornhill

**KWLK**

LONGVIEW—1938—MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Twin City Bcstg. Corp.  
Business-Studio Address 14th & Hudson  
Phone Number Longview 1500  
Transmitter Location Ocean View Hwy.  
Air Time 6:30 a.m.-M.  
News Service UP  
Transcription Service Associated, World  
Representative W. S. Grant, John Keating  
Membership NAB, BMB  
President, Gen. Sta. Mgr. C. O. Chatterton  
Commercial Manager Jim Waggoner  
Program Director Ellen Hammond  
Production Director Bob Moran  
Publicity Director F. Chatterton  
Chief Engineer Ralph Brown

**KSEM**

MOSES LAKE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By KSEM, Inc.  
Address Capistrano Park  
Phone Number 234  
Air Time 7 a.m.-10 p.m.  
News Service UP  
Transcription Service World, Keystone  
Representative W. S. Grant  
President Jessica L. Langston  
Gen. Comm. Mgr. Don G. Bennett  
Publicity Director John Hardy  
Program Director Janet Adriance  
Chief Anncr., Musical Dir. Don Maas  
Chief Engineer Roland Kissler  
Farm Editor Ralph Walton

**KBRC**

MOUNT VERNON—1946

Frequency: 1430 Kc. Power: 500 Watts d.  
Owned-Operated By Beckley Radio Co.  
Business-Studio Address P. O. Box 240  
Phone Number 8955  
Transmitter Location 1/2 Mi. W. of city  
Air Time 6 a.m.-sunset

# WASHINGTON

News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... John Keating  
Membership ..... NAB  
General-Station Mgr. .... Leo H. Beckley  
Commercial Manager ..... Fred Grant  
Prog. Dir., Chief Announcer ..... Bud Clark  
Chief Engineer ..... Orris Vanerstrom  
Farm Editor ..... Marilyn Anderson

## KGY

OLYMPIA—1923—MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By ..... KGY  
Bus.-Studio-Transmitter Address ..... Rockway-  
Leland Bldg.  
Phone Number ..... 6636  
Air Time ..... 6:30 a.m.-11 p.m.  
News Service ..... UP  
Transcription Service ..... World, Keystone  
Representative ..... W. S. Grant  
Membership ..... NAB, BMB  
Gen., Sta. Mgr. .... Tom Olsen  
Commercial Manager ..... J. Harris Dorr  
Program Director ..... Elmer J. Holmberg  
Chief Engr., Chief Anncr. .... C. A. Roark

## KOMW

OMAK—1946

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 ..... NAB, BMB  
President ..... R. L. McNett  
Station Manager ..... Dean Nichols  
Commercial Manager ..... Nat Harris  
Program Director ..... Gene Leslie  
Chief Engr., Anncr. .... Kirk W. Springer

## KPKW

PASCO—1945

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Western Radio Corp.  
Address ..... Pasco  
Air Time ..... Unlimited  
Representative ..... Keating  
Manager ..... A. G. Sanborn

## KONP

PORT ANGELES—1945—KBS

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Radio Pacific, Inc.  
Bus.-Studio-Transmitter Address ..... 313 W. First  
St.

Phone Number ..... 4437  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... John Keating  
Membership ..... NAB  
General Mgr. .... C. N. Webster

## KXRN

RENTON—1947

Frequency: 1220 Kc. .... Power: 250 Watts d.  
Owned-Oper. By ..... Interlake Bcastg. Corp.  
Business Address ..... P. O. Box 567  
Phone Number ..... Renton 5-3424  
Studio-Transmitter Location ..... 7th Ave. at  
N. Park  
Air Time ..... Sunrise-sunset  
News Service ..... UP  
Transcription Service ..... World  
President, General Mgr. .... Robert S. McCaw  
Program Director ..... Freddie Jensen  
Commercial Manager ..... O. W. Simpson  
Chief Engineer ..... F. C. Cook

## KALE

RICHLAND—1949

Frequency: 900 Kc. .... Power: 250 Watts d.  
Owned-Operated By ..... Yakima Bcastg. Corp.  
Address ..... P. O. Box 367  
Air Time ..... Sunrise-Sunset  
News Service ..... UP  
Station Representative ..... W. S. Grant Co.  
Membership ..... NAB  
President ..... Robert S. McCaw  
Gen., Sta., Comm. Mgr. .... Lawrence Dix  
Pgm., Prod., Pub. Dir., Chief Engr. .... Dave Dorris  
Farm Editor ..... Dick Passage

## KING

SEATTLE—1927

Frequency: 1090 Kc. .... Power: 50,000 Watts  
Owned-Oper. By ..... KING Bcastg. Co.  
Business-Studio Address ..... Smith Tower  
Phone Number ..... Main 1090  
Transmitter Location ..... Vashon-Maury Island  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Associated  
Representative ..... John Blair  
Membership ..... NAB  
Principal Owner ..... Mrs. A. Scott Bullitt  
President ..... Henry B. Owen  
Program Director ..... Dave Crockett  
Chief Engineer ..... Arthur Shultz

## KIRO

SEATTLE—1930—CBS

Frequency: 710 Kc. .... Power: 50,000 Watts  
Owned-Oper. By ..... Queen City Bcastg. Co.

## WASHINGTON

Business-Studio Address.....66 Cobb Bldg.  
Phone Number.....Seneca 1500  
Transmitter Location.....Burton  
Air Time.....18 Hrs.  
News Service.....AP  
Transcription Service.....SESAC, Standard  
Representative.....Free & Peters  
Membership.....NAB, BMB  
President.....Saul Haas  
General Manager.....Loren B. Stone  
Commercial Manager.....William F. Tucker  
Sales Prom. Mgr.....Peter Mertens  
Program Director.....Kenneth Yeend  
Publicity Director.....Janet Ballantyne  
Chief Announcer.....Maury Rider  
Chief Engineer.....James Hatfield

### KJR

SEATTLE—1923—ABC

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.....NAB, BMB  
President.....Marshall Field, III

General-Station Mgr.....J. Archie Morton  
Sales Manager.....Arthur Gerbel, Jr.  
Natl. Sales Mgr.....Maitland Jordan  
Operations Manager.....Homer Pope  
Publicity Director.....Don Reed  
Chief Engineer.....L. S. Bookwalter  
Farm Editor.....Bill Moshier

### KOL

SEATTLE—1922

Frequency: 1300 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Seattle Bcstg. Co.  
Bus.-Studio Address.....Northern Life Tower  
Phone Number.....MA. 2312  
Transmitter Location.....1110 W. Florida  
Air Time.....6 a.m.-M.  
News Service.....AP, UP  
Transcription Service.....Capitol, World,  
Standard  
Representative.....Headley-Reed  
President.....Archie Taft  
Commercial Manager.....Archie Taft, Jr.  
Sta., Sales Prom. Mgr.....Oliver A. Runchey  
Program Director.....John Forrest  
Publicity Director.....Ruth Yohe  
Chief Announcer.....Wheeler Smith  
Musical Director.....Frances Smith  
Chief Engineer.....Perry Lind

## WASHINGTON

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THE BEST?

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WASHINGTON ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Chairman: Patrick J. Cullen—KHQ, Spokane

Secretary: Murlin Spencer—AP Chief of Bureau

## WASHINGTON

**K O M O**

**SEATTLE—1926—NBC**

Frequency: 1000 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Fisher's Blend Station, Inc.  
 Bus.-Studio Address... 100 4th Ave. No.  
 Phone Number... Seneca 6000  
 Transmitter Location... Vashon Island  
 Air Time... Unlimited  
 News Service... UP  
 Transcription Service... Associated, Capitol  
 Representative... Edward Petry  
 Membership... NAB, BMB  
 President, General Mgr... O. W. Fisher  
 Asst. to President... R. D. McCornack  
 Commercial Manager... Ray Baker  
 Mgr., Natl. Sales & Sales Serv., Merch.,  
 Prom. Mgr. & Pub. Dir... Richard E. Green  
 Program Manager... W. W. Warren  
 Production Mgr... Frederick J. Patterson  
 Chief Engineer... F. J. Brott

**K R S C**

**SEATTLE—1926**

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Operated By... Radio Sales Corp.  
 Address... 2939 Fourth Ave. So.  
 Phone Number... Eliot 2480  
 Air Time... 6 a.m.-3 a.m.  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... Adam J. Young, Jr.  
 Membership... NAB  
 President... P. K. Leberman  
 Gen., Sta., Comm. Mgr... J. D. Neidigh, Jr.  
 Program Director... Ted Bell  
 Chief Engineer... Paul S. Morris

**K T W**

**SEATTLE—1920**

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Oper. By... The First Presbyterian  
 Church of Seattle, Wash.  
 Address... Seventh Ave. & Spring St.  
 Phone Number... Mutual 1250  
 Air Time... Unlimited  
 President... W. T. Whitney  
 General Mgr... Dr. F. Paul McConkey  
 Sta. Mgr., Chief Engineer... James S. Ross  
 Comm., Sales Prom. Mgr... Don Bevilacqua  
 Pgm., Prod., Pub. Dir... R. S. Vogt  
 Chief Announcer... William Lehnhoff  
 Musical Director... Harriet Hendrick

**K V I**

**SEATTLE—1928—MBS-DON LEE**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Oper. By... Puget Sound Bcstg. Co., Inc.  
 Business Address... Camlin Hotel

Phone Number... Seneca 4848, Seattle;  
 Broadway 4211, Tacoma  
 Studio Address... Camlin Hotel, Seattle;  
 Winthrop Hotel, Tacoma  
 Transmitter Location... Ellisport, Vashon Island  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service... Lang-Worth, Thesaurus  
 Representative... George P. Hollingbery  
 Membership... NAB, BMB  
 Pres., Gen.-Sta. Mgr... Vernice Irwin  
 Comm.-Sales Prom. Mgr... Earl T. Irwin  
 Pgm. Dir., Chief Anncr... Harry Long  
 Chief Engineer... D. M. McDonough

**K X A**

**SEATTLE—1926**

Frequency: 770 Kc. Power: 1000 Watts  
 Owned-Operated By... KXA, Inc.  
 Bus.-Studio Address... 312 Bigelow Bldg.,  
 4th & Pike  
 Phone Number... Seneca 1000  
 Transmitter Location... Rhodes Dept. Store,  
 2nd & Union  
 Air Time... Unlimited  
 News Service... AP, UP  
 Transcription Service... Standard  
 Representative... ForJoe  
 Membership... NAB  
 President... Wesley I. Dumm  
 Exec. Vice-President... Lincoln W. Miller  
 Commercial Managers... R. G. McArdle,  
 R. A. Kilpatrick  
 Program Director... Ben Harkins  
 Chief Engineer... John Dubuque

**K F I O**

**SPOKANE—1922**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Spokane Bcstg. Corp.  
 Address... 526 Riverside Ave.  
 Phone Number... Riverside 8033  
 Air Time... 6:45 a.m.-M.  
 News Service... UP  
 Transcription Service... World  
 President... Arthur L. Smith  
 Gen., Comm. Mgr... R. G. McBroom  
 Production Director... Dave Gordon  
 Chief Announcer... Ron Pozzi  
 Musical Director... Rex King

**K G A**

**SPOKANE—1933—ABC**

Frequency: 1510 Kc. Power: 50,000 Watts  
 Owned-Operated By... Corp. of Gonzaga U.  
 Bus.-Studio Address... Radio Central Bldg.  
 Phone Number... MAin 5383  
 Transmitter Location... Moran Prairie, Rt. 3  
 Air Time... Unlimited  
 News Service... UP

Transcription Service ..... Standard  
 Representative ..... Edward Petry  
 President ..... Francis E. Corkery, S. J.  
 Gen. Sta., Comm. Mgr. .... Harvey Wixson  
 Pgm., Prod., Pub. Dir. .... Robert E. Plummer  
 Chief Announcer ..... Hartley Sater  
 Musical Librarian ..... Shirley Curtis  
 Chief Engineer ..... A. G. Sparling  
 Farm Editor ..... Kenneth Hutcheson

**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 ..... MAIn 5131  
 Transmitter Location ..... 4102 So. Regal  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Capitol, Associated  
 Representative ..... Katz  
 Membership ..... NAB, BMB  
 Pres., Gen.-Sta. Mgr. .... Richard O. Dunning  
 Comm. Sales Prom. Mgr. .... Robert H. Wesson  
 Production Director ..... Herb Hess  
 Chief Announcer ..... Richard Godon  
 Chief Engineer ..... John Walker  
 Farm Editor ..... Glenn C. Lorang

**K N E W**

**SPOKANE—1947—MBS-DON LEE**

Frequency: 1430 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Coeur d'Alene Bcstg. Co.  
 Bus.-Studio Address ..... Sprague & Wall  
 Phone Number ..... Riverside 8035  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... George P. Hollingbery  
 Membership ..... NAB  
 President ..... Burl C. Hagadone  
 General Manager ..... C. E. Rodell  
 Comm.-Sales Prom. Mgr. .... W. C. Rhodes  
 Pgm., Prom. Dir. .... Paul Crain  
 Chief Engineer ..... C. W. Evans

**K R E M**

**SPOKANE—1947**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Cole E. Wylie  
 Address ..... 215 Realty Bldg.  
 Phone Number ..... MAIn 3333  
 Air Time ..... 6:30 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth, Cole  
 Representative ..... Forje & Co.  
 Pres., Gen. Sta. Mgr. .... Cole E. Wylie  
 Commercial Manager ..... Robert H. Temple  
 Program Director ..... Erwin W. Thomas

**K X L Y**

**SPOKANE—1922—CBS-PNB**

Frequency: 920 Kc. .... Power: 5,000 Watts  
 Owned-Operated By ..... Symons Bcstg. Co.  
 Address ..... Symons Bldg.  
 Phone Number ..... MAIn L218  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, MacGregor  
 Representative ..... Walker  
 Membership ..... NAB  
 President, General Manager ..... E. B. Craney  
 Commercial Manager ..... B. E. Woolston  
 Natl. Sales Manager ..... John Funk  
 Program Director ..... George McGowan  
 Chief Engineer ..... George Langford

**K M O**

**TACOMA—1922**

Frequency: 1360 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Carl E. Haymond  
 Bus.-Studio Address ..... 914½ Broadway  
 Phone Number ..... MAIn 4144  
 Transmitter Location ..... Colonial Garden Area  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Capitol, Standard  
 Representative ..... McGillvra, Scott  
 Membership ..... NAB  
 Owner, Gen. Mgr. .... Carl E. Haymond  
 Station Manager ..... Jerry Geehan  
 Comm.-Sales Prom. Mgr. .... Ray T. McKenzie  
 Prog.-Prod. Dir. .... Ted Knightlinger  
 Chief Announcer ..... Don Hopkins  
 Musical Director ..... Andriene Hovde  
 Chief Engineer ..... John Boor  
 Farm Editor ..... Claude Doran

**K T B I**

**TACOMA—1941**

Frequency: 810 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Tacoma Bcstrs., Inc.  
 Address ..... 2715 Center St.  
 Phone Number ..... BRoadway 2241  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Cole, World  
 Representative ..... IMS  
 Membership ..... NAB  
 President ..... Harold J. Quilliam  
 General Manager ..... Ed Lovelace  
 Commercial Manager ..... King Mitchell  
 Program Director ..... Anne Rademaker  
 Chief Engineer ..... Dick Velo

**K V A N**

**VANCOUVER—1939**

Frequency: 910 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Vancouver Radio Corp.

# WASHINGTON

Business Address.....Box 610  
Phone Number.....Vancouver 150  
Studio Address.....707½ Main St.  
Transmitter Location...Smith Lake, Portland,  
Ore.  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....World, Standard  
Representative.....John Keating  
Membership.....NAB  
President.....Sheldon F. Sackett  
General-Station Mgr.....Fred F. Chitty  
Comm. Manager.....Mark F. DeLaunay  
Prog.-Prod.-Musical Dir.....Rickey Bras  
Pub. Dir., Farm Editor.....George Conner  
Chief Engineer.....Edgar Means

## 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. Hway 410 &  
Sudbury Rd.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....W. S. Grant, John Keating  
Membership.....NAB, BMB  
Pres., Gen. Mgr.....H. E. Studebaker  
Comm. Mgr.....(National) Don Wike,  
(Local) Norval Armes  
Pgm., Prod. Dir.....Howard Rhoads  
Musical Director.....Don Keith Van Velzer  
Chief Engineer.....M. L. MacLafferty  
Farm Editor.....Bob Hofer

## K W W B

### WALLA WALLA—1946—KBS-ABC

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Walla Walla Bcstg. Co.  
Bus.-Studio Address.....First & Main Sts.  
Phone Number.....4103  
Transmitter Location.....Second & Cordiner  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Membership.....NAB  
President.....John W. Kendall  
Gen.-Sta.-Comm. Mgr.....Kenneth K. Williams  
Promotion Mgr.....Adaline Bussard  
Chief Announcer.....John Munroe  
Chief Engineer.....Tyrus T. MacFadden

## K P Q

### WENATCHEE—1929—ABC

Frequency: 560 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Wescoast Bcstg. Co., Inc.  
Bus.-Studio Address.....2nd & Columbia Sts.  
Phone Number.....2757

Transmitter Location..Wenatchee & Columbia  
Rivers Junct.  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Associated, World,  
Cole  
Representative.....Joseph Hershey McGillvra,  
John Keating  
Membership.....NAB, BMB  
President.....Rogan Jones  
Gen., Sta. Mgr.....James W. Wallace  
Commercial Mgr.....Pat O'Halloran  
Sales Prom. Mgr., Pgm. Mgr.....Bill Green  
Production Director.....Emerson Elder  
Traffic Manager.....Dorothy Lee  
Chief Engineer.....George Frese  
News, Farm Editor.....Bill Hoard

## K W N W

### WENATCHEE—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Apple-Land Bcstrs., Inc.  
Bus.-Studio-Transmitter Address.....1119 N.  
Wenatchee Ave., P. O. Box 1510  
Phone Number.....2468  
Air Time.....6a.m.-M.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Walter Biddick  
Membership.....NAB  
President.....James B. Hatfield  
General Manager...James H. "Tex" Lawson  
Comm., Sales Prom. Mgr.....Jim Thain  
Program Director.....William C. Yeomans  
Production Director.....William Endicott  
Publicity Director.....Stuart De Laney  
Chief Announcer.....Louis F. Wolf  
Chief Engineer.....William McCoy  
Farm Editor.....Bill Yeomans

## K I M A

### YAKIMA—1944 CBS-COLUMBIA PACIFIC

Frequency: 1460 Kc....Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By.....Cascade Bcstg. Co., Inc.  
Address.....Arcade Bldg.  
Phone Number.....6197  
Studio-Transmitter Location...Terrace Heights  
Air Time.....5 a.m.-M.  
News Service.....AP  
Transcription Service..Lang-Worth, Associated  
Representative.....Weed  
Membership.....BMB  
President.....A. W. Talbot  
Gen., Sta., Sales Prom. Mgr.....R. Lee Black  
Program Director.....Tom Bostic  
Production Director.....Wesley R. Roberts  
Publicity Director.....Jane Mogren  
Chief Announcer.....Dick Stokke  
Chief Engineer.....J. Barry Watkinson  
News Editor.....Ed Morrissey

**KIT**

YAKIMA—1929—ABC

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned By: Valley Bcstrs.  
 Operated By: Carl E. Haymond  
 Business-Studio Address: 414 E. Yakima Ave.  
 Phone Number: 8115  
 Transmitter Location: Washington Ave.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Capitol  
 Representative: Joseph Hershey McGillvra,  
 John Keating, McGillvra  
 Pres., General Mgr.: Carl E. Haymond  
 Gen., Sta. Mgr.: James A. Murphy  
 Comm. Mgr., Pub. Dir.: Lincoln Kirk  
 Sales Prom. Mgr., Pub. Dir.: William Moody  
 Prog.-Prod. Director: James W. Nolan  
 Chief Announcer: Don White  
 Musical Director: Harrison A. Miller  
 Chief Engineer: H. B. Murphy  
 Farm Editor: Pete Wick

**KYAK**

YAKIMA—1947—MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Yakima Bcstg. Corp.  
 Business Address: P. O. Box 172  
 Phone Number: 2-7143  
 Studio-Transmitter Location: Mead & Fair  
 Aves.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: World  
 Representative: W. S. Grant  
 Membership: NAB  
 Pres., Gen. Mgr.: Robert S. McCaw  
 Comm.-Sales Prom. Mgr., Chief Engr.:  
 Gordon Allen  
 Publicity Director: Anthony Maucione  
 Musical Director: Orey Willert  
 Farm Editor: Dick Passage

**WEST VIRGINIA**

Estimated Population 1,941,000—Increase 2.1%—Radio Homes 452,000  
 Radio Families 481,000—Stations in State 34

**WJLS**

BECKLEY—1939  
 CBS-PERSONALITY

Frequency: 560 Kc. Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By: Joe L. Smith, Jr., Inc.  
 Bus.-Studio Address: WJLS Bldg., Main &  
 Kanawha St.  
 Phone Number: 7311  
 Transmitter Location: Routes 19-21, 0.5 Mi.  
 S.E. Beckley  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Cole  
 Representative: Weed  
 Membership: NAB, BMB  
 President: Joe L. Smith, Jr.  
 General-Station Mgr.: Virginia N. Cooper  
 Commercial Manager: George J. Gray  
 Sales Prom. Mgr., Pub. Dir.: W. R. Barrett  
 Pgm., Prod. Dir.: R. C. Brown  
 Chief Announcer: Jack Pevora  
 Musical Director: Mervyn Amols  
 Chief Engineer: Al J. Ginkel  
 Farm Editor: William R. Barrett

Business-Studio Address: 1565 Harper Rd.  
 Phone Number: 9309  
 Transmitter: Willis Farm, 1565 Harper Rd.  
 Air Time: 6 a.m.-12:30 a.m.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Joseph Hershey McGillvra  
 President: N. Joe Rahall  
 Gen., Sta., Comm. Mgr.: Tom Douds  
 Program Director: Don Hays  
 Production Dir.: Dennis Hollandsworth  
 Publicity Director: Gene Moorehouse  
 Chief Engineer: Estil Wills

**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

**WWR**

BECKLEY—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Rahall Bcstg. Co.



# WEST VIRGINIA

## WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Radio Bluefield Co.  
Address West Virginian Hotel  
Phone Number 7405  
Air Time Unlimited  
News Service UP  
Transcription Service Associated, Capitol  
Pres., Gen. Mgr. J. Lindsey Alley  
Vice-President Odes E. Robinson  
Secty.-Treas. E. Bernard Jarrett  
Program Director E. E. Ebersole  
Chief Engineer Max Blakemore

## WCAW

CHARLESTON—1946—SBN

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Capitol Bcstg. Corp.  
Business Address P. O. Box 2791  
Phone Number 37-503  
Studio-Transmitter Location 16th St. &  
MacCorkle Ave., S.E.  
Air Time Unlimited  
News Service AP  
Transcription Service Lang-Worth  
Representative McGillivra  
Membership NAB  
President Garland F. Wilkinson  
Gen., Sta., Comm. Mgr. John S. Phillips  
Program Director Al Walker  
Production Director George Oleson  
Chief Announcer Chef Townsend  
Chief Engineer William Stone

## WCHS

CHARLESTON—1927—CBS-W. VA.

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Oper. By Charleston Bcstg. Co.  
Address WCHS Auditorium  
Phone Number 28-131  
Transmitter So. Charleston  
Air Time Unlimited  
News Service AP, UP  
Transcription Service Standard  
Representative Branham  
Membership NAB, BMB  
President Lewis C. Tierney  
Gen., Comm. Mgr. John T. Gelder, Jr.  
Promotion Manager Harry M. Brawley  
Production Director Frank Anuano  
Program Director Morton S. Cohn  
Chief Engineer Odes E. Robinson  
Farm Editor Frank Welling

## WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Kanawha Valley  
Bcstg. Co., Inc.

Business-Studio Address Empire Bldg.  
Phone Number 37-541  
Transmitter Location Coal Branch Heights  
Air Time Unlimited  
New Service AP  
Transcription Service Thesaurus  
Representative Robert Meeker Assoc., Inc.  
Membership NAB  
President Richard M. Venable  
Gen., Sta. Mgr. H. V. Diefenbach  
Promotion Mgr.-Pub. Dir. Juanita Barker  
Program Director C. P. Vogel, Jr.  
Production Director Charles Coleman  
Chief Announcer Bill Richards  
Chief Engineer George Whiteman

## WKNA

CHARLESTON—1946—ABC  
PERSONALITY

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 Unlimited  
News Service AP  
Representative Weed  
Membership BMB  
President Joe L. Smith, Jr.  
Gen.-Sta.-Comm. Mgr. James T. Quirk  
Sales Prom. Mgr. Jack Satterfield  
Pgm., Prod. Dir. Robert N. Provence  
Musical Director Arlene Johnson  
Chief Engineer Taylor Marcum

## WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Chemical City Bcstg. Co.  
Bus.-Studio Address Capitol & Fifth  
Phone Number 23-136  
Transmitter Location Stricker Rd.  
Air Time 6 a.m.-1 a.m.  
News Service UP  
Representative Forjoe  
Membership NAB  
President Gus Zaharis  
Gen., Sta., Comm. Mgr. Berton Sonis  
Program Director Bob Bower  
Chief Engineer Paul Sullivan

## WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By News Publishing Co. of  
Wheeling  
Bus.-Studio Address 444½ W. Pike St.  
Phone Number 4-7571  
Transmitter Location Pinnickinnick Hill  
Air Time Unlimited  
News Service AP

# WEST VIRGINIA

Transcription Service.....Lang-Worth, SESAC  
Representative.....Branham  
Membership.....NAB  
President.....Austin Wood  
General Manager.....George H. Clinton  
Station-Comm. Mgr.....Fred Zimmerman  
Publicity Director.....Richard Duncan  
Program Director.....Donald McWhorter  
Musical Director.....Russell Bonasso  
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.....1200 E. Pike St.  
Phone Number.....4-5525-6  
Air Time.....7 a.m.-M.  
News Service.....UP  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB  
Pres., Gen. Sta. Mgr.....Glacus G. Merrill  
Commercial Manager.....F. T. Gregg  
Sales Prom. Mgr., Pub. Dir.....Robert Edge  
Program Director.....Janice Williams  
Production Director.....Ruth E. Hern  
Chief Announcer.....Frank Berry  
Chief Engineer.....Andrew H. Kovlan

## WPDX

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.....3½ Mi. S. of  
Clarksburg on Weston Rd.  
Air Time.....Sunrise-sunset  
News Service.....UP  
Transcription Service.....World, Capitol  
President.....O. L. Billingsley  
Gen. Sta. Mgr.....R. C. Warden  
Comm., Sales Prom. Mgr.....Joe M. Larosa  
Prog. Dir., Farm Editor.....Dewitt Wyatt  
Production Director.....John Peters  
Musical Director.....Ann Van Sickle  
Chief Engineer.....B. D. Hough

## WDNE

ELKINS—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....West Virginia Radio Corp.  
Address.....Washington & Davis Sts.  
P. O. Box 967  
Phone Number.....1300-1  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Standard, Keystone  
Membership.....NAB  
Station Manager.....Roger W. Conway

Sales Prom. Mgr.....Ambrose F. White  
Program Director.....Robert L. Bragg  
Publicity Director.....Ann Steever  
Chief Engineer.....Edmund Sepe

## WMMN

FAIRMONT—1927—CBS

Frequency: 920 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Fort Industry Co.  
Business-Studio Address.....208 Adams St.  
Phone Number.....3100  
Transmitter Location.....Monongah  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Cole, Lang-Worth  
Representative.....Katz  
Membership.....NAB, BMB  
President.....George B. Storer  
V.P., Gen. Mgr.....Allen L. Hald  
Commercial Manager.....Charles E. Smith  
Program Director.....Frank Lee  
Promotion Manager.....William W. Powell  
Chief Engineer.....Joseph C. Strelauski

## WVWV

FAIRMONT—1947—MBS  
ABC-SBN-ATLANTIC

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Fairmont Bcstg. Co., Inc.  
Business-Studio Address.....Radio Park  
Phone Number.....5000-1  
Transmitter Location.....Palatine Knob, Radio Pk.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....Donald Cooke  
Membership.....NAB, FMA  
President.....J. Patrick Beacom  
Gen. Sta. Mgr.....Numa Fabre, Jr.  
Comm., Sales Prom. Mgr.....John F. Watkins  
Prog. Dir., Chief Announcer.....Harry A. Riley  
Production Director.....Nancy Wheeler  
Chief Engineer.....Charles Hinkle

## WHTN

HUNTINGTON—1947

Frequency: 800 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Greater Huntington Radio Corp.  
Business-Studio Address.....1112½ Fourth Ave.  
Phone Number.....3-3453  
Transmitter Location.....Zilman Farm, Overby Rd.  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Friedenberg  
President.....A. B. Hyman  
Gen. Sta. Mgr.....George Brengel  
Commercial Manager.....Arnold Silverl  
Program Director.....Dean Storm  
Production Director.....Lan Singer  
Chief Engineer.....Harold F. Sturm

**WPLH**

**HUNTINGTON—1946—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Huntington Bcstg. Corp.  
 Business-Studio Address.....1105 Fourth Ave.  
 Phone Number.....3-3421  
 Transmitter Location....16th St., W. & Jackson Ave.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Transit Radio  
 Membership.....NAB  
 Pres., Gen., Sta. Mgr.....Flem J. Evans  
 Program Director.....Joseph J. Herget  
 Commercial Manager.....Bernard Sammons  
 Sales Prom. Mgr.....Lillian Swann  
 Chief Engineer.....William R. Haldane

**WSAZ**  
**HUNTINGTON—1923**  
**ABC-WEST VIRGINIA**

Frequency: 930 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....WSAZ, Inc.  
 Business-Studio Address.....912½ Third Ave.  
 Phone Number.....38-401  
 Transmitter Location.....28th St. & Park at C. & O. R. R.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative.....Branham  
 Membership.....NAB, BMB  
 President.....Col. J. H. Long  
 Gen., Sta. Mgr.....Marshall Rosene  
 Commercial Manager.....Tom Garten  
 Sales Prom. Mgr., Pub. Dir.....Wm. Tracey  
 Prod. Dir., Chief Annrc.....Bert Shimp  
 Pgm., Musical Dir.....Ted Eiland  
 Chief Engineer.....Leroy Kilpatrick

**WLOG**

**LOGAN—1940**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Clarence H. Frey & Robert O. Greever  
 Address.....Logan  
 Phone Number.....540  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World

**WEPM**

**MARTINSBURG—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Martinsburg Bcstg. Co.  
 Business Address.....P. O. Box 874  
 Phone Number.....1146  
 Studio Address.....People's Trust Co. Bldg.

Transmitter Location.....Red Hill  
 Air Time.....6:58 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 Membership.....NAB, BMB  
 Co-Partners.....C. M. Zinn, C. Leslie Golliday  
 Gen., Sta. Mgr.....C. Leslie Golliday  
 Comm., Sales Prom. Mgr..Edward W. Dockeney  
 Pgm. Dir., Chief Annrc.....Charles Rand  
 Production Director.....Robert Brown  
 Chief Engineer.....Sterling Heil  
 Farm Editor.....Edward W. Dockeney

**WMON**

**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  
 Membership.....NAB, BMB  
 President.....Arnold M. Vickers  
 Comm.-Sales Prom. Mgr., Publicity  
 Director.....Andrew W. Vickers  
 Prog.-Prod. Dir.....James G. Holmes  
 Chief Engineer.....Campbell J. Craver

**WEST VIRGINIA**

**WHY IS AP THE BEST?**

**BECAUSE—AP** members, the greatest body of news collectors in the world today, provide their news to their AP.

**W. VA. AP RADIO ASSN.**

President: George A. Clinton—WPAR, Parkersburg  
 Vice-Presidents: John V. Gelder—WCHS, Charleston; Pat Flanagan—WHIS, Bluefield; J. Patrick Beacom—WVVW, Fairmont  
 Treasurer: Joe L. Smith, Jr.—WKNA, Charleston  
 Executive Board: John A. Phillips—WCAW, Charleston; Fred Zimmerman—WBLK, Clarksburg; William Rine—WVVA, Wheeling  
 News Committee Chairman: Flem Evans—WPLH, Huntington  
 Cooperation Committee Chairman: Phil Vogel—WGKV, Charleston

**WEST VIRGINIA**

## W A J R

**MORGANTOWN—1941—MBS-KBS  
MOUNTAINEER**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... West Virginia Radio Corp.  
 Business-Studio Address... 446 Spruce St.  
 Phone Number... 9488  
 Transmitter Location... 100 Charleston Ave.  
 Air Time... 6:30 a.m.-M.  
 News Service... UP  
 Transcription Service... World  
 Membership... NAB  
 President... Mrs. H. C. Greer  
 General Manager... Ferd Browning, Jr.  
 Sales Manager... John J. Johns  
 Program Director... Bos Johnson  
 Publicity Director... Marjorie C. Myers  
 Chief Announcer... Nick Basso  
 Chief Engineer... Clarence Rulong

## W O A Y

**OAK HILL—1946**

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Robert R. Thomas, Jr.  
 Business Address... Oak Hill  
 Phone Number... 651  
 Studio-Transmitter Location... 1 Mi. So. of  
 Oak Hill on Hway. 21  
 Air Time... Daytime  
 News Service... AP  
 Transcription Service... Capitol  
 Membership... NAB, BMB  
 Owner, Gen. Mgr., Musical Dir.,  
 Chief Engineer... Robert R. Thomas, Jr.  
 Commercial Manager... W. Thompson  
 Production Director... Myrtle McPherson  
 Pgm. Dir., Chief Anncr., Farm Editor... Hugh  
 McPherson

## W C O M

**PARKERSBURG—1947—ABC**

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... 7 a.m.-1:15 a.m.  
 News Service... UP  
 Transcription Service... World  
 Representative... Joseph Hershey M-Gillvra  
 President... Joseph M. Handlan  
 General Mgr... Richard S. Cotte:man  
 Program Director... Joan Yoke  
 Chief Engineer... Buford Barickman

## W P A R

**PARKERSBURG—1935—CBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Ohio Valley Bcstg. Corp.

Business-Studio Address... 211 5th St.  
 Phone Number... 75-475  
 Transmitter Location... Route 2  
 Air Time... 6:30 a.m.-1:05 a.m.  
 News Service... AP  
 Transcription Service... Thesaurus  
 Representative... Branham  
 Membership... NAB  
 President... Austin V. Wood  
 Gen. Sta. Comm. Mgr... George H. Clinton  
 Sales Prom. Mgr... Lawrence V. Murphy  
 Program Director... Shermin Grimm  
 Publicity Director... Barbara O'Brien  
 Chief Engineer... V. G. Brooks

## W W Y O

**PINEVILLE—1949**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Wyoming Bcstg. Co., Inc.  
 Address... Pineville  
 Phone Number... 2711  
 Air Time... Daytime  
 News Service... UP  
 Transcription Service... Cole, MacGregor  
 President... R. D. Bailey  
 Exec. Vice-Pres... Jack K. Shipman  
 Commercial Manager... James J. Goode  
 Program Director... Charles M. Erhard, Jr.  
 Chief Engineer... William D. Stone

## W L O H

**PRINCETON—1947—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Mountain Bcstg. Service,  
 Inc.  
 Business Address... P. O. Box 549  
 Phone Number... 567, 1018  
 Studio-Transmitter Location... Lilly Grove  
 Air Time... 6 a.m.-11 p.m.  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Membership... NAB  
 President... Harold P. Hunnicutt  
 Gen. Station Mgr... Melvin F. Barnett, Sr.  
 Comm. Sales Prom. Mgr... James M. Angel  
 Program Director... James H. Mayes, Jr.  
 Prod. Dir., Chief Ann... John Duke Bowman  
 Publicity Director... Margie Huddleston  
 Musical Director... Mrs. Nancy Crotty  
 Chief Engineer... Earl H. Graham  
 Farm Editor... James H. Mayes, Jr.

## W R O N

**RONCEVERTE—1947—MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... William E. Blake

# WEST VIRGINIA

Address ..... Ronceverte  
Phone Number ..... 300  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... SESAC  
Representative ..... Joseph Hershey McGillvra  
Membership ..... NAB, BMB  
Pres., Gen. Mgr. .... William E. Blake  
Commercial Manager ..... Carl E. Lipps  
Program Director ..... John Morrissey  
Chief Engineer ..... Herbert S. Jackson

## WBRW

WELCH—1940—MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By ..... McDowell Service Co.  
Address ..... 10 Riverside Drive  
Phone Number ..... 818  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Standard  
Membership ..... NAB, BMB  
President ..... J. G. Hunt  
Gen. Comm. Mgr. .... Ellis Landreth  
Program Director ..... John J. Villani  
Chief Engineer ..... Howard R. King

## WHAW

WESTON—1948

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Lewis Service Corp.  
Business-Studio Address ..... Main Ave.  
Phone Number ..... 1555  
Transmitter Location ..... East Weston Hill  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... World, Associated  
Representative ..... Donald Cooke  
President ..... Harold McWhorter  
Gen.-Comm. Mgr. .... Carl Loose  
Sales Promotion Manager ..... Edward Whitehart  
Chief Announcer ..... Robert Hall  
Musical Director ..... Bud Dieckman  
Chief Engineer ..... Roscoe Bailly

## WHLL

WHEELING—1949

Frequency: 1600 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Wheeling Bcstg. Co.  
Address ..... Box 989  
Phone Number ..... 6700  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... Capitol

Owners ..... K. H. Forney, G. A. Forney,  
E. L. Freeman  
Gen. Mgr., Chf. Engr. .... K. H. Forney  
Program Director ..... Edward G. Trisler

## WKWK

WHEELING—1941—ABC

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Community Bcstg., Inc.  
Address ..... Pythian Building, 16th & Market Sts.  
Phone Number ..... 5320  
Air Time ..... Unlimited  
News Service ..... UP  
Station Representative ..... Weed  
Membership ..... BMB  
President ..... Joe L. Smith, Jr.  
General Manager ..... John B. Reynolds  
Commercial Manager ..... Alfred C. Ihlenfeld  
Production Manager ..... J. Alan Jasper  
Program Director ..... Nancy A. Hilmes  
Chief Announcer ..... Ray Vingi  
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 ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Lang-Worth, Cole  
Representative ..... Peiry  
Membership ..... NAB, BMB  
President ..... George B. Storer  
V.-P., Managing Director ..... Wm. E. Rine  
Sales Promotion Mgr. .... Howard W. Meagle  
Ass't Mgr.-Dir. .... Paul J. Miller  
Program Director ..... Paul A. Myers  
Chief Engineer ..... Edwin L. Keim

## WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Williamson Bcstg. Corp.  
Business Address ..... Williamson  
Phone Number ..... 1241-2  
Studio-Transmitter Location ..... 5½ E. Second  
Ave.  
Air Time ..... 6a.m.-M.  
News Service ..... UP  
Transcription Service ..... World  
Membership ..... NAB, BMB  
President ..... Clarence Lovitch  
Gen.-Sta.-Comm. Mgr. .... Alice Shein  
Program Director ..... John T. Blair, Jr.  
Chief Engineer ..... Robert W. Bullio

# WISCONSIN

Estimated Population 3,355,000—Increase - 6.9%—Radio Homes 941,000  
Radio Families 954,000—Stations in State 48

## WATK

ANTIGO—1947

Frequency: 900 Kc. Power: 250 d.  
Owned-Operated By Antigo Bcstg. Co.  
Address Antigo-Journal Bldg.  
Phone Number 900  
Air Time Daytime  
President Artemas F. Buner

## WHBY

APPLETON—1924—MBS  
WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By WHBY, Inc.  
Bus.-Studio-Transmitter Address 600 So.  
Lowe St.  
Phone Number 36639  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service Lang-Worth  
Representative Everett-McKinsey  
Membership NAB, BMB  
General Station Manager Earl H. Huth  
Commercial Manager W. C. Porsow  
Sales Prom. Mgr. F. Douglas Chingo  
Program Director Robert Petrie  
Production Director Harold Zahorik  
Publicity Director Milton Boehm  
Chief Announcer Harry Krane  
Music Director Cay Brook  
Chief Engineer George Merkl  
Farm Editor Wallace MacBriar

## WATW

ASHLAND—1940—MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Upper Michigan-Wisconsin  
Bcstg. Co., Inc.  
Business-Studio Address Northern State Bank  
Bldg.  
Phone Number 1608  
Transmitter Location Ashland  
Air Time 6:25 a.m.-M.  
News Service UP  
Transcription Service World  
Representative Walker  
Membership NAB  
President William L. Johnson  
Vice Pres., Gen. Mgr. J. W. Huss  
Station Manager T. G. Hogan  
Sales Promotion Manager Arnold Peterson  
Program Director Mary Jean Anno  
Chief Announcer Clyde Johnson  
Chief Engineer Otto Link

## WBEL

BELOIT—1948

Frequency: 1380 Kc. Power: 1000 Watts d.  
Owned-Oper. By Beloit Bcstrs., Inc.  
Business-Studio Address 335 E. Grand Ave.  
Phone Number Col. 1380  
Transmitter Location 900 E. Elmwood Ave.  
Air Time Daytime  
News Service AP  
President Lloyd Burlingham  
Gen., Sta., Comm. Mgr. L. O. Fitzgibbons  
Program Director John Rhodes  
Chief Announcer Bob Scholz  
Musical Director Dusty Lee  
Chief Engineer Leo Wilson

## 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 Dearborn Ave.  
Air Time 6:00 a.m.-M.  
News Service AP  
Transcription Service Capitol, RCA Thesaurus  
Representative William G. Rambeau  
President Sidney H. Bliss  
General Manager Vern W. Williams  
Commercial Manager Bill Bessire  
Chief Engineer Harold Winkenwerder

## 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 Unlimited  
News Service UP  
Transcription Service World  
President, General Mgr. James J. Conroy  
Station Manager Alvina Britz  
Prod.-Prog. Dir.-Chf. Anncr. Williard S. Jackson  
Chief Engineer Claude V. Thomas

## WEAU

EAU CLAIRE—1937  
NBC-ARROWHEAD

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Operated By Central Bcstg. Co.  
Business-Studio Address 203 S. Barstow St.  
Phone Number 6149  
Transmitter Location Seymour Rd.  
Air Time 5:30 a.m.-M.

# WISCONSIN

News Service .....UP  
Transcription Service. Associated, Lang-Worth  
Representative..... George P. Hollingbery  
Membership ..... NAB, BMB  
President ..... Morgan Murphy  
General Manager..... W. C. Bridges  
Station-Comm. Mgr..... Harry S. Hyett  
Sales Prom. Mgr., Prog. Dir.. Robert E. Nelson  
Publicity Director..... Dick Vogel  
Chief Engineer..... T. O. Jorgenson  
Farm Editor..... Carl Johnson

## 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 ..... Standard  
Representative ..... Forjoe  
President..... Thomas K. Werner  
Gen. Mgr., Pub. Dir..... John E. Kelly  
Program Director..... Robert Froemming  
Comm., Sales Prom. Mgr..... Richard Werner  
Production Director..... W. Hill  
Chief Engineer..... Oscar Sielaff

## 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 ..... 7 a.m.-10:00 p.m.  
News Service ..... UP  
Membership ..... NAB  
President..... A. H. Lange  
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—1922—CBS

Frequency: 1360 Kc. .... Power: 5000 Watts  
Owned-Operated By..... WHBY, Inc.  
Business-Studio Address..... Bellin Bldg.  
Phone Number ..... Adams 1  
Transmitter Location..... W. De Pere  
Air Time..... 5 a.m.-12:05 a.m.  
News Service ..... AP  
Representative ..... Weed  
General-Station Mgr..... Haydn R. Evans  
Sales Prom. Manager..... Lee Stinson  
Program Director..... Clair Stone  
Production Director..... Roger Muller  
Promotion 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  
Representative ..... Taylor-Borroff  
Membership ..... NAB, BMB  
Pres., Sta. Mgr..... Ben A. Laird  
General Manager..... Robert G. Nelson  
Commercial Manager..... Forster M. Cooper  
Prog.-Prod. Director..... Don Arthur  
Pub. Dir., Chief Announcer. John R. Kessenich  
Musical Director..... Roy Hessler  
Chief Engineer..... Paul C. Tyrrell

## W J P G

### GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By... Green Bay Newspaper Co.  
Business Address..... Green Bay  
Phone Number ..... Howard 6400  
Studio Address..... Box 175  
Transmitter Location ..... Bellevue  
Air Time ..... 6 a.m.-local sunset  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Rambeau  
Membership ..... NAB, FMA  
President..... V. I. Minahan  
General Manager..... A. B. Turnbull  
Business Manager..... Joseph Horner  
Station Manager..... John M. Walter  
Commercial Manager..... Glen R. Holznecht  
Program Director..... Russ Widoe  
Publicity Director..... Ann Weizenegger  
Musical Director..... Vi Govin  
Chief Engineer..... Elmo Reed  
Farm Editor..... Les Sturmer

## W C L O

### JANESVILLE—1930 MBS-WISCONSIN

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By... Southern Wisconsin Radio,  
Inc.  
Business-Studio Address... 200 E. Milwaukee St.  
Phone Number ..... 3311  
Transmitter Location... 1436 So. Oakhill Ave.  
Air Time..... 6:30 a.m.-M.  
News Service ..... AP  
Transcription Service..... World, SESAC,  
Lang-Worth  
Representative..... William G. Rambeau  
Membership ..... NAB, BMB  
President..... Sidney H. Bliss  
General Manager..... Vern W. Williams

# WISCONSIN

Asst. Manager..... Joseph G. Urban  
Commercial Manager..... Charles W. Bessire  
Chief Announcer..... Don Boyd  
Musical Director..... Bea Harris  
Chief Engineer..... Wayne Clay  
Farm Editor..... Grant A. Ritter

## WLIP

**KENOSHA—1947**

Frequency: 1050 Kc..... Power: 250 Watts d.  
Owned-Operated By..... Kenosha Bcstg. Co.  
Bus.-Studio-Transmitter Address..... 625 57th St.  
Phone Number..... 6162  
Air Time..... Daytime  
News Service..... UP  
Transcription Service..... Lang-Worth  
Representative..... Everett-McKinney  
Membership..... NAB  
Owner, Gen. Mgr..... William L. Lipman  
Sta., Comm. Mgr..... Hugh Gately  
Program Director..... Jerome Golden  
Chief Engineer..... Casimir Lubinsky  
Chief Announcer..... Leo Porwamiecki  
Farm Editor..... Joseph Pyne

## WKBH

**LA CROSSE—1923—NBC**

Frequency: 1410 Kc..... Power: 5000 Watts  
Owned-Operated By..... WKBH, Inc.  
Business-Studio Address..... 409 Main St.  
Phone Number..... 450  
Transmitter Location..... Gillette St. nr.  
Hwy. 16  
Air Time..... 6 a.m.-M.  
News Service..... AP  
Transcription Service..... World  
Representative..... Taylor-Borhoff  
Membership..... NAB, BMB  
President, Station Mgr..... Howard Dahl  
Program Director..... Berneice Callaway  
Publicity Director..... Paul Ziemer  
Chief Engineer..... Al Leeman

## WKTY

**LA CROSSE—1948—MBS**

Frequency: 580 Kc..... Power: 1000 Watts  
Owned-Operated By..... La Crosse Bcstg. Co.  
Business-Studio Address..... 112 N. 4th St.  
Phone Number..... 790  
Transmitter Location..... On Stoddard Rd. Hwy.  
53, 4 Mi. So. of La Crosse  
Air Time..... 6 a.m.-M.  
News Service..... UP  
Transcription Service..... MacGregor  
Representative..... Weed  
Membership..... BMB  
Vice-Pres., Gen. Mgr..... Verl Bratton  
Asst. Mgr., Prog. Dir..... John Bondeson  
Chief Engineer..... J. Harold White

## WLCX

**LA CROSSE—1947—ABC**

Frequency: 1490 Kc..... Power 250 Watts  
Owned-Operated By..... Bermac Radio, Inc.  
Business-Studio Address..... State Bank Bldg.  
Phone Number..... 4379-671  
Transmitter Location..... Lang Drive  
Air Time..... Unlimited  
News Service..... UP  
Transcription Service..... Standard  
Membership..... BMB  
President..... James J. Conroy  
General Station Manager..... Milo Knutson  
Commercial Manager..... Robert Gaumer  
Sales Promotion Mgr..... Newton G. Thompson  
Prog. Dir.-Production Mgr..... S. O. Torgerson  
Publicity Director..... Rosemary Castor  
Chief Announcer..... Bill Green  
Music Director..... Glenn Champlin  
Chief Engineer..... Elphin G. Rinn  
Farm Editor..... Clifford Lue

## WLDY

**LADYSMITH—1948—KBS**

**WISCONSIN**

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Operated By..... Flambeau Bcstg. Co.  
Bus.-Studio-Transmitter Address..... Westlake Ave.  
Phone Number..... 584  
Air Time..... 6 a.m.-11 p.m.  
News Service..... UP  
Transcription Service..... World, Keystone  
Representative..... Thomas Clark  
Membership..... NAB, BMB  
President..... O. J. Falge  
Gen. Sta. Mgr..... A. T. Shields  
Commercial Manager..... R. I. Foreman  
Sales Prom. Mgr., Pub. Dir..... Corinne Kopp  
Prog., Prod. Dir..... Joseph Dahlvig  
Chief Announcer..... Jelf Evans  
Chief Engineer..... Darrel Holbrook  
Farm Editor..... Ortin Garwood

## WIBA

**MADISON—1925—NBC**

Frequency: 1310 Kc..... Power: 5000 Watts  
Owned-Operated By..... Badger Bcstg. Co.  
Business-Studio Address..... 3800 Regent St.  
Phone Number..... 3-5311  
Transmitter Location..... Fitchburg  
Air Time..... 6 a.m.-M.  
News Service..... AP, UP  
Transcription Service..... Thesaurus  
Representative..... Avery-Knodel  
Membership..... NAB, BMB  
President..... William T. Evjue  
General Manager..... Kenneth F. Schmitt  
Business Manager..... Howard A. Johnson  
Program Director..... Robert N. Dick  
Chief Engineer..... Norman Hahn  
Farm Editor..... Frank Mayfield



**WISC**

**MADISON—1948  
ABC-ARROWHEAD**

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Operated By Radio Wisconsin, Inc.  
Bus.-Studio Address Commercial State  
Bank Bldg.  
Phone Number 7-2588  
Transmitter Location Seyene Rd., 1 Mi. So.  
of Madison  
Air Time Unlimited  
News Service UP  
Transcription Service Associated  
Representative George P. Hollingbery  
President Morgan Murphy  
Executive Director W. C. Bridges  
Station Manager Ralph O'Connor  
Comm., Sales, Prom. Mgr. Richard Nickeson  
Pgm., Pub. Dir. Joann Markward  
Prod. Dir. Jerry Harper  
Chief Announcer Bob Swanson  
Musical Director Charles Dickoff  
Chief Engineer W. M. Greely

**WKOW**

**MADISON—1947—MBS**

Frequency: 1070 Kc. Power: 10,000 Watts d.  
5,000 Watts n.  
Owned-Operated By Monona Bcstg. Co.  
Business Address 215 W. Washington Ave.  
Phone Number Gifford 7100  
Air Time Unlimited  
News Service UP  
Transcription Service World  
Representative Headley Reed  
President S. A. Watson  
General Manager Ralph A. Ammon  
Commercial Manager Phil Wood  
Program Director William T. Wagner  
Promotion Manager Will Sumner  
Chief Engineer Vincent Vanderheiden

**WOMT**

**MANITOWOC—1926—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Francis M. Kadow  
Business-Studio Address Radio Bldg.  
Phone Number 6015  
Transmitter Location 3600 Block, Marshall St.  
Air Time 7 a.m.-6 a.m.  
News Service UP  
Transcription Service World  
Representative Ra-Tel  
Membership NAB  
Owner, General Mgr. Francis M. Kadow  
Asst. Mgr., Prog. Dir. George H. Erdman  
Comm.-Sales Prom. Mgr. John M. Kadow, Jr.  
Prod. Dir., Chief Announcer G. H. Todd  
Publicity Director Ralph Norman  
Musical Director El Roy  
Chief Engineer W. C. Duben

**WMAM**

**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 2-6631-2-3  
Air Time Unlimited  
News Service UP  
Representative Robert Meeker  
Membership NAB, BMB  
President William E. Walker  
General-Station Mgr. Joseph D. Mackin  
Commercial Manager Howard L. Emich  
Sales Prom. Mgr., Pub. Dir. Pat Kehoe  
Program Director Bob Southard  
Chief Engineer Leo Stewart  
Farm Editor John Bell

**WDLB**

**MARSHFIELD—1947—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Dairyland's Bcstg. Svc., Inc.  
Bus.-Studio-Transmitter Address 1710 N.  
Central Ave.  
Phone Number 1212  
Air Time 6:30 a.m.-11 p.m.  
News Service UP  
Transcription Service SESAC, Capitol  
President Lloyd L. Felker  
General-Station Mgr. R. W. Behling  
Commercial Manager Duane Allen  
Sales Prom. Manager Harris G. Carter  
Program Director Bob Hansen  
Prod. Dir., Farm Editor Larry Sundquist  
Chief Announcer Jack Kenney  
Musical Director Ulamae Knutson  
Chief Engineer Gerald Boos

**WIGM**

**MEDFORD—1941—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By George F. Meyer  
Bus.-Studio-Transmitter Address Medford  
Phone Number 5147  
Air Time Unlimited  
News Service UP  
Transcription Service SESAC  
Representative Continental  
Owner, Gen. Mgr. George F. Meyer  
Program Director Irma Meyer  
Chief Engineer Ray Bohnert

**WLIN**

**MERRILL—1948**

Frequency: 730 Kc. Power: 1,000 Watts d.  
Owned-Operated By Alvin E. O'Konski  
Business Address Merrill  
Air Time Daytime

News Service ..... AP  
 Transcription Service ..... Standard, Capitol  
 President ..... Alvin E. O'Konski  
 General Manager ..... Tony Marta  
 Commercial Manager ..... Lew Process  
 Program Director ..... Elizabeth Obey  
 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 ..... Unlimited  
 News Service ..... UP  
 Representative ..... Headley Reed  
 Membership ..... NAB  
 President ..... Robert M. LaFollette, Jr.  
 General Manager ..... Hugh K. Boice, Jr.  
 Commercial Manager ..... John C. Gagliano  
 Sales Prom. Manager ..... Tom Dyson  
 Pgm. Dir., Chief Announcer ..... Tom Shanahan  
 Musical Director ..... Elmer Ihrke  
 Chief Engineer ..... Rolland Paske

**W E X T**

MILWAUKEE—1947

Frequency: 1430 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... WEXT, Inc.  
 Bus. Studio-Transmitter Address ..... 2501 S. 43rd  
 St.  
 Phone Number ..... Evergreen 3-1430  
 Air Time ..... Daytime  
 News Service ..... UP  
 Membership ..... NAB  
 President ..... Gerald A. Bartell  
 Station Manager ..... John A. Reddy  
 Chief Engineer ..... Ralph Evans

**W F O X**

MILWAUKEE—1946

Frequency: 860 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Wisconsin Bcstg. System,  
 Inc.  
 Bus. Studio-Transmitter Address ..... 739 No.  
 Broadway  
 Phone Number ..... Spring 4-0174  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Representative ..... Ra-Tel  
 Pres., Gen. Sta. Mgr. .... Charles J. Lanphier  
 Prog.-Prod.-Pub. Dir. .... Carl Zimmermann  
 Chief Announcer ..... Paul Bartell  
 Chief Engineer ..... George Dodge  
 Farm Editor ..... John Vans

**W I S N**

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Hearst Radio, Inc.  
 Bus. Studio Address ..... 123 W. Michigan St.  
 Phone Number ..... Division 2-3000  
 Transmitter Location ..... 5001 S. 60th St.  
 Air Time ..... Unlimited  
 News Service ..... INS, UP  
 Transcription Service ..... World  
 Representative ..... Katz  
 Membership ..... NAB  
 Exec. V.P., Gen. Sta. Mgr. .... G. W. Grignon  
 Sales Prom. Mgr., Pub. Dir. .... George DeGrace  
 Prog.-Prod. Director ..... Jack Raymond  
 Chief Announcer ..... Milt Brandl  
 Musical Director ..... Elmer Krebs  
 Chief Engineer ..... Donald A. Weller  
 Farm Editor ..... Frances X. Haggerly

**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 ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Associated  
 Representative ..... Avery-Knodel  
 President ..... Clifford C. Randall  
 Gen. Sta.-Comm. Mgr. .... Jack Bundy  
 Sales Prom. Mgr., Pub. Dir. .... Lou Riepenhoff  
 Program Director ..... Donald McClellan  
 Production Director ..... Hal Walker  
 Chief Announcer ..... Joe Andres  
 Musical Director ..... Ralph Herman  
 Chief Engineer ..... Raymond Host  
 Farm Editor ..... Robert Madison

**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 ..... Whitefish Bay  
 Air Time ..... 5:45 a.m.-local sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Cole  
 Representative ..... ForJoe  
 President ..... Gene Posner  
 Gen. Sta. Mgr. .... Jerome Sill  
 Commercial Manager ..... Conrad Rice  
 Chief Announcer ..... Robert Bradley  
 Chief Engineer ..... Gino Monaco

WISCONSIN

W T M J

MILWAUKEE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. By: The Journal Co.
Business Address: 333 W. State St.
Phone Number: MArquette 8-6000
Studio Address: Radio City, 720 E. Capitol Dr.
Transmitter Location: Rt. 4, Box 444, Waukesha

Air Time: Unlimited
News Service: AP
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
Program Director: Frank Bignell
Chief Announcer: Bob Heiss
Musical Director: Maurice Kipen
Chief Engineer: William Hebal

W N A M

NEENAH—1947

Frequency: 1280 Kc. Power: 1,000 Watts
Owned-Operated By:
Neenah-Menasha Bcstg. Co.
Business-Studio Address: 101 East Wisc. Ave.

Phone Number: 2-2871
Transmitter Location: 1 mi. south of Neenah
Air Time: 6 a.m.-local sunset
News Service: UP
Transcription Service: Associated
Membership: NAB, BMB
V. P., General Manager: Don C. Wirth
Commercial-Sales Promotion
Manager: Fred W. Sample
Pgm., Prod., Pub. Dir.: Roland McBain
Chief Engineer: E. W. Fliegel

W O S H

OSHKOSH—1941—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Oshkosh Bcstg. Co.
Business-Studio Address: 151 Main St.
Phone Number: Stanley 4580
Transmitter Location: 1235 Bowen St.
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: Donald Cooke
Exec. Dir. & Senior Partner: Wm. F. H. Johns, Jr.
General Manager: George Greeley
Program Director: Warren Haines
Musical Director: Pep Babler
Chief Engineer: William Morton

WISCONSIN

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BECAUSE—AP members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world . . . RAPIDLY . . . TRUTHFULLY . . . FULLY . . . ACCURATELY.

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Chairman Clair Stone—WBAY, Green Bay
Secretary: Wm. A. Weekes—AP Chief of Bureau
Continuing Study Committee Chairman: Clair Stone—WBAY, Green Bay

WISCONSIN

## W I B U

**POYNETTE—1925—KBS-WIS.**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... William C. Forrest  
 Bus. Transmitter Address ..... Route 2  
 Phone Number ..... Poynette 98  
 Studio Addresses... Poynette, Portage, Beaver  
 Dam, Madison  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... Standard, SESAC,  
 Keystone  
 Representative ..... Burn-Smith  
 Pres., Gen. Sta. Comm.  
 Manager ..... William C. Forrest  
 Sales Prom. Mgr. .... Doris MacPherson  
 Prog. Pub. Director..... Sarah Forrest  
 Chief Announcer..... Clifford Conohan  
 Chief Engineer..... L. Stanley Sadler

## W R J N

**RACINE—1926—ABC-WISCONSIN**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Racine Bcstg. Corp.  
 Business Address ..... 441 Main St.  
 Phone Number ..... 4-3311-2  
 Studio Addresses.. 441 Main St., Racine; 1225  
 W. Mitchell St., Milwaukee  
 Transmitter Location.. Victory & Kentucky Sts.,  
 Mt. Pleasant  
 Air Time ..... 6:15 a.m.-10 p.m.  
 News Service ..... AP  
 Representative ..... Walker  
 Membership ..... NAB, BMB  
 President..... Frank R. Starbuck  
 General Manager..... Harry R. LePoidevin  
 Station-Comm. Mgr..... Harold J. Newcomb  
 Program Director..... Lyman Merens  
 Publicity Director..... Amelia French  
 Musical Director..... Orson White  
 Chief Engineer..... F. Lee Dechant

## W O B T

**RHINELANDER—1947—MBS-KBS  
 WISCONSIN**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Oneida Bcstg. Co.  
 Business Address ..... Rhinelande  
 Phone Number ..... 1240  
 Studio-Transmitter Location..... Hiway 8, E.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... Lang-Worth, World  
 President..... John R. Tomek  
 General-Comm. Mgr..... Hugh Rowlands  
 Pgm., Prod. Dir..... Dick Berger  
 Chief Engineer..... Charles Bresette  
 Farm Editor..... Clyde Downing

## W J M C

**RICE LAKE—1939**

**MBS-ARROWHEAD-NORTHWEST**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WJMC, Inc.  
 Bus. Studio-Transmitter Address.. 1615 S. Main  
 St.  
 Phone Number ..... 550  
 Air Time ..... Unlimited  
 Transcription Service..... Associated, SESAC  
 Representative..... George P. Hollingbery  
 Membership ..... BMB, FMA  
 President, Gen. Mgr..... W. C. Bridges  
 Sta., Comm. Mgr..... Greg Rouleau  
 Program Director..... Harry Willis  
 Production Director..... Richard Moore  
 Chief Announcer..... Paul Albrecht  
 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  
 Air Time ..... Unlimited  
 Transcription Service ..... Lang-Worth  
 President ..... Arthur Overgaard  
 Gen. Mgr., Chf. Engr..... T. R. Kelley  
 Pgm. Dir., Prom. Mgr..... R. J. Bodden

## W T C H

**SHAWANO—1948**

Frequency: 960 Kc. .... Power: 1,000 Watts d.  
 Owned-Operated By ..... Shawano County  
 Leader Pub. Co.  
 Business-Studio Address.. 107 E. Green Bay St.  
 Telephone Number ..... 666  
 Transmitter Location..... Hiway 29  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... World  
 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..... Press Bldg.  
 Phone Number ..... 4844  
 Transmitter Location..... Hway. 141, 1 Mi. So.  
 of city  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Robert Meeker  
 Membership ..... NAB, BMB

# WISCONSIN

President.....A. Matt Werner  
General-Comm. Mgr.....G. P. Richards  
Program Director.....Glen James  
Publicity Director.....Doris Donnie  
Chief Engineer.....Herbert J. Mayer

## WTWT

### STEVENS POINT—1948

Frequency: 1010 Kc.....Power: 250 Watts d.;  
Owned-Operated By.....Evans Radio Co.  
Business-Studio Address.....414½ Main St.  
Phone Number.....2744-5  
Transmitter Location.....2 Blocks No. of Stevens  
Point city limits  
Air Time.....Sunrise-sunset  
News Service.....UP  
Transcription Service.....SESAC  
Representative.....Hal Holman  
President.....Claire Miller  
General-Station Comm. Mgr..S. J. Kelbanowski  
Program Director.....Frank Kostucki  
Publicity Director.....Catherine A. Carew  
Chief Announcer.....Vern C. Weegman  
Musical Director.....Jeanne Pudraska  
Chief Engineer.....Justin Sloniker

## WDSM

### SUPERIOR—1939—ABC

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Ridson, Inc.  
Business Address.....921 Tower Ave.  
Phone Number.....Superior: 4451-2; Duluth:  
Melrose 7234 or Radison 1230  
Studio Addresses.....Spalding Hotel, Duluth;  
National Bldg., Superior  
Transmitter Location.....Connors Point  
Air Time.....6:25 a.m.-11:35 p.m.  
News Service.....AP  
Transcription Service.....Capitol  
Representative.....Free & Peters  
Membership.....NAB, BMB  
President.....Robert Ridder  
General-Station Mgr.....Carl Bloomquist  
Commercial Manager.....Bill Kirby  
Sales Prom. Mgr., Pub.-Musical  
Director.....Harry Gradin  
Program Director.....Lew Martin  
Chief Announcer.....James Payton  
Chief Engineer.....Melvin Laskey

## WSBR

### SUPERIOR—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....WSBR, Inc.  
Address.....1st & Baxter  
Phone Number.....4405-6  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Standard, Keystone  
President, General Mgr.....James J. Conroy  
Station Manager.....Arthur C. Robinson

Commercial Manager.....James Brandser  
Sales Prom. Mgr., Chief Anncr...Dave Martin  
Chief Engineer.....Edward B. Grayden

## WAUX

### WAUKESHA—1946

Frequency: 1510 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Waukesha Bcstg. Co.  
Business-Studio Address.....319 W. Main St.  
Phone Number.....6619  
Transmitter Location.....R. 1, Waukesha  
Air Time.....Sunrise-sunset  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....McGeehan & O'Mara  
President.....Carl Taylor  
Gen., Sta., Comm. Mgr.....Mig Figi  
Sales Prom. Manager.....Charles E. Williams  
Program Director.....Donald Froehlich  
Chief Engineer.....Adin Randle

## WSAU

### WAUSAU—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper By.....The Journal Co. (The  
Milwaukee Journal)  
Business-Studio Address.....714 Fifth St.  
Phone Number.....6521  
Transmitter Location.....Coates Lane R. R. 3  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Edward Petry  
Station Manager.....Ben F. Hovel  
Program Director.....R. J. Topinka  
Musical Director.....LaVerne Peterson  
Technical Supervisor.....R. W. Richardt

## WFHR

### WISCONSIN RAPIDS—1940 MBS-WIS.

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By....William F. Huffman Radio,  
Inc.  
Business Address.....143 W. Grand Ave.  
Phone Number.....1340  
Studio Addresses.....141 W. Grand Ave., Wis.  
Rapids; 120 So. Central, Marshfield; Cor.  
Main & Third, Stevens Point  
Transmitter Location.....1500 Bonow Ave.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Capitol  
Membership.....NAB  
President.....Louise F. Huffman  
Gen., Sta. Mgr.....Geo. T. Frechette  
Commercial Manager.....Bruce G. Beichl  
Pgm., Prod. Dir.....Jim Tighe  
Chief Anncr., Farm Editor.....Arnie Strope  
Chief Engineer.....Bert Zielesch

# WYOMING

Estimated Population 284,000—Increase 13.4%—Radio Homes 81,000  
Radio Families 84,000—Stations in State 12

## KSPR

CASPER—1930

MBS-KBS-INTERMOUNTAIN

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Operated By: Donald L. Hathaway  
Business Address: Box 930  
Phone Number: 407, 2083  
Studio-Transmitter Location: 1st & Lennox Sts.  
Air Time: Unlimited  
News Service: UP  
Transcription: World, Lang-Worth, KBS  
Representative: Sears & Ayer  
Membership: NAB, BMB  
General-Station Mgr.: Donald L. Hathaway  
Comm.-Sales Prom. Mgr.: Frederic W. Hufsmith  
Program Director: Marcus R. Nichols  
Chief Engineer: Duane W. Simmons

## KVOC

CASPER—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: KVOC Bcstg. Co.  
Bus.-Studio-Transmitter Address: 1540 So.  
Wolcott St., P. O. Box 2090  
Phone Number: 130  
Air Time: Unlimited  
News Service: AP  
Membership: NAB, BMB  
President: Jack W. Pery  
General-Station Mgr.: John R. Bailey, Jr.  
Comm.-Sales Prom. Mgr.: Don R. Christopher  
Program-Production Dir.: E. L. Peiss  
Publicity Director: Clifford E. Ewing  
Chief Engineer: William Bates

## KFBC

CHEYENNE—1940

ABC-PURPLE SAGE

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Frontier Bcstg. Co.  
Business-Studio Address: Plains Hotel  
Phone Number: Cheyenne 4461  
Transmitter Location: 3rd & Evans Ave.  
Air Time: 6 a.m.-M.  
News Service: UP  
Representative: McGillvra  
Membership: NAB  
President: Tracy S. McCracken  
Treas., Gen.-Sta. Mgr.: William C. Grove  
Commercial Manager: Frank Flynn  
Sales Prom. Manager: Max Young  
Program Director: Dale Sunderland  
Production Director: Bob Stockman  
Publicity Director: Margaret O'Brien  
Chief Anncr., Musical Dir.: Neal Wallace  
Chief Engineer: Harold Roberts

## KODI

CODY—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Absaroka Bcstg. Co.  
Address: Box 319  
Phone Number: 444  
Air Time: Unlimited  
News Service: AP  
Transcription Service: World, Lang-Worth  
Membership: NAB  
General Manager: William J. Garlow  
Commercial Manager: Mary Jean LeClere  
Program Dir.-Chief Engin'r: Philip H. Barnhart

## KOVE

LANDER—1948

MBS-INTERMOUNTAIN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Edward J. Breece  
Business Address: P. O. Box 436  
Phone Number: 488  
Studio-Transmitter Location: 1 Mi. N. of Lander,  
Hiway. 287  
Air Time: 6 a.m.-11 p.m.  
News Service: UP  
Transcription Service: Capitol  
General Manager: Frank A. Toomey  
Commercial Manager: Mrs. Ruth Dorr  
Pgm. Dir., Chief Anncr.: Clayt Holm  
Chief Engineer: Gordon Nelson

## KOWB

LARAMIE—1947—CBS—

INTER-MOUNTAIN

Frequency: 1340 Power: 250 Watts  
Owned-Oper. By: The Snowy Range Bcstg. Co.  
Address: P. O. Box 972  
Phone Number: 4888  
Transmitter Location: W. of City, Hiway. 130  
Air Time: 6:30 a.m.-11 p.m.  
News Service: AP  
Transcription Service: Standard  
Representative: W. S. Grant  
President: Fred O. Rice  
Gen. Sta., Comm. Mgr.: Clem L. Rawlins  
Program Director: Lynn O. Smith  
Chief Announcer: John Steele  
Chief Engineer: Jack Sneddon

## KPOW

POWELL—1941

MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc. Power: 1000 Watts  
Owned-Operated By: A. J. Meyer

Business Address . . . . . 243 E. 2nd St.  
 Phone Number . . . . . 222  
 Studio-Transmitter Location . . . . . 2 Mi. So. of  
 Powell on Willwood Rd.  
 Air Time . . . . . 6 a.m.-10 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC, Cole  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB, BMB  
 Gen. Sta. Mgr., Pub. Dir. . . . . A. J. Meyer  
 Commercial Manager . . . . . Mel Whitmire  
 Sales Prom. Mgr. . . . . Kenneth Meyer  
 Pgm., Music Dir. . . . . Mary Meyer

**KRAL**

**RAWLINS—1947—ABC-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Rawlins Bcstg. Co.  
 Address . . . . . Rawlins, Box 511  
 Phone Number . . . . . 1015  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Representative . . . . . Donahue  
 Membership . . . . . NAB  
 Gen., Comm. Mgr. . . . . D. A. Fisher

**KWRL**

**RIVERTON—1948**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Joseph P. Ernst  
 Business Address . . . . . Riverton  
 Phone Number . . . . . 789  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 General Manager . . . . . Joseph P. Ernst  
 Commercial Manager . . . . . Mildred V. 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 . . . . . 1307 Wyoming St.  
 Phone Number . . . . . 93, 94  
 Transmitter Location . . . . . 2 Mi. N. of City  
 Air Time . . . . . 7 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB, BMB  
 Pres., Gen., Sta. Mgr.  
 Mrs. Marjorie L. McCracken  
 Comm. Sales Prom. Mgr. . . . . Michael Reid  
 Pgm., Pub. Dir. . . . . Imogene Parr  
 Production Director . . . . . John Hardaway  
 Chief Engineer . . . . . Archie W. Buchanan

**KWYO**

**SHERIDAN—1934  
 MBS-KBS-INTERMOUNTAIN**

Frequency: 1410 Kc. . . . . Power: 1000 d., 500 n.  
 Owned-Operated By . . . . . Bighorn Bcstg. Co.  
 Business-Studio Address . . . . . 21 N. Main  
 Phone Number . . . . . 601-2  
 Transmitter Location . . . . . 1½ Mi. N.W. of Sheridan  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB, BMB  
 Pres., Gen., Sta. Mgr. . . . . Jim Carroll  
 Comm.-Sales Prom. Mgr. . . . . Don Tannehill  
 Program Director . . . . . Bob Wilson  
 Chief Engineer . . . . . Bob Crosthwaite

**KWOR**

**WORLAND—1946**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Joseph P. Ernst  
 Address . . . . . Box 92  
 Phone Number . . . . . 308  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . KBS  
 Owner, Gen. Mgr., Chief Engr. . . . . Joseph P. Ernst  
 Commercial Manager . . . . . Mildred V. Ernst

WYOMING

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 THE BEST?

BECAUSE—AP is faster, more  
 complete, more accu-  
 rate than any other  
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 PRESS BROADCASTERS'  
 ASSOCIATION**

Director for Colorado and Wyoming:  
 Douglas Kahle—KCOL, Fort Collins, Colo.  
 Director for Montana: Franz Robischon—  
 KBMY, Billings, Mont.  
 Continuing Study Committeeman for  
 Wyoming: Ed Peiss—KVOC, Casper

WYOMING

# TERRITORIES AND POSSESSIONS

## ALASKA

### KBYR

ANCHORAGE—1948

Owned-Operated By ..... Aleutian Bcstrs.  
 Business-Studio Address..... Fourth & B Sts.  
 Phone Number ..... Black 395  
 Transmitter Location..... Spenard Rd.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service... MacGregor, Capitol  
 Representative ..... Donald Cooke  
 Membership ..... NAB  
 Director ..... Douglas Sparks

### KENI

ANCHORAGE—1948—MBS—ABC  
 DON LEE—NBC

Frequency: 550 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Midnight Sun Bcatg. Co.  
 Business Address..... Box 879  
 Phone Number ..... 20301  
 Studio Address..... 4th Ave. Theatre Bldg.  
 Transmitter Location ..... Sunset Drive  
 Air Time ..... Unlimited  
 News Service..... AP, UP  
 Transcription Service... Associated, Standard  
 Representative ..... Gilbert Wellington  
 President ..... Capt. Austin E. Lathrop  
 Station Manager ..... A. G. Hiebert  
 Comm., Sales Prom. Mgr..... J. F. Thomas  
 Pgm., Prod., Pub. Dir. .... Frank O. Brink  
 Chief Announcer..... John W. Borges, Jr.  
 Chief Engineer..... Jack M. Walden

### KFQD

ANCHORAGE—1924—CBS—NBC

Frequency: 790 Kc..... Power: 5,000 Watts  
 Owned-Operated By..... William J. Wagner  
 Business-Studio Address .....  
 ..... 830 Securities Bldg., Seattle, Wash.  
 Phone Number ..... Seneca 6333  
 Air Time ..... Unlimited  
 News Service..... AP  
 Transcription Service ..... Lang-Worth

Representative ..... Pan American, Scott  
 Owner ..... William J. Wagner  
 Manager ..... Ken Laughlin  
 Commercial Manager..... Jay Stauter  
 Program Director..... James Chadwick  
 Promotion Manager..... R. L. Strock  
 Chief Engineer..... Charles Mohler

### KFAR

FAIRBANKS—1939—MBS—NBC

Frequency: 660 Kc..... Power: 10,000 Watts  
 Owned-Operated By..... Midnight Sun Bcatg. Co.  
 Business-Studio Address..... Lathrop Building  
 Phone Number ..... East 380  
 Transmitter Location..... Farmers Loop Road  
 Air Time..... 6:30 a.m.-12 M.  
 News Services..... AP and UP  
 Transcription Service ..... Capitol  
 Representative ..... Gilbert A. Wellington  
 President ..... Austin E. Lathrop  
 General Manager..... Alvin O. Bramstedt  
 Commercial Manager..... Arvid Erickson  
 Pgm., Musical Dir..... Richard Greuel  
 Production Director..... Don McCune  
 Chief Engineer ..... Jay Bickel

### KFRR

FAIRBANKS—1948—CBS—NBC  
 ALASKA

Frequency: 1290 Kc..... Power: 1,000 Watts  
 Owned-Operated By..... William J. Wagner  
 Bus.-Studio Address..... 830 Securities Bldg.,  
 Seattle, Wash.  
 Phone Number..... Seneca 6333  
 Transmitter Location..... 2 Mi. N. of city  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Pan-American, Scott  
 Owner..... William J. Wagner  
 Station Manager..... Jim Fletcher  
 Commercial Manager..... Wm. Chase  
 Program Director..... John McCahill  
 Chief Engineer..... Robert W. Porter



ALASKA

**KINY**

JUNEAU—1935—CBS—NBC  
ALASKA

Frequency: 1460 Kc. Power: 5,000 Watts  
Owned-Operated By: William J. Wagner  
Business-Studio Address  
830 Securities Bldg., Seattle, Wash.  
Phone Number Seneca 6333  
News Service AP  
Transcription Service Lang-Worth  
Representative Pan American, Scott  
Owner William J. Wagner  
Station Manager John Ashpaugh  
Commercial Manager Robert Druzman  
Program Director Richard Peter  
Promotion Manager Norman Weeks  
Chief Engineer Charles Gray

Program Director: Jim Kemp  
Chief Engineer: Robert Mehan

**KIBH**

SEWART—1948—CBS—NBC  
ALASKA

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: William J. Wagner  
Business-Studio Address  
830 Securities Bldg., Seattle, Wash.  
Phone Number Seneca 6333  
Air Time Specified Hours  
News Service AP  
Transcription Service Lang-Worth  
Representative Pan American, Scott  
Owner William J. Wagner  
Station Manager Jim Lawson  
Chief Engineer Carl Can Sittert

**KTKN**

KETCHIKAN—1935  
CBS—NBC—ALASKA

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  
News Service AP  
Transcription Service Lang-Worth  
Representative Pan American, Scott  
Owner William J. Wagner  
Station Manager Tom Durant  
Commercial Manager Dorothy Jacobson

**KIFW**

SITKA—1949—CBS—NBC—ALASKA

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: William J. Wagner  
Bus.-Studio Address: 830 Securities Bldg.,  
Seattle, Wash.  
Phone Number: Seneca 6333  
News Service AP  
Transcription Service Lang-Worth  
Representative Pan American, Scott  
Owner William J. Wagner  
Operations Manager William Hill  
Program Director R. E. Von Postel, Jr.  
Chief Engineer Carl Van Sittert

ALASKA

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bureaus, more miles of news wire than any other  
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ALASKA ASSOCIATED PRESS MEMBERS' ASSOCIATION

President: Robert B. Atwood, Publisher, The Anchorage Times  
Chairman for Radio: William J. Wagner, President, Alaska Broadcast-  
ing Co.

ALASKA

# HAWAII

## K H B C

### HILO—1936—CBS-HBS

Frequency: 970 Kc. Power: 1000 Watts  
 Owned-Oper. By Hawaiian Bcstg. System, Ltd.  
 Business Address P. O. Box 1476  
 Phone Number 4616-7  
 Studio-Transmitter Location Piionua  
 Air Time 6 a.m.-11 p.m.  
 News Service UP, INS, AP  
 Transcription Service World, Standard  
 Representative Free & Peters  
 Pres., Gen. Mgr. J. Howard Worrell  
 Station Manager C. Tracy Thurston  
 Commercial Manager Denzil W. Rose  
 Chief Engineer Robert W. Moore

## K I P A

### HILO—1947—MBS-ALOHA

Frequency: 1110 Kc. Power: 1,000 Watts  
 Owned-Oper. By Big Island Bcstg. Co., Ltd.  
 Business-Studio Address  
 140 Haili St., P. O. Box 1602  
 Phone Number 2177-8  
 Transmitter Location 4.5 mi. W. of Hilo  
 Air Time 6 a.m.-11:05 p.m.  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Walker  
 Pres., Gen. Mgr. James E. Jaeger  
 Comm. Mgr., Pgm. Dir. Rex Wills, II  
 Chief Engineer H. L. Marques

## K G M B

### HONOLULU—1929—CBS-HBS

Frequency: 590 Kc. Power: 5000 Watts  
 Owned-Oper. By Hawaiian Bcstg. System, Ltd.  
 Bus. Studio-Transmitter Address 1534  
 Kapiolani Blvd.  
 Phone Number 9-0914  
 Air Time Unlimited  
 News Service UP  
 Transcription Service World, Standard  
 Representative Free & Peters  
 Pres., General Mgr. J. Howard Worrall  
 Station-Comm. Mgr. E. Fitz Donnell, Jr.  
 Sales Prom. Manager Faye Johnson  
 Program Director Louis T. Dwyer  
 Chief Engineer Ernest G. Lindemann

## K G U

### HONOLULU—1922—NBC

Frequency: 760 Kc. Power: 2,500 Watts  
 Owned-Operated By Advertiser Pub. Co., Ltd.  
 Business Address P. O. Box 3110  
 Phone Number 5-2977  
 Studio-Transmitter Location South & Kapiolani

Air Time 6:15 a.m.-11 p.m.  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Katz  
 President Lorrian P. Thurston  
 General Manager M. A. Mulrony  
 Commercial Manager William O. Paine  
 Program Director Owen Cunningham  
 Publicity Director William Knowles  
 Chief Announcer Bradford Cole  
 Chief Engineer M. A. Mulrony

## K H O N

### HONOLULU—1946—MBS-ALOHA NETWORK

Frequency: 1380 Kc. Power: 5,000 Watts  
 Owned-Operated By Aloha Bcstg. Co., Ltd.  
 Business Address P. O. Box 1380  
 Phone Number 95295  
 Transmitter-Studio Location  
 1810 Makanoae Lane  
 Air Time 6 a.m.-M.  
 News Service UP  
 Transcription Service  
 Lang-Worth, Capitol, Standard, MacGregor  
 Representative Walker  
 President R. M. Fitkin  
 Gen. Sta. Mgr. A. H. Green  
 Sales Prom., Comm. Mgr. L. Roy Turner  
 Program Director Mrs. Lynn Soon  
 Chief Engineer Ira G. Mercer

## K P O A

### HONOLULU—1946

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Operated By Island Bcstg. Co.  
 Business-Studio Address Box 3499  
 Phone Number 9-5281  
 Transmitter Location Kapiolani & Date Sts.  
 Air Time Unlimited  
 News Service INS  
 Representative George F. Hollingbery  
 Membership NAB  
 Chief Exec. J. Elroy McCaw,  
 John D. Keating  
 General-Station Mgr. John D. Keating  
 Commercial Manager Sam Styles  
 Promotion Manager Gene Miller  
 Program Director Hal Lewis  
 Chief Engineer Robert Bird

## K U L A

### HONOLULU—1947—ABC

Frequency: 690 Kc. Power: 10,000 Watts  
 Owned-Oper. By Pacific Frontier Bcstg. Co., Ltd.  
 Bus. Studio Address 1525 Kapiolani Blvd.

**HAWAII-PUERTO RICO**

Phone Number ..... 9-0926  
 Transmitter Location.. Waialae, Kalamiana'ole Hwy.  
 Air Time..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Avery-Knodel  
 Membership ..... NAB  
 Gen., Comm. Mgr..... Jack Burnett  
 Sta. Mgr., Pgm. Dir..... Jock Fearnhead  
 Sales Prom. Mgr..... Ernest Beatie  
 Production Director..... Ken Alford  
 Publicity Director..... Frank Valenti  
 Chief Announcer..... Dick Downie  
 Musical Director..... Daniel Kawakami  
 Chief Engineer..... R. J. Smith

Membership ..... NAB  
 General Manager..... Charles J. Fern  
 Station Manager..... Clarence M. Ashman  
 Commercial Manager..... Dwight Mossman  
 Program Director..... Raymond K. Sasaki  
 Chief Engineer..... Katashi Nose

**K M V I**

**WAILUKU-MAUI—1946  
 MBS-DON LEE-ALOHA**

Frequency: 550 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Maui Publ. Co., Ltd.  
 Address ..... Wailuku-Maui  
 Phone Number ..... 981  
 Air Time..... 6 a.m.-11 p.m.  
 News Service ..... UP  
 Transcription Service.. Lang-Worth, Standard, Cole  
 Representative ..... Walker  
 President..... J. Walter Cameron  
 General Manager..... Ezra J. Crane  
 Sta. Mgr., Prog. Dir..... Richard E. Mawson  
 Comm.-Sales Prom. Mgr..... Charles C. Young  
 Publicity Director..... Pat Kettelsen  
 Chief Announcer..... Marty Sebastian  
 Chief Engineer..... Ronald Miyahira

**K T O H**

**LIHUE-KAUAI—1940—MBS-ALOHA**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By... Garden Island Publ., Ltd.  
 Bus.-Studio-Transmitter Location.. Lihue, Kauai  
 Phone Number..... Kauai 261, 361  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Walker

**— PUERTO RICO —**

**W C M N**

**ARECIBO—1947**

Frequency: 1280 Kc. .... Power: 1,000 Watts  
 Owned-Operated By... Caribbean Bcstg. Corp.  
 Business Address ..... P. O. Box 755  
 President..... Aristides Santoni Ledesma  
 General Manager..... Nabal Barreto

**W K U M**

**ARECIBO—1946—ACB**

Frequency: 1070 Kc..... Power: 10,000 Watts  
 Owned-Operated By .....  
 American Colonial Bcstg. Corp.

**W E N A**

**BAYAMON—1947**

Frequency: 1560 Kc..... Power: 250 Watts  
 Owned-Operated By..... Bayamon Bcstg. Co.  
 Business Address ..... Box 157  
 Phone Number..... Bayamon 161  
 Studio Address..... Barbosa St.  
 Transmitter Location... Cataño-Bayamon Rd.  
 Air Time..... 6:45 a.m.-10 p.m.  
 President..... Dr. A. Diaz Atilés

General Manager... Domingo Diaz Alejandro  
 Chief Engineer..... Juan A. Arias

**W R I A**

**CAGUAS—1947**

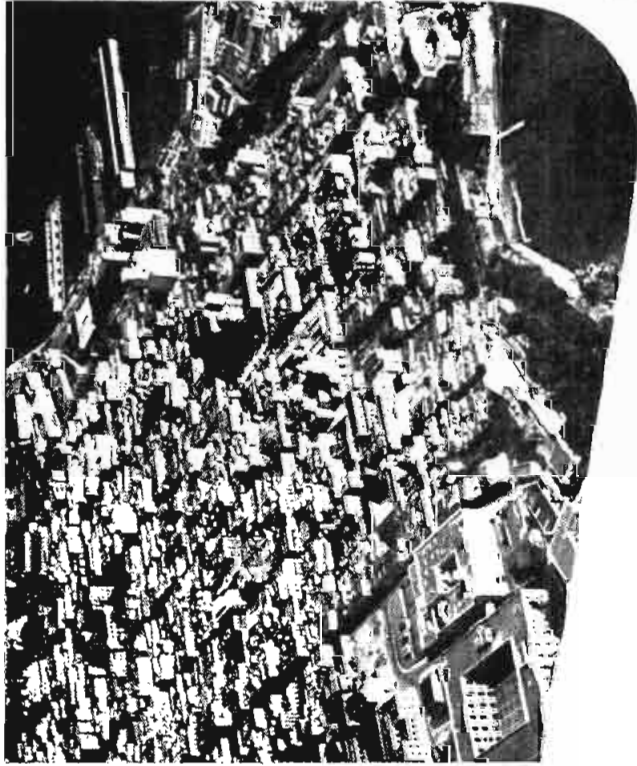
Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By .....  
 Inter-American Radio Corp.  
 Business Address ..... Caguas  
 Phone Number ..... 678  
 Studio Address..... Corchado Street  
 Transmitter Location.. Rio Piedras-Caguas Rd.  
 Air Time ..... Unlimited  
 Manager..... Jose A. Gautier

**W V J P**

**CAGUAS—1947**

Frequency: 1110 Kc..... Power: 250 Watts  
 Operated By..... Borinquen Bcstg. Co.  
 Business Address ..... Box 207  
 Phone Numbers ..... 789 & 790  
 Studio Address.. Calle Ruiz Belvis esq. Acosta  
 Transmitter Location: Kil. O Hec. 5—Road No. 5  
 Air Time ..... Unlimited  
 Transcription Service..... World  
 Membership ..... NAB  
 General Manager.. Hector Pereira Buonomo  
 Production Manager..... Ramon Mojica Sola

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10,000 WATTS

ON 680 KC

# SAN JUAN, PUERTO RICO

BOX 4563

Paul H. Raymer

Representative

• Harwood Hull, Jr.

Gen. Mgr.

## WMDD

FAJARDO—1947

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Madrado & Diaz  
 Business Address.....  
 Munoz Rivero esq. Barcelo, P. O. Box 187  
 Phone Number.....132  
 Transcription Service.....Gates  
 President.....Jose R. Madrado  
 Gen., Comm. Mgr.....Andrew S. Sweet  
 Program Director.....Mariano Artau  
 Promotion Mgr.....Reinaldo Moreira  
 Chief Engineer.....Herbert K. Honness

## W X R F

GUAYAMA—1948

Frequency: 1590 Kc.....Power: 1,000 Watts  
 Owned-Operated By.....Rafael Fuster  
 Business-Studio Address...Hostos St. No. 42  
 Phone Number.....243  
 Transmitter Location...Barrie Santo Domingo  
 Air Time.....7 a.m.-10 p.m.  
 President.....Rafael Fuster  
 Gen., Sta., Comm. Mgr....Charles L. Cordero  
 Pgm., Prod. Dir.....Jose Colon  
 Chief Engineer...Timoteo Rodriguez Quinones

## W A E L

MAYAGUEZ—1948

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Mario Acosta  
 Business Address.....Once de Agosto 82  
 Gen., Sta., Comm. Mgr....Mario Acosta  
 Program Director.....Wallace Ramirez  
 Production Director....Mrs. Laura H. Cuebas  
 Publicity Director.....Alfonso Pagan  
 Musical Director.....Wallace Ramirez  
 Chief Engineer.....Luis Freyre  
 Farm Editor.....Milton David Rivera

## W K J B

MAYAGUEZ—1946

Frequency: 710 Kc.....Power: 1000 d.; 500 n.  
 Owned-Operated By.....Jose A. Bechara, Jr.  
 Business Address.....Box 1293  
 Phone Number.....983  
 Studio Address.....59 Minerva St.  
 Transmitter Location.....Guanajibo Ave.,  
 Route 37  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Representative.....Inter-American Pub'l. Inc.  
 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

## W O R A

MAYAGUEZ—1944—BBC

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Americas Corp.  
 Business Address.....P. O. Box 43  
 Phone Number.....1150-1  
 Studio Address.....1150 Guanajibo Ave.  
 Transmitter Location.....Off Guanajibo Ave.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 President,

Gen. Mgr....Maj. Alfred R. de Arellano, Jr.  
 Station Mgr.....Reinaldo Dupont  
 Commercial Mgr.....Mrs. Jose Moran  
 Sales Prom. Mgr.....Renaldo M. DuPont  
 Pgm., Prod. Dir.....Ramon S. Oliuencía  
 Publicity Director.....Miguel Rodriguez  
 Chief Announcer.....Antonio Accuedo  
 Chief Engineer.....Jesus A. Brunet

## W P R A

MAYAGUEZ—1937

Frequency: 990 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....Porto Rico Adv. Co.  
 Address.....Box 869

# W K J B

...is a must to cover  
**important western  
 Puerto Rico**

because...

710 Kc. is the most favorable  
 frequency in the West.

because...

WKJB gives you complete cov-  
 erage behind the barrier that  
 the majority of stations in Puer-  
 to Rico cannot penetrate.

because...

you will be keeping company  
 with the outstanding programs  
 and the leading advertisers of  
 Puerto Rico.

**MAYAGUEZ, P. R.**

Represented by:  
**INTER-AMERICAN PUBS., INC.**  
 41 E. 42 St. - New York 17, N. Y.  
 Tel. MURray Hill 2-0886

★ **WIAC—SAN JUAN-PUERTO RICO** ★

---

You Get Effective Listenership  
Over WIAC Of San Juan,  
Puerto Rico

Whatever you have to sell to the rich island of Puerto Rico, you will be ahead if you use WIAC of San Juan, the station that gives you a market of 338 million dollars worth of imported merchandise and more than 130,000 radio homes.

Puerto Rico's more than two million American citizens are buying goods and services at a record rate.

WIAC of San Juan delivers a greater audience due to the high quality of its programming and the best signal all over the island.

We invite you to write in for our booklet "Puerto Rico—Rich Port" and other market information.

**WIAC**

**Radio Station WIAC, Inc.**

First on all Puerto Rico Dials—5000 watts, 580 Kc.  
San Juan, Puerto Rico, U.S.A.

*Exclusive Advertising Representatives in  
United States and Canada:*

**Melchor Guzman Company, Inc.**

45 Rockefeller Plaza  
New York 20, N. Y.

Circle 7-0624

---

★ **WIAC—SAN JUAN-PUERTO RICO** ★

Phone Number .....269  
President-Gen. Mgr. .... Andres Camara  
Commercial Manager..... Virginia DiCristina  
Program Director..... Ishmael Torrelas  
Promotion Manager..... Esteban Rosado Baes  
Chief Engineer ..... Luis E. Freyre

Representative ..... Collins  
President..... I. Q. Vidal  
V.P., Chief Engineer..... Julio M. Ortiz  
Commercial Manager..... Rafael Q. Vidal  
Program Director..... Luis Vigoreau

**WPAB**

**PONCE—1939**

Frequency: 1370 Kc.....Power: 5,000 Watts  
Owned-Operated By.....  
Portorican American Bcstg. Co., Inc.  
Business-Studio Address. P. O. Box 786, Villa St.  
Phone Number .....783  
Transmitter Locations..... Pampanos Rd.  
Air Time..... 6:45 a.m.-10:45 p.m.  
News Service ..... AP  
Representative ..... Inter-American Pub'l., Inc.  
Membership ..... NAB  
President..... Carlos C. Clavell  
Gen. Mgr., Treas..... A. Gimenez Aguayo  
Sales Prom. Mgr..... Radames Mayoral  
Program Director..... Eliseo Borrero  
Chief Announcer..... Luis A. Morales  
Musical Director..... Domingo Colon Suris  
Chief Engineer..... Alfonso Santos

**WPRP**

**PONCE—1936**

Frequency: 910 Kc.....Power: 5000 Watts  
Owned-Oper. By..... Voice of Puerto Rico, Inc.  
Business Address..... Box 430  
Phone Number .....1015  
Studio Address..... Guadalupe & Salud  
Transmitter Location..... Las Cucharas  
Air Time ..... Unlimited  
Transcription Service ..... Lang-Worth  
Membership ..... NAB  
President..... Guillermo A. Marques  
General Manager..... Ramon Montaner  
Commercial Manager..... Antonio Miro  
Program Director..... Jose E. Franco  
Chief Announcer..... Jose Diaz  
Chief Engineer..... José Arzuaga

**WRIO**

**RIO PIEDRAS—1949**

Frequency: 1140 Kc....Power: 1000 Watts d.,  
500 n.  
Owned-Operated By..... Master Bcstg. Corp.  
Address..... P. O. Box 1824  
Phone Number..... Hato Rey 1096  
Air Time ..... Unlimited  
Transcription Service ..... SESAC

**WWW**

**RIO PIEDRAS—1949**

Frequency: 1520 Kc.....Power: 250 Watts  
Owner ..... Frank Gandia

**WAPA**

**SAN JUAN—1947—ABC-MBS**

Frequency: 680 Kc.....Power: 10,000 Watts  
Owned-Oper. By..... José Ramón Quiñones  
Bus.-Studio Address. 357 Ponce de León Ave.,  
P. O. Box 4563  
Phone Number..... 3-0100, 3-0109  
Transmitter Location ..... Guaynabo  
Air Time ..... 6 a.m.-11 p.m.  
Transcription Service ..... Thesaurus  
Representative..... Paul H. Raymer  
Membership ..... NAB  
Owner..... José Ramón Quiñones  
Gen., Sta. Mgr..... Harwood Hull, Jr.  
Commercial Manager... Segismundo Quiñones  
Pgm., Prod. Dir..... Emilio Nedrano  
Publicity Dir..... José Arnaldo Meyners  
Chief Announcer..... Felix Santiago  
Chief Engineer..... José A. Fernández  
Farm Editor..... Guillermo Atiles

(See Page 712)

**WIAC**

**SAN JUAN—1942**

Frequency: 580 Kc.....Power: 5,000 Watts  
Owned-Operated By. Radio Station WIAC, Inc.  
Business Address..... Box 4504  
Phone Number ..... 2-0014  
Studios & Offices .....  
..... Ponce de Leon 654, Santurce, P.R.  
Transmitter Location..... Isla Verde Road  
Air Time ..... 6 a.m.-M.  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Melchior Guzman  
Membership ..... NAB  
President ..... Mrs. Enrique Abarca  
General Manager..... Tomas Muniz  
Commercial Manager..... Enrique Abarca  
Program Director..... Eli (Buck) Canel  
Production Manager..... Francisco Rodriguez  
Chief Announcer..... Osvaldo Velazquez  
Musical Director..... Jose Ramirez  
Chief Engineer ..... Alfonso Sanchez



**NOT  
FOR SALE**

# NO, SIR... WE DO NOT SELL TIME

We do sell audience . . . the biggest audience in Puerto Rico. We also sell coverage . . . almost 98% of this great American market.

Superior programming and consistent audience promotion keep the majority of Puerto Rico's radios tuned to 620 Kc. throughout the broadcasting day. Recent impartial surveys indicate that the four top shows in Puerto Rico are broadcast over WKAQ, Puerto Rico's First Station.

We offer you the prestige and know how of the **FIFTH OLDEST STATION IN THE WORLD.** Twenty-seven years of service to the people of Puerto Rico, have made WKAQ welcome in thousands of homes. Your sales message receives high acceptance in these homes when the "messenger" is an old friend of the family.



620 KC. 5,000 WATTS



**INTER - AMERICAN PUBLICATIONS, INC.**

41 East 42nd Street, New York 17, N. Y. — MUrray Hill 2-0886



# WIBS

**SAN JUAN—1947**

Frequency: 740 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....Jose E. del Valle  
 Address .....Box 4809  
 Phone Number .....21-558  
 Studio Address...1105 Fernandez Juncos Ave.  
 Transmitter Location..Sabana Seca, Toa Baja  
 Air Time .....Unlimited  
 Transcription Service .....Lang-Worth  
 Station Representative..Pan American Bcstg.  
 Co.  
 General Manager.....Jose E. del Valle  
 Commercial Manager.....Jose Ferreras  
 Pgm., Prod. Dir.....Jose Luis Torregrosa  
 Chief Announcer.....Hector Ramos  
 Chief Engineer.....Albert D. Sear

Studio Address.....1261 Ponce de Leon Ave.  
 Transmitter Location.....Sabana Liana  
 Air Time .....Unlimited  
 Transcription Service .....Associated  
 Representatives....Inter-American Publ., Inc.  
 Membership .....NAB  
 Owner .....Angel Ramos  
 Gen., Sta. Mgr.....John A. Zerbe  
 Commercial Manager....Domingo Emanuelli  
 Sales Prom. Mgr.....Ray Fornier  
 Program Director.....Santiago Garcia  
 Production Director...Manuel Mendez Ballester  
 Publicity Director.....Ray Fornier  
 Chief Announcer.....Juan Llibre  
 Musical Director.....Gladys Pieterz  
 Chief Engineer.....Rafael J. Acosta

# WKAQ

**SAN JUAN—1922—CBS**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By...El Mundo Bcstg. Co.  
 Business Address.....P. O. Box 1072  
 Phone Number .....2-2023

# WNEL

**SAN JUAN—1934—NBC**

Frequency: 860 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Juan Piza  
 Business Address....960 Ponce de Leon Ave.  
 Phone Number.....2-1300, 2-1309  
 Studio Address.....258 Brau St.  
 Transmitter Location.....Green Island

**WIBS** *covers* **Puerto Rico**  
*with Programs—with Audiences that Buy!*



**Your Best Radio Buy In Puerto Rico For Bigger Sales**

**10,000 W  
740 KC**

# WIBS



**REPRESENTED BY: PAN AMERICAN BROADCASTING CO., 330 Madison Ave., N.Y.**

Air Time..... 6:45 a.m.-11:30 p.m.  
Membership ..... NAB  
General Manager..... Rodolfo Blanco  
Comme cial Manager..... Roberto Bocanegra

Station Manager ..... Fermin F. Bonnin  
Production Director..... Fermin F. Bonnin  
Publicity Director. "El Imparcial"—Mr. Durand  
Chief Announcer..... Luis Enrique Marrero  
Chief Engineer..... Roberto Roriguez

# W I T A

SANTURCE—1948

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Oper. By..... Electronic Enterprises, Inc.  
Business Address..... P. O. Box 3726  
Phone Number ..... 2-4756  
Studio Address..... N. Y. Dept. Bldg.  
Transmitter Location..... Villa Caparra  
Air Time ..... Unlimited  
News Service ..... INS  
Membership ..... PRAB  
President..... V. H. Meador  
General Manager..... Hector L. Almodovar

# W I T R

SANTURCE—1949

Frequency: 940 Kc..... Power: 10,000 Watts  
Owned-Oper. By..... P. R. Communications  
Authority  
Address ..... Santurce  
Phone Number ..... 2-3010  
Air Time ..... Unlimited  
Transcription Service ..... World  
President..... Rafael Marguex  
Station Mgr..... Jose A. Bultrago  
Program Director..... Jose Martino  
Chief Engineer..... Pedro Jimenez

In English Radio Programs  
Caribbean Area Since 1940

## Emily Aull

P. O. Box 4528  
SAN JUAN 23, PUERTO RICO

In Puerto Rico Radio  
B'casting since 1943

## Warner Aull

Broadcasts in Spanish,  
English, Portuguese,  
and French.

# CANADA

Stations

□

C B C

□

C A B

□

Alphabetical Index

By Call Letters

□

Networks

# NINETEEN FIFTY





*At your fingertips*

## *The basic facts about* **CANADIAN NETWORK RADIO**

The moment Canadian Radio enters your advertising plans, you should have this book. It's the only book of its kind! Based on the 1948 Survey of the Bureau of Broadcast Measurement, it puts you completely "in the picture" about Canadian Network Radio Coverage.

You'll find in this concise  
reference guide:

- Comprehensive breakdown of network circulation by provinces, in the areas covered by the three Canadian Networks—Trans-Canada, French and Dominion.
- Three big, easy-to-read maps, showing locations of basic and supplementary stations of the three Canadian Networks in the markets they serve.
- Population of Canada by provinces, showing the number of households, the number and percentage of English and French-speaking Radio Homes.
- Network Stations, power, frequencies and time zones.

Yes, this book is invaluable to every radio advertiser and agency interested in Canada! Write for a copy now . . . and if you have any additional questions on your mind about the use of Canadian Network Radio, send them along, too. Ask for "Networks Coverage—1949".



## **CANADIAN BROADCASTING CORPORATION**

COMMERCIAL DIVISION

354 Jarvis Street  
Toronto 5, Ontario

1231 St. Catherine Street West  
Montreal 25, Quebec

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# CANADIAN

## Broadcasting Corporation

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### OFFICES

Head Office—P. O. Box 806, 140 Wellington St., Ottawa, Ont.  
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.



### EXECUTIVES and STAFF

#### *Board of Governors*

A. Davidson Dunton, Ottawa, Ont., Chairman  
Rene Morin, Montreal, Que., Vice-Chairman  
Mrs. T. W. Sutherland, Parksville, B. C.  
F. J. Crawford, Toronto, Ont.  
Dr. G. D. Steel, Charlottetown, P. E. I.  
Dean Adrien Pouliot, Laval University, Que.  
John J. Bowlen, Calgary, Alta.  
W. H. Phillips, Ottawa, Ont.  
(H. M. Palmer, secretary, 140 Wellington St.,  
Ottawa, Ont.)  
(one vacancy)

#### *Head Office*

Dr. Augustin Frigon, General Manager  
(also Radio Canada Bldg., Bishop and Dorchester Sts., Montreal, Que.)  
Donald Manson, Assistant General Manager  
R. P. Landry, Director of Personnel and Administrative Services  
G. W. Richardson, Assistant Director, Personnel and Administrative Services  
K. M. Kelly, Supervisor of Personnel and Welfare  
Marcel Carter, Supervisor of Administrative Services  
A. E. Tetu, Chief of Records  
H. Bramah, Treasurer  
S. Schnobb, Assistant to Treasurer  
W. R. Mortimer, Supervisor of Expenditures  
F. W. Savignac, Assistant to Executive-Legal  
H. M. Palmer, Secretary to Board of Governors

#### *Commercial Division*

E. A. Weir, Commercial Manager  
W. E. Powell, Assistant Commercial Manager  
W. R. Johnston, Supervisor of Acceptance and Production  
Hugh Clark, Sales Representative  
T. T. Odell, Sales Representative  
L. E. Pegg, Sales Representative  
Arthur Barr, Sales and Commercial Traffic  
H. F. Chevrier, Coverage Statistics

#### *National Program Office*

Ernest L. Bushnell, Director-General of Programs  
Charles Jennings, General Supervisor of Programs  
Harry J. Boyle, Program Director Trans-Canada Network  
H. G. Walker, Manager, Dominion Network  
W. H. Brodie, Supervisor of Broadcast Language  
W. J. Dunlop, Supervisor of International Exchange & Institutional Broadcasts  
R. S. Lambert, Supervisor of School Broadcasts  
Neil M. Morrison, Supervisor of Talks and Public Affairs  
D. C. McArthur, Chief News Editor  
E. W. Jackson, Traffic Manager  
Elizabeth D. Long, Women's Interests  
H. Z. Palmer, Assistant Program Director Trans-Canada Network  
A. E. Powley, News Features Editor  
H. E. S. Hamilton, Supervising Engineer (Network Operations)

# Merchandising

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IS THE OTHER

## Half of the Battle

---

If there is any one outstanding characteristic of the member stations of the Canadian Association of Broadcasters it is their realization that making a program *sell merchandise* involves greater effort than merely putting it on the air.

The *local* merchants must be sold on the program. The *local* sales force must be enthusiastic. Everyone connected with the *local, privately owned* broadcasting station is on their toes to follow up—to insure that every effort is made to *make listeners buy*.

To a degree unknown anywhere else in the world of radio, the member stations of the "C.A.B." bend every effort to see that *merchandise is sold*, not merely programs aired.

BRING YOUR PROBLEMS,  
WITHOUT COST  
OR OBLIGATION  
TO

CANADIAN  
ASSOCIATION  
OF  
BROADCASTERS

**HEAD OFFICE:** 108 Sparks St., Ottawa.

**ADVERTISERS SERVICE:** 37 Bloor St. W., Toronto.

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# CANADIAN

## Association of Broadcasters

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### OFFICES

Head Office—108 Sparks St., Ottawa, Ont.  
Phone: 34036

Branch Office—37 Bloor Street West, Toronto, Ont.



### Officers

Manager .....	T. J. Allard
Secretary-Treasurer .....	T. Arthur Evans
Dir. Adv. & Station Services.....	Patrick Freeman
General Counsel .....	Joseph Sedgwick, K.C.
Chairman of the Board.....	William M. Guild
Honorary President and Vice-Chairman of the Board.....	Ralph Snelgrove



### Directors

E. Finlay MacDonald, Halifax; Malcolm Neill, Fredericton; Phil Lalonde, Montreal; Dr. Charles Houde, New Carlisle, P. Q.; Harry Sedgwick, Toronto; K. D. Soble, Hamilton; J. O. Blick, Winnipeg; E. A. Rawlinson, Prince Albert, Sask.; George Chandler, Vancouver.



### Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.

# STATIONS OF CANADA

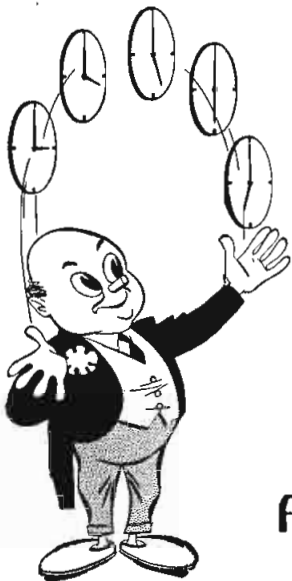
The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page	Call Letters	City	See Page
CBA	Sackville, N. B.	732	CHLN	Three Rivers, Que.	747
CBF	Montreal, Que.	744	CHLO	St. Thomas, Ont.	741
CBG	Gander, Nfld.	733	CHLP	Montreal, Que.	745
CBH	Halifax, N. S.	734	CHLT	Sherbrooke, Que.	747
CBI	Sydney, N. S.	735	CHML	Hamilton, Ont.	737
CBJ	Chicoutimi, Que.	744	CHNC	New Carlisle, Que.	745
CBK	Watrous, Sask.	749	CHNO	Sudbury, Ont.	741
CBL	Toronto, Ont.	742	CHNS	Halifax, N. S.	734
CBM	Montreal, Que.	744	CHOK	Sarnia, Ont.	741
CBO	Ottawa, Ont.	738	CHOV	Pembroke, Ont.	739
CBR	Vancouver, B. C.	730	CHRC	Quebec City, Que.	746
CBT	Grand Falls, Nfld.	733	CHRL	Roberval, Que.	746
CBV	Quebec, City, Que.	745	CHSJ	Saint John, N. B.	733
CBW	Winnipeg, Man.	731	CHUB	Nanaimo, B. C.	728
CBX	Edmonton, Alta.	726	CHUM	Toronto, Ont.	742
CBY	Corner Brook, Nfld.	733	CHVC	Niagara Falls, Ont.	738
CFAB	Windsor, N. S.	735	CHWK	Chilliwack, B. C.	728
CFAC	Calgary, Alta.	726	CJAD	Montreal, Que.	745
CFAR	Flin Flon, Man.	731	CJAT	Trail, B. C.	729
CFBC	Saint John, N. B.	732	CJAV	Port Alberni, B. C.	729
CFCF	Montreal, Que.	745	CJBC	Toronto, Ont.	742
CFCH	North Bay, Ont.	738	CJBQ	Belleville, Ont.	735
CFCN	Calgary, Alta.	726	CJBR	Rimouski, Que.	746
CFCO	Chatham, Ont.	736	CJCA	Edmonton, Alta.	727
CFCY	Charlottetown, P. E. I.	743	CJCB	Sydney, N. S.	735
CFGP	Grande Prairie, Alta.	727	CJCH	Halifax, N. S.	734
CFJC	Kamloops, B. C.	728	CJCI	Calgary, Alta.	726
CFJM	Brockville, Ont.	736	CJCS	Stratford, Ont.	741
CFNB	Fredericton, N. B.	732	CJDC	Dawson Creek, B. C.	728
CFOR	Orilla, Ont.	738	CJEM	Edmundston, N. B.	732
CFOS	Owen Sound, Ont.	739	CJFP	Riviere-Du-Loup, Que.	746
CFPA	Port Arthur, Ont.	739	CJFX	Antigonish, N. S.	734
CFPL	London, Ont.	738	CJGX	Yorktown, Sask.	749
CFPR	Price Rupert, B. S.	729	CJJB	Vernon, B. C.	730
CFQC	Saskatoon, Sask.	748	CJIC	Sault St. Marie, Ont.	741
CFRA	Ottawa, Ont.	738	CJKL	Kirkland Lake, Ont.	737
CFRB	Toronto, Ont.	742	CJLS	Yarmouth, N. S.	735
CFRN	Edmonton, Alta.	726	CJNB	North Battleford, Sask.	748
CHAB	Moose Jaw, Sask.	748	CJNT	Quebec City, Que.	746
CHAD	Amos, Que.	743	CJOB	Winnipeg, Man.	731
CHAT	Medicine Hat, Alta.	727	CJOC	Lethbridge, Alta.	727
CHEF	Granby, Que.	744	CJOR	Vancouver, B. C.	730
CHEX	Peterborough, Ont.	739	CJOY	Guelph, Ont.	736
CHFA	Edmonton, Alta.	726	CJRL	Kenora, Ont.	737
CHGB	Ste. Anne de La Pocatiere, Que.	747	CJRW	Summerside, P. E. I.	743
			CJSO	Sorel, Que.	747



Call Letters	City	See Page	Call Letters	City	See Page
CJVI	Victoria, B. C.	730	CKOK	Penticton, B. C.	729
CKAC	Montreal, Que.	745	CKOV	Kelowna, B. C.	728
CKBI	Prince Albert, Sask.	748	CKOX	Woodstock, Ont.	743
CKBL	Matane, Que.	744	CKOY	Ottawa, Ont.	739
CKBW	Bridgewater, N. S.	734	CKPC	Brantford, Ont.	736
CKCH	Hull, Que.	744	CKPG	Prince George, B. C.	729
CKCK	Regina, Sask.	748	CKPR	Fort William, Ont.	736
CKCL	Truro, N. S.	735	CKRC	Winnipeg, Man.	731
CKCR	Kitchner, Ont.	737	CKRD	Red Deer, Alta.	727
CKCV	Quebec City, Que.	746	CKRM	Regina, Sask.	748
CKCW	Moncton, N. B.	732	CKRN	Rouyn, Que.	746
CKDO	Oshawa, Ont.	738	CKRS	Jonquire, Que.	744
CKEN	Kentville, N. S.	734	CKSB	St. Boniface, Man.	731
CKEY	Toronto, Ont.	742	CKSF	Cornwall, Ont.	736
CKFI	Fort Frances, Ont.	736	CKSO	Sudbury, Ont.	741
CKGB	Timmins, Ont.	741	CKTB	St. Catharines, Ont.	739
CKLN	Nelson, B. C.	728	CKTS	Sherbrooke, Que.	747
CKLW	Windsor, Ont.	743	CKVD	Val D'Or, Que.	747
CKMO	Vancouver, B. C.	730	CKVL	Verdun, Que.	747
CKMR	New Castle, N. B.	732	CKWS	Kingston, Ont.	737
CKNB	Campbellton, N. B.	732	CKWX	Vancouver, B. C.	730
CKNW	New Westminster, B. C.	729	CKX	Brandon, Man.	731
CKNX	Wingham, Ont.	743	CKY	Winnipeg, Man.	731
CKOC	Hamilton, Ont.	737	VOCM	St. John's, Nfld.	733

## Canada's Selective Radio Headquarters



The little All-Canada man represents all phases of Canadian broadcasting—both time and talent.

Through the years he has come to symbolize not only the Company he represents, but the medium he champions: *Selective Radio*.

In a vast country with wide "skip-distances" between major markets, All-Canada offers you the most economical, most effective method of reaching the consumer at home through a select group of key Canadian stations.

Call on the All-Canada man wherever your campaign plans extend into the Canadian market. He'll be ready to discuss times and stations; and All-Canada also offers you selection from the world's largest library of transcribed programs.

**ALL-CANADA RADIO FACILITIES**  
*Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

# ALBERTA

## CFAC

CALGARY—1922

CBC TRANS-CANADA SUPP

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Operated By: Calgary Bcstg. Co.  
Bus. Studio Address: 1000 Greyhound Bldg.  
Phone Number: Renfrew 1036  
Transmitter Location: Midnapore, Alta.  
Air Time: Unlimited  
News Service: PN, BUP  
Transcription Service: Thesaurus, World.  
Associated

Representative: All-Canada, Weed  
Membership: CAB, BBM  
President: H. R. Carson  
General Manager: A. M. Cairns  
Commercial Manager: F. R. Shaw  
Production Director: D. MacMillan  
Publicity Director: W. C. Paulin  
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: Main 1161  
Transmitter Location: 9 Mi. S. of Calgary  
Air Time: 6:30 a.m.-M.  
News Service: PN, BUP  
Transcription Service: Standard, Lang-Worth  
Representative: Radio Representatives,  
Adam J. Young, Jr.

Membership: CAB, BBM  
President: H. G. Love  
Commercial Manager: E. N. McGuire  
Program Director: James A. Love  
Publicity Director: G. L. Carter  
Chief Announcer: Ear Bown  
Chief Engineer: Robert Lamb

## CJCL

CALGARY—1927

Frequency: 1140 Kc. Power: 1000 Watts  
Owned-Oper. By: The Albertan Publishing  
Co., Ltd.

Address: Victory Bldg.  
Phone Number: Main 9966  
Transmitter Location: Grandview Hts.  
Air Time: Unlimited  
Representative: Alexander, McGillivra  
Transcription Service: SESAC

News Service: BUP  
Membership: CAB  
President: G. M. Bell  
Manager: D. H. MacKay  
Commercial Manager: E. K. Elton

## CBX

EDMONTON—1948

CBC TRANS-CANADA

Frequency: 1010 Kc. Power: 50,000 Watts  
Owned-Oper. By: Canadian Bcstg. Corp.  
Bus. Studio Address: 713 MacDonald Hotel  
Phone Number: 2-9311  
Transmitter Location: Lacombe, Alta.  
Air Time: Unlimited  
News Service: PN, BUP, Reuters  
Representative: CBC Commr. Dept.  
President (CBC): Dr. Augustine Frigon  
Station Manager: D. E. Cameron  
Commercial Mgr. (Winnipeg): W. G. Carpentier  
Program Director: Ralph L. Horley  
Farm Editor: Bob Graham

## 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.  
of Edmonton

Air Time: 6:30 a.m.-M.  
News Service: BUP, PN  
Transcription Service: Lang-Worth, Standard  
Representative: Radio Representatives,  
Adam J. Young, Jr.

Membership: CAB, BBM  
Pres., Gen. Mgr.: G. R. A. Rice  
Comm., Sales Prom. Mgr.: A. J. Hopps  
Fgm., Prod. Dir.: George A. Duffield  
Publicity Director: Audrey J. Hincks  
Chief Announcer: Claude Blackwood  
Musical Director: Eric C. Candy  
Chief Engineer: Frank G. Makepeace  
Consulting Engineer: P. Bayley, Toronto

## CHFA

EDMONTON—1949

Frequency: 680 Kc. Power: 5000 Watts  
Owned-Operated By: Radio Edmonton, Ltd.

Business Address.....LaSurvivance Bldg.  
 Phone Number .....20912  
 Air Time ..... Unlimited  
 News Service ..... PN  
 Transcription Service ..... World  
 Representative ..... Renaud  
 General Manager ..... Romain LeClair  
 Commercial Manager..... Paul de Grandpre  
 Program Director..... T. Gareau  
 Chief Engineer..... Gordon N. 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 .....26131  
 Transmitter Location ..... Ellerslie  
 Air Time ..... Unlimited  
 News Service..... AP, PN, BUP  
 Transcription Service..... World, Thesaurus,  
 Standard  
 Representative ..... All-Canada, Weed  
 Membership ..... CAB  
 Station Manager..... Gerry Gaetz  
 Assistant Manager..... R. L. Barnes  
 Commercial Manager..... Joe MacKenzie  
 Program Director..... Dalt Elton  
 Promotion Manager..... Miss Win Sutton  
 Chief Engineer..... Frank Hollingworth

## CFGP

**GRANDE PRAIRIE—1937**  
**CBC-TRANS-CANADA-SUPP**

Frequency: 1050 Kc..... Power: 1000 Watts  
 Owned By..... Northern Bcstg. Corp., Ltd.  
 Bus.-Studio Address..... 9901 Richmond Ave.  
 Phone Number..... Private Exchange No. 109  
 Transmitter Location..... Clairmont Hwuy.  
 Air Time..... 6:30 a.m.-M.  
 News Service ..... CP  
 Transcription Service..... Thesaurus, Cole,  
 SESAC  
 Representative ..... All-Canada, Weed  
 Membership ..... CAB  
 President..... J. E. Thomson  
 General-Station Mgr..... Arthur J. Balfour  
 Commercial Manager..... Jack E. Sears  
 Program Director..... John Wilson  
 Publicity Director..... Kay Anderson  
 Chief Announcer..... Bill Dunbeck  
 Musical Director..... Joan Bishop  
 Chief Engineer..... Art Williams

## CJOC

**LETHBRIDGE—1926**  
**CBC TRANS-CANADA**

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..... 6 a.m.-M.  
 News Service ..... PN  
 Transcription Service... Thesaurus, Lang-Worth  
 Representative ..... Weed, All-Canada  
 Membership ..... CAB, BBM  
 Pres., General Mgr..... H. R. Carson  
 Station Manager..... William M. Guild  
 Commercial Manager..... Cameron A. Perry  
 Prog. Manager..... George A. Brown  
 Pub. Director..... K. Grant  
 Chief Announcer..... H. Gibson  
 Chief Engineer..... Robert A. Reagh

## CHAT

**MEDICINE HAT—1946**  
**CBC DOMINION SUPP**

Frequency: 1270 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Monarch Bcstg. Co., Ltd.  
 Business-Studio Address..... 520 First Ave.  
 Phone Number .....2821-2-3  
 Transmitter Location..... Roytal, Alberta  
 Air Time ..... Unlimited  
 News Service ..... PN  
 Transcription Service ..... Standard  
 Representative ..... All-Canada, Weed  
 Membership ..... CAB  
 President..... J. H. Yuill  
 Station-Commercial Mgr..... R. J. Buss  
 Program Director..... Bart Brown  
 Promotion Manager..... Eleanor McDougall  
 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..... Red Deer  
 Air Time ..... Unlimited  
 News Service ..... BUP  
 Transcription Service ..... Standard  
 Representative..... Radio Reprs., Young  
 Pres., Gen. Mgr..... Gordon S. Henry  
 Commercial Manager..... Hal Yerxa

# —BRITISH COLUMBIA—

## CHWK

CHILLIWACK—1927  
CBC DOMINION

Frequency: 1230 Kc. Power: 250 Watts  
(C.P. 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 7 a.m.-11:30 p.m.  
Transcription Service Cole  
Representative All-Canada, Weed  
Membership CAB, BBM  
President C. Casey Wells  
Gen. Mgr., Chief Engr. Jack Pilling  
Commercial Manager W. G. Teetzel  
Sales Prom. Mgr. J. M. MacLachlan  
Farm Editor Wally Clarke

## CJDC

DAWSON CREEK—1947

Frequency: 1350 Kc. Power: 1000 Watts  
Owned-Operated By Radio Station CJDC, Ltd.  
Business Address 2nd Ave. & 9th St.  
Dawson Creek, B. C.  
Phone Number 1R2  
Studio Address 2nd Ave. & 9th St.  
Dawson Creek, B. C.  
Transmitter Location Grandview Heights  
Air Time 6:30 a.m.-M.  
News Service Press News  
Transcription Service Associated  
Representative Radio Representatives, Cooke  
Membership CAB, BBM  
President W. B. Michaud  
Gen. Sta. Mgr. Lewis R. Roskin  
Sales Prom. Mgr. J. Hull  
Program Director O. Rudko  
Publicity Director G. Kidd  
Chief Engineer Edward Pfeifer  
Farm Editor A. McKellar

## CFJC

KAMLOOPS—1926  
CBC TRANS-CANADA

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Operated By Kamloops Sentinel, Ltd.  
Business-Studio Address 310 St. Paul St.  
Phone Number 1021  
Transmitter Location Kamloops Jct.  
Air Time 6:30 a.m.-11 p.m.  
Representative All-Canada, Weed  
News Service PN

Membership CAB  
General Manager Ian G. Clark  
Commercial Manager R. J. Innes  
Program Director Walter Harwood  
Chief Engineer G. G. Henderson

## CKOV

KELOWNA—1931  
CBC TRANS-CANADA

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Oper. By Okanagan Bcstrs., Ltd.  
Business-Studio Address 1491 Pendozl St.  
Phone Number 200  
Transmitter Location Okanagan Mission, B. C.  
Air Time 6:15 a.m.-M.  
News Service PN  
Transcription Service World, Thesaurus,  
Lang-Worth, SESAC  
Representative All-Canada, Weed  
Membership CAB  
General Manager J. W. B. Browne  
Program Director Jack C. Thompson  
Publicity Director Chris. Hansen  
Chief Engineer J. Fred Weber  
Farm Editor Ken Shepherd

## CHUB

NANAIMO—1949

Frequency: 1570 Kc. Power: 250 Watts  
Owned-Operated By George Randall  
Business Address Malaspina Hotel  
Air Time Unlimited  
News Service PN  
Transcription Service World  
Representative Natl. Bcstg. Sales, Hunt, Cooke  
President George Randall  
General Manager Joan Orr

## CKLN

NELSON—1939—CBC  
TRANS-CANADA SUPP

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By News Publishing Co., Ltd.  
Address 711 Radio Ave.  
Phone Number 19  
Air Time 7 a.m.-11 p.m.  
News Service PN  
Representative Stovin, Young, Hunt  
Membership CAB  
Station Manager A. R. Ramsden  
Chief Announcer W. Anderson  
Chief Engineer H. J. Worsfold

CKNW

NEW WESTMINSTER—1944

Frequency: 1320 Kc. Power: 1000 Watts
Owned By: International Bcstg. Co., Ltd.
Operated By: William Rea, Jr.
Business-Studio Address: 227 Columbia St.
Phone Number: 3000
Transmitter Location: Lulu Island, B. C.
Air Time: 24 Hrs.
News Service: PN
Transcription: Associated, World, Cole
Representative: Forjoe, Radio Reps
Pres., Gen., Sta. Mgr.: William Rea, Jr.
Natl. Sales Mgr.: MacIntosh MacDonald
Production Manager: Hal Davis
Promotion Manager: Phil Baldwin
Chief Engineer: Bill Collins

CKOK

PENTICTON—1948

Frequency: 800 Kc. Power: 250 Watts
Owned-Operated By: CKOK, Ltd.
Business-Studio Address: 152 Main St.
Phone Number: 900
Transmitter Location Addr.: Skaha Lake
Air Time: 6:45 a.m.-11 p.m.
News Service: PN
Transcription Service: Standard
Representative: Radio Reps.
Membership: BBM, CAB
General Manager: J. Reg Beattie
Station Manager: Harry O. Watts
Commercial Manager: Jean Griffiths
Program Director: Vince A. Duggan
Production Director: Jeff Ajello
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: 603-4
Air Time: Unlimited
News Service: PN
Transcription Service: Lang-Worth, Cole
Representative: Radio Representatives
Membership: CAB
Station Manager: Charles J. Rudd
Commercial Manager: K. Hutcheson
Program-Production Dir.: T. Rannie
Publicity Director: Robert J. Hall
Chief Engineer: H. Hollway

CKPG

PRINCE GEORGE—1946

CBC TRANS-CANADA SUPP

Frequency: 550 Kc. Power: 250 Watts
Owned-Oper. By: Radio Station CKPG, Ltd.
Business-Studio Address: Lyon Bldg.
Phone Number: 140
Transmitter Location: So. Fort George
Air Time: 7 a.m.-11 p.m.
Representative: All-Canada, Weed
Membership: CAB, BBM
President: Frank H. Elphicke
General-Station Mgr.: Cecil G. Elphicke
Comm. Mgr., Pub. Dir.: John Boates
Sales Prom. Mgr.: Jack Carbutt
Pgm., Prod. Dir.: Arthur Hall
Chief Engineer: Ralph E. Spencer

CFPR

PRINCE RUPERT—1937

Frequency: 1240 Kc. Power: 250 Watts
Owned By: Northwest Bcst. & Service Co., Ltd.
Studio Address: 336 Second Ave., Box 848
Phone Number: 863
Air Time: Unlimited
Representative: Stovin
President: F. E. Batt
Gen.-Sta. Mgr., Chief Engr.: C. H. Insulander
Commercial Mgr.: S. J. Anderson
Program Director: M. Furunes

CJAT

TRAIL—1932—CBC

TRANS-CANADA

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By: Kootenay Bcstg. Co., Ltd.
Business-Studio Address: 815 Victoria St.
Phone Number: 737
Transmitter Location: Warfield
Air Time: 6:30 a.m.-M.
News Service: PN
Transcription Service: Thesaurus
Representative: All-Canada, Weed
Membership: BBM
President: E. W. Hazlewood
Station Manager: John W. Loader
Commercial Manager: Donald G. Marshall
Program Director: Joseph P. Kobluk
Publicity Director: Marion D. Johnson
Chief Engineer: John D. Hepburn

## CBR

### VANCOUVER—1936 CBC TRANS-CANADA

Frequency: 1130 Kc. Power: 5000 Watts  
 Owned-Operated By: Canadian Bcstg. Corp.  
 Business-Studio Address: Hotel Vancouver  
 Phone Number: Marine 6121  
 Transmitter Location: Lulu Island  
 Air Time: Unlimited  
 News Service: CP, BP, BUP, Reuters  
 Representative: CBC  
 President (CBC): Dr. Augustin Frigon  
 Commercial Mgr. (CBC): E. A. Weir  
 Program Director: Doug Nixon  
 Promotion Manager: W. G. Clark  
 Chief Engineer: A. Hilton

## CJOR

### VANCOUVER—1925 CBC DOMINION

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Operated By: CJOR, Ltd.  
 Business-Studio Address: 846 Howe St.  
 Phone Number: Marine 6464  
 Transmitter Location: Lulu Island  
 Air Time: Unlimited  
 News Service: BUP, UP, PN  
 Transcription Service: Thesaurus, UTS  
 Representative: Stovin, Young  
 Membership: CAB, BBM  
 Pres., Gen. Mgr.: George C. Chandler  
 Commercial Manager: Don Laws  
 Sales Prom., Pub. Mgr.: Dorwin Baird  
 Program Director: Ross Mortimer  
 Prod., Musical Dir.: Wallie Peters  
 Chief Engineer: A. H. Chandler

## CKMO

### VANCOUVER—1922

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Oper. By: British Columbia Bcstg.  
 System, Ltd.  
 Address: 812 Robson St.  
 Phone Number: Marine 1271-2-3  
 Transmitter Location: River Rd., Lulu Is.  
 Air Time: Unlimited  
 News Service: BUP  
 Transcription Service: Standard, Associated,  
 SESAC  
 Representative: Natl. Bcstg. Sales, Cooke  
 Membership: CAB  
 President: Mrs. R. J. Sprott  
 Managing Director: Mrs. K. M. Willis  
 Station Manager: Mrs. K. M. Willis  
 Commercial Manager: T. Slattery  
 Program Director: Mrs. Nina Anthony  
 Chief Announcer: Wally Garrett  
 Chief Engineer: M. McKenzie

## CKWX

### VANCOUVER—1923—MBS-DON LEE

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By: Western Bcstg. Co., Ltd.  
 Business-Studio Address: 543 Seymour St.  
 Phone Number: Marine 3344  
 Air Time: Unlimited  
 News Service: PN, BUP  
 Transcription Service: Lang-Worth, World  
 Representative: All-Canada, Weed  
 Membership: CAB, BBM  
 President: Arthur Holstead  
 Gen.-Station Mgr.: Frank H. Elphicke  
 Commercial Manager: John L. Sayers  
 Program Dir.: Laurie Irving  
 Promotion Manager: Joe Midmore  
 Chief Engineer: Jack Gordon

## CJIB

### VERNON—1947—CBC DOMINION SUPP

Frequency: 940 Kc. Power: 1000 Watts  
 Owned-Operated By: Interior Bcstrs., Ltd.  
 Business Address: 3330 Barnard Ave.  
 Phone Number: 900  
 Transmitter Location: Swan Lake, N. Vernon  
 News Service: PN  
 Transcription Service: Associated  
 Representative: Radio Representatives, Cooke  
 Air Time: 6:30 a.m.-M.  
 Membership: CAB, BBM  
 President: J. T. Mutrie  
 Station Manager: Sid. S. Lancaster  
 Commercial Manager: Blake Crothers  
 Program Director: Don McGibbon  
 Production Director: Jim Younie  
 Musical Director: Dagmar Herry  
 Chief Engineer: Loren C. Merriman

## CJVI

### VICTORIA—1941—DOMINION CBC

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Island Bcstg. Co., Ltd.  
 Business-Studio Address: 620 View St.  
 Phone Number: Garden 2014, 8653  
 Transmitter Location: Portage Inlet  
 Air Time: 6:30 a.m.-11 p.m.  
 News Service: PN  
 Transcription Service: Thesaurus, World  
 Representative: Weed, All-Canada  
 President: H. T. Matson  
 Station Manager: M. V. Chestnut  
 Commercial Manager: L. Hallberg  
 Program Director: R. T. Batey  
 Publicity Director: Miss B. Garnett  
 Chief Engineer: J. Sommers

# MANITOBA

## CKX

### BRANDON—1928—CBC DOMINION

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Oper. By... Western Manitoba Bcstrs., Ltd.  
Address... 8th St. & Princess Ave.  
Phone Number... 4532  
Air Time... 7:30 a.m.-11:30 p.m.  
Transcription Service... Thesaurus, World  
Representative... Radio Representatives, Cooke  
Managing Director... J. B. Craig  
Commercial Manager... E. D. Holland  
Program Director... Eric Davies  
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  
Air Time... Limited  
News Service... PN  
Transcription Service... Lang-Worth  
Representative... Stovin, Young  
President... S. J. Beaufoy  
General Manager... C. H. Witney  
Program Director... D. G. Willis  
Chief Engineer... Gordon Woodward

## CKSB

### ST. BONIFACE—1946

Frequency: 1250 Kc. Power: 1000 Watts  
Owned-Oper. By... Radio St. Boniface, Ltd.  
Address... 607 College St.  
Phone Number... 20865  
Air Time... Unlimited  
News Service... BUP  
Membership... CAB  
Transcription Service... World  
Representative... Renaud, McGillvra  
Pres., Comm. Mgr... Roland Couture

## CBW

### WINNIPEG—1948 CBC TRANS-CANADA

Frequency: 990 Kc. Power: 50,000 Watts  
Owned-Operated By... Canadian Bcstg. Corp.  
Business Address... 300 Telephone Bldg.  
Phone Number... 922-91  
Transmitter Location... Carman  
Air Time... 6:45 a.m.-12:45 a.m.  
News Service... BUP, PN, Reuters, CP  
Representative... CBC  
Chairman (CBC)... A. D. Dunton  
General Manager... Dr. A. Frigon  
Regional Representative... J. R. Finlay

Station Manager (CBC) Winnipeg

J. N. Mogridge  
Commercial Manager... W. G. Carpentier  
Publicity Director... C. E. L'Ami  
Chief Announcer... Maurice Burchell  
Chief Engineer... R. D. Cchoon  
Farm Editor... Peter B. Whittall

## 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  
Air Time... 24 Hrs.  
News Service... CP, BUP  
Transcription Service... World, Thesaurus, Associated  
Representative... Radio Representatives, Cooke  
Membership... CAB, BBM  
President, General Manager... J. O. Blick  
Commercial Manager... A. J. Messner  
Program Director... George Davies  
Chief Engineer... R. V. Durie

## CKRC

### WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc. Power: 5000 Watts  
Owned-Oper. By... Transcanada Communications, 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: 1080 Kc. Power: 5000 Watts  
Owned-Oper. By... Bergman-Moffat Bcstg. Co., Ltd.  
Business Address... 432 Main St.  
Air Time... Unlimited  
News Service... BUP  
Transcription Service... Capitol  
Representative... Stovin, Young  
General Manager... Lloyd E. Moffat  
Commercial Manager... Jack Shortreed

# —NEW BRUNSWICK—

## CKNB

CAMPBELLTON—1939  
CBC DOMINION

Frequency: 950 Kc. Power: 1000 Watts  
Owned-Oper. By Restigouche Bcstg. Co., Ltd.  
Business Address P. O. Drawer 840  
Phone Number 8  
Studio Address 110 Water St.  
Transmitter Location Maple Green  
Air Time Unlimited  
Transcription Service All-Canada  
Representative All-Canada, 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 L. P. Paquet

## 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 9111-2-3  
Transmitter Location Cherryfield  
Air Time Unlimited  
News Service BUP, RP  
Transcription Service World, UTS, Lang-Worth  
Representative McGillvra, Stovin  
Membership CAB, BBM  
Pres., Gen. Mgr. F. A. Lynds  
Commercial Manager F. A. Bestall  
Program Director Bob Tabor  
Publicity Director All. T. Parkes  
Chief Announcer Bob Pugh  
Chief Engineer James A. White

## CJEM

EDMUNDSTON—1944—CBC  
FRENCH SUPP

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Edmundston Radio, Ltd.  
Business-Studio Address 91 Canada Rd.  
Phone Number 296  
Transmitter Location Iroquois  
Air Time 7 a.m.-11:15 p.m.  
Transcription Service World  
Representative Slovin, Young  
President Dr. P. C. Laporie  
Sta. Mgr., Pgm. Dir. Maurice Lacasse  
Sales Prom., Comm. Mgr. George Guerrette  
Chief Technician Gerard Levesque

## CKMR

NEW CASTLE—1949

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Miramichi Bcstg. Co., Ltd.  
Business Address Castle St.  
Air Time Unlimited  
News Service PN  
Transcription Service Standard  
Representative Wright  
General Manager Arthur Martin

## 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  
Air Time Unlimited  
News Service PN, BUP, CP, Reuter  
President (CBC) Dr. Augustin Frigon  
Regional Prog. Dir., Sta. Mgr. W. E. S. Briggs  
Commercial Manager E. A. Weir  
Promotion Manager Wyn Rhydwen  
Regional Engineer H. M. Smith

## CFNB

FREDERICTON—1923  
CBC TRANS-CANADA

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By James S. Neill & Sons, Ltd.  
Business-Studio Address York St.  
Phone Number 5501  
Transmitter Location New Maryland  
Air Time Unlimited  
News Service BUP, RP  
Transcription Service Thesaurus, Standard,  
Cole  
Representative All-Canada, Weed  
Membership CAB, BBM  
Gen., Sta. Mgr. Dr. Malcolm Neill  
Sales Prom. Manager C. Austin Moore  
Program Director J. T. H. Fenety  
Chief Engineer Glenn D. Glove

## CFBC

SAINT JOHN—1946  
CBC DOMINION

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Operated By Fundy Bcstg. Co., Ltd.  
Business-Studio Address 4 Carelton St.  
Phone Number 3-2421  
Transmitter Location Sand Cove Rd.  
Air Time Unlimited



**NEW BRUNSWICK - NEWFOUNDLAND**

News Service ..... RP  
Transcription Service ..... Standard  
Representative ..... Weed, Alexander  
President ..... A. M. A. McLean  
Station Manager ..... Robert T. Bowman  
Commercial Manager ..... Charles E. Wasson  
Production Manager ..... W. N. Anderson  
Publicity Director ..... R. D. Gallagher  
Chief Engineer ..... H. M. Stout  
Farm Editor ..... Michael B. Gausden

**CHSJ**

**SAINT JOHN—1934  
CBC TRANS-CANADA**

Frequency: 1150 Kc. .... Power: 5000 Watts

Owned-Oper. By ..... New Brunswick Bcstg. Co., Ltd.  
Business-Studio Address ..... 13 Church St.  
Phone Number ..... 3-3304  
Transmitter Location ..... Coldbrook  
Air Time ..... Unlimited  
News Service ..... PN  
Transcription Service ..... World, Lang-Worth. Associated, UTS  
Representative ..... Stovin, Young  
Membership ..... CAB  
Station Manager ..... George A. Cromwell  
Sales Promotion Manager ..... E. B. Tapley  
Commercial Manager ..... Cleve G. Stillwell  
Program Director ..... Earl McCarron  
Publicity Director ..... James McGowen  
Chief Engineer ..... J. G. Blshop

**NEWFOUNDLAND**

**CBY**

**CORNER BROOK—1949—CBC  
TRANS-CANADA SUPP**

Frequency: 790 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... Canadian Bcstg. Corp.  
Address ..... Corner Brook  
Air Time ..... Unlimited  
News Service ..... CP, PN, BUP, Reuters  
Representative ..... CBC  
President (CBC) ..... Dr. Augustin Frigon  
Commercial Manager (CBC) ..... E. A. Wier  
Regional Rep. .... William F. Galgay  
Station Manager ..... C. V. Hierlihy  
Promotion Manager (CBC) ..... Ron C. Fraser

Air Time ..... Unlimited  
News Service ..... CP, PN, BUP, Reuters  
Representative ..... CBC  
President (CBC) ..... Dr. Augustin Frigon  
Commercial Mgr. (CBC) ..... E. A. Wier  
Regional Rep. .... William F. Galgay  
Station Manager ..... John J. Grace  
Promotion Mgr. (CBC) ..... Ron C. Fraser

**CBN**

**ST. JOHN'S—1949—CBC  
TRANS-CANADA SUPP**

Frequency: 640 Kc. .... Power: 10,000 Watts  
Owned-Operated By ..... Canadian Bcstg. Corp.  
Address ..... St. John's  
Air Time ..... Unlimited  
News Service ..... CP, PN, BUP, Reuters  
Representative ..... CBC  
President (CBC) ..... Dr. Augustin Frigon  
Commercial Mgr. (CBC) ..... E. A. Wier  
Regional Rep. .... William F. Galgay  
Promotion Mgr. (CBC) ..... Ron C. Fraser

**CBG**

**GANDER—1949—CBC  
TRANS-CANADA SUPP**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Canadian Bcstg. Corp.  
Address ..... Gander  
Air Time ..... Unlimited  
News Service ..... CP, PN, BUP, Reuters  
Representative ..... CBC  
President (CBC) ..... Dr. Augustin Frigon  
Commercial Mgr. (CBC) ..... E. A. Wier  
Regional Rep. .... William F. Galgay  
Station Manager ..... A. Barrett  
Promotion Mgr. (CBC) ..... Ron C. Fraser

**VOCM**

**ST. JOHN'S—1936**

Frequency: 1000 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Colonial Bcstg. System  
Business Address ..... Parade St.  
Phone ..... 2741  
Air Time ..... Unlimited  
News Service ..... PN  
Transcription Service ..... Thesaurus  
Representative ..... Stovin  
Managing Director ..... J. L. Butler  
Commercial Manager ..... M. Shulman  
Program Director ..... J. M. Murdoch  
Chief Engineer ..... W. B. Williams

**CBT**

**GRAND FALLS—1949—CBC  
TRANS-CANADA SUPP**

Frequency: 1350 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... Canadian Bcstg. Corp.  
Address ..... Grand Falls

# NOVA SCOTIA

## CJFX

ANTIGONISH—1943  
CBC DOMINION

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Operated By: Atlantic Bcstrs., Ltd.  
Address: Broadcasting Bldg.  
Phone Number: 66  
Transmitter Location: New Glasgow Rd.  
Air Time: Unlimited  
News Service: PN  
Transcription Service: Unltd, Lang-Worth  
Representative: Natl. Bcst. Sales, Young  
President, General Mgr.: J. Clyde Nunn  
Commercial Manager: R. J. Ricketts  
Sales Manager: James Burroughs

## CKBW

BRIDGEWATER—1947  
CBC TRANS-CANADA SUPP

Frequency: 1000 Kc. Power: 1000 Watts  
Owned-Operated By: Acadia Bcstg. Co., Ltd.  
Business Address: 399 King St.  
Phone Number: 445  
Transmitter Location: Hebbville  
Air Time: Unlimited  
News Service: PN  
Transcription Service: Associated  
Representative: Radio Representatives, Cooke  
Membership: BBM  
General-Station Mgr.: John F. Hirtle  
Commercial Manager: John S. Harris  
Sales Prom. Manager: Lester L. Rogers  
Program Director: James A. MacLeod  
Publicity Director: Bruce RaFuse  
Chief Engineer: Douglas Hirtle

## CBH

HALIFAX—1944

CBC TRANS-CANADA MARITIME

Frequency: 1330 Kc. Power: 100 Watts  
Owned-Operated By: Canadian Bcstg. Corp.  
Business-Studio Address: 100 Sackville St.  
Phone Number: 3-6188  
Transmitter Location: Halifax  
Air Time: Unlimited  
News Service: BUP, AP, PN, Reuters  
Representative: CBC Commercial Div.  
General Manager: Dr. Augustin Frigon  
Station Manager: S. R. Kennedy  
Commercial Manager: E. A. Weir, Toronto  
Regional Representative: W. E. S. Briggs  
Production Staff: S. K. Appleby  
Publicity Director: Wyn Rhydwen, Maritime  
Press and Information Rep.  
Chief Engineer: H. M. Smith, Maritime  
Regional Engineer  
Farm Editor: A. K. Morrow, Maritime

## CHNS

HALIFAX—1926—CBC DOMINION

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Oper. By: Maritime Bcstg. Corp., Ltd.  
Bus. Studio Address: Broadcasting House,  
10 Tobin St.  
Phone Number: 3-8318  
Transmitter Location: Rockingham, Halifax  
County  
Air Time: Unlimited  
News Service: PN, BUP  
Transcription Service: Thesaurus, Lang-Worth,  
World  
Representative: All-Canada, Weed  
President: Andrew W. Robb  
Managing Dir.: William Coates Borrett  
Station Manager: Gerald Redmond  
Comm-Sales Prom. Mgr.: Harry A. L. Stephen  
Prog. Dir., Prod. Mgr.: John Funston  
Chief Engineer: Arthur H. 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: Unlimited  
News Service: PN  
Transcription Service: Standard  
Representative: Cooke, Nat'l Bcstg. Sales  
Membership: CAB, BBM  
Station Manager: E. Finlay MacDonald  
Commercial Manager: C. L. Chambers  
Traffic Manager: Howard E. Gerard  
Program Director: Donald Loughnane  
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.-9 p.m.—(Simultaneous  
Operation with CFAB, Windsor, N. S.)  
News Service: PN  
Transcription Service: UTS  
All Canada  
Representative: Alexander  
Membership: CAB, BBM  
President, Chief Engr.: Avard M. Bishop  
General Manager: J. A. C. Lewis  
Prog. Director: Willard A. Bishop

**CBI**

**SIDNEY—1948—CBC  
TRANS-CANADA MARITIME**

Frequency: 1570 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . Canadian Bcstg. Corp.  
 Business-Studio Address . . . 247 Charlotte St.  
 Phone Number . . . . . 4495  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, BUP, Reuters, CP  
 Representative . . . . . CBC  
 President (CBC) . . . . . Dr. Augustin Frigon  
 Station Mgr. . . . . Barry MacDonald  
 Transmitter Location . . . . . S. Bar  
 Comm. Mgr. (CBC) . . . . . E. A. Wier  
 Regional Representative . . . . . W. E. S. Briggs  
 Publicity Director . . . . . Wyn Rhydwen  
 Chief Engineer . . . . . H. M. Smith

**CJCB**

**SYDNEY—1929—CBC DOMINION**

Frequency: 1270 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . Eastern B'st s., Ltd.  
 Business-Studio Address . . . Radio Bldg.  
 Phone Number . . . . . 5596, 8240  
 Transmitter Location . . . So. Bar, Cape Breton  
 Air Time . . . . . Unlimited  
 News Service . . . . . PN  
 Transcription Service . . . Thesaurus, Lang-Worth,  
 World, UTS  
 Representative . . . . . All-Canada, Weed  
 General Manager . . . . . N. Nathanson  
 Station Manager . . . . . C. J. McDougall  
 Commercial Mgr. . . . . J. Marven Nathanson  
 Program Director . . . . . Lloyd MacLannis  
 Chief Engineer . . . . . A. E. Vernon

**CKCL**

**TRURO—1947**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Truro Bcstg. Co., Ltd.  
 Business Address . . . . . 7 Pleasant St.  
 Phone Number . . . . . 491  
 Transmitter Location . . . . . Onslow  
 Air Time . . . . . 7:30 a.m.-M.

News Service . . . . . PN  
 Transcription Service . . . . . Associated  
 Representative . . . . . William Wright  
 Membership . . . . . CAB, BBM  
 President, General Mgr. . . . . J. Arthur Manning  
 Comm. Mgr., Pub. Dir. . . . . Alex Thomson  
 Prog., Prod. Dir. . . . . Edward Belcher  
 Chief Engineer . . . . . Sidney Bernasconi

**CFAB**

**WINDSOR—1945**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Evangeline Bcstg. Co., Ltd.  
 Address . . . . . Pulsifer Bldg.  
 Phone Number . . . . . Windsor 498  
 Transmitter Location . . . . . Falmouth  
 Air Time . . . . . 7 a.m.-9 p.m.—(Simultaneous  
 Operation with CKEN, Kentville, N. S.)  
 News Service . . . . . PN  
 Transcription Service . . . . . UTS  
 Representative . . . . . Alexander  
 Membership . . . . . CAB, BBM  
 President, Chief Engr. . . . . Avarid M. Bishop  
 General Manager . . . . . J. A. C. Lewis  
 Program Director . . . . . Willard A. Bishop

**CJLS**

**YARMOUTH—1934  
CBC DOMINION**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Gateway Bcstg. Co., Ltd.  
 Business Address . . . . . Drawer 440  
 Phone Number . . . . . 500  
 Studio Address . . . . . 222 Main St.  
 Transmitter Location . . . Brooklyn, Yarmouth  
 County  
 Air Time . . . . . Unlimited  
 News Service . . . . . CP  
 Transcription Service . . . . . UTS, All-Canada  
 Representative . . . . . All-Canada, Weed  
 Membership . . . . . BBM  
 President, Station Mgr. . . . . Laurie L. Smith  
 Program Director . . . . . Denny Comlau  
 Publicity Director . . . . . Fred Ball  
 Chief Engineer . . . . . Donald L. Smith

**ONTARIO**

**CJBQ**

**BELLEVILLE—1946  
CBC DOMINION SUPP**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Quinte Bcstg. Co., Ltd.  
 Business-Studio Address . . . 11 Victoria Ave.  
 Phone Number . . . . . 3200-1  
 Transmitter Location . . . . . Foxboro Hwy.  
 Air Time . . . . . Unlimited

News Service . . . . . PN  
 Transcription Service . . . . . World, Thesaurus  
 Representative . . . . . Stovin, Young  
 Membership . . . . . CAB, BBM  
 President . . . . . A. McLean Hatg  
 Station Manager . . . . . W. H. Stovin  
 Commercial Manager . . . . . J. H. MacDonald  
 Program Director . . . . . W. E. Arnold  
 Publicity Director . . . . . Scott Hannah  
 Chief Engineer . . . . . J. B. Buchanan

## CKPC

**BRANTFORD—1923**  
**CBC DOMINION SUPP**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . Telephone City Bcst., Ltd.  
Address . . . . . 49-51 Colborne St.  
Phone Number . . . . . 3-2664  
Transmitter Location . . . . . Cockshutt Rd.  
Air Time . . . . . Unlimited  
Transcription Service . . . . . World  
Representative . . . . . J. L. Alexander  
President, General Mgr. . . Mrs. J. D. Buchanan  
Commercial Manager . . . . . Hugh Bremner  
Program Director . . . . . Wally Shubat  
Chief Engineer . . . . . Ken Stewart

## CFJM

**BROCKVILLE—1943**  
**CBC DOMINION**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned By . . . Eastern Ontario Bcstg. Co., Ltd.  
Business-Studio Address . . . . . Revere Hotel  
Phone Number . . . . . 4628  
Transmitter Location . . . . . Prescott Hwy.  
Air Time . . . . . Unlimited  
News Service . . . . . BUP  
Representative . . . . . Stovin, Young  
Membership . . . . . CAB  
Owner, Gen.-Sta.-Comm. Mgr. . . Jack R. Radford  
Program Director . . . . . Pat Byrne  
Program Manager . . . . . Tom Statham  
Chief Engineer . . . . . John G. Brastford

## CFCO

**CHATHAM—1926—CBC DOMINION**

Frequency: 630 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . John Beardall  
Business Address . . . . . P. O. Box 277  
Phone Number . . . . . 2626  
Transmitter Location . . . . . William Pitt Hotel  
Air Time . . . . . Unlimited  
News Service . . . . . BUP  
Transcription Service . . . . . Cole  
Owner, Gen. Manager . . . . . John Beardall  
Comm.-Prom. Manager . . . . . Peter Kirkey  
Program Director . . . . . George Sulman  
Chief Engineer . . . . . Gordon Brooks

## CKSF

**CORNWALL—1945**  
**CBC DOMINION SUPP**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Standard-Freeholder, Ltd.  
Business-Studio Address . . . . . 36 Pitt St.  
Phone Number . . . . . 1703  
Transmitter Location . . . . . Toll Gate Rd.  
Air Time . . . . . Unlimited  
News Service . . . . . CP  
Transcription Service . . . . . World

Representative . . . . . Stovin, McGillvra  
Membership . . . . . CAB, BBM  
President . . . . . Phillip Robertson  
Gen., Station-Comm. Mgr. . . . H. Harrison Flint  
Program Director . . . . . Howard H. Brailey  
Publicity Director . . . . . Margaret Gillie  
Chief Engineer . . . . . Mahlon Clark

## CKFI

**FORT FRANCES—1944**  
**CBC DOMINION SUPP—KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Radio Station CKFI  
Bus.-Studio Address . . . . . 240 Scott St.  
Phone Number . . . . . Fl. Frances 20  
Transmitter Location . . . . . Pither's Point Pk.  
Air Time . . . . . Unlimited  
News Service . . . . . PN  
Transcription Service . . . . . Keystone  
Representative . . . . . Alexander  
President . . . . . J. G. McLaren  
Sta. Comm., Gen. Mgr. . . . . W. H. McLellan  
Program Director . . . . . Leon Jourard  
Chief Engineer . . . . . George Bishop

## CKPR

**FORT WILLIAM—1931**  
**CBC TRANS-CANADA**

Frequency: 580 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Dougall Motor Car Co.  
Bus.-Studio Address . . . . . 416 Victoria Ave.  
Phone Number . . . . . 33477  
Transmitter Location . . . . . Memorial Ave.,  
Port Arthur  
Air Time . . . . . 7:15 a.m.-11:40 p.m.  
News Service . . . . . PN  
Transcription Service . . . . . Thesaurus, United  
Representative . . . Stovin, Radio Representatives,  
Young, All-Canada, Oakes  
Membership . . . . . BBM, CAB  
President . . . . . H. F. Dougall  
Commercial Manager . . . . . George Jeffrey  
Prod. Director . . . . . Eldon Wilcox  
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 . . . . . Unlimited  
News Service . . . . . PN  
Transcription Service . . . . . Cole, Lang-Worth  
Representative . . . . . Radio Reps., Cooke  
Prés., Station Mgr. . . . . Wallace Slatter  
Commercial Mgr. . . . . Frederick T. Metcalf  
Program Director . . . . . Laurie J. Lohman  
Chief Engineer . . . . . D. A. Page

## CHML

**HAMILTON—1927**  
**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 . . . . . Unlimited  
News Service . . . . . BUP  
Transcription Service . . . Standard, Associated  
Representatives . . . . . Natl. Bcst. Sales,  
Metropolitan, Hunt, Young  
Membership . . . . . CAB, BBM  
President . . . . . Kenneth D. Sable  
Gen. Station Mgr., Prog. Dir. . . . . Tom Darling  
Commercial Manager . . . . . W. D. Whitaker  
Sales Prom. Mgr., Pub. Dir. . . . . E. S. Stock  
Chief Engineers . . . . . Hugh Potter, Phil Tahany

## CKOC

**HAMILTON—1922**  
**CBC TRANS-CANADA SUPP**

Frequency: 1150 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Wentworth Radio Bcstg.  
Co., Ltd.  
Bus.-Studio Add. . . . . King William & John Sts.  
Phone Number . . . . . 7-4483  
Transmitter Location . . . . . Elfrida  
Air Time . . . . . Unlimited  
News Service . . . . . PN, AP, Reuters  
Transcription Service . . . . . Thesaurus, World  
Representative . . . . . All-Canada, Weed  
Membership . . . . . CAB, BBM  
President . . . . . Harold R. Carson  
Station Manager . . . . . W. T. Cranston  
Commercial Manager . . . . . L. A. Westmoreland  
Asst. Manager . . . . . J. Lyman Potts  
Program Director . . . . . J. O. Stone  
Chief Engineer . . . . . Leslie Horton

## CJRL

**KENORA—1938—CBC DOMINION**

Frequency: 1220 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . James Richardson &  
Sons, Ltd.  
Address . . . . . Johnson Block  
Phone Number . . . . . 717  
Transmitter Location . . . . . Jaffray Township  
Air Time . . . . . Unlimited  
News Service . . . . . CP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Stovin, Cooke  
Membership . . . . . CAB, BBM  
President . . . . . Mrs. James Richardson  
Station Commercial Manager . . . . . G. A. McLean  
Sales Prom. Mgr., Pub. Dir. . . . . James Thom  
Program Director . . . . . Thomas E. Lavers  
Musical Director . . . . . Irwin Stein  
Chief Engineer . . . . . F. J. Hackett

## CKWS

**KINGSTON—1942**  
**CBC TRANS-CANADA**

Frequency: 960 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Brookland Co., Ltd.  
Address . . . . . 304 King St.  
Phone Number . . . . . 4405  
Transmitter Location . . . . . Wolfe Island  
Air Time . . . . . Unlimited  
News Service . . . . . PN  
Transcription Service . . . Standard, Lang-Worth,  
World  
Representative . . . . . Natl. Bcst. Sales  
Membership . . . . . CAB  
President . . . . . Senator W. R. Davies  
Station Manager . . . . . Roy W. Hoistetter  
Commercial Manager . . . . . Karl Monk  
Program Director . . . . . Jack Pollie  
Chief Engineer . . . . . Burt Cobb

## CJKL

**KIRKLAND LAKE—1934**  
**CBC TRANS-CANADA**

Frequency: 560 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Northern Bcstg. Co., Ltd.  
Address . . . . . Govt. Rd.  
Phone Number . . . . . 27  
Transmitter Location . . . . . Dane  
Air Time . . . . . Unlimited  
News Service . . . . . PN  
Transcription Service . . . Standard, Thesaurus,  
Lang-Worth  
Representative . . . . . Natl. Bcst. Sales, Cooke  
Membership . . . . . CAB  
President . . . . . Roy H. Thomson  
Manager . . . . . Harry M. Edgar  
Commercial Manager . . . . . Don Lawrie  
Program Director . . . . . Cliff Harrison  
Chief Engineer . . . . . Les Oliver

## CKCR

**KITCHENER—1929**  
**CBC DOMINION SUPP**

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 . . . . . Unlimited  
News Service . . . . . PN  
Transcription Service . . . . . UTS, Associated  
Representative . . . . . William Wright  
Pres.-Station Mgr. . . . . W. C. Mitchell  
Commercial Manager . . . . . G. Liddle  
Prod. Manager . . . . . Ed Manning  
Chief Engineer . . . . . Bill Marchand

**CFPL**

LONDON—1922—CBC DOMINION

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. London Free Press Printing Co.  
 Address 442 Richmond St.  
 Phone Number Metcalfe 5200  
 Transmitter Location R.R. 1, Glanworth  
 Air Time Unlimited  
 News Service PN  
 Transcription World, Standard, Lang-Worth  
 Representative Weed, All-Canada  
 Membership CAB, BBM  
 President Walter J. Blackburn  
 General Manager Murray T. Brown  
 Sales Promotion Manager Douglas C. Trowell  
 Program Director Robert A. Reinhart  
 Production Director Frank E. Armstrong  
 Publicity Director J. Burke Martin  
 Chief Engineer Glen A. Robitaille

**CHVC**

NIAGARA FALLS—1947

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Oper. By Radio Station CHVC, Ltd.  
 Business Address 1745 River Rd.  
 Phone Number Niagara Falls, Ont. 4110;  
 Niagara Falls, N. Y. 9801  
 Studio Address Rainbow Bridge  
 Transmitter Location Queen Elizabeth Way  
 Air Time Unlimited  
 News Service BUP  
 Transcription Service World  
 Representative Cooke, Alexander  
 President B. Howard Bedford  
 Assistant Manager Wesley M. Schwab  
 Manager Welland Frank Sheppard  
 Manager St. Catharines R. H. Hamilton  
 Sales Manager Dick Jackson  
 Production Director Arthur W. Blakely  
 Chief Engineer George Slinn

**CFCH**

NORTH BAY—1931—CBC  
 TRANS-CANADA

Frequency: 600 Kc. Power: 1000 Watts  
 Owned-Oper. By Northern Bcstg. Co., Ltd.  
 Address Fraser St. & First Ave.  
 Phone Number 2400  
 Transmitter Location Nipissing Junction  
 Air Time Unlimited  
 News Service CP  
 Transcription Service Standard, Lang-Worth  
 Representative Natl. Bcst. Sales, Cooke  
 President Roy H. Thomson  
 General Manager Jack M. Davidson  
 Station Manager Cliff O. Pickrem  
 Commercial Manager Keith Packer  
 Sales Promotion Manager Gord Burnett  
 Pgm., Prod. Dir. Phil Clayton  
 Publicity Director Melba Gribbon  
 Chief Engineer Jack Barnaby

**CFOR**

ORILLIA—1945—CBC DOMINION

Frequency: 1570 Kc. Power: 1000 Watts  
 Owned-Oper. By Gordon E. Smith  
 Bus. Studio Address 101 Mississaye St., E.  
 Phone Number 3511  
 Transmitter Location Orillia Township  
 Air Time Unlimited  
 News Service BUP  
 Transcription Service Cole  
 Representative Stovin  
 Membership CAB, BBM  
 President, General Mgr. Gordon E. Smith  
 Program Director James McGarvey  
 Commercial Manager Alex Gilmour  
 Promotion Manager Russ Waters  
 Chief Engineer Donald McBride

**CKDO**

OSHAWA—1946

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Oper. By Oshawa Bcstg. Co., Ltd.  
 Business-Studio Address 16 Centre St.  
 Phone Number 4481  
 Transmitter Location Westmount  
 Air Time Unlimited  
 News Service PN  
 Transcription Service World  
 Representative Alexander, Weed  
 President Walter A. Dales  
 General Manager Ross R. Rowlands  
 Program Director William B. Swinton  
 Chief Engineer Bert McCollun

**CBO**

OTTAWA—1924  
 CBC TRANS-CANADA

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  
 Air Time Unlimited  
 Gen.-Sta. Mgr., Prog. Dir. Charles P. Wright  
 Chief Engineer Maxted Gilbert

**CFRA**

OTTAWA—1947

Frequency: 560 Kc. Power: 1000 Watts  
 Owned-Operated By CFRA Registered  
 Business Address Auditorium, Catherine St.  
 Phone Number 3-6241  
 Transmitter Location City View  
 Air Time Unlimited  
 News Service BUP  
 Transcription Service Standard, World, Cole  
 Representative All-Canada, Weed  
 Membership CAB, BBM

President, General Mgr. . . . . Frank Ryan  
 Commercial Manager . . . . . George M. Gowling  
 Program Director . . . . . Fred Davis

## CKOY

**OTTAWA—1924—CBC DOMINION**

Frequency: 1310 Kc. . . . . Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Operated By . . . . . CKOY, Ltd.  
 Address . . . . . 272 Scmerset St., W.  
 Phone Number . . . . . 3-5658  
 Air Time . . . . . Unlimited  
 News Service . . . . . BUP, AP, UP, Reuters  
 Transcription Service . . . . . Associated, Lang-Worth  
 Representative . . . . . Cooke, Natl. Bcst. Sales  
 President . . . . . Duncan K. MacTavish  
 General Manager . . . . . T. Edgar Guest  
 Commercial Manager . . . . . Don Davis  
 Program Director . . . . . Jack Alexander  
 Chief Engineer . . . . . John McGrail

## CFOS

**OWEN SOUND—1940  
 CBC DOMINION SUPP**

Frequency: 1470 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Grey & Bruce Bcstg. Co.,  
 Ltd.  
 Business-Studio Address . . . . . 9th St. E.  
 Phone Number . . . . . 1940  
 Transmitter Location . . . . . Sydenham Township  
 Air Time . . . . . Unlimited  
 News Service . . . . . PN  
 Transcription Service . . . . . World  
 Representative . . . . . Stovin, Young  
 Membership . . . . . CAB, BBM  
 President . . . . . Howard Fleming  
 Station Manager . . . . . William N. Hawkins  
 Commercial Manager . . . . . D. Ferry  
 Sales Prom. Mgr., Pub. Dir. . . . . R. Thomson  
 Program Director . . . . . E. Smith  
 Production Director . . . . . William Fulton  
 Chief Engineer . . . . . R. Turnpenny

## CHOV

**PEMBROKE—1942—CBC DOMINION**

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Ottawa Valley Bcstg. Co.,  
 Ltd.  
 Address . . . . . 97 Albert St.  
 Phone Number . . . . . 1350  
 Transmitter Location . . . . . E. of Pembroke  
 Air Time . . . . . Unlimited  
 News Service . . . . . BUP  
 Transcription Service . . . . . Thesaurus, SESAC  
 Representative . . . . . Stovin, Young  
 Pres., Gen. Mgr. . . . . E. G. Archibald  
 Program Director . . . . . Bill Kutshke  
 Promotion Manager . . . . . Marg. Miller  
 Chief Engineer . . . . . W. E. Schmidt

## CHEX

**PETERBOROUGH—1942  
 CBC DOMINION**

Frequency: 1430 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Brookland Co., Ltd.  
 Bus.-Studio Address . . . . . Examiner Bldg.  
 Phone Number . . . . . 2-0451  
 Transmitter Location . . . . . Otonabee  
 Air Time . . . . . Unlimited  
 News Service . . . . . PN  
 Transcription Service . . . . . World, Lang-Worth  
 Representative . . . . . Natl. Bcst. Sales  
 President . . . . . Sen. W. R. Davies  
 Vice President . . . . . Roy H. Thomson  
 Station Manager . . . . . Russ Baer  
 Commercial Mgr. . . . . E. L. Jones  
 Program Director . . . . . Don Nairn  
 Chief Engineer . . . . . Bert Crump

## CFPA


**PORT ARTHUR—1944  
 CBC DOMINION**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Ralph H. Parker  
 Bus.-Studio Address . . . . . Public Utilities Bldg.  
 Phone Number . . . . . 5-7651  
 Transmitter Location . . . . . Memorial Ave.  
 Air Time . . . . . Unlimited  
 Transcription Service . . . . . Lang-Worth, Standard  
 Representative . . . . . National Broadcast Sales,  
 Broadcast Representatives, Hunt, Weed  
 Membership . . . . . CAB, BBM  
 Gen., Sta. Mgr. . . . . Ralph H. Parker  
 Commercial Manager . . . . . R. P. MacGowan  
 Program Director . . . . . Roy Dahmer

## CKTB

**ST. CATHARINES—1930  
 CBC DOMINION SUPP**

Frequency: 1550 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . The Niagara District Bcstg.  
 Co., Ltd.  
 Business-Studio Address . . . . . 12 Yates St.  
 Phone Number . . . . . 5-7351  
 Transmitter Location . . . . . Lakeshore Rd.,  
 Port Dalhousie  
 Air Time . . . . . Unlimited  
 News Service . . . . . PN  
 Transcription Service . . . . . Thesaurus, UTS  
 Representative . . . . . National Broadcast Sales,  
 J. H. McGillvra  
 Membership . . . . . CAB, BBM  
 President, Station Mgr. . . . . W. B. C. Burgoyne  
 Managing Director . . . . . H. B. Burgoyne  
 Commercial Manager . . . . . V. A. Lococo  
 Sales Prom. Manager . . . . . W. C. Wingrove  
 Production Manager . . . . . W. C. Wheeler  
 Chief Engineer . . . . . W. H. Allen



# **YOUR ADVERTISING DOLLAR...**

**O**N CFRB you reach more listeners per dollar than on any other Toronto Station. That's why CFRB advertisers keep on using the station year after year.

Ask them why they stay! Perhaps they won't quote figures or facts . . . but they'll give you the real answer. They stay because they get results! They stay because they reach more radio homes, more prospects for their product . . . selling an audience that's been growing for over twenty years!

**CFRB  
TORONTO**

**REPRESENTATIVES:**

**UNITED STATES**

Adam J. Young Jr., Incorporated

**CANADA**

All-Canada Radio Facilities Ltd.

**Ontario's Favourite Radio Station!**



# CHLO

**ST. THOMAS—1948**

**CBC TRANS-CANADA SUPP**

Frequency: 680 Kc. . . . . Power: 1000 Watts  
 Business-Studio Address . . . . . Radio Centre  
 Phone Number . . . . . 3696  
 Transmitter . . . . . Cons. 8 Yarmouth Township  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, PN  
 Transcription Service . . . . . Lang-Worth, Associated  
 Representative . . . . . Radio Reps., Cooke  
 Membership . . . . . CAB, BBM  
 Pres., Gen. Mgr. . . . . J. F. Peterson  
 Commercial Manager . . . . . G. N. Miller  
 Pgm., Prod. Dir. . . . . L. C. Evans  
 Chief Engineer . . . . . J. C. Warder

# 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 . . . . . 4000  
 Air Time . . . . . Unlimited  
 Transcription Service . . . . . Standard, Lang-Worth  
 Representative . . . . . Natl. Bcst. Sales, Cooke  
 President . . . . . H. M. Hueston  
 General, Station Manager . . . . . Claude R. Irvine  
 Commercial Manager . . . . . Gerry Hall  
 Publicity Director . . . . . James A. Kirkpatrick  
 Program Director . . . . . Grant Webber  
 Chief Engineer . . . . . Robert F. Cooke

# CJIC

**SAULT STE. MARIE—1934**

**CBC TRANS-CANADA**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Hyland Bcstg. Co.  
 Address . . . . . Windsor Hotel  
 Phone Number . . . . . 3500  
 Transmitter Location . . . . . Peoples Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . PN  
 Transcription Service . . . . . World  
 Representative . . . . . J. L. Alexander, McGillvra  
 Membership . . . . . CAB, BBM  
 Chief Exec., Gen. Mgr. . . . . J. G. Hyland  
 Sales Promotion Manager . . . . . E. Vance  
 Program Director . . . . . J. Basil Scully  
 Chief Engineer . . . . . Italo Marinelli

# CJCS

**STRATFORD—1927**

**CBC DOMINION SUPP**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Frank M. Squires

Address . . . . . Reynolds Bldg.  
 Phone Number . . . . . 1675  
 Air Time . . . . . 7 a.m.-11 p.m.  
 News Service . . . . . UP, BUP  
 Transcription Service . . . . . World  
 Representative . . . . . All Canada, Weed  
 President, General Mgr. . . . . Frank M. Squires  
 Station, Comm. Sales Prom. Mgr. . . . . S. E. Tapley  
 Prod., Pgm., Pub. Dir. . . . . Alex L. Smith  
 Chief Engineer . . . . . John Grigg

# CHNO

**SUDBURY—1947**

**CBC DOMINION SUPP**

Frequency: 1440 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Sudbury Bcstg. Co., Ltd.  
 Business Address . . . . . 166 Elm St., W.  
 Phone Number . . . . . 6-6416  
 Air Time . . . . . Unlimited  
 News Service . . . . . PN  
 Transcription Service . . . . . Associated  
 Representative . . . . . Wright, Young  
 President, General Mgr. . . . . F. B. Ricard  
 Station Commercial Manager . . . . . R. Riel  
 Sales Manager . . . . . M. E. Bond  
 Program Director . . . . . Don Kiloran  
 Publicity Director . . . . . John Boyd  
 Chief Engineer . . . . . Phil Empey

# CKSO

**SUDBURY—1935**

**CBC TRANS-CANADA**

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . CKSO, Sudbury, Ltd.  
 Business-Studio Address . . . . . 21 Elgin St., N.  
 Phone Number . . . . . 77-505  
 Transmitter Location . . . . . 7 Mi. from Sudbury  
 at McFarlane Lake  
 Air Time . . . . . Unlimited  
 News Service . . . . . PN  
 Transcription Service . . . . . Thesaurus, World  
 Representative . . . . . All-Canada, Weed  
 Membership . . . . . BMB  
 President . . . . . G. M. Miller, K.C.  
 General Manager . . . . . W. J. Woodill  
 Program Director . . . . . K. Dobson  
 Chief Engineer . . . . . R. F. Chinnick

# CKGB

**TIMMINS—1933**

**CBC TRANS-CANADA**

Frequency: 680 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Northern Bcstg. Co., Ltd.  
 Bus.-Studio Address . . . . . Thompson Bldg.  
 Phone Number . . . . . 2000

• • • **ONTARIO** • • •

Transmitter Location.....Mountjoy Township  
Air Time .....Unlimited  
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.....Edwin Bowser  
Program Director .....Jesse French  
Chief Engineer.....Ernie Mott

**CBL**

**TORONTO—1927**  
**CBC TRANS-CANADA**

Frequency: 740 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Business-Studio Address.....354 Jarvis St.  
Phone Number.....Midway 5481  
Transmitter Location.....Hornby  
Air Time .....Unlimited  
News Service.....BUP, Reuters, PN, CP  
Representative .....CBC  
President (CBC).....Dr. Augustin Frigon  
Director General Programs.....Ernest L. Bushnell  
Commercial Manager (CBC).....E. A. Weir  
Program Director.....Harry J. Boyle  
Prod. Director.....J. Kannawin  
Publicity Director.....Ron C. Fraser  
Chief Engineer.....Howard Hilliard

**CFRB**

**TORONTO—1927—CBS**

Frequency: 1010 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Rogers Radio Ccstg. Co., Ltd.  
Business-Studio Address.....37 Bloor St. W.  
Phone Number.....Midway 3515  
Transmitter Location.....Clarkson  
Air Time .....Unlimited  
News Service.....BUP, PN  
Transcription Service.....Associated, Thesaurus,  
World  
Representative .....Young, All-Canada  
Membership .....CAB, BBM  
President .....Harry Sedgwick  
Station Manager.....Lloyd Moore  
Commercial Manager.....Waldo Holden  
Program Director.....Wes McKnight  
Publicity Director.....Ken Marsden  
Chief Engineer.....Clive Eastwood  
*(See Page 740)*

**CHUM**

**TORONTO—1945**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....York Bcstrs., Ltd.

Address.....225 Mutual St.  
Phone Number.....Elgin 4271  
Transmitter Location.....Lawrence Ave. &  
Don Mills Rd.  
Air Time .....Sunrise-sunset  
News Service.....UP, BUP  
Transcription Service.....Lang-Worth, United,  
Standard  
Representative .....Alexander McGillvra  
Membership .....CAB, BBM  
President.....John H. Q. Part  
General-Comm. Mgr.....Roland E. Ford  
Sales Promotion Manager.....Leigh Stubbs  
Program Director.....Larry Mann  
Publicity Director.....Phil Stone  
Chief Engineer.....Dr. Curt Borchardt

**CJBC**

**TORONTO—1936**  
**CBC DOMINION**

Frequency: 860 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Business-Studio Address.....354 Jarvis St.  
Phone Number.....Midway 5481  
Transmitter Location.....Dixie  
Air Time .....Unlimited  
News Service.....PN, BUP, Reuters  
Membership .....BMB  
President (CBC).....Dr. Augustin Frigon  
Dir. Gen. of Programs.....E. L. Bushnell  
Manager, Dominion Net.....H. G. Walker  
Commercial Manager.....E. A. Weir  
Program Director.....Robert W. McGill  
Supervisor of Press & Information.....R. C. Fraser  
Supervising Engineer (Toronto Area)  
H. R. Hilliard

**CKEY**

**TORONTO—1944**

Frequency: 580 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned By.....Toronto Bcstg. Co., Ltd.  
Bus-Studio Address.....444 University Ave.  
Phone Number.....Waverly 3881  
Transmitter Location.....Scarboro  
Air Time .....Unlimited  
News Service.....PN, BUP  
Transcription Service.....World, Lang-Worth,  
Standard, Associated  
Rep. ....Natl. Bcst. Sales, Cooke, Hunt  
Membership .....CAB  
President, General Mgr.....Jack K. Cooke  
Station Manager.....Hal Cooke  
Program Director.....Don Insley  
Production Manager.....Ed Houston  
Publicity Director.....John Thompson  
Chief Engineer.....Ernie M. Swan

**ONTARIO-PRINCE EDWARD ISLAND-QUEBEC**

**CKLW**

WINDSOR CBC TRANS-CANADA  
DOMINION SUPP  
(See Listing, Detroit, Mich.)

**CKNX**

WINGHAM—1926  
CBC—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 Unlimited  
News Service BUP  
Transcription Service Cole, Lang-Worth, World  
Representative Alexander, Young  
President, General Mgr. W. T. Cruickshank  
Station Manager J. J. Cruickshank  
Commercial Manager G. W. Cruickshank  
Sales Prom. Manager V. Dittmer

Program Director J. F. Brent  
Prod. Director 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 Wright  
Membership CAB  
President, Gen.-Station Mgr. Monty J. Werry  
Comm.-Sales Prom. Mgr. W. Stanley Smith  
Prog. Dir., Prod. Mgr. Bruce Marsh  
Chief Engineer R. A. Clark

**-PRINCE EDWARD ISLAND-**

**CFCY**

CHARLOTTETOWN—1924  
CBC DOMINION-MARITIME

Frequency: 630 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By Island Radio Bcstg. Co.  
Business-Studio Address 85 Kent St.  
Phone Number 741  
Transmitter Location W. Royalty  
Air Time 7:25 a.m.-12:10 a.m.  
News Service PN  
Transcription Service Associated, Standard,  
Lang-Worth  
Representative All-Canada, Weed  
Membership CAB  
Pres., Managing Dir. Lt. Col. K. S. Rogers  
Station Manager R. F. Large  
Promotion Manager W. J. Brown, Jr.  
Technical Spvr. A. L. Finley

**CJRW**

SUMMERSIDE—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Gulf Bcstg. Co., Ltd.  
Business-Studio Address 218 Water St.  
Phone Number 2201-2  
Transmitter Location Read's Corner, 2 Mi.  
E. of Summerside  
Air Time 7:30 a.m.-9 p.m.  
News Service BUP  
Transcription Service World, All-Canada,  
Guild Radio Features  
Representative Radio Reps.  
Membership CAB, BBM  
President H. E. Gaudet  
Sta.-Comm. Mgr., Chief Engineer A. G. Rogers  
Program Director R. C. Schurman

**QUEBEC**

**CHAD**

AMOS—1942—CBC FRENCH SUPP

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Northern Radio Inc.  
Business Address Rouyn  
Studio Address Reilly Block Bldg., Main St.,  
Capitol Theatre Bldg.

Transmitter Location Amos  
Air Time 7 a.m.-M.  
News Service PN  
Transcription Associated, World  
Representative Weed  
Membership CAB, BMB  
President David Armand Gourd  
Station Manager Joseph Duguay

**C B J**

**CHICOUTIMI—1933—CBC FRENCH**

Frequency: 1580 Kc. Power: 10,000 Watts  
 Owned-Oper. By Canadian Bcstg. Corp.  
 Business-Studio Address 315 Racine St.  
 Phone Number 4456  
 Transmitter Location Rang San Antoine  
 Air Time Unlimited  
 Representative CBC  
 Membership BMI  
 General Manager Marcel Ouimet  
 Station Manager Vilmond Fortin  
 Commercial Manager Maurice Valiquette  
 Sales Promotion Manager Gilbert Lessard  
 Production Director Roger Daveluy  
 Publicity Director Jean Saint-Georges  
 Chief Announcer L. H. Desjardins  
 Chief Engineer J. E. Roberts  
 Farm Editor Armand Berube

**C H E F**

**GRANBY—1945**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By The Granby Bcstg. Co.  
 Business-Studio Address 7 Johnson St.  
 Phone Number 353  
 Transmitter Location Abbotsford Rd.  
 Air Time 6 a.m.-M.  
 News Service PN  
 Transcription Service World, United  
 Representative Renaud  
 Membership CAB, BBM  
 General Manager Gerard Laliberte

**CKCH**

**HULL—1933—CBC FRENCH SUPP**

Frequency: 970 Kc. Power: 1000 Watts  
 Owned-Oper. By Syndiat d'Ouvres Sociales  
 Ltée.  
 Business Studio Address 121 Notre-Dame St.  
 Phone Number 2-1701  
 Transmitter Location Deschenes  
 Air Time Unlimited  
 News Service PN  
 Representative Renaud, McGillvra  
 Membership CAB, BBM, FMA  
 President L. J. Billy  
 General Station Manager J. P. Lemire  
 Sales Promotion Manager Henry Allard  
 Program Director Henri Bergeron  
 Chief Announcer Henri Bergeron  
 Musical Director Aurele Groulx  
 Chief Engineer Max Gebhardt

**CKRS**

**JONQUIERE—1947**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Henri Lepage

Business Address 223 St. Dominique St.  
 Air Time Unlimited  
 Representative Hardy, Young  
 President Henri Lepage  
 Manager Gaston Voyer

**CKBL**

**MATANE—1948—TRANS-QUEBEC**

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Operated By La Compagnie de  
 Radiodiffusion de Matane, Ltée  
 Business-Studio Address St. Jerome St.  
 Phone Number 355  
 Air Time 7 a.m.-M.  
 Transmitter Location Poncheville  
 News Service PN  
 Transcription Service World  
 Representative Hardy-Young  
 Membership BBM  
 Pres., Gen., Station Mgr. Roger Bergeron  
 Commercial Manager René Lapointe  
 Sales Promotion Manager Bob Quinn  
 Chief Announcer Francois Raymond  
 Musical Director Agnes Charest  
 Chief Engineer Paul DuBergier  
 Farm Editor Marcel Houle

**CBF**

**MONTREAL—1937—CBC FRENCH**

Frequency: 690 Kc. Power: 50,000 Watts  
 Owned-Oper. By Canadian Bcstg. Corp.  
 Bus. Studio Address 1231 St. Catherine St. W.  
 Phone Number Plateau 7161  
 Transmitter Location Vercheres  
 Air Time 7 a.m.-M.  
 Membership BBM  
 Gen. Mgr. Dr. Augustin Frigon  
 Commercial Manager M. Valiquette  
 Station Manager Marcel Ouimet  
 Sales Promotion Manager Gilbert Lessard  
 Prod. Director Roger Laveluy  
 Publicity Director J. Saint-Georges  
 Chief Announcer Miville Couture  
 Chief Engineer H. Audet

**CBM**

**MONTREAL—1937  
 CBC TRANS-CANADA**

Frequency: 940 Kc. Power: 5000 Watts  
 Owned-Oper. By Canadian Bcstg. Corp.  
 Bus. Studio Address 1231 St. Catherine St. W.  
 Phone Number Plateau 7161  
 Transmitter Location Marieville  
 Air Time 6 a.m.-M.  
 Membership BBM  
 General Manager Dr. Augustin Frigon  
 Commercial Manager Maurice Valiquette  
 Sales Promotion Manager Gilbert Lessard

# QUEBEC

Program Director.....William O'Reilly  
Production Director.....Roger Daveluy  
Publicity Director.....Jean Saint-Georges  
Chief Announcer.....Lamont Tilden  
Chief Engineer.....Henri Audet

## C F C F

MONTREAL—1919  
ABC-CBC DOMINION

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Canadian Marconi Co.  
Bus.-Studio Address.....1231 St. Catherine St. W.  
Phone Number.....PLateau 2575  
Transmitter Location.....St. Genevieve  
Air Time.....6 a.m.-M.  
News Service.....BUP  
Transcription Service.....Standard  
Representative.....Weed, All-Canada  
Membership.....CAB, BBM  
Bcstg. Manager.....W. Victor George  
Station Manager.....Gordon F. Keeble  
Sales Supervisor.....T. J. Quigley  
Promotion Manager.....L. W. Rasberry  
Prod. Director.....Peel Steven  
Chief Announcer.....J. R. Brooks  
Chief Engineer.....John Gettenby

## CHLP

MONTREAL—1933

Frequency: 1410 Kc.....Power: 1000 Watts  
Owned-Oper. By.....La Patrie Publishing Co., Ltd.  
Address.....183 St. Catherine St., E.  
Phone Number.....PL 5225  
Studio Address.....Sun Life Bldg.  
Transmitter Location.....Laprairie  
Air Time.....Unlimited  
News Service.....PN  
Transcription Service.....Associated  
Representative.....Alexander, McGillvra  
Membership.....BMB  
Pres., Gen. Mgr.....Hon. Sen. P. R. DuTremblay  
Station Comm. Mgr.....C. A. Berthiaume  
Pgm., Prod. Dir.....Andre Chabot  
Publicity Director.....Armand Goulet  
Chief Announcer.....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.....Plateau 1805  
Transmitter Location.....MacKayville  
Air Time.....6 a.m.-12:05 a.m.  
News Service.....PN, BUP, CN

Transcription Service.....Lang-Worth,  
World, Associated  
Representative.....Young, Natl. Bcst. Sales  
Membership.....BBM, CAB  
Pres., Gen. Mgr.....J. Art. Dupont  
Program Director.....Ron Morrier  
Chief Announcer.....Hollis McCurdy  
Chief Engineer.....A. K. Taylor

## CKAC

MONTREAL—1922—CBS  
TRANS-QUEBEC

Frequency: 730 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....La Cie. De Publication,  
La Presse, Ltée.  
Phone Number.....MARquette 3811  
Business Address.....St. James St., W.  
Studio Address.....980 Stes. Catherine St., W.  
Transmitter Location.....St. Hyacinthe  
Air Time.....Unlimited  
News Service.....BUP, CP, PN, Transradio  
Transcription Service.....Associated, France,  
Lang-Worth, World  
Representative.....Young, Wright  
Membership.....CAB, BMB, BMI  
Pres., Gen. Mgr.....Sen. P. R. Du Tremblay  
Station Mgr.....Phil Lalonde  
Assistant Manager.....Roy Malovin  
Commercial Manager.....Georges Bourassa  
Sales Prom. Manager.....Robert Jouglet  
Program Director.....Ferdinand Biondi  
Production Director.....Bernard Goulet  
Publicity Director.....Marcel Theoret  
Chief Announcer.....Louis Belanger  
Chief Engineer.....Leonard Spencer

## CHNC

NEW CARLISLE—1933—CBC  
FRENCH SUPP

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Gaspesia Radio Bcstg. Co.  
Business-Studio Address.....New Carlisle  
Phone Number.....64  
Transmitter Location.....Barachois de Pasébiac  
Air Time.....6:30 a.m.-11 p.m.  
Representative.....Hardy, Young  
Membership.....BBM, CAB  
President.....Dr. Charles E. Dumont  
General Mgr.....Dr. Charles Houde  
Station-Comm. Manager.....Viateur Bernard  
Chief Engineer.....Gordon S. Coleman

## CBV

QUEBEC CITY—1934—CBC FRENCH

Frequency: 980 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Business Studio Address.....Palais Montcalm

# QUEBEC

Phone Number ..... 5-8155  
Transmitter Location ..... Charlesbourg  
Air Time ..... 7:30 a.m.-M.  
News Service ..... CP, BUP  
General Manager ..... A. Frigon  
Station Manager ..... Guy Dumais  
Comm. Mgr. (French Net) ..... Maurice Valiquette  
Prog. Dir. (French Net) ..... Marcel Ouimet  
Chief Engineer ..... Gordon W. Olive

## CHRC

QUEBEC CITY—1936  
TRANS-QUEBEC

Frequency: 800 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... CHRC, Limitée  
Business-Studio Address ..... 39 St. Jean  
Address ..... 39 St. Jean  
Phone Number ..... 2-8177  
Transmitter Location ..... Route Deneule St.  
Air Time ..... Unlimited  
News Service ..... BUP, CP  
Transcription Service ..... Lang-Worth, Thesaurus  
Representative ..... Young, Hardy  
Membership ..... CAB, FMA  
President ..... Herve Baribeau  
General Station Manager ..... Henri Lepage  
Commercial Manager ..... Aurele Pellitier  
Program Director ..... Magella Alain  
Chief Announcer ..... Roger Lebel  
Program Manager ..... Jean Bender  
Chief Engineer ..... Arsene Nadeau

## CJNT

QUEBEC—1949  
CBC TRANS-CANADA SUPP

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Goodwill Bestg. Co.  
Address ..... 405 Blvd. Hamel  
Air Time ..... Unlimited  
Transcription Service ..... SESAC  
General Manager ..... J. N. Thivierge

## CKCV

QUEBEC CITY—1924  
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  
Transmitter Location ..... St. Louis Rd., Ste. Foye  
Air Time ..... 7 a.m.-1 a.m.  
News Service ..... PN  
Transcription Service ..... World, UTS  
Representative ..... Renaud, Weed  
Membership ..... CAB, BBM  
President ..... Gaston Pratte  
General-Station Co. Mgr. .... Paul Lepage  
Sales Promotion Manager ..... Marie Paul Vachon  
Pgm. Prod. Dir., Chf. Ann. .... Marcel Leboeuf

Publicity Director ..... Jean Bender  
Musical Director ..... Roger Lechance  
Chief Engineer ..... Albert DuBerger

## CJBR

RIMOUSKI—1937  
CBC FRENCH SUPP

Frequency: 900 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... The Central Public Service  
Corp., Ltd.  
Address ..... 39 St. John St.  
Phone Number ..... 396  
Transmitter Location ..... Notre-Dame du  
Sacre Coeur  
Air Time ..... Unlimited  
News Service ..... PN  
Transcription Service ..... United, Standard  
Representative ..... Stovin, Young  
Membership ..... BBM  
President ..... J. A. Brillant  
Manager ..... Guy Caron  
Commercial Manager ..... Andre Lecomte  
Program Director ..... Francois Raymond  
Pgm. Dir., Prom. Mgr. .... Guy Ross  
Chief Engineer ..... F. C. Daok

## CJFP

RIVIERE-DU-LOUP—1947  
CBC FRENCH SUPP

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Radio Temiscouata Ltée.  
Business Address ..... 203 Lafontaine St.  
Phone Number ..... 536  
News Service ..... TP  
Representative ..... Renaud, Young  
Asst. Manager ..... Bertran Polvin  
Comm. Manager ..... Henri Legueux  
Prom. Mgrs. .... Henri Boudeaux, Yves Marchand  
Chief Engineer ..... Raymond Lavioie

## CHRL

ROBERVAL—1949

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Radio Roberval Inc.  
Address ..... Hotel Maison Blanche  
Air Time ..... Unlimited  
News Service ..... PN  
Representative ..... Renaud  
President ..... Fernand Levesque  
General Manager ..... L. Morin

## 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  
Air Time ..... Unlimited

News Service .....PN  
 Transcription Service ..... Associated, World  
 Representative ..... Renaud  
 President, General Manager... David A. Gourd  
 Program Director..... Maurice Dobois  
 Chief Engineer..... George H. Pope

## CHGB

**STE. ANNE DE LA POCATIERE—1949**  
**CBC FRENCH SUPP**

Frequency: 570 Kc.....Power: 1000 Watts  
 Owned-Operated By.....G. Thomas Desjardins  
 Business Address ..... Main St.

## 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 ..... 2071  
 Transmitter Location... King St., E. Sherbrooke  
 Air Time ..... 6 a.m.-M.  
 Transcription Service... World, UTS, Thesaurus  
 Representative ..... Young, Hardy  
 President..... Hon. Jacob Nicol  
 General Manager..... A. Gauthier  
 Program Director ..... J. L. Gauthier  
 Commercial Manager..... Jean Tremblay  
 Chief Announcer..... J. P. Lassonde  
 Chief Engineer..... Romeo Paquette

## CKTS

**SHERBROOKE—1945**  
**CBC DOMINION**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Sherbrooke Telegram  
 Business-Studio Address..... 3 Marquette St.  
 Phone Number ..... 971  
 Transmitter Location... King St., E. Sherbrooke  
 Air Time ..... Unlimited  
 Transcription Service..... Thesaurus, World  
 Representative ..... Young, Hardy  
 President..... Hon. J. Nicol  
 General Manager..... A. Gauthier  
 Prog.-Pub. Director..... J. L. Gauthier  
 Commercial Manager..... Jean Tremblay  
 Chief Announcer..... Joseph Walters  
 Chief Engineer..... Y. Fortier

## CJSO

**SOREL—1945—FRA**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..... Radio Richelieu, Ltd.  
 Business Studio Address..... 72 Rue Du Roi  
 Phone Number ..... 3318  
 Transmitter Location..... National Hwy.  
 Air Time..... 7a.m.-11 p.m.

News Service .....PN  
 Representative ..... Renaud  
 President..... J. Arthur Villeneuve  
 General Manager..... Henri Olivier  
 Station Manager..... Maurice Boulianne  
 Program Director..... Wilfrid Mondoux  
 Chief Announcer..... Jean Riendeau  
 Chief Engineer..... Joseph Cardin

## CHLN

**THREE—RIVERS—1937**

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Oper. By..... Le Nouvelliste, Lté.  
 Bus.-Studio Address... Chateau de Blois Hotel  
 Phone Number ..... 4500  
 Transmitter Location..... Montreal Hwy.  
 Air Time ..... Unlimited  
 News Service .....PN  
 Transcription Service..... World, UTS  
 Representative ..... Hardy, Young  
 Membership ..... CAB, BBM  
 Station Manager..... Léon Trépanier

## CKVD

**VAL D'OR—1939—CBC FRENCH**  
**SUPP**

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned-Oper. By..... Northern Radio, Inc.  
 Address..... Reilly Block, Rouyn  
 Phone Number ..... TA 7245  
 Transmitter Location..... Val d'Or  
 Air Time ..... Unlimited  
 Representative ..... Renaud, Weed  
 Membership ..... CAB  
 President..... David A. Gourd  
 Station Manager..... Louis Hillier

## CKVL

**VERDUN—1946**

Frequency: 980 Kc.....Power: 1000 Watts  
 Owned-Operated By..... J. Tietolman  
 Business Studio Address..... 211 Gordon Ave.  
 Phone Number ..... Tremore 2525  
 Transmitter Location..... Laprairie, Que.  
 Air Time ..... Unlimited  
 News Service .....PN, BUP  
 Transcription Service... Lang-Worth, United  
 Representative ..... Stovin, Cooke  
 President, General Manager... Jack Tietolman  
 Station Manager..... Corey Thomson  
 Commercial Manager..... Judah Tietolman  
 Sales Promotion Manager..... A. R. Wilson  
 Program Director... Omer Duranceau (French),  
 Hal Stubbs (English)  
 Production Director..... Marcel Provost  
 Publicity Director..... Arthur Lefebvre  
 Chief Announcer..... Gilles Pellerin  
 Musical Director ..... Billy Munroe  
 Chief Engineer..... J. C. Charlebois  
 Farm Editor..... Jean Bertrand

# —SASKATCHEWAN—

## CHAB

MOOSE JAW—1935  
CBC DOMINION

Frequency: 800 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . CHAB, Ltd.  
Bus.-Studio Address . . . . . Grant Hall Hotel  
Phone Number . . . . . 3282  
Transmitter Location . . . . . Boharm  
Air Time . . . . . Unlimited  
News Service . . . . . PN  
Transcription Service . . . . . Lang-Worth, Cole  
Representative . . . . . Stovin, Weed  
President . . . . . J. E. Slaughter  
General Manager . . . . . J. S. Boyling  
Commercial Manager . . . . . Lloyd Crittendon  
Promotion Manager . . . . . Bernice Ward  
Production Director . . . . . Jim Purvis  
Program Director . . . . . Jim Cloak  
Chief Engineer . . . . . M. Pickford

## CKCK

REGINA—1922  
CBC TRANS-CANADA SUPP

Frequency: 620 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Leader-Post, Ltd.  
Bus.-Studio Address . . . . . Leader-Post Bldg.  
Phone Number . . . . . 8525  
Transmitter Location . . . . . Rowatt  
Air Time . . . . . Unlimited  
News Service . . . . . BUP, PN  
Transcription Service . . . . . World  
Representative . . . . . All-Canada, Weed  
Membership . . . . . CAB, BBM  
President . . . . . Victor M. Sifton  
General Manager . . . . . Harold A. Crittenden  
Commercial Manager . . . . . Gil Seabrook  
Sales Prom. Manager . . . . . Maxine Vance  
Prod. Director . . . . . D. R. Dawson  
Chief Engineer . . . . . E. A. Strong

## CJNB

NORTH BATTLEFORD—1946

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Northwestern Bcstg. Co., Ltd.  
Business Address . . . . . Box 38  
Phone Number . . . . . 2373  
Studio Address . . . . . 66 E. 1st Ave.  
Transmitter Location . . . . . Riverview  
Air Time . . . . . Unlimited  
News Service . . . . . World  
Transcription Service . . . . . World, United  
Representative . . . . . Stovin  
Membership . . . . . CAB, BPM  
General, Station Manager . . . . . Hume A. Lethbridge  
Commercial, Sales Prom. Mgr. . . . . William Brown  
Prod. Dir., Chief Engineer . . . . . A. C. Nichol

## CKRM

REGINA—1926—CBC DOMINION

Frequency: 980 Kc. . . . . Power: 5000 Watts  
Owned-Oper By . . . . . Trans-Canada  
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 . . . . . All-Canada, Weed  
Membership . . . . . CAB, BBM  
Station Manager . . . . . N. Botteril  
Commercial Manager . . . . . Don Oakes  
Pub. Dir., Sales Prom. Mgr. . . . . F. Laight  
Program Director . . . . . W. L. Walker  
Chief Engineer . . . . . William MacDonald

## CKBI

PRINCE ALBERT—1927  
CBC DOMINION

Frequency: 900 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Central Bcstg. Co., Ltd.  
Bus.-Studio Address . . . . . Sanderson Block  
Phone Number . . . . . 2621  
Transmitter Location . . . . . 7 Mi. S. of Prince Albert  
Air Time . . . . . Unlimited  
News Service . . . . . PN  
Transcription Service . . . . . Thesaurus  
Representative . . . . . All-Canada, Weed  
Membership . . . . . CAB, BBM  
Station Manager . . . . . E. A. Rawlinson  
Comm.-Sales Prom. Mgr. . . . . Gerald Prest  
Program Director . . . . . J. J. Cannon  
Chief Engineer . . . . . Tom Van Nes

## CFQC

SASKATOON—1923  
CBC—DOMINION

Frequency: 600 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . A. A. Murphy & Sons, Ltd.  
Bus.-Studio Address . . . . . 216 1st Ave. N.  
Phone Number . . . . . 7917  
Transmitter Location . . . . . 3 Mi. W. of Saskatoon,  
Hwy. No. 11  
Air Time . . . . . Unlimited  
News Service . . . . . BUP, PN  
Transcription . . . . . Standard, Lang-Worth, Cole  
Representative . . . . . Radio Reps., Young  
President . . . . . A. A. Murphy  
Station Manager . . . . . Vernon Dallin  
Commercial Manager . . . . . Blair Nelson  
Program Director . . . . . Wilfred Gilbey  
Publicity Director . . . . . Stella Sprovell  
Chief Engineer . . . . . Lyn Hoskins



## C B K

**WATROUS—1939  
CBC TRANS-CANADA**

Frequency: 540 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Canadian Bcstg. Corp.  
 Bus.-Studio Address . . . 300 Manitoba Telephone  
 Bldg.  
 Phone Number . . . . . 922-191  
 Transmitter Location . . . . . Watrous  
 Air Time . . . . . Unlimited  
 News Service . . . . . PN, BUP, Reuters  
 Representative . . . . . CBC  
 President (CBC) . . . . . Dr. Augustin Frigon  
 Station Manager . . . . . J. N. Moqrige  
 Commercial Manager (CBC) . . . . . E. A. Weir  
 Promotion Manager . . . . . C. E. L'Ami  
 Chief Engineer . . . . . R. D. Cahoon

## C J G X

**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 . . . . . 324  
 Transmitter Location . . . . . ½ Mi. E. of Yorkton  
 on Hway. No. 10  
 Air Time . . . . . Unlimited  
 News Service . . . . . CP  
 Transcription Service . . . . . World  
 Representative . . . . . Stovin, Young  
 Membership . . . . . CAB, BBM  
 President . . . . . Dawson Richardson  
 General, Station Manager . . . . . K. S. Parton  
 Commercial Manager . . . . . E. S. English  
 Sales Promotion Manager . . . . . Nora Campbell  
 Program, Production Director . . . . . Bill Liska  
 Chief Engineer . . . . . Arthur Mills

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**501 Madison Avenue, New York 22, N. Y.**

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RADIO AND TELEVISION

Program Producers

□

Transcription Companies

□

Recording Companies

□

Music

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# RADIO—TELEVISION PROGRAM PRODUCERS

## PAUL F. ADLER ASSOCIATES

535 Fifth Ave., New York, N. Y.  
Phone: MUrray Hill 7-1881

Owner.....Paul F. Adler  
*Services Offered:* Operates under facilities of Affiliated Program Service Inc.

## ADVANCE TELEVISION PICTURE SERVICE, INC.

729 Seventh Ave., New York 19, N. Y.  
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. 57 St., New York 19, N. Y.  
Phone: CIrcle 6-0141-2

President.....James A. Miller  
Secretary.....E. B. McCutcheon  
*Services Offered:* Program production, Millertape editing, wax and instantaneous recording, studio rental, phonograph records (vinylite).

## ADVERTISERS RECORDINGS, LTD.

624 Dominion Square Bldg., Montreal, Que.  
Phone: Ma. 6368

President.....Walter P. Downs  
Secretary.....Anne M. Johnson  
*Services Offered:* Recording studio available to advertising agencies.

## 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 syndicated films. Syndicated script services.

## AIR FEATURES, INC.

247 Park Ave., New York, N. Y.  
Phone: PL 5-2700

*Services Offered:* Radio program producers.

## ALTON ALEXANDER PRODUCTIONS

825 W. 187th St., New York 33, N. Y.  
Phone: LOrraine 8-3100

President.....Alton G. Alexander  
Manager.....Lottie Ritter  
*Services Offered:* Complete Radio and TV production service... scripts, commercials, direction, production.

## AMBASSADOR FILMS, INC.

118 W. 57 St., New York 19, N. Y.  
Phone: JUdson 6-2680-1

Pres. & Exec. Producer.....Eugen Sharin  
Story Editor.....Steven Vas  
Dir. of Musical Films.....Leopold Hainisch  
Secy. of Co.....Irwin Belenken

*Services Offered:* TV productions exclusive contracts with: Vienna Philharmonic Orchestra, La Scala Opera of Milan, Vienna Choir Boys, Salzburg Marionette Theatre.

## AMERICAN-JEWISH BROADCASTING CO., INC.

150 Broadway, New York 7, N. Y.  
Phone: WOrrh 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 No. Wabash Ave., Chicago 2, Ill.  
Phone: FI 6-2255

President.....Thomas J. O'Brien, Jr.  
Associate Producer.....Jean Gendon  
*Services Offered:* Live shows, films, and film commercials: Shown on air: "Comic Capers" on WBKB daily—in its second season; "Parade," weekly talent show in its third seasons—WENR-TV.

## ANIMATION HOUSE, INC.

(For complete listing see TV Film Producers)

# THE THREE JOHNS

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*Reddy*

*Nelson*

## NEW YORK VICE PRESIDENTS

CHARLES BROWN  
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New York, New York  
PLaza 9-1120

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GAYLORD CARTER  
RENZO CESANA  
DANA CLARK  
ROBERT CLARKE  
IVAN DITMARS  
RUTH DOJIN  
STEVE ENGLE  
JACK McELROY  
J. G. MOSER  
WAYNE REEVES  
ROBERTA ROBERTS  
IRWIN TRUST

---

6331 Hollywood Boulevard  
Hollywood, California  
Hillside 0188

## Program Producers

### ASSOCIATED BROADCAST ADVERTISING CO.

430 S. Western Ave., Los Angeles 5, Calif.  
Phone: DUnkirk 8-2972

Partner, Advg. Mgr. & Publicity

Dir.....Irwin T. Porter  
Partner, Program Mgr. & Dir. Research

Dept.....Gertrude T. Porter  
Script Dept.....Jean Norab

*Services Offered:* Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

### ASSOCIATED PROGRAM SERVICE (Division of Muzak Corp.)

151 W. 46 St., New York 19, N. Y.  
Phone: PLaza 7-7710

Vice-Pres. & Gen. Mgr.....Richard S. Testut  
Vice-Pres. Chg. Station Relations.B. C. Lown  
Vice-Pres. Chg. Recording.....A. M. Wiswel  
Commercial Mgr.....Clifford E. Greenland  
Director of Programming....James W. Lucas  
Program & Promotion Mgr....Leslie F. Biebl

*Services Offered:* Transcribed radio library of music and special production aids. Integrated commercial script service for local sponsorship. Program merchandising service. Special transcribed music and production libraries for TV programming and for radio workshops of schools and colleges.

### ANN BARBINEL

54 Riverside Dr., New York 24, N. Y.  
Phone: ENdicott 2-4351

President .....Ann Barhinel

*Services Offered:* Creating-producing-directing custom built package shows for radio and TV.

### JACK BARRY PRODUCTIONS, INC.

104 E. 40 St., New York, N. Y.  
Phone: MUrray Hill 9-6199

President .....Jack Barry  
Vice-President .....Dan Ehrenreich  
Associate Producer.....Ann Lawton  
Head Writer.....Mike Oppenheimer

*Services Offered:* Creation, Production and direction of radio and TV shows. Currently producing "Juvenile Jury" on Mutual for General Foods, "The Joe Dimaggio Show" on CBS for M & M Candies—Soon to be simulcasting "Life Begins at 80."

### 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.

### BASS & CO., INC.

50 Broad St., New York 4, N. Y.  
Phone: WHitehall 3-0580

President .....Sydney Bass  
Vice-President.....David J. Gallagher  
Secretary-Treasurer.....Milton Bass

*Services Offered:* Foreign and domestic market research and analysis, industrial equipment marketing, advertising placement, advertising copy layout, studies on organizational problems and procedures, radio productions, industrial motion pictures and slide films.

### ZACH BAYM FILMS

13 E. 37 St., New York 16, N. Y.  
Phone: MUrray Hill 9-4175

Director .....Zach Baym

*Services Offered:* Large 16mm. film library available to TV stations and advertisers. 20 Westerns, 12 musical dramas, 12 musical fillers, 28 animated cartoons, 112 documentary and travel shorts. Catalogue sent upon request.

### IRENE BEASLEY RADIO PRODUCTION SERVICE

501 Madison Ave., New York 22, N. Y.  
Phone: PLaza 3-8940

Owner.....Irene Beasley  
Head of Sales.....Victor Sack  
Manager Prizes .....Andrew Hirsch  
Supervisor Display .....Mary H. Lincoln  
Supervisor Mail .....Rita Brnke

*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 pro-

# THE SOUVAINÉ COMPANY



Leading producers and distributors

of

Television and Radio Productions



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Circle 7-5666



## Program Producers

grams. 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  
*Services Offered:* Radio and TV Packages, Complete Literary Library to Supply both markets. Representing World Famous authors and their works.

### WALTER BIDDICK CO.

(Radio Programs Div.)

1151 S. Broadway, Los Angeles 15, Calif.  
Phone: Richmond 6184

Manager.....Guy Riddick  
Asst. Mgr.....Mildred Biddick  
Traveling Rep.....Burt Zoul  
*Services Offered:* Preparing and recording commercial announcements for your own individual requirements. Selling ½-min. transcribed announcements already prepared for various type businesses. Selling packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

### FORD BOND RADIO PRODUCTIONS, INC.

810 RCA Bldg., W., New York 20, N. Y.  
Phone: Circle 7-2236

President.....Ford Bond  
*Services Offered:* Specializing in open-end transcribed programs. Music Hall of Fame, quarter-hour, big-name musical, 52 shows available; Howard and Shelton, Fun At Breakfast, 5-minutes, 260 shows available. Rod Hendrickson in This Business of Living, 15 minutes, homey philosophy, 52 shows available.

### RICHARD BRADLEY ASSOCIATES

540 N. Michigan Ave., Chicago 11, Ill.  
Phone: Whitehall 4-5543

President.....Richard Bradley  
Secretary-Treasurer.....B. J. Tunick  
Program Exec. & Dir. of Radio  
Sales.....Natt Hale  
Office Manager.....Leo Rahens  
*Services Offered:* General advertising services, specializing in radio advertising, TV accounts, etc.

### RUTH & GILBERT BRAUN

36 W. 74th St., New York 23, N. Y.  
Phone: SC 4-8896

Program Producer.....Gilbert Braun  
Director.....Ruth Braun  
*Services Offered:* Package shows, live and transcribed, ideas, scripts, production for radio and TV.

### THE BRAY STUDIOS, INC.

(For complete listing see TV Film Producers)

### BROADCASTING PROGRAM SERVICE

23 W. 45th St., New York 19, N. Y.  
Phone: PLaza 7-3224

President.....Herbert Rosen  
*Services Offered:* Transcription service, musical programs on tape, sound effects records, TV programs on films.

### THE CARDINAL COMPANY

6000 Sunset Blvd., Hollywood 28, Calif.  
Phone: HEmpstead 1177

President.....Jos. F. MacCaughtry  
Vice-President.....G. L. MacCaughtry  
Secretary-Treasurer.....Joseph T. Scott  
*Services Offered:* Production and sales of Radio and TV programs, live and transcribed.

### GARRY J. CARTER OF CANADA LTD.

59 Avenue Rd., Toronto, Canada  
Phone: PR. 3505

President.....Garry J. Carter  
Asst. to the President.....Bob Howe  
Account Executive.....William P. Gent  
Production Manager.....Claude Nash  
Time Buyer.....Isabel Philip  
Copy Chief.....Eva Rogers  
Public Relations.....D. Peters  
*Services Offered:* General advertising in all media, creative and art.

### THE BRUCE CHAPMAN CO.

145 W. 41 St., New York 18, N. Y.  
Phone: WIsconsin 7-9244

President.....Bruce Chapman  
Vice-Pres. & Treasurer.....Edna Chapman  
Sales Manager.....Quentin Gulliver  
Program Manager.....Dan Morley  
Editor.....Fletcher Coates  
Asst. Editor.....Edythe Roberts  
Research Director.....Mary Hutcheson  
Office Manager.....Anna Levy  
Boston Representative.....Charles Forrester  
Chicago Representative.....Dell Crosby  
Hollywood Representative.....Joseph Mansfield  
Rochester Representative.....Lansing Hatfield  
*Services Offered:* Program production and package shows.

### MARY D. CHASE PRODUCTIONS

25 W. 45th St., New York 19, N. Y.  
Phone: LUX 2-1700

Program Producer.....Mary D. Chase  
*Services Offered:* Program producer services offered, package shows (live, transcribed, filmed) ideas, scripts, production for Radio and TV.

These Outstanding Shows Produced by  
**MORTON RADIO PRODUCTIONS**

Are Now Available

**THIS IS THE STORY . . .**

Featuring Ed Prentiss, network star.  
Another 260 fifteen minute episodes  
. . . making these two series the  
largest collection of story material  
ever offered.

**SO THE STORY GOES . . .**

260 fifteen minute episodes

The greatest story telling series in  
the history of radio

**JOE EMERSON'S  
HYMNTIME . . .**

Star of "Hymns of all churches"  
156 fifteen minute episodes  
America's top hymn show

**LOUISE MASSEY and the  
WESTERNERS . . .**

Network Stars

156 fifteen minute episodes

Radio's finest western musical  
starring Curt Massey

**THE HOMETOWNERS . . .**

156 fifteen minute episodes

NBC Stars—American Music

**JUST COMPLETED**

**MORTON RADIO PRODUCTIONS, Inc.**

**360 N. MICHIGAN AVE. CHICAGO 1, ILL.**

**Program Producers**

**CHESHIRE & ASSOCIATES**

6533 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOllwood 9-4580  
General Manager .....Bob Reichenbach  
Productions Director ....Harry V. Cheshire  
*Services Offered:* Transcribed program and spot announcement producers and distributors.

**EDDIE CHEVIE PRODUCTIONS  
JACK KURTZE AGENCY, ASSOC.**

214 No. Canon Drive., Beverly Hills, Calif.  
Phone: CR 45403

President .....Jack Kurtze  
Executive Producer .....Eddie Chevie  
Asst. Producer .....Banks Murray  
Publicity .....Fred Seelig  
*Services Offered:* Specialized service for advertisers and advertising agencies. Radio and TV transcriptions, production, direction, writing. Casting facilities. Outlet 20th Century Writer's Guild. For Radio and TV: "A Million For Penny," starring Barbara Britton. "The Affairs Of Dickie Drake, Girl Detective."

**CINEEFFECTS, INC.**

(For complete listing see TV Film Producers)

**LESLIE CLUCAS**

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: Hollywood 5111  
333 No. Michigan Ave., Chicago 1, Ill.  
Phone: Franklin 7100

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.

**COMMODORE PRODUCTIONS &  
ARTISTS, INC.**

1350 N. Highland Ave., Hollywood 28, Calif.  
Phone: Hollywood 9-8229

Pres. & Prod Mgr.....Walter White, Jr.  
Vice-Pres.-Secy. & Treasurer.Shirley Thomas  
Traffic Mgr.....Eleanor Payne  
*Services Offered:* Create, write & produce "live" and "transcribed" radio programs . . . also TV programs, selling direct to stations and advertising agencies. Producers of "Hopalong Cassidy," "Down Our Way," "Strollin' Tom," "Glamour Girl" for TV. "The Clyde Beatty Show" available "live" early in 1950. Also contract to write & produce shows for agencies.

**COMMONWEALTH FILM &  
TELEVISION, INC.**

(For complete listing see TV Film Producers)

**JACK L. COOPER RADIO  
ADVERTISING SERVICE**

1335 W. 111th Pl., Chicago 43, Ill.  
Phone: Beverly 8-2056

Managing-Director .....Jack L. Cooper  
Chief of Staff .....Bob Roberts  
Secretary .....Ike Roberts  
Sales Manager .....O. James Porter  
Program Director .....Gertrude R. Cooper  
*Services Offered:* Musical programs featuring records and live talent. General Advertising.

**LOUIS G. COWAN, INC.**

485 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-3700

President.....Louis G. Cowan  
Vice-President.....Alfred L. Hollender  
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-Production-Network Programs (Package); Production-Transcription Programs; Program Consultants.

**DAMON RECORDING STUDIOS,  
INC.**

1221 Baltimore Ave., Kansas City 6, Mo.  
Phone: Vlctor 2585

President & Treasurer.....Vic Damon  
Vice-President .....Alice Damon  
Secretary.....Harry A. Morris  
Engineer .....Roger Webb  
*Services Offered:* All types of radio transcribing and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots.

**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  
Script Editor.....Eloise Liddon Soper  
Business Manager.....Mary L. Davis  
*Services Offered:* Educational and dramatized programs relating to health.

**GORDON M. DAY PRODUCTIONS**

108 E. 30 St., New York 16, N. Y.  
Phone: OREGon 9-3595

Producer, Writer, Composer.Gordon M. Day  
Producer-Director .....Carol Bulkley  
Script Editor.....Luise Johnson  
*Services Offered:* Package programs, radio department service to advertising agencies, creating and producing custom-built musical jingles and spots of all kinds for radio and TV.

*Through* ~~~~~

**Jack L. Cooper Presentations**

~~~~~**YOU**~~~~~

Reach 600,000 Colored Chicagoans

— *A City Within A City* —

WE OPERATE THROUGH 3 CHICAGO STATIONS

**WSBC ~~~ WHFC ~~~ WEDC**

OFFERING A COMPLETE STAFF OF WRITERS,  
PRODUCERS AND ANNOUNCERS

~~~~~  
*27 Years in the Field*  
~~~~~

**JACK L. COOPER PRESENTATIONS**

1331 TO 1335 W. 111TH PLACE, CHICAGO

BEVERLY 8-2056

## Program Producers

### 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.....L. B. Pitkin  
Chief, Music Dept.....I. Rabinowitz  
Chief, Art Dept.....Axel Horn  
*Services Offered:* Consultants in Public Relations through radio, TV and motion pictures.

### JERRY DEVINE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HU 2-1228

Owner.....Jerry Devine  
Casting Director.....Peg Pillion  
*Services Offered:* Packaged radio programs.

### THE DOCUMENTARY COMPANY

1260 N. Dearborn P'kway, Chicago 10, Ill.  
Phone: WHitehall 4-5620

President.....Ben Park  
Executive Producer.....Don Herbert  
*Services Offered:* Radio and TV productions in documentary field. Radio programs are tape-recorded real life. TV programs are filmed and live. Packages available. Exclusive management, W. Biggie Levin, Inc.

### DOMINION BROADCASTING CO.

4 Albert St., Toronto, Ont., Canada  
Phone: ADelaide 3383

General Manager.....Hal B. Williams  
*Services Offered:* Program Production, Air and Line checks, script-writing, ideas, talent on live and transcribed programs, spot announcements, custom and syndicated recordings, complete recording and transcription plant.

### HARRY S. DUBE

1270 Sixth Ave., 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. 89 St., New York 24, N. Y.  
Phone: SCHuyler 4-3654

President.....Henry Morley  
Treasurer.....Nathan Zucker  
Program Director.....Rita Slater  
*Services Offered:* Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

### ED EAST CREATIVE RECORDED SPOTS

311 S. Arden Blvd., Los Angeles 5, Calif.  
Phone: York 7617

Owner.....Ed East  
Owner.....Polly M. East  
*Services Offered:* Tailored jingles and spots for local, regional and national advertisers. Specialize in tailored spots only.

### W. M. ELLSWORTH

75 E. Wacker Drive, Chicago 1, Ill.  
Phone: CEntral 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. Kelleher  
Vice-President.....Fred de Jaeger  
Vice-President.....Arthur Lubo  
Secretary.....John H. Dwyer  
*Services Offered:* All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

### BERNARD ESTES, INC.

1270 Sixth Ave., New York 20, N. Y.  
Phone: CIrcle 7-2085

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.

### JERRY FAIRBANKS PRODUCTIONS

6052 Sunset Blvd., Hollywood 28, Calif.  
Phone: HUdson 2-1101

Executive Producer.....Jerry Fairbanks  
Manager, New York Office.....Robert Lawrence  
Manager, Chicago Office.....B. N. Darling  
West Coast Sales Manager.....Nat Winecoff  
Production Manager.....Glenn Miller  
Scenario Dept. Dir.....Lou Lilly  
Music Dept. Dir.....Eddie Paul  
Sound Dept. Dir.....Lawrence Aicholtz  
Publicity Dir.....Reavis Winckler  
Animation Dept. Dir.....Manny Gould  
Art Director.....Oscar Yerg  
Editing Dept. Dir.....Art Seid  
Camera Research Dept.....Ray Lindsay  
Accounting Dept. Dir.....Kenneth Rossall  
*Services Offered:* Complete "major studio" facilities for the production of motion pictures for TV, commercials films and theatrical movies; specializing in the filming of TV shows at prices sponsors can afford, including filming of "live" shows at comparable costs to kinescopes.

# WANT DISTRIBUTION HELP IN THE WORLD'S LARGEST MARKET?

**The Bories Organization**

Advertising • Merchandising • Production

**gives you Radio and TV advertising  
with MERCHANDISING ACTION!**

**Three great ways to reach the homemaker:**

**"DEAN CAMERON"**

**WOR 4:30-5 P.M.**

**Monday - Friday**

**"PRINCE CHARMING"**

**WMGM 12:30-1 P.M.**

**Monday - Friday**

**"MARKET MELODIES"**

**WJZ-TV (Afternoons)**

**Wednesday to Saturday**

For Details call

**BOB BORIES**

**BORIES ORGANIZATION INC.**

**Murray Hill 8-4900**

**509 Madison Avenue**

**New York 22, New York**

**Read What Radio Daily's  
Sid White Says:**

"Talk of Radio Row is the phenomenal growth of the Bories Organization in recent months using 'Radio and TV Advertising with Merchandising Action' as a slogan. The indie production agency developed three of the choicest sponsor buys in the local daytime field on radio and television: the Prince Charming show on WMGM, the Dean Cameron stanza on WOR, and 'Market Melodies' via ABC-TV."

# Program Producers

## FEATURE PRODUCTIONS

228 N. LaSalle, Chicago 1, Ill.  
Phone: STate 2-3156

Managing Director .....Chuck Acree  
Production Director ...Georgene O'Donnell  
*Services Offered:* Packagers and producers specializing in audience participation, human interest and commentary shows for radio and TV and the production of spots and shorts for TV, instruction and sales campaigns.

## MILDRED FENTON PRODUCTIONS

40 E. 49 St., New York 17, N. Y.  
Phone: PLaza 9-8266

Owner .....Mildred Fenton  
Show Sales & Talent Rep.....Kay Roberts  
Producer .....Russ Ambruster  
*Services Offered:* Radio and TV package producer. Also functions as radio and TV counsel for ad agencies.

## FILMS ASSOCIATES, INC.

440 E. Schantz Ave., Dayton 9, O.  
Phone: WALnut 2164

President-Treasurer....E. Raymond Arn, Jr.  
Vice-President.....Mildred C. Arn  
Secretary.....Clement V. Jacobs  
Chief Engineer.....Robert Duke  
*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.

## FISHER PRODUCTIONS

1501 Broadway, New York, N. Y.

Phones: PENna 6-9557-9558, BRy 9-7122

Owner .....Maggy Fisher  
Production Assistant..Margaret Rice Cooper  
Office Manager.....Antoinette Bliss  
*Services Offered:* Packaging, writing, directing TV and radio shows.

## EDWARD H. FORD

156 W. 44 St., New York 18, N. Y.

Phone: LUXemburg 2-5188

Owner....."Senator" Edward H. Ford  
General Manager.....E. J. Weber  
Office Staff.....Betty North, Kay Aulbach  
*Services Offered:* "Can You Top This?"

## 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 Manager.....John Babh  
Cameraman .....Arthur Florman  
Camera Assistant.....William Horgan

Sound Technicians.....Russell Harknett,  
Bill deDufour  
Editorial....Raymond Hall, Joseph Taylor  
Location Manager.....Chan Buck  
Secretary .....Barbara George  
Bookkeeper .....Susie Lampman  
*Services Offered:* Network, live, transcribed and syndicated programs.

## GAINSBOROUGH ASSOCIATES

234 W. 44 St., New York 18, N. Y.

Phone: CHickering 4-0626-0627

Radio Director....s.....Mitchell Jablon  
Director of TV and Films.Nathan M. Rudich  
Mgr. of Sales Operation....Martin Seligson  
Talent Supervisor....Arlene Shelley Gaines  
Production Manager.....Jay Barrett  
*Services Offered:* Production of radio and TV package shows, produce and distribute films for TV, radio and tele publicity for fund-raising organizations, publicity and public relations consultants to advertising agencies, AM, FM, and TV stations and commercial organizations; publicity and radio-TV management for talent.

## HAROLD GINGRICH ASSOCIATES

4940 Winthrop Ave., Chicago 40, Ill.

Phone: LONgbeach 1-9333

Program Director .....Harold R. Gingrich  
Sales Director .....Stuart V. Dawson  
Music Director .....Jack B. Wonnell  
*Services Offered:* Live shows, telephone quiz and audience participation, for Radio and TV. Transcriptions.

## GENERAL ARTISTS CORP.

1270 Sixth Ave., New York 20, N. Y.

Phone: Circle 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.

17 W. 60th St., New York 23, N. Y.

Phone: JUDson 2-5179

President & Treasurer...Howard G. Barnes  
V.-P. & Secretary.....A. Edward Masters  
General Manager .....Hugh Brooks  
Executive Assistant .....Eleanor Block  
*Services Offered:* Producers and distributors open-end transcriptions, custom-tailored transcriptions and live programs, spot announcements and jingles, recorded and live. Also TV and film programs.

## GENERAL TELEVISION ENTERPRISES, INC.

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: CL 4146

President & Treasurer.....Gordon W. Leroy

# Stanley J. Wolf

PRODUCTIONS

COMPLETE RADIO AND TELEVISION PACKAGES

★ ★ ★

TRANSCRIPTIONS  
—  
RECORDING  
FACILITIES  
and STUDIOS  
—  
TELEVISION  
and FILM  
COMMERCIALS

*Rockhill  
Radio, Inc.*

18 East 50th  
PLaza 9-7979



## Program Producers

Vice-President.....David J. Sachs  
Secretary.....A. Albert Spar  
*Services Offered:* Distribution and packaging of motion pictures produced especially for TV. Plan involves sale of successive rights to a series, or if desired outright to any individual sponsor. Programs prepared for request of any particular sponsor, or for general spot sales distribution.

### JOHN E. GIBBS & CO., INC.

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: COlumbus 5-7504

President .....John Gibbs  
Assistant .....Francis Head  
*Services Offered:* Radio and TV production. Talent representation.

### GRACE GIBSON RADIO PRODUCTIONS

6700 Sunset Blvd., Hollywood 28, Calif.  
Phone: GRanite 5543

Manager .....Peggy Wood  
Business Manager.....Bertha Watt  
*Services Offered:* Production and distribution of open-end transcribed radio shows, specializing in documentaries.

### 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. 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.

### GREEN ASSOCIATES

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: CEntral 6-5593

Vice-President.....Lewis G. Green  
*Services Offered:* Production, transcriptions, TV shows.

### JOHN GUEDEL RADIO PRODUCTIONS

1680 N. Vine St., Hollywood 28, Calif.  
Phone: HEMPstead 5186

Office Manager.....Edwin I. Mills  
Accountant .....Helen Whitwere  
Children Supervisor.....Bessie Blouin  
Script Girls....Gene Rountree, People Arc  
Funny; Dorothy Nye, Groucho Marx;  
Eleanor Rowland, House Party  
Writers .....Walter Guedel, Edwin I. Mills, Jack Stanley, Bernie Smith, Bob Dwan, Hy Freedman, Ed Tyler  
*Services Offered:* Producers of network package radio programs.

### LESS HAFNER & CO.

(For complete listing see TV Film Producers)

### LAURENCE HAMMOND PRODUCTIONS, INC.

45 E. 45 St., New York 22, N. Y.  
Phone: PLaza 9-2210

President .....Laurence Hammond  
Casting Director.....Michael Carr  
Script Editor.....Edward Barry Roberts  
Script Writer.....Turnley Walker  
Musical Consultant.....Lloyd Shaffer  
Musical Arranger.....Cornel Tanassy  
Accountant .....Lou Goldenberg  
Public Relations Counsel.....Millard C. Faught  
*Services Offered:* Packaging radio and TV programs, live, transcribed and filmed. Producing motion pictures for TV. Scripting, directing services available for radio and TV. Public relations counsel.

### SUE HASTINGS MARIONETTES, INC.

112 W. 89 St., New York 24, N. Y.  
Phone: EN 2-2602

President .....Linnea Roberts  
Program Director.....Donald B. Somers  
*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. Repertory of two thousand marionettes.

### GEORGE HEID PRODUCTIONS

1005 Century Bldg., Pittsburgh 22, Pa.  
Phone: GR 1-3696

President .....George H. Heid  
Recording Engineer .....R. Oliver Young  
Musical Director .....Max Adkins  
*Services Offered:* Radio programs, continuity writing, recorded sales talks, recording, electrical transcriptions, complete slide film production, script and sound for mechanical displays, industrial motion pictures, TV programs and announcements—live or film.

### ARTHUR HENLEY PRODUCTIONS

88-04 63 Dr., Forest Hills, N. Y.  
Phone: ILlinois 9-6729

Writer-Producer .....Arthur Henley  
Executive Secretary.....Janet Radskin  
*Services Offered:* Creators of radio and TV programs, also distinctive commercials. Original ideas and writing quality stressed. Additional services: program consultation and supervision.

**radio production**

# **WOLF ASSOCIATES, Inc.**

**in all its phases**

EDWARD WOLF

General Manager

120 MADISON AVE.

NEW YORK CITY

PLaza 5-7000

## **DON'T WASTE TIME LOOKING!**



For

tops in

syndicated

Radio - Video

Programs and

Spots

LIVE — TRANSCRIBED — FILM

*Harry S. Goodman*

19 EAST 53rd STREET at Madison Avenue... NEW YORK CITY

**Program Producers**

**WILLIAM F. HOLLAND PRODUCTIONS**

"Holland House," Auburn Ave. & Taft Rd., Cincinnati 19, O.

Phone: University 8080

Pres. & Mgr. . . . . William F. Holland  
Executive Vice-Pres. . . . . Earl L. Holland

*Services Offered:* Complete service. Custom built spots and programs for TV & radio. Transcription recording studios and film production facilities.

**WEST HOOKER-FREDERICK PRODUCTIONS CORP.**

2 W. 46th St., New York 19, N. Y.

Phone: JUdon 2-3026

President . . . . . West Hooker  
V.P. & Treasurer . . . . . Frederick Klein  
Production Manager . . . . . Keith Thomas  
Sales Manager . . . . . John Hade  
Promotion Manager . . . . . Wayne Wirth

*Services Offered:* Program producers, consultants and talent management.

**HOWARD RADIO-TV PRODUCTIONS**

53 W. Jackson Blvd., Chicago 40, Ill.

Phone: WAbash 2-8320

Owner . . . . . Bernard Howard

*Services Offered:* Handle all creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

**HUBBELL TELEVISION, INC.**

315 E. 56th St., New York 22, N. Y.

Phone: PLaza 8-2675

President . . . . . Richard W. Hubbell  
V.P. & Secretary . . . . . Kyra D. Hubbell  
Treasurer . . . . . Thomas H. Josten  
Board Chairman . . . . . Edwin M. Martin

*Services Offered:* Production and distribution of TV films, produced abroad and in the U. S. A.

**TED HUDES RADIO PRODUCTIONS**

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

Phone: MUrray Hill 2-0276

Owner . . . . . Ted Hudes

*Services Offered:* Transcribed Radio Programs for National Organizations. Produce live and transcribed public service and public affairs package shows; distribution over 900 stations from coast to coast, produce TV feature films educational and institutional. Handle radio and Video accounts for commercial and non-commercial set-ups.



**Our newest triumph!**

**"THE CLYDE BEATTY SHOW"** . . . with the circus itself as background . . . now sponsored in the Western States by Dr. Ross Dog Food . . . available for other regional deals or t.c. The world's greatest wild animal trainer comes to radio in a live 30-minute series of danger, excitement . . . harrowing escapes from the claws and fangs of ferocious jungle beasts.

**CLYDE BEATTY ★★  
HOPALONG CASSIDY**

**America's top favorite!**

**"HOPALONG CASSIDY"** starring William Boyd, is riding range on the Mutual Network. This courageous cowboy is mighty proud of his sponsor, General Foods, and we of Commodore are proud of the way America has gone **all out** for "Hopalong"!



**Commodore Productions  
and Artists, Inc.**

Walter White, Jr., Pres.—Shirley Thomas, Vice-Pres. 1350 N. HIGHLAND AVE., HOLLYWOOD 28, CALIF.

CREATORS AND PRODUCERS  
OF TELEVISION AND RADIO  
PROGRAMS FOR NETWORKS  
AND COMMERCIAL ADVERTISERS

---

**WILBUR STARK-JERRY LAYTON, Inc.**

PROGRAM PRODUCTIONS  
551 FIFTH AVENUE, NEW YORK, N. Y.

---

*Exclusive Management*

Kathi Norris

Roscoe Karns

Jack Eigen

Russ Hodges

Gordon Dilworth

Sheldon Stark

Red Benson

# ***THE NEW LISTEN***

## **GORDON M. DAY RADIO & TV JINGLES MAKE CASH REGISTERS JINGLE**

### **Day Jingles Do Not Irritate**

Selling without antagonizing—that's "The New Listen" in radio commercials. Gordon M. Day *New Listen* jingles contain the just-right blend of entertainment and sell. That's why they pay off at the cash register.

### **TV Music Fits The Pictures**

Blending sight with sound—that's "The New Listen" in TV spots. Day story boards designed in companionship with Day music lead to homogeneous, effective video advertisements.

### **New Listen Sell-Ability Proved**

Results from nearly 100 dramatized and musical Day spot campaigns prove *The New Listen's* immense sell-ability. Campaigns include:

|                        |                   |
|------------------------|-------------------|
| Ann Page Foods (A & P) | Kellogg's Cereals |
| Bates Shoes            | Marlin Blades     |
| Boston & Maine RR      | Minipoo Shampoo   |
| Crosley Elec. Range    | Pickwick Beer     |
| Gruen Watch            | Postlam           |
| Hoods Ice Cream        | Welch's Coconut   |

### **Advertisers, Agencies, Stations**

Profitably use Gordon M. Day radio and TV spots and programs. Complete audio and video packages. Put *The New Listen* to work for you—Gordon M. Day Productions, 108 E 30th St., N. Y. C. OR 9-3595.

**LUCILLE HUDIBURG PRODUCTIONS**

131 E. 51st St., New York 22, N. Y.

Phone: ELdorado 5-3508

Producer ..... Lucille Hudiburg  
Co-Producer-Director ... Thomas Hutchinson  
Art Director.....George Keegan  
Writers...Lincoln Scheurle, Hal Richardson  
Associate .....Fred Bethel  
Business Manager .....Walter Keane

*Services Offered:* Radio and TV productions for agencies, national and local advertisers and radio stations. Produced clients specifications, package shows, spots, commercials. Representative—Wallaby Puppet Workshop, Chicago, Ill.

**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 Laniar  
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).

**INTERNATIONAL 16mm  
CORP.**

165 W. 46 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, Fabian R. Normandin

*Services Offered:* Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

**ROBERT KENNETH JAMES, INC.**

943 N. La Cienega Blvd., Hollywood 46, Calif.

Phone: CRestview 4-6041

President .....Kenneth H. Trietsch  
Director-Producer .....Dee Engelbach  
Secretary-Treasurer .....James M. Doolittle

*Services Offered:* Radio and TV packaging.

**WILLIAM E. JONES COMPANY  
OFFICES**

15 Orchard Beach, McHenry, Ill.

Phone: McHenry 164

333 No. Michigan Ave., Chicago 1, Ill.

Phone: Franklin 2-7100

Owner .....William E. Jones

*Services Offered:* Builders, producers and packagers of shows for Radio and TV. Also

# Allen Funt's THE CANDID CAMERA

TV—Mondays 9:00 p.m.

Philip Morris — CBS

Movie Shorts—Monthly

Columbia Pictures

Commercial Films

Simmons Mattress

*Representative:*

**TED ASHLEY**

**HAVEN  
MAC QUARRIE**  
WORD MASTER  
OF CEREMONIES

ORIGINATOR OF  
"NOAH WEBSTER SAYS"  
"THE MARRIAGE CLUB"  
"DO YOU WANT TO BE AN  
ACTOR?"  
on ABC-TV  
"IT CAN HAPPEN TO YOU"



**RICHARD  ULLMAN**

INCORPORATED  
295 Delaware Avenue  
Buffalo 2, New York

money making  
ideas for  
stations and agencies

JINGL LIBRARY  
MUSICAL TUNE-O  
\$ DOLLAR DERBY \$  
BARBERSHOP HARMONIES  
JOE McCARTHY SPEAKS  
TAILORED JINGLES

• • • **Program Producers** • • •

special production assignments for agencies and general counsel in Radio and TV. Special service on Hollywood star endorsements and tie-ups for radio, magazine and all media.

**ROBERT JOSEPH TELEVISION PRODUCTIONS**

4457 Farmdale Ave., No. Hollywood, Calif.  
Phone: SUNset 11331

President .....Robert Joseph  
Program Director .....Ken Charles  
Film Division .....Sidney Golden  
Pub. & Pro.....John Strauss-Chip Cleary  
Production Assistant .....Helene Laue

*Services Offered:* Packaging and production of live and film TV, including "Hollywood in 3 Dimensions" with Alan Mowbray; "Murder Will Out" with Vincent Price; "Sing Me A Song" with John Howard; "Television Theater" with Rhys Williams.

**JERRY JOSS FEATURES**

35 E. Wacker Drive, Chicago, Ill.  
Phone: STate 2-3381

President .....Jerry Joss  
Eastern Sales Mgr....Edward Hochbauser, Jr.

*Services Offered:* Producer of "Calling All Detectives," open-end mystery-telephone

quiz program. Five quarter hours weekly. Top rated show—3rd year on WGN. Also syndicate "Story Teller"—quarter hour strip show, in script form.

**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.

**KILLINGSWORTH TV PRODUCTIONS, INC.**

150 W. 49 St., New York 19, N. Y.  
Phone: PLaza 7-0759

President .....Oland Killingsworth  
Vice-President.....Irving G. Gordon  
Sec.-Treasurer.....John T. Matthews

*Services Offered:* Producers of live TV packages and film commercials.

# HARLAN THOMPSON

Producer

"THE ED WYNN SHOW"

CBS — Television

# WILLIAM GERNANT

# LOU DAHLMAN

CITY AT MIDNIGHT  
TROPIC HOLIDAY

DOORWAY TO FAME  
TELEFINDS OF '49

Director - Producer



333 WEST 56th STREET  
New York City

CI. 6-2798



**Program Producers**

**LANDAU BROADCASTING SERVICE**

150 Broadway, New York 7, N. Y.

PHone: WOrth 2-3322

President .....Herman Younglieb  
 Program Director .....Paul Berkowitz  
*Services Offered:* Program production, script.

**THE LANDT TRIO**

150 W. 49 St., New York 19, 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.

**C. O. LANGLOIS, INC.**

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:* Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

**LANG-WORTH FEATURE PROGRAMS, INC.**

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-Presidents ....W. O'Keefe, Pierre Weis  
 Representatives ..Walter B. Davison, Dir. of West Coast Operation; William E. Young  
 Program Director.....Doris Kaye

*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

Owner .....Herbert S. Laufman  
 Production Director...Richard Von Albrecht  
 Program Director .....Jules Pewowar

*Services Offered:* Packages and producers of TV programs and commercials, offering a complete TV service to advertisers and agencies beginning with an idea through script development to actual production on the air or film.

**GENERAL ENTERTAINMENT CORPORATION**

Exclusive Owners of

Three of Radio's Leading Open End Transcription Series

**"HOLLYWOOD'S OPEN HOUSE"**

52 One-Half Hours of Comedy, Drama and Music

100 Top Hollywood Stars

*THE* Unchallenged Top Variety Show in the Field

**"RADIO THEATRE OF FAMOUS CLASSICS"**

Thirteen Striking Half-Hour Dramatizations of the Works

of Literature's Immortal Authors

**"LAUGH WITH PETER DONALD"**

104 Five-Minute Programs With That Master Story Teller and Dialectician.

Peter Donald, Telling His Most Irresistible Stories

*For Rates and Availabilities*

*Wire, Phone or Write*

**GENERAL ENTERTAINMENT CORPORATION**

17 WEST 60th STREET

JUDson 2-5179

NEW YORK CITY, N. Y.

# CREDIT WHERE CREDIT'S DUE

My personal thanks to:

## "MY FRIEND IRMA"

Head Writer—PARKS LEVY  
STANLEY ADAMS  
ROLAND MacLANE

Production Asst.—LUCIAN DAVIS  
PAT BURTON

## "LIFE WITH LUIGI"

Directors—MAC BENOFF  
LOU DERMAN

Cy Howard

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### PEGGY and MR. SNIFFIN

WJZ-TV  
Sat.—2:05 p.m.

CREATOR—  
Geo. Keegan

PUPPET PRODUCTION—  
Wallaby Workshop

131 E. 51st ST., N. Y. 22

**PRODUCTIONS**



## Program Producers

### LAWRENCE PRODUCTIONS

6700 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hollywood 96694

Owner .....Bee Eaton Lawrence  
Production Manager.Richard Hill Wilkinson  
Associate ..... Glenn Langan  
*Services Offered:* Live radio shows, open-end transcribed shows and TV open-end kinescope programs—all covering "Mystery Is My Hobby" half-hour show.

### LES LEAR PRODUCTIONS CORP.

139 N. Clark St., Chicago 1, Ill.  
Phone: FRanklin 2-2100

President .....Les Lear  
Account Executives..Dick Day, Milt Parlow  
*Services Offered:* Radio-TV film production. Personal management.

### BOB LOEWI PRODUCTIONS, INC.

255A E. 49 St., New York 17, N. Y.  
Phones: MU 8-2600, PL 5-0958

President .....Bob Loewi  
Assistant .....Barnahy Smith  
Assistant .....Lee Klein  
*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.  
Phone: PLaza 5-2211

President .....Phillips H. Lord  
Vice-President .....John O. Ives  
Manager .....Dorothy E. Levy  
Program Supervisor .....Leonard L. Bass  
*Services Offered:* Package shows.

### MAC DAVIS SPORTS FEATURES

1 Montgomery Place, Brooklyn 15, N. Y.  
Phone: NEvins 8-4374

Director .....Mac Davis  
*Services Offered:* Sport programs for radio and TV shows. Special features created, written and produced for radio and TV presentation. Scripts and ideas furnished for all types of sport shows for local, regional or network use.

### C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.  
Phone: DUmkirk 4-4191

President .....C. P. MacGregor  
Manager .....George R. Jones  
Studio Director .....Victor Qnan  
Production Manager.....Paul Qnan  
Chief Engineer.....A. Q. Felthousen  
Eastern Sales Mgr.....Nat V. Donato  
Mid-West Sales Mgr.....Wm. M. Mertz, Jr.  
*Services Offered:* Transcription library productions: music librray service, dramatic and musical programs; recording studios. Complete packaging including recording electro plating of masters and production on vinylite pressings.



PRODUCERS AND PACKAGERS  
of  
LIVE AND TV PROGRAMS  
COMMERCIAL FILM DIVISION

\* \* \*

## MAGIC LADY AND BOKO

TV FILM SERIES

13 Completed

Coast To Coast

\* \* \*

## TELEMOUNT PICTURES, INC.

California Studios

650 N. Bronson Ave., Los Angeles 4, Calif.

# RALPH LEVY

Director of

ED WYNN SHOW—CBS—TV

ALAN YOUNG SHOW—CBS—TV

BYRON PRODUCTIONS  
COMPANY

•

EDWARD A. BYRON

## Chick Vincent Co.

509 Madison Ave. EL. 5-0731

RADIO

DIRECTOR

"Pepper Young's Family"

PRODUCER, DIRECTOR

"Public Health Series"

Mutual Life Ins. Co.

TELEVISION

DIRECTOR & SALES REP.

"Ships Reporter" WJZ-TV

CO-PRODUCER

"Mr. Magic" WPIN

PERSONAL REP. FOR

Alvin Heller

*Sports Announcer • Commentator*

**Program Producers**

**MANNON SOUND STAGES**

(For complete listing see TV Film Producers)

**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 or transcribed. Research for human-interest stories on sponsor's product.

**CHARLES MICHELSON, INC.**

23 W. 47 St., New York 10, N. Y.  
Phone: PLaza 7-0695-6

President ..... Charles Michelson  
*Services Offered:* Porto-Playback Machines and Gennett & Speedy-Q Sonnd Effects Records. Half-hour and quarter-hour transcribed program features.

**LES MITCHEL PRODUCTIONS, INC.**

9310 Hillrose St., Sunland, Calif.  
Phone: FLorida 3-1105

President ..... Les Mitchel  
Secretary-Treasurer..... G. Madelon Mitchel  
Vice President..... E. Marshal Bitgood  
Vice-Pres. & Script Writer..... Budd Lesser  
Controller ..... John Hutchins

*Services Offered:* Production of transcribed and live package programs. Directorial and supervising service.

**MOLE, DAVIS, INC.**

105 W. 55th St., New York 19, N. Y.  
Phone: Circle 6-0006

President ..... John Mole  
Executive Vice-President..... Blevins Davis  
V.P. & Gen. Mgr..... Blanche Stuart Lee  
Technician ..... John Bryan  
*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 representatives.

**MORTON RADIO PRODUCTIONS, INC.**

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: CEntral 6-4144

President ..... Morton Jacobson  
Secretary ..... Cecelia Jacobson  
*Services Offered:* Open-end and custom-built transcriptions, live packages, and custom built TV shows.

**BARRY  
WOOD**

P R O D U C E R - D I R E C T O R

**C. B. S. - T. V.**

M U S I C A L - S U P E R V I S O R

**WATCH FOR**

*"Answer Yes or No"*

with

MOSS HART  
KITTY CARLISLE  
QUENTIN REYNOLDS  
VIRGINIA PEINE  
MARTIN GABLE  
ARLENE FRANCIS

*"Say It With Acting"*

Starts its 2nd year for  
the J. B. Williams Co.  
with a 17 Hooperating\*

**WEST HOOKER-FREDERICK**

P R O D U C T I O N S C O R P .

2 W. 46th ST., N.Y.C.      J U 2-3026

\* January Hooper 1950

**MOTION PICTURE PRODUCTIONS, INC.**

620 W. Superior Ave., Cleveland 13, O.  
Phone: PRospect 1900

President ..... Donald C. Jones  
Vice-President ..... Robert E. Hayland  
Secretary ..... E. M. Engle

*Services Offered:* Producers of motion pictures and slide films on industrial relations-sales promotion, sales and technical training, in black and white or color with RCA sound in own studios and laboratories.

**MOTION PICTURE STAGES, INC.**

(For complete listing see TV Film Producers)

**MURPHY-LILLIS PRODUCTIONS, INC.**

(For complete listing see TV Film 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  
130 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.  
1044 Little Building, Boston, Mass.  
Northwestern Bank Bldg., Minneapolis, Minn.  
*Services Offered:* Program production.

**MUZAK CORPORATION**

(For detailed listing see Associated Program Service, Div. of Muzak Corp.)

**NASHT PRODUCTIONS, INC.**

16 E. 52 St., New York 22, N. Y.  
Phone: MUrray Hill 8-3323

President ..... John Nasht  
Vice-President ..... Gene J. Seagle  
*Services Offered:* Live and film packaged shows for TV.

**THE NATIONAL RESEARCH BUREAU, INC.**

115 N. Dearborn St., Chicago 10, Ill.  
Phone: SUperior 7-5080

Exec. Vice-Pres. .... Frank P. Kendall  
Editorial Director ..... Alicejane Aitken  
*Services Offered:* Copy and programming services for radio stations, "Temperatures", transcribed jingles, "Memorial Hour", transcribed monument show; History of Sports, news items from the world of sports.

**WALT FRAMER**

Producer - Director - Writer

"STRIKE IT RICH" . . . CBS

•  
Credits:

Ladies Be Seated  
Glamour Manor  
Break The Bank

Coming:

Aladdin and His Lamp  
Exchange For Happiness  
Private Enterprise

Walt Framar Associates

TRANSCRIBED FOR LOCAL OR REGIONAL SPONSORSHIP

RADIO'S No. 1 FOOTBALL SHOW

**"LEAHY OF NOTRE DAME"**

TOP TIMELY FOOTBALL SHOW  
15 MINUTES — CUT WEEKLY

with

AMERICA'S No. 1 FOOTBALL COACH

**FRANK LEAHY**

also

SPOTS — JINGLES  
TELEVISION

Films—Commercials—Programs

**GREEN ASSOCIATES**

Chicago

360 N. Michigan

Co 6-5593

**NEBLETT RADIO PRODUCTIONS**

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: CEntral 6-4144

President ..... Morton Jacobson  
*Services Offered:* Creators of open-end and custom-built transcribed radio shows.

**NELSON PRODUCTIONS INC.**

341 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 6-5862

President ..... Raymond E. Nelson  
*Services Offered:* Feature and commercial films to order; live shows for radio and TV.

**OLIVER W. NICOLL PRODUCTIONS**

37 W. 46 St., New York 19, N. Y.  
Phone: LUXemburg 2-5130

Cable Address: AREFFAY Newyork

Producerr-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 or NSTP—National Society of Television Producers.

**LILIAN OKUN, INC.**

2 W. 67 St., New York 23, N. Y.  
Phone: TRafalgar 7-8916

President-Manager ..... Lilian Okum  
*Services Offered:* Specialize in women's and children's programs, TV programs; complete programs prepared.

**ORIGINAL RADIO PRODUCTIONS, INC.**

36 W. 74th St., New York 24, N. Y.  
Phone: SCHuyler 4-8896

President ..... Harmon Yaffa  
Vice-President ..... Anthony Gahlik  
Secretary-Treasurer ... Lawrence Laupheimer  
*Services Offered:* Creators and producers of Radio and TV programs.

**PAN AMERICAN BROADCASTING CO.**

330 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-0810

Manager ..... Eugene Bernald  
Asst. Manager ..... Arthur Gordon  
*Services Offered:* Transcribed and live programs for export markets, in Spanish, English, French. Drama, serial, comedy, news, etc.

**FRED ROBBINS SAM BROS.**

Representing Artists of  
Distinction for Every Branch  
of Show Business

Licensed by  
Equity

A.F.R.A.

A.C.V.A.

A.F. of M.

67 W. 44th St., New York 18, N. Y.  
Suite 601-2 MUrray Hill 7-2033

*Associates*

**THE ZAHL AGENCY**  
45-46 Chandos Place  
London W.C. 2, England

To Producers, Artists  
Advertising Agencies  
and Sponsors . . .

- A complete recording service, paying strict attention to customer's requirements.
- Modern, up-to-date equipment . . . (Tape or Acetate).
- Large, medium and small studios to meet all needs . . . including audiences.



**6000 SUNSET  
RADIO CENTER**

BROADCAST & RECORDING STUDIOS  
**6000 SUNSET BLVD.  
HOLLYWOOD 28 . . . HE 6811**

**Program Producers**

**P. R. B., INC.**

715 Fifth Ave., New York, N. Y.  
Phone: MU 8-1067

President ..... Charles Buddy Rogers  
V.P. & Treas. .... Mal Boyd  
Secretary ..... Paul O'Brien (O'Brien,  
Driscoll, Raftery and Lawler)

Director ..... Mary Pickford  
*Services Offered:* Packaging and production of Radio and TV programs; personal management of principals of programs.

**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 personalities 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.**

916 S. Normandie Ave., Los Angeles 6, Calif.  
Phone: BUmkirk 3-7372  
President ..... George Logan Price

Sales & Service Manager ..... S. M. Lauch  
Copy & Prod. Dir. .... George Price, Jr.  
Music Consultant ..... Chauncey Haines, Jr.

*Services Offered:* A complete copy and production, promotion, publicity, and public relations service, based on 30 years national advertising agency experience and 25 years in active radio programming and production. Anything from 30 seconds to 60 minutes, script, production, recording; sales, service, distribution, TV commercials, spots, gags, gimmicks. Specializing in inspirational, morale-building programs which also sell. Producers of programs now entering 16th year, with world-wide distribution.

**PROGRESSIVE RADIO  
ADVERTISING CO.**

260 E. 161 St., New York 51, N. Y.  
Phone: MElrose 5-5522

Pres.-Producer-Dir. .... Lido Belli  
*Services Offered:* Italian language programs, production and talent.

**RADIO ARTISTS CORP.**

509 Madison Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-0941

President ..... Bernard L. Schubert  
*Services Offered:* Talent, production radio and TV package management.

*Herbert Swope Jr.*

Producer  
OF

**THE CLOCK  
LIGHTS OUT  
MAN CALLED X**

NBC

TELEVISION

**BOB L. ROBERTS**

**RADIO AND  
TELEVISION  
PACKAGE  
PRODUCTION**



**Personal  
Management  
JACK LACY  
Star of the  
"LISTEN TO  
LACY"  
and  
"BUSHEL OF  
FUN" shows,  
WINS, N. Y.  
and other  
top name  
talent.**

Complete facilities including over 5000 sq. ft. of modern studios with direct line broadcasting equipment, projection rooms, rehearsal and audition halls available to the showbusiness industry.

**ROBERTS**  
"The Show Business Center of the World"  
**RADIO, TELEVISION, STAGE and SCREEN**  
STUDIOS: 806 Seventh Ave., N. Y. C.  
Tel. JUdson 6-0025-6 Bob L. Roberts, Pres.



## • • • Program Producers • • •

### RCA VICTOR CUSTOM RECORD SALES DIVISION

120 E. 23rd St., New York 10, N. Y.  
Phone: MUrray Hill 9-0500

Manager ..... James P. Davis  
Administration Manager.. Ralph C. Williams  
Artist & Rep. Mgr..... Herbert H. Wood  
Adv. & Pro. Mgr..... Bennett S. Rosner  
**RCA RECORDED PROGRAM SERVICES  
SECTION**

Manager ..... Donald J. Mercer  
Sales Manager ..... Wade Barnes  
Eastern Sales Rep..... Addison Amor  
Midwestern Sales Rep.... William F. Reilly  
Western Sales Rep..... William C. Gartland  
*Services Offered: THESAURUS (musical library service; RCA SYNDICATED PROGRAMS (recorded dramatic, variety musical shows).*

#### *Studios and Regional Offices*

120 E. 23rd St., New York 10, N. Y.  
Phone: MUrray Hill 9-0500

445 N. Lake Shore Drive, Chicago 11, Ill.  
Phone: WHitchall 4-2900

1016 N. Sycamore Ave., Hollywood 38, Calif.  
Phone: Hillside 5151

### RADIO EVENTS, INC.

535 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-1668

President ..... Julienne Dupuy  
Sales Director..... Roger Girodolle  
Director-Producer ..... Joel Spector  
*Services Offered: Live packages, commercials and script services.*

### RADIO FEATURES OF AMERICA

37 W. 46 St., New York 19, N. Y.

Phone: LUXemburg 2-5130

Executive Director..... Oliver W. Nicoll  
Associate Director..... Sandra Munsell

#### London Representative

Towers of London, Ltd., 84 Hallan 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.*

### RADIO-VIDEO ASSOCIATES

322 E. 55 St., New York 22, N. Y.

Phone: PLaza 5-5781

Executive Director..... Jack Lloyd

*Services Offered: Production of radio and TV shows; spot announcements and musical jingles; 16 mm. films for TV; audition*

## SERVICE UNLIMITED

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an organization devoted to the development and presentation of TV and AM programs and advertising

\*

in 1949 we serviced eight agencies on thirteen accounts with custom-built shows and spots

\*

your needs are our opportunity

LARRY KURTZE CHARLES O. DABNEY  
360 N. Michigan Ave.  
Chicago 1, Illinois  
RAndolph 6-5246

## TV PACKAGING

### ★ "Howdy Doody"

(NBC-TV)

tops in TV kid shows

### ★ "Author Meets the Critics"

(ABC-TV)

tops in discussion shows

*Other topnotch properties available.*

### MARTIN STONE ASSOCIATES

4 West 58th

New York

**Program Producers**

scripts for talent; production of foreign language shows.

**RAO VIDEO**

45 W. 45th St., New York 19, N. Y.  
Phone: PLaza 7-7238

Exec. Dir., Producer.....Robert A. Orenbach  
Admin. Dir., Producer.....Carl LeBow  
Film Director.....David Balaban  
Sales Director.....Arnold Manchester  
Sales Promotion.....Hy H. Pesner  
Musical Director.....Teddy Hall  
Animator.....Dan Dangle  
Announcer.....Hal Simms

*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."

**RELIGIOUS NEWS SERVICE**

381 Fourth Ave., New York 16, N. Y.  
Phone: MUrray Hill 4-1163

Managing Editor.....Louis Minsky  
Asst. Managing Editor.....Lillian R. Block  
*Services Offered:* A lively 15-minute weekly religious news script covering religious developments of all faiths throughout the world. About 15 separate stories are included in each script.

**REYNOLDS PRODUCTIONS**

497 S. Roxbury Dr., Beverly Hills, Calif.  
President.....Stuart Reynolds  
*Services Offered:* Radio-TV programs.

**RICHMAN PRODUCTIONS**

17 E. 45 St., New York 17, N. Y.  
Phone: MUrray Hill 2-5854

General Manager.....William Richman  
Executive Director.....Howard Richman  
Publicity.....Sanford J. Metlis  
Research.....Howard Longfellow  
Traffic.....Beatrice Solarz

*Services Offered:* Radio and TV programs and packages.

**H. D. RICKERT CO.**

515 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-4256-7-8

Director.....H. D. Rickert

**JOE  
THOMPSON**

Producer  
Television

Radio

Granite 1797

8746 Appian Way  
Hollywood 46, Calif.

**Francis  
Van Hartesveldt**

Producer

"The Great Gildersleeve" NBC

"Junior Miss" CBS

"King's Men Show"

And On Television

"How Wrong Can You See"

**Program Producers**

*Services Offered:* Radio and TV package shows.

**ROBBINS BROTHERS**

67 W. 44th St., New York 18, N. Y.

Phone: MUrray Hill 7-2033

Co-Owner ..... Fred Robbins  
 Co-Owner ..... Sam Robbins  
 Dir., Color Dep't..... Billy Sharp  
 London Rep..... Hyman Zahl

*Services Offered:* Complete shows packaged for night clubs, hotels, theaters, radio and TV; represent artists of distinction for every branch of show business.

**ROBINSON RECORDING LABS.**

35 S. 9 St., Philadelphia 7, Pa.

Phone: WA 2-6800

Proprietor ..... 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. 50 St., New York 22, N. Y.

Phone: PLaza 9-7979

President ..... Stanley J. Wolf

Robert F. Levine

Steven R. Carlin

*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.

**RUBY FILM COMPANY**

(For complete listing see TV Film Producers)

**BARNARD L. SACKETT TELEVISION PRODUCTIONS**

254 W. 54 St., New York, N. Y.

Phone: LUxemburg 2-1690

Bankers Securities Bldg., Philadelphia 7, Pa.

Phone: KIngsley 5-7055

Production Manager... Barnard L. Sackett  
 Business Manager..... Bernard Wine  
 Fashion Director..... Ann Pester  
 Art Director..... Manny Retter  
 Publicity ..... Morris Yuter  
 Sales Manager..... Jack Vogel

**E. CARLTON  
 WINCKLER**

PRODUCTION  
 DIRECTOR

ABC\*  
 TELEVISION  
 CENTER  
 Western Division  
 HOLLYWOOD



**Roger Kay**

producer-director  
 creator of distinctive television packages

ROGER KAY ENTERPRISES, INC.  
 666 FIFTH AVE., NEW YORK 19, N. Y.  
 MU. 8-2164

**Program Producers**

*Services Offered.* Complete TV service for video stations and advertisers, live and film productions, commercials, minute spots, weather spots, animation, custom-built shows, TV consultants, personal TV and radio representation, concert management.

**JAMES L. SAPHIER AGENCY, INC.**

9538 Brighton Way, Beverly Hills, Calif.  
Phone: CRestview 1-7231

20 N. Wacker Drive, Chicago 6, Ill.  
Phone: ANdover 3-6038

President . . . . . James L. Saphier  
Manager of Chicago Office . . . . . Stefan Hatos

*Services Offered:* Radio and TV productions, sale of package programs and talent.

**GEORGE SHECK TELEVISION PRODUCTIONS**

214 W. 42nd St., New York 18, N. Y.  
Phone: LOngacre 5-1616

Associate Producer . . . . . Jessie Marks  
Associate Producer . . . . . Art Franklin

*Services Offered.* Low budget packages—shows—variety, dramatics, etc.

**SEABOARD STUDIOS, INC.**

(For complete listing see TV Film Producers)

**SHECK, DAHLMAN, BLACK & FORSLUND, INC.**

353 W. 57th St., New York, N. Y.  
Phone: JU 6-5753-4

Producers: George Schenck, Lou Dahلمان, Albert Black, Donald Forslund.

Writer . . . . . Jesse Marks  
Prod. Coordinator . . . . . Gilda Haber, Connie Norton.

*Services Offered:* Producers of "City At Midnight," "Tropic Holiday" and "Telefinds Of 1949"; produce low budget, local TV shows on CBS and NBC.

**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.

**SCREENCRAFT PICTURES, INC.**

341 W. 44 St., New York 18, N. Y.  
Phone: CLerke 6-8516

President . . . . . J. S. Berkson  
Vice President . . . . . B. H. Mills  
Treasurer . . . . . Edward Berkson

*Services Offered.* Distributors of 16 and 35 mm features and shorts.



**ROBERT A. LEHMAN**

**RADIO and TV  
PRODUCER  
DIRECTOR**

RADIO-TELEVISION PRODUCTIONS

PERSONAL REPRESENTATION

ONE CHRISTOPHER ST WA 4 8582

**LESTER LEWIS ASSOCIATES**

HOLLYWOOD SCREEN TEST

BEST FOODS, Inc.

ELOISE SALUTES THE STARS

with ELOISE McELHONE

DDESKIN PRODUCTS, Inc.

**Program Producers**

**SCRIPT ASSOCIATES**

822 S. Parkview, Los Angeles 26, Calif.  
Phone: MA 6-6476

Director ..... Cal Frederick  
Coordinator ..... Jean Frederick  
Commercial Manager..... Larry Purdin  
*Services Offered:* "Lincs for Living," written by Lary Purdin. Now in fifth year of continuous broadcasts. Weekly packages of five 15-minute scripts to be produced locally sells for \$10.00. Easy to sponsor.

**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..... Larry Kurtze  
Set, Prop & Art Mgr..... Sam Stone  
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 5-3365

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.**

1585 Broadway, New York 19, N. Y.  
Phone: JUdson 6-3950

President ..... Fletcher Smith  
Vice President ..... Charles Schettler  
Secretary-Treasurer ..... Peter Caldera  
*Services Offered:* Film production for TV



**VICTOR McLEOD**

**NBC-TV**

**PRODUCER**

**ARTHUR H. MILLER**

**PUBLICITY and PUBLIC RELATIONS**

Specializing in Radio & Television  
Programs and Personalities

40 East 49th Street  
New York 17, N. Y.

ELdorado 5-6092

**Program Producers**

specialty animation, complete art and photographic staff and equipment.

**SOUND STUDIOS, INC.**

1124 Vermont Ave., N.W., Washington 15, D. C.

Phone: REpublic 1984

President ..... Leon Loeb  
 Secretary ..... Ethel Wile Loeb  
 Chief Engineer ..... Doc M. Watson

*Services Offered:* Produce completely packaged shows from script to transcriptions.

**THE SOUVAINÉ COMPANY**

30 Rockefeller Plaza, New York 20, N. Y.  
 Phone: Circle 7-5666

General Partner ..... Henry Souvaine  
 General Partner ..... Howard L. Taylor

*Services Offered:* Producers of radio and TV productions.

**WILBUR STARK-JERRY LAYTON,  
 INC., PROGRAM PRODUCTIONS**

551 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 7-6320

President ..... Wilbur Stark  
 Secretary-Treasurer ..... Jerry Layton  
 Exec. Secy.-Casting ..... Diane Werfel

*Services Offered:* Creators and producers of radio and TV programs for networks and commercial advertisers. Exclusive manage-

ment of personalities, performers and writers for radio and TV.

**RICHARD STARK & COMPANY**

125 E. 72nd St., New York 21, N. Y.  
 Phone: REgent 7-9608

Partner ..... Richard Stark, Jane Troxell  
 Financial Advisor ..... Seymour Schneiderman  
 Associate ..... Rod Mitchell, George Shealy

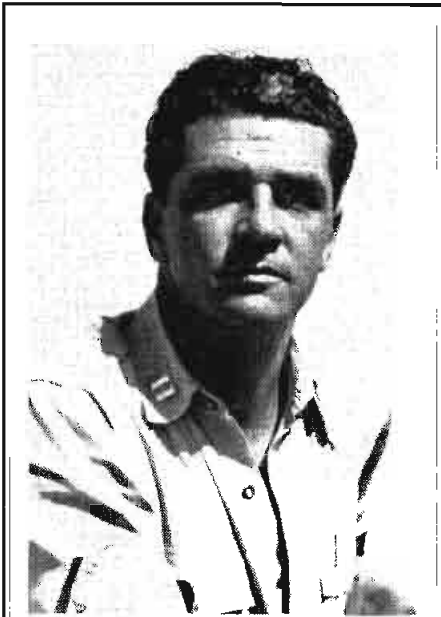
*Services Offered:* Program consultants for Radio and TV production, writing, costuming, lighting, photography; complete charge of program, or of commercial production alone. Live shows only.

**MARTIN STONE ASSOCIATES**

1 W. 58th St., New York 19, N. Y.  
 Phone: MU 8-0585

Head of Organization ..... Martin Stone  
 Administrative Head ..... Richard K. Doan  
 Production Head ..... Harold Schaeffel  
 Merchandising Director ..... Allan Stone  
 Publicity Director ..... Alan E. Brandt  
 Script Chief ..... Jerome Coopersmith  
 Production Supervisor ..... Harriet C. Halsband  
 Art Director ..... Milton C. Neil

*Services Offered:* Producer and licensing agent of Howdy Doody program; packager of Author Meets the Critics, etc.



**PAUL MUNROE**  
 PRODUCER — WRITER  
 DIRECTOR



**KEN MURRAY**

**Program Producers**

**RICHARD STROUT PRODUCTIONS**

1544 N. Hudson Ave., Hollywood 2, Calif.  
 Phone: HUdson 2-2145  
 507 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 2-6924

President .....Richard Strout  
 Hollywood Prod. Mgr.....James E. McKenzie  
 Sales Promotion.....George C. Meacham  
 Talent .....Doris Edwards  
*Services Offered:* Transcriptions, scripts, talent, recording facilities, TV film spots and complete production of tailor-made radio and TV programs.

**IRVIN PAUL SULDS, INC.**

654 Madison Ave., New York 21, N. Y.  
 Phone: TEmpleton 8-7025

President .....Irvin Paul Sulds  
 Associate Producer.....Alice Pentlarge  
 Associate Producer.....Milan J. Greer  
 Associate Producer.....Mary McMullen  
*Services Offered:* Production of live and filmed TV programs.

**HAL TATE RADIO PRODUCTIONS**

612 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SUperior 7-1004

Owner-Manager .....Hal Tate  
*Services Offered:* Package programs including "Who's Talking?" transcribed celeb-

rity quiz show conducted by a local emcee. Also transcribed series starring the Columbia Pictures star, "Smiley" Burnette and titled "Smiley Burnette's Tall Tales."

**TEEVEE FILM COMPANY**

170 S. Beverly Dr., Beverly Hills, Calif.  
 Phone: CRestview 1-0204

President .....Gifford Phillips  
 General Manager .....Ludlow Flower, Jr.  
 Coord. of Sales & Prom...J. Wesley Beeman  
 Dir. of Film Prod.....Merrill Pye  
 Dir. of Live Prod.....Bob Koenig  
 Eastern Sales Mgr.....Alfred Levy

*Services Offered:* Custom-built TV shows. film and live; spot commercials.

**TEL-ADVISERS, INC.**

1425 Broadway, New York 18, N. Y.  
 Phone: LOngacre 5-4530

Pres. & Mng. Dir.....Jay Strong  
 Assoc. Dir. & Prod., V.P.....B. G. Stern  
 Assoc. Prod. Dir., Secy.....Doris Pearce  
 Costume Designer, V.P.....Alice Gibson  
*Services Offered:* Packaging line and film productions; dramatic and variety adaptations; originator of Tele-Pre-Vue theatre.

**TELECAST FILMS, INC.**

(For complete listing see TV Film Producers)

**RAO VIDEO Inc.**

PROGRAMS NOW AVAILABLE

**"THE CHARM CIRCLE"**

Strictly for the women . . audience participation, Giveaway, Guest Stars.

**"ONE FLIGHT UP"**

Unusual dramatic series with a different twist.

. . . and many other visually exciting TV productions and commercials priced within budget range of smaller accounts.

Write for brochure and further information and amazing figures that spell the highest in quality performance at lowest cost per thousand.

*"Make RAO your key to Successful TV".*

45 West 45th St. Telephone:  
 New York 19, N. Y. PLaza 7-7238

**GENERAL TELEVISION ENTERPRISES, INC.**

Gordon W. Levoy, President



DISTRIBUTORS-  
 PACKAGERS

of  
 TELEVISION FILM SERIES

6331 Hollywood Blvd.  
 Hollywood 28, Calif.  
 Phone—Gladstone 4146

**Program Producers**

**TELEMATED CARTOONS**

70 E. 45th St., New York 17, N. Y.  
Phone: MUrray Hill 6-8933

Producer-Director .....Saul S. Taffet  
*Services Offered:* Production of TV film commercials; Animated cartoons; Live action; animated effects; optical effects. In 35 mm. or 16 mm. as desired. Scripts and storyboards for client presentations.

**TELEMOUNT PICTURES, INC.**

5255 Clinton St., Los Angeles 4, Calif.  
Phone: HOllIwood 9-8321, Ext. 103 & 104  
Pres. & Chairman Bd. of Dir.  
Henry B. Donovan  
1st Vice-Pres. & Member Bd. of Dir.  
Fred Roberts, Jr.  
2nd Vice-Pres. Asst. Treas. & Asst. Secy.  
Philip J. Casazza  
3rd Vice-Pres. & Member Bd. of Dir.

D. A. Donovan  
Treasurer-Secretary .....Marie Copenhaver  
Assistant Secretary.....Henry L. Pechola  
Recording Secretary.....Loretta Donovan  
*Services Offered:* Producers of TV Films and Live Programs & Commercial Films 35mm. and 16mm. Black and White and Color Films.

**TELEVISION FEATURES, INC.**

(For complete listing see TV Film Producers)

**TELEVISION FILMS OF AMERICA (TFA)**

Box 2222, Hollywood 28, Calif.  
Phone: GLadstone 2624

Exec. Prod. & Gen. Mgr.....Jack Parker  
Asst. to Executive Producer.....Ray Bond  
Asst. to Gen. Mgr.....Ross Van Nibro  
Program Director.....Betty Underwood  
Children's program mgr.....Margie Dunwell  
Women's program mgr.....Hortense Reed  
Feature program mgr.....Garland Brunton  
Special event program mgr.....Carl Underwood  
Chief Script Editor.....Betty Underwood  
San Francisco Mgr.....Kaye Hyde  
Chicago Manager.....A. E. Parker, Jr.  
New York Manager.....Ross Van Nibro  
*Services Offered:* Producers of special 16mm. motion pictures for TV release and special effects.

**TELEVISION SCREEN PRODUCTIONS, INC.**

17 E. 15 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

**LAURENCE HAMMOND**

Productions

RADIO TELEVISION

*Americans, Speak Up*

*Keeping Up  
with  
the Wigglesworths*

45 EAST 51st STREET  
NEW YORK  
PLaza 9-2210



**BEN PARK**

*Writing, Production and Direction  
Dramatic and Documentary*

Radio: REPORT UNCENSORED  
IT'S YOUR LIFE  
THE LIVING PROOF

Television: PORTRAIT OF  
AMERICA  
— Chicago —



**Program Producers**

with, or without, cameramen, scripts, direction and cast.

**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.

**THREE MINUTE SERMONS, INC.**

Box 2222, Hollywood 28, Calif.  
 Executive Producer.....Jack Parker  
 Chief Script Editor & Assoc. Prod. Hal Marshall  
 Writer & Assoc. Producer..Garland Brunton  
 Writer & Program Dir.....Mary Blue  
 Public Relations Director.....Ben Gaye  
 Eastern Manager.....A. F. Parker, Jr.  
*Services Offered:* Religious programs produced to order, religious scripts to order, producers of "three-minute sermons" for five-minute spots, public and radio relations for live and transcribed religious programs, TV department produces live and 16mm.

films with religious theme also fillers for TV stations.

**TORCHLIGHT PRODUCTIONS, INC.**

229 W. 42 St., New York 18, N. Y.  
 Phone: WISconsin 7-0771-3  
 President.....David R. Kapralik  
 Vice-Pres.-in-charge-Production..Jane White  
 Publicity.....Harvey Ziegler  
*Services Offered:* Package radio and TV programs, production and packaging, including publicity, promotion, and research.

**TOWERS OF LONDON, LTD.**

37 W. 46 St., New York 19, N. Y.  
 Phone: LUXemburg 2-5130-5131  
 Cable address: TOWERSAM Newyork  
 International President..Harry Alan Towers  
 Vice-Pres. & National Dir. for the U. S. Oliver W. Nicoll  
*London Offices:*  
 Towers of London, Ltd.,  
 84 Hallam St., London W. 1, Eng.  
 Phone: LAngham 6248, 5050  
 International President..Harry Alan Towers  
*Services Offered:* Program production and consultation, syndicated transcribed programs, scripts, talent, package shows; international radio service.



**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.

**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

**TOMMY BARTLETT**

"Welcome Travelers"

NBC — Mon. thru Fri.  
for

**PROCTER & GAMBLE**

RADIO-TV Rep. . . . JOHN E. GIBBS  
9 ROCKEFELLER PLAZA, N.Y.C.

Personal Mgt. . . . . LES LEAR  
HOTEL SHERMAN, CHICAGO

STATION MANAGERS CONTACT  
LES LEAR FOR INFORMATION ON

**TOMMY BARTLETT**  
(IN PERSON)

**Audience Participation Show**

**Program Producers**

**TRANSAMERICAN BROADCASTING  
& TELEVISION CORP.**

1 E. 54th St., New York 22, N. Y.  
Phone: PLaza 5-9800

President ..... John L. Clark  
*Services Offered:* Live and transcribed programs.

**TRANS-CONTINENTAL  
TELEVISION, INC.**

420 Madison Ave., New York, N. Y.  
Phone: PL 9-7190

President ..... Arthur Simon  
Secretary ..... Edward Scherer  
Treasurer ..... Gertrude Chetkin  
*Services Offered:* Creating and producing TV programs for agencies, stations and advertisers. Complete program packaging service, ideas, scripts, talent, production, sales.

**TRANSCRIBED RADIO SHOWS**

2 W. 17 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  
*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)

**RICHARD H. ULLMAN, INC.**

295 Delaware Ave., Buffalo 2, N. Y.  
Phone: CLevland 2066

President ..... Richard H. Ullman  
Exec. V.-P. .... Robert P. Mendelson  
Production Mgr. .... Robert Nicholson  
*Services Offered:* Create, write and produce radio programs and announcements, selling direct to radio stations and advertising agencies.

**UNITED PRESS ASSOCIATIONS**

220 E. 12 St., New York 17, N. Y.  
Phone: MUrray Hill 2-0400

Radio News Manager ..... Phil Newsom

EXECUTIVE PRODUCER  
ABC-TV-WESTERN DIV.  
HOLLYWOOD

**GEORGE M. CAHAN**

Now Directing:

**"THE RUGGLES"**

Produced:

UNION PACIFIC  
STREAMLINER REVUE

Directed:

OBOLER'S COMEDY THEATRE  
THE THREE STOOGES  
HOLLYWOOD HOUSE  
AMAZING MR. MALONE

THE CARDINAL CLUB  
PLAN BRINGS YOU  
FIVE GREAT SHOWS:

*Adventures By Morse*  
*The Anderson Family*  
*Baryard Jamboree*

*Sleepy Joe*  
*The Story Teller*  
*with Marvin Miller*

THE CARDINAL CO.  
6600 Sunset Blvd.  
Hollywood 28, Calif.

## Program Producers

Radio Sales Manager.....Al F. Harrison  
Radio Shows Div. Mgr....C. Edmonds Allen  
*Services Offered:* Production for radio and TV of news and sports service, news scripts, news research.

### UNITED PRODUCTIONS OF AMERICA

4440 Olive St., Burbank, Calif.  
Phone: CH 0-7171

President-Exec. Prod.....Stephen Bosustow  
Vice-Pres.-Treasurer-Bus. Mgr.

Edward L. Gershman  
Vice-Pres. in-Charge-Prod.....John Hubley  
Vice-Pres. & Prod. Mgr.....A. D. Woolery  
*Services Offered:* Modern studios offer separate units for production of animated films for TV, movie shorts, industrial and government training films and an annual cartoon feature picture. Home of annual (November) industrywide Animation Art Festival.

### 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  
Secreary .....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.

### 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.

### J. FRANKLYN VIOLA

152 W. 42nd St., New York 18, N. Y.  
Phone: CHiekering 4-3254

President and Owner.....Franklyn Viola  
*Services Offered:* Foreign language broadcasting, including transcriptions, scripts, recordings and talent.

### VON BAUMANN STUDIOS INC.

331 E. 71 St., New York 21, N. Y.  
Phone: RHEinlander 4-5508

Pres. & Treas.....E. F. Von Baumann  
Exec. V.P.....Cyril Von Baumann  
*Services Offered:* Production of live and transcribed custom built radio and TV shows. Audi-vid-tizing (audio, video advertising commercials).

### ROGER WHITE PRODUCTIONS

435 E. 57th St., New York 22, N. Y.  
Phone: PLaza 5-3560

President .....Roger White  
Assoc. Prod. & Edit. Supr...Leonard Traube  
Music Director.....Dale Phalen  
*Services Offered:* Producing and packaging of radio and TV programs, including publicity, promotion and research.

### WOLFF-FELDMAN ENTERPRISES, INC.

214 W. 42 St., New York 18, N. Y.  
Phone: LA 4-3450

President .....Max Wolff  
Secretary-Treasurer .....Robert Feldman  
Executive Producer.....Les Wintz  
Talent .....Al Roth  
*Services Offered:* Production and packaging of radio and TV shows for agencies and stations.

### WORLD VIDEO, INC.

15 E. 47 St., New York 17, N. Y.  
Phone: PLaza 9-3870

President .....Richard H. Gordon, Jr.  
Vice-President .....John Steinbeck  
Secty.-Treas. ....Irving Oppenheim  
Dir. of Sales.....Wallace A. Ross  
Producer .....Donald Davis  
Producer.....Daniel Mann  
Producer.....Edward Kenner  
*Services Offered:* Package TV programs for sale, film programs, live programs, and combination film and live programs.

### WYNN WRIGHT ASSOCIATES

17 W. 57 St., New York 19, N. Y.  
Phone: PLaza 3-4417

Producer-Director .....Wynn Wright  
Manager .....Charles Granzow  
Casting Director.....Helen Wright  
*Services Offered:* Building and producing radio & 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 Sales.....Alvin E. Unger  
Treas. & Comptroller.....Joseph L. Moore  
Partner .....M. R. Ziv  
Promotion Mgr. ....Samuel Glueck  
*Services Offered:* Network and transcribed programs.

### ZIV TELEVISION PROGRAMS, INC.

1529 Madison Rd., Cincinnati 6, O.  
Phone: PLaza 1323

President.....John L. Sinn  
Vice-President.....Frederic W. Ziv  
Manager .....Paul Blair  
*Services Offered:* Produces open-end TV film covering wide variety of interesting subjects, available in commercial or sustaining basis, in both large and small markets from Coast to Coast.



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for the sensational new

## COLUMBIA

MICRO **Lp** GROOVE

# TRANSCRIPTIONS

Radio stations and advertisers enthusiastically endorse all the advanced features of the amazing new micro-groove radio transcription technique—pioneered and perfected by Columbia!



### NOW!

#### 15 MINUTES ON A 10" RECORD!

22 Minutes  
On a 12" Record

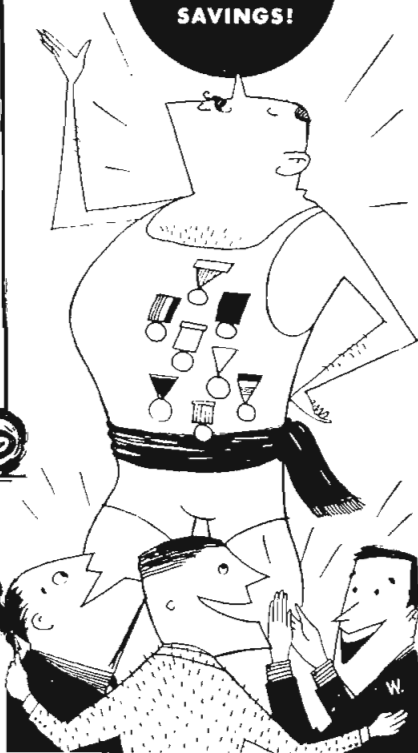
#### NEW BANDING TECHNIQUE

Makes it possible to  
separate program  
segments for  
quick cueing.

#### EASIER AND CHEAPER TO PACK

Lower Shipping Costs  
Saves Storage Space

#### UP TO 42% SAVINGS!



Wire, Write or Phone for Details

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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 North Michigan Ave., Whitehall 6000

Trade-Marks "Columbia" and Reg. U. S. Pat. Off. Marcos Registrados

# Transcription Companies

## ALL-CANADA RADIO FACILITIES, LTD.

305 Victory Bldg., Toronto 1, Ont., Canada  
Phone: Elgin 2464

President.....H. R. Carsou  
Eastern Manager.....G. F. Herbert  
Program Manager.....J. S. MacKay  
Sales Manager.....F. W. Cannon

*Services Offered:* Representative for transcription companies.

## ADVERTISERS RECORDING SERVICE, INC.

113 W. 57 St., New York 19, N. Y.  
Phone: Circle 6-0141, 0142  
(See detailed listing under  
Program Producers)

## ADVERTISERS RECORDING, LTD.

624 Dominion Sq. Bldg., Montreal, Que.  
Phone: MArquette 6368

President-Gen. Man.....Walter P. Downs  
Secretary.....Marjorie C. McKeown

*Services Offered:* Transcription and private wire service.

## AFFILIATED PROGRAM SERVICE, INC.

525 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-1881

President.....Paul F. Adler

*Services Offered:* Sales representatives of transcribed programs and properties. Facilities for pressing records and transcriptions. Script services.

## ALLENTOWN RECORD CO., INC.

10th & Walnut Sts., Allentown, Pa.  
Phone: 3-7405

President.....Sanford L. Wartell  
Treasurer.....John L. Schwartz  
Secretary.....Sidney Rubin

*Services Offered:* Phonograph record pressing contractors, working exclusively in unfilled vinylite and agralite, pressings available in red or black.

## APEX RECORDING STUDIOS, INC.

119 W. 57 St., New York, N. Y.  
Phone: PLaza 7-7067-8-9

President.....Robert E. Scheuing

Secretary-Treasurer....Sidney M. Feitelberg  
Chief Engineer.....Thomas Dowd  
Publicity.....Elayne H. Fox  
Engineer.....Fred Gran  
Engineer.....Jack Kenney

*Services Offered:* Complete theater studio facilities including Hammond Organ, sound effects, commercial record pressings, NAB standard transcriptions, reference auditions, off-the-air recordings. Remote location facilities, Tape and wire recording facilities. TV air checks.

## ARIZONA RECORDING PRODUCTIONS

834 N. 7th Ave., Phoenix, Ariz.  
Phone: 2-2016

Owner-Manager.....Raymond Boley  
Secretary.....Mary Clancy

*Services Offered:* Commercial transcriptions, air-checks, spot announcements, script service. Lateral cut at 33 1/3 and 78 r.p.m. NAB standards.

## ARTS RECORDING STUDIOS

29 W. 57 St., New York 19, N. Y.  
Phone: PLaza 8-0407

Owner-Chief Engineer....John R. Cieferskor  
Associate Engineer.....Earl E. Welch  
Manager.....M. Cieferskor

*Services Offered:* Complete transcription and commercial recording facilities. Fast pressing service direct from our own plant.

## ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

151 W. 46 St., New York 19, N. Y.  
Phone: PLaza 7-7710

Vice-Pres. & Gen. Mgr....Richard S. Testut  
Vice Pres. Chg. Sta. Rel.....Bert C. Lown  
Vice Pres. & Treas.....John C. Andrus  
Vice Pres. Chg. Rec.....Andrew M. Wiswell  
Commercial Mgr.....Clifford M. Greenland  
Dir. of Prom.....James W. Lucas  
Program & Prom. Mgr.....Leslie F. Biebl  
Account Executive.....John O'Connell

*Services Offered:* Transcribed musical library service for radio stations. Integrated script service for locally sponsored musical programs based on APS selections. Special music libraries for television programming and for schools and colleges with radio courses.



# Your sales go



**FRAN WARREN** sings . . . a dramatic voice and personalized style just for you and your listening audience. Allen Roth directs.

**The TEX BENEKE Show** . . . exclusive Beneke and Miller arrangements by one of America's top bands!

**Music by ROTH** . . . Allen Roth's orchestra and 16-voice chorus. Everything from barrelhouse to Beethoven . . . richly arranged.

**"Swing and Sway with SAMMY KAYE"** . . . featuring The Kaydets, the Kaye Glee Club, other name artists.



**The RAY McKINLEY Show**  
... Ray McKinley, his vocals,  
his drums and the most ver-  
satile band in the land.



**"CLAUDE THORNHILL presents  
Win A Holiday"** ... a famous  
band plus a local-national contest:  
listeners name untitled melodies,  
win trips to New York.

# with the new era

# in *Thesaurus*

recorded  
program  
services



Radio Corporation of America  
RCA Victor Division  
120 East 23rd St., New York 10, N. Y.  
MU 9-0500

Regional Offices:  
445 No. Lakeshore Drive  
Chicago 11, Ill.  
Whi ehall 4-2900  
1016 No. Sycamore Ave.  
Hollywood 38, Cal.  
Hilside 5171

These big names  
and many more ... for  
top sponsor-appeal,  
top sales power!

You get more practical help than ever before  
from the **new** Thesaurus. More big stars are  
being added to the Thesaurus family ... drawn  
from the vast fund of recording artists at  
RCA Victor and other talent sources (just a  
few are shown on this page). You get compre-  
hensive programming, promotion, publicity ...  
a steady flow of **current** hit tunes, weekly  
continuity, special shows. Skilled network  
writers do your scripting. Lots of production  
"extras." New **THESAURUS** can help you to **more**  
sponsored programming!

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# TELEWAYS SHOW

- ★ FOR EVERY BUDGET
- ★ FOR EVERY PRODUCT
- ★ FOR EVERY AUDIENCE

*The Following Transcribed Shows  
Are Now Available . . . . .*

## AT LOW COST!

- JOHN CHARLES THOMAS  
260 15-Min. Hymn Programs
- SONS OF THE PIONEERS  
260 15-Min. Musical Programs
- RIDERS OF THE PURPLE SAGE  
156 15-Min. Musical Programs
- STRANGE WILLS  
26 30-Min. Dramatic Programs
- FRANK PARKER SHOW  
132 15-Min. Musical Programs
- MOON DREAMS  
156 15-Min. Musical Programs
- BARNYARD JAMBOREE  
52 30-Min. Variety Programs
- DANGER! DR. DANFIELD  
26 30-Min. Mystery Programs
- STRANGE ADVENTURE  
260 5-Min. Dramatic Programs
- CHUCKWAGON JAMBOREE  
131 15-Min. Musical Programs

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AND LOW RATES FOR YOUR STATION**

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H O L L Y W O O D

**RADIO PRODUCTIONS, Inc.**  
8949 SUNSET BLVD., HOLLYWOOD 46  
PHONES: CRestview 6-7238 • BRadshaw 2-1447



**ATLANTIC AND PACIFIC  
BROADCASTING SYSTEM**

Box 2222, Hollywood 28, Calif.  
 Vice President & Gen. Mgr. . . . . Jack Parker  
 Associate Producer & Asst. Gen. Mgr.  
 Ray Bond  
 Chief Script Editor & Producer  
 Betty Underwood  
 Traffic Manager . . . . . Royal F. King  
 Stations Relations Mgr. . . . . Ann Blue  
 Program Manager . . . . . Mary Blue  
 Public Relations Mgr. . . . . Ben Gaye  
 Commercial Mgr. . . . . H. Albert Rice Sr.  
 San Francisco Mgr. . . . . Kaye Hyde  
 Chicago Manager . . . . . A. F. Parker, Jr.  
 New York Mgr. . . . . Ross Van Nibroc

*Services Offered:* Transcription network, programs produced to order, Full commercial copy service, Scripts to order, Associated with TV Films of America, Three-Minute Sermons, Inc. and Crest Film and TV Productions.

**BELTONE RECORDING CORP.**

709 8th Ave., New York 17, N. Y.  
 Phone: LU 2-2920

President . . . . . Leslie C. Cahan  
 Vice Pres. & Treasurer . . . . . Shirley Cahan  
*Services Offered:* Recording, catering to the independent phonograph record companies and the advertising companies requiring electrical transcriptions.

**FORD BOND RADIO PRODUCTIONS**

810 RCA Bldg. W., New York 20, N. Y.  
 Phone: Circle 7-2236

(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, open-end syndicate programs produced to client's specifications, commercial announcements and spots on Sound Film for TV. (Not equipped to produce full length TV films.)

Sound recorded on disc, tape, film. Masters and Pressings.

**CAPITOL RECORDS, INC.  
BROADCASTING DIVISION**

Sunset & Vine, Hollywood 28, Calif.  
 Phone: Hollywood 9-8171

Sales Manager . . . . . Clifford E. Ogden  
 Program Director . . . . . Kenneth Nelson  
 TV Production Director . . . . . Elmo Williams  
 Production Manager . . . . . Larry A. Robbins  
 Eastern Rep. . . . . James M. Flenniken  
 Central Rep. . . . . Robert L. Howell  
 Southern Rep. . . . . William T. Stubblefield

*Services Offered:* Producers and distributors of Capitol transcribed music library for AM, FM and film TV programs.

**THE CARDINAL CO.**

6000 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HEMpstead 1177

President . . . . . Joseph F. MacCaughtry  
 Vice President . . . . . G. L. MacCaughtry  
 Secretary-Treasurer . . . . . Joseph T. Scott

*Services Offered:* Radio and TV productions, live and transcribed; script service.

**CINEMART, INC.**

Exec. & Sales Offices  
 565 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 8-3837  
 Sound Studios  
 101 Park Ave., New York 17, N. Y.  
 Phone: MURray Hill 4-1562  
 1657 Broadway, New York 18, N. Y.  
 Phone: MURray Hill 4-1562

President . . . . . Varian Fry  
 Secretary-Treasurer . John Henry MacDonnell

*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 20, N. Y.  
 Phone: Circle 6-3900

Manager . . . . . Bob Hoffman  
 Chief Recording Engineer

George Schisselbauer

*Services Offered:* All types of recording services off-the-air, off-the-line studio and remote. Tape, wire and disc equipment available. Masters, pressings and instantaneous discs supplied. Program helps of all types available.

**COLUMBIA TRANSCRIPTIONS  
(A Division of Columbia Records, Inc.)**

799 Seventh Ave., New York 19, N. Y.  
 Phone: CI 5-7300

General Manager . . . . . Robert J. Clarkson  
 Assistant General Mgr. . . . . Martin D. Schnell  
 Account Executive . . . . . Alden O. Carlson  
 Account Executive . . . . . Carl Reinschild  
 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.

When you can  
get RCA "Know-How"

Whatever your recording requirements may be, you get *top satisfaction* when RCA Victor does the job for you.

**RECORDING • PROCESSING • PRESSING**

- ★ All types of phonograph records
- ★ Transcriptions of every description for every need
- ★ Slide film and promotion recording facilities
- ★ Careful handling and prompt delivery

**CONTACT AN RCA VICTOR  
CUSTOM RECORD SALES STUDIO:**

120 East 23rd Street  
New York 10, New York  
MU 9-0500

145 North Lake Shore Drive  
Chicago 11, Illinois  
Whitehall 4-2900

1016 North Sycamore Avenue  
Hollywood 38, California  
Hollywood 3171

*You'll find useful facts in our Custom  
Record Brochure. Send for it today!*

...why  
take  
anything  
less  
?

*First in  
the field!*



**GORDON M. DAY PRODUCTIONS**

108 E. 30th St., New York 16, N. Y.

Phone: ORegon 9-3595

Writer-Producer.....Gordon M. Day  
 Producer-Director.....Carol Bulkley  
 Copy Supervisor, Retail Radio Dir.

Luise Johnson

*Services Offered:* Creation and production of singing commercials, dramatic commercials and spots of all types; musical composition and arranging; radio department services to advertising agencies; retail radio. TV spots and programs.

**DECCA RECORDS, INC.**

50 W. 57 St., New York 19, N. Y.

Phone: COlumbus 5-2300

Vice Pres. Chg. Recording.....Dave Kapp  
 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  
 Secretary.....John Hughes Dwyer

*Services Offered:* Studios, Air Checks, Line Checks, Portable Jobs and Tape Recording.

**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  
 Sec'y 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.

**MITCHELL GERTZ AGENCY, INC.**

240 S. Beverly Dr., Beverly Hills, Calif.

Phone: CR 4-5491

President.....Mitchell Gertz  
 Motion Picture Division.....Jerry Briskin  
 Literary Division.....Arthur Hynan  
 Radio & TV Division.....Bob Davey

*Services Offered:* Packagers of Radio and TV shows—live, transcribed, or kiniscoped. Talent and technicians for all types of production: producers, directors, production managers, art directors, set designers, writers, cameramen, actors and actresses, dialogue directors, composers, arrangers, conductors, editors, cutters.

**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.

**GEORGE HEID PRODUCTIONS**

1005 Century Bldg., Pittsburgh 22, Pa.

Phone: GRant 1-3696

President.....George Heid  
 Recording Engineer.....Joseph Moran  
 Office Manager.....Jacqueline Alexander  
 Musical Director.....Max Adkins

*Services Offered:* Radio and TV programs, continuity, recordings, transcriptions on disc or tape, commercial spots and jingles, air checks, complete slide film production, sound for mechanical displays, TV spots on film.

**MARY HOWARD RECORDINGS**

37 E. 49 St., New York 17, N. Y.

Phones: PLaza 3-4800 Ext. 47 & 55

Owner.....Mary Howard  
 Chief Engineer.....Ray Lyons  
 Mgr. Chg. of Sales and Prom.

Betty Jane Keilus

Office Manager.....Gretchen C. Howard

*Services Offered:* Off-the-air and off-the-line recordings. Commercial records, transcriptions all studio facilities—package shows and spots. Ampex tape recording and editing facilities (tape to records—records to tape). Audio ends of TV shows.

**KASPER-GORDON, INC.**

140 Boylston St., Boston 16, Mass.

Phone: DEvonshire 8-7357

President-Production Mgr...Edwin H. Kasper  
 Treasurer-Commercial Dir...Aaron S. Bloom  
 Office Manager.....Robert W. Graham  
 Engineer.....Frederick Piroumian

*Services Offered:* Transcribed spots, jingles, and programs—custom-built and “open-end” (syndicated); oldest syndicated transcription company in the U. S. “Live” programs; complete recording facilities including disc, wire, and tape; two studios; Mason & Hamlin Grand Piano and Hammond Organ; syndicated musical, dramatic, and specialized business programs. Script and talent services.

**KEYSTONE BROADCASTING SYSTEM, INC.**

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

Phone: PLaza 7-1460

**• • • Transcriptions—Recordings • • •**

Executive Vice-President.....Naylor Rogers  
 Vice President.....Joseph Bayer  
 Vice President.....Arthur Wolf  
 Secretary-Treasurer.....Sidney J. Wolf  
 Ass't Secretary.....William Bayer  
 Eastern Sales Mgr.....Noel A. Rhye  
 Research Director.....James A. Yergin  
 Office Manager.....Eve Baunier

*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  
 Acct & 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. Bloch, Jr.  
*Services Offered:* Keystone Broadcasting System is a transcription network principally covering BEYOND METROPOLITAN markets from coast-to-coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 380 affiliated stations. Twenty-four fully scripted sustaining shows per week.

filling one hour per day, seven days each week, to a total of seven hours per week. This is the only national, full-sized radio network in the U. S. offering national radio advertisers the opportunity to cover the BEYOND METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

**LANG-WORTH FEATURES PROGRAMS, INC.**

113 W. 57th St., New York 19, N. Y.  
 Phone: Circle 6-7410

President.....C. O. Langlois  
 Vice President.....W. O'Keefe  
 Secretary.....A. Walter Socolow  
 Representatives

John D. Langlois, Ralph S. Hatcher  
 Program Director.....Doris Kaye  
 Office Manager.....C. O. Langlois, Jr.

*Services Offered:* Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.



**• • • Transcriptions — Recordings • • •**

**C. P. MacGREGOR**

729 S. Western Ave., Hollywood 5, Calif.  
*Phone: Dunkirk 4-4191*

President.....C. P. MacGregor  
 Manager.....George R. Jones  
 Studio Director.....Victor Quan  
 Production Mgr.....Paul Quan  
 Chief Engineer.....A. Q. Felthousen  
 Eastern Sales Mgr.....Nat V. Donato  
 Mid-West Sales Mgr.....Wm. M. Mertz, Jr.  
*Services Offered:* Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

**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."

**FRED C. MERTENS & ASSOCIATES**

946 S. Normandie Ave., Los Angeles 6, Calif.  
*Phone: DUnkirk 3-7372*

President.....Fred C. Mertens  
 Production & Service Mgr....George L. Price  
*Services Offered:* Five-minute transcribed spots; scripts, ideas, copy, production.

**CHARLES MICHELSON, INC.**

23 W. 47 St., New York 10, N. Y.  
*Phone: PLaza 7-0695-6*

President.....Charles Michelson  
*Services Offered:* Porto-Playback Machines and Gennett & Speddy-Q Sound effects Records. Half-hour and quarter-hour transcribed program features.

**MORTON RADIO PRODUCTIONS, INC.**

360 N. Michigan Ave., Chicago 1, Ill.  
*Phone: Central 6-4144*

President.....Morton Jacobson  
 Secretary.....Cecelia Jacobson  
*Services Offered:* Open-end and custom built transcriptions, live packages. Transcribed programs.

**appears only on the nation's  
 finest transcriptions**

- Recording studios—vertical, lateral and tape
- Gold-sputtered masters—masterpieces of invariable quality
- Muzak-compounded Vinylite
- Transcriptions and phonograph records
- Most advanced methods and facilities
- Experienced, conscientious craftsmanship

*All or any of these Muzak specialized services are available to you.*

**Your next transcription will sound better—and will be better—if processed by Muzak.**

***Muzak* TRANSCRIPTION DIVISION**

*Reg. U. S. Pat. Off.*

*a service of Muzak Corporation*

Sales Dept., 250 West 54th St., New York 19, N. Y. PLaza 7-7700

**MUZAK CORPORATION**

229 Fourth Ave., New York 3, N. Y.

Phone: ORehard 4-7100

President ..... Harry E. Houghton  
 Exec. Vice Pres. .... Charles C. Cowley  
 Vice Pres. & Treas. .... John R. Andrus  
 Secretary ..... Anna M. Kerner  
 Advertising Dir. .... Ralph J. Roberts

**Transcription Div.**

Recording Studios: 151 W. 46 St., N. Y. C.

Phone: PLaza 7-7710

Sales Dept.: 250 W. 54 St., N. Y. C.

Phone: PLaza 7-7700

Vice Pres. & Gen. Mgr. .... Richard A. Wilson  
 Dir. of Sales ..... Helen S. Wallace

*Services Offered:* Production facilities, recording studios (vertical, lateral and tape), gold-sputtered masters, Muzak-compounded Vinylite biscuits, Vinylite transcriptions and phonograph records, studio, off-the-line, off-the-air recordings. Complete services for recording studios, advertising agencies, packaged program producers, radio stations, public service organizations.

**Wired Music Div.**

229 Fourth Ave., New York 3, N. Y.

Phone: ORehard 4-7100

Vice Pres., Chg. of Sales. . . Curt H. Pfenniger

Vice Pres. & Treas. .... John R. Andrus

Vice Pres., N. Y. Oper. . . Ethel W. Maclean  
 Promotion Mgr. .... Roger L. Thaxter

*Services Offered:* Transcribed music library specially arranged, recorded and programmed for functional use by hotels, restaurants, offices, banks, factories, stores, and shops. Transmitted by telephone line from Musak studios in all principal cities.

**NATIONAL RADIO FEATURES**

100 State St., Albany 7, N. Y.

Phones: 48226, 8-1311

Vice Pres., Gen. Mgr. .... Allen I. Stock  
 District Mgrs. .... Al Wolman, Bernie Kaye,  
 R. G. MacDonald.

Publicity Mgr. .... Betty R. Pearl  
 Sales Mgr. .... E. M. Stock

*Services Offered:* Special radio production for radio station campaigns featuring the new Radio On Call production designed to have listening audience understand more fully what radio stations will do for them and the community.

**NATIONAL RECORDING & FILM CORP.**

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

Phone: Wlitchall 4-5543

President ..... Richard Bradley

Secretary-Treasurer ..... B. J. Tunick

**ALLIED RECORD MANUFACTURING CO., INC.**

Largest custom processing and pressing plant

in the country . . . silver nitrate processing—genuine

Vinylite brand plastic pressings. Independent producers

can rely on us for exceptionally fast service.

**THIS YEAR** send your master acetates to **ALLIED.**

**1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • HO 5107**

(See Color Advertisement on Page 30)

## • • • Transcriptions—Recordings • • •

Program Executive & Dir. of Radio Sales  
Natt Hale  
Office Manager.....Leo Rabens  
*Services Offered:* General advertising, ET and transcribed programs, library services, etc. . . . Script service program production, air checks, film program services.

### PREMIER RADIO ENTERPRISES, INC.

3033 Locust St., St. Louis 3, Mo.  
Phone: NEWstead 3555

President.....Theodore P. Desloge  
Vice President.....Wilson Dalzell

*Services Offered:* Producers of transcribed radio programs, spot announcements, TV film commercials, 16 mm motion pictures. Complete disc, tape and film recording facilities. Processing and pressing 10, 12 and 16 inch transcriptions.

### PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.  
Phone: PLaza 7-1111

Vice Pres. & Ass't Gen. 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.

946 S. Normandie Ave., Los Angeles 6, Calif.  
Phone: DUNKirk 3-7372

President.....George Logan Price  
Sales Manager.....S. M. Lauch  
Copy & Production Dir.....George Price, Jr.

*Services Offered:* Transcribed shows of 5 to 60 minutes, packaged or to order. Scripts. Publicity, promotion, public relations direction TV scripts, commercials, gimmicks.

### RCA VICTOR CUSTOM RECORD SALES DIV.

120 E. 23 St., New York 10, N. Y.  
Phone: MURray Hill 9-0500

Manager.....James P. Davis  
Administration Mgr.....Ralph C. Williams

**IF YOUR  
RADIO  
DRAMATIZATION  
NEEDS  
SOUND  
EFFECTS**

SEND FOR  
FREE  
CATALOGUE TODAY

DISTRIBUTED BY

**Thomas J.  
VALENTINO, Inc.**

DEPT. RA  
150 WEST 46th STREET  
NEW YORK, 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  
56-58 Wellington St., E  
Toronto, Ont., Can.

## • • • Transcriptions — Recordings • • •

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. Slide Film Rep.... Marjorie Tahaney

*Services Offered:* Recording, processing, pressing of all types of phonograph records, transcription, slide film and promotion records, shipping and handling.

### RCA Recorded Program Services Section

Manager..... Donald J. Mercer  
Asles Sales Manager..... Wade Barnes  
Eastern Sales Rep..... Addison Amor  
Midwestern Sales Rep.... William F. Reilly  
Western Sales Rep.... William C. Gartland

*Services Offered:* THESAURUS (musical library service); RCA SYNDICATED PRO-GRAMS (recorded dramatic, variety, musical shows).

### Studios and Regional Offices

120 E. 23 St., New York City

Phone: MURray Hill 9-0500

145 N. Lake Shore Dr., Chicago, Ill.

Phone: WHItchall 4-2900

1016 N. Sycamore Ave., Hollywood, Calif.

Phone: HILLside 5151

### RADIO FEATURES OF AMERICA

37 W. 46 St., New York 19, N. Y.

Phone: LUXemburg 2-5130

Cable address: AREFFAY Newyork

Executive Director..... Oliver W. Nicoll  
Associate Director..... Sandra Munsell

### London Representative

Towers of London, Ltd.

81 Hallam St., London W. 1, England

Phone: LAngham 6218, 5050

(Harry Alan Towers)

*Services Offered:* Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

### MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, Ill.

Phones: FInancial 6-4183 DEarborn 2-4078

Owner..... Edwin M. Webb

*Services Offered:* Master, transcription, audition, personal, microgroove and air-check (TV, FM & AM) recording on tape, disc or wire, studio or on-the-spot. Studio facilities include Steinway and Hammond organ.

**Processing**

**Pressing**

**Transcription service**



619 West 54th Street, New York, N. Y. • JUdson 2-3791

MANUFACTURERS OF FINE TRANSCRIPTIONS AND PHONOGRAPH RECORDS



**• • Transcriptions • •**

**REEVES SOUND STUDIOS, INC.**

304 E. 44 St., New York 17, N. Y.

Phone: ORegon 9-3550

President.....Hazard E. Reeves  
 Vice Pres. & Studio Mgr....Chester L. Stewart  
 Chief Engineer.....Lyman J. Wiggin  
 Mgr. Film Recording Div., Richard J. Vorisek  
 Manager of Disc Recording Div., Robert Fine  
 Engineer.....Charles E. Campbell

*Services Offered:* Recording sound on film, shooting facilities, orchestra facilities and disc recording. Facilities for TV production.

**ROCKHILL RADIO RECORDING**

18 E. 50 St., New York 22, N. Y.

Phone: PL 9-7979

President.....Stanley J. Wolf  
 Vice Pres. & Gen. Mgr....Emanuel H. Wolf

*Services Offered:* Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical Transcriptions; Television recordings.

**JACK ROURKE PRODUCTIONS**

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: Hempstead 7178

President.....Jack Rourke  
 General Manager.....Fred Fuld, Jr.  
 Secy.-Treas.....Joan Lane Rourke

*Services Offered:* Live and transcribed radio and TV programs, spot and jingle campaigns.

**SESAC INC.**

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

Phone: MUrray Hill 5-5365

President.....Paul Heinecke  
 Secretary-Treasurer.....R. C. Heinecke

*Services Offered:* Licencing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

**K. R. SMITH COMPANY, INC.**

619 W. 54 St., New York 19, N. Y.

Phone: JUdson 2-3791

President.....K. R. Smith  
 Treas. & Gen. Mgr.....Peter M. Rogers

*Services Offered:* Manufacturer transcriptions and phonograph records.

**SOUND STUDIOS, INC.**

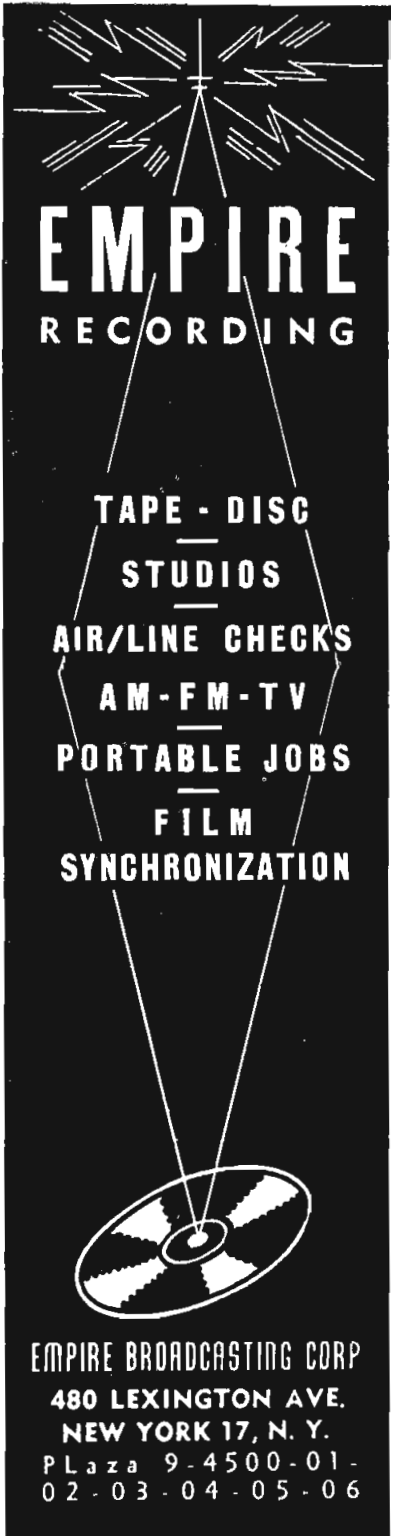
1124 Vermont Ave., N.W.,

Washington 15, D. C.

Phone: Republic 1984

President.....Leon Loeb  
 Secretary.....Ethel Wile Loeb  
 Chief Engineer.....Doc M. Watson

*Services Offered:* Producers of custom built transcriptions, complete Washington studio service for out of town radio stations. Air checks, remotes, picknps and all recording services.



**EMPIRE  
RECORDING**

TAP E - DISC  
—  
STU D I O S  
—  
AIR/LINE CHECKS  
—  
AM - FM - TV  
—  
PORTABLE JOBS  
—  
FILM  
—  
SYNCHRONIZATION

**EMPIRE BROADCASTING CORP**  
**480 LEXINGTON AVE.**  
**NEW YORK 17, N. Y.**  
 P Laza 9-4500-01 -  
 02 - 03 - 04 - 05 - 06

**TELEWAYS RADIO PRODUCTIONS, INC.**

8919 Sunset Blvd., Hollywood 46, Calif.  
*Phone:* Crestview 6-7238, Bradshaw 2-1117  
 President.....Charles A. Kennedy  
*Services Offered:* Transcribed programs, The John Charles Thomas Show, The Frank Parker Show, Sons Of The Pioneers, The Riders Of The Purple Sage, Moon Dreams, Strange Wills, Danger, Dr. Danfield, Barnyard Jamboree, Strange Adventure, Chuck Wagon Jamboree. Also creation and production of spot announcements and creation and production of custom-built, live-talent programs.

**TIP-TOP PRODUCTIONS**

Box 2222, Hollywood 28, Calif.  
 Executive Producer.....Jack Parker  
 Asst to Executive Producer.....Ray Bond  
 General Manager.....H. Albert Rice Jr.  
 Chief Script Editor-Film Div.....Betty Underwood  
 Chief Script Editor-Radio Div.....Ross Van Nibroc  
 Chief Script Editor-TV Div.....Allen Buick  
 Phonograph Record Div. Mgr.....Mort Masters  
 San Francisco Mgr.....Kaye Hyde

Chicago Manager.....A. F. Parker Jr.  
 New York Manager.....Ross Van Nibroc  
 London Bureau Manager.....Sol Solar  
*Services Offered:* Radio, TV and Film Productions; Phonograph records, Feature motion pictures, educational and business films, Film shorts and fillers for TV programs, Radio and TV programs produced to order, Transcription network (radio).

**L. S. TOOGOOD RECORDING CO.**

221 N. LaSalle St., Chicago 1, Ill.  
*Phone:* CEntral 6-3275  
 Owner.....L. S. Toogood  
*Services Offered:* Recording service.

**TOWERS OF LONDON, LTD.**

37 W. 46 St., New York 19, N. Y.  
*Phone:* LU xemburg 2-5130-5131  
*Cable Address:* TOWERSAM New York  
 International Pres.....Harry Alan Towers  
 Vice-Pres. & National Director  
 for the U. S.....Oliver W. Nicoll  
*London Offices*  
 Towers of London, Ltd., 84 Hallam St., London, W. 1, England.  
*Phone:* LAngham 6248, 5050  
 International Pres.....Harry Alan Towers  
*Services Offered:* Program production and

**the  
 symbol  
 of the  
 finest  
 in  
 radio  
 transcriptions**



**CHARLES MICHELSON, INC.**

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WHY BE  
SATISFIED  
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# TRANSCRIPTION LIBRARY SERVICES—1950

by

**CLIFFORD E. OGDEN**

**Sales Manager, Capitol Records, Inc. Broadcast Div.**

**W**HAT does a library service offer radio stations which any combination of music recorded for other purposes does not offer? They offer from forty-five hundred to fifty-five hundred selections of music, selected and produced for radio broadcasting. These tunes are chosen not only for maximum coverage of titles in the whole library, but for maximum selection of titles in the different classifications of music. This in itself makes your transcription library a music library in every sense of the word—not just so many thousand tunes of music. Secondly, your transcribed library service offers you reproduction quality necessary for good broadcast quality. Thirdly, library services today provide an entirely new set of outstanding musical programs built from each library service, generally with continuity, voice track, theme and bridge music, and outstanding promotion material. These programs are designed and put together by experts, are of network quality with tremendous listener and sponsor appeal. The man hours required by a station's promotion, continuity and music departments in duplicating any library's programming and promotion service would cost much more than the cost of a library to

that station. A transcription library or a combination of transcription libraries properly selected for a station's type of operation, and exploited to the fullest will result in increased audience and increased commercial revenue.

•

Radio stations, on one important consideration, have a pronounced reason individually and as an industry to subscribe to not as few libraries as possible—but as many as possible. In a closely allied phase of the music business it has been very well demonstrated that a broadcast supported operation is a guarantee of their supply of music at an equitable cost. Transcription services depend on the broadcasting industry for their existence. Their existence is the broadcasting industry's guarantee of transcribed music at an equitable cost. A strong competitive transcribed library business is vital to the radio broadcast industry!

•

Take another look at your recorded music library. If it doesn't contain one or more transcription libraries—you are missing a bet program-wise and commercial-wise. Call in the library representatives for a hearing. You will be glad you did.

# THE ASCAP CREDO

ASCAP is a useful, progressive Citizen. It acts in the best interest of the Public, while faithfully serving its Customers and Membership.

ASCAP is frank and friendly.

ASCAP fosters and safeguards the musical talent of American youth, by increasing incentives, providing security and protecting their creative product.

ASCAP aspires to preserve the American freedom of thought and expression, for only in such climate - free from social, economic and political pressure - can creative talent reach its full height.

ASCAP realizing that talent is not the property of any single group, accepts composers and authors to membership without regard to race, creed or color.

ASCAP strives to bring to an ever-widening audience a fuller appreciation of America's rich musical heritage. THE SOCIETY freely fosters the performance of its members' music without compensation, for diverse public, educational, therapeutic and charitable uses.



THE AMERICAN SOCIETY OF  
COMPOSERS, AUTHORS AND PUBLISHERS  
30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

# MUSIC

## RADIO & TELEVISION

Performing Rights Societies

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ASCAP

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BMI

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AMP

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SESAC

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List of Publisher Members

# NINETEEN FIFTY



# A. S. C. A. P

By **FRED E. AHLERT**

*President*

**I**N 1950 the American Society of Composers, Authors and Publishers will enter its 37th year of service to licensees and members. Acting in the best interest of the public, its customers and its members, ASCAP performs two important functions:

1. It provides a readily accessible source at which promptly and with no confusion may be cleared for performance a vast number of copyrighted musical works.
2. It distributes to the members their proportionate shares of funds paid for commercial performances.

Without ASCAP there would be endless confusion both for the members and for the great number of business enterprises—including Radio and Television—using music as an important element of their operations.

ASCAP enters upon its 37th year with a membership in excess of 2,400. The Society's members include more than 2,000 composers and authors of musical works, and nearly 400 publishers of these works. Native born Americans from every state, as well as American citizens born in some 40 countries make up its membership.

I am happy to state that our business with Radio and Television is conducted in an atmosphere of mutual confidence. The ASCAP-Radio agreement is just entering upon the second of its two nine-year terms. We expect our television agreements will be consummated with a terminal date of December 31, 1953. Important network Television agreements have been already signed, and we are confident that we shall soon have signed the remaining Television contracts.

My opinion, expressed a year ago, that Radio will not suffer from Television competition has been strengthened by the progress of events. Each medium occupies a distinct field. Each complements the other.

As President of ASCAP, speaking for its 2,400 members, I salute Radio and Television with the earnest hope that 1950 may bring to these great industries increased opportunity and increased reward for their service to the American.

ASCAP maintains headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Officers as of Jan. 1, 1950 are:

|                              |                            |
|------------------------------|----------------------------|
| <i>Fred E. Ahlert</i> .....  | <i>President</i>           |
| <i>Saul H. Borne</i> .....   | <i>Vice President</i>      |
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| <i>Frank H. Connor</i> ..... | <i>Assistant Treasurer</i> |

The Board of Directors comprises 12 writer- and 12 publisher-members, eight of whom are elected annually by the membership for three years terms.



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# BROADCAST MUSIC, INC.

By **CARL HAVERLIN**

*President*

**E**NTERING its 10th year of service to the broadcasting industry and all users of music as well, BMI has amply demonstrated the value of free enterprise in a competitive field as compared to a monopoly type of operation. As BMI marks its 10th Anniversary the fact is generally accepted that the organization has arrived. Actually BMI "arrived" concurrent with the time it became operative. Its reason for being, "To create an independent source of music," virtually became a reality when BMI made available its first reservoir of music. This meant music in the fullest sense of the word. Not only popular music such as may be heard on "Your Hit Parade," but symphonic works, ballet and every conceivable type of serious composition.

True the past season saw BMI-licensed music forge to the front ahead of all others both in the popular and folk music classifications. As many as four out of a possible seven tunes on "Your Hit Parade" were at times BMI. While one end of the BMI business may watch the "Hit Parade" and Peatman sheet with concern, another end notes that the ballet troupe playing the New York City Center averaged more than 20 per cent BMI licensed music during course of its three-week run, and virtually all other music used was public domain. Arturo Toscanini, conducting the NBC Symphony Orchestra, frequently delves into the BMI repertoire of serious music. Early last December, he presented an all-BMI program. This venerable maestro selects his music first and never worries about who licenses what. In making up an all-Italian program he selected Giordano, Puccini, Busoni and Respighi. About 80 per cent of this music was AMP, a wholly owned subsidiary of BMI and the rest also licensed through BMI. Such performances BMI takes in its stride. For one of the reasons for the purchase of AMP outright was to maintain the flow of serious music as well as that of other categories.

And while hoeing its rows of standard crop, BMI can never be accused of neglecting to plant the corn. For BMI has parlayed the so-called hillbilly song into the top popular classification, and every juke box operator in the country depends upon these songs for the major portion of his play.

Thus, BMI's first decade may be considered as the period during which it consolidated its position as an international force in creating an independent source of supply of music. And last but not least it has saved the broadcasting industry many millions of dollars which would have been spent in excessive performing rights license fees.

**OFFICERS OF BMI** are: Carl Haverlin, president; Sydney M. Kaye, vice-president and general counsel; Robert J. Burton, vice-president in charge of publisher relations; Charles A. Wall, vice-president in charge of finance; Roy Harlow, vice-president, station relations; Jean Geiringer, vice-president, foreign relations; and Charles E. Lawrence, assistant treasurer.

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 Biltmore Music, Inc.  
 Blane Music Company  
 Blazon Music Company  
 Block, Martin Music Inc.  
 Bluebird Music Company  
 Blue Note Records  
 Bluestone-Bernard Music Pub.  
 BMI Canada Ltd.  
 Bomart Music Corp.  
 Brenner Music, Inc.  
 Brightlights Music Publishing  
 Broadcast Music, Inc.  
 Byron Music Co.
- Cameron Music Co.  
 Camille's Music Company, Ltd.  
 Campbell Music, Inc.  
 Canfield, Cogswell  
 Cardinal Music Publications  
 Carnival Music Company, Inc.  
 Carol Music Company  
 Carson-Carrier Publications  
 Casa Musicale Sonzogno  
 Cascales, Joe, Music Publisher  
 Cavalier Music Pub. Co.  
 Celestial Music Pub. Co., Inc.  
 Century Songs, Inc.  
 Cerabino, Joseph  
 Charill Music Pub. Co.  
 Chase Music Co.  
 Checker Music Publishing Com-  
 pany  
 Chelsea Music Corporation  
 Cherio Music Publishers, Inc.  
 Chords Music Publishers  
 Christian Music Publishing Co.  
 Cille and Dail Publications  
 Cinephonic Music, Inc.  
 Claremont Music Company  
 Click Music Publishing Company  
 Close Harmony Publications  
 Clow, O. B. (Estate of)  
 Coast to Coast Music Corp.  
 Cole Corporation, M. M.  
 Collwill Corporation  
 Colonial Music Publishing Co.,  
 Inc.  
 Columbia Music Publishing Com-  
 pany  
 Commercial Music, Inc.  
 Commodore Music Corporation  
 Continental Music Publications  
 Co.  
 Continental Record Co.  
 Copyright Music  
 Cornell Music Company  
 Country Music  
 Crestwood Publications  
 Crocker, Al  
 Cross Music Company  
 Cross, Samuel Avery  
 Crossroads Music Co.  
 Crowe, Edward  
 Crowe, Edward and Pyle, Pete  
 Dallas Music Co., Inc.  
 Dana Music Co., Inc.  
 Dance Music Corp.  
 Daniels Music Publishing Com-  
 pany  
 Darrell, Jack, Music Publisher  
 Davis & Ostergard  
 Davis Music Company  
 Dawn Music Co.  
 Dayton Smith Publications  
 D. Davis & Co., Pty.  
 Dennis Music Co.  
 Dexter, Al and Paris, James  
 Dexter, Al, Music Publishing  
 Dinehart Music Company, The
- Dixie Music Publishing Co.  
 Dolan, Ann  
 Domino Music Corporation  
 Doraine Music Publishing Co.  
 Doraine, Peter, Inc.  
 Doray, T., Music Publishing Co.  
 Dornix Music, Inc.  
 Douglas Publishing Company  
 Duchess Music Corporation  
 Dumac Music Corporation  
 Dunray Music Company  
 Duo Music Publishing Corp.  
 Eagle Music Publishing Corpora-  
 tion  
 East Coast Music Publications  
 Eberle-Maxted Music Co.  
 Ecma Music Company  
 Echoes of Victory Music Pub.  
 Company  
 Editions Musicales Victoria Mu-  
 sical Editions  
 Editora Dominicana De Musica,  
 C. Por A.  
 Edizioni Kramer (Milano)  
 Edizioni Mascheroni (Milano)  
 Edizioni Musicali Di Lazzaro  
 Edizioni Musicali Italiane  
 Edizioni Suvini Zerboni  
 Edlee Music Corp.  
 Edward Music Service  
 Edwards, Norman, Music Pub.  
 Elkane Music Company  
 Elliott, Lewis  
 Elmore, C. M. Publisher  
 Elsmo Bros. Publishers  
 Elwood Publishing Co.  
 Embassy Music Corp.  
 Emco Music Company  
 Emerald Music Company  
 Emerson Music Publications,  
 Inc.  
 Encore Music Publications, Inc.  
 Enos, Clyde  
 Esquire Music Co.  
 Essay Music Company  
 Essgee Music Publishing Corp.  
 Excelsior Music Publishing Co.  
 Executive Music Corporation  
 Fairfax Music Company  
 Fairway Music Corp.  
 Fame Music Company  
 Fi-Del Music Publishing Co.  
 Fifer, C. Arthur  
 Fine Songs  
 Fletcher Publishing Company  
 Florida Music Company  
 Flye-Bye-Knight Pub. Co.  
 Folk Songs  
 Ford Music, Inc.  
 Foremost Melodies Inc.  
 Forest Glen Music Publishers  
 Four-Star Music Company  
 Fowler, Wallace Publications  
 France Music Company  
 Francis & Wilmore Music Pub.

## B M I Publishers

- Franco-American Publications  
 Freed & Hall Music Publishers  
 Freeman, Albert Edward  
 Freeman Music Co.  
 Fremart Music Company  
 Frey, Fran and Company  
 Friedly, Lowell G. & Company  
 G & W Music Publications, The  
 G. M. S. Music Publishing Co.  
 Gala Music Publishing Corp.  
 Gilbert Music Publishers  
 Glamor Music Co.  
 Globe Publications  
 Goday Music Inc.  
 Golden Gate Quartet Music Co.  
 Golden Tune Publishers  
 Golden West Melodies, Inc.  
 Golden West Music Publications  
 Gollatz Music Publisher  
 Goode Music, Inc.  
 Gordon Music Company  
 Gordon Music Publisher  
 Green Music Publications  
 Grimes Music Publishers  
 Guinand, Clinton  
 Guy Publishing Company, The  
 H. M. Banner Publications  
 Halama, Frank J., Publications  
 Halmac Company  
 Hamilmeyer Music Publishing  
 Company  
 Hanna & Co. Music Composi-  
 tions  
 Happy Songs, Inc.  
 Harmony House  
 Harmony Music Publishers  
 Hartmann, Edward & Lynette  
 Hartmann & Van Horn  
 Harwall Music Publishers  
 Haun, Dal E., Company  
 Hawaii Conservatory Pub. Co.  
 Hemispheric Publications  
 Hendrix Music Publications  
 Hill and Range Songs, Inc.  
 Hill Music Publishing Company  
 Hillbilly Music Publishing Co.  
 Hilliard-Currie Music Publishers  
 Hillside Music Publishers  
 Hinds, Hayden & Eldredge, Inc.  
 (B.M.I.)  
 Hit Parade Publications  
 Hockenhufl's Music Publications  
 Hoffman, Carrie  
 Holden, Alfred H.  
 Holdsworth, Elmer  
 Hollywood House Music Pub-  
 lishing Co.  
 Hollywood Melody Publishing  
 Co.  
 Hollywood Music Sales  
 Hollywood-Western Music Co.,  
 Inc.  
 Holmes Publications  
 Hoosier Music Publications  
 Hopkins, Earle C.
- Horoscopes in Song  
 House of Carols  
 House of Irish Songs  
 House of Melody  
 Howard, Jack, Publications, Inc.  
 Hub Publishing Company  
 Humphries, Bruce, Inc.  
 Hunter's Music House  
 Hynnes Music Company  
 Imco Music Publishing Co.  
 Imperial Music Publishing Co.  
 Inco Music Company  
 Independent Music Publishers  
 Indigo Music, Inc.  
 Ineman, James  
 Inspired Music Company  
 Inter-American Music Pub. Co.  
 Intermountain Specialty Sales  
 Company  
 International Dance Studio  
 International Popular Music Co.  
 Irma Music Company  
 J.A.Y. Music Company  
 Jackson Music Corporation  
 Jahnke Publishing Company  
 James, Floyd Duke  
 Janis, Stephen  
 Jardy Music  
 Jay-Dee Music Corporation  
 Jay Method, Publisher  
 Jean Music Company  
 Jill Music Co.  
 Jo-Ann Music Company  
 John Mason's Pub. Co.  
 Johnstone-Montei, Inc.  
 Johnstone Music, Inc.  
 Jones, J. Grayson, Music Com-  
 pany  
 Joseph Music  
 Judson Music Co.  
 Jupiter Publishing Company  
 Kammen, J. & J., Music Co.  
 Kampas, William T.  
 Kaolene Corp.  
 Karen Publications  
 Karr, Jerome J.  
 Kaymusic Publishers  
 Kayro Music Publishing Co.  
 Keenote Music  
 Kelly Music Publications  
 Kelly, William A.  
 Keltton-Romm Music Company  
 Kennedy Music Company  
 Kenneth Publishing Company  
 Kerr, Edward  
 Key City Music Publishing Com-  
 pany  
 Key Music Company  
 Keyser Music Publisher  
 Keystone Music Co.  
 King-Del Music Publishers  
 Kinkade's Songs  
 Kit Music Company  
 Knight Publishing Co.  
 Knobloch, M. H.
- Knudsen Publications  
 Knutson & Kilbourne Song Pub-  
 lishers  
 Kolbert, Marguerite (Produc-  
 tions)  
 Kord Music Company  
 Krygier, Joseph  
 Kukula, Frank  
 L & B Publications  
 La Chapelle Music Publications  
 La Rue Publishing Company  
 Lance Music Co., Inc.  
 Lang-Worth Publications, Inc.  
 Lanier Music Company  
 Latin American Publishing Corp  
 Laura-Lea Music  
 Laurel Music Publishers, Inc.  
 Lawndale Music Publishers  
 Leal, Felipe Valdes  
 Lee, Robert, Music Publishers,  
 Inc.  
 Lee, Rosemary  
 Lee Music  
 Lennerts Music Publications  
 Leora Music  
 Lester, Betty  
 Lester, J. L., Music Company  
 Lewcon Music Company  
 Liberty Music Publishers  
 Life Music, Inc.  
 Life Records, Inc.  
 Lincoln, F. S.  
 Lind Music Company  
 Linden Music Publishers  
 Little Jazz Music Pub., Inc.  
 Livingston & Evans Music Com-  
 pany  
 Lois Music Publishing Co.  
 Lomax, Carl, Music Publishing  
 Company  
 London Music Corp.  
 Lone Star Music Co.  
 Long, J. Baxter  
 Long, Joey Music Publishing  
 Lowden, C. Harold  
 Lubin, Jimmy, Music Publishers  
 Lucky Music Publishers  
 Lutz Brothers Music Co., Inc  
 Lydian Music Publishers  
 Lynch, Edward J.  
 Lynn, E. A., Publishing Com-  
 pany  
 Lynne Music Company  
 Lyric Music Co.  
 M. and F. Music Publisher, The  
 M-E Melodies  
 M. R. E. Music Co.  
 Mac Angelo  
 MacFarlane, Thomas M.  
 Mac Gregor, Grant  
 Mack Music Company  
 Mack-Nell Publications  
 Mackley Music Publishing Co.  
 Maestro Music Company  
 Magnet Music, Inc.

## B M I Publishers

- Magnolia Music Corp.  
 Main Music Publishing Company, The  
 Main Street Songs, Inc.  
 Majestic Music Company  
 Major Melodies  
 Major Minor Music  
 Malamar Music, Inc.  
 Mallory Music Publications  
 Manhattan Melodies Music Pub  
 Mank's, Chaw, Blue Ribbon Music Co.  
 Mann Music Co.  
 Manning Music Company  
 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  
 Marston Music  
 Martens, W. F., Music Co.  
 Martin, Jack "Tex"  
 Marvel Music Pub. Co.  
 Master Melodies Music Pub.  
 Master Music Press, Inc.  
 Master Music Publishers  
 Masters Music  
 Material Songs Publishing Company  
 Mayhams Music Company  
 McCall and Malin Publishing Company  
 McClaran, Olive Hanson  
 McClellan Music Company  
 McClure Music Company  
 McClure, Ruth D.  
 McCune Music Company  
 McDonald, J. K.  
 McDonald Music Company, The  
 McDowell, Frances Grider  
 McGhee, Berry M.  
 McGinty Music Publishing Company  
 McClean, Gene, Music Co.  
 McMahan, Frank  
 Meadowbrook Music Publishing Co.  
 Med-Rik Music Publishing Company  
 Medallion Music Corp.  
 Mellin Music, Inc.  
 Mellow Music Publishing Co.  
 Melo Music Co.  
 Melo-Song Publishers  
 Melodies of the Americas, Inc.  
 Melody Hall Music Publishers  
 Melody Lane, Inc. (Peer)  
 Melody Moderne Incorporated  
 Melody Music Company  
 Melody Music Publications  
 Melotone Music Publishers  
 Memphis Music Publishers, The  
 Mercury Music  
 Merit Music, Inc.  
 Merit Music Publishing Co  
 Meritt Publications  
 Merrymount Music Press  
 Merrywood Publishers  
 Metropolitan Music Company  
 Metropolitan Music Publishers  
 Michael Music Co., Inc.  
 Micor Publishing Company  
 Midland Music Company  
 Midwestern Publishers  
 Millbrook Music  
 Millburn Music Publishers, Inc.  
 Milliegene Music Publishing Company  
 Miracle Music Company  
 Mission Hills Publications  
 Missud, Jean M. (B.M.I.)  
 Mode Music Publishing Co.  
 Modern Melo Melody Publications  
 Modern Melodies Publishing Co.  
 Modern Music Publishing Co.  
 Modern Standard Music Co.  
 Mohawk Music Publishing Co.  
 Monahan Music Publications  
 Monarch Music Company  
 Mongiello, Cosmo Andreotti  
 Monitor Music Publishers  
 Monmouth Publishing Company  
 Mono-Music  
 Monroe Music Company  
 Monroe Music House  
 Monroe Publications  
 Moon Ray Music Publishers  
 Morris Music Publications  
 Morrison & Ewing  
 Morrison Music Company  
 Morrissey Music Company  
 Morse, Dave, Studio Publishing Company  
 Motley Music Publishing Co.  
 Motor City Music Publishers  
 Mount Vernon Publications  
 Mountain Music Company  
 Mountain State Music Pub.  
 Movieland Music Publishers  
 Murob Music Publishers  
 Murray Music Publishers  
 Musart, L. C. Publications  
 Music Art Publications  
 Music Box Melodies  
 Music City Copyrights  
 Music Counter, The  
 Music Enterprises  
 Music for Frets  
 Music For Young America Co.  
 Music Incorporated  
 Music Manuscript Reporter  
 Music Products, Inc.  
 Music Row Publications  
 Musicana, Inc.  
 Musin, Ovid (E. B. Marks)  
 Mustang Music Pub. Co.  
 Muzik Masters Company  
 Nash Chain Song Service, The  
 National Association For Blind Composers, Inc.  
 National Broadcasting Co., Inc.  
 National Music Corp.  
 Nationwide Songs, Inc.  
 Nelson, Overson Publications  
 Neptune Music Publishers  
 Nettles Publishing Co.  
 New England Song Publishing  
 New Era Music Corporation  
 New Harmony Music Publishers  
 New York Music Publishing Co.  
 Newton, Al  
 Niehoff, Dolorosa  
 Nicksch, Donald E.  
 Nimitilla Music Company  
 Nolan Music Co.  
 Nolton, Frances Stuart  
 Nordoll Music Co.  
 Normandy Music, Inc.  
 Normay Music Company  
 Northeastern Music Company, The  
 Northern Bell Music Pub. Co.  
 Nosnaws Music Company  
 Note Music Co.  
 Noteworthy Music, Inc.  
 Nu-Tune Music Corporation  
 Nu-View Publications  
 Oahu Publishing Company  
 Ocean-Spray Music Company  
 Olin, Milton E.  
 Oliver-Jacobs Music  
 Olson, Nils  
 Olympian Agencies  
 Onyx Publishers  
 Orange Music Publishers  
 Oree Music  
 Original Music Publishing Co., Inc.  
 Oriote Tunes  
 Otten & Kemp  
 Our West Music Publisher, The  
 Ozark Mountain Music Pub.  
 P. M. Music Publishing Co.  
 Pace Music Co.  
 Pacific Coast Music Publishers  
 Pacific Music Publications  
 Palladium Music Publishing Co.  
 Palomar Music Corp.  
 Pan-American Publications  
 Parade Music Company  
 Paradise Music Company  
 Paragon Publishers  
 Paris, James B.  
 Pastor Music Co.

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Paterson, James A.  
Patmar Music Company, Inc.  
Patriotic Music Publishing Co.  
Paty Publishing Company, The  
Paul Reiner Music Pub. Co., Inc.  
Paxon, Margaret O.  
Pearl Music Company, Inc.  
Peer International Corporation  
Peerless Music Publishing Co.  
Pelkonen, Matt, Music Co.  
Peloubet, William Spalding  
Pemora Music Company, Inc.  
Penn-Sylvan Publications  
Personal Publications  
Peskin Music Publishing Co.  
Phono-Tunes Music Company  
Pittman, Pete, Publications  
Pitts, P. S., Publications  
Plamor Music Company  
Plumb, Neely Publishing Co.  
Pond, Frank, Music Company  
Porgie Music Corporation  
Portland Music Company, The  
Prelude Music Co. (E. B. Marks)  
Premier Music Publishing  
Prestige Music  
Preview Music Co., Inc.  
Pre-View Publications  
Princess Publications  
Pritchett Publications  
Professional Music, Inc.  
Pro Musica Publishing Co.  
Propoggio, R. N.  
Prosser Music Publishing Co.  
Proven Publications  
Putman Publications  
Quaker Music Company  
Quality Music Company, Inc.  
Quincy Music Publishers  
R. R. Publishers  
R. S. Rose Publishing Co.  
Radio & Video Music Publishing Company  
Radio Music Company  
Radio Music Publishers  
Radio-Recording Songs, Inc.  
Radio Screen Music Pub. Co.  
Rainbow Melodies Music Co.  
Rainbow Music Corporation  
Rainbow Music Publishers  
Rainier Music Publishers  
Rancho Music  
Randolph, Al, Publications  
Ray Music Publishing Company  
Raybert Music Company  
Raymond Music Corp.  
Raymond, William  
Raymor-McCollister Music Publishers  
Rayven Music Co., Inc.  
Real Music Company  
Record Music Publishing Company  
Recordo Music Publishers  
Red River Songs  
Redskin Publishing Co.  
Redwood Music Co., Inc.  
Reeny Rhythms  
Rees, H. E., Music Publishers  
Reeves, John Frank  
Regal Music Company  
Regal Music Company, Ltd.  
Regent Music Corp.  
Reid & Singer Music Publishing Co.  
Remarque Music Publishing Co.  
Remington Music  
Renown Music, Inc.  
Republic Music Corporation  
Retter, Louis, Music Company  
Revell, Thomas H.  
Reveille Music Co.  
Rex Music Publishers  
Rhodes, David W.  
Rhythm Publishing Company  
Rhythms Of The West  
Richardson Songs  
Ricordi, G. & Co.  
Rinehart, Marion W., Music Enterprise  
Ringwald Publications  
Rinker, Charles, Music Pub.  
Rion, Johnny  
Riverdale Music Co.  
Rivervale Music, Inc.  
Roberts, Virgil, Publishing Co., Inc.  
Rod Jon Music Company  
Rodenberg, Edward L.  
Romance Music Publications  
Romaunt Music Publications  
\*Romay Music, Inc.  
Romeo Twin Publishing Co.  
Roque, Julio  
Rork, Ernest A., & Son  
Rosemart Music Co.  
Rosetti, Joseph  
Roslyn Music Company  
Ross & Howard  
Rossi, Edward  
Rossi, Edward and Louis  
Rossongs Music Publishers  
Roth, Elizabeth  
Roth, Howard H., & Co., Inc.  
Rousseau Publishing Co.  
Roxy Music Corp.  
Roy, Mary  
Royal Crown Music Company  
Royal Gorge Music Publishing  
Royal Music Corporation  
Royalty Music Company  
Rubens, Mark  
Ruby Music Co.  
Rudy Vallee Music Publications  
Rujanart Music Publications  
Rumbalero Music, Inc.  
Russell, Willard  
Russian-American Music Publishers, Inc.  
S. A. Melodi  
S. B. G. Music Publishers  
Salamanca Music Publishers  
Salvatori Music Company  
San Juan Music Publishing Co.  
Sanders, Zeb V.  
Sapphire Music Publisher  
Savoy Music Company  
Sawaya Publications, Inc., The  
Saxonette Music Company  
Scala Music Publishers  
Schael, August, Company  
Scheuerle Bros. Music Publishers  
Schillinger, Arthur E.  
Schofer, E. C., Music Co.  
Schofer, Kitty James  
Scholl Publishing Company  
Schumann Music Company  
Scripter's  
Seattle Music Publishing Co.  
Seidel, Emil, Music Pub'g Co.  
Sentinel Music Publications  
Serac Publishing Co.  
Sgambellone, G., Music Publishers  
Shavers, Herman  
Shaw, Charlie, Publications  
Shelby Music Publishing Co.  
Sheldon - Mitchell Publishing Corp.  
Shermack Company  
Sherwood Music  
Shields Music Corporation  
Shopa Music Publications  
Show-Biz Music Co.  
Shutt, Albert, Music Publisher  
Simon House, Inc.  
Singer, Murray, Music Pub.  
Singmore Music Publishers  
Siravo Music Company  
Skrivanek Music  
Skyark Songs  
Skyline Music Publishers  
Slate Enterprises, Inc.  
Smart Songs Publishing Co.  
Smith, Bob  
Smith, Jerry, Publications  
Smith Publications  
Snell, Ethel, Publishing Co.  
Snyder, Fenton Publications  
Sobeck, Rosina  
Society of Jewish Composers, Publishers and Songwriters  
Soergel, Oscar  
Sommers, Henry J.  
Song-Ranch Publications  
Song Shop, The  
Song-Tex Music Company  
Songette Publishing Co.  
Sonorous Music Co., Inc.  
Sons Music Pub. Co.  
Sophisticate Music, Inc.  
Sorority Fraternity Record Co.  
Spanish Music Center  
Spartan Music Publishers  
Spotlight Music Company

## B M I Publishers

- |                                     |                                          |                                   |
|-------------------------------------|------------------------------------------|-----------------------------------|
| Spry Music Publishing Co.           | Tompkins, Clarence & Cuff, Paul          | Vogue Music Corporation           |
| Staff Music                         | Tono Record Co.                          | Volunteer Music Sales Co.         |
| Staff Music Corporation             | Topik Tunes                              | Von Hallberg Music Company        |
| Stan-Host Melodies                  | Tourjee, Leo Eben                        | Wade Franklin, Publications       |
| Standard Publications               | Tracy Music Company, Inc.                | Wahl, J. Frederick                |
| Stanow Publications                 | Trade Mark Music                         | Wald Music Company                |
| Star Music Co.                      | Trans-American Music Pub.                | Walden, Orville C.                |
| Stark Music Printing Company        | Transatlantic Music Company              | Waldman, Irving, Music Pub.       |
| Starlight Music Company             | Treasure Music Publishers                | Wallace Publishing Company        |
| Stavin, Milt, Music Company         | Trend Music                              | Ward, Allan W., Music Pub.        |
| Steele, Ted, Publishing Co.         | Triad Music Company                      | Warner Studio                     |
| Stein, Rose Yvonne                  | Trionon Publications                     | Warren Publications               |
| Stern, Jos. W., & Co. (E. B. Marks) | Trinity Music Co., Inc.                  | Washburn, Rozella T.              |
| Stern Music Publishing Co.          | Trio Music Company                       | Washington Music Bazaar           |
| Steven, Arthur Publications         | Tropical Song Counter                    | Waterss Music Publishing Co.      |
| Stevens Music Company               | Trutone Publishing Company               | Watkins Music, Inc.               |
| Stevens Music Corporation           | Tune-House Publications                  | Watson, W. A.                     |
| Stevens, Thomas A.                  | Tune Shop Music Publishers, Inc.         | Wayne, D., Music Publishing       |
| Stone, Irving                       | Tune-Time Music                          | Weaver, Jesse E.                  |
| Stone, Jack & Associates            | Tune Towne Tunes                         | Webster Music Company             |
| Stover Music Company                | Turner Tunes, The                        | Weeks, Publisher                  |
| Strand Press Music Publishers       | 20th Century Music Publishers            | Wemar Music Corporation           |
| Stratton, A. D., Music Co.          | U. S. and International Music Publishers | Wentworth, Martha                 |
| Stuart Music, Inc.                  | U. S. Music, Inc.                        | Wesjay Music Corp.                |
| Sudlik & Siegel                     | Uhl & Ware                               | West Coast Music Publishers       |
| Sultan Associates                   | Ultra Music Company                      | Westchester Music Co.             |
| Sun Ray Music Publishers            | Unger Music Publisher                    | Whimsy, Ltd.                      |
| Sundial Songs                       | Unique Music Publishers                  | White Mountain Music              |
| Sunnyside Music Publications        | United Artists Publishing Co.            | White Way Music Company           |
| Sunrise Music Company               | United Music, Inc.                       | Whitney, F. E., Publications      |
| Sunshine Music Company              | Universal Music Sales                    | Wilcox Music Publishing Co.       |
| Superior Melodies Publishing Co.    | University Music Co.                     | Willard Herring, Ltd.             |
| Sutton Music Company                | University of Toledo                     | Williams, Albert                  |
| Swansongs Publications              | University Publishing Company            | Williams & Williams               |
| Sweet Music Publications            | Uranus Music Company                     | Wilson Publishing Co.             |
| Sweet, William R.                   | Val Music Corporation                    | Winfield Music, Inc.              |
| Swing & Tempo Music Co.             | Valentine Music Publications             | Wing Music Corp.                  |
| Swing Music Publishers              | Valiant Music Company, Inc.              | Winner Music                      |
| Symbolic Music Publishing Co.       | Valjean Music                            | Winters, Leo, Inc.                |
| Syncopation Songs                   | Valley-Hill Music Co.                    | Winthrop, G. & Company            |
| Syndicate Music Publishers, Inc.    | Valor Publications                       | Wise Music Publications           |
| Szathmary, Irving                   | Van Brunt Publishing Company             | Witro Music Publishing Co.        |
| Tannen Music, Inc.                  | Van Dorn                                 | Wizell, Murray, Music Co.         |
| Taps Agency                         | Van Russ Music                           | Wolfe, Hugh J.                    |
| Tara Music Company                  | Vance Music Company                      | Wood Song and Record Co.          |
| Tele-Mus Publishing Company         | Vander Music Company                     | Woodward, Harry, Music Pub.       |
| Terry Tune Studios                  | Vanguard Songs                           | Woodland Music Company            |
| Televise Music Company              | Van's Music Company                      | Woods Music Co.                   |
| Thomas-Cole Publishing Co.          | Variety Music Company                    | Worldwide Music Publishers        |
| Tic-Toc Publishing Company          | Vavrin & King                            | Wright Publishing Company         |
| Tiffany Music Company               | Velleca Publishing Company               | Wrightman, Neale Publishers       |
| Tiffany Productions, Inc.           | Vernon Music Publishers                  | Wyner Music Publishers            |
| Timberland Publishing Co.           | Versailles Music Co., Inc.               | Wyoming Music Company             |
| Time Music Company                  | Vicca's Music Co.                        | "X-L" (Excell) Music Publications |
| Times Square Music Publishing       | Victor-Gospel Music Co. (hymns)          | Yale Record Company               |
| Tingor Music, Inc.                  | Victory Music Company                    | Yacobian Publications             |
| Tinker, Bill                        | Village Music Co.                        | Zaboy-Landino Music Company       |
| Tobby Music Publishers              |                                          | Zenith Music Publications         |
| Tomerlin, Lysle                     |                                          | Zoeller Music Company             |
| Tompkins, Clarence F.               |                                          |                                   |

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.



# ASSOCIATED MUSIC PUBLISHERS, INC.

By **M. E. TOMPKINS**  
*President and Secretary*

Associated Music Publishers, Inc., 25 West 45th Street, New York 19, New York, a wholly owned subsidiary of Broadcast Music, Inc. is in its third fiscal year since its acquisition by Broadcast Music, Inc.

In addition to its own extensive catalogue of orchestra, chamber music and chorus music, it continues to represent exclusively in the United States such fine foreign catalogues as Breitkopf and Hartel—Leipzig; Universal Edition—Vienna; N. Simrock; B. Schott's Soehne—Mainz; Schott & Co., Ltd.—London and Edition Max Eschig-Paris. Associated continues to represent exclusively as selling agent the fine standard and serious music catalogues which were developed by BMI throughout its publishing life. Performance rights continue to be administered by BMI.

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## Publishers

|                                      |                                                  |                                               |
|--------------------------------------|--------------------------------------------------|-----------------------------------------------|
| Aibl Verlag (See Universal Edition)  | Pion Honoré                                      | Schott & Co., Ltd.                            |
| Alpha Music                          | Société Nouvelle                                 | B. Schott's Soehne                            |
| Congress Music Co.                   | Vieu                                             | Filmusik Union                                |
| Latin American Bureau                | Filmusic Union (See B. Schott's Soehne)          | Grosch Verlag                                 |
| Leader Music Co.                     | Julius Hainauer                                  | Philharmonischer Verlag                       |
| Associated Music Publishers, Inc.    | Kahnts' Schering Edition                         | Schuberthaus Verlag (See Universal Edition)   |
| Bote & Bock                          | Latin American Bureau (See Alpha Music)          | Senff (See Simrock)                           |
| Lauterbach & Kuhn                    | Lauterbach & Kuhn (See Alpha Music)              | Carl Simon (See Breitkopf & Haertel)          |
| Breitkopf Publications               | Leader Music Co. (See Alpha Music)               | N. Simrock                                    |
| Breitkopf & Haertel                  | F. E. C. Leuckart                                | Esos Verlag                                   |
| Carl Simon                           | Luckardt (ee Simrock)                            | Luckardt                                      |
| Broussan (See Editions Eschig)       | Otto Maass (See Universal Edition)               | Raabe & Plothow                               |
| Casa Musicale Sonzogno               | Nagel Musical Archives                           | Senff                                         |
| Congress Music Co. (See Alpha Music) | Ondet (See Editions Eschig)                      | Société Nouvelle (See Editions Eschig)        |
| Demets (See Editions Eschig)         | Philharmonischer Verlag (See B. Schott's Soehne) | *Universal Edition                            |
| *Doblinger Verlag                    | Pion Honoré (See Editions Eschig)                | Aibl Verlag                                   |
| Dupont (See Editions Eschig)         | Pro Art Publications                             | Albert Gutman                                 |
| Eos Verlag (See Simrock)             | Russian-American Music Publishers, Inc.          | Schuberthaus Verlag                           |
| Editions Eschig                      |                                                  | Otto Maass                                    |
| Broussan                             |                                                  | Vieu (See Editions Eschig)                    |
| Demets                               |                                                  | *Symphonic Works only, as per a special list. |
| Dupont                               |                                                  |                                               |
| Ondet                                |                                                  |                                               |

# SESAC, Inc.

By PAUL HEINECKE

President

**T**HE broadcasting year, just past, has been a momentous one with great strides and advancement that surpassed all forecasts and expectations. The accent was, of course, on television but the long-time AM and FM stations, along with the newer ones, matched all that with fine skill and artistry to further secure their position in this vital entertainment industry in which we are engaged.

After more than half a century in the music world . . . the last two decades allied with radio . . . I cannot help but think how amazing and truly spectacular the growth and advancement of music and the associated arts.

That . . . all that has been done culturally as well as commercially through cooperation and that must be our theme keynote as we continue to work together as friendly but aggressive competitors. That is the American way, has been and with our strong and firm intent, always will be.

We have every reason to believe that SESAC Service means a great deal to each and every broadcaster . . . the more than 2700 stations who are licensed to use the music from our many affiliated publishers' catalogs, and the hundreds of subscribers to the SESAC Transcribed Library. We are one of the oldest as well as one of the largest of the music licensing organizations. It is truly music of lasting value and in it you find almost unlimited quantities of American Folk numbers, hymns, gospel songs, orchestral selections, others from the worlds of opera and operetta, musical comedy, symphony, standard and novelty songs, hillbilly, western, and even dramatic sketches and plays, etc. This material is ideally suitable for TV just as it long has been for AM and FM.

Our more than 3000 recorded selections in the SESAC Transcribed Library likewise fit ideally into the same category and requirement. We have just issued a complete and thorough catalog of such mood listings for that usage. Of course, for day-in and day-out operation, the Library is constantly in use by hundreds of stations.

The SESAC Transcribed Library has been vastly enlarged and its scope extensively widened and increased. We have a whole new section of selections in full-playing time. Our plans for the future are gauged for even greater achievement in the Library division of SESAC. We believe that we can be of greater service to the industry by keeping its price low and within reason with no sacrifice in quality. That we have done and will continue to do as we take the best of the past and make it a part of the future.

The past year saw the beginning and development of our new Script Service for SESAC Library subscribers. Quickly it has assumed a position of major importance.

Every indication is for another fine radio year ahead and it will be if we all strive together and make the usual annual advances that the listening . . . and seeing . . . public has come to expect from us.

**SESAC Publishers**

- Accordion Music Publishing Co., New York  
including:  
*Deiro, Pietro*
- Albright Music Company (See National Music Company, Inc.)
- Alford, Harry L., Chicago
- Alkire, Eddie, Publications, Easton, Pa.
- Arct, M., Warsaw, Poland
- Ashmall, Wm. E., Company (See McLaughlin & Reilly Co.)
- Augsburg Publishing House, Minneapolis, Minn.
- Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
- Babwin Publications (See Pallma Music Products)
- Barnes, A. S., and Company, Inc., New York
- Barnhouse, C. L., Company, Oskaloosa, Ia.
- Bartlett, E. M. (See Brumley, Albert E.)
- Barwicki, K. T. (See "P.W.P.")
- Beazley, Samuel W. & Son (See Stamps-Baxter Music & Printing Co. and Tennessee Music & Printing Co.)
- Beirly Company (See Chart Music Publishing House, Inc.)
- Bendix Publishing Corp. (See National Music Company, Inc.)
- Benson, John T., Publishing Co., Nashville, Tenn.
- Braun, Hubert J., Chicago.  
including:  
*Braun Music Co.*  
*Braun Organization, The*
- Broadcast Music Publishers (See National Music Company, Inc.)
- Brumley, Albert E., Powell, Mo.  
including:  
*E. M. Bartlett*
- Bryant Music Company, New York
- Call-Mar Publishers, Inc., Woodstock, Ill.
- Capitol Music Co. (See National Music Company, Inc.)
- Cardilli, M. V. (See Cerruto)
- Catholic Music Co. (See McLaughlin & Reilly Co.)
- Central Music Co., Sherman Oaks, Calif.  
including:  
*Ramsey, Will F.*
- Cerruto, John M., New York  
including:  
*M. V. Cardilli*
- Chart Music Publishing House, Inc., Chicago  
including:  
*Beirly Company, Alfred*  
*Coanacher, B.*  
*Huffer, Fred K.*  
*Littig, Frank, Music Publishing Co.*  
*Warde, Harry*  
*Warner, F. Eugene*  
*Western Accordion Music Company*
- Church Music Co., The, Fullerton, Cal.  
including:  
*Grammer, Frank*
- Clef Music Corporation, New York
- Coanacher, B. (See Chart Music Publishing House, Inc.)
- Composers Press, Inc., The, New York
- Concord Music Publishing Co., Inc., New York
- Cummings, M. Homer, Glasgow, West Va.
- Daniel, John, Quartet Song Publishers, Nashville 5, Tenn.
- Deiro, Pietro (See Accordion Music Publishing Co.)
- Denison, T. S., & Company, Chicago
- Di Bella, O., New York
- Editions Pro Arte (See "P.W.P.")
- Eulenburg, Ernst, Ltd., London, England
- Fairbank, H. W., Company (See National Music Co., Inc.)
- Firm Foundation Publishing House, Austin, Tex.  
including:  
*Dean, Emmet S.*  
*Dean & Edmiaston*  
*Dean & Everidge*  
*Dean & Franklin*  
*Dean & Hensley*  
*Dean & Morgan*  
*Dean & Sebren*  
*Ramsey & Parker*  
*Trio Music Co.*
- Fouts-Payne Music Co., Oak Ridge, Tenn.
- Gebethner & Wolff, Warsaw, Poland
- Gilbert Music Company (See McLaughlin & Reilly Co.)
- Goddard Music Company, Chicago
- Gornston, David, New York
- Grabczewski, F., Warsaw, Poland
- Hall Music Co., The, Maryville, Tenn.
- Hall & McCreary Co., Chicago
- Harmonia Edition Publishing Company, New York  
including:  
*Harmonie Publications*  
*Rondo Publications*
- Harper & Brothers, New York
- Hartford Music and Printing Company, Inc., The, Powell, Mo.
- Hart's Music Company (See National Music Co., Inc.)
- Hathaway, Franklin Earl Music Publisher, Chicago  
including:  
*Gospel Music Publications*
- Henson, J. M., Music Publisher, Atlanta Ga.  
including:  
*Morris-Henson Music Co.*  
*Southern Music Plate Co.*
- Hoffman, Raymond A., Company, Chicago
- Holbrooke, Josef (See Modern Music Library)

• • • **SESAC Publishers** • • •

- Huffer, Fred K. (See Chart Music Publishing House, Inc.)
- Idzikowski, Leon, Warsaw, Poland
- Idzikowski, M. (See "P.W.P.")
- Jastrzab (See "P.W.P.")
- Jeffress Music Co., Crossett, Ark.
- Jewell, Fred, Music Co., Worthington, Ind.
- Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
- Keene, Hank, Inc., South Coventry, Conn.
- Kelman Music Corp., New York
- King, K. L., Music House, Inc., Fort Dodge, Ia.
- King Music Publishing Corp., New York
- Kjos, Neil A., Music Co., Chicago including:
- Max and Beatrice Krone*
- Krachtus, John, Inc., Chicago
- Krone, Max & Beatrice (See Kjos Music Co.)
- Littig, Frank, Music Publishing Co. (See Chart Music Publishing House, Inc.)
- Liturgical Music Company (See McLaughlin & Reilly Co.)
- Liturgical Music Press, Inc., New York
- McLaughlin & Reilly Co., Boston including:
- Liturgical Music Company*  
*Catholic Music Co.*
- Also including published copyrighted compositions taken over from:
- Wm. E. Ashmall & Co.*  
*Berge Music Company*  
*John Singenberger*  
*Otto Singenberger*  
*Gilbert Music Company*
- Modern Music Library, London, England including:
- Josef Holbrooke*
- Morris-Henson Music Co. (See Henson, J. M., Music Publisher)
- Music Press (William L. Dawson) Tuskegee Institute, Tuskegee, Ala.
- Music Press, Inc., New York
- Music Products Corporation (See Pallma Music Products)
- National Music Co., Fort Worth, Tex. including:
- Ferrill, J. W.*  
*Quartet Music Company*  
*Thomas, Alvis O.*  
*Thomas, J. E.*
- National Music Company, Inc., Chicago including:
- Albright Music Company*  
*Bendix Publishing Corp.*  
*Broadcast Music Publishers*  
(See *Eddy Hanson*)
- Capitol Music Co.*  
*Fairbank, H. W., Company*  
*Hart's Music Company*  
*Popular Music Publications*  
*Select Music Company*  
*Standard Music Company* (See *Eddy Hanson*)  
*Standard Songs* (See *Eddy Hanson*)  
*Windsor Music Company*
- also including published copyrighted compositions taken over from:
- Eddy Hanson*
- Natratz-Schenck, Inc., New York
- Network Music Publishers (See Top Music Publishers, Inc.)
- Northwestern Press, The, Minneapolis, Minn.
- Nowa Scena, Warsaw, Poland
- Nowacki, Henryk X. (See "P.W.P.")
- Oak Ridge Quartet Music Co., Nashville Tenn.
- Pagani, O., & Bro., New York
- Pallma Music Products Corp., Chicago including:
- Pallma, Frank, Music Publisher*  
*Music Products Corporation*  
*Babwin Publications*  
*Quincke, Walter A.* (Compositions as per list issued)
- Panella, Frank A., Pittsburgh, Pa.
- Paragon Music Publishers, New York
- Parks, J. A., Company, Chicago
- Parris Music Co. (See Tennessee Music and Printing Co.)
- Parris, O. A. (See Stamps Quartet Music Co.)
- Perry's Sons, A. W., Sedalia, Mo.
- Pioneer Music Press, Salt Lake City including:
- Wheelerwright, Lorin F.*
- Podgorski, J., Philadelphia, Pa.
- Polonia Publishing Co. (See Zalewski, B. J.)
- Popular Music Publications (See National Music Company, Inc.)
- Pro Arte (See Editions Pro Arte)
- "P.W.M.", Polskie Wydawnictwo Muzyczne, Krakow, Poland
- "PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw, Poland
- Towarzystwo Wydawnicze Muzyki Polskiej*  
*Wichler, Z.*  
*Witczyk, Stanislaw*  
*"Zaiks" Związku Autorow, Kompozytorow i Wydawcow*  
*Zak, Czeslaw*  
*Zaremba, Alojzy*
- Quartet Music Company (See National Music Company)

## SESAC Publishers

- Quincke, Walter A. (See Pallma Music Products)
- Radio City Guitar Studio, Jackson Heights, New York
- Ramsey, Will M. (See Central Music Co.)
- Revival Music Co., The, Searcy, Ark.  
including:  
*Walls, W. M.*
- Ricart & Cia, Luis, S. L., Barcelona, Spain
- Rondo Publications (See Harmonia Edition)
- Rudnicki, Walery (See "P.W.P.")
- Rzepecki (See "P.W.P.")
- Sacred Music Foundation, The, Los Angeles  
including:  
*Herbert G. Tovey*
- Sajewski, W. H., Music Publishing Co., Inc., Chicago
- Schmidt Co., The Arthur P., Boston 16
- Schmitt, Paul A., Music Company, Minneapolis, Minn.  
including:  
*Selmer, H. & A., Inc. (Compositions as per list issued.)*
- Schuberth, Edward, & Co., Inc., N. Y.
- Select Music Company (See National Music Company, Inc.)
- Selmer, H. & A., Inc. (See Schmitt, Paul A., Music Company)
- Seyfarth, G. (See "P.W.P.")
- Showalter Co., The A. J., Dalton, Ga.
- Simon, Frank, Middletown, Ohio
- Singenberger, John & Otto (See McLaughlin & Reilly Co.)
- Slater, Will W., Fort Worth, Texas
- Smith, Wm. J., Music Co., Inc., New York
- Stamps-Baxter Music & Printing Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.  
including:  
*Beazley, Samuel W., & Son (Publications copyrighted in 1925 and thereafter.)*  
*Sisk Music Company, The, Toccoa, Ga.*  
*Stamps, V. O., Music Company*
- Stamps Quartet Music Co., Inc., Dallas, Tex.  
including:  
*Parris, O. A.*
- Standard Music Company (See National Music Company, Inc.)
- Standard Songs (See National Music Company, Inc.)
- Stirling Music Publishing Co., New York  
including:  
*Avalon Music Publishing Co.*
- Teddle, Tilit S., Greenville, Texas
- Tennessee Music and Printing Co., Cleveland, Tenn.  
including:  
*Beazley, Samuel W., & Son (Publications copyrighted up to and including 1924 only.)*  
*Denson Trio Music Co.*  
*Denson-Parris Music Co.*  
*Hall Music Co., The (Publications as per list issued.)*  
*Perry, F. Clark, Co.*  
*Sebren, George W., Music Co.*  
*Showalter, A. J., Co., The*
- Top Music Publishers, Inc., New York  
including:  
*Kanner Music Publishing Co.*  
*Network Music Publishers*
- Tovey, Herbert G. (See Sacred Music Foundation, The)
- Treasure Chest Publications, Inc., N. Y.
- Vaughan, James D., Lawrenceburg, Tenn.
- Vitak-Elsnic Co., Chicago  
including:  
*Georgi and Vitak Music Co.*
- Walls, W. M. (See Revival Music Co.)
- Warde, Harry (See Chart Music Publishing House, Inc.)
- Warner, F. Eugene (See Chart Music Publishing House, Inc.)
- Warszawskie Towarzystwo Muzyczne (Warsaw Music Society); Warsaw, Poland
- Weaner, Maxwell (See Weaner-Levant Publications)
- Weaner-Levant Publications, New York  
including:  
*Weaner, Maxwell*
- Wells, Kenneth H., Chicago, Ill.
- Western Accordion Music Company (See Chart Music Publishing House, Inc.)
- Wheelwright, Lorin F. (See Pioneer Music Press)
- Whitney Blake Music Publishers, N. Y.
- Wiehler, Z. (See "P.W.P.")
- Windsor Music Company (See National Music Company)
- Winsett, R. E., Dayton, Tenn.
- "Zaiks" Związku Autorow, Kompozytorow I Wydawcow; Warsaw, Poland (Authors, Composers and Publishers Association of Poland) (See "P.W.P.")
- Zak, Czeslaw (See "P.W.P.")
- Zalewski, B. J., Chicago  
including:  
*Moniuszko Publishing Co.*  
*Polonia Publishing Co.*  
*Rozaan Publishing Co.*
- Zaremba, Alojzy (See "P.W.P.")

NOTE: Due to limitation of space, the above listing does not represent a complete roster of SESAC Publishers. For complete listing, contact SESAC, 475 Fifth Ave., New York 17, N. Y.

# SONG HITS OF 1949

(January 1, 1949 to January 1, 1950)

The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year. (Songs in Stage or Film Productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1948 are noted by the date—1948).

| SONG TITLE AND PUBLISHER                          | TOTAL<br>ACI POINTS | NUMBER<br>OF WEEKS<br>IN ACI<br>SURVEY |
|---------------------------------------------------|---------------------|----------------------------------------|
| So In Love (1948) (T. B. Harms)                   | 26,552              | 41                                     |
| *Some Enchanted Evening (Chappell)                | 25,061              | 34                                     |
| Powder Your Face With Sunshine (1948) (Lombardo)  | 20,291              | 22                                     |
| Cruising Down The River (Henry Spitzer)           | 18,376              | 22                                     |
| Far Away Places (1948) (Laurel)                   | 18,327              | 19                                     |
| Again (1948) (Robbins)                            | 18,214              | 26                                     |
| Sunflower (Famous)                                | 17,487              | 22                                     |
| I've Got My Love to Keep Me warm (1948) (Berlin)  | 17,239              | 20                                     |
| Bali Ha'i (Chappell)                              | 16,805              | 30                                     |
| A Little Bird Told Me (1948) (Bourne)             | 16,793              | 14                                     |
| A Wonderful Guy (Chappell)                        | 16,147              | 29                                     |
| Someone Like You (Harms)                          | 14,276              | 19                                     |
| *A Dreamer's Holiday (Shapiro-Bernstein)          | 13,500              | 16                                     |
| Riders in The Sky (E. H. Morris)                  | 13,456              | 19                                     |
| *Don't Cry Joe (Harms)                            | 13,337              | 15                                     |
| *You're Breaking My Heart (Mellin)                | 13,200              | 22                                     |
| *That Lucky Old Sun (Robbins)                     | 13,035              | 21                                     |
| *Younger Than Springtime (Chappell)               | 12,989              | 28                                     |
| *Room Full Of Roses (Hill & Range)                | 12,796              | 25                                     |
| Red Roses For A Blue Lady (Mills)                 | 12,672              | 18                                     |
| *I Can Dream Can't I (Chappell)                   | 12,465              | 14                                     |
| 'A'—You're Adorable (Laurel)                      | 12,374              | 23                                     |
| Maybe It's Because (Bregman-Vocco-Conn)           | 12,347              | 26                                     |
| Let's Take An Old-Fashioned Walk (Berlin)         | 11,937              | 20                                     |
| There's Yes Yes In Your Eyes (Witmark)            | 11,884              | 22                                     |
| Just One Way To Say I Love You (Berlin)           | 11,877              | 18                                     |
| Careless Hands (Melrose)                          | 11,829              | 20                                     |
| Forever And Ever (Robbins)                        | 11,805              | 21                                     |
| Galway Bay (1948) (Leeds)                         | 11,761              | 17                                     |
| It's A Big Wide Wonderful World (Broadcast Music) | 11,754              | 28                                     |
| *Someday (You'll Want Me To Want You) (Duchess)   | 11,752              | 25                                     |
| My Darling My Darling (1948) (E. H. Morris)       | 10,993              | 12                                     |
| Lavender Blue (1948) (Santly-Joy)                 | 10,855              | 13                                     |
| Everywhere You Go (Lombardo)                      | 10,436              | 26                                     |
| Fiddle Dee Dee (Harms)                            | 9,961               | 18                                     |



# GREATEST RADIO PERSONALITY OF PAST TWENTY-FIVE YEARS



**JACK BENNY** was acclaimed "the greatest radio personality during the last 25 years," in a questionnaire poll of 330 of the nation's leading radio editors which was completed on March 10th by **RADIO DAILY**.

In selecting Benny, numerous editors polled by **RADIO DAILY** also wrote in their non-commercial choice. This honor went to the late Franklin Delano Roosevelt, of whom one radio editor wrote: "He relied almost entirely on radio to instill confidence and faith in this nation."

Many editors supported their choice of Benny with comments on his master showmanship and his consistently top comedy programming over the years. Second choice was Bing Crosby who ran close to Benny in the balloting.

Honors for third place among the commercial radio artists were divided evenly between Bob Hope and Amos 'n' Andy.

Among the varied comments on Benny were:

"Jack Benny for his personal accomplishments and those he has helped to stardom." — Nat Lund, *Seattle Times*, Seattle, Wash.

"Jack Benny is not necessarily the best or the greatest judged in terms of pure talent—but he deserves the title of 'greatest' in the sense that his radio characterization has not only become a national tradition, but has maintained itself as such in the top levels of public acclaim longer than any other." — Ben Gross, *New York Daily News*.

"If by radio personality you mean entertaining personality, I'd say Jack

Benny." — Peg White, *San Diego Journal*, San Diego, Calif.

"If F. D. R. is barred from competition, I'll throw my vote to Jack Benny who had led the way so many years." — John Crosby, *New York Herald-Tribune*.

In taking the poll **RADIO DAILY** asked editors one question: "Who Was the Greatest Radio Personality During the Last 25 Years?" Editors were invited to comment on their selection.

Among other personalities who received ballots in the poll were Arthur Godfrey, Lowell Thomas, Major Bowes, H. V. Kaltenborn, Alexander Woolcott and Will Rogers.

Jack Benny, currently starred in the "Jack Benny Show" on Columbia Broadcasting System Sundays from 7:00 to 7:30 PM, EST, under sponsorship of the American Tobacco Company, first entered radio 18 years ago.

Commenting on the honor bestowed upon Jack Benny, Justin Miller, president of the National Association of Broadcasters said: "The National Association of Broad-

casters is pleased to congratulate Jack Benny on his selection by the annual poll of radio editors as the top entertainer of the past quarter century. The Jack Benny program, known to millions of Americans of all ages as fine comedy, is more than mere entertainment; it is a continuing commentary on human manners and its deft touch has contributed much to the temper of our times. Mr. Benny richly deserves the honor the nation's radio editors have paid him."



JACK BENNY



# DENNIS JAMES

*Personal Management* AARON B. STEINER

*Video Agent* WILLIAM MORRIS AGENCY



BEHIND THE  
MIKE  
RADIO — TELEVISION

Artists

□

Vocalists

□

Sports Commentators

□

News Commentators

□

Women Commentators

□

Disc Jockeys

□

Orchestra Leaders

□

Musical Conductors

□

Organists

□

Writers

□

Announcers

□

Directors-Producers

□

Home Economics Directors

□

Managers and Agents

NINETEEN FIFTY





**JACKSON BECK**

# RADIO-TV ARTISTS

## —their work during 1949

—A—

**ABBOT, JUDY**

The Aldrich Family  
NBC

**ACE, GOODMAN**

Mr. Ace and Jane, Ruthie on  
The Telephone, CBS, CBS-TV.

**ACREE, CHUCK**

B. Sept. 22, 1913, St. Louis, Mo.;  
Man On The Farm, MBS; Hint  
Hunt, CBS; Something To Talk  
About, Yankee Network; Ladies  
Be Seated, ABC.

**ADAMS, INGE**

Wendy Warren, CBS; Big Sister,  
Brighter Day, CBS; Children's  
Sketchbook, Lights Out, NBC-TV;  
Kraft, NBC-TV.

**ADAMS, MASON**

Big Town, Pepper Young's  
Family  
NBC

**ALBERT, EDDIE**

The Eddie Albert Show  
NBC

**ALBERTSON, FRANK H.**

Repertory Theater, NBC-TV;  
Chevrolet Theater, NBC-TV;

Theater Guild of the Air, NBC;  
This Is Your FBI, ABC; Sam  
Spade, CBS; Lux Theater, CBS.

**ALBERTSON, JACK**

B. June 16; Texaco Star Theater,  
NBC, NBC-TV; The Clock, NBC-  
TV; Durante, NBC; Perry Como  
Supper Club, NBC, NBC-TV;  
Cavalcade of America, CBS; Hen-  
ry Morgan, NBC.

**ALEXANDER, BEN**

The Martin and Lewis Show  
NBC

**ALEXANDER, DENISE**

Chesterfield Supper Club! A  
Tree Grows in Brooklyn  
NBC

**ALLEN, CHARME**

We Love and Learn  
NBC

**ALLEN, DAYTON**

Howdy Doody  
NBC-TV

**ALLEN, FRED**

The Fred Allen Show  
NBC

**ALLEN, GRACIE**

(Mrs. George Burns); B. San  
Francisco, Calif.; on CBS for  
Amm-i-dent Tooth Paste.

**ALLEN, MINETTA**

One Man's Family  
NBC

**ALLEN, STEVE**

B. Aug. 1921, New York, N. Y.;  
Steve Allen Show, ABC.

**ALLISON, FRAN**

Kukla, Fran & Ollie  
NBC-TV

**ALLMAN, ELVIA**

A Day in the Life of Dennis  
Day; Maxwell House Coffee  
Time Starring George Burns  
and Gracie Allen; Blondie,  
NBC

**AMECHE, DON**

The Jimmy Durante  
NBC

**AMECHE, JIM**

Welcome Travelers  
NBC

**AMSTERDAM, MOREY**

Morey Amsterdam Show  
CBS, DuMont

**ARDEN, EVE**

Our Miss Brooks  
CBS

**ARLEN, MARGARET**

WCBS



LUCILLE BALL

Star of

“MY FAVORITE  
HUSBAND”

C. B. S.

Sunday Afternoon

3:00 P.M. PST — 6:00 P.M. EST

# J E A N H E R S H O L T

## *"Dr. Christian"*

13th Year

VASELINE  
PRODUCTS

CBS, WEDNESDAYS  
8:30 to 9:00 P.M.



## WILLIAM GARGAN

starring in

### **"MARTIN KANE, PRIVATE EYE"**

#### **Television**

NBC—Thursday  
10:00 p.m., EST

#### **Radio**

Mutual—Sunday  
4:30 p.m., EST

Sponsored by

**THE UNITED STATES TOBACCO COMPANY**

Through Kudner Agency, Inc.

• • • **Radio and Television Artists** • • •

**ARNOLD, PAUL**

B. June 9, 1919, Denver, Colo.; Paul Arnold, CBS-TV; American Songs, NBC-TV; Academy Theater, NBC-TV; Americana, NBC-TV; Radio City Playhouse, NBC; Easy Listenin', NBC.

**AUTRY, GENE**

Gene Autry Show  
CBS

**ATWELL, ROY**

The Admiral Broadway Review  
NBC-TV

— B —

**BACHUS, JIM**

The Alan Young Show  
NBC

**BAILEY, JACK**

B. Hampton, Iowa; Queen for A Day, Comedy of Errors. Mutual-Don Lee.

**BAILEY, ROBERT**

The Alan Young Show  
NBC

**BALL, LUCILLE (Mrs.)**

**Desi Arnaz**

B. Aug. 6, 1911, Butte, Mont.; Star of My Favorite Husband, CBS.

**BARRATT, MAXINE**

And Everything Nice  
DuMont

**BARGY, JEAN**

Blues By Bargy  
CBS-TV

**BARNES, BINNIE**

Leave It To The Girls  
NBC-TV

**BARNEY, MARIAN**

Marriage for Two, Pepper Young's Family, When A Girl Marries  
NBC

**BARRIE, WENDY**

ABC-TV

**BARRY, HAROLD**

Bonny Maid Versatile Varieties  
NBC-TV

**BARTLETT, TOMMY**

Welcome Travelers, NBC.

**BAUER, CHARITA**

The Aldrich Family  
NBC, NBC-TV

**BEATTY, CLYDE**

B. Bainbridge, O.; World's foremost wild animal trainer and circus performer; Continual guest appearances on network shows; The Clyde Beatty Show.

**BECK, JACKSON**

Superman, Philip Morris. NBC.

CBS, MBS; Ed Sullivan's Toast of The Town (narrator) CBS-TV.

**BEGLEY, ED**

Richard Diamond, Private Detective  
NBC

**BELLAMY, RALPH**

Man Against Crime  
CBS

**BENADARET, BEA**

The Jimmy Durante Show, The Great Gilderslove, Amusement Show Starring George Burns and Gracie Allen  
CBS

**BENDIX, WILLIAM**

Life of Riley  
NBC

**BENNETT, JULIS**

Theater Guild on the Air  
NBC

**BENNY, JACK**

B. Feb. 14, 1894, Chicago, Ill.; The Jack Benny Show, CBS.

**BENSON, RED**

B. Feb. 21, 1917, Columbus, O.; Red Benson's Movie Matinee Take A Number, WOR; Julie Conway & Red Benson Show, MBS; St Nick's Music Hall Varieties, WOR-TV.



PAUL  
WINCHELL  
AND  
JERRY  
MAHONEY



MANAGEMENT—COUNSEL  
GOLDFARB, MIRENBURG & VALLON

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BOOKINGS  
WILLIAM MORRIS  
AGENCY



**Ed and Pegeen Fitzgerald**

**T V Too!**



**DICK  
FORAN**

Radio

TV

. . . **Radio and Television Artists** . . .

**BERCH, JACK**

The Jack Berch Show  
NBC

**BERG, GERTRUDE**

The Goldbergs, CBS, CBS-TV.

**BERGEN, EDGAR**

B. Feb. 16, 1903, Chicago, Ill.;  
educ. Northwestern U., B.A.,  
hon. M.A.: Coca Cola Show, CBS.

**BERLE, MILTON**

Texaco Stor Theater, NBC-TV

**BERNARD, TOMMEY**

The Adventures of Ozzie and  
Harriet  
NBC

**BERNER, SARA**

The Jimmy Durante Show  
NBC

**BERWIN, BERNICE**

One Man's Family  
NBC

**BERWICK, VIOLA**

Meet the Meeks  
NBC

**BICKART, SANFORD H.**

Counterspy, ABC; Gangbust-  
ers, CBS; Modern Romance,  
ABC; Tropic Holiday, NBC-  
TV.

**BILLINGSLEY, JACQUELINE**

Lora Lawton, NBC

**BLAINE, MARTIN**

F. B. I. In Peace And War  
CBS

**BLAIR, HENRY**

The Adventures of Ozzie and  
Harriet, NBC

**BLAKE, PAULINE**

Duffy's Tavern  
NBC

**BLANC, MEL**

B. May 30, 1908, San Francisco,  
Calif.; Jack Benny, Judy Canova,  
Animated Cartoon Voice Artist,  
Recording Artist.

**BLEYER, ARCHIE**

Arthur Godfrey Show, Talent  
Scouts  
CBS, CBS-TV

**BOGUE, MERWIN**

(Ish Kabibble)  
Kay Kyser's College of Musi-  
cal Knowledge  
NBC-TV

**BOLES, JIM**

B. Lubbock, Tex.; I Love A Mys-  
tery, MBS; Mr. Fix It, NBC; Fred  
Allen, NBC; The Big Story, NBC,  
NBC-TV, Kraft Television The-  
ater, NBC-TV, Famous Jury  
Trials, DuMont.

**BOOTH, SHIRLEY**

Hogan's Daughter  
NBC

**BOYD, BILL**

B. June 5, 1898, Cambridge, O.;  
Hopalong Cassidy, starring Wil-  
liam Boyd, MBS, NBC-TV.

**BRACKEN, EDDIE**

The Sealtest Variety Theater  
Starring Dorothy Lamour  
NBC

**BRADFORD, JOHNNY**

John Bradford Show, John  
Bradford Show with Tony Ro-  
mano  
NBC

**BRAHAM, HORACE**

Theater Guild, NBC; Cavalcade,  
NBC; Mystery Theater, CBS; Mr.  
Chameleon, CBS; Men Against  
Crime, CBS-TV; Colgate The-  
ater, CBS-TV.

**BRASFIELD, ROD**

Grand Old Opry  
NBC

**BRAYTON, MARGARET**

A Day in the Life of Dennis  
Day  
NBC

**BRECHER, IRVING**

Life of Riley  
NBC

**BREMNER, MURIEL**

Curtain Time  
NBC

**BRICE, FANNY**

Fanny Brice - Baby Snooks  
Show  
NBC

**BRICKHOUSE, JACK**

(See Sports Commentators)

**BRIN, HARRISE**

ABC, ABC-TV

**BROKENSIRE, NORMAN**

NBC Summer Symphony, Nor-  
man Brokenshire Program,  
The Theater Guild on the Air  
NBC

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## Radio and Television Artists

### —C—

#### **BROWN, JOHN**

B. Hull, England; Life of Riley; My Friend Irma; A Date With Judy; Ozzie & Harriet; The Dennis Day Show

#### **BROWN, ROD**

B. May 11, 1920, Yonkers, N. Y.; We The People, CBS; Paul Whiteman Show, CBS; The Aldrich Family, CBS; Silver Theater, CBS.

#### **BYRAN, ARTHUR Q.**

The Jimmy Durante Show. The Adventures of Archie Andrews. Fibber McGee and Molly. The Great Gildersleeve  
NBC

#### **BURKE, BILLIE**

Chicken Every Sunday  
NBC

#### **BURNS, GEORGE**

B. New York, N. Y.; on CBS for Amm-i-dent Tooth paste.

#### **BURR, RAYMOND**

Dragnet  
NBC

#### **BURROWS, ABE**

This Is Showbusiness. Breakfast With Burrows  
CBS, CBS-TV

#### **BUTTERFIELD, HERB**

Dragnet  
NBC

#### **BUX, KUDA**

I'd Like To See  
NBC-TV

#### **BYRNES, PAULINE**

Chesterfield Supper Club  
NBC

#### **CAESAR, SID**

Admiral Broadway Revue  
N.Y.T., DuMont

#### **CALVERT, CAREY**

B. Nov. 25, 1926, Philadelphia, Pa.; Becky Sharp (Philco), NBC-TV; Voice of the Army, NBC; Colgate Theater, NBC-TV; Mr. District Attorney; Telephone Hour; Elizabeth Arden Spot Commls.

#### **CAMARGO, RALPH**

B. Feb. 27, 1912, Glendale Calif.; Modern Romances, ABC; Front Page, CBS-TV; Believe It Or Not, NBC-TV; Grand Central Station, CBS.

#### **CANDIDO, CANDY**

The Jimmy Durante Show  
NBC

#### **CANOVA, JUDY**

B. Nov. 29, 1916, Jacksonville, Fla.; The Judy Canova Show, NBC.

#### **CANTOR, CHARLES**

Duffy's Tavern  
NBC

#### **CANTOR, EDDIE**

The Eddie Cantor Show, Take It Or Leave It  
NBC

#### **CAPELL, PETER**

Thanks for Tomorrow  
NBC

#### **CARLON, FRAN**

Big Town  
NBC

#### **CARNEY, ART**

Living  
NBC

#### **CARSON, JACK**

Jack Carson Show  
CBS

#### **CARTER, JACK**

Cavaleade of Stars. American Minstrels of 1949  
DuMont

#### **CASE, NELSON**

Lowell Thomas, Ford Theater. Toast of the Town  
CBS-TV

#### **CASEY, ROBERT**

The Aldrich Family  
NBC-TV

#### **CASSELL, ARTHUR**

One Man's Family  
NBC-TV

#### **CATON, FLOYD**

Blondie  
NBC

#### **CHAMPION, MARGE & GOWER**

The Admiral Broadway Review  
NBC-TV

#### **CHANDLER, ROBIN**

Leave It To The Girls  
NBC-TV

#### **CHAPPELL, ERNEST**

Quiet Please; Ted Malone Show, ABC; Edward Murrow, CBS; The Lambs Television Gambol (co-producer), WNBT.

#### **CHRISTIE, KEN**

The Great Gildersleeve  
NBC

#### **CISAR, GEORGE**

Curtain Time  
NBC

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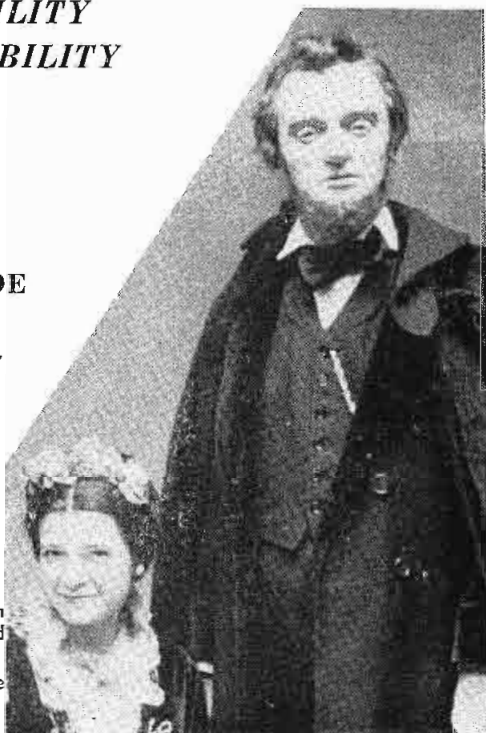
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## Radio and Television Artists

### CLARK, BUDDY

Carnation Contented Hour  
NBC

### CLARK, CLIFF

(Alkali Pete)  
Smilin' Ed McConnell and His  
Buster Brown Gang  
NBC

### CLARK, LON CLAUDE

B. Bricelyn, Minn.; Nick Carter,  
MBS; Exploring The Unknown,  
MBS; Flashgun Casey, NBC; Al-  
drich Family, NBC; Boston  
Blackie, MBS; Gangbusters, ABC.

### CLARKE, GAGE

The Hartmans  
NBC-TV

### CLARKE, PHILIP N.

B. Aug. 4, 1904, London, Eng.;  
Studio One, CBS-TV; Kraft The-  
ater, NBC-TV; Mr. Keen, CBS;  
Counterspy, NBC; Helen Hayes  
Show, CBS; M-G-M Theater of  
The Air, WMGM.

### COCA, IMOGENE

The Admiral Broadway Review  
NBC-TV

### COLEMAN, RETTA F.

Saturday Morning Story Fair,  
WNYC; Laughter, Grit &  
Giggle, WATV; Howdy Doody,  
WNBT.

### COLLEY, OPHELIA

(Minnie Pearl)  
Grand Ole Opry  
NBC

### COLLINS, TED

ABC

### COLLINS, TOM

One Man's Family  
NBC

### COLLYER, CLAYTON (Bud)

Break the Bank, NBC; Winner  
Take All, CBS. CBS-TV

### COLLYER, BUD

Superman, MBS; Winner Take  
All, CBS; Share The Wealth;  
Guiding Light, NBC; Right To  
Happiness, NBC.

### COMO, FERRY

Chesterfield Supper Club  
NBC-TV

### CONAN, DICKIE

Colgate Theater, Vic & Sade  
NBC-TV

### CONREID, HANS

B. April 15, 1917, Baltimore,  
Md.; My Friend Irma, CBS; Life  
with Luigi, CBS.

### CONTE, JOHN

My Good Wife  
NBC

### CONWAY, JULIE

B. Granite City, Il.; Armstrong's  
Theater of the Air, CBS; Casey,  
Crime Photographer; When A  
Girl Marries: Nora Drake, CBS;  
Julie Conway & Red Benson  
Show, MBS; Ma Perkins, CBS;  
Second Mrs. Burton, CBS.

### COOK, TOMMY

Life of Riley  
NBC

### COOLEY, SPADE

B. Grand, Okla.; Spade Cooley's  
Western Varieties.

### COPELAND, MAURICE

Meet the Meeks  
NBC

### CORBET, LOIS

Me and Janie Starring George  
O'Hanlon  
NBC

### CORDAY, PEGGY

Believe It or Not  
NBC-TV

### CORRELL, CHARLES

Amos 'n' Andy  
CBS

### COSSART, VALERIE

Kraft Television, Theater, The  
Hartmans  
NBC-TV

### COST, SUSAN

(Mary Lee Taylor)  
Mary Lee Taylor Show  
NBC

### COTSWORTH, STARTS

B. Feb. 17, 1908, Oak Park,  
Ill.; Casey-Crime Photographer,  
CBS; Front Page Farrell, NBC;  
Marriage For Two, NBC; The  
Guiding Light, CBS; Cavalcade,  
NBC; Theater Guild On The Air,  
NBC.

### COWLAN, BERT

The Guiding Light, CBS; Big  
Story, Big Town, NBC.

### CROSBY, BING

Bing Crosby Show  
CBS

### CROSBY, BOB

The Bob Crosby Show  
NBC

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• • • **Radio and Television Artists** • • •

**CROSS, MILTON J.**  
ABC

**CULLEN, BILL**  
Hit The Jackpot, Give & Take  
CBS

**CUMMINGS, ROBERT**  
Four Star Playhouse  
NBC

**CUNNINGHAM, RONNIE**  
The Admiral Broadway Review  
NBC-TV

**CURTIN, JOSEPH**  
Mr. & Mrs. North  
CBS

— D —

**DANDRIDGE, RUBY**  
The Judy Canova Show  
NBC

**DANE, FRANK**  
Colgate Theater, Vic & Sade  
NBC-TV; Meet the Meeks.  
NBC

**DARVES, LILLI**  
We Love and Learn  
NBC

**DAVIS, JOEL**  
B. Nov. 2, 1933, Los Angeles,  
Calif. The Ruggles, KECA-TV;  
Bill Stern Show, NBC; Family  
Theatre, Mutual; Hallmark The-  
atre, CBS; Dote With Judy, KECA;  
Hour of St. Francis, Recordings.

**DAY, DENNIS**  
(See Vocal Artists).

**DeCAMP, ROSEMARY**  
Life of Riley  
NBC-TV; Dr. Christian, CBS

**DELMAR, KENNY**  
The Fred Allen Show, The  
Henry Morgan Show  
NBC

**DE MARTEL, WILKIE**  
**T.**  
B. Nov. 9, Long Island, N. Y.;  
Henry Aldrich, NBC-TV; Sus-  
pense, CBS-TV; Phil Silvers Show,  
Benny Rubin Show, NBC-TV;  
Philip Morris Show, CBS-TV;  
Philco-Davego Show, NBC-TV.

**DENNING, RICHARD**  
My Favorite Husband  
CBS

**DeSANTIS, JOE**  
B. June 15, New York, N. Y.;  
Under Arrest, WOR; Big Story,  
ABC; Ford Theater, CBS; Big  
Sister, CBS; Casey-Crime Pho-  
tographer, CBS; Big Town, NBC.

**DESMOND, MARY FRANCES**  
Meet the Meeks  
NBC

**DIAMOND, JACKIE**  
The Phil Silvers Arrow Show  
NBC-TV

**DIMAGGIO, JOE**  
Joe Dimaggio Show  
CBS

**DIXON, ROBERT**  
B. April 8, 1911, Stamford,  
Conn.; Edward R. Murrow, CBS;  
Chuckwagon, CBS-TV; Life Can  
Be Beautiful, NBC; Perry Mason,  
CBS; Kiddie Records for Ad-  
miral Records, Inc.

**DIXON, BOB**  
Chuck Wagon  
CBS-TV

**DINSDALE, SHIRLEY**  
Judy Splinters & Shirley Dins-  
dale Show  
NBC-TV

**DONALD, PETER C.**  
B. June 6, 1918, Bristol, Eng.;  
Can You Top This?; Chesterfield  
Supper Club; Benny Goodman  
Show; Subbed for Dorothy & Dick  
and Arthur Godfrey; TV MC,  
Bell Telephone & Gimbel Bros.;  
Warriors of Peace, ABC; Fred  
Allen Show.

**DONALDSON, TED**  
Father Knows Best  
NBC

**DONLEVY, BRIAN**  
Dangerous Assignment  
NBC

**DOUGLAS, SCOTT**  
(See Sports Commentators).

**DOUGLAS, SHARON**  
The Alan Young Show  
NBC

**DOWNNEY, MORTON**  
Songs by Morton Downey,  
NBC; Mohawk Showroom,  
NBC-TV

**DOYLE, LEN**  
Mr. District Attorney, NBC.

**DRAKE, GALEN**  
WCBS

**DRAPER, MARGARET**  
The Brighter Day, NBC.

*Irving Mansfield*

CBS

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PETER  
DONALD

JOE  
LAURIE, JR

WARD  
WILSON

HARRY  
HERSHFIELD

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**Radio and Television Artists**

**DUFF, HOWARD**

B. Nov. 24, 1917, Bremerton, Wash.; Adventures of Sam Spade, NBC.

**DUNN, EDDIE**

True or False, MBS.

**DUNNINGER**

The Bigelow Show  
NBC-TV

**DURANTE, JIMMY**

B. Feb. 19, 1893, New York, N. Y.; Jimmy Durante Show, NBC.

— E —

**EARL, CRAIG**

Professor Quiz.

**EDDY, NELSON**

Kraft Music Hall  
NBC

**EGGSTON,**

**SHIRLEY M.**

B. Dec. 14, Cleveland, O.; Counterspy, ABC; Dorothy Dix, ABC; Aldrich Family, NBC; Ma Perkins, CBS; Light Of The World, NBC; Spot Commercials, commercial voice.

**EHLER, BARBARA**

Life of Riley, A Day in the Life of Dennis Day  
NBC

**ELDEKS, HARRY**

Curtain Time  
NBC

**ELLIOT, WIN**

B. May 7, 1915, Chek Chelsen, Mass.; County Fair, CBS; Betty Crocker Magazine of the Air, ABC; Quick As A Flash, MBS; N. Y. Rangers Hockey, WPIX-TV.

**ELLIOT, WIN**

County Fair  
CBS

**ELLIS, BOBBY**

The Life of Riley  
NBC

**ELLSWORTH & FAIRCHILD**

Song And Dance  
NBC-TV

**EMERSON, FAYE**

My Silent Partner  
NBC  
Leave It To The Girls  
NBC-TV

**EMERY, BOB**

Small Fry Club, WOR; Rainbow House, WABD

**ELSTNER, ANNE**

Stella Dallas  
NBC

**ERICKSON, LOUISE**

The Alan Young Show, A Date with Judy  
NBC

**ERLANGER, GLORIA**

Duffy's Tavern  
NBC

— F —

**FAITH, PERCY**

Pause That Refreshes  
CBS

**FALKENBURG, JINX**

Tex and Jinx Program  
NBC

**FAYE, ALICE**

B. New York, N. Y.; Under contract to 20th Century Fox; Star of Phil Harris-Alice Faye Show, presented by Rexall, NBC.

**FAYE, JOEY**

B. New York, N. Y.; 54th Street Revue, CBS-TV.

**FELTON, VERNA**

The Judy Canova Show, Maxwell House Coffee Time Starring George Burns and Gracie Allen, The Red Skelton Show, Me and Janie Starring George O'Hanlon  
NBC

**FENNELLY, PARKER**

The Fred Allen Show  
NBC

**FERNANDEZ, PETER**

Kraft Theater, WNBC; Suspense, WCBS; Philco Playhouse, WNBC

**FIELDS, IRVING**

**(Irving Fields Trio)**

Pianist, Conductor, Composer, Publisher. b. Aug. 4, 1915, New York, N. Y.; Composer of Managua Nicaragua, Miami Beach Rhumba, Walter Thornton Rhumba, The Kiss Polka, American Forest (symphony); Roxy Theater, Carnegie Hall, Savoy Plaza, Warwick, Weylin, N. Y.; MBS,



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## Radio and Television Artists

- ABC; Crest Music Co.; Voted among nations top 5 most popular instrumental groups by Cash Box and top 7 by Billboard; RCA Victor recording artist.
- FILBRANDT, LAURETTE**  
One Man's Family  
NBC
- FIRESTONE, EDDY**  
Mixed Doubles  
NBC-TV
- FISHER, GEORGE**  
Confidential Closeups  
NBC
- FISHER, NELLIE**  
American Songs  
NBC-TV
- FITZGERALD, ED & PEGEE**  
Breakfast with the Fitzgeralds, ABC; The Fitzgeralds, ABC-TV.
- FITZMAURICE, MICHAEL**  
When A Girl Marries, NBC; Pepper Young's Family, NBC; What Makes You Tick, CBS; Tales of Fatima, CBS; Nick Carter, MBS; Telenews Sports Reel, CBS-TV.
- FLYNN, BERNADINE**  
Colgate Theater, Vic & Sade  
NBC-TV
- FOLEY, RED**  
Grand Ole Opry  
NBC
- FONTAINE, FRANK**  
The Swift Show  
NBC-TV
- FORAN, DICK**  
B. New Jersey; Kraft, NBT.
- FORAY, JUNE**  
Smilin' Ed McConnell and His Buster Brown Gang  
NBC
- FORD, SENATOR**  
B. June 13, 1887, Brooklyn, N. Y.; Can You Top This?, NBC; Vox Pop; Hobby Lobby; Guest Appearances.
- FRANCES, ARLENE**  
My Good Wife  
NBC
- FRANCIS, ANN**  
Stop Me If You've Heard This One, Benny Rubin Show, Bonny Maid Versatile Varieties  
NBC-TV
- FRANCIS, EUGENE**  
Modern Romances, ABC; Perry Mason, CBS; Kraft TV, WNBT
- FRANKLIN, NANCY**  
One Man's Family  
NBC-TV
- FREEMAN, FLORENCE**  
Young Widder Brown  
NBC
- FRIEDMAN, ADA**  
Mixed Doubles  
NBC-TV
- FROST, ALICE**  
Mr. & Mrs. North  
CBS
- FULLER, BARBARA**  
One Man's Family  
NBC
- FUNT, ALLEN**  
Candid Camera  
NBC-TV
- G —
- GARDE, BETTY**  
Hogan's Daughter  
NBC
- GARDNER, ED**  
Duffy's Tavern  
NBC
- GARGAN, WILLIAM**  
Martin Kone, Private Eye, NBC-TV, Mutual.
- GARROWAY, DAVE**  
Dave Garroway Show, Next Dave Garroway, NBC; Garroway At Large, NBC-TV
- GATESON, MARJORIE**  
One Man's Family  
NBC-TV
- GERALD, HELEN**  
B. Aug. 13, 1926, New York, N. Y.; Cavalcade of America, NBC; Amstrang Theater of Today, CBS; The Eternal Light, NBC; My True Story, ABC; John Steele, Adventurer, MBS; Living, 1949, NBC, Martin Kane, Private Eye, MBS.
- GIBBS, HARRY**  
The Mary Lee Taylor Show  
NBC
- GILBERT, JANICE**  
The O'Neills, "Peggy" Dumont; Hilltop House, CBS; Break the Bank, NBC-TV.



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LURENE TUTTLE



WILKIE de MARTEL

Actor



CAREY CALVERT

Actress

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## Radio and Television Artists

**GILMAN, PAGE**

One Man's Family  
NBC

**GILLESPIE, JEAN**

The Aldrich Family  
NBC

**GIVOT, GEORGE**

Stop Me If You've Heard This  
One, Bonnie Maid Versatile  
Varieties  
NBC-TV

**GODFREY, ARTHUR**

B. Aug. 31, 1903, Arthur Godfrey  
Time, CBS; Arthur Godfrey's  
Talent Scouts, CBS, CBS-TV; Ar-  
thur Godfrey and his Friends,  
CBS-TV.

**GOFF, NORRIS**

Lum And Abner  
CBS

**GOODMAN, HARRY S.**

ABC-TV

**GORDON, BERT**

The Eddie Cantor Show  
NBC

**GORDON, GALE**

The Judy Canova Show, Max-  
well House Coffee Time star-  
ring George Burns and Gracie  
Allen, Fibber McGee and Mol-  
ly, The Phil Harris-Alice Faye  
Show  
NBC

**GORDON, GLORIA**

Me and Janie Starring George  
O'Hanlon, The Alan Young  
Show  
NBC

**GODSEN, FREEMAN**

Amos 'n' Andy  
CBS

**GNAGY, JON**

You Are An Artist  
NBC-TV

**GOULD, SANDRA**

The Alan Young Show  
NBC

**GRANK, THEODORE**

American Television Forum of  
the Air  
NBC-TV

**GRANICK, THEODORE**

The American Forum of the  
Air  
NBC

**GRANT, BERNARD**

Big Story, NBC; Radio City  
Playhouse, NBC; FBI In Peace  
Or War, CBS; Cavalcade of  
America, NBC; Counterspy,  
ABC; Kraft Television Thea-  
ter, NBC-TV

**GREEN, EDDIE**

Duffy's Tavern  
NBC

**GREENE, BILLY M.**

Texaco (Milton Berle), NBC;  
Big Story, Mary Kay & John-  
ny.

**GREGORY, VIRGINIA**

Richard Diamond, Private De-  
tective, Dragnet The Anacin  
Hollywood Star Theater  
NBC

**GRIMARD, FRANCOIS**

We the People, NBC; The  
O'Neills, Dumont; Believe It Or

Not, NBT; Theater Guild On The  
Air, NBC; Big Story, NBC.

— H —

**HAAG, BOB**

B. July 29, 1914, Ill.

**HAINES, LARRY**

B. Aug. 3, 1917, Westchester,  
N. Y.; Inner Sanctum, CBS; FBI  
In Peace & War, CBS; Gregory  
Hood, Mutual; Cavalcade of  
America, NBC; Gangbusters,  
CBS; Rosemary, Dr. Malone,  
CBS; Pepper Young, Mr. D. A.,  
NBC.

**HALL, HELEN**

Barbara Welles Show, WOR;  
Helen Hall's Femme Fair, MBS;  
Winner of 1949 English Speak-  
ing Union Award for woman com-  
mentator who did most to better  
understanding between U. S. &  
Britain.

**HALOP, FLORENCE**

Duffy's Tavern, The Jimmy  
Durante Show, NBC

**HAMILTON, GENE**

B. Feb. 22, 1919, Toledo, O.;  
Carnegie Hall, Concerts by Bos-  
ton Symphony; Professor Quiz;  
Breck Beautiful Music Concerts;  
News and Sports for Bethlehem  
Steel; News Reporter; White Rose  
Trio.



# MOREY AMSTERDAM

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Frank Bunetta—Prod. Supervisor  
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38 E. 57th Street N. Y. C.

• • • **Radio and Television Artists** • • •

**HAMMOND, EARL**

B. June 17, 1921, New York, N. Y.; Radio City Playhouse, NBC; Perry Mason, CBS; Official Detective, MBS; Studio One, CBS-TV; Silver Theater, CBS-TV; Kraft Theater, NBC-TV.

**HARRIS, ARIENE**

Fanny Brice, Baby Snooks Show  
NBC

**HARRIS, BETTY**

The Henry Morgan Show, Betty Harris Sings  
NBC

**HARRIS, PHIL**

B. June 24, 1906, Linton, Ind.; Orchestra Leader, Jack Benny Show, CBS; The Phil Harris-Alice Faye Show, presented by Rexall, NBC.

**HARTMAN, PAUL AND GRACE**

The Hartmans  
NBC-TV

**HASTINGS, BOB**

The Adventures of Archie Andrews  
NBC

**HAUSNER, JERRY**

Adventures of Sam Spade, NBC; My Favorite Husband, CBS; My Friend Irma, CBS

**HAWK, BOB**

Bob Hawk Show  
CBS

**HAYES, HELEN**

Electric Theater  
CBS

**HEATH, BOYD**

Saturday Night Jamboree  
NBC-TV

**HEIDT, HORACE**

Horace Heidt Presents His Original Youth Opportunity Program  
NBC

**HENDERSON, MARCIA**

The Aldrich Family  
NBC-TV

**HERSHFIELD, HARRY**

B. Oct. 13, 1885, Cedar Rapids, Ia.; Can You Top This, Kate Smith, Hobby Lobby, Hildegard.

**HERSHOLT, JEAN**

B. July 12, 1886, Copenhagen, Denmark; Dr. Christian (13th year), CBS.

**HEWITT, ALAN**

The Aldrich Family  
NBC

**HIGBY, MARY JANE**

When A Girl Marries, Thanks For Tomorrow  
NBC

**HILL, RAMSEY**

NBC University Theater, NBC Theater  
NBC

**HILLIARD, HARRIET**

The Adventures of Ozzie & Harriet  
NBC

**HILTON, JAMES**

Hallmark Playhouse  
CBS

**HOFFA, PORTLAND**

The Fred Allen Show  
NBC

**HOLLIDAY, GLORIA**

The Great Gildersleeve  
NBC

**HONEY DREAMERS, THE**

The Kay Kyser Show, Garro-way At Large, NBC-TV Gren-nan Dessert Party, ABC-TV.

**HOPE, BOB**

B. May 29, 1903, London, Eng.; The Bob Hope Show, NBC, Since 1938.

**HOSLEY, PATRICIA**

Cavalcade of America, NBC; Armstrong Theater, CBS; The Aldrich Family, NBC.

**HOWARD, TOM**

It Pays To Be Ignorant  
CBS

**HUBBARD, IRENE**

Marriage for Two  
NBC

**HUGHES, ARTHUR**

Just Plain Bill  
NBC

**HULL, JOHN WARREN**

B. Jan. 17, 1903, Gasport, N. Y.; Vox Pop; Fair Enough, ABC-TV; In Town Today, NBC-TV; Radio City Matinee, NBC-TV; Warren Hull Show, CBS-TV.

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— I —

**DELSON, BILLY**  
Mixed Doubles. One Man's Family  
NBC-TV

**IRVING, CHARLES**  
The Henry Morgan Show  
NBC

— J —

**JAMESON, HOUSE**  
The Aldrich Family, NBC,  
NBC-TV; Marriage for Two,  
NBC

**JANNEY, LEON**  
B. Apr. 1, 1917, Ogden, Utah;  
Ethel Merman Show, NBC; Think  
Fast, WJZ-TV; This is Nora  
Drake, CBS; Pepper Young's  
Family, NBC; Stop Me if You've  
Heard This, NBC - TV; Famous  
Jury Trials, DuMont-TV; Mr. Ace  
& Jane, CBS.

**JESSEL, GEORGE**  
Hollywood Calling  
NBC

**JOELS, MERRILL E.**  
Theater Guild, NBC; Life Can  
Be Beautiful, NBC; Crime Pho-  
tographer, CBS; Counterspy,  
ABC; Bonny Maid Varieties, NBT-  
TV; Chevrolet Theater, NBT-TV.

**JOHNNY, THE PHILIP MOR-  
RIS BOY**  
This Is Your Life, Hogan's  
Daughter, Philip Morris Night

with Horace Heidt  
NBC

**JOHNSON, CHICK**  
Fireball-Fun-For-All  
NBC-TV

**JOHNSON, JAY**  
The Fred Waring Show  
NBC

**JOHNSON, JUNE**  
Fireball-Fun-For-All  
NBC-TV

**JOLSON, AL**

Guest Spots.  
**JONES, SPIKE**  
Spotlight Revue  
CBS

**JORDAN, JIM**

B. Nov. 6, 1896, Peoria, Ill.;  
Fibber McGee and Molly on air  
16 years for Johnson's Wax,  
NBC.

**JORDAN,**

**MARIAN DRISCOLL**  
B. April 15, 1897, Peoria, Ill.;  
Fibber McGee and Molly on air  
16 years for Johnson's Wax,  
NBC.

**JOSTYN, JAY**  
Mr. District Attorney  
NBC

**JUNKIN, HARRY W.**  
Radio City Playhouse  
NBC

— K —

**KARLOFF, BORIS**  
ABC, ABC-TV

**KAY, GERALDINE**

The Martin and Lewis Show.  
Curtain Time, The Dave Gar-  
roway Show  
NBC

**KEANE, TERI**

Marriage for Two, Life Can  
Be Beautiful  
NBC

**KEARNS, JOSEPH S.**

B. Feb. 12, 1907, Salt Lake City,  
Utah; Jack Benny, CBS; Joan  
Davis, CBS; Judy Canova, NBC;  
Lux Radio Theater, CBS; Sus-  
pense, CBS; Sam Spade, NBC.

**KEEN, EARL**

The Lassie Show  
NBC

**KEESHAN, BOB** (Clarabelle, the  
Clown)

Howdy Doody  
NBC-TV

**KELK, JACKIE**

The Aldrich Family  
NBC, NBC-TV

**KELLINO, PAMELA**

The James and Pamela Mason  
Show  
NBC

**KELLY, JOE**

Quiz Kids  
NBC-TV

**KELLY, PATSY**

The Henry Morgan Show  
NBC

**KELTON, PERT**

The Henry Morgan Show  
NBC



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**HORACE BRAHAM**

RADIO — TV

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. . . **Radio and Television Artists** . . .

**KIERNAN, WALTER**  
ABC  
**KILPACK, BENNETT**  
Mr. Keen  
CBS

**KING, CARL**  
B. July 30, 1921, St. Louis, Mo.;  
WNEW; Freelance, Radio, TV,  
Movie Commentary Work.

**KING, JOHN REED**  
B. Atlantic City; Give and Take,  
Missus Goes A-Shoppin', CBS;  
Go For The House, ABC; Three's  
A Crowd, WOR; Chance of a  
Lifetime, ABC; John Reed King  
Show, WOR-TV.

**KING, PEE WEE**  
B. Feb. 18, 1914, Green Bay,  
Wis.; Pee Wee King Show, WAVE,  
WAVE-TV, Louisville, Ky.

**KINSELLA, WALTER**  
Martin Kane, Private Eye.  
NBC-TV; The Adventures of  
Archibald Andrews, NBC

**KIRK, LISA**  
(See Vocal Artists)

**KIRKPATRICK, JESS**  
The Judy Canova Show, The  
Meredith Willson Show  
NBC

**KIRKWOOD, JACK**  
The Adventures of Ozzie and  
Harriet, The Bob Hope Show

**KIRSTEN, DOROTHY**  
Kraft Music Hall, Light Up  
Time  
NBC

**KOLLMAR, DICK**  
Broadway Scrapbook  
NBC-TV

**KYSER, KAY**  
Kay Kyser's College of Musi-  
cal Knowledge  
NBC-TV

— L —

**LADD, HANK**  
The Arrow Show  
NBC-TV

**LAKE, ARTHUR**  
Blondie  
NBC

**LAMOUR, DOROTHY**  
The Scalliest Variety Theater  
Starring Dorothy Lamour  
NBC

**LANDERS, MURIEL R.**  
Swift Show, WNBT; Morey  
Amsterdam, WABD; Paul  
Winchell Show, CBS-TV.

**LARKIN, JOHN**  
A Tree Grows in Brooklyn; Right  
to Happiness, NBC; Perry Mason,  
CBS.

**LARUE, JACK**  
Lights Out  
NBC-TV

**LAST, RUTH**  
Quiet Please, ABC-WJZ; City  
At Midnight, NBC - WNBC;  
Modern Romances, ABC-WJZ

**LAUCK, CHET**  
Lunn And Abner  
CBS

**LAURIE, JOE, JR.**  
Can You Top This?, NBC.

**LAWRENCE, BILL**  
Arthur Godfrey Time  
CBS, CBS-TV

**LAZAR, WILLIAM T.**  
B. July 8, 1921, Appleton, Wis.;  
We, The People, CBS, CBS-TV,  
NBC; True Story, ABC; Sunday  
Salmgundi, WMCA; Jack Smith  
Show, CBS.

**LEAR, LES**  
Welcome Travelers  
NBC

**LEDOUX, LEONE**  
Fanny Brice, Baby Snooks  
Show  
NBC

**LEEDS, PHIL**  
The Jane Pickens Show  
NBC

**LeFEVRE, NED**  
A Life in Your Hands  
NBC

**LEGRAND, DICK**  
The Great Gildersleeve, Fibber  
McGee and Molly  
NBC

**LEONARD, BILL**  
This Is New York  
WCBS

**LEONARD, JIMMY**  
Circle Arrow Show  
NBC

**LEONARD, SHELDON**  
The Martin and Lewis Show,  
The Judy Canova Show, The  
Alan Young Show  
NBC



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**LEVANT, OSCAR**  
Kraft Music Hall  
NBC

**LEWIS, CATHY**  
The Great Gildersleeve  
NBC

**LEWIS, ELLIOTT**  
B. Nov. 27, New York, N. Y.;  
Phil Harris, NBC; Broadway Is  
My Beat (Direct), CBS; Gregory  
Hood, MBS; Scarlet Queen, MBS.

**LEWIS, FORREST**  
Meet the Meeks  
NBC

**LEWIS, JERRY**  
The Martin and Lewis Show  
NBC

**LEWIS, ROBERT Q.**  
The Shaw Goes On, Arthur God-  
frey and His Friends, CBS-TV;  
Perry Como Show (summer re-  
placement, NBC-TV; Godfrey  
Morning Series, CBS).

**LINDLAHR, VICTOR H.**  
ABC

**LINKLETTER, ART**  
People Are Funny  
NBC

**LIVINGSTONE, MARY**  
(Mrs. Jack Benny); B. June 23,  
1909, Seattle, Wash.; The Jack  
Benny Show, CBS.

**LLOYD, JACK**  
Screen Guild Players, NBC  
Theater, NBC; Leave It To  
Joan, Railroad Hour, Dr.  
Christiau, Junior Miss, CBS

**LOBBIN, PEGGY**  
The Henry Aldrich Show  
NBC

**LOCKE, RALPH**  
Life Can Be Beautiful, NBC;  
True Detective, WOR; Mystery  
Stories, WOR.

**LOFT-LYNN, JAY**  
Family Theater, MBS, KHJ;  
What's the Name of that  
Song, MBS, KHJ

**LORD, PHIL**  
Meet the Meeks  
NBC

**LORDE, ATHENA**  
B. New York, N. Y.; Lights Out,  
NBC-TV; The Big Story, NBC,  
NBC-TV; Men Against Crime,  
CBS-TV; The Clock, NBC-TV;  
Gang Busters, CBS; Modern Ro-  
mances, ABC.

**LORRING, JOAN**  
This Is Nora Drake  
NBC

**LOVEJOY, FRANK**  
B. March 28, New York, N. Y.;  
Night Beat, NBC; Pictures—  
Home of the Brave, Backfire.

**LUDDEN, ALLEN**  
Mind Your Manners  
NBC

**LYDON, JIMMIE**  
Young Love  
CBS

**LYNCH, CRISTOPHER**  
Voice of Firestone  
NBC

**LYTELL, BERT**  
Philco Television Playhouse.  
One Man's Family  
NBC-TV

— **Mc** —

**MacMICHAEL, FLORENCE**  
The Martin and Lewis Show  
NBC

**MacMURRAY, FRED**  
Four Star Playhouse  
NBC

**MacRAE, GORDON**  
The Railroad Hour  
NBC

**MAC QUARRIE, HAVEN**  
Originator of Noah Webster Says;  
The Marriage Clue, Do You Want  
To Be An Actor, It Can Happen  
To You, ABC.

**McBRIDE, MARY MARGARET**  
Mary Margaret McBride Program,  
NBC, WGN.

**McCAFFERY, JOHN K. M.**  
Author Meets The Critic  
NBC-TV

**McCARTY, MARY**  
Admiral Broadway Review  
NBC-TV

**McCONNELL, LULU**  
It Pays To Be Ignorant  
CBS



Carole Mathews

RADIO — TV

EL. 5-0300



**STAATS COTSWORTH**

SC. 4-5700



**LEON JANNEY**

**RADIO — TV**

PL. 7-0700



**JAN MINER**

**RADIO-TV**

PL. 7-0700



**HELEN GERALD**

PL 7-0700



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"Pepper Young's Family" . . . N B C

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**Radio and Television Artists**

**McCONNELL,  
SMILIN' ED**

B. Jan. 1, 1892, Atlanta, Ga.;  
Brown Shoe Co., NBC; Mantle  
Lamp Co., ABC.

**McCOY, JACK**  
Hollywood Calling  
NBC

**McCRARY, TEX**  
Tex and Jinx Program  
NBC

**McCUNE, HANK**  
The Hank McCune Show  
NBC-TV

**McDANIEL, HATTIE**  
Beulah  
CBS

**McDONALD, DONALD**  
Big Town  
NBC

**McDONNELL, CRAIG**  
Story Shop  
NBC

**McELROY, JACK**  
B. Oct. 21, 1913, Kansas; Wel-  
come to Hollywood (formerly  
Breakfast in Hollywood), ABC;  
Bride And Groom, ABC.

**McGEEHAN, PAT**  
The Red Skelton Show  
NBC

**McGOVERN, JOHNNY**  
Smilin' Ed McConnell and  
His Buster Brown Gang  
NBC

**McGRATH, PAUL**  
Inner Sanctum  
CBS

**McGRAW, CHARLES**  
Dragnet  
NBC

**McLAUGHLIN, DON**  
Road of Life  
NBC

**McNAUGHTON, HARRY**  
It Pays To Be Ignorant  
CBS

**McNELLIS, MAGGI**  
Leave It To The Girls  
NBC-TV

— M —

**MACK, TED**  
Original Amateur Hour  
NBC-TV

**MAITLAND, ARTHUR**  
The Adventures of Archie An-  
drews  
NBC

**MALONE, TED**  
B. May 18, 1908, Colorado  
Springs, Colo.; Ted Malone, ABC;  
The Prudential Family Hour, CBS;  
Tele Series, WRBC, ABC.

**MANDEL, SIDNEY A.**  
Daffy Derby, WBKB-TV, Chi-  
cago; The Enchanted Book,  
WVRT, Chicago; Spinning 'n'  
Chinning, KGST, Fresno Calif.

**MANN, GLORIA**  
The Adventures of Archie An-  
drews  
NBC

**MANN, RHODA**  
Howdy Doody  
NBC-TV

**MANSON,  
CHARLOTTE**

Nick Carter (Patsy), MBS; Nora  
Drake (Carol Douglas), CBS;  
Twenty Questions, MBS; Caval-  
cade of America, NBC; The  
Sheriff, ABC; Modern Romances,  
ABC.

**MANNING, JACK W.**  
Ford TV Hour, CBS; Theater  
of Romance, CBS-TV Sus-  
pense, CBS-TV

**MARCH, HAL**  
The Alan Young Show  
NBC

**MARCO, FATSO**  
The Texaco Star Theater  
NBC-TV

**MAREN, JERRY**  
Smilin' Ed McConnell and His  
Buster Brown Gang  
NBC

**MARKS, SHERMAN**  
Meet the Meeks  
NBC

**MARSHALL, DR. ROY**  
The Nature of Things  
NBC-TV



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“Rosemary Wayne Spins”—WJJD  
“Full House” (audience parti-  
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**MARTIN, DEAN**  
The Martin and Lewis Show  
NBC

**MARK, GROUCHO**  
You Bet Your Life  
CBS

**MASON, JAMES**  
The James and Pamela Mason  
Show  
NBC

**MATHEWS, CAROLE**  
The Clock, Texaco Star Theater,  
Martin Kane, Private Eye, NBC-  
TV; Winter Take All, CBS-TV;  
Lux Radio Theater, Screen Guild,  
CBS.

**MAY, MARTY**  
Fireball-Fun-For-All  
NBC-TV

**MAYER, HEIDY**  
Here's Heidy  
MBS

**MEIGHAN, JAMES**  
Backstage Wife, Just Plain  
Bill  
NBC

**MELTON, JAMES**  
Harvest of Stars  
NBC

**MERKEL, UNA**  
The Great Gildersleeve  
NBC

**MERMAN, ETHEL**  
The Ethel Merman Show  
NBC

**MERRILL, LOU**  
Smilin' Ed McConnell and His  
Buster Brown Gang  
NBC

**MERRILL, ROBERT**  
Music America Loves Best.  
Robert Merrill with the Bos-  
ton Pops Orchestra & Arthur  
Piedler  
NBC

**MILLER, MARVIN**  
The Railroad Hour, Smilin' Ed  
McConnell and His Buster Brown  
Gang, NBC.

**MILLER, SIDNEY**  
Me and Janie Starring George  
O'Hanton  
NBC

**MINER, JAN**  
Casey, Crime Photographer, CBS;  
Road of Life, NBC; Break the  
Bank, NBC; Radio City Play-  
house, NBC; Big Sister, CBS;  
Lights Out, NBC-TV.

**"MINNIE PEARL"** (Ophelia  
Colley)  
Grand Ole Opry  
NBC

**MITCHELL, EVERETT**  
National Farm & Home Hour  
NBC

**MITCHELL, SHIRLEY**  
The Great Gildersleeve, The  
Alan Young Show  
NBC

**MOHR, GERALD**  
Philip Marlowe  
CBS

**MOODY, BLAIR**  
Meet Your Congress  
NBC-TV

**MOORE, GARRY**  
B. Jan. 31, 1915; The Garry  
Moore Show, CBS.

**MONROE, VAUGHN**  
Carmel Caravan  
CBS

**MOORE, GARRY**  
Garry Moore Show  
CBS

**MORGAN, CLAUDIA**  
Right to Happiness  
NBC

**MORGAN, HENRY**  
Henry Morgan Show  
NBC

**MULDERICK, RAY**  
Hands of Murder, Captain  
Video, DuMont-TV; Celebrity  
Time, ABC-TV

**MULLEN, CHARLES H.**  
Marriage For Two, NBC; The  
Lady Next Door, NBC-TV;  
MGM Theater, WMGM, etc.;  
Eternal Light, NBC; The  
Brighter Day, CBS; Helen  
Trent, NBC; Front Page Far-  
rell, NBC.

**MURPHY, GEORGE**  
Hollywood Calling  
NBC

**MURRAY, LYN**  
Hallmark Playhouse, CBS.

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**TV**

LExington 2-1100

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OZZIE AND HARRIET  
THE DENNIS DAY SHOW**



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**Radio and Television Artists**

— N —

**NAISH, J. CARROL**

B. Jan 21, 1900, New York, N. Y.; Life with Luigi, KNX-CBS.

**NELSON, DAVID**

The Adventures of Ozzie and Harriet  
NBC

**NELSON, FRANK**

The Alan Young Show, Fanny Brice-Baby Snooks Show, A Day in the Life of Dennis Day  
NBC

**NELSON, RICKY**

The Adventures of Ozzie and Harriet  
NBC

**NELSON, OZZIE**

The Adventures of Ozzie and Harriet  
NBC

**NIESSEN, CLAIRE**

Backstage Wife  
NBC

**NILSON, NORMA JEAN**

Father Knows Best  
NBC

**NOLAN, JEANETTE**

One Man's Family  
NBC

**NORRIS, KATHI**

Kathi Norris Show, NBC-TV; Spin The Picture, Your Television Shopper, Chevrolet New Year Party, DuMont.

**NORTH, ROBERT**

The Phil Harris-Alice Faye Show  
NBC

**NUETZMAN, DELMAR A.**

Cavalcade of America, NBC  
My True Story, ABC; Famous Jury Trials, WABD.

— O —

**OCKO, DANIEL**

Cavalcade of America NBC; Mystery Theater, CBS; Mr. Cameleon, CBS

**O'CONNOR, ROD**

(See Announcers).

**O'DAY, MICKEY**

Big Town  
NBC

**OGG, JIMMY**

Smilin' Ed McConnell and His Buster Brown Gang  
NBC

**O'HANLON, GEORGE**

Me & Janie Starring George O'Hanlon  
NBC

**OHMART, CAROL**

Bonny Maid Versatile Varieties  
NBC-TV

**O'KEEFE, WALTER**

B. Aug. 18, 1900, Hartford, Conn.; Double or Nothing, NBC  
**OLSEN, J. C.**  
Fireball-Fun-For-All  
NBC-TV

**OLMSTED, NELSON**

Eye Witness, NBC-TV; Story For Today, ABC; What Happens Now, WOR-TV

**OLSEN, JOHNNY**

B. May 22, 1910, Windom, Minn.; Ladies Be Seated; What's My Name; Johnny Olsen's Rumpus Room; Club Matinee, ABC; Ladies Man, WOR, Johnny Olsen's Luncheon Club, WMGM; Adelaide Hawley's Fashion Show; Doorway to Fame; Ladies Be Seated, WABD; Fun For The Money, ABC-TV.

**OLSEN, OLE**

Fireball-Fun-For-All  
NBC-TV

**OWEN, ETHEL**

Hogan's Daughter  
NBC

— P —

**PARKS, BERT**

Break The Bank  
NBC-TV

**PAUL, RALPH**

(See Announcers)

**PAUL, SIDNEY**

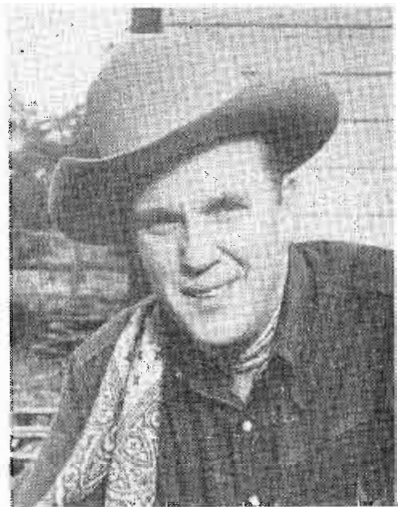
B. Sept. 28, 1917, New York, N. Y.; FBI, CBS; Big Story, NBC; Modern Romances, ABC; Mysterious Traveler, WOR; Nick Carter, WOR; Hollywood Screen Test, ABC-TV.



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"Chuckwagon"—CBS-TV

Perry Mason—CBS

"Life Can Be Beautiful"—NBC

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**JOHNNY OLSEN'S**

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*RCA Victor*

. . . **Radio and Television Artists** . . .

**PAWLEY, EDWARD**

Big Town  
NBC

**PAYNE, VIRGINIA**

Ma Perkins  
NBC

**PEARCE, ALICE**

The Henry Morgan Show  
NBC

**PEARSON, TED**

Cavalcade of America  
NBC

**PEARY, HAL (Harold  
Jose De Farla)**

B. July 25, 1908, San Leandro,  
Calif.; Throckmorton P. Gildersleeve on The Great Gildersleeve,  
NBC.

**PERERA, LYDIA**

Story to Order  
NBC

**PETERSON, HOUSTON**

Theater of the Mind  
NBC-TV

**PIASTRO, MISHEL**

Symphonette  
CBS

**PICKENS, JANE**

Jane Pickens Show  
NBC

**PIOUS, MINERVA**

The Fred Allen Show  
NBC

**POWELL, DICK**

Richard Diamond, Private Detective  
NBC

**POWELL, DOANE**

ABC-TV

**POWERS, LEONA**

The Aldrich Family  
NBC

**PRITCHETT, FLORENCE**

Leave It To The Girls  
NBC-TV

**PRUD'HOMME, CAMERON**

David Harum  
NBC

**PRYOR, ROGER**

NBC Summer Theater. The  
Theater Guild on the Air,  
NBC; Pause That Refreshes,  
CBS

**PRYOR, ROGER**

Pause That Refreshes  
CBS

— Q —

**QUESTEL, MAE**

The Henry Morgan Show  
NBC

**QUINLAN, ROBERTA**

Mohawk Showroom  
NBC-TV

— R —

**RABE, JOHN**

When a Girl Marries  
NBC

**RAE, JOAN**

Blondie  
NBC

**RAEBURN, BRYNA**

Silver Theatre with Chica Marx,  
CBS-TV; Katie Nolan in A Tree  
Grows in Brooklyn, NBC; Counterspy,  
Chandu, The Magician,  
ABC; Gangbusters, CBS; Theatre Guild on the Air, Mr. District Attorney, NBC.

**RAHT, KATHERINE**

The Aldrich Family  
NBC

**RAMSEN, AL**

B. Feb. 7, 1926, New York, N. Y.;  
Suspense, Ford Theatre, CBS; Actors Studio, ABC; City at Midnight, Lights Out, Big Story, NBC.

**RANDOLPH, LILLIAN**

The Great Gildersleeve  
NBC

**RANKIN, PETER**

Smilin' Ed McConnell & His  
Buster Brown Gang  
NBC

**RASKYN, SAM**

Famous Jury Trials  
Dumont

**RATHBONE, BASIL**

Chesterfield Supper Club  
NBC

**RAYMOND, GENE**

B. Aug. 13, 1908, New York, N. Y.;  
The Amazing Mr. Malone, ABC; Family Theater, Stars Over Hollywood.



**BOB HAAG**

**JOHN  
REED  
KING**

"Give And Take" . . . CBS

"Missus Goes A-Shopping" . WCBS

"Chance Of A Lifetime" . . . ABC

John Reed King Show . . . WOR-TV



*Phil Clarke*

Call Radio Registry



LARRY HAINES



**SCOTT DOUGLAS**  
ANNOUNCER  
DUMONT NETWORK  
Sports Commentator

SC. 4-5700  
ACTOR M.C.



**ROD O'CONNOR**

RED SKELTON SHOW  
DUFFY'S TAVERN SHOW  
PEOPLE ARE FUNNY SHOW

MOTION PICTURES  
"FULLER BRUSH MAN"  
"SOUTHERN YANKEE"

## Radio and Television Artists

**REED, ALAN**

The Eddie Cantor Show, Life of Riley  
NBC

**REES, LANNY**

Life Of Riley  
NBC-TV

**REESE, JOY**

Mr. Fixit  
NBC

**REINHART, ALICE**

Volume One, No 3 TV, ABC.  
Cavalcade of America, NBC  
The Tremaynes, WOR

**RICE, ROSEMARY**

The Adventures of Archie Andrews  
NBC

**ROBB, MARY LEE**

The Great Gildersleeve  
NBC

**ROBBINS, PATRICIA**

One Man's Family  
NBC-TV

**ROBERTS, JERRY**

Junior Town Meeting, Your American Music Nite Time Frolic, WAAT

**ROBINSON, BARTLETT**

Portia Faces Life  
NBC

**RODEMAYER, TOMMIE**

The Mary Lee Taylor Show  
NBC  
The Mary Lee Taylor Show  
NBC

**ROGERS, BUDDY**

Pick A Date, ABC  
Buddy Rogers Showcase, ABC-TV

**ROGERS, ROY**

B Nov. 5, 1912, Cincinnati, O.;  
Sponsored on 561 station MBS by  
Quaker Oats.

**ROLFE, MARY**

The Aldrich Family  
NBC

**ROMANO, TONY**

The Johnny Bradford Show  
with Tony Romano  
NBC

**ROOSE, JEANINE**

The Phil Harris-Alice Faye  
Show  
NBC

**ROSENFELD, JOE, JR.**

Happiness Exchange, MBS,  
Couple Of Joes, ABC

**ROSS, ANTHONY**

Suspense, CBS-TV; Studio One  
CBS-TV, Broadway's My Beat,  
CBS

**ROSS, EARL**

The Great Gildersleeve  
NBC

**ROSS, LANNY**

The Swift Show  
NBC-TV

**ROUVERAL, JEAN**

One Man's Family  
NBC

**RUBIN, BENNY**

Stop Me If You've Heard This  
One, Benny Rubin Show  
NBC-TV

**RUSKIN, COBY**

Gobo's Circus  
NBC-TV

**RUSSELL, ROSALIND**

Four Star Playhouse  
NBC

**RUSSELL, RUTH**

Just Plain Bill  
NBC

**RUSSELL, RUTH**

Just Plain Bill  
NBC

**RUSSELL, F. ALDEN**

ABC

**RUSSELL, TODD**

Strike It Rich  
CBS

**RUTHERFORD, ANN**

Blondie  
NBC

**RYAN, DICK**

Red Skelton Show  
NBC

**RYAN, IRENE**

B. Oct. 17, El Paso, Texas; The  
Bob Hope Show, NBC.

— S —

**ST. JOHN, ROBERT**

Believe It Or Not Sketchbook  
NBC-TV

**SALSBUARY, LYNN T.**

B. Aug. 7, 1920, New York, N. Y.



**BOB STANTON**  
NBC



**RALPH CAMARGO**  
ACTOR-ANNOUNCER  
NARRATOR  
PL. 7-0700



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# JOSEPH KEARNS



## EARL HAMMOND

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"INSIDE DETECTIVE"  
WABD—Saturday—8:30-9:00  
LExington 2-1100



## BILL LAZAR

RADIO-TV  
PL. 7-0700

## Radio and Television Artists

**SANDERSON, IVAN**  
Ivan Sanderson Program  
NBC

**SAWYER, HAL**  
ABC, ABC-TV

**SCOTT, ALAN**  
Television Screen Magazine  
NBC-TV

**SCOTT, MARTHA**  
The Great Gildersleeve  
NBC

**SCOURBY, ALEXANDER**  
The Eternal Light  
NBC

**SEMON, LARRY EDUND**  
The Clock  
NBC-TV

**SEYMOUR, ANNE**  
Against The Storm, MBS;  
Portia Faces Life, NBC; Great-  
est Story Ever Known, ABC;  
A Tree Grows in Brooklyn,  
NBC

**SEYMOUR, DAN**  
Sing It Again, Aunt Jenny  
CBS

**SHEA, JOAN**  
The Adventures of Archie An-  
drews  
NBC

**SHELDON, LEONARD**  
A Day in the Life of Dennis  
Day, Judy Canova Show  
NBC

**SHELLEY, JOSHUA**  
Actors, Studio, Studio One,  
CBS-TV; Big Story, Front

Page Farrell, Henry Aldrich,  
NBC; The Clock, NBC-TV

**SHELTON, GEORGE**  
It Pays To Be Ignorant  
CBS

**SHERRY, BOB**  
Armstrong of the Air, CBS; When  
A Girl Marries, NBC; Life of  
Riley, NBC, NBT; The Goldbergs,  
CBS.

**SHIELDS, ARTHUR**  
Your Show Time  
NBC-TV

**SHORE, DINAH**  
(See Vocal Artists)

**SHRINER, HERB**  
Herb Shriner Time, CBS; Herb  
Shriner Show, CBS-TV.

**SILVER, JEFFREY**  
Me and Janie Starring George  
O'Hanlon, Blondie  
NBC

**SILVERS, PHIL**  
The Phil Silvers Arrow Show  
NBC-TV

**SIMON, ERNIE**  
B. Jan. 22, 1919, Washington,  
D. C.; Simon Speaks, Simon  
Speaks Again, WJJD, Chicago;  
Curbstone, Cut-Up, WBKB, Chi-  
cago.

**SINATRA, FRANK**  
Your Hit Parade, Light Up  
Time  
NBC

**SINGLETON, DORIS**  
A Day in the Life of Dennis  
Day, Maxwell House Coffee  
Time Starring George Burns  
and Gracie Allen  
NBC

**SINGLETON, PENNY**  
Blondie  
NBC

**SKELTON, RED**  
Red Skelton Show  
CBS, NBC

**SKINNER, GEORGE**  
Circle Arrow Show  
NBC

**SLATERY, EDWARD**  
Your Song And Mine  
CBS

**SLOAN, EVERETT**  
Hogan's Daughter  
NBC

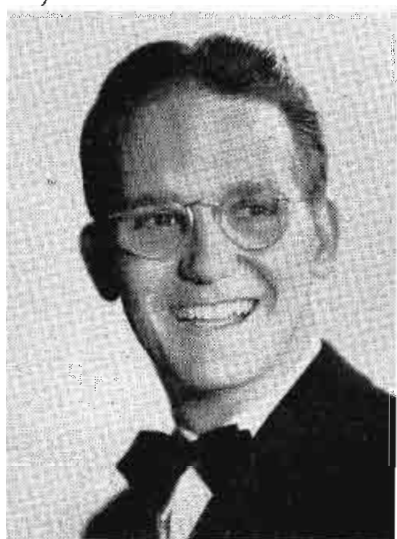
**SLOANE, BOB**  
The Big Story  
NBC, NBC-TV

**SMITH, BOB**  
Howdy Doody, Gulf Road  
Show  
NBC-TV

**SMITH, HOWARD**  
The Aldrich Family, Hogan's  
Daughter  
NBC

**SMITH, KATE**  
ABC

**SMOLEN, VIVIAN**  
Stella Dallas  
NBC



**CHUCK ACREE**

Funmaster of Ceremonies

"Something To Talk About"

"K-I-D-S Karnival"

"Hint Hunt"

"Man On The Farm"



**ROD BROWN**

**RADIO — TV**

PL. 7-0700



**FRANCOIS GRIMARD**

RADIO-TV ARTIST  
SCHuyler 4-5700



**HANS CONREID**

Director: "STARS OVER HOLLYWOOD"  
C.B.S.

Featured in: "LIFE WITH LUIGI"  
"MY FRIEND IRMA"  
C.B.S.

**STEVE  
ALLEN**

*Stars of*  
**CBS's**

**THE STEVE ALLEN  
SHOW**

**PAUL ARNOLD**

Singer -- Actor

◆  
"Paul Arnold Show"

CBS-TV

Daily 7:15-7:30 P.M.

Radio Registry—

PL. 7-0700



## Radio and Television Artists

**SMYTHE, J. ANTHONY**

One Man's Family  
NBC

**SQUIER, CLIFF**

Colgate Theater, Viv & Sade  
NBC-TV

**STAFFORD, HANLEY**

Blondie, Fanny Brice - Baby  
Snooks Show  
NBC

**STANG, ARNOLD**

Milton Berle Show, NBC; Eddie  
Cantor Show, NBC; Henry Morgan  
Show, NBC; Theater Guild,  
Texaco Star Theater, ABC.

**STANTON, BOB**

B. April 14, 1905, Minneapolis,  
Minn.; Mohawk Showroom, NBC-  
TV; Football (Lucky Strike),  
NBC-TV; Boxing (Gillette), NBC-  
TV; Phico Playhouse, NBC-TV;  
Tennis (Davis Cup, Nationals),  
NBC-TV; Wrestling (Trommers),  
NBC-TV; Robert Montgomery  
Show, NBC-TV.

**STEARNS, MARY KAY AND**

JOHNNY  
Mary Kay and Johnny Show  
NBC-TV

**STEBER, ELEANOR**

Voice of Firestone  
NBC

**STEFAN, BUD**

Fibber McGee and Molly  
NBC

**STEMMLER, EDGAR**

The Mary Lee Taylor Show  
NBC

**STEPHENS, JAMES D.**

Big Story, NBC; FBI in Peace  
and War, CBS; Aldrich Fam-  
ily, NBC.

**STERLING, JACK**

WCBS

**STEWART, JAY**

(See Announcers).

**STEWART, NICODEMUS**

The Alan Young Show  
NBC

**STONE, EZRA**

The Aldrich Family  
NBC

**STONE, HARLAN**

The Adventures of Archie An-  
drews  
NBC

**STONE, SID**

Texaco Star Theater  
NBC-TV

**STORM, DOROTHY**

The Goldbergs, CBS-TV;  
Cavalcade of America, CBS

**STRICKLAND, AMZIE**

B. Jan. 10; Oklahoma City,  
Okla.; Call The Police, CBS; Big  
Story, NBC; FBI in Peace &  
War, CBS; Mr. and Mrs. North,  
CBS; Inner Sanctum, CBS; The  
Shadow, MBS.

**SUDROW, LYLE**

My Silent Partner  
NBC

**SUMNER, HOPE**

Meet the Meeks  
NBC

**SWENSON, KARL**

Lorenzo Jones  
NBC

— T —

**TARPLIN, MAURICE J.**

Mysterious Traveler, Boston  
Blackie, MBS; Flashgun Casey,  
CBS.

**TAYLOR, DEEMS**

Philharmonic Symphony  
CBS

**TAYLOR, F. CHASE**

Duffy's Tavern  
NBC

**TAYLOR, MARY LEE**

The Mary Lee Taylor Show  
NBC

**TENNYSON, SCOTT P.**

Cavalcade of America, NBC;  
Big Story, NBC; Harvest of  
Stars, NBC; Gangbusters,  
CBS; Counterspy, ABC; Mod-  
ern Romances, ABC

**TERPLEY, WALTER**

The Great Gildersleeve, The  
Phil Harris-Alice Faye Show  
NBC

**THALL, BILL**

Circle Arrow Show, Family  
Time  
NBC

**THOMAS, ANN**

Theater Guild, Mollie Mystery,  
The Fat Man, Willie Piper Men-  
men Shave-time, Hour Glass, Hen-  
ry Morgan Show, NBC.

# HAROLD PEARY

## "THE GREAT GILDERSLEEVE"

FOR KRAFT FOODS

NBC — WEDNESDAY

8:30 P.M. EST

8:30 P.M. PST

7:30 P.M. CST

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Judson 6-0025      Wisconsin 7-0038



# ETHEL THORSEN

*... photographed by James J. Kriegsmann, N. Y.*

## Radio and Television Artists

**THOMAS, DICK**  
Village Barn  
NBC-TV

**THOMAS, FAYE**  
Hollywood Calling  
NBC

**THOMAS, FRANK M., SR.**  
The Black Robe  
NBC-TV

**THOMPSON, BILL**  
Fibber McGee and Molly  
NBC

**THORSON, RUSSELL**  
One Man's Family, NBC-TV;  
Dr. Paul, NBC

**TICHENOR, TOM**  
Wormwood Forrest  
NBC

**TILLSTROM, BURR**  
Kukla, Fran & Ollie, NBC-TV.

**TINNEY, CAL**  
Stop Me If You've Heard  
This One  
NBC-TV

**TOKER, NORMAN**  
The Aldrich Family  
NBC

**TOMACK, SID**  
Life of Riley  
NBC-TV

**TOMPKINS, JOAN**  
This Is Nora Drake  
NBC

**TREMAINE, LES**  
Rube Goldberg's Show, WPIX;  
Morey Amsterdam Show, CBS;  
The Tremaynes, WOR; The  
Falcon, WOR-MBS; The Thin  
Man, NBC

**TROUT, DINK**  
A Day in the Life of Dennis  
Day  
NBC

**TROUT, ROBERT**  
Who Said That?  
NBC-TV

**THOMAS, CALVIN**  
One Man's Family  
NBC-TV

**TUTTLE, LURENE**  
B. Aug. 20, 1907, Pleasant Lake,  
Ind.; Pasadena Jr. Coll.; U.S.C.  
Drama Course; Adventures of  
Sam Spade, NBC; Red Skelton,  
CBS; Lux Radio Theatre, CBS;  
Suspense, CBS.

### — V —

**VAN DYK, JAMES**  
Mr. District Attorney, Big  
Town, WNBC; Counter Spy,  
WJZ; Studio One, WCBS-TV;  
Kraft Theater, WNBT; Fa-  
mous Jury Trials, WABD

**VAGUE, VERA**  
The Jimmy Durante Show  
NBC

**VALENTINE, LEW**  
Dr. I. Q.  
NBC

**VAN ROOTEN, LUIS**

**VARDEN, NORMA**  
University Theater, NBC;  
Screen Directors Playhouse,  
NBC; Sherlock Holmes, NBC

**VAUGHAN, BERYL**  
Meet the Meeks  
NBC

**VAUGHN, WALTER**  
The Adventures of Archie An-  
drews  
NBC

**VINE, BILLY**  
The Jimmy Durante Show  
NBC

**VOLA, VICKI**  
Mr. District Attorney, NBC;  
Betty Moore Program, MBS;  
Jungle Jim, ET.

### — W —

**WALDO, JANET**  
Young Love, Corliss Archer,  
CBS; The Adventure of Ozzie  
& Harriet, NBC

**WALKER, DANTON**  
Danton Walker's Broadway  
Scrapbook  
NBC-TV

**WALPOLE, HELEN**  
B. Birmingham, Ala.; Personal-  
ized Commentaries on Fashion  
Review, NBC-TV; Adventure in  
Reading, Great Plays, NBC.

**WAKELY, JIMMY**  
(See Vocal Artists)

**WALL, LUCILLE**  
Lorenzo Jones, Portia Faces  
Life  
NBC

**WARING, FRED, & HIS  
PENNSYLVANIANS**  
NBC; CBS-TV.

**WARNER, GERTRUDE**  
ABC

**WATERMAN, WILLARD**  
Me & Janie Starring George  
O'Hanlon  
NBC

**WATKINS, LINDA**  
Marriage for Two  
NBC

**WEATHERWAX, RUDD**  
The Lassic Show  
NBC

**WEBB, JACK**  
Draagnet  
NBC

**WEBBER, PEGGY**  
The Alan Young Show, Drag-  
net  
NBC

**WEIL, LISL**  
Children's Sketch Book  
NBC-TV

**WELLS, SARAJANE**  
Dr. Paul  
NBC

**WEVER, NED**  
Young Widder Brown  
NBC

**WHITE, PATRICIA**  
The Bigelow Show  
NBC-TV

**WHITFIELD, ANNE**  
Phil Harris-Alice Faye Show,  
NBC; My Favorite Husband,  
CBS; Baby Snooks, NBC

**WHITING, BARBARA**  
The Great Gildersleeve  
NBC

**WHITLEY, JUNE**  
Father Knows Best  
NBC

**WICKER, HEENE**  
Irene Wicker, The Singing  
Lady, ABC-TV.

**WILLIAMS, FLORENCE**  
Front Page Farrell  
NBC

**WILLIAMS, RHODA**  
Father Knows Best  
NBC

**WILSON, ETHEL**  
The Aldrich Family, NBC-TV;  
Marriage For Two, NBC

**WILSON, LOIS**  
The Aldrich Family  
NBC-TV

**WILSON, MARIE**

B. Anaheim, Calif., Aug. 19,  
1916; Star of My Friend Irma  
(CBS).

**WILSON, WARD**

Can You Top This?, NBC; Al-  
drich Family, Mr. District Attor-  
ney, Gloomdodgers.

**WINCHELL, PAUL**

B. Dec. 21, 1923, New York,  
N. Y.; Bigelow Show, CBS-TV;  
Cavalcade of Stars, DuMont-TV;  
Milton Berle, NBC-TV; Celebrity  
Time, ABC-TV; We The People,  
CBS-TV.

**WINSLOWE, PAULA**  
Life of Riley  
NBC

**WINTERS, GLORIA**  
Life of Riley  
NBC-TV

**WINTHROPE, BARBARA**  
Dorothy Dix at Home  
NBC

**WRAGGE, BETTY**  
Pepper Young's Family  
NBC

**WYNN, ED**  
Ed Wynn Show  
CBS-TV

### — Y —

**YARBOROUGH, BARTON**  
Draagnet, One Man's Family  
NBC

**YORKE, DICK**  
Meet the Meeks  
NBC

**YOUNG, ALAN**

B. 1921, Canada, The Alan  
Young Show, CBS-TV.

**YOUNGER, BEVERLY**  
Curtain Time  
NBC

**YOUNG, EVE**  
Story Shop  
NBC

**YOUNG, LORETTA**  
Four Star Playhouse  
NBC

**YOUNG, ROBERT**  
Father Knows Best  
NBC

**YOURMAN, ALICE**  
The Adventures of Archie An-  
drews  
NBC

### — Z —

**ZERBE, LAWSON**  
Adventures of Frank Merri-  
well  
NBC



**"TWO TON" BAKER  
THE MUSIC MAKER**

**Mercury Recording Artist  
and Free-Lance Radio Star**

**"Two Ton" Baker Show**

8:15 a.m. daily--WGN, Chicago

**"Baker's Spotlight"**

4:30 p.m. daily -WGN, Chicago

**"Two Ton" Baker  
Chicago 11, Ill.**

# Vocal Artists

## (RADIO AND TELEVISION)

### —their work during 1949

#### — A —

**ABROMAVICH, KARIN**  
WTCN, Minneapolis, Minn.

**ADAMS, JOANN**  
WRGA, Rome, Ga.

**AIKEN, DICK**  
WTRR, Sanford, Fla.

**AKIN, JACK T.**  
WMAP, Monroe, N. C.

**ALEXANDER, DURELLE**  
WBAP-TV, Fort Worth, Tex.

**ALLEN, EMORY**  
WRBL, Columbus, Ga.

**ALM, JEANNE**  
WDAY, Fargo, N. Dak.

**AMES, FRANK**  
WHBC, Canton, O.

**ANDERSON, PAUL**  
WJTN, Jamestown, N. Y.

**ANDREWS, JOHNNY**  
Easy Does It  
WNBT, New York, N. Y.

**ANDREWS SISTERS**  
Laverne, B. July 6, 1915; Maxene, B. Jan. 3, 1913; Patricia, B. Feb. 1, 1920, Minneapolis, Minn.; Eight to the Bar Ranch, NBC; Club 15, CBS.

**ANTRIM, ANN**  
Park Plaza  
WAAM, Baltimore, Md.

**ARCHER, GENE**  
WRC, WNBW, Washington, D. C.

**ARMEN, KAY**  
Pet Milk Show, Bob Crosby Show, NBC; Skyway To Stars, CBS; Stop the Music, WJZ

**ARNOLD, PAUL**  
(See Radio-TV Artists)

**ARTHUR, CHARLENE**  
Sweetheart of The Range  
KHIT, Lampas, Tex.

**ASHMAN, MIKE**  
KTOH, Lihue, Kauai, T. H.

**ASHMAN, REV. KEN**  
Morning Devotions  
WWSL, Wooster, O.

**ASPER, WANDA**  
KTAT, Frederick, Okla.

**ATCHER, RANDY**  
WKLO, Louisville, Ky.

**ATCHISON, VIRGINIA**  
WHAL, Greenfield, Mass.

**ATKINS, JIMMY**  
WNEW, New York, N. Y.

**AUSTIN, DON**  
WHOW, Clinton, Ill.

**AUTERY, VI**  
KFKA, Greeley, Colo.

#### — B —

**BABBITT, HARRY**  
CBS, KNX

**BACHMAN, AUDREY**  
KFKA, Greeley, Colo.

**BAIRD, EUGENIE**  
Sing It Again  
CBS

**BAKER, CARL**  
WISH, Indianapolis, Ind.

**BAKER, JACK**  
KTOK, Oklahoma City, Okla.

**BARFIELD, WARREN**  
Barfield And Scott  
WPTF, Raleigh, N. C.

**BARRY, ROBERT**  
WIOD, Miami, Fla.

**BASSINDALE, BOB**  
WBAP, Fort Worth, Tex.

**BATES, RUSS**  
Listen While You Work  
WEBR, Buffalo, N. Y.

**BEASLEY, IRENE**  
B. Jan. 28, Whitehaven, Tenn.; Grand Slam, CBS; Miscellaneous Spats.

**BEASLEY, JACK**  
KOMA, Oklahoma City, Okla.

**BENDER, BETTY**  
WTGJ, Tell City, Ind.

**BENNETT, CLARETTA**  
WTTTS, Bloomington, Ind.

**BENNETT, SUE**  
Kay Kyser's College of Musical Knowledge  
NBC-TV

**BENOIT, HANK**  
WCOL, Columbus, O.

**BENSON, BETTY**  
WLW, Cincinnati, O.

**BENTLEY, JIM**  
WMLS, Sylacauga, Ala.

**BERNIER, DAISY**  
The Fred Waring Show  
NBC

**BERRY, BOB**  
WBAL, WBAL-TV, Baltimore, Md.

**BETTY, HELEN & BETTY**  
WBEX, Chilliocothe, O.

**BEVERLY, TEX**  
WFLA, Tampa, Fla.

**BISSON, PAT**  
WVNH, Rochester, H. H.

**BLACKSTONE, REID**  
WMVA, Martinsville, Va.

**BLACKWOOD BROTHERS, THE**  
KMA, Shenandoah, Ia.

**BLAINE, JIMMY**  
Stop The Music  
WJZ, New York, N. Y.

**BLAIR, VICKY**  
WTMC, Ocala, Fla.

**BLANCO, REY**  
WIND, Chicago, Ill.

**BOLAND, NORMAN**  
Birthday Greeters  
WFBG, Altoona, Pa.

**BONNER, CARL**  
WAVE, Louisville, Ky.  
WAVE-TV

**BORICUAS, LOS TRES**  
WITA, Santurce, P. R.

**BOTTICHER, GENE**  
WFBG, Altoona, Pa.

**BOUCK, LOUIS**  
Name The Song  
WMTC, Vancleve, Ky.

**BOYD, CHUCK**  
WTOD, Toledo, O.

**BOYETTE, ANDY**  
WFLA, Tampa, Fla.

**BRADLEY, RUTH**  
WOW, WOW-TV, Omaha, Neb.

**BRAY, ALGER**  
WHBF, Rock Island, Ill.

**BRAZZELL, JIMMY**  
WFGN, Gaffney, S. C.

**BREVIR, AUDREY**  
KROX, Crookston, Minn.

**BREWER TRIO, THE**  
WGGA, Gainesville, Ga.

**BRITTON, JAMES**  
WHEC, Rochester, N. Y.

**BROCKWELL, BETTY**  
WBAP-TV, Fort Worth, Tex.

**BROWN, ART**  
WTHI, Terre Haute, Ind.

**BROWN, DICK**  
B. Youngstown, O.; Calling All Girls, Hearts in Harmony, Pleasure Parade, Dick Brown Show, WNEW; RCA Victor Show; Dave Elman's Auction; Stop the Music, NBC.

**BROWN, FLORENCE IRONS**  
WFMT, Florence, Ala.

**BROWN, JUDY**  
WHAL, Shelbyville, Tenn.

**BROWN, MARTHA**  
WMRN, Marion, O.

**BROWN, NELLIE**  
WREN, Topeka, Kans.

**BROWN, RAY**  
Buckaroos  
KTTS, Hobart, Okla.

**BRYANT, NEOMA**  
Spot the Stars  
WDSU-TV, New Orleans, La.

**BURKE, LEFTY**  
WCMB, Lemoyne, Pa.

**BURNET, CHESTER**  
Friendly Voice  
WMAZ, Macon, Ga.

**BURNS, FRED**  
WHBQ, Memphis, Tenn.

**BURT, BOB**  
WDLB, Marshfield, Wis.

#### — C —

**CARDWELL, JACK**  
WKAB, Mobile, Ala.

**CAHILL, ROBERT**  
WOW, WOW-TV, Omaha, Neb.

**CALLAHAN, BOB**  
KCBS, San Jose, Calif.

**CAMPBELL, DICK**  
WDVA, Danville, Va.

**CANOVA, JUDY**  
(See Radio Artists)

**CARLES, DOROTHY**  
Songs By D. Carles  
WOR-TV, New York, N. Y.

**CARLI, DICK**  
WACB, Kittanning, Pa.

**CARLSON, DORIS**  
KEYD, Minneapolis, Minn.

**CARPENTER, JOHNNY**  
KOLN, Portland, Ore.

**CARR, BOB**  
WHIZ, Zanesville, O.



JANE  
PICKENS

Personal Management—  
M. Gale  
48 W. 48th St., N.Y.C.

ROBERT  
MERRILL

Personal Management—M. Gale  
48 W. 48th St., N. Y. C



**Vocal Artists—Radio-Television**

**CARROLL, GLORIA**  
Beantown Varieties  
WEEI, Boston, Mass.

**CARROLL, ROBERT**  
ABC, ABC-TV

**CARSON, JACK**  
WHOW, Clinton, Ill.

**CARSON, KEN**  
A Day in the Life of Dennis  
Day, Lassie Show  
NBC

**CARSON, MINDY**  
Mindy Carson Sings  
NBC

**CARTER SISTERS, THE**  
KWTO, Springfield, Mo.

**CENTRAL CHOIR**  
KSYL, Alexandria, La.

**CHAPEL, BETTY**  
Garway-at-Large  
NBC-TV

**CHAPELL, BETTY**  
Garway-at-Large  
WNBQ, Chicago, Ill.

**CHURCHILL, STUART**  
The Fred Waring Show  
NBC

**CISSNER, YVONNE**  
WPTW, Piqua, O.

**CLARK, GENE**  
WHED, Washington, N. C.

**CLARK, HARRY**  
KSL, Salt Lake City, Utah

**CLARK, JEFF**  
Your Hit Parade, The Henry  
Morgan Show  
NBC

**COLORADO PETE**  
KFRM - KMBC, Kansas City,  
Mo.

**COLT, BOBBY**  
Arthur Lesser Show, WOR-TV;  
Ving Merlin's Music Tourney,  
WPIX.

**COMO, PERRY**  
Chesterfield Supper Club.

**CONFER, JIMMY**  
WCAE, Pittsburgh, Pa.

**CONNOR, ELLEN**  
KCDS, San Jose, Calif.

**COOEY, SLEEPY**  
WWGS, Tifton, Ga.

**COOK, JOE**  
KGGF, Coffeyville, Kans.

**COOK, LOIS**  
KGGF, Coffeyville, Kans.

**CORBIN, ALTA**  
KTIP, Porterville, Calif.

**CORNWALL, ARTHUR**  
WGCD, Chester, S. C.

**CORSBIE, PHIL**  
KHQ, Spokanc, Wash.

**COTTY, MICKEY**  
KRES, St. Joseph, Mo.

**COURT, BILL**  
WWXL, Peoria, Ill.

**COURY, ROSELLE**  
WCOU, Lewiston, Me.

**COUVILLION, JOYCE**  
KSYL, Alexandria, La.

**COX, BETTY**  
WOW, WOW-TV, Omaha, Neb.

**CRANFORD, CLIFFORD**  
WCOH, Newnan, Ga.

**CRAWFORD, ELAINE**  
Hall Choristers  
WILM, Wilmington, Del.

**CRIST, PHILIP**  
WFBR, Baltimore, Md.

**CROSBY, BOB**  
Club 15  
CBS

**THE CRUSADERS**  
WLCS, Baton Rouge, La.

**CURTIS, SHIRLEY**  
KGA, Spokane, Wash.

— D —

**DABDOUB, JACK**  
WDSU, WDSU-TV, New Or-  
leans, La.

**DAE, DONNA**  
WSFA, Montgomery, Ala.

**DALE, ALAN**  
Sing It Again  
CBS

**DALLAS, JIMMIE**  
KRES, St. Joseph, Mo.

**DAME, DONALD**  
American Album of Familiar  
Music  
NBC

**DAMONE, VIC**  
The Pet Milk Show with Vic  
Damone  
NBC

**DAMONE, VIC**  
Metro-Goldwyn-Mayer; Mercury  
Records; Pet Milk Show, NBC;  
Associated Transcriptions.

**DANA, JOE**  
KOY, Phoenix, Ariz.

**DANA, ROSEMARIE**  
WWRL, Woodside, N. Y.

**DATA, MARISHA**  
WSBC, Chicago, Ill.

**IRENE  
BEASLEY**

Star of

**"GRAND SLAM"**

CBS—Monday through Friday

Management

**RADIO PRODUCTION SERVICE**

501 Madison Ave., N.Y.C. PL. 3-8940





**MARGARET  
WHITING**

on

**CBS' OXYDOL  
SHOW**

Monday to Friday

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**CAPITOL RECORDS**

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**WHITING  
MUSIC CO.**



**VIC DAMONE**

*under contract to*

**Metro-Goldwyn-Mayer  
Studios**

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**Mercury Records**

*Personal Management*  
**MARVIN CANE**

*Bookings*  
**WILLIAM MORRIS AGENCY**

*Press Relations*  
**HENRY ROGERS**



**Vocal Artists—Radio-Television**

**DAUM, MARGARET**  
American Album of Familiar Music  
NBC

**DAVIES, EDWARD**  
NBC

**DAVIS, CHUCK**  
KOMA, Oklahoma City, Okla.

**DAVIS, FONZA**  
WKTM, Mayfield, Ky.

**DAVIS, GEORGE**  
WKIC, Hazard, Ky.

**DAVIS, GEORGE**  
WRBL, Columbus, Ga.

**DAVIS, JANETTE**  
Arthur Godfrey Show, CBS, CBS-TV.

**DAWN, MARION**  
WFBR, Baltimore, Md.

**DAY, DENNIS**  
E. May 21, 1918, New York, N. Y.; The Dennis Day Show, NBC; The Jack Benny Show, CBS.

**DAY, DORIS**  
The Bob Hope Show  
NBC

**DAY, KATHRYN**  
WWRL, Woodside, N. Y.

**DAYE, SUNNY**  
KMBC, Kansas City, Mo.

**DEANE, BOB**  
WMAR-TV, Baltimore, Md.

**DEANE, TOBY**  
WNEW, New York, N. Y.

**DEER, JIMMY**  
WDAR, Savannah, Ga.

**DELL, JUDY**  
WCOL, Columbus, O.

**DeLMAR, DOLORES**  
WJAS, Pittsburgh, Pa.

**DEUTRE, GERGENE**  
KVCNU, Logan, Utah

**DICKENSON, JEAN**  
American Album of Familiar Music  
NBC

**DILLARD, DOTTIE**  
Especially for You Appointment with Music; The Mr. Smith Show  
NBC

**DILLARD, DOTTIE**  
WSM, Nashville, Tenn.

**DOOLEY, PETE**  
Field Breakfast Club

**DOUGLAS, MICHAEL**  
Kay Kyser's College of Musical Knowledge  
NBC-TV

**DUKE, MOE**  
KIUP, Durango, Colo.

— E —

**ECKES, GENE**  
WDLB, Marshfield, Wis.

**EDMONDSON, WILLIAM**  
ABC

**EDWARDS, AL**  
WDAY, Fargo, N. Dak.

**EDWARDS, JANE**  
WGPA, Bethlehem, Pa.

**EHRESMAN, ADAM**  
KDIX, Dickinson, N. Dak.

**EISENHAUER, RONNIE**  
KVOR, Colorado Springs, Colo.

**ELLIOT, BILL**  
WHEB, Portsmouth, N. H.

**ELM QUARTET**  
WLAG, LaGrange, Ga.

**EMERALD, GENE**  
KRNT, Des Moines, Ia.

**ERICKSON, MEL**  
KMHL, Marshall, Minn.

**ERICKSON, MERLE**  
KSEM, Moses Lake, Wash.

**ESMERELDY**  
WHBQ, Memphis, Tenn.

**ESPINOZA, FRED**  
WYBU, Cebu, Philippines

**ESTES, BUDDY**  
WEBQ, Harrisburg, Ill.

**ESTES, DON**  
KTOK, Oklahoma City, Okla.

**EVANGELAIRES, THE**  
WPAD, Paducah, Ky.

**EVANS, GINGER**  
WRGA, Rome, Ga.

**EVANS, MICKIE**  
WHOO, Orlando, Fla.

**EXSSEN, BILL**  
WBNS-TV, Columbus, O.

— F —

**FANSLER, DICK**  
WMDN, Midland, Mich.

**FARRELL, BILL**  
The Bob Hope Show  
NBC

**FAYE, ALICE**  
(See Radio-TV Artists)

**FEWELL, CLAUDE**  
KTXL, San Angelo, Tex.

**Janette Davis**





Fran Warren

RCA Victor's No. 1  
Girl Singer

—  
Now heard coast-to-coast on  
NBC on  
"The Henry Morgan Show"

—  
"Fran Warren Sings"  
Transcribed NBC  
Coast-to-Coast

"A DAY IN THE LIFE OF  
DENNIS DAY"

NBC 6:30 P.M. P.S.T. 9:30 P.M. E.S.T.

and

"THE JACK BENNY SHOW"

CBS - 4:00 P.M. P.S.T. — 7:00 P.M. E.S.T.

**Vocal Artists—Radio-Television**

**FIKE, AL**  
KBOL, Boulder, Colo.

**FIRST, ELIZABETH**  
WICU, Erie, Pa.

**FISHER, TED**  
KDIX, Dickinson, N. Dak.

**FLORENDO, NORA**  
WYBU, Cebu, Philippines

**FONTANE SISTERS**  
Chesterfield Supper Club  
NBC-TV

**FOREMAN, FLOYD**  
WHBF, Rock Island, Ill.

**FOSTER, FRANCES**  
WBEN-TV, Buffalo, N. Y.

**FOUR NOTES, THE**  
KAYL, Storm Lake, Ia.

**FOUR NOTES, THE**  
WXRA, Keunmore, N. Y.

**FOX, MARJEAN**  
KTVL, Tulsa, Okla.

**FRANKLIN, WILLIAM**  
ABC

**FREDERICK, PETER**  
WDA5, Philadelphia, Pa.

**FROMAN, JANE**  
Pause That Refreshes  
CBS

**FULLER, HAL**  
WWXL, Peoria, Ill.

— G —

**GALVIN, KITTY**  
B. Nov. 14, 1921, St. Louis, Mo.

**GARCIA, LUCIO**  
NBC

**GARDNER, JUNE**  
WFBL, Syracuse, N. Y.

**GAUGER, JOYCE**  
WDLB, Marshfield, Wis.

**GIBOIN, GEORGETTE**  
WCOU, Lewiston, Me.

**GILBERT, CAROLYN**  
NBC

**GILL, RUSTY**  
NBC

**GILLETTE, MARION**  
WJR, Detroit, Mich.

**GIPSON, JACK**  
WBAP, Fort Worth, Tex.

**GLAZER, TOM**  
ABC

**GOERS, HANNABELLE**  
KROS, Clinton, Ia.

**GAREN, SOPHRONY**  
NBC-TV

**GOLDEN GATE QUARTET**  
WLCS, Baton Rouge, La.

**GOODMAN, GORDON**  
The Fred Waring Show  
NBC

**GORDON, JEAN**  
For You  
KOMA, Oklahoma City, Okla.

**GRADY, DON**  
WHEB, Portsmouth, N. H.

**GRAHAM, MRS. HELEN**  
WKGN, Knoxville, Tenn.

**GRAHAM, HERBERT**  
WCBI, Columbus, Miss.

**GRAM, MARGO**  
To The Ladies, At Home With  
Margo And Ralph  
WHEC, Rochester, N. Y.

**GRAN, HULDA**  
KEYD, Minneapolis, Minn.

**GRANT, JANE**  
KMOX, St. Louis, Mo.

**GRAYCE, MARY**  
WIOD, Miami, Fla.

**GRENIER, ANN**  
WATR, Waterbury, Conn.

**GRIFFIN, GENE**  
WLW-T, Cincinnati, O.

**GRISE, TONY**  
WTCN, Minneapolis, Minn.

**GROVE, FAY ANN**  
KTOK, Oklahoma City, Okla.

**GRUE, TERRY**  
WAAM, Baltimore, Md.

**GUTMAN, JOE**  
WPTW, Piqua, O.

**GWINN, BILL**  
What's The Name Of That  
Song  
KTSL, Hollywood, Calif.

— H —

**HALLIDAY, GLORIA**  
WBAL, WBAL-TV, Baltimore,  
Md.

**HAGAMAN, CHARLIE**  
WNOX, Knoxville, Tenn.

**HALL, JANE**  
WDSU-TV, New Orleans, La.

**HAMMERS, GENE**  
WHKK, Akron, O.

**HANLY, DEAN**  
WIM, Wilmington, Del.

**HARDING, HARVEY**  
Song Parade  
WPIX, New York, N. Y.

**HARDING, HOWARD**  
KEMY, Billings, Mont.

**HARKINS, BEN**  
KJR, Seattle, Wash.

# Connie Russell

Singing Star of  
the following  
shows from  
Chicago:

**"Garroway at Large"**  
NBC-TV

**"Chicago Jazz"**  
NBC-TV

**"Next, Dave Garroway"**  
WNBQ

**"Serenade at Seven"**  
WGN



# FRANKIE LAINE



PEGGY LEE

DAVE BARBOUR



## Vocal Artists—Radio-Television

### HARMONEERS

WEAS, Atlanta, Ga.  
**HARRELSON, JIMMIE**  
 WFBC, Reidsville, N. C.  
**HARRINGTON, BILL**  
 Your Hit Parade; NBC  
**HARRIS, JIMMY**  
 KCRG, Enid, Okla.

**HARRIS, PHIL**  
 (See Radio-TV Artists)

**HART, DEL**  
 WCRA, Effingham, Ill.

**HARVEY, BOB**  
 KJR, Seattle, Wash.

**HASKELL, JACK**  
 Dave Garroway Show, Music from the Heart of America, Next, Dave Garroway: Musicians, America's Song; Design for Listening, NBC-TV, N. Y.; WMAQ, WNBQ, Chicago

**HATCHES, STASIA**  
 Stasia Sings  
 WAZL, Hazleton, Pa.

**HAUG, CARL**  
 WABB, Mobile, Ala.

**HAWKINS, W. W.**  
 WPAD, Paducah, Ky.

**HAWLEY, SHIRLEY**  
 KIUP, Durango, Colo.

**HAYES, BILL**  
 Fireball-Fun-For-All  
 NBC-TV

**HAYMES, DICK**  
 Club 15  
 CBS

**HEATHERSTONES, THE**  
 Gulf Road Show  
 NBC-TV

**HELMS, CAROLE**  
 WMAP, Monroe, N. C.

**HENRY, GIL**  
 KMUR, Murray, Utah

**HENRY, LILLIAN**  
 WDNE, Elkins, W. Va.

**HERSHEY, ANNE**  
 Music from the Heart of America

**HESSION, JOHN**  
 WOKO, Albany, N. Y.

**HETRICK, GRETCHEN**  
 WACB, Kittanning, Pa.

**HIGHLANDS, LAURIE**  
 WEOK, Poughkeepsie, N. Y.

**HILL, ALLEN**  
 WJMX, Florence, S. C.

**HINES, HUBERT**  
 WGL, Fort Wayne, Ind.

**HODGES, JIMMY**  
 WAPF, McComb, Miss.

**HOLLIDAY, JANE**  
 WKNB, New Britain, Conn.

**HOMELAND HARMONY**  
 QUARTET

WAGA, Atlanta, Ga.

**HON, DARREL**  
 KFPW, Fort Smith, Ark.

**HONEYDREAMERS, THE**  
 Kay Kyser's College of Musical Knowledge  
 NBC-TV

**HORN, UPTON**  
 KHOZ, Harrison, Ark.

**HOUSTON, BOB**  
 Solitaire Time; NBC

**HOWARD, BOB**  
 Sing It Again  
 CBS

**HOWARD, GWEN**  
 WGLN, Glens Falls, N. Y.

**HOWARD, PAPPY**  
 WCOL, Columbus, O.

**HOWARD SISTERS, THE**  
 WWXL, Peoria, Ill.

**HUTTON, MARION**  
 Jack Carson Show  
 CBS

**HYMAN, BEATRICE**  
 WMID, Atlantic City, N. J.

— J —

**JAMES, JOANELLE**  
 Music from the Heart of America; NBC

**JAYNES, P. L.**  
 KFYZ, Bismarck, N. Dak.

**JEAN**  
 KRUL, Corvallis, Ore.

**JEANIE AND HER GUITAR**  
 WJNC, Jacksonville, N. C.

**JERNIGAN, SAN**  
 WTMC, Ocala, Fla.

**JOBERT, CAYELL**  
 WKNB, New Britain, Conn.

**JOHNSON, BILLY**  
 WLW-D, Dayton, O.

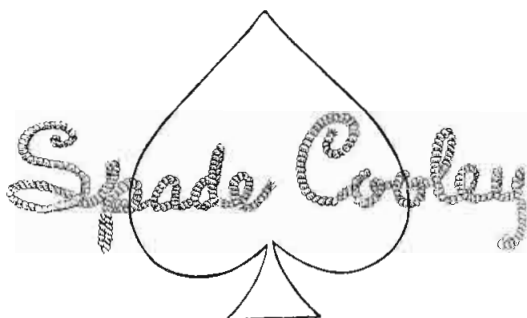
**JOHNSON, MARGARET**  
 WABD, New York, N. Y.

**JOHNSTON, BOB**  
 Especially for You; NBC

**JONES, PAUL**  
 WFLA, Tampa, Fla.

**JONES, PEGGY**  
 KURV, Edinburg, Tex.

**JOHNSTON, ROME**  
 The Circle Arrow Show; NBC





**MONICA LEWIS**

MGM RECORDS

Management  
MCA

Publicity:  
Henry C. Rogers



**DICK BROWN**

"STOP THE MUSIC" . . . ABC

LANGWORTH TRANSCRIPTIONS  
General Artists Corporation



**JEAN SABLON**

Management: Martin Goodman  
38 E. 57th Street N. Y. C.



**ROBERTA QUINLAN**

Singing Star  
"Mohawk Show Room" N.B.T.

Television: M.C.A.  
Pictures—Radio—  
Records—Theatres—  
William Morris Agency

**Vocal Artists—Radio-Television**

**JONES SISTERS, THE**  
WVNR, Beckley, W. Va.  
**JOSEPH, EDDY**  
WHL D, Niagara Falls, N. Y.  
**JULIAN, WILLIAM PETER**  
WDAS, Philadelphia, Pa.

—K—

**KATH, CONSTANCE**  
KBMW, Wahpeton, N. Dak.  
**KEELAN, FRANCIS**  
Voices Down the Wind; NBC  
**KELLEY, BUDDY**  
KSUN, Bisbee, Ariz.  
**KEMP, BURNELL OWENS**  
KTHS, Hot Springs, Ark.  
**KENDALL, FRED**  
WJR, Detroit, Mich.  
**KILTY, JACK**  
Here's Jack Kilty Show; Jane  
Pickens Show  
NBC  
**KINDER, BARBARA**  
WCAE, Pittsburgh, Pa.  
**KINDYA, ADAIR**  
Tune Twins  
KHQ, Spokane, Wash.  
**KING, BEE BEE**  
Beale St. Blues Boy  
WDIA, Memphis, Tenn.  
**KING, PEE WEE**  
(See Radio-TV Artists)  
**KING, PEGGY**  
WGAR, Cleveland, O.  
**KING, RAY**  
WMMW, Meriden, Conn.  
**KING, W. O.**  
WTOC, Savannah, Ga.

**KIRBY, JIMMY**  
WAPI, Birmingham, Ala.  
**KIRK, LISA**  
The Henry Morgan Show; NBC  
**KIRK, LISA**  
Texaco (Milton Berle), NBC-TV;  
Henry Morgan, NBC; Celebrity  
Time, WJZ-TV; Ed Sullivan Show,  
CBS-TV.  
**KNECHT, EVELYN**  
Sweetheart Of The Basin  
KSEM, Moses Lake, Wash.  
**KNIGHT, FELIX**  
American Album of Familiar  
Music; NBC  
**KNIGHT, FELIX**  
Your Song And Mine  
CBS  
**KOURI, ELEANOR**  
KTOW, Oklahoma City, Okla.  
**KRANENDONK, LEONARD**  
The Fred Waring Show. NBC  
**KREUTZ, MAX**  
KFDX, Wichita Falls, Tex.  
**KURTZ, GENE**  
WJAS, Pittsburgh, Pa.

—L—

**LAINÉ, FRANKIE**  
Mercury Recording Artist, Night  
Club & Theatre Appearances.  
**LAIRE, JUDSON**  
The Admiral Broadway Review  
NBC-TV  
**LAMB, BOB**  
Mr. Smith Show; The Owen  
Bradley Show; NDC

**LANE, FRANCEY**  
Easy Does It  
WNBT, New York, N. Y.  
**LANSON, SNOOKY**  
Appointment with Music; The  
Mr. Smith Show; NBC  
**LANSON, SNOOKY**  
WSM, Nashville, Tenn.  
**LARKIN, DICK**  
WIND, Chicago, Ill.  
**LAVENDER, WOODROW**  
WKAB, Mobile, Ala.  
**LAWRENCE, BILL**  
Chesterfield Supper Club;  
NBC  
**LAWRENCE, POLLY**  
KFRC, San Francisco, Calif.  
**LAZY RHYTHM BOYS**  
WJNC, Jacksonville, N. C.  
**LEA, TERRY**  
WFAA, Dallas, Tex.  
**LEE, BARNEY**  
KWPC, Muscatine, Ia.  
**LEE, DUSTY**  
WBEL, Beloit, Wis.  
**LEE, ERNIE**  
Faultless Starch Time; NBC  
**LEE, PEGGY**  
B. May 26, 1920, Jamestown, N.  
Dok; Bing Crosby Show, Summer  
Electric Program, Jimmy  
Durante Show, NBC Chesterfield  
Club.  
**LeFEVRE TRIO, THE**  
WGST, Atlanta, Ga.  
**LEIGHTON, HELEN**  
WABB, Mobile, Ala.  
**LEISSNER, LEE**  
KFRD, Rosenberg, Tex.

Jim Lewis
Tom Lockard

Martin Karl
Nat Dickerson



**CATHY MASTICE**

Personal Management  
Kay Roberts

Press Relations  
Sidney Ascher Associates

"the velvet fog"

mel

torme



Management  
Carlos Gastel

Direction  
G.A.C.



**BOBBY COLT**

Singing Star of  
ADMIRAL RECORDS, INC.  
701 Seventh Avenue  
New York City JUdson 2-1223



**LISA KIRK**

Singing Star of  
RCA-Victor Records

"Bianca" in the national company of  
Cole Porter's "Kiss Me, Kate"



## Vocal Artists—Radio-Television

**LeMASTERS, MARY JANE**  
WMBD, Peoria, Ill.

**LEROY, ROBERT**  
KSYL, Alexandria, La.

**LESLIE, KEN**  
WCAP, Asbury Park, N. J.

**LESTER, BILL**  
KOY, Phoenix, Ariz.

**LEVERIDGE, RUSSELL**  
WKIC, Hazard, Ky.

**LEWIS, MONICA**  
CBS-TV, NBC-TV.

**LEXA, LORRAINE**  
WMT, Cedar Rapids, Ia.

**LIEBERFELD, DANIEL**  
American Album of Familiar Music: NBC

**LILY AND CURLEY**  
WEAM, Arlington, Va.

**LINDSAY, SLIM**  
WEAM, Arlington, Va.

**LINN, ELMO**  
KRES, St. Joseph, Mo.

**LLOYD, JACK**  
WMBH, Joplin, Mo.

**LLOYD, TOMMY**  
WTOD, Toledo, O.

**LONG, LILLIAN**  
WAGC, Chattanooga, Tenn.

**LONGACRE, NANCY**  
WLEC, Sandusky, O.

**LORING, ESTELLE**  
The Admiral Broadway Review  
NBC-TV

**LUNQUIST, BOB**  
WNAE, Warren, Pa.

**LUTES, MARCY**  
Toon-A-Vision  
WOR-TV, New York, N. Y.

**LYNN, BOB**  
WIOD, Miami, Fla.

**LYNN, EVELYNN**  
KOTV, Tulsa, Okla.

**LYNN DUDDY CHORUS, THE**  
Swift Show, Fireball-Fun-For-All  
NBC-TV

### — Mc —

**MacDONNELL, KYLE**  
For Your Pleasure, A Girl About Town, Around The Town: NBC-TV

**MacINTYRE, DELENA**  
WCOU, Lewiston, Me.

**McCLAIN, JANE**  
WDLF, DeLand, Fla.

**McCLELLAN, DONALD**  
WMAW, Milwaukee, Wis.

**McCLESKEY, FRED**  
KQOA, Siloam Springs, Ark.

**McCOY, SMOKEY**  
WTCJ, Tell City, Ind.

**McCUNE, DON**  
KFAR, Fairbanks, Alaska

**McDANIEL, HARRY**  
WCAP, Asbury Park, N. J.

**McDONALD BROS. QUARTETTE, THE**  
KBOA, Kennett, Mo.

**McDONALD, LOISE YOST**  
WRFD, Worthington, O.

**McGAY, WARREN**  
KNEB, Scottsbluff, Nebr.

**MacGREGOR, EVELYNN**  
American Album of Familiar Music: NBC

**McKELFRESH, AL**  
WVFN, Olney, Ill.

**McKINNEY, WALTON**  
KOIN, Portland, Ore.

**McMANUS, MARIAN**  
Manhattan Merry-Go-Round;  
NBC

**MacWATTERS, VIRGINIA**  
American Album of Familiar Music: NBC

### — M —

**MACK, JIMMY**  
WHPB, Benton Harbor, Mich.

**MACK, TRIPLETS**  
The Phil Silvers Arrow Show  
NBC-TV

**MADDIGAN, BETTY**  
WTTG, Washington, D. C.

**MAHRENG, MILDRED**  
WMT, Cedar Rapids, Ia.

**MAINWARING, CLARA & CHARLES**  
WHKP, Hendersonville, N. C.

**MALBIN, ELAINE**  
Music for Tonite: NBC

**MALVIN, ARTIE**  
WOR-TV, New York, N. Y.

**MANN, EDITH**  
WTAG, Worcester, Mass.

**MANN, KATHY**  
KFAY, Bakersfield, Calif.

**MANN, MARGIE**  
WILS, Lansing, Mich.

**MANNING, JAY**  
WLWL, Minneapolis, Minn.

**MANZANO, WILLIAM**  
WACL, Mayaguez, P. R.

# HARRY BABBITT

CBS-KNX



## GAIL MEREDITH

"Gail Meredith Show"—NBC-TV  
"Enchanted Strings"—WPIX-TV  
"Band Box"—WPIX-TV  
Cl. 7-6363

## Vocal Artists—Radio-Television

**MAPLE CITY FOUR, THE**  
WLS Chicago Ill

**MARINE, JOE**  
The Fred Waring Show, NBC

**THE MARINERS**  
(Tom Lockard, Jim Lewis, Nat Dickerson, Martin Karl)  
The Arthur Godfrey Show, CBS,  
Arthur Godfrey & His Friends,  
CBS-TV

**MARLOWE, JERRY**  
KNBH Hollywood Calif

**MARQUIS, ROSALIND**  
WHAS Louisville Ky

**MARSH, CHARLOTTE**  
WEWS Cleveland O

**MARSHALL, BARBARA**  
Song And Dance, Words And  
Music  
NBC TV

**MARTHA-BRINEY, MARY**  
Your Song And Mine  
CBS

**MARTY, JOSE**  
WHAP-TV Fort Worth Tex

**MARTIN, CHUCK**  
KOWH, Omaha Neb

**MARTIN, DUDE**  
KYA San Francisco, Calif

**MARTIN, HOWIE**  
KTMC McAlester Okla

**MARTIN, VIVIAN**  
America's Song The Dave  
Garraway Show, Design for  
Listening, NIA

**MARTIN, VIVIAN**  
WMAQ Chicago Ill

**MASSEY, CURT**  
Curt Massey Time  
CBS

**MASSEY, VERA**  
AIB

**MASTICE, CATHY**  
MATTISON, HENRY  
The Plainsman Naamie Henry  
And The Quartet  
KFBI Wichita Kans

**MAYNARD, PAT**  
WHBF Rock Island Ill

**METERS, MARYIN**  
KCOL Fort Collins Colo

**MELLO-AIRES**  
WABC Rochester N Y

**MELODEERS**  
WJMX Florence S C

**MELODEERS, QUARTET**  
WATO Oak Ridge Tenn

**MELODY MEN QUARTETTE,**  
THE  
KBWA Kennett Mo

**MENDENHALL, MENDY**  
KAST Ames Ia

**MERCER, JOHNNY**  
Chesterfield Supper Club, NIB

**MEREDITH, GAIL**  
B Hazenmore, Sask, Canada,  
Enchanted Strings, Merrygo-  
rounders, Four Star Revue, WPIX,  
New York, N Y

**MERRILL, ROBERT**  
NBC-TV Show of Shows, CBS-TV

**MESERVY, NORMAN**  
WOLF Syracuse N Y

**MEYER, BOB**  
WTD Quincy Ill

**MEYER, DELORES**  
WJR Detroit Mich

**MILLER, CHARLOTTE**  
Charlotte Sings  
WLEA Hornell N Y

**MILLER, VIRGINIA**  
KFOR Lincoln Neb

**MILLE AND SUE**  
KPRM, Kansas City Mo

**MILLS, JOHNNIE**  
Rodeo Rangers  
WWST Wooster O

**MILLS, R. W.**  
Dick Mills Show  
WEOR Poughkeepsie N Y

**MILNE, NANCY HOBACK**  
WDBJ Roanoke Va

**MITCHEL, BOOTS**  
WTAD Quincy, Ill

**MODERNAIRES, THE**  
"Club 15," CBS, Columbia Rec-  
ords.

**MONROE, GAIL**  
WCAP Asbury Park N J

**MONROE, VAUGHN**  
Vaughn Monroe Show, CBS

**MOON MAIDS, THE**  
Camel Caravan  
CBS

**MORGAN, JANE**  
Jack Carson Show  
CBS

**MORRIS, HOPE**  
WWSN Bridgeton N J

**MORRIS, MRS. TY**  
WHLA Shelbyville Tenn

**MORRISON, NAT**  
WKNE Keene N H

**MOURNING, DEL**  
Linger Awhile  
KRCR, Enid, Okla



**KITTY GALVIN**

RADIO-TV VOCALIST



**JEFF CLARK**

"Your Hit Parade" . . . NBC

Per. Mgt., JIMMY RICH  
Dir., MILDRED FENTON PRODUCTIONS

**Vocal Artists—Radio-Television**

**MOWERY, PAT**  
WHOK, Lancaster, O.  
**MULLEN, JULIA**  
Julia Mullen Sings  
WSNJ, Bridgeton, N. J.  
**MURPHY, PAUL**  
Buckaroos  
KTSJ, Hobart, Okla.

— N —

**NASH, BARNES**  
WHIS, Bluefield, W. Va.  
**NATION, BUCK**  
KDSH, Boise, Ida.  
**NEFF, MEL**  
KGDE, Fergus Falls, Minn.  
**NELMS, NANCY**  
WDBJ, Roanoke, Va.  
**NESBIT, FRED, JR.**  
KOA, Denver, Colo.  
**NEWTON, CALVIN**  
WBBL, Columbus, Ga.  
**NICHOLS, JOAN**  
Breakfast At Lanbe's Old Spain  
WBEN, Buffalo, N. Y.  
Club Canadaigua  
WBEN-TV, Buffalo, N. Y.

**NICKOLS, RUTH**  
WMID, Atlantic City, N. J.  
**NICKSON, GEORGE**  
KXXX, Colby, Kans.  
**NIEMAN, DICK**  
WLAN, Lancaster, Pa.  
**NOBLE, ROGER**  
Rog And Anne  
WSLI, Jackson, Miss.

— O —

**O'CONNOR, DICK**  
Manhattan Merry-Go-Round;  
NBC  
**O'CONNOR, WILLIAM**  
WLS, Chicago, Ill.  
**O'HEREN, RICHARD**  
WHK, Cleveland, O.  
**OLDS, STEVE**  
WTTG, Washington, D. C.  
**OLIVER, FAYE**  
WING, Dayton, O.  
**O'NEAL, VALERIE**  
KOTV, Tulsa, Okla.  
**OSTREM, B.**  
KVOX, Moorhead, Minn.  
**QUELLETTE, GEORGE E., JR.**  
Music For You  
WLAM, Lewiston, Me.

**OVERBY, JAMES**  
WBOR, Galax, Va.

— P —

**PAGE, BOB**  
WBEX, Chillicothe, O.  
**PAIGE, DICK**  
Manhattan Merry-Go-Round;  
NBC  
**PAIGE, RICHARD**  
WMAQ, Chicago, Ill.  
**PALMER, LIZA**  
Kay Kyser's College of Musical Knowledge  
NBC-TV  
**PARKER, DEE**  
WXYZ-TV, Detroit, Mich.  
**PARKS, PAULA**  
WHKP, Hendersonville, N. C.  
**PARR, DICK**  
String Silhouettes; NBC  
**PARRANDEROS, LOS**  
WITA, Santurce, P. R.  
**PERKINS, JUDY**  
Faultless Starb Time; NBC  
**PETERS, CHICK**  
Chick Peters Sings  
KVVC, Ventura, Calif.  
**PETERS, GLORIA**  
WMFT, Florence, Ala.

# JAN BART

## Sings

**SUNDAYS**  
**1:30**  
P. M.

**WMGM**  
NEW YORK



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**A. B. LANDAU, 150 BROADWAY, AGENCY**

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"CLUB 15"  
C.B.S. Coast-to-Coast

**COLUMBIA RECORDS**  
Personal Management  
Thomas P. Sheils  
Direction MCA



## Vocal Artists—Radio-Television

PETERSEN, MARLIN  
WMT, Cedar Rapids, Ia  
PETERSON, EARL  
WMDN, Midland, Mich  
PETRY, DON  
WTTT, Bloomington, Ind  
PHILLIPS, RALPH  
Club 1300  
WFBR, Baltimore, Md

### PICKENS, JANE

Jane Pickens Show, NBC.  
PICKETT, WILLIAM  
WHAS, Louisville, Ky  
PIERCE, BRUCE  
Flying X Ranchboys  
WBAP, Fort Worth, Tex

PIERSON, MARILYN

KASL, Ames, Ia

PIERSON, WILLIE

KWOA, Worthington, Minn.

POPE, TOM

WMRN, Marion, O

PORTER, FRANK

WLEE, Richmond, Va.

POZZI, RON

KJQ, Spokane, Wash

PRESCOTT, MARY

WJG, Tullahoma, Tenn

PRESCOTT, PATSY

KOY, Phoenix, Ariz

PRINZ, GERTRUDE

WTML, Milwaukee, Wis

PURDY SISTERS, THE

WPTM, Maysville, Ky

### — Q —

QUILLEN, TED

KELP, El Paso, Tex

QUINN, B. F.

KSL-B, Cedar City, Utah

QUIST, ZOLA

Songs Of The Heart  
KQVO, Provo, Utah

### — R —

RANDOLPH, AMANDA

WADD, New York, N. Y.

RAY, CLAUDE

KJR, Seattle, Wash

RAY SISTERS, THE

WMBD, Peoria, Ill

REAL, JOHNNIE

WTRY, Troy, N. Y.

REED, BOB

WNEK, Cleveland, O.

REGAN, JIM

WVST, Wooster, O.

REDSVILLE HARMONIZERS

Chapel In The Sky  
WERC, Reidsville, N. C.

REYNOLDS, BILLY

KYA, San Francisco, Calif

REYNOLDS, JOBY

WTTG, Washington, D. C.

RHODES, CROSS

WFAA, Dallas, Tex.

RHODES, SPECK

WMC, Memphis, Tenn.

RICHARDS, BERYL

The Eddie Albert Show, Beryl  
Richards, NBC

RICHARDS, CAROL

ABC, ABC TV

RICHMOND, BOB

WLEN, Topeka, Kans

RIDDLE, THE

Sing In A Goin'  
CBS

RING, BILL

KXYZ, Houston, Tex

RING, MARILYN

Marilyn Ring Sings  
WRFQ, Worthington, O.

RITA AND HELEN

WKOL, Cullman, Ala

RITCHIE, CAMPBELL

CKLW, Detroit, Mich

ROBERTS, BARRA

Manhattan Merry Go Round,  
NBC

ROBERTS, REED

KSL-B, Cedar City, Utah

ROBERTSON, JAKIE

WBHB, Burlington, N. C.

ROBBINS, CORA

WLW, Cincinnati, O.

ROCKET, DEWEA

KUP, Durango, Colo

RUSSELL, CONNIE

Garroway at Large  
NBC TV

ROSE, RAY

WBNS, Columbus, O.

ROGERS, M.

The Al Rogers Show  
WAVE, Louisville, Ky

New Frontier  
WAVE TV, Louisville, Ky

RONDO, DON

WMAZ, Springfield, Mass

ROBBINS, CORA

WLW T, Cincinnati, O.

ROSE BROTHERS

WNAO, Raleigh, N. C.

ROWE, EMMETT

KOLE, Fort Arthur, Tex

RUDOLPH, JACK

WPAM, Pottsville, Pa.

RUPERT, MRS.

WACB, Kittanning, Pa.

RUPERT, ANN

The Mr. Smith Show, NBC

RUSSELL, CONNIE

Next Dave Garroway, NBC

RUSSELL, CONNIE

Garroway at Large  
WNBQ, Chicago, Ill

RYAN, ANN

Circle Arrow Show, NBC

RYAN, ANN

WLW, WLW T, Cincinnati, O.

RYAN, DENNIS

Manhattan Merry Go Round  
NBC

RYAN, SHIRLEY

WDAV, Fargo, N. Dak.

### — S —

ST. AMANT, JOAN

WHSY, Hattiesburg, Miss.

SARGENT, MICHAEL

Music Michael Plays  
WBW, Bedford, Ind.

SAUNDERS, JANE LEE

WJN, Jacksonville, N. C.

SAWELLE, GEORGE

WMC, Memphis, Tenn.

SCHAD, BARRY

WREN, Buffalo, N. Y.

SCOTT, ZELDA

WHO, Des Moines, Ia.

SCOTTY & BOOTS

Sing-along Time  
WKLY, Hartwell, Ga.

SEEBODE, MEL

WAAM, Baltimore, Md.

SEIGER, MAYBELLE

WCMB, Lemoigne, Pa.

SEYERSON, JOHN

KDIX, Dickinson, N. Dak.

SHANNON, MICKY

KURY, Edinburg, Tex.

SHARVN, LYNN

WXYZ, Detroit, Mich.

SHASHY, EMILIE

WTMC, Ocala, Fla.

SHAY, DOROTHY

Spotlight Revue  
CBS

SHEARER, JAMES L.

WBBI, Newark, N. J.

SHELTON, BANNER

WGCD, Chester, S. C.

SHELTON, MARY

WKTM, Maysfield, Ky.

SHOE, LITTLE

WSLV, Pekin, Ill.

SHORE, DINAH

The Eddie Cantor Show, NBC

SHORE, DINAH

(Mrs. George Montgomery)

B. Mar. 1, 1917, Winchester,  
Tenn.; Columbia Records, The  
Oxydol Show with Jack Smith,  
CBS.

SIMON, TAUDIE

Eggs At Eight Ivory Tower  
KVOO, Tulsa, Okla.

SIMS, EVELYN

WTOG, Savannah, Ga.

SISON, CARMEN

DVBT, Cebu, Philippines

SIZEMORE, ASHER

WKLO, Louisville, Ky.

SKINNER, PAUL

WTMJ, WTMJ TV, Milwaukee,  
Wis.

SMILEY, BETTE

WCAE, Pittsburgh, Pa.

SMITH, JACK

B. 1915, Seattle, Wash.; Oxydol  
Show starring Jack Smith, CBS-  
KNX.

SMITH, LES

Mattinee  
WHBY, Appleton, Wis.

SMITH, NORWOOD

ABC, ABC TV

SNYDER, BOB

WFBC, Altoona, Pa.

SOLEK, WALT

WMMW, Meriden, Conn.

SOUTHERNAIRES

(William Edmonson, William  
Franklin, John Taylor, Jr.,  
Ray Ventres), ABC

SPARKS, CLARK

KGER, Long Beach, Calif.

SPEIGHT, MARIE

WHKP, Hendersonville, N. C.

STACY, JEAN

KFAT, Frederick, Okla.

STAFFORD, JO

Chesterfield Supper Club, NBC

STAMPS QUARTET, THE

Stamps Ozark Quarter,  
KWPT, Wichita Falls, Tex.

STANCHUCK, DOLORES

CKLW, Detroit, Mich.

STARR, KAY

Chesterfield Supper Club, NBC

STATSMAN QUARTET, THE

WCOG, Atlanta, Ga.

STEBER, ELEANOR

Voice of Firestone, NBC

STEFFEN, ARTHUR

WBAAL, Rochester, N. Y.

STEGMILLER, RITA

KSUE, Susanville, Calif.

STEPHENS, DEAN

KSUE, Susanville, Calif.

STEPHENSON, JESSIE

WYOT, Wilson, N. C.

STEVENS, ELEANOR

WBAL TV, Baltimore, Md.

## Vocal Artists—Radio-Television

**STEVENS, GARRY**  
AM Showcase  
WGY, Schenectady, N. Y.  
TV Showcase  
WRGB, Schenectady, N. Y.

**STEVENS, HERB**  
WJAS, Pittsburgh, Pa.

**STEWART, CLAIRE**  
WFAA, Dallas, Tex.

**STEWART, REDD**  
WAVE, Louisville, Ky.

**STEWART, SONNY**  
KHIT, Lampasas, Tex.

**STIDHAM, AIM**  
Buckaroos  
KTJC, Hobart, Okla.

**STONE MOUNTAIN BOYS**  
WEAS, Atlanta, Ga.

**STRAND, NORMAN**  
WSAV, Savannah, Ga.

**STRICKLAND FAMILY**  
WDWD, Dawson, Ga.

**STUART, BERNIE**  
Breakfast In Coral Gables  
WVCG, Coral Gables, Fla.

**SUHRE, ELIZABETH**  
"Tween Agers  
KVOE, Colorado Springs, Colo.

**SULLIVAN, DAN**  
WHB, Kansas City, Mo.

**SUMMERS, TOMMY**  
Cameron Valley Boys  
WEAM, Arlington, Va.

**SWANSON, BYRON**  
KHQ, Spokane, Wash.

**SWANSON, BYRON**  
Songs We Like To Hear  
WNAE, Warren, Pa.

**SWEET, RUTH**  
WDLB, Marshfield, Wis.

### — T —

**TABCOTT, JACK**  
Home Town Talent  
WDNE, Elkins, W. Va.

**TANNER, GRACE**  
WCBT, Roanoke Rapids, N. C.

**TANNER, PAL**  
Supply Time Jamboree  
WCBT, Roanoke Rapids, N. C.

**TANO, GAY**  
WDAS, Philadelphia, Pa.

**TARRING, JEAN**  
WGL, Fort Wayne, Ind.

**TAYLOR, JOHN, JR.**  
Southernaires, ABC

**THEODOSIO, FRANK**  
WAVZ, New Haven, Conn.

**THOMAS, THOMAS L.**  
American Album of Familiar Music: Manhattan Merry-Go-Round: NBC

**THOMAS, THOMAS L.**  
Your Song Aud Misc  
CBS

**THOMPSON, JOHNNY**  
Johnny Thompson Sings  
WJZ, New York, N. Y.: ABC

**THOMPSON, SHORTY**  
KWTO, Springfield, Mo.

**THORNE, LUCIA**  
WHO Des Moines, Ia.

**TIGHE, JEAN**  
ABC

**TILLMAN, TINY**  
KFRM-KMBC, Kansas City, Mo.

**TILTON, MARTHA**  
Curl Massey Show  
CBS

**TINNNEY, FRANK**  
Songs You Like To Hear  
WGWR, Asheboro, N. C.

**TOKATYAN, ARMAND**  
KWVK, Pasadena, Calif.

**TREXLER, DON**  
The Musicmakers  
WFMY-TV, Greensboro, N. C.

**TEXAS, TEMPLE**  
The Phil Silvers Arrow Show  
NBC-TV

**TRINTA, BALBINO**  
WAEI, Mayaguez, P. R.

**TURNER, DALLAS**  
KHMO, Hannibal, Mo.

**TURNER, TINY**  
Tiny Turner And Co.  
WFMY-TV, Greensboro, N. C.

### — U —

**UNGER, JOSEPH**  
KWPC, Muscatine, Ia.

**UTZMAN, SARA ANN**  
WHAW, Weston, W. Va.

### — V —

**VASSER, WALTER**  
WFMY-TV, Greensboro, N. C.

**VAZQUEZ, GERMAN**  
WITA, Santurce, P. R.

**VICTORY-A QUARTET, THE**  
WGG, Gainesville, Ga.

**VILLALONGA, ABDIAS**  
WAEI, Mayaguez, P. R.

**VAN, BOBBY**  
The Admiral Broadway Review  
NBC-TV

**VIRGINIA HOME FOLKS**  
Virginia Home Folks  
WEAS, Atlanta, Ga.

### — W —

**WADDELL, BOB**  
Sincerely Yours  
WDUK, Durham, N. C.

**WAGNER, ANN**  
WIBC, Indianapolis, Ind.

**WAHLSTEDT, JOHN**  
WHB, Kansas City, Mo.

**WAKELY, JIMMY**  
B. Feb. 16, 1914, Mineola, Ark.;  
No. 1 Folk Recording Artists;  
Capitol Records.

**WALKER, BARBARA JO**  
WMAR-TV, Baltimore, Md.

**WALKER, DUSTY**  
KNBH, Hollywood, Calif.

**WALLER, HARVEY**  
KROX, Crookston, Minn.

**WALTERS, FRANCIS**  
WDBJ, Roanoke, Va.

**WAMBOLD, PAT**  
WRFD, Worthington, O.

**WARD, KEN**  
WNBK, Cleveland, O.

**WARD, KEN**  
Clevelandaires: NBC

**WARD, KENNETH**  
WTAM, Cleveland, O.

**WARNER, JEANNE**  
WNBW, Washington, D. C.

**WARREN, DOC**  
KWFC, Hot Springs, Ark.

**WARREN, FRAN**  
The Henry Morgan Show: NBC

**WARREN, FRAN**  
CBS

**WATSON, DOLORES**  
WSM, Nashville, Tenn.

**WAY, BOB**  
WIBB, Macon, Ga.

**WELCH, ALICE, HILDA, LUCILLE**  
WBIG, Greensboro, N. C.

**WEST, NADINE**  
KPBI, Wichita, Kans.

**WEST, NORMA**  
KRDO, Colorado Springs, Colo.

**WEST, WAYNE**  
WMBD, Peoria, Ill.

**WHEATLEY, JOAN**  
The Fred Waring Show: NBC

**WHITE, OVA LEE**  
KSTA, Coleman, Tex.

**WHITING MARGARET**  
B. June 22, 1924, Michigan;  
Oxydol Show, CBS-KNX.

**WHITMORE, FRANK**  
WMAR-TV, Baltimore, Md.

**WHITNEY, DON**  
KLCN, Blytheville, Ark.

**WHOOT OWLS, THE**  
WHOO, Orlando, Fla.

**WILKES, MIRIAM**  
WBSC, Bennettsville, S. C.

**WILLIAMS, A. C.**  
WDIA, Memphis, Tenn.

**WILLIAMS, ERNESTINE**  
WLCS, Baton Rouge, La.

**WILLIAMS, GENE**  
WSPD-TV, Toledo, O.

**WILLIAMSON, SONNY BOY**  
WDIA, Memphis, Tenn.

**WILSON, CAROL**  
WRGA, Rome, Ga.

**WILSON, BILEEN**  
Your Hit Parade: NBC

**WILSON, EUGENE HAPPY**  
WAPI, Birmingham, Ala.

**WILSON, GRACE**  
WLS, Chicago, Ill.

**WILSON, JANE**  
The Fred Waring Show: NBC

**WILSON, PAT**  
WBNS, WBNS-TV, Columbus, Ohio

**WILSON, SLIM**  
KWTO, Springfield, Mo.

**WILTON, CLAUDE**  
WMMW, Meriden, Conn.

**WOOD, AUSTIN**  
KTTR, Rolla, Mo.

**WOOD, JAMES (MRS.)**  
WCOH, Newnan, Ga.

**WOOD, TOMMY**  
WIKY, Evansville, Ind.

**WOODEN, STEVE**  
KMA, Sherrandoah, Ia.

**WORKMAN, DEL**  
WTAD, Quincy, Ill.

**WRIGHT, MARTHA**  
NBC-TV

**WORKMAN, DICK**  
WFBL, Syracuse, N. Y.

**WELCH, LOREN**  
NBC-TV

**WRIGHT, NANCY**  
WGN-TV, Chicago, Ill.

**WRIGHTSON, EARL**  
NBC-TV

**WRIGHTSON, EARL**  
CBS

### — Y —

**YEAROUT, BILL**  
WREN, Topeka, Kans.

**YEATES, RAY**  
Southernaires, ABC

**YOUNG, VIRGINIA**  
KMEL, Marshall, Minn.

**YOUNG, EVE**  
Honeymoon in New York: NBC

**YOUNG, EVE**  
NBC-TV

### — Z —

**ZEEGLER, TY**  
WCMB, Lemoyne, Pa.



## **BOB ELSON**

Baseball

Basketball

Football

Hockey

On the Century — Coast to Coast

# Sports Commentators

## (RADIO AND TELEVISION)

### —their work during 1949

#### — A —

**ABBOTT, GEORGE**  
Speaking of Sports  
KOLN, Lincoln, Nebr.

**ADAMS, TONY**  
Headlines In News And Sports  
WMUR, Manchester, N. H.

**ALBERTS, DON**  
KHUB, Watsonville, Calif.

**ALDEN, JERRY**  
WSNJ, Bridgeton, N. J.

**ALDRIDGE, MAHLON**  
Play By Play  
KFRU, Columbia, Mo.

**ALEXANDER, CONNIE**  
Previews  
KVER, Albuquerque, N. Mex.

**ALLAIN, ORREN**  
WKAN, Kanikakee, Ill.

**ALLBAUGH, BILL**  
Sports  
KASI, Ames, Ia.

**ALLBRIGHT, NAT**  
Sports Hi-Way  
WEAM, Arlington, Va.

**ALLEN, GEORGE**  
WBVF, Beaver Falls, Pa.

**ALLEN, LEE**  
Lee Allen Sports Show  
WSAI, WLW-T, Cincinnati, O.

**ALLEN, MEL**  
B. Feb. 14, 1913, Birmingham, Ala.; World Series; Major League All-Star Baseball Game; CBS-TV Football; N. Y. Yankees Baseball & Football Games; Boxing & Basketball Games, CBS-TV; Rose Bowl Game, CBS.

**ALLEN, WAYNE**  
KSEL, Lubbock, Tex.

**ALT, JAMES**  
WKRC-TV, Cincinnati, O.

**ALYAREZ, ENRIQUE**  
Comentarios Deportivos  
WAEL, Mayaguez, P. R.

**AMBROSE, JOHNNY**  
Speaking Of Sports  
WTAG, Worcester, Mass.

**ANDERSON, DICK**  
WEOA, Evansville, Ind.

**ANDERSON, DOUGLAS**  
Sports Spotlight  
KDIX, Dickinson, N. Dak.

**ANDERSON, MAX**  
World Of Sports  
WKRQ, Mobile, Ala.

**ANDERSON, TOM**  
Sports Parade  
WLDY, Ladysmith, Wis.

**ARKISON, JIM**  
Speaking of Sports  
WALE, Fall River, Mass.

**ARMSTRONG, CARL**  
Togos Men Shop  
WHED, Washington, N. C.

**ARMSTRONG, WILLIAM**  
Sports News And Views  
WOMI, Owensboro, Ky.

**ARNOLD, FULTON**  
Sports Roundup  
WTTM, Trenton, N. J.

**ARNOLD, GARY**  
WDUN, Gainesville, Ga.

**ARNOLD, GEORGE**  
KWFC, Hot Springs, Ark.

**ARO, SAM**  
Sports Roundup  
WNDB, Daytona Beach, Fla.

**ARTHUR, DON**  
Shell Sports Review  
WDUZ, Green Bay, Wis.

**ARTHUR, FRANK**  
Sports Report  
KSNAN, San Francisco, Calif.

**ASH, KEN**  
WHA V, Haverhill, Mass.

**AUSLEY, WALLY**  
WSSB, Durham, N. C.

**AUSTIN, COLEMAN**  
WROV, Roanoke, Va.

**AYERS, RUSTY**  
Sports News  
KSWs, Roswell, N. Mex.

#### — B —

**BABB, HUGH WEBSTER**  
WLA W, Lawrence, Mass.

**BACHRACH, TOM**  
KDHL, Faribault, Minn.

**BACON, NORMAN**  
Hamm's Spotlight  
WOC, Davenport, Ia.

**BADER, HUGH**  
KMTV, Omaha, Nebr.

**BAILEY, BLAINE SPUD**  
KIFI, Idaho Falls, Ida.

**BAILEY, CHARLES**  
WHBU, Anderson, Ind.

**BAILEY, CHARLEY**  
WEBR, Buffalo, N. Y.

**BAKER, JACK**  
WNOP, Newport, Ky.

**BAKER, MICHAEL**  
World Of Sport  
KXXX, Colby, Kans.

**BAKER, NELSON**  
Sports Page Of The Air  
WFBR, Baltimore, Md.

**BAKER, PAUL**  
Today's Sports  
WLAD, Danbury, Conn.

**BALCH, FRANK**  
Sports Page  
WWSR, St. Albans, Vt.

**BALDING, CHUCK**  
Sports Whirl  
WOAY, Oak Hill, W. Va.

**BALDING, GEORGE**  
Sportlight  
KMUR, Murray, Utah

**BALTER, SAM**  
KLAC, KLAC-TV, Hollywood, Calif.

**BARBER, PHIL**  
Football Sportscasts  
KTRB, Modesto, Calif.

**BARBER, RED**  
Football Roundup, Red Barber's Club House, CBS; Dodgers Baseball, Rose Bowl Football, CBS-TV

**BARFIELD, HARRY**  
Sports Final  
WAYS, Charlotte, N. C.

**BARKER, EDDIE**  
Scoreboard  
KMAC, San Antonio, Tex.

**BARRETT, WILLIAM R.**  
WJLS, Beckley, W. Va.

**BARRON, STAN**  
KFSB, Joplin, Mo.

**BARRY, JACK**  
Sports Notebook  
WJOY, Burlington, Vt.

**BARTON, CHARLES**  
WHL D, Niagara Falls, N. Y.

**BASS, GRADY**  
Sports Special  
KTBB, Tyler, Tex.

**BATES, DON**  
KRDO, Colorado Springs, Colo.

**BATES, MARVIN**  
WGBF, Evansville, Ind.

**BATEY, HUGH**  
Sports Roundup, Football  
WREB, Columbus, Ga.

**BAUMAN, BRUCE**  
Sports Spotlight  
WIDE, Biddeford, Me.

**BAXTER, GEORGE**  
Monday Morning Quarterback, Gridiron Preview, Football Forecasts  
WKTM, Mayfield, Ky.

**BEATTIE, IRV**  
Sports Hillies  
KROY, Sacramento, Calif.

**BEATTY, ROSS**  
Sports Parade Football Round-up, Sports Pages Of The Air  
WELM, Elmira, N. Y.

**BEDELL, FORREST**  
Sports Parade  
WGRG, Reidsville, N. C.

**BELCHER, ROD**  
Football Scoreboard, Grandstand Echoes  
KMO, Tacoma, Wash.

**BELL, TED**  
KRSC, Seattle, Wash.

**BELLINGER, STEVE**  
Highlights From Sidelines  
WTCJ, Tell City, Ind.

**BENEDICT, LOUIS**  
Sportsbook  
KUDC, Montrose, Colo.

**BENJAMIN, RALPH**  
WKRM, Columbia, Tenn.

**BENNETT, THURSTON**  
Thurston Bennett, Sports  
WDBQ, Augusta, Ga.

**BENSON, RICHARD H.**  
Sports Digest  
WIRC, Hickory, N. C.

**BENTLEY, LYNN**  
KVOB, Alexandria, La.

**BENTON, LOU**  
WMGY, Montgomery, Ala.

**BERGEE, DICK**  
WOBT, Rhinelander, Wis.

**BERGEE, IAL**  
Hal Berger Reminisces, Gridiron Grabag  
KMPC, Los Angeles, Calif.

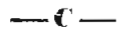
**BERGESON, CHUCK**  
WSOO, Sault Ste. Marie, Mich.

**BERGMAN, ARTHUR DUTCH**  
Bergman On Sports  
WRC, Washington, D. C.

**BERKOWITZ, MILT**  
WONS, Hartford, Conn.

## Sports Commentators—Radio-Television

- BERNDT, IRVING**  
Sport Slants  
WRAC, Wiltransport Pa
- BEUTEL, BOB**  
Sports Grandstand  
WKAT, Miami Beach Fla
- BIDDLE, DICK**  
WIRD, Tuscaloosa Ala
- BIRLEFFI, LARRY**  
Frontier Sportscast  
KFBC, Cheyenne Wyo
- BITTERMAN, JACK**  
Sports Page Of The Air  
WABB, Mobile, Ala.
- BLACK, JIM**  
Sports Spotlight Play By Play  
KCBD, Lubbock Tex
- BLACKBURN, ROBERT**  
KFRE, Fresno Calif
- BLAIS, DAN**  
WLAU, Laurel Miss
- BLAKE, TOMMIE**  
KWHI, Brenham Tex
- BLOOM, MARY**  
Sports Review  
WCED, Dubois Pa
- BLOUNT, DAVE**  
Touchdown Time  
WGGG, Gainesville Fla
- BLUE, IRA**  
Adventures In Sports Blue  
Streak Final  
KGO, San Francisco Calif
- BOEHM, PAUL**  
12:05 Sports  
WGPA, Bethlehem Pa
- BOGGS, OTIS**  
Sports Martine  
WRUF, Gainesville Fla
- BOLAND, JOE**  
Football  
WUFI, Chicago Ill
- BOLAND, JOE**  
Boland On Sports  
WSBP, South Bend Ind
- BOLEN, JIM**  
Sports Review  
WCHL, Carbondale Ill
- BONASSO, RUSSELL**  
Minutizing Newscast  
WBKJ, Clarksville W. Va
- BONE, BILLY**  
Habits In The World Of Sports  
WHSC, Hartsville, S. C.
- BONIN, DONALD**  
Sports Today  
KANE, New Iberia, La
- BOWER, BOB**  
Sports Call  
WTPD, Charleston W. Va.
- BOWSER, BEN**  
Sports Review  
WACB, Kittinging Pa
- BOYER, JOHN F.**  
KDKA Pittsburgh Pa
- BRACHER, BERNIE**  
Sports Slants  
WAVE-TV, Louisville Ky
- BRACK, BILL**  
Ice-Wee Club  
KVRB, Rock Springs Wyo
- BRADLEY, JACK**  
WSAZ, WSAZ-TV, Huntington W. Va
- BRADLEY, LYLE**  
The Sportsman  
WTRY, Troy N. Y.
- BRANSON, TODD**  
WWCA, Gary Ind
- BRAY, DICK**  
Spotlight on Sports  
WSAI, Cincinnati, O
- BREMSEK, LYELL**  
Sports By Broadcast  
KFAB, Omaha, Neb
- BRICKHOUSE, JACK**  
B. Jan 24, 1916, Peoria, Ill.,  
Cubs - Sox Baseball, WGN - TV;  
Wrestling — 3 Shows Weekly,  
WGN-TV, Pro Boxing, WGN-TV,  
Notre Dame & Big 10 Football,  
WGN; Amateur Boxing, WGN-TV;  
Marriage License Romances,  
WGN.
- BRIDGE, BILL**  
Armstrong County Sportsman  
WAB, Kittinging, Pa
- BRITT, JIM**  
Notre Dame Football Games  
DuMont Sports Roundup  
WHDH, Boston Mass
- BRITTON, JACK**  
Let's Look At Sports  
WHBQ, Memphis Tenn
- BROCKMAN, DON**  
Sport Spotlight  
KBBN, Bendigo Minn
- BROOK, BILL**  
WRIN, Racine Wis
- BROOKS, BOB**  
Sports Camera  
KFRG, Cedar Rapids, Ia
- BROOKS, TOM**  
KAAT, Douglas, Ariz
- BROWN, BILL**  
Sports Final  
WSTP, Salisbury, N. C.
- BROWN, BOB**  
Sport Highlights  
WMD, Atlantic City, N. J.
- BROWN, GLENN**  
Glenn Browns Sports (s)  
KVEE, Austin Tex
- BROWN, JERRY**  
WGRG, Louisville Ky
- BROWN, PEN**  
Sports Roundup  
WTAQ, Worcester Mass
- BROWN, R. FRED, JR.**  
WLOS, Asheville N. C.
- BROWNE, TOM**  
WKFC, N. Wilkesboro, N. C.
- BROWNELL, JIM**  
Along the Sports Trail  
WKOR, Newberry, S. C.
- BRUBAKER, TOM**  
KSST, Sulphur Springs, Tex
- BRUCE, FRANK**  
WIRD, Tuscaloosa, Ala
- BRUNDAGE, BILL**  
WNN, Sports Page  
WNN, Washington D. C.
- BRUNER, LARRY**  
Sports Highlights  
KTHL, Tillamook Ore
- BRUSH, JOE**  
WKNB, New Britain Conn
- BRUCE, WALT**  
Sports Review  
KLER, Rochester, Minn
- BRYAN, BILL**  
Sports Review  
KTOW, Oklahoma City Okla
- BUCHANAN, BRUCE**  
WMPD, Wilmington N. C.
- BUCK, JACK**  
Sports Digest  
WCOL, Columbus, O.
- BUCKLEY, THOMAS**  
Sports News  
WLOE, Leaksville N. C.
- BULLER, RICHARD**  
Race Results  
WKMH, Dearborn Mich
- BURICK, SI**  
Sports Of All Sports  
WHIO, WHIO-TV Dayton, O
- BURK, SAM A.**  
The Sportsman  
KIRX, Kicksville, Mo
- BURNS, KOG**  
WBEL, Beloit Wis
- BURR, CHUCK**  
Sports Excerpts  
WYRA, Kenmore N. Y.
- BURRUD, WILLIAM**  
Coach's Roundtable, Sports In Review  
KAOE, Santa Ana, Calif
- BURT, JIM**  
In the Press Box Down the Sports Trail  
KELD, Stony Falls, S. Dak
- BUSH, OWEN**  
WBB, Kansas City Mo
- BUTT, KING-SLEY**  
Puckin' Preview  
WRA, Fort Pierce Fla
- BUTTERFIELD, RAY**  
What's New In Sports  
WLOX, Biloxi Gulfport, Miss
- BUTTON, DAVE**  
Football Scoreboard, Sports Extra  
KSNP, Artesia N. Mex
- BYARS, JOE**  
Sports Spotlight  
WDAK, Columbus, Ga



- CAMILL, ED**  
WLYN, Lynn, Mass
- CALIFF, LEE**  
Play By Play  
WROX, Clarksville, Miss
- CAMPBELL, DAVE**  
Sports Show  
WAPL, Birmingham Ala
- CAMPBELL, JOE**  
RGRB, Tyler, Tex
- CAMPBELL, JOHN**  
KXLL, Missoula, Mont
- CAMPBELL, NENIE**  
WAK, McReesport Pa
- CAMPANELLA, JOE**  
WMBF, Lewiston Pa
- CAMPOFREDA, NICK**  
Sports Special  
WAAM, Baltimore Md
- CANAVAN, ROBERT C.**  
KHOD, El Paso, Tex.
- CANELL, ELLI B.**  
El Juego De Hoy, Deportivos Don Q  
WJAC, San Juan, P. R.
- CAPPS, GORDON**  
Sports Spotlight  
KSRV, Ontario Ore
- CARAY, HARRY**  
Sports Extra  
WTL, St. Louis Mo
- CARTKER, KEN**  
KRIC, Abilene, Tex
- CARLYLE, DUGH**  
Sports Roundup  
WBAP, Hopewell Va
- CARNEGIE, TOM**  
WIRE, Indianapolis Ind
- CARPENTER, DICK**  
WHEB, Portsmouth N. H.
- CARPENTER, JIM**  
Play By Play  
WKBB, Dubuque Ia
- CARPENTER, JOHNNY**  
KOLN, Portland Ore.
- CARROLL, JIM**  
KAWO, Sheridan Wyo.
- CARSON, TOM**  
WKZO, Kalamazoo Mich
- CARTER, CAL**  
Spotlight On Sports, Football Forecast, Sports Roundup  
KAMD, Camden Ark.



**Sports Commentators—Radio-Television**

- CARTER, F. C.**  
Cavalcade of Sports  
WTBB, Sylacauga, Ala.
- CASE, JOHN G.**  
WWNY, Watertown, N. Y.
- CASE, KEN**  
Sportsfolo  
KTBS, Shreveport, La.
- CASPER, CY**  
Local Sports, Sports Extra  
KTOK, Oklahoma City, Okla.
- CAST, BURT**  
KOMW, Omak, Wash.
- CATTERTON, AUSTIN V.**  
WMMB, Melbourne, Fla.
- CAUDILL, CARL B., JR.**  
Sports Picture  
WFTC, Kinston, N. C.
- CAUGHMAN, CLARE**  
Sports Roundup  
KYOS, Merced, Calif.
- CAVANNAUGH, JOE**  
Sports Scene  
WARD, JOHNSTOWN, Pa.
- CECIL, HERMAN**  
KCMS, Texarkana, Tex.
- CELANIA, JOE**  
WIKY, Evansville, Ind.
- CHALMERS, JIM**  
Speaking For Sports  
WEIM, Fitchburg, Mass.
- CHAMBERLAIN, GUS**  
WDEF, Chattanooga, Tenn.
- CHAMBERLIN, GEORGE**  
Sports Digest, Sportscast, Play  
By Play  
WMBM, Miami Beach, Fla.
- CHAPMAN, DAVE**  
KCMC, Texarkana, Tex.
- CHAPMAN, ELBERT**  
KGIW, Alamosa, Col.
- CHASEMAN, JOEL**  
Sports Room  
WAAM, Baltimore, Md.
- CHASTAIN, TONY**  
Sports Review  
WORZ, Orlando, Fla.
- CHEDWICK, CRAIG**  
Sports Scope  
WHOD, Homestead, Pa.
- CHRISTIE, GEORGE**  
Christie's Sports  
WFEA, Manchester, N. H.
- CHRISTOFFERSON, AL.**  
Play-By-Play  
KTRF, Thief River Falls,  
Minn.
- CHRYSSTIE, BOB**  
Bob Chrystie Sports  
WPAL, Charleston, S. C.
- CLARK, BILL**  
Sports Digest of the Air  
KHUZ, Borger, Tex.
- CLARK, LARRY**  
WTMJ-TV, Milwaukee, Wis.
- CLAUSSEN, GENE**  
KXIC, Iowa City, Ia.
- CLAYTON, TOM**  
WLLH, Lowell-Lawrence,  
Mass.
- CLEAR, WILLIAM**  
WRTA, Altoona, Pa.
- CLEARY, BILL**  
Today In Sports  
KRDO, Colorado Springs, Colo.
- CLEMENTS, CLEM**  
KXGN, Glendive, Mont.
- CLEMENTS, JOE**  
Play-By-Play  
KLIX, Twin Falls, Idá.
- CLIFT, JOHN**  
Across The Sports Desk  
KDSX, Denison, Tex.
- CLOSE, BILL**  
Close Up In Sports  
KOY, Phoenix, Ariz.
- CLOVER, COTTON**  
KRIG, Odessa, Tex.
- CLUNEX, JOHN A.**  
Speaking Of Sports  
WBRV, Waterbury, Conn.
- COBURN, PAUL**  
Sportscast  
KVNÜ, Logan, Utah
- COCHRAN, BILL**  
The Bill Cochran Show  
WNBC, New York, N. Y.
- COFFEY, VINCE**  
Sports News  
WMRO, Aurora, Ill.
- COGGINS, JAMES F.**  
Along the Sports Trail  
WKDK, Newberry, S. C.
- COLE, EMERSON**  
Bridgeport Aerosols  
WICC, Bridgeport, Conn.
- COLEY, LEM**  
Play-By-Play  
WRFS, Alexander City, Ala.
- COLINS, DAVE**  
Sports Roundup  
WHOK, Lancaster, O.
- COMAR, DICK**  
WXLTV, Ely, Minn.
- CONWAY, RAY**  
Grid-graph  
KTHT, Houston, Tex.



**MEL ALLEN**



**RUSS HODGES**

## Sports Commentators—Radio-Television

- COLIN, BILL**  
Football Scoreboard  
KAOA, Sacramento Calif
- CONN, MARY**  
WGCO Minneapolis, Minn.
- CONNORS, JOSEPH**  
Sports Review  
WRRZ, Oil City Pa.
- CONRAD, STEVE**  
WKIZ, Muskegon Mich.
- COOK, BILL**  
KWRO, Coquille Ore.
- COONEY, JIM**  
WJNC, Jacksonville, N. C.
- CORKIN, FRANK**  
Comments By Corkin  
WMMW, Meriden Conn.
- CORLEY, BILL**  
WBNS, Columbus O.
- CORLEY, GOLDON**  
Sports Parade  
KFKA, Greeley Colo.
- CORNEAL, GEORGE**  
KDZA, Pueblo, Colo.
- CORTINA, RAFAEL**  
Orientacion Deportiva  
WORA, Mayaguez P. R.
- COSTELLO, ED**  
World Of Sports  
KOSA, Odessa, Tex.
- COTTEE, AL**  
KRST, Des Moines, Ia.
- COWAN, COLEA**  
Speaking Sports  
WSON, Henderson Ky.
- COVELL, ED**  
Speaking Of Sports  
WJHL, Johnson City, Tenn.
- CRAIG, DICK**  
Sportstapes  
WCFB, Columbus, Miss.
- CRANE, EZRA J.**  
KMYL, Wadukin, Minn. T. H.
- CRAYNA, JIM**  
Sportscope  
WKIP, Poughkeepsie, N. Y.
- CRAWFORD, ROBERT**  
Early Evening Edition  
KNAK, Salt Lake City, Utah
- CREAGER, MACK**  
The Sportsman  
KAKC, Tulsa, Okla.
- CREIGHTON, HARRY**  
WGN-TV, Chicago, Ill.
- CRENEY, FRANK**  
Gridiron Guide  
KWTK, Waco, Tex.
- CRIFE, DON**  
Play By Play  
WIOU, Kokomo, Ind.
- CROFFORD, GEORGE**  
Review of Sports  
KOCS, Ontario Calif.
- CROGHAN, JOE**  
WBAL, WBAL-TV, Baltimore Md.
- CROSATTO, DAVE**  
KFBS, San Francisco Calif.
- CROSLAR, FRANK**  
Spots In Sports, Sports Roundup  
WROT, South Bend, Ind.
- CROW, TIMOTHY**  
Time Out For Sports  
WJLM, Wilmington, Del.
- CROWE, MARTY**  
Sports Review  
WRFW, Eau Claire, Wis.
- CROWLEY, PAUL C.**  
WJPD, Ishpeming, Mich.
- CULLINGS, BOB**  
5 Star Final  
WJNR, Binghamton, N. Y.
- CUMMINS, JACK**  
WTDQ, Jacksonville, Fla.
- CUMMINS, TAIT**  
Shell Sports Digest, Tait Cummins Sports  
WMT, Cedar Rapids, Ia.
- CLAMUSKEY, JOE**  
Sports Extra  
WPAT, Paterson, N. J.
- CUNNINGHAM, DONALD**  
WLXW, Carlisle, Pa.
- CURRAN, LARRY**  
Law & Sports  
WJBE, Leesburg, Fla.
- CURRIE, BILL**  
Sports Parade  
WHPF, High Point, N. C.
- CUTLER, TOMMY**  
Sports Page  
KXYZ, Houston, Tex.

### — D —

- DAHL, DON**  
KDAL, Duluth, Minn.
- DAHLBERG, GERRY**  
Sports Page Of The Air  
KRON, Crookston, Minn.
- DAILEY, BUDD**  
Today In Sports  
WLEX, Lexington, Ky.
- DAILEY, DON**  
Sportscast  
KWTO, Springfield, Mo.
- DAILEY, TOM**  
Sports Review  
KWK, St. Louis, Mo.
- DAIN, RONALD**  
KGCX, Sidney, Mont.
- DALEY, BILL**  
Daley - Daily Sports  
KEYD, Minneapolis, Minn.
- DANE, DUDLEY**  
KFAL, St. Cloud, Minn.
- DANIEL, DAN**  
Sports Journal  
WFOO, Orlando, Fla.
- DARFENS, FRANK**  
KJSJ, San Jose, Calif.
- DAVIDSON, R. A.**  
WITB, Talladega, Ala.
- DAVIDSON, RANDY**  
Sports Parade  
WCRS, Greenwood, S. C.
- DAVIES, TED**  
Sports Newsletter  
KVEC, San Luis Obispo, Calif.
- DAVIS, BILL**  
Sports Page Of The Air  
WBJL, Dalton, Ga.
- DAVIS, FRED**  
Sportscope  
KISD, Sioux Falls, S. Dak.
- DAVIS, GEOFF**  
Gridiron Roundup  
WJNS, New York, N. Y.
- DAVIS, LEN**  
Sports Nitecap  
WGL, Fort Wayne, Ind.
- DAVIS, LES**  
WNAX, Yankton, S. Dak.
- DAVIS, NORMAN**  
Sportlight  
WRFV, Gainesville, Fla.
- DAVIS, RUS**  
Westling, From Hollywood  
WBBK, Chicago, Ill.
- DAVIS, STEVE**  
Sports Final  
WGLN, Greens Falls, N. Y.
- DAVOLI, BRAD**  
Spotlight On Sports  
WSAR, Fall River, Mass.
- DAY, DEL**  
Sports Parade  
KFAR, Fairbanks, Alaska.
- DEBELL, HERB**  
Sports Extra  
WCIV, Charlottesville, Va.
- DECKER, BEN**  
Sports Parade  
WRRK, West Palm Beach, Fla.
- DECKER, TOM**  
Sports Journal  
WPBL, Syracuse, N. Y.
- DE FOREST, ED**  
Inside Sports  
KRUX, Phoenix, Ariz.
- DEINES, NAY**  
Sports Roundup  
KMMJ, Grand Island, Nebr.
- DENISON, SPENCER**  
Sports Page  
WFDN, Midland, Mich.
- DESMOND, CONNIE**  
Dodgers, Baseball, Red Barber's Club House  
CBS, CBS-TV.
- DEVICTOR, MARTA**  
WBNS-TV, Columbus O.
- DEVLIN, BOB**  
WNEH, Worcester, Mass.
- DEXTER, RAY**  
Scoreboard  
KDRS, Paragould, Ark.
- DeYONNES, AMY NDO**  
WHLB, Virginia, Minn.
- DIAB, GEORGE**  
Local Games  
WTRF, Bellaire, O.
- DICKOFF, CHARLES**  
WISG, Madison, Wis.
- DIEDRICH, BILL**  
WGRG, Louisville, Ky.
- DIGESU, FRED**  
WJHO, Oshkosh, Wis.
- DILLMANN, HENRY**  
Parade Of Sports, Strikes And Spares  
KROS, Clinton, Ia.
- DILLON, FRED**  
Sports Spotlite  
WCMA, Corinth, Miss.
- DILLON, LENNA**  
Today In Sports  
WFAS, White Plains, N. Y.
- DI NATALE, JOE**  
Inside Of Sports  
KODY, North Platte, Neb.
- DITBERT, ED**  
Sportstime  
KRIC, Beaumont, Tex.
- DIN, JACK**  
Speaking Of Sports  
WFOR, Hattiesburg, Miss.
- DIXON, MASON**  
Sports Parade  
KICD, Spencer, Ia.
- DOCKENEY, EDWARD**  
WEPM, Martinsburg, W. Va.
- DONALDSON, AL**  
KENT, Shreveport, La.
- DONLEY, RED**  
The Week In Sports, Sports Reel, Sports Eye  
WSTV, Sturteville, O.
- DOPP, CLAY**  
WJBR-TV, Detroit, Mich.
- DOUGLASS, HAROLD**  
Sports Page  
KFRO, Columbia, Mo.
- DOUGLASS, SCOTT**  
The Eddie Cantor Show, CBS; Radio City Playhouse, NBC; Young Dr. Malone, CBS; Cavalcade of America, NBC; Boxing Boufs, Basketball, Football, TV; Saturday Night Dianer Date, DuMont.
- DOUGLASS, STEVE**  
Today In Sports  
WRC, Washington, D. C.
- DOUGLASS, WIN**  
KTRI, Sioux City, Ia.

**Sports Commentators—Radio-Television**

**DOWNIE, HARRY**  
Sports Of All Sorts  
WSTC, Stamford, Conn.

**DOWTY, BYRON**  
WDSU-TV, New Orleans, La.

**DOVLE, JIMMY**  
KNUZ, Houston, Tex.

**DOYLE, LARRY**  
Great Moments In Sports  
KGA, Spokane Wash.

**DRAKE, LOWELL**  
WIGU, Erie, Pa.

**DRILLING, JOE**  
Sports Arena  
KMJ, Fresno, Calif.

**DUDLEY, ASA**  
Sports Page  
WTBF, Troy, Ala

**DUDLEY, JAMES R.**  
Shell Digest  
WJW, Cleveland, O

**DUFFY, RAY**  
Sports Newsreel  
WGNS, Murfreesboro, Tenn.

**DUFFY, ROBERT J.**  
Sports Slant  
WTSV, Claremont, N H.

**DUGGAN, TOM**  
Let's Look At Sports  
WMAQ, WNBQ, Chicago, Ill.

**DUKEHART, TOMMY**  
Scholastic Scrapbook  
WFBR, Baltimore, Md.

**DULING, HANK**  
KFGT, Fremont, Neb.

**DUMAS, ROLAND**  
Sports Parade  
WMAS, Springfield, Mass.

**DUNAHAM, GLENN G.**  
The Sportsman  
KROP, Brawley, Calif.

**DUNBAR, STU**  
Sports With Dunbar  
KTOP, Topeka, Kans.

**DUNCAN, JIM**  
Parade Of Sports  
WEBQ, Harrisburg, Ill.

**DUNCAN, R. A.**  
Sports Review  
WCKB, Dunn, N. C.

**DUNN, MIKE**  
Football, Basketball  
WXLW, Indianapolis, Ind.

**DUNNAVANT, BOB**  
Sports Spotlight  
WJMW, Athens, Ala.

**DUNPHY, DON**  
Yanks Baseball, TV; ABC Fights  
—Madison Square Garden Friday  
Night Bouts; Gillette's Caval-  
cade of Sports, ABC.

**DYER, BILL**  
Sports Special  
WITH, Baltimore, Md.

**DYNES, CHARLES**  
KGIW, Alamosa, Col.

**ELGIN, JACK**  
KENT, Shreveport, La.

**ELLIOTT, BILL**  
Sideline Slants  
KAFY, Bakersfield, Calif.

**ELLIS, STEVE**  
WMCB, New York, N. Y.

**ELLIS, WALT**  
Sports Roundup  
WLBI, Maltoon, Ill.

**ELLISON, BILL**  
Sports Page, Great Moments  
In Sports  
KXO, El Centro, Calif.

**ELSON, BOB**  
Football, Baseball  
WJJD, Chicago, Ill.

**ELSTON, BOB**  
KXEL, Waterloo, Ia.

**ENGELHARDT, WALLY**  
KVPD, Fort Dodge, Ia.

**ENGLISH, JIM**  
Sportlight  
WKYB, Paducah, Ky.

**ENGSTROM, NORM**  
Tip Off On Sports  
KRJF, Miles City, Mont.

**ENROTH, DICK**  
Morning Slant On Sports  
WLOL, Minneapolis, Minn.

**ERP, JOHN**  
Let's Look At Sports  
WNBQ, Chicago, Ill.

**FERRICO, MIKE**  
WNLK, Norwalk, Conn.

**ESSICK, LOU**  
WGN1, Wilmington, N. C.

**ESTES, JAMES**  
Along Sports Trail  
WAIM, Anderson, S. C.

— E —

**EARLE, BILL**  
WASL, Annapolis, Md.

**ECKSTINE, CHARLES**  
Sports Today  
WARK, Hagerstown, Md.

**EDWARDS, BILL**  
Sports Spotlight  
WMAN, Mansfield, O.

**EDWARDS, JOHNNY**  
KPDJ, Wichita Falls, Tex.

**EGAN, LEO**  
WHDH, Boston, Mass.

New York Rangers  
**HOCKEY** for SCHAEFER BEER

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**EVANS, BOB**  
WSPD WSPD-TV Toledo O

**EVANS, JIMMIE**  
Football Scoreboard  
WJLD Chicago Ill

**EVANS, JONES**  
Top of The Sports  
WHWL Nanticoke  
WRAX Wilkes Barre Pa

**EVANS, STEVE**  
World Of Sports  
KRUL Camvado, Ore

**EVASHEVSKI, FORREST**  
As Eva Sees It  
WLSL Lansing, Mich

**EVERITT, HERB**  
KIDQ Boise Idn

—F—

**FAIRBURN, T. J.**  
Sports Lineup  
WJHS Jacksonville Ill

**FALKENSTEIN, MAX**  
Sports Scoop  
WREN Topeka Kans

**FALLOU, FRANK**  
WMEX Boston Mass

**FARLEY, BOB**  
Sportscope  
KOKO La Junta Colo

**FARRELL, MAURV**  
Speaking Of Sports  
WAPI WAEN-TV Birming-  
ham Ala

**FARRINGTON, FRANK**  
KEAM, St Cloud Minn

**FARSS, JOE**  
Sports Billboard Sports Tip  
WGKY Charleston, W Va

**FALCONER, J. B.**  
WLAP Lexington, Ky

**FALDNER, GEORGE**  
Sportspecial  
WMPN Memphis Tenn

**FALSONE, PETER**  
WHDF Houghton, Mich

**FAA, HAINES**  
KVOS Bellingham Wash

**FEIN, MEL**  
Reports On Sports  
WJTN Jamestown N Y

**FENNO, RALPH**  
Fenno On Sports  
WKXL Concord N H

**FENTON, EDWARD**  
WCBM Baltimore Md

**FERGUSON, ANDREW B.**  
Sports Desk  
WBOW Terre Haute Ind

**FIGARELLA, NESTOR**  
Resumen Deportivo  
WORA Mayaguez, P R

**FINEGAN, JAMES**  
WHAS Louisville, Ky

**FINKELDEY, WILLIAM**  
Sports Newsreel Rod And Gun  
Club  
WLAM Lewiston Me

**FINLAVSON, JACK**  
Sports Review  
KPKA Greeley Colo

**FINNEGAN, BOB**  
WIND Chicago Ill

**FISHER, HANK**  
6-25 Sports  
WTRL Peoria Ill

**FISHER, JIM**  
Sports Memories  
WGGG Gainesville Fla

**FITZ, STEVE**  
WSNY Schenectady, N. Y.

**FITZPATRICK, JACK**  
KFEL Denver Colo

**FITZPATRICK, LES**  
Sports Spotlight  
KRQ Spokane Wash

**FLAHERTY, JOHN**  
WMCK McKeesport Pa

**FLANAGAN, PAT**  
Flanagans  
WENR-TV Chicago Ill

**FLEMING, JACK**  
Today in Sports  
WAJR More intown W Va

**FLEISCHER, JACK**  
WIC Sports Desk  
WHC Bridgeport Conn

**FLETCHER, WARREN**  
Spot For Sports  
KUTA Salt Lake City Utah

**FLEUGEL, CRESTON**  
Sports Review  
WSPV Peikon Ill

**FLORES, RAFAEL PONT**  
Revisita Paralelo Blue Ribbon  
WKAQ San Juan P R

**FLANN, ARTHUR**  
WJAW Lawrence Mass

**FOLEY, BILL**  
The First Bounce  
WOKO Albany N Y

**FORBES, BOB**  
Sports Review  
WTHI Terre Haute Ind

**FORREST, RAY**  
Gillette Cavalcade of Sports  
Boxing Hours XBR TV

**FORSTER, BOB**  
WFA Ashtabula O

**FORSYTHE, WALLA**  
Sportsman's Show  
WLAT Chattanooga O

**FOSB, DANNY**  
Sportscast  
KETS Hobart Okla

**FOUTS, BOB**  
Sports Ins & Outs  
KYA San Francisco Calif

**FOU, WILLIAM**  
Fox's Den  
WBH Indianapolis Ind

**FRANCE, MARTIN**  
WAEB Albiontown Pa

**FRANKLIN, WARREN**  
Play By Play  
WBAP Hopwell Va

**FRAZIER, HAL**  
Pigskin Review Play by Play  
WSTP Salisbury N C

**FREEBORN, JACK**  
Sports Parade  
KRMW Walhpeton N Dak

**FREEMAN, CARROLL**  
Sports Parade  
KOMA Oklahoma City Okla

**FRENCH, JACK**  
KNOX Grand Forks N Dak

**FRENKEL, MILT**  
The Sportsman  
KTLW Texas City Tex

**FRETZ, DON**  
OSF Games  
WHKO Columbus O

**FROH, DAVE**  
Sports Corner  
WLS Lansing Mich

**FULTON, BOB**  
Sports With Fulton  
KXLR Little Rock Ark

**FULTON, JOHN**  
The Sports Show  
WGST Atlanta Ga

**FURGUSON, PAT**  
Sportscast  
WDAV Danville Va

**GADBERGA, G. ROBERT**  
Along The Sports Trail  
KPBL Wichita Kans

**GALLOGHA, JIM**  
General Sports  
WCOH Newum Ga

**GAMAGE, WALET**  
Sport Shots  
KEEN San Jose Calif

**GARDNER, BILL**  
WGAI Elizabeth City N C

**GARDNER, DON**  
WKBN Youngstown O

**GARDNER, GUY**  
Sports Parade  
KOGT Orange Tex

**GARRIS, LOU**  
Sports Mike  
WHBS Huntsville Ala

**GARRISON, VAN**  
KHAS Hastings Neb

**GARRITY, VINCE**  
Sports Remotes  
WENR-TV Chicago Ill

**GARWOOD, JOHN**  
Sports Parade  
WNIZ Saranac Lake N Y

**GATES, RULLIARD**  
Gateway To Sports  
WKJG Fort Wayne Ind

**GAYLOR, EDWARD S.**  
Sports Summary  
WCG Court Gables Fla

**GEE, OLAN L.**  
Spot Sportscast  
WDDW Dawson Ga

**GELL, LOU**  
Sports Magazine  
KYNI Coeur D'Alene Ida

**GEORGE, JEE**  
Sports Highlights  
KEEQ St Joseph Mo

**GEORGE, LLOYD**  
Sports Hites  
KRHD Dunwoody Okla

**GEORGE, STEVE**  
Strictly Sports With Steve  
George  
KRA Sacramento Calif

**GIANARIS, HARVA**  
Sportscope  
WHAN Charleston S C

**GIBBONS, JAMES**  
WMAL WMAL-TV Washing-  
ton D C

**GIBBONS, JAMES L.**  
ABC

**GIBBS, LAWRENCE**  
Spotlight On Sports  
KMLB Monroe La

**GIBBS, ROWLAND**  
Sportscasts  
RALI Pasadena Calif

**GIBSON, JACK**  
Sizing Up Sports  
KWTU Burstow Calif

**GILBERT, AL**  
KMYA Magnolia Ark

**GILBERT, JACK**  
WLET Eps Pa

**GILLESPIE, EARL**  
Looking Up  
WJPG Green Bay Wis

**GIMORE, ROBERT**  
WEOL Elyria O

**GILNER, JOE**  
WGCD Chester S C

**GLACKEN, ED**  
WKRT Sports Desk  
WKRT Carlisle N Y

**GLEASON, BOB**  
Sports Round Up  
WMSL Decatur Ala

**Sports Commentators—Radio-Television**

**GLICKMAN, MARTY**

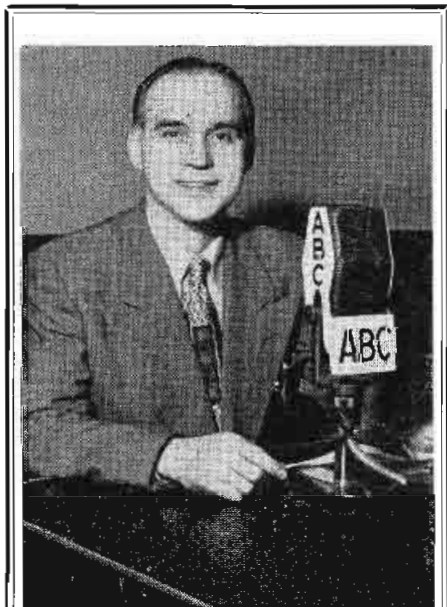
WMGM, New York, N. Y.  
**COHEN, BOB**  
 WSOY, Decatur, Ill.  
**GODLEY, ROBERT**  
 Sports News  
 WHK, Cleveland, O.  
**GOETZ, JACK H.**  
 Sports Parade  
 KRPL, Moscow, Ida.  
**GOODDING, KEN**  
 Sports Parade  
 KRES, St. Joseph, Mo.  
**GOODLETTE, RICHARD H.**  
 Sports Headlines, Sports Review  
 WKIC, Hazard, Ky.  
**GOODNIGHT, CLYDE**  
 Pigskin Parade  
 KUBA, Yuba City, Calif.  
**GOODRICH, BILL**  
 Play By Play  
 WRBC, Jackson, Miss.  
**GOODYEAR, ARTHUR N.**  
 WKNE, Keene, N. H.  
**GORDON, JIM**  
 WNDR, Syracuse, N. Y.  
**GORDON, LARRY**  
 Let's Talk Sports  
 KOJM, Havre, Mont.  
**GORDON, RED**  
 Play By Play  
 KELD, El Dorado, Ark.  
**GORMAN, ED**  
 Sports Parade  
 WCAP, Asbury Park, N. J.  
**GOVE, CLIFFORD**  
 Sports Newsreel, Rod And Gun Club  
 WLAM, Lewiston, Me.

**GRADY, JACK**  
 Sports Roundup  
 KXOA, Sacramento, Calif.  
**GRAHAM, WALTER**  
 Sports Review  
 WBML, Macou, Ga.  
**GRANER, JAMES**  
 WJW, Cleveland, O.  
**GRANGE, RED**  
 Football Huddle  
 WJJD, Chicago, Ill.  
**GRANT, MIKE**  
 Sports Roundup  
 WVAM, Altoona, Pa.  
**GRANT, WAYNE**  
 KFQO, Fargo, N. Dak.  
**GRATZ, GENE**  
 Sports Final  
 WELO, Tupelo, Miss.  
**GRAYMOUNT, STEWART**  
 Home Edition  
 KRIO, McAllen, Tex.  
**GRAYSON, SID**  
 Sportsdesk  
 KFDX, Wichita Falls, Tex.  
**GREBE, GUS**  
 Sports Spotlight  
 WJBC, Bloomington, Ill.  
**GREENHOE, BOB**  
 Sports Parade  
 WHTC, Holland, Mich.  
**GREENSPAN, BUD**  
 WMGM, New York, N. Y.  
**GREENWOOD, KENNETH**  
 Sport Topics  
 KFOR, Lincoln, Nebr.  
**GREGG, BOB**  
 Sports Whirl  
 KPST, Preston, Ida.

**GREUP, ERNST**  
 Sports Spotlight  
 WDUK, Durham, N. C.  
**GRIGSBY, BILL**  
 WMBH, Joplin, Mo.  
**GRIFFIN, DENNIS**  
 KCONY, San Marcos, Tex.  
**GRIFFIN, WAYNE**  
 WENR-TV, Chicago, Ill.  
**GRIFFITH, DON**  
 WCOA, Pensacola, Fla.  
**GRIFFITHS, DAVE**  
 Sportsreel Of The Air  
 WARM, Scranton, Pa.  
**GROSS, CLAIR**  
 Sports-Time  
 KFNF, Shenandoah, Ia.  
**GROSS, DON**  
 Today In Sports  
 WAYX, Waycross, Ga.  
**GUERRA, EUGENIO**  
 Deportes Al Dia  
 WBS, San Juan, P. R.  
**GUINAN, JACK**  
 Play By Play  
 WSCR, Scranton, Pa.  
**GUNN, BEN**  
 Negro Football, Play By Play  
 WEAS, Atlanta, Ga.  
**GUOKAS, MATT**  
 WPEN, Philadelphia, Pa.  
**GUSTAFSON, ANDY**  
 WTVJ, Miami, Fla.

**— H —**

**HACKETT, JON**  
 Sports Of All Sports  
 KERO, Bakersfield, Calif.  
**HALE, BILL**  
 WBEJ, Elizabethton, Tenn.



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## Sports Commentators—Radio-Television

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- HALL, FRANK B.**  
Sports Review  
WAVZ, New Haven, Conn.
- HALL, HAUSEA**  
Time Out For Sports  
WCCO, Minneapolis Minn
- HALL, SID**  
Meet Your Teams  
WTCJ, Tall City, Ind
- HAMILTON, KEN**  
General Sports  
WETQ, Harrisburg, Ill
- HAMMETT, RAY**  
Sport Shots  
KEEN, San Jose, Calif
- HANSEN, CARROLL**  
Sports Review  
KCBS, San Jose, Calif
- HANSON, DON**  
Spotlite On Sports  
WEXL, Royal Oak, Mich
- HANSON, ED**  
Let's Talk Sports  
WFHR, Wisconsin Rapids, Wis.
- HANSON, ELMER**  
KNOX, Grand Forks, N. Dak.
- HANSSON, PETER**  
Let's Talk Sports  
WIZE, Springfield, O.
- HARBESON, WILLIE O.**  
Sports In Brief  
WALD, Walpoleboro, S. C.
- HARRISON, S. T.**  
Sports Column Of The Air  
WTAZ, Springfield, Ill
- HARDEN, CHUCK**  
A Moment With Sports  
WTCO, Campbelsville, Ky
- HARLAN, HAL**  
KDLK, Del Rio, Tex
- HARMON, KEN**  
Sports Parade  
WKLAM, Ludington, Mich
- HARMON, TOM**  
ABC-TV
- HARNISH, ROBERT**  
WLAN, Lancaster Pa
- HARPE, RONALD**  
Sports  
WALT, Tampa Fla
- HARRINGTON, JOHN**  
KPAR, Phoenix, Ariz.
- HARRIS, DAVID**  
Piedmont Parade  
KTEA, Yuba City, Calif
- HARRIS, WALT**  
Piedmont Preview  
WFRQ, San Francisco, Calif.
- HARRISON, BOB**  
Sports Parade  
WBNC, Henderson, N. C.
- HARRISON, CHARLES**  
Sport Review  
KBOA, Kennel Mo.
- HART, BOB**  
KPLC, Lake Charles, La
- HARVILLE, CHARLIE**  
Sports Page  
WPMY-TV, Greensboro, N. C.
- HARWELL, DICK**  
KRGV, Waco, Tex
- HASEL, JOE**  
Joe Hasel Show  
WJZ, New York, N. Y. ABC
- HATCHER, WILSON**  
Scoreboard  
WLOU, Louisville, Ky
- HATHARN, ROGER**  
Today In Sports  
KAMU, Muskogee, Okla.
- HAWKINS, JACK**  
KFIN, Pecos, Tex.
- HAWKINS, VERN**  
Sports Page On The Air  
KGBX, Springfield, Mo
- HAYES, JOE**  
WCHL, Chester Pa
- HAYES, PAT**  
Sullivan Scoreboard High  
School Sports Red And Red  
KORO, Seattle, Wash
- HAYS, JIM**  
Pamphletation Please  
KVOA, Tucson, Ariz
- HEALY, CHUCK**  
WBEN, WBEN-TV, Buffalo, N. Y.
- HEATH, HAROLD**  
Play By Play  
WOC, Davenport, Ia.
- HEATH, MICKY**  
WEMP, Milwaukee, Wis
- HEDGPETH, JACK**  
WGTV, Greenville, N. C.
- HEDRICK, LEE**  
Sportoscope  
KATL, Houston, Tex
- HEILBRONER, LEW**  
Sports Parade  
WCPB, Tarboro, N. C.
- HEIN, BILL**  
Sports By Heron  
WCOL, Columbus, O.
- HEISS, BOB**  
WTMJ, WTMJ-TV, Milwaukee, Wis
- HELPER, ALVIN**  
Sports Review, WLW, Cincinnati, O., Mutual's Sports Voice
- HELGESEN, RAY**  
Sports Spotlite Football  
Prophet  
KSTN, Bisbee, Ariz
- HELLING, JACK**  
KTLN, Denver, Colo
- HEMAN, CHARLES**  
WICA, Ashland, O.
- HENDRICKSON, BOB**  
Bob Hendrickson  
WAGE, Syracuse, N. Y.
- HENRIKSON, LES**  
WCON, Atlanta, Ga
- HENRY, JOHN**  
Sports Call  
KVOO, Tulsa, Okla.
- HENSHAW, GUS**  
KEYE, Perryton, Tex
- HERMAN, JOHN**  
Sports On Parade  
KTHP, Porterville, Calif.
- HERRICK, SHERB**  
Sherb Herrick Sports  
WKW, Albany, N. Y.
- HERRIN, WINDY**  
WCCP, Savannah, Ga
- HERRINGTON, HUGH**  
Latest in Sports  
KFBX, Beaumont, Tex
- HERRON, FRANK**  
Sports Arizona  
KWJJ, Portland, Ore
- HESSLER, FRED**  
Fred Hessler Sports  
KGER, Long Beach, Calif
- HEWEY, IRA L.**  
Spotlighting The Sportsman  
WBAI, Greenfield, Mass
- HEWITT, WARREN**  
KHMO, Hammett, Mo
- HUBBS, DOUG**  
WTEL, Philadelphia, Pa.
- HICKS, EARL**  
Sports Final  
KFCR, Columbia, Mo.
- HICKS, TOM**  
Basketball And Football  
WLOH, Princeton, W. Va.
- HIEDEMA, JOHN**  
WDLF, Panama City, Fla
- HIGGINS, HUGH**  
Play By Play  
WMOA, Marietta, O.
- HIGHTOWER, BILL**  
Sports Records  
KXOL, Ft. Worth, Tex
- HILL, JULIAN L.**  
KPLI, Paris, Tex
- HINKLE, CHARLES**  
WHIO, WHIO-TV, Dayton, O.
- HITCHCOCK, BILLA**  
WJHO, Opelika, Ala
- HITCHCOCK, JACK**  
Spotlight On Sports  
KCOL, Fort Collins, Colo
- HOBBY, WES**  
Vermont Sports  
WRSK, Montpelier, Vt.
- HODGES, RUSS**  
N. Y. Giants, WPIX, WMCA; Bollanting Fights, CBS-TV; Richfield Sportscast, ABC; Columbia University Football Games; WINS, CBS-TV; Russ Hodges Sports Quiz, MBS; Russ Hodges Scoreboard, DuMont.
- HOEGLER, AL**  
Football  
WJMO, Cleveland, O.
- HOFF, BOLLIS**  
Sportslog  
KVNJ, Fargo, N. Dak
- HOGAN, TODD**  
WATW, Ashland, Wis
- HOLBROOK, JOSEPH K.**  
WPAV, Portsmouth, O.
- HOLDEN, KEN**  
Speaking Of Sports  
KBKB, Baker, Ore
- HOLDER, EARL**  
WNNC, Newton, N. C.
- HOLLER, CARL**  
Sports Today  
WFTZ, Jasper, Ind
- HOLMQUIST, AL**  
Sportswhirl  
KGDE, Fergus Falls, Minn
- HOLYARD, O. C.**  
WVLE, Lexington, Versailles, Ky
- HOONAN, ROBERT**  
Out Of The Locker Room  
KXRO, Aberdeen, Wash
- HOOPER, JACK**  
Report On Sports  
WHGB, Harrisburg, Pa.
- HOOPER, DON**  
Sports Roundup  
KUP, Durango, Colo
- HOOPER, DON**  
WJMS, Ironwood, Mich.
- HOPPE, HENRY**  
Sports in Review  
WFSN, Charleston, S. C.
- HORNING, DUTCH**  
KSLB, Creston, Ia
- HORSTMANN, BOB**  
American Sports Page Of The Air  
KNEB, Scottsbluff, Neb.
- HOLTON, THAD**  
WSB, Atlanta, Ga
- HOUTZ, MARVIN**  
Scoreboard  
KGFV, Keosauqua, Neb.
- HOWARD, BILL**  
Sports Shots  
WVOD, Lynchburg, Va.
- HOWARD, HARRY**  
Spotlight on Sports  
KRLC, Lewiston, Ida.
- HOYT, WAITE**  
WCPO, WCPO-TV, Cincinnati, O.

**Sports Commentators—Radio-Television**

**HUBBELL, RALPH**  
WBEN, WBEN-TV, Buffalo, N. Y.

**HUBER, FRANK**  
WHAL, Shelbyville, Tenn.

**HULL, ROGER**  
WBMD, Baltimore, Md

**HUMISTON, HOD**  
Sports Roundup, Play By Play  
KWHK, Hutchinson, Kans

**HUMPHRIES, OTIS**  
The Sportsman  
WMRA, Myrtle Beach, S. C

**HUMPHRIES, DAN**  
WPFB, Middletown, O

**HUOT, ED**  
Sports Parade  
KXGI, Fort Madison, Ia.

**HURD, JOE**  
Sports Final  
WJR, Detroit, Mich

**HURLEY, BILL**  
Play By Play  
KLIF, Dallas, Tex

**HUSING, TED**  
(See Disc Jockies).

**HUSTEN, HARVEY**  
Spotlight Sports: Football, Baseball Games  
WABY, Albany, N. Y.

**HUTCHINSON, HARDY C., III**  
KHBC, Hilo, T. H.

**HUTCHINSON, JOHN**  
Sports Parade  
WGAU, Athens, Ga.

**HUTCHISON, BOB**  
WJPF, Herrin, Ill.

**HYDE, FRANK**  
Morning Round-Up of Sports  
WJOC, Jamestown, N. Y.

— I —

**INCH, MERRILL**  
KWRN, Reno, Nev.

**INGALLS, WALLIE**  
KGRH, Fayetteville, Ark.

**INGSTAD, BOB**  
KOVC, Valley City, N. Dak

— J —

**JACKSON, CLIFF**  
WEAR, Pensacola, Fla.

**JACKSON, LEE**  
Sportspage  
WAPQ, Chattanooga, Tenn

**JACKSON, TOM**  
Sports Interviews  
WKAB, Mobile, Ala.

**JACKSON, W. E., JR.**  
WGTM, Wilson, N. C.

**JACOBS, JOHN**  
Football  
KGIL, San Fernando, Calif.

**JACOBS, RAY**  
KOB Sportlight  
KOB, Albuquerque, N. Mex.

**JAEGER, JOE**  
Sports Parade  
KXLE, Ellensburg, Wash.

**JAMES, DENNIS**  
8. Aug. 24, Jersey City, N. J.;  
Bob Hawk Show, CBS; Can You Top This?, Song of the Stranger, Lawyer Q, Cash & Carry, Okay

Mother, WABD; Ted Mack's Amateur Hour, CBS-TV; Fights & Wrestling, DuMont.

**JARVIS, BILL J.**  
Bill Jarvis Reports  
KVGB, Great Bend, Kans.

**JAY, BILL**  
WNOX, Knoxville, Tenn.

**JENNINGS, AL**  
Coastal Sports  
WCCP, Savannah, Ga.

**JOHNSON, GLEN**  
Sports Parade  
WLJO, La Salle, Ill.

**JOHNSON, JAKE**  
Sports Parade  
KEBE, Jacksonville, Tex.

**JOHNSON, KEN**  
Sports Parade  
WCBT, Roanoke Rapids, N. C.

**JOHNSON, LEONARD**  
WFDF, Flint, Mich.

**JOHNSON, MARTIN**  
World Of Sports  
WKAB, Mobile, Ala

**JOHNSON, MONK**  
Sports Of All Sorts  
KDSJ, Deadwood, S. Dak.

**JOHNSON, ROLLIE**  
WTCN, WTCN-TV, Minneapolis, Minn.

**JOHNSON, TED**  
WVNI, Newark, N. J.

**JOHNSON, WARREN**  
Sports Eye  
WPFB, Middletown

**JONES, BOB**  
Sports Review  
WEAM, Arlington, Va



**AL HELFER**

Sports Voice of the  
MUTUAL BROADCASTING SYSTEM



**JACK BRICKHOUSE**

WGN, WGN-TV and DuMont TV Network  
Reporting Chicago Cubs — Chicago White Sox  
Wrestling — 3 Shows Weekly  
Pro and Amateur Boxing  
Big 10, Notre Dame and Pro Football  
Golden Gloves Boxing

## Sports Commentators—Radio-Television

- JONES, EARL D.**  
Sports Review  
WFTM, Maysville, Ky
- JONES, GORDON**  
Sportscope  
WCMB, Lemoyne, Pa.
- JONES, PAUL**  
Football Scoreboard  
WLWT, Cincinnati, O
- JONES, ROBERT L.**  
Sports Highlights  
WSTR, Springfield, Mass.
- JONES, ROY**  
Sports Roundup  
WMOG, Covington, Ga.
- JONES, SLEW**  
WAPP, McComb, Miss.
- JONES, TOM**  
Final Sports  
WRFS, Alexander City, Ala.
- JORDAN, MIKE**  
Sports Wheel, Play By Play  
WLAT, Conway, S. C.
- JOYNER, JACK**  
Sports Newsreel  
WBIR, Knoxville, Tenn.
- JUNKERT, BOB**  
KOVU, Valley City, N. Dak.
- K—
- KAISER, RONALD**  
KWOC, Poplar Bluff, Mo.
- KALLAY, ED**  
Sports Special  
WAVE, Louisville, Ky.
- KANE, ED**  
Your Sport  
WRJM, Newport, R. I.
- KANE, JACK**  
WHEB, Portsmouth, N. H.
- KAUFMAN, GEORGE**  
Sports Lineup  
KBMW, Wabpeton, N. Dak.
- KAY, FRANK**  
Sports Parade  
WDOS, Oneonta, N. Y.
- KEARNS, CHARLIE**  
Sportscaster  
WRTV, LaCrosse, Wis.
- KEATING, WILLIAM**  
Sports Review  
WBYN, Holyoke, Mass.
- KEENE, BILL**  
KHOL, Boulder, Colo.
- KEEP, BARNEY**  
KEX, Portland, Ore.
- KEIL, TONY**  
Sports Roundup  
KOLT, Scottsbluff, Neb.
- KEITH, LARRY**  
WMBR, Jacksonville, Fla.
- KEKERIS, GUS**  
March Of Sports  
KSGM, Ste. Genevieve, Mo.
- KELELY, BOB**  
Parade Of Sports  
KMPC, Los Angeles, Calif.
- KELLY, GENE**  
Kelly's Klubhouse  
WXLW, Indianapolis, Ind.
- KELLY, PAT**  
Kentucky Sports Review  
WSPC, Somerset, Ky.
- KENDRICK, JAMES**  
KMA, Shennandoah, Va.
- KENNESSEY, TED**  
Play By Play  
KKIN, Visalia, Calif.
- KENNEDY, BOB**  
Regional Sports  
WNBH, Rochester, N. H.
- KENNEDY, EDWARD J.**  
WKRC-TV, Cincinnati, O.
- KENNEL, JACK**  
World Of Sports  
WDLB, Marshfield, Wis.
- KENNEY, PAUL**  
Sports Eye  
WMOA, Marietta, O.
- KENT, CARL**  
KTAR, Phoenix, Ariz.
- KEOGH, DON**  
WOW-TV, Omaha, Neb.
- KERCE, CECIL**  
WRGA, Rome, Ga.
- KERMEYER, MIKE**  
Sportscaster  
KAYE, Carlbad, N. Mex.
- KERN, DICK**  
WINC, Winchester, Va.
- KETNER, WILL**  
WVAM, Altoona, Pa.
- KIEVE, BOB**  
Speaking Of Sports  
WGVA, Geneva, N. Y.
- KIMBLE, EMERSON**  
WSPD, Toledo, O.
- KING, ART**  
WEEI, Boston, Mass.
- KING, BILL**  
Sports Scrapbook  
WTAD, Quincy, Ill.
- KING, DUB**  
Football Time  
WTAW, College Station, Tex.
- KING, J. D., JR.**  
WJRD, Tuscaloosa, Ala.
- KING, JOHN**  
KAWT, Douglas, Ariz.
- KING, WAYNE**  
Sportsites Of The Day  
KATE, Albert Lea, Miss.
- KIRBY, JERRY**  
Sports Review  
WKRB, Dubuque, Ia.
- KIRBY, LEE**  
Sports Spotlight  
WBT, Charlotte, N. C.
- KIRWAN, DENNY**  
WINZ, Hollywood, Fla.
- KITTLESON, CURT**  
Sports Roundup  
KXLF, Butte, Mont.
- KLEIN, DON**  
KPIX, KSFO, San Francisco, Calif.
- KLEMP, LLOYD**  
KDA-N, Oroville, Calif.
- KLEPY, HERBERT**  
Sports Roundup  
WLIP, Kenosha, Wis.
- KLIEMER, DUFF**  
Sports Spotlight  
WVEC, Hampton, Va.
- KLINE, ERNEST P.**  
WKIN, Killamung, Pa.
- KNIGHT, TOM**  
Sports Roundup  
WUTC, Gastonia, N. C.
- KOBAK, EDGAR H.**  
Sports Review, Football Games  
WTWA, Thomson, Ga.
- KOESTER, TONY**  
WFBK, Sacramento, Calif.
- KORZELIUS, GENE**  
WBNY, Buffalo, N. Y.
- KRFSAL, BUD**  
The Sportsman  
WMS, Natchez, Miss.
- KROEN, ED**  
WKPA, New Kensington, Pa.
- KRSHKA, FRANK**  
KYTL, Shelby, Mont.
- KUBALT, CHARLIE**  
Sports Final  
WAYS, Charlotte, N. C.
- L—
- LaBRANCHE, ERNEST**  
WCCM, Lawrence, Mass.
- LACHENMEIER, RUDY**  
Sports Page Final  
KGW, Portland, Ore.
- LAFLIN, JOHN C.**  
The Sportsman  
WSSV, Petersburg, Va.
- LAMB, JERRY**  
Sports Roundup  
WUCF, Titusville, N. Y.
- LaMEAR, DOUG**  
Sport Slams  
RWL, Albany, Ore.
- LANDIS, LYLE B.**  
Play By Play  
WKAI, Macomb, Ill.
- LANDMAN, LOU**  
WIBA, Madison, Wis.
- LANE, BILL**  
WCYB, Bristol, Va.
- LASK, BILL**  
Sports Roundup  
KDDG, Dumas, Tex.
- LATIMER, RED**  
WTOM, Bloomington, Ind.
- LAURENCE, JOHNNA**  
Spotlight Sports, Football, Baseball Games  
WABY, Albany, N. Y.
- LaVALLE, AL**  
KXEL, Waterloo, Ill.
- LAVOY, BOB**  
Sports Eye  
WBJB, Bowling Green, Ky.
- LAWSON, JERRY**  
Sports In Review  
WJOC, Jamestown, N. Y.
- LAWSON, TEX**  
High School Sports  
KWNW, Wenatchee, Wash.
- LEAKE, BUS**  
Sports Review  
WDNE, Elkins, W. Va.
- LEAMING, JAMES**  
Sports Highlights, Football Prophet  
WFPD, Atlantic City, N. J.
- LEAVITT, MEL**  
WDSU, WDSU-TV, New Orleans, La.
- LeBOW, GUY**  
Sport Of Call, Rangers & Rovers  
Hockey, Wrestling, WPIX, New York, N. Y.
- LEBRON, OSCAR**  
Polanco Deportivo  
WACL, Mayaguez, P. R.
- LECHS, EDWARD**  
WOTW, Nashua, N. H.
- LEE, BARNEY**  
Lee-Ward Side Of Sports  
WBBG, Flint, Mich.
- LEE, BERT**  
WMGM, New York, N. Y.
- LEE, BOB**  
Play By Play  
WWST, Worcester, O.
- LEE, BOB**  
Play By Play  
KCOK, Tulare, Calif.
- LEE, BOB**  
Special Events And Sports Special  
KSCC, Yreka, Calif.
- LEE, BRUCE**  
WHTT, New Bern, N. C.
- LEE, JACK**  
Play By Play  
WLM, Wilmington, Del.
- LEE, MIKE**  
WCVI, Councilsville, Pa.
- LEE, ZER**  
Sports Parade  
WSKY, Asheville, N. C.



**• • • Sports Commentators—Radio-Television • • •**

**LENNON, PAUL**  
Sports Digest  
WTOM, Bloomington, Ind.

**LEONARD, LEE**  
Speaking Of Sports, Sports  
Final  
WFMJ, Youngston, O.

**LESLIE, BOB**  
WWJ-TV, Detroit, Mich.

**LEWIS, ARNOLD**  
Sports Tonight  
WCAX, Burlington, Vt.

**LEWIS, BARNEY**  
Sports Reel  
WLDS, Jacksonville, Ill.

**LEWIS, BILL**  
Sportscope  
WGNV, Newburgh, N. Y.

**LEWIS, ED**  
Sportsreel  
KFJX, Grand Junction, Colo.

**LEWIS, JOHN**  
Sports Review  
WCAO, Baltimore, Md.

**LIBBY, JOHN**  
WCOU, Lewiston, Me.

**LIEBBE, SPIKE**  
Sterneman Sports, 10 Minutes  
With 10 Pins  
KWPC, Muscatine, Ia.

**LIGHTCAP, JACK**  
KNBH, Hollywood, Calif.

**LINDBERG, WALTER**  
Down Your Alley  
KLER, Rochester, Minn.

**LINDLEY, BOB**  
Baseball  
KBST, Big Spring, Tex.

**LINTHICUM, WALTER**  
WBAL, WBAL-TV, Baltimore,  
Md.

**LIPEZ, HARRIS**  
Sports Parade  
WBPZ, Lock Haven, Pa.

**LIVINGSTON, SAM**  
Down Sports Avenue  
WKYB, Paducah, Ky.

**LLOYD, BOB**  
Sports Review  
WBHY, Appleton, Wis.

**LLOYD, VINCE**  
WGN, WGN-TV, Chicago, Ill.

**LOMAX, STAN**  
Stan Lomax Sports, WOR.  
Roblee Fan Fare, DuMont

**LONG, MATTHEW L.**  
Scoreboard  
KGB, San Diego, Calif.

**LOUDEN, VERN**  
KROW, Oakland, Calif.

**LOWE, DICK**  
Play-By-Play  
WBEX, Chillicothe, O.

**LOWE, WALT**  
Sports In Review  
KDSH, Boise, Ida.

**LOWRY, LEW**  
Highway of Sports  
KOOL, Phoenix, Ariz.

**LUDWIG, JAMES**  
WLEU, Erie, Pa.

**LUNDQUIST, ELDY**  
Sports Today  
WTRC, Elkhart, Ind.

**LYNCH, BUDD**  
CKLW, Detroit, Mich.

**LYNCH, JACK**  
KWLM, Willmar, Minn.

**LYNN, MAC**  
Sports Review  
WLAY, Muscle Shoals, Ala.

**LYON, JOHN**  
Sport Review  
WGAC, Augusta, Ga.

— Mc —

**McALLISTER, DON**  
Sports Page Of The Air  
WDBO, Orlando, Fla.

**McCANN, BOB**  
Sports Review  
KBYM, Billings, Mont.

**McCARTHY, CLEM**  
Clem McCarthy Sports, NBC.

**McCARTHY, DICK**  
Sports Roundup  
WKNY, Kingston, N. Y.

**McCARTHY, JIM**  
On The Sports Scene  
WBRE, Wilkes-Barre, Pa.

**McCAY, RAY**  
Reports On Sports  
WQXI, Atlanta, Ga.

**McCOLGAN, WILLIAM**  
WSYB, Rutland, Vt.

**McCONNOCHIE, JIM**  
Today's Sports  
WELL, New Haven, Conn.

**McCORMICK, JOHN**  
KVEN, Ventura, Calif.

**McCRARY, LOWELL**  
KVOL, Lafayette, La.

**McCREARY, MACK**  
Play By Play  
KEBE, Jacksouville, Tex.

**McDANIEL, DICK**  
KFEL, Denver, Colo.

**McDONALD, ARCH**  
Speaking Of Sports  
WTOP, Washington, D. C.



**MARTY GLICKMAN**



**STAN  
LOMAX  
SPORTCASTS**

6:45 p.m. WOR

## Sports Commentators—Radio-Television

- McDONALD, BILL**  
WOSH, Oshkosh, Wis.
- McDONALD, HERB**  
KOD-TV, Albuquerque, N. Mex.
- McDONALD, JACK**  
KXRX, San Jose, Calif.
- McDOWELL, ROY**  
WJOL, Florence, Ala.
- McENANEY, JAMES**  
WNLC, New London, Conn.
- McENERNEY, DICK**  
Speaking Of Sports  
WBEA, Galveston, O.
- McGARNEY, R. F.**  
Sports Special  
KRDN, Ballinger, Tex.
- McGEE, ART**  
Sportscope  
WLAR, Athens, Tenn.
- McGEE, BOB**  
KWEF, Hot Springs, Ark.
- McGINNAY, JERRY**  
Play By Play  
WJMW, Athens, Ala.
- McKECHNIE, JIM**  
Sports-Lants  
WENE, Birmingham-Endicott, N. Y.
- McKENNA, JACK**  
Standard Sports  
WBCB, Durduth, Minn.
- McKINNON, BILL**  
WBNS, Columbus, O.
- McKINNON, BOB**  
First Sports  
WRFS, Alexander City, Ala.
- McLOUGHLIN, DICK**  
Let's Talk Sports  
WFRP, Savannah, Ga.
- McLAURIN, FRANK**  
Sports Review  
KFXM, San Bernardino, Calif.
- McLEAN, JACK**  
Sketch Book Of Sports  
WJPS, Evansville, Ind.
- McLEMORE, MORRIS**  
McLemore Sports  
WIOD, Miami, Fla.
- McLENDON, GORDON**  
Play By Play  
KLEP, Dallas, Tex.
- MacMILLAN, LOWELL, H.**  
Sports Roundup  
WHEC, Rochester, N. Y.
- McMULLEN, DICK**  
KCHL, Houma, La.
- McNAMARA, LARRY**  
WNBR, WNBC-TV, New Haven, Conn.
- McNEVIN, JOHN**  
WHEA, WNDR, Syracuse, N. Y.
- McWILLIAMS, DON**  
Sports Journal  
WCSH, Portland, Me.
- M —**
- MACK, CARL**  
5-15 Sportsnews  
KSMI, Seminole, Okla.
- MADELEV, ART**  
WGEN, Wilmington, N. C.
- MAHAN, JOHN**  
WIDAY, Philadelphia, Pa.
- MALDONADO, JUAN**  
Cameo en Los Deportes  
WAPA, San Juan, P. R.
- MALLOY, JACK**  
WFBI, Boston, Mass.
- MANGUAL, CARLOS**  
Deportivos Gunther  
WYAC, San Juan, P. R.
- MANN, CARL**  
KBTV, Dallas, Tex.
- MANN, STU**  
In The Bleachers  
WLOL, Minneapolis, Minn.
- MANNERS, DAVE**  
Sports Final Today II, Sports  
WAPX, Montgomery, Ala.
- MANNING, TOM**  
WNBR, WTAM, Cleveland, O.
- MANSFIELD, ROBERT S.**  
WGOV, Vidosta, Ga.
- MAPES, BILL**  
WHOS, Houston, Ala.
- MAYLES, GRADA**  
Play By Play  
KTSM, Tucuman, N. Mex.
- MARABLE, DICK**  
News, Views, And Clues In  
The World Of Sports  
WMAP, Monroe, N. C.
- MARCHAND, ALEN**  
Breakfast Sports, Football  
Roundup  
KALB, Alexandria, La.
- MARGET, MANNA**  
Sports Shorts  
KVOX, Moorhead, Minn.
- MARLIN, GLEN**  
KJLZ, Denver, Colo.
- MARREIRO, LAIS, E.**  
Tribuna Deportiva  
WPA, Santiago, P. R.
- MARSH, ROY**  
Sports Parade  
WHEF, South Boston, Va.
- MARSHALL, MAC**  
Sports Review  
KOPD, Tucson, Ariz.
- MARSHALL, JIMMA**  
WTOB, Winston Salem, N. C.
- MARTIN, BOB**  
WFOR, PortLand, Me.
- MARTIN, DAVE**  
WSBR, Superior, Wis.
- MARTIN, DICK**  
Sports Parade  
WOMI, Ashland, Ky.
- MARTIN, JACK**  
Sportspotlite  
WTOI, Bristol, Tenn.
- MARTIN, LARRY**  
WRIB, Providence, R. I.
- MARTIN, TINA**  
Sports Parade  
KGLC, Miami, Okla.
- MARTIN, TINA**  
Highlights In Sports  
WENC, Fayetteville, N. C.
- MARTIN, WALT**  
WHBK, Knoxville, Tenn.
- MARX, MILT**  
WOWD, Fort Wayne, Ind.
- MASON, AL**  
KEVT, Knoxville, Tex.
- MASON, JOE**  
Sports  
WLEE, Richmond, Va.
- MATTHEWS, MATTA**  
Sports Televiews  
WTVJ, Miami, Fla.
- MATTHEWS, NORMAN**  
Sports Journal of the Air  
WRNO, Orangeburg, S. C.
- MATTHEWS, TOM**  
Sports Preview And Review  
WFLA, Tampa, Fla.
- MATHWESON, DON**  
WAMS, Wilmington, Del.
- MAUGANS, BILL**  
Sports Roundup  
KSDK, Arkansas City, Kans.
- MAWSON, RICHARD E.**  
KMVI, Waukau, Minn. T. H.
- MAXWELL, JOCKO**  
Sports Page  
WWRL, Woodstock, N. Y.
- MAYNARD, BILL**  
KETS, Springfield, Mo.
- MAZER, BILL**  
Sports Extra  
WKBW, Buffalo, N. Y.
- MEATH, ED**  
WHEC, Rochester, N. Y.
- MEHAFFEE, JAY**  
Play By Play  
KOSA, Odessa, Tex.
- MERCER, CLIFF**  
Sports Hi-Lites  
WLOU, Louisville, Ky.
- MERRILL, BILL**  
Bill Merrill Show  
KMBT, Marshall, Tex.
- MERRIMAN, DON**  
Sports Page  
WHDL, Olean, N. Y.
- METCALF, BERT**  
KLRV, Edinburg, Tex.
- METZLER, ART**  
Speaking Of Sports, Sports  
Parade  
WATO, Oak Ridge, Tenn.
- MEYER, AL**  
KPOW, Powell, Wyo.
- MICHAEL, RAY**  
Sports-manship  
WNBW, Washington, D. C.
- MILBRN, BOB**  
KGGI, San Angelo, Tex.
- MILLER, BILL**  
Sports Digest  
WETR, Johnson City, Tenn.
- MILLER, BILL**  
WFEN, Huntsville, Ala.
- MILLER, DON**  
Sports Page Of The Air  
WARC, Rochester, N. Y.
- MILLER, DON**  
WTOI, Toledo, O.
- MILLER, FRANK**  
Sport-caster  
KSLM, Sturgeon, Mo.
- MILLER, GEORGE**  
The Sportsman  
WPTR, Albany, N. Y.
- MILLER, JACK**  
KGGF, Colleyville, Kans.
- MILLER, JIM**  
The Bob Fernick Sports Show  
WQQW, Washington, D. C.
- MILLER, SKIP**  
A Look At Sports  
WJSW, Altoona, Pa.
- MILLER, STRETCH**  
WHL, St. Louis, Mo.
- MILNER, GENE**  
Sports Page Of The Air  
WCAP, Ashbury Park, N. J.
- MISTOYICH, MIKE**  
Local Sports  
KORA, Bryan, Tex.
- MITCHELL, JIM**  
Sports Parade  
WIOU, Kokomo, Ind.
- MITCHELL, PAUL**  
Reports On Sports  
KSVI, Alexandria, La.
- MITCHELL, RED**  
Seeing Red With Mitchell  
Sports Review  
KSLG, Crowley, La.
- MITTAN, RAY**  
Sporting News Of The Day  
WBER, Benton Harbor, Mich.
- MOFFIELD, RAY**  
Sports Hi-Lites  
WPAD, Paducah, Ky.
- MOLLEN, SAM**  
KPRM, KMBG, Kansas City, Mo.
- MOONEY, GEORGE**  
WBEM, Memphis, Tenn.

## Sports Commentators—Radio-Television

**MOORE, BERNIE**  
Sports Digest  
WKNB, New Britain, Conn.

**MOORE, BILL**  
WFIG, Sumter, S. C.

**MOORE, BILL**  
WNJR, Newark, N. J.

**MOORE, DAVE**  
The Sports Desk, Sports-News  
Final  
WBCK, Battle Creek, Mich.

**MOORE, HAL**  
Tanforan Races  
KSAN, San Francisco, Calif.

**MOORE, TED**  
Play By Play  
WDLB, Marshfield, Wis.

**MOOREHEAD, TOM**  
WFIL, WFIL-TV, Philadelphia, Pa.

**MOOREHOUSE, GENE**  
WWNR, Beckley, W. Va.

**MORAN, JACK**  
KURY, Edinburg, Tex.

**MORAN, JACK**  
WMON, Montgomery, W. Va.

**MORGAN, ED**  
Sportsman  
KBN, Omaha, Nchr.

**MORGAN, JAMES**  
WHLN, Marlton, Ky.

**MORGAN, RAY**  
WWDC, Washington, D. C.

**MORGAN, ROBERT**  
WMBO, Auburn, N. Y.

**MORLAN, CLIFF**  
Sports Review  
KBUN, Bemidji, Minn.

**MORRIS, JIM**  
Sportscope  
WTHH, Hartford, Conn.

**MORRIS, JIMMIE**  
WSAT, Salisbury, N. C.

**MORRIS, ROBERT A.**  
Sports Page Of The Air  
KBRL, McCook, Nchr.

**MOSELEY, MAX**  
Fri Nite Quaterback  
WAPX, Montgomery, Ala.

**MOST, JOHNNY**  
Most In Sports  
WNAO, Raleigh, N. C.

**MOTLEY, RAY**  
WMOH, Hamilton, O.

**MOWBRAY, BOB**  
Sportscast  
WDMG, Douglas, Ga.

**MOWER, LEE**  
WLAQ, Rome, Ga.

**MURLOTT, K.**  
WCRA, Effingham, Ill.

**MULHERN, PAT**  
Sports Review  
WRDW, Augusta, Ga.

**MULLEN, J. D.**  
WTPR, Paris, Tenn.

**MULLINAX, ED**  
Sports Panorama  
WLAG, LaGrange, Ga.

**MUNSON, LARRY**  
WKDA, Nashville, Tenn.

**MURDOCK, HOWARD**  
Speaking Of Sports  
WIMS, Michigan City, Ind.

**MURPHY, BILL**  
Sports Review  
WCKB, Dunn, N. C.

**MURPHY, BOB**  
Sports Corner, Sports By Mur-  
phy  
KOCY, Oklahoma City, Okla.

**MURPHY, PAT**  
Sports By Murphy  
KADA, Ada, Okla.

**MURPHY, WENDELL**  
WMGA, Moultrie, Ga.

**MURRAY, DON**  
WGCD, Chester, S. C.

**MURRAY, DON**  
Spotlight On Sports  
WDBJ, Roanoke, Va.

**MURRAY, FRANNY**  
WIBG, WPEN, Philadelphia, Pa.

**MURKAV, JAMES**  
WBKA, Brockton, Mass.

**MUZZY, JIM**  
WHBC, Canton, O.

**MYERS, DENNY**  
Denny Myers Talks Football  
WEET, Boston, Mass.

### — N —

**NABORS, PAT**  
Sports Review  
WSOC, Charlotte, N. C.

**NAGLER, AL**  
WJBK, WJBK-TV, Detroit, Mich.

**NAKEL, PAUL**  
Sports Report  
WJMO, Cleveland, O.

**NANCE, "DUB"**  
WTPR, Paris, Tenn.

**NASH, BOB**  
Sports Parade  
WINK, Fort Myers, Fla.

**NATION, HERSHEL**  
Sportsman Hour  
WAGC, Chattanooga, Tenn.

**NEAL, BOB**  
Today In Sports  
WGAR, Cleveland, O.

**NEALE, LOU**  
Sports Roundup  
WFGN, Gaffney, S. C.

**NELSON, JOHN**  
WESB, Bradford, Pa.

**NELSON, LINDSEY**  
WROL, Knoxville, Tenn.

**NEVERS, ERNIE**  
Scout Report  
KSAN, San Francisco, Calif.

**NEW, JAMES H.**  
WBHP, Cartersville, Ga.

**NEWCOMB, CHARLIE**  
Sports Word  
WORD, Spartanburg, S. C.

**NEWKIRK, BILL**  
Hoffman Huddle  
KLEE-TV, Houston, Tex.

**NEWMAN, CY**  
Cy Speaks Of Sports  
WLIO, East Liverpool, O.

**NEY, CHARLES**  
WMUS, Muskegon, Mich.

**NICHOLS, DENO**  
Sports Roundup  
KLR, Little Rock, Ark.

**NICHOLSON, JOHN**  
WTMC, Ocala, Fla.

**NICHOLSON, ROY**  
Sports Parade  
KCOY, Santa Muria, Calif.

**NOE, NORMAN**  
High School Sports  
KPKA, Greeley, Colo.

**NOEL, JACK**  
WTTS, WTTV, Bloomington, Ind.

**NORMAN, JAY**  
Speaking Of Sports  
WLCR, Torrington, Conn.

**NORMAN, NEIL**  
Hilites In World Of Sports  
WTMV, East St. Louis, Ill.

**NORMAND, RAY**  
WCOU, Lewiston, Me.

**NORTON, DON**  
KNET, Palestine, Tex.

**NORWIG, GEORGE**  
WCSC, Charleston, S. C.

**NOVAK, BOB**  
Sports Parade  
WAZF, Yazoo City, Miss.

**NOVAK, JAY**  
Sports Review  
KOKO, La Junta, Colo.

— O —

**O'BRIEN, BOB**  
Sports With O'Brien  
KVON, Napa, Calif.

**O'BRIEN, DON**  
KIOA, Des Moines, Ia.

**O'BRIEN, JOHN**  
Spotlight On Sports  
KTEM, Temple, Tex.

**O'BRIEN, SHERRY**  
WDAS, Philadelphia, Pa.

**O'BRIEN, TOMMY**  
KTRM, Beaumont, Tex.

**O'CONNOR, JOHN**  
KRT Sports Parade  
KTRT, Trinidad, Colo.

**O'CONNOR, TOM**  
WBIZ, Eau Claire, Wis.

**ODOM, RAYMOND**  
KRBC, Abilene, Tex.

**O'DONNELL, BILL**  
WLBX, Utica, N. Y.

**ODSON, ROBERT L.**  
Odson Sports Final  
WBYB, Canton, Ill.

**OFFICER, JAMES**  
KCNA, Tucson, Ariz.

**O'GARA, ROGER**  
O'Gara Sports  
WBEC, Pittsfield, Mass.

**O'HALLORAN, HAL**  
WBLL, Sheboygan, Wis.

**O'HALLORAN, PAT**  
Cascade Sports  
KPQ, Wenatchee, Wash.

**O'HARA, JOHNNY**  
KWK, St. Louis, Mo.  
KWKL, Peoria, Ill.

**OLIVER, JERRY**  
Play By Play  
KSUE, Susanville, Calif.

**OLMSTEAD, DICK**  
Sports Roundup  
WHHH, Warren, O.

**O'MALLEY, CHICK**  
Sports Page  
WAGE, Chicopee, Mass.

**OMAN, COACH TURY**  
Speaking Of Sports  
WTJS, Jackson, Tenn.

**O'MARA, BILL**  
KING-TV, Seattle, Wash.

**O'NEILL, MARTY**  
WMLN, St. Paul, Minn.

**ORNEST, STAN**  
Sports Nightcap  
WGBS, Miami, Fla.

**ORR, WILLIAM**  
WICY, Malone, N. Y.

**OSBORN, GENE**  
KWWL, Waterloo, Ia.

**OSWALT, JACK**  
Sports Roundup, Sports Recap  
KTAT, Frederick, Okla.

**OVERTON, DAVE**  
WSM, Nashville, Tenn.

**OWENS, RICHARD H.**  
WISL, Shamokin, Pa.

**OWENS, S. MOREY**  
Sports Review  
WROK, Rockford, Ill.

**Sports Commentators—Radio-Television**

**— P —**

**PACKARD, CHARLIE**  
KSWI, Council Bluffs, Ia

**PAGE, JOHN**  
Pacine Sports  
WSSS, Amsterdam, N. Y.

**PAIGE, CARL**  
KHAM, Las Vegas, Nev.

**PAIGE, ERIC**  
Sports Roundup  
WLOW, Norfolk, Va.

**PARADY, BILL**  
Pacine Party  
RCKY, Coonidge, Ariz.

**PARKER, PAUL**  
WGNL, Wilmington, N. C.

**PARKS, DARAL**  
Sports Camera  
WKLO, Louisville, Ky.

**PARKS, DEL**  
WPEN, Philadelphia, Pa.

**PARSONS, MARSHALL**  
Parscus Sports  
Tomorrow's Sports Page  
WQAM, Miami, Fla.

**PARTON, RED**  
Sportscoop  
WOLF, Syracuse, N. Y.

**PASSE, LEOL**  
Sporting Events  
WYOK, Birmingham, Ala.

**PATRICK, VAN**  
Sports Scripts  
WTR, Detroit, Mich.

**PATTISON, JIM**  
Sports Parade  
WDAF, Indiana, Pa.

**PAUL, ED**  
Wiedemann's Sports Eye  
WMMN, Marion, O.

**PAULL, ED**  
Top Of The Sports  
WCEB, DuBois, Pa.

**PEAK, BILL**  
Sports Spotlight  
KHKI, Aher, Tex.

**PEARCE, RICHARD**  
WDLF, DeLand, Fla.

**PEARSON, FORD**  
ABC-TV

**PEART, JOHN**  
Football Games  
KOH, Reno, Nev.

**PEIRCE, PETE**  
WBC, Bethesda, Md.

**PENFIELD, ADD**  
Sports Quiz  
WRNY, Rochester, N. Y.

**PEPE, JOINNA**  
Sports Review  
WPH, Sharon, Pa.

**PEREZ, ELMO TORRES**  
La Mancha De los Deportes  
WKAQ, San Juan, P. R.

**PERKINS, GLEN**  
Sports In Review  
KANS, Wichita, Kans.

**PERLIN, BERNIE**  
KOPO, RPKT, Tucson, Ariz.

**PERRA, WES**  
Sports Review  
KGBC, Galveston, Tex.

**PETERS, BILL**  
Today In Sports  
WIKK, Erie, Pa.

**PETERS, FRANK**  
WNOV, York, Pa.

**PETERS, KENNETH E.**  
Play By Play  
KTMS, Santa Barbara, Calif.

**PETERSEN, HARRY**  
The Scoreboard  
KOTA, Rapid City, S. Dak.

**PETERSON, EDWIN**  
Sports Review  
KSTB, Cedar City, Utah

**PETERSON, JOHN**  
Football Games  
KWAK, Stuttgart, Ark.

**PIHAUP, ALLAN**  
WMBG, Richmond, Va.

**PIHLAN, EDDIE**  
World Of Sports  
WULA, Eureka, Ala.

**PIHLAN, JOHN**  
World of Sports  
KTSM, El Paso, Tex.

**PIHLBIN, BOB**  
Sports Page Of The Air  
WJOL, John, Ill.

**PIERRO, LOUIS**  
Sports Diary  
WHUC, D. Hudson, N. Y.

**PIERSON, BILL**  
Sports Corner  
WHRK, Akron, O.

**PIERSON, LEO**  
KREM, Spokane, Wash.

**PIKE, DICK**  
WKXN, Saginaw, Mich.

**PINION, CLOVIS**  
KSST, Sulphur Springs, Tex.

**PIPHER, BILL**  
WLOI, LaPorte, Ind.

**PITTENGER, DICK**  
WFBM, WFDM-TV  
Indianapolis, Ind.

**PLATT, JOSEPH**  
Sports Extra Sports Presen-  
tions  
WBBZ, Ponca City, Okla.

**POPE, BILL**  
The Last Round  
WOKO, Albany, N. Y.

**POUCHER, J. WAYNE**  
WCOS, Columbia, S. C.

**POWERS, GENE**  
WJCF, Erie, Pa.

**POWERS, JIMMY**  
Foxe-house Of The Air  
WNEW, Gillette Cavalcade of  
Sports—Boxing, Boxing, NBI  
TV.

**PREUSS, RUSS**  
Sportscast  
KTTR, Rolla, Mo.

**REICHARD, BOB**  
KPLT, Paris, Tex.

**PRINCE, BOB**  
Case Of Sports  
WJAS, Pittsburgh, Pa.

**PRINCE, BUCK**  
Sports Preview By Prince  
WNB, New York, N. Y.

**PROCTER, GENE**  
Sports Reel  
KEPO, El Paso, Tex.

**PROCTOR, HARRY**  
Fishing News  
KEEN, San Jose, Calif.

**PROVENCE, ROBERT**  
Sports Review, Sports Final  
WKNA, Charleston, W. Va.

**— Q —**

**QUINN, JACK**  
WMBD, Peoria, Ill.

**— R —**

**RABER, ALAN**  
Sports Highlights  
WKAP, Allentown, Pa.

**RAIFORD, BOB**  
WEGO, Concord, N. C.

**RAIHALL, BILL**  
Area Sports  
WCPA, Clearfield, Pa.

**RAMSEY, JONES**  
KSPI, Stillwater, Okla.

**RANGER, JIM**  
Sideline Slants  
KAFY, Bakersfield, Calif.

**RATHBUN, JACK**  
World Of Sports  
WBSR, Pensacola, Fla.

**RAY DEL**  
KVMA, Magnolia, Ark.

**RECKNER, HARRY**  
Reports On Sports  
KTSN, San Antonio, Tex.

**REECE, SANDY**  
Sports Review  
WSPT, South Bend, Ind.

**REED, BILL**  
Sportscast  
KMYR, Denver, Colo.

**REED, RED**  
Red Reeds Sports  
WBKP, Hendersonville, N. C.

**REEL, BOB**  
Sports Reel  
KSPA, Santa Paula, Calif.

**REESE, JAMES E.**  
Sports Round-Up  
WYWB, Jasper, Ala.

**REEVE, RAY**  
Sports Parade  
WRAL, Raleigh, N. C.

**REEVES, GEORGE**  
Sports Review  
WNN, Louisville, Ky.

**REGAN, BOB**  
Sportsparade  
KIQ, San Diego, Calif.

**REID, JIM**  
BC Sports Review  
WJTF, Raleigh, N. C.

**REID, MICHAEL**  
Sports Review  
KVRN, Rock Springs, Wyo.

**REID, PAUL**  
Sports Page  
WKLF, Canton, Ala.

**REITH, HARRY**  
Man About Sports  
WKST, New Castle, Pa.

**RENCH, KENNA**  
WPTW, Parma, O.

**REN, JOE**  
The Buckeye Sportsman  
WLOK, Lima, O.

**REYNOLDS, FRANK**  
Play By Play  
WJOB, Hammond, Ind.

**RIFA, LARRY**  
Diary Of Sports  
KERN, Kansas City, Mo.

**RHOADS, DUSTA**  
Sports Roundup  
WFAX, Falls Church, Va.

**RICH, AL**  
Baseball  
WLOH, Princeton, W. Va.

**RICHARDS, WILLIAM**  
WESA, Chelero, Pa.

**RICHARDSON, BILL**  
Early Bird Sports  
WTFZ, Jasper, Ind.

**RIDDLE, BILL**  
Sports Review  
WNEK, Macon, Ga.

**RIDENOUR, DAVE**  
Sports Summary  
WLEA, Hornell, N. Y.

**RILEY, HARRY**  
Riley Reports The Sports  
WVWV, Fairmont, W. Va.

## Sports Commentators—Radio-Television

- RIPA, LOUIS**  
Sports Headlines  
KTRB, Modesto, Calif.
- ROBERTSON, T. B.**  
KDWT, Stamford, Tex.
- ROBERTS, G. F.**  
KGFL, Roswell, N. Mex.
- ROBERTS, HERB**  
Sports Roundup  
WHAR, Clarksburg, W. Va.
- ROBERTSON, BOB**  
Sports Reel  
KPQ, Wenatchee, Wash.
- ROBINSON, BERT**  
Time For Sports  
WBET, Brockton, Mass.
- ROBINSON, BOB**  
Sports Column  
WHSY, Hattiesburg, Mass.
- ROBINSON, CHAPMAN**  
WLNA, Peekskill, N. Y.
- ROBISCHON, JAMES**  
KGVO, Missoula, Mont.
- RODSTROM, LLOYD**  
Sportlight  
KRKO, Everett, Wash.
- ROHN, GEORGE "BILL"**  
Sports Gallery  
KSOO, Sioux Falls, S. Dak.
- ROMAN, JUAN B.**  
Ronda Deportiva  
WPAB, Ponce, P. R.
- ROMANCE, ED**  
WPPA, Pottsville, Pa.
- ROOF, LEN**  
Football  
WJMO, Cleveland, O.
- ROSE, JERRY**  
The Sportlight  
KDB, Santa Barbara, Calif.
- ROSE, JOE**  
Sports Review  
KHON, Honolulu, T. H.
- ROSEHILL, DAVE**  
Musical Sports Parade  
WDEM, Providence, R. I.
- ROSS, BILL**  
Spotlight On Sports,  
Great Moments In Sports  
KOWB, Laramie, Wyo.
- ROSS, KAL**  
WPWA, Chester, Pa.
- ROWE, DAVE**  
Along Sports Row  
KSEI, Pocatello, Ida.
- ROWLAND, BOB**  
Hall Sports  
KELP, El Paso, Tex.
- RUSSELL, DAVE**  
KFDM, Beaumont, Tex.
- RUSSELL, EARLE**  
KXOB, Stockton, Calif.
- RUST, BILL**  
KGVL, Greenville, Tex.
- RYAN, JOE**  
Sports Review  
WALL, Middletown, N. Y.
- S —
- SACCO, BOB**  
Sports HiLites  
WAZL, Hazleton, Pa.
- SAGGAU, TIP**  
WOW, WOW-TV,  
Omaha, Nebr.
- SAIDT, BUS**  
Sport Shots  
WBUD, Morrisville, Pa.
- SAKRY, CLIFF**  
KFAM, St. Cloud, Minn.
- SALERNO, SAM**  
Sports Parade  
KDAC, Fort Bragg, Calif.
- SALSBERG, JOE**  
Baesball Play By Play  
WARM, Scranton, Pa.
- SALT, LOYD**  
KREM, Spokane, Wash.
- SALTER, ELMER G.**  
Manager  
WAUD, Auburn, Ala.
- SANDERS, CHRISTIAN**  
KOVO, Provo, Utah
- SANDLER, JACK**  
Sports Trail  
KOWH, Omaha, Neb.
- SANDS, GEORGE**  
Sports Review  
WMAS, Springfield, Mass.
- SANDY, MIKE**  
WGAT, Utica, N. Y.
- SANFORD, CHARLES R.**  
In This Corner  
WGUY, Bangor, Me.
- SANFORD, PHIL**  
Sports Slants  
WABJ, Adrian, Mich.
- SANSONE, JOE**  
WFNS, Burlington, N. C.
- SAUNDERS, ERNIE**  
Sport Page  
WCHS, Charleston, W. Va.
- SAVAGE, BOB**  
Sportseast  
WBAY, Green Bay, Wis.
- SAVITT, MILTON**  
Sports Slants,  
Down Memory Lane  
WHOB, Gardner, Mass.
- SAWYER, TED**  
Sports Unlimited  
WLNH, Laconia, N. H.
- SCARBROUGH, WALTER**  
Sportistics  
WHBT, Harriman, Tenn.
- SCEARCE, ROBERT H.**  
World Of Sports  
WJBO, Baton Rouge, La.
- SCHAAF, MORTY**  
Sports Whirl, Dug Out Dope  
WBEB, Burlington, N. C.
- SCHILLING, FRED**  
Sports Parade  
WFOY, St. Augustine, Fla.
- SCHLEIFER, KEN**  
Midday Sport Spotlight  
WBYS, Canton, Ill.
- SCHMIDT, BOB**  
Sports Review  
KAYS, Hays, Kans.
- SCHOENKOPF, BOB**  
Sports Page  
WBUX, Doylestown, Pa.
- SCHOOCRAFT, BILL**  
WEAT, Lake Worth, Fla.
- SCHRAEDER, GARRY**  
Sports Review  
WREF, Worthington, O.
- SCHREIBER, MARK**  
Sportseast  
KMYR, Denver, Colo.
- SCHROEDER, PAUL**  
Spotlight On Sports  
WIMS, Michigan City, Ind.
- SCOTT, BOB**  
Sports By Scott  
WJSJ, Winston-Salem, N. C.
- SCOTT, ED**  
KOL, Seattle, Wash.
- SCOTT, MARK**  
Speaking Of Sports  
WLOW, Norfolk, Va.
- SCOTT, RAY**  
WCAE, Pittsburgh, Pa.
- SEALS, RUSSELL**  
Sports-Reel  
KWOC, Poplar Bluff, Mo.
- SEARLES, NEIL**  
Wisconsin Football,  
Sports Pace  
WFOK, Milwaukee, Wis.
- SEVEY, BOB**  
KIST, Santa Barbara, Calif.
- SHADDIX, GUS**  
Sports News And Views  
WGGa, Gainesville, Ga.
- SHAFFER, MAX**  
WDAN, Danville, Ill.
- SHANAHAN, TOM**  
WEMP, Milwaukee, Wis.
- SHEETZ, BILL**  
Sports Jamboree  
WMIE, Miami, Fla.
- SHELLEY, BOB**  
WNBK, Cleveland, O.
- SHELTON, FLOYD**  
Sports Parade  
KSTA, Coleman, Tex.
- SHEPARD, BILL**  
Sports Review  
WWGS, Tifton, Ga.
- SHEPARD, STEVE**  
Baseball  
KEIO, Pocatello, Ida.
- SHERIDAN, LEE**  
WFIG, Sumter, S. C.
- SHERMAN, BILL**  
Sports Shorts,  
Football Play By Play  
WGRB, Waltham, Mass.
- SHERMAN, BUD**  
WBAP, WBAP-TV,  
Fort Worth, Tex.
- SHERMAN, CLAIRE**  
Reports On Sports Headlines  
WJTN, Jamestown, N. Y.
- SHIELDS, STEVE**  
Sport Angles  
WDOS, Onconta, N. Y.
- SHIREK, JIM**  
Reports On Sports  
KFYR, Bismarck, N. Dak.
- SHIVELY, DICK**  
WGBF, Evansville, Ind.
- SHEREBER, MARK**  
KLZ, Denver, Colo.
- SHUDT, ROY**  
Stanton Sports Parade  
WROW, Albany, N. Y.
- SHUFFETT, CHARLES**  
Sports Spotlight,  
Play By Play  
WKAY, Glasgow, Ky.
- SIDNEY, BOB**  
WJEF, Grand Rapids, Mich.
- SIEBERT, DICK**  
WTCN, WTCN-TV, Min-  
neapolis, Minn.
- SILKE, PAUL**  
Play By Play  
WTCJ, Tell City, Ind.
- SILVER, JULIAN**  
Ruppert's Sports  
WDAR, Savannah, Ga.
- SIMPKINS, PAUL**  
WAPF, McComb, Miss.
- SIMPSON, JAMES D., Jr.**  
WMRC Sportspage  
WMRC, Greenville, S. C.
- SIMPSON, JAMES S.**  
WOIC, Washington, D. C.
- SIMPSON, JOHN**  
Sports Reporter  
WADC, Akron, O.
- SIMPSON, NORM**  
Sports Extra  
WWOD, Lynchburg, Va.
- SIMS, FRANK**  
Sportspage, Sports Camera  
WKMh, Dearborn, Mich.

## • • • Sports Commentators—Radio-Television • • •

- SINCLAIR, CLINT**  
Sports Roundup  
KSEAL, Moses Lake, Wash.
- SINGER, LAY**  
WFTN, Huntington, W. Va.
- SINGER, PAUL**  
Pigskin Preview  
KDAC, Fort Bragg, Calif.
- SIZOO, ROGER**  
Sportscope  
KTRE, Lufkin, Tex.
- SKREITH, BILL**  
KTMC, McAlester, Okla.
- SLATER, BILL**  
The Fishing And Hunting Club  
Of The Air DuMont
- SLATER, MANNING**  
Good Morning Sports  
Slater's Sports  
WLIZ, Bridgeport, Conn.
- SLATER, SAM**  
Sports Parade  
WCOM, Parkersburg, W. Va.
- SLATER, WOODY**  
Sportlights  
KDON, Santa Cruz, Calif.
- SLOANE, J. S.**  
KNEL, Brady, Tex.
- SMITH, BOB**  
Harmony House Herald  
KSTV, Stephenville, Tex.
- SMITH, BOB**  
Sports Slants Play By Play  
KVOR, Colorado Springs,  
Colo.
- SMITH, BOB**  
Sports Review  
WOOD, Grand Rapids, Mich.
- SMITH, BOCKA**  
Today In Sports  
WLOF, Orlando, Fla.
- SMITH, DICK**  
Sports Parade  
WHUN, Bantmonon, Pa.
- SMITH, DICK**  
Sports Digest  
WMTW, Portland, Me.
- SMITH, FLETCHER**  
Sports Review  
WFTN, Thomasville, N. C.
- SMITH, FRANK**  
KHEM, Eureka, Calif.
- SMITH, IRL**  
KDLK, Del Rio, Tex.
- SMITH, HARRY**  
WLZ, Decatur, Ill.
- SMITH, ROBERT**  
World Of Sports  
WGRD, Grand Rapids, Mich.
- SMITH, RUSS**  
Sports Special  
KLEP, Miami, N. Dak.
- SMITH, TED A.**  
KWRC, Pendleton, Ore.
- SMITH, VIC**  
Sports Review  
WGWR, Ashboro, N. C.
- SMITH, WARREN**  
WVOP, Asheville, Ga.
- SMITH, WILLIAM**  
Sports Review  
WMPR, High Point, N. C.
- SMITHERMAN, ROSS**  
WALA, Mobile, Ala.
- SNOWDON, CHARLIE**  
WPHH, Huntington, W. Va.
- SNYDER, JOE**  
WEEJ, Hagerstown, Md.
- SODEN, FRANK**  
WXGI, Richmond, Va.
- SOOY, BAYARD**  
Today's Sports  
KREL, Baytown, Tex.
- SORRELL, BILL**  
Sports Tour  
WKGN, Knoxville, Tenn.
- SPARKS, JAMES A.**  
Sports Time  
WHOF, Philadelphia, Miss.
- SPARKS, RED**  
Sports Special  
WFOM, Marietta, Ga.
- SPECIAL, JOHN**  
Spotlight On Sports  
KSET, Trinidad, Colo.
- SPELL, BILL**  
Spell On Sports  
WSLI, Jackson, Miss.
- SPENCER, MILTON**  
Speaking Of Sports  
WFLA, Tampa, Fla.
- SPENCER, PHIL**  
WENT, Gloversville-- Johns  
town, N. Y.
- SPIKER, BILL**  
Sports Whirl  
WWST, Wooster, O.
- SPYBALL**  
Deportivos  
WAEI, Mayaguez, P. R.
- SPINETTI, EUGENE B.**  
Roundup  
KCID, Caldwell, Ida.
- SPIRO, WALTER**  
Sports News  
WCOV, Montgomery, Ala.
- STANLEY, LARRY**  
KFH, Wichita, Kans.
- STANTON, BOB**  
(See Radio-TV Artists)
- STAUFFER, LEROY**  
WCPA, Clearfield, Pa.
- STEELE, BOB**  
Sunday Sports  
WTRC, Hartford, Conn.
- STEELE, GEORGE**  
Sports On Parade  
WGGG, Gainesville, Fla.
- STEELE, JIM**  
Let's Go Fishing  
WIRK, West Palm Beach, Fla.
- STEELE, JOHN**  
Spotlite On Sports  
Great Moments In Sports  
KOWB, Laramie, Wyo.
- STEELMAN, BOB**  
KOIL, Omaha, Neb.
- STEGMAN, HARVEY**  
The World Of Sports  
WMOX, Meridian, Miss.
- STEMMLER, NICK**  
WRUN, Union, N. Y.
- STENSTROM, JULIAN**  
Sports Parade  
WTRR, Sanford, Fla.
- STERN, BILL**  
Bill Stern's Sports News  
WNBC, Colgate Sports News  
reel of the Air Sports Events  
NBC
- STERRETT, BOB**  
In The Sportlite  
WTON, Staunton, Va.
- STEVENS, ED**  
Sports Spotlight  
KENI, Anchorage, Alaska
- STUEGLER, ERNIE**  
Sports Roundup  
WGPA, Bethlehem, Pa.
- STINSON, JOHN**  
WVOT, Sports Parade  
WVOT, Buffalo, N. Y.
- STRICKLAND, BOB**  
Sports Review  
WGBB, Freeport, N. Y.
- STOREY, BOB**  
Story Of Sports  
WDBY, Minneapolis, Minn.
- STOUT, ALLEN**  
WROL, Knoxville, Tenn.
- STRAND, NORMAN**  
Sports Montage  
WSAV, Savannah, Ga.
- STRATTON, GIL**  
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KGHJ, San Fernando, Calif.
- STREET, GABBY**  
WIL, St. Louis, Mo.
- STREET, MALCOLM**  
WHMA, Anniston, Ala.
- STRICKLAND, BILL**  
Football Games Pigskin Pre-  
view, Pigskin Parade  
WTKA, Fort Pierce, Fla.
- STRINE, EARL**  
Sports Parade  
WCHA, Chambersburg, Pa.
- STRINGFELLOW, DOUG**  
KLO, Ogden, Utah
- SULLIVAN, CHARLES**  
WMC WMOI Memphis Tenn
- SULLIVAN, HARRY**  
WBAC, Cleveland, Tenn.
- SUMMERS, JOE**  
KVOD, Denver, Colo.
- SUTER, BUD**  
Sports Camera  
KGLD, Mason City, Ia.
- SUTTERFIELD, PHIL**  
Sportscenter  
WHAS, Louisville, Ky.
- SWANSON, ROBERT E.**  
Sports Roundup, Sports Final  
WQAM, Camden, N. J.
- SWEENEY, BILL**  
WAAB, Worcester, Mass.
- SWEENEY, BUDD**  
Sports By Sweeney  
WHKC, Columbus, O.
- SWEET, ART**  
Golf Gossip  
WNMP, Evanston, Ill.
- SWINGLE, CY**  
Football Final  
KENT, Shreveport, La.
- SYMES, BILL**  
Lee's Lam  
KTSJ, Hollywood, Calif.

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- TABNER, DOUG**  
Sports Tab  
WTOE, Toledo, O.
- TAKLES, LOWELL**  
Sports Review  
KPAC, Port Arthur, Tex.
- TANCLIFF, BOB**  
WASL, Annapolis, Md.
- TANNADY, JOHN**  
KASH, Eugene, Ore.
- TATE, VERNER**  
Spotlight on Sports  
WPHR, Greenville, S. C.
- TAUB, SAM**  
WMBM, New York, N. Y.
- TAYLOR, BILL**  
Sports Review  
KRRV, Sherman, Denison,  
Tex.
- TAYLOR, JACK**  
Sports Highlights  
WHIS, Bluefield, W. Va.
- TEAS, CHARLIE**  
KOB, Albuquerque, N. Mex.
- TEMPLETON, DINK**  
Sport Page Of The Air  
KPRC, San Francisco, Calif.

## Sports Commentators—Radio-Television

- TERRY, BILL**  
WAGA, Atlanta, Ga.
- TERRY, BOB**  
WJEL, Springfield, O.
- TERRY, WILLIAM R.**  
WAGA-TV, Atlanta, Ga.
- THACKER, JIM**  
Sports Tipoff  
WSON, Henderson, Ky.
- THEERINGER, GEORGE**  
Sports Roundup, Football  
WRBL, Columbus, Ga.
- THIELE, DUKE**  
Sportingly Yours  
WJMR, New Orleans, La.
- THOMAS, GLEN**  
WJEJ, Hagerstown, Md.
- THOMAS, HORACE**  
WCPA, Clearfield, Pa.
- THOMPSON, CHUCK**  
Sports Special  
WAAM, Baltimore, Md.
- THOMPSON, JIM**  
WJLL, Niagara Falls, N. Y.
- THORNTON, HARVEY**  
WAGC, Chattanooga, Tenn.
- TIGHE, RONNIE**  
Sports Roundup  
WJAG, Norfolk, Nebr.
- TILLER, TOMMY**  
WJPR, Greenville, Miss.
- TOAL, FRANK**  
Speaking Of Sports  
WCRO, Johnston, Pa.
- TODD, RICHARDS**  
Sports Roundup  
WLBG, Laurens, S. C.
- TOEBE, JIM**  
Sports Review  
WEW, St. Louis, Mo.
- TORGERSON, STAN**  
Sports Hi-Lites  
WLCC, LaCrosse, Wis.
- TOSTI, PHIL**  
Sports Digest  
WKAL, Rome, N. Y.
- TOWNSEND, CHET**  
Sports of West Virginia,  
Sports Roundup  
WCAW, Charleston, W. Va.
- TRABAL, ISMAEL**  
Orientacion Deportiva  
WORA, Mayaguez, P. R.
- TRABER, JIM**  
World Of Sports  
KVIC, Victoria, Tex.
- TRACE, BOB**  
Sports Parade  
WMGW, Meadville, Pa.
- TRAEGER, JOHN**  
Sports Parade  
KWED, Seguin, Tex.
- TRANTOR, CHARLES**  
Sportstime, Sports Memory,  
Sports Reports  
WNAE, Warren, Pa.
- TRAVIS, BILL**  
WTUX, Wilmington, Del.
- TRAYNOR, HAROLD**  
KQV, Pittsburgh, Pa.
- TROUT, LARRY**  
Spotlight On Sports  
KBIX, Muskogee, Okla.
- TSCHUDI, LOU**  
WING, Dayton, O.
- TUCKER, JOE**  
Sports Review, Sport Special,  
Garden Sports  
WWSW, Pittsburgh, Pa.
- TUCKER, KENNETH**  
KORC, Mineral Wells, Tex.
- TUFTS, PETE**  
Sports Review  
KTUC, Tucson, Ariz.
- TULLIO, LOU**  
WICU, Erie, Pa.
- TURNBULL, B. MURRAY**  
WMSA, Massena, N. Y.
- TURNER, JIM**  
Sportsspotlite  
WPOI, Bristol, Tenn.
- TURNER, ROBERT**  
WHAM, WHAM-TV, Roches-  
ter, N. Y.
- TURNER, S. G.**  
Sports Today  
WMOC, Covington, Ga.
- TYSON, E. L.**  
WWJ-TV, Detroit, Mich.
- TYSON, TY**  
Ty Tyson Sports Review  
WWJ, Detroit, Mich.

### — U —

- UFER, BOB**  
WPAG, Ann Arbor, Mich.
- ULBRICH, RAY**  
Sports Review  
WDMJ, Marquette, Mich.
- ULERY, DON**  
Spotlight On Sports  
WLBK, De Kalb, Ill.
- ULRICH, ED**  
WIMA, Lima, O.
- UNDERWOOD, RALPH**  
Sports Trail  
WCNB, Connersville, Ind.
- UNDERWOOD, TOMMY**  
Sports Round-Up  
WEOF, Dothan, Ala.
- UNGER, DICK**  
Sports Special  
WDXI, Jackson, Tenn.
- URQUHART, JIMMY**  
Sports Talks  
WMNB, North Adams, Mass.

### — V —

- VACCA, JOHN**  
Sportsman  
KOSA, Odessa, Tex.
- VACKNER, CHARLES**  
WBNX, New York, N. Y.
- VAILLE, ROLAND B.**  
In The Sportlight  
KCMJ, Palm Springs, Calif.
- VALENTI, FRANK**  
KULA, Honolulu, T. H.
- VANCE, GEORGE**  
Sports Hi-Lights  
WMDN, Midland, Mich.
- VANCE, HY**  
Football Review  
WAPI, Birmingham, Ala.
- VAN COEVERING, JACK**  
Woods & Waters  
WXYZ-TV, Detroit, Mich.
- VAN ELLS, NEAL**  
WLW-D, Dayton, O.
- VAN HORNE, BILL**  
Sports Page Of The Air  
WTRF, Bellaire, O.
- VAN SANT, JOHNNY**  
Sports Chat  
WSAN, Allentown, Pa.
- VARE, AL**  
Tops In Sports  
WAOV, Vincennes, Ind.
- VAZQUEZ, PEDRO**  
Deportivas Northcool  
WAPA, San Juan, P. R.
- VEACH, BOB**  
Play By Play  
WCIL, Carbondale, Ill.
- VESTRO, AL**  
WTOR, Torrington,  
WATR, Waterbury, Conn.
- VICKLAND, ART**  
Forecasts  
KTBC, Austin, Tex.
- VRATIS, SOCS**  
KOLE, Port Arthur, Tex.

### — W —

- WAGNER, BOB**  
Sports Page  
KMHL, Marshall, Minn.
- WAGNER, BOB**  
Newsreel Theater—  
Sport News  
WHIZ, Zanesville, O.
- WAGNER, JAY**  
WLEC, Sandusky, O.
- WAKEMAN, TONY**  
All Sports Parade  
WWDC, Washington, D. C.
- WALDEN, MYRON**  
WKID, Urbana, Ill.
- WALDEN, WARREN**  
Everybody's Sport  
WEAN, Providence, R. I.
- WALKER, DUCK**  
Navy Sports Salute  
WJLD, Bessemer, Ala.
- WALKER, HAL**  
Sportingly Yours  
WMAW, Milwaukee, Wis.
- WALLACE, HAROLD**  
KSF4, Nacogdoches, Tex.
- WALLACE, JACK**  
Football  
KBST, Big Spring, Tex.
- WALSH, FRANK J.**  
WBCM, Bay City, Mich.
- WALSH, GEORGE**  
Walsh Looks 'Em Over  
WFIL-TV, Philadelphia, Pa.
- WALSHAK, DAVID**  
Cavalcade Of Sports  
KCTI, Gonzales, Tex.
- WALTHAL, TUBBY**  
Sports Headlines  
WSVS, Crewe, Va.
- WALTON, LUKE**  
WISH, Indianapolis, Ind.
- WANN, PAUL**  
WDOD, Chattanooga, Tenn.
- WARD, BILL**  
By Word-By Word  
KCRC, Enid, Okla.
- WARD, BILL**  
Sports Review  
WTMA, Charleston, S. C.
- WARD, BOB**  
WWSR, St. Albans, Vt.
- WARD, HARRY**  
KCHE, El Reno, Okla.
- WARD, HUGH, Jr.**  
World Of Sports  
WALD, Walterboro, S. C.
- WARREN, HARRY**  
Sports Mirror  
KUTA, Salt Lake City, Utah
- WASHBURN, BRUCE**  
KHOZ, Harrison, Ark.
- WATERSTONE, HARRY**  
KGEM, Boise, Ida.
- WATSON, BUD**  
WBAF-TV, Fort Worth, Tex.

## Sports Commentators—Radio-Television

- WATRICK**  
Sports Telequiz  
WXYZ TV, Detroit, Mich.
- WEAVER, BILL**  
Sports Headlines  
WDAY, Fargo, N. Dak.
- WEAVER, HENRY**  
ABC, ABC TV
- WEBB, GILBERT**  
Oil Belt Sportscenter  
KSTB, Brokenridge, Tex.
- WECKERLE, JOE**  
WMOH, Hamilton, O.
- WEKES, NOLAN**  
KMAE, McKinney, Tex.
- WEICH, BILL**  
KTLA, Los Angeles, Calif.
- WELBORN, DAVID**  
Sports Spotlight  
WJLG, Tallahassee, Tenn.
- WELBORNE, CURT**  
Sports Review  
WGRG, Greensboro, N. C.
- WELCH, JACK**  
WJPA, Washington, Pa.
- WELLS, ROBERT**  
Stunts From The Sideline  
Evening Scoreboard  
KILL, Garden City, Kans.
- WESLEY, FRANK**  
Football Games  
WFOM, Marietta, Ga.
- WESSON, DICK**  
KPOJ, Portland, Ore.
- WHEEDBEE, CHARLES**  
WGTC, Greenville, S. C.
- WHIGHART, ED**  
Sports Panel  
WHAL, Weston, W. Va.
- WHITAKER, ROBERT C.**  
WPAY, Portsmouth, O.
- WHITE, DON**  
As I See It  
KTP, Yakima, Wash.
- WHITE, EDDIE**  
WDHL, Bradenton, Fla.
- WHITE, GEORGE**  
KRFV, Dallas, Tex.
- WHITE, ZED**  
Sports Page of the Air  
WACA, Camden, S. C.
- WHITTIER, CHUCK**  
Chuck Whittier's Sports  
WILR, Wilkes-Barre, Pa.
- WHITWORTH, RAY**  
The Sports Page  
KFDA, Amarillo, Tex.
- WIBLE, DARRELL**  
Sports Parade  
WBW, Bedford, Ind.
- WIDMAN, RALPH**  
WFAA, Dallas, Tex.
- WILBURN, GENE**  
Today In Sports Sports  
Parade, Spotlight On Sports  
KEXO, Grand Junction, Colo.
- WILDER, JOE**  
Sports Review  
WKLY, Hartwell, Ga.
- WILLIAMS, BILL**  
KOME, Tulsa, Okla.
- WILLIAMS, BRUCE W.**  
KOCO, Salem, Ore.
- WILLIAMS, CHARLES**  
KWNO, Winona, Minn.
- WILLIAMS, CHUCK**  
Sports Parade  
KIOX, Bay City, Tex.
- WILLIAMS, CHUG**  
WDXB, Chattanooga, Tenn.
- WILLIAMS, DICK**  
Warmup  
RRC, Beaumont, Tex.
- WILLIAMS, PAUL**  
WWJ TV, Detroit, Mich.
- WILLIAMS, PETE**  
WOOB, Anniston, Ala.
- WILLIAMS, WALLA**  
Sports On Parade  
WCOG, Greensboro, N. C.
- WILLIS, JOHN**  
Play By Play  
KTMS, Santa Barbara, Calif.
- WILES, HARRY**  
Play By Play  
WJMC, Rice Lake, Wis.
- WILSON, BERT**  
WIND, Chicago, Ill.
- WILSON, BOB**  
KAYL, Storm Lake, Ia.
- WILSON, BOB**  
Let's Talk Sports  
KWRW, Pasadena, Calif.
- WILSON, BOB**  
Sports Summary  
WADC, Akron, O.
- WILSON, CHUCK**  
REOK, Odessa, Tex.
- WILSON, CHUCK**  
WBVT, Beaver Falls, Pa.
- WILSON, HOWIE**  
Sports Roundup  
WKAL, Macon, Ill.
- WILSON, JOE**  
WBKB, Chicago, Ill.
- WILSON, JOHN**  
Football Prospect  
WFTC, Kingston, N. C.
- WILSON, WARD**  
WGM, New York, N. Y.
- WINDSOR, WALTER**  
Sports Page  
WGBA, Columbus, Ga.
- WISE, WES**  
Play By Play  
KLIF, Dallas, Tex.
- WISMER, HARRY M.**  
B. June 30, 1912, Port Huron, Mich.; Sports Director, ABC, Top Golf Matches, College—for U. S. Airforce Recruiting; Redskins Pro Games, Pro Football Championships; Champion Roll Ball; Saturday Co-op Show; Sugar Bowl Football & Basketball; Blue Gray Football Game
- WOLF, FRED**  
Make It & Take It  
WVVZ TV, Detroit, Mich.
- WOLFE, BOB**  
WINN WTTG, Washington, D. C.
- WOOD, CLAY**  
In the World of Sports  
KRAL, Craig, Col.
- WOOD, LEE**  
KTSL, Hollywood, Calif.
- WOOD, RICHARD DALE**  
Play By Play  
KTNM, Thompson, N. Mex.
- WOOD, ROBERT**  
Sports Notebook  
KORN, Mitchell, S. Dak.
- WOODDELL, KEN**  
Behind The Sports Desk  
WLBH, Mattoon, Ill.
- WOODLE, HAM**  
WOLF, Syracuse, N. Y.
- WOODSIDE, S. M.**  
Sports Roundup  
WBCI, Itasca, N. Y.
- WOODWARD, LEROY**  
WJLS, Owensboro, Ky.
- WORTHY, JOSEPH**  
News-On-The Hour  
WMBE, Miami, Fla.
- WRATHER, LOU**  
WENK, Union City, Tenn.
- WRIGHT, JOE**  
WKBY, Richmond, Ind.
- WAMAN, MAL**  
KALL, Salt Lake City, Utah
- WYNN, JOE**  
In The Wynn Column  
KVER, Albuquerque, N. Mex.
- WANNE, JIMMIE**  
Sports Review  
WAIR, Winston-Salem, N. C.

— Y —

**YATES, CARL**  
Bowling Reports  
WACB, Kittanning, Pa.

**YOUNG, BOB**  
Play By Play  
WTFV, Bloomington, Ind.

**YOUNG, GEORGE**  
KAMQ, Amarillo, Tex.

**YOUNG, JAY**  
Sports Review  
WERC, Erie, Pa.

**YOUNG, ROBERT**  
Play By Play  
WTPS, Bloomington, Ind.

**YORK, TOM**  
Sports Page, Local Sports  
WMEF, Florence, Ala.

**YOUNG, TOMMY**  
KWAT, Watertown, S. D.

**YOWELL, JOE**  
World of Sports  
KTXL, San Angelo, Tex.

— Z —

**ZABEL, JAMES**  
Sports Editor  
WHO, Des Moines, Ia.

**ZANE, JOHN**  
Sports Roundup  
WMMW, Meriden, Conn.

**ZANAN, CHARLEY**  
Tune Out For Sports  
WSPA, Montgomery, Ala.

**ZEGARSKIE, ED (GOAT)**  
WHFB, Cookeville, Tenn.

**ZELLNER, BOB**  
WRLI, Hempstead, L. I.

**ZIFF, SID**  
Sport Section Of The Air  
KFWB, Hollywood, Calif.

**ZIMMERMAN, PAUL E.**  
Sports Parade  
WMVA, Martinsville, Va.



# News Commentators

## RADIO AND TELEVISION

### —their work during 1949

#### — A —

**ABBE, JAMES**  
James Abbe Observes The  
News  
KSJO, San Jose, Calif.

**ACEVEDO, ANTONIO**  
Reporter WORA  
WORA, Mayaguez, P. R.

**AGRONSKY, MARTIN**  
ABC

**AKERS, BOB**  
KRIC, Beaumont, Tex.

**ALAMPLI, PHIL**  
ABC

**ALCOTT, CARROLL**  
WINS, New York, N. Y.

**ALDERSON, JOHN**  
WFBR, Baltimore, Md

**ALISKY, MARVIN**  
News—Marvin Alisky  
KMAC, San Antonio, Tex.

**ALEXANDER, OWENS**  
News  
WSAV, Savannah, Ga.

**ALLAN, FRANK**  
KECK, Odessa, Tex

**ALLEN, JOHN**  
WFAA, Dallas, Tex

**ALLEN, PHIL**  
KOIL, Omaha, Neb.

**ALLEN, ROBERT**  
WOR, New York, N. Y.

**ALLEN, SPENCER**  
WGN-TV, Chicago, Ill.

**ALLISON, GENE**  
WISH, Indianapolis, Ind.

**ALLWOOD, JAMES L.**  
WSTS, Southern Pines, N. C.

**ALVAREZ, ENRIQUE**  
Comentarios  
WAEI, Mayaguez, P. R.

**ALVEREZ, ARTHUR**  
News Comments  
WNBZ, Saranac Lake, N. Y.

**ANDREWS, BERT**  
ABC

**ANDREWS, GENE**  
Preview Of Tomorrow  
WVEC, Hampton, Va

**ANDREWS, H. G.**  
Dispelling The Fog  
WARD, Johnstown, Pa

**ANDREWS, M. CARL**  
Over The Editor's Desk  
WDBJ, Roanoke, Va.

**ANTHONY, DICK**  
KDAL, Duluth, Minn.

**ANTHONY, LEE**  
Community News  
WTAD, Quincy, Ill.

**ARMSTRONG, KEN**  
News With Ken Armstrong  
WKBZ, Muskegon, Mich.

**ARTHUR, BILLY**  
WJNC, Jacksonville, N. C.

**ARTHUR, BOB**  
KFH, Wichita, Kans

**ARVIN, RAY**  
Commentary  
WREN, Topeka, Kans

**ASHLEY, CHARLES**  
CBS

#### — B —

**BAGDASARIAN, ALBERT**  
Behind the News  
WNBZ, Saranac Lake, N. Y.

**BAKER, ALBERT S.**  
ASB Reports  
WKXL, Concord, N. H.

**BAKER, ART**  
Art Baker's Note Book, ABC

**BAKER, FRANK**  
WALA, Mobile, Ala.

#### News caster

"6 O'Clock News" . . WNBC  
(for Italian Swiss  
Colony Wine)

"11 O'Clock News" . . WNBC  
(for Shell Oil Co.)

#### Announcer

"When A Girl Marries"  
(NBC)  
(for General Foods)

Westinghouse Film  
Commercials

UNIVERSAL PICTURES

LEx. 2-1100



KENNETH BANGHART

**News Commentators—Radio-Television**

**BAKER, GEORGE M.**  
WRBW Buffalo, N. Y.

**BALLINGER, KENNETH**  
Local News  
WFLA Tallahassee Fla.

**BANCROFT, GRIFFING**  
CBS

**BANGHART, KENNETH**  
Six O'Clock News, Eleven O'Clock News, WNBC; When A Girl Marries, Who Said That, NBC, WNBT; Universal Pictures Westinghouse Film Commercials.

**BANKS, DAVE**  
Dixie Downs  
WDXL Jackson, Tenn

**BARNES, VIC**  
News  
WCFE, Chicago, Ill

**BARNETT, MELVIN E.**  
WLOH, Princeton, W. Va.

**BARRA, ALICE**  
Today's World  
KEPO, El Paso, Tex

**BARTELL, PAUL**  
WFOX, Milwaukee, Wis

**BARTON, DALE**  
KIOA, Des Moines, Ia

**BAUKHAGE, H. R.**  
ABC

**BAUTER, FRANK**  
WSSB, Durham, N. C.

**BAXTER, LIONEL**  
WAFB News  
WAFB Birmingham, Ala  
Headlines From the News  
WAFM-TV Birmingham Ala

**BEALL, JACK**  
ABC

**BEATY, DARLAN**  
KBRE, MeCook, Neb

**BEATY, MORGAN**  
News of the World, NBC

**BEAUFRE, BOB**  
Local News  
WJOV, Burlington, Vt

**BECK, JACK**  
CBS

**BEDELL, FORREST**  
Local News  
WPRC Reidsville, N. C.

**BEHNER, DICK**  
KMLD, Leavenworth, Kans

**BEKSNAP, JAZZ**  
Town Crier  
KMLV Waduka, Mead T. Ill

**BELL, DON**  
KWHK, Hutchinson, Kans

**BELL, RIDLEY**  
Ridley Bell  
WGBA, Columbus, Ga

**BELLINGER, STEVE**  
News & Views  
WTCJ, Tall City, Ind

**BENES, J. W.**  
KCOV, Santa Maria, Calif

**BENTLEY, JULIAN**  
CBS

**BENTLEY, THOMAS W.**  
WAVZ, New Haven, Conn

**BERKOWITZ, MILT**  
WONS, Hartford, Conn

**BERNHARD, JOHN E.**  
Town Topics  
WFOV, St. Augustine, Fla

**BIDDLE, DICK**  
WJGD, Tuscaloosa, Ala.

**BILLINGSLEY, BILL**  
WTOB, Winston-Salem, N. C.

**BILLS, JOHN T.**  
WQAM, Miami, Fla

**BLACK, RUSSELL**  
WNJR, Newark, N. J.

**BLACKBURN, SAM**  
Blackburn Views The News  
KVSQ, Ardmore, Okla.

**BLECKLEY, W. JOHN**  
News In Review  
WJMR, New Orleans, La

**BLIZZARD, LOUIS C.**  
World Round Up Of News  
WMSL, Decatur, Ala.

**BOGARTE, HOWARD**  
WFAA, Dallas, Tex

**BOHLEN, W. F.**  
Round The Town  
WHEN, Syracuse, N. Y.

**BOLTON, PAUL**  
Straight Texas  
KTBC, Austin, Tex

**BOYNE, GLADYS**  
News Thru The Eyes Of A Woman  
WISR, Butler, Pa

**BOSWORTH, BOB**  
WDDO, Chattanooga, Tenn

**BOURGHOLTZER, FRANK**  
White House Correspondent  
WRD, Washington, D. C.

**BOWERS, BILL**  
KTTS, Springfield, Mo.

**BOWMAN, ED**  
4 Bell News, Night Special  
WEEK, Peoria, Ill

**BOWSER, BEN**  
WABC, Kalamazoo, Pa

**BOYD, DR. WILLIAM**  
Bill Boyd Edits The News  
WERD, Atlanta, Ga

**BRACKEN, WILLIAM**  
News At 6  
WVW, Fairmont, W. Va.

**BREEDIN, J. K.**  
S. C. News  
WFFG, Sumter, S. C.

**BREEN, EDWARD**  
KFED, Fort Dodge, Ia.

**BRIDGE, BILL**  
WABC, Kalamazoo, Pa

**BRINKLEY, DAVID**  
Today In The News  
WRC, Washington, D. C.  
Washington Newscast  
WNW, Washington, D. C.

**BROCKWAY, JACK**  
KDAL, Duluth, Minn.

**BRYAN, GEORGE**  
WCBS, New York, N. Y.

**BROOKS, CLIFF**  
Our Town  
WGBE, Evansville, Ind

**BROOKS, ED**  
World In Review, Today's News  
WBBB, Burlington, N. C.

**BROOKS, NED**  
Sunrise Three Star Extra, NBC

**BROOKS, TOM**  
Douglas News  
KAWT, Douglas, Ariz

**BROTHY, JAMES FRED**  
Brophy And The News  
WHIO-TV, Dayton, O.

**BROWN, A. B., JR.**  
Noon News Review  
WGWR, Ashboro, N. C.

**BROWN, CLIFF**  
KRIO, McAllen, Tex

**BROWN, FRANK R.**  
Frank Brown Reporting  
KTPP, Porterville, Calif

**BROWN, HERBERT**  
News In English  
WKAQ, San Juan, P. R.

**BROWN, LEONARD**  
Headlines Around The World  
KTW, Seattle, Wash

**BROWN, ROBERT**  
WASL, Annapolis, Md.

**BROWNELL, JIM**  
Between the Lines  
WKDK, Newberry, S. C.

**BROWNING, ROBERT**  
Local News  
WKSY, Kingston, N. Y.

**BRUCE, DONALD**  
WIRE, Indianapolis, Ind

**BUDDA, ORVILLE F.**  
Background of News  
KDJX, Dickinson, N. Dak

**BUDETT, WINSTON**  
CBS

**BURKE, J. FRANK**  
Editor of the Air  
KFVD, Los Angeles, Calif

**BURKE, MERLE**  
Highlights From Headlines  
WLPO, La Salle, Ill

**BURLINGAME, BOB**  
KIOA, Des Moines, Ia

**BURNS, BILL**  
KQV, Pittsburgh, Pa

**BURNS, JOE**  
WNHC, New Haven, Conn

**BURT, BILL**  
Local News  
WJEL, Springfield, O.

**BURTON, ROBERT C.**  
KSPF, Stillwater, Okla.

**BURYL, JIM**  
WBEL, Beloit, Wis

**BUTT, KINGSLEY**  
World News  
WIRV, Fort Pierce, Fla

**BUTTON, DAVE**  
This Is Day  
KSPV, Artesia, N. Mex.

**BUZZ, BOB**  
Last Week In Boulder  
KBOL, Boulder, Colo

**BYERS, MARVIN G.**  
KOC, O. Salem, Ore.

**BARON, JAMES A.**  
WBAP, Fort Worth, Tex.

—C—

**CADDELL, RAYMOND**  
Raymond Caddell And The News  
WBSC, Hartsville, S. C.

**CADE, MARVIN**  
WJW, Cleveland, O.

**CAIN, NICK**  
KOMX, Omak, Wash

**CALDWELL, LARRY**  
WKJN, Kalamazoo, Pa.

**CALHOUN, ALLSTON**  
Americanism Preferred  
WBBQ, Augusta, Ga.

**CALLAWAY, JIM**  
WBAP-TV, Fort Worth, Tex.

**CALMER, NED**  
CBS

**CALVIN, HAROLD**  
WMAH, Hamilton, O.

**CAMERON, JIM**  
WSSQ, Saint Ste Marie, Mich

**CAMPBELL, DAN**  
Campbell Calling  
WMOH, Hamilton, O.

**CAMPBELL, DAVE**  
WAPJ News  
WAFB Birmingham, Ala

**CAMPBELL, DICK**  
ROME, Tulsa, Okla.

**CAMPBELL, JOE**  
KGRK, Tyler, Tex

**CANNADA, WILLIAM H.**  
News Behind The Headlines  
WJMO, Cleveland, O.

**CARDENAS, SALVADOR**  
KURY, Edinburg, Tex

**CARLEN, BOB**  
WOWO, Fort Wayne, Ind

**News Commentators—Radio-Television**

**CARLSON, J. RALPH**  
Kendall News  
WJTN, Jamestown, N. Y.

**CARLTON, PETER**  
Peter Carlton Time  
WRCS, Ahsokic, N. C.

**CASE, GEORGE T.**  
Six PM News  
WNAO, Raleigh, N. C.

**CATON, EARL**  
Coker News Tune  
WHSC, Hartsville, S. C.

**CEDERBERG, C.**  
WWJ, Detroit, Mich.

**CHAMBERLAIN, HOWARD**  
World Front  
WLW, WLW-T, Cincinnati, O.

**CHAPEL, JOHN K.**  
KROW, Oakland, Calif.

**CHAPLIN, W. W.**  
Report on America; NBC

**CHASE, HAL E.**  
Noon News  
KAST, Astoria, Ore.

**CHASE, MILTON**  
World Front  
WLW, Cincinnati, O.

**CHILDS, RALPH**  
KMA, Shenendoah, Ia.

**CHRISTIE, GEORGE**  
The Old Crusader  
WFEA, Manchester, N. H.

**CHRISTOPHERSON, C. A.**  
KISD, Sioux Falls, S. Dak.

**CLARE, VAL**  
CKLW, Detroit, Mich.

**CLARK, DALE**  
WAGA, Atlanta, Ga.

**CLARK, HARRY**  
WCBS, New York, N. Y.

**CLARK, RAY**  
WOW, WOW-TV, Omaha, Neb.

**CLAUSSEN, GENE**  
KXIC Iowa City, Ia.

**CLAYTON, GENE**  
News At Six  
WTMV, East St. Louis, Ill.

**CLAYTON, ROBERT**  
WJAS, Pittsburgh, Pa.

**CLEARY, JOSEPH M.**  
WESB, Bradford, Pa.

**CLIFFORD, JACK**  
Local News  
KRLC, Lewiston, Ida.

**CLOSE, UPTON**  
Upton Close Commentary  
KWKW, Pasadena, Calif.

**CLOSE, UPTON**  
Washington Watch  
WEAM, Arlington, Va.

**COBB, "TY"**  
KRGV, Weslaco, Tex.

**COBB, WILTON**  
Dinner Bell News  
WMAZ, Macon, Ga.

**COGGGINS, JAMES F.**  
U. S Today  
WKDK, Newsberry, S. C.

**COHN, MORTON**  
GE News  
WCHS, Charleston, W. Va.

**COLEMAN, BOB**  
WKIN, Kittanning, Pa.

**COLEMAN, DOROTHY**  
Mainly For Women  
WMMW, Meriden, Conn.

**COLEY, LEM**  
WREB, Alexander City, Ala.

**COLLINGWOOD, CHARLES**  
Peop's Platform, CBS-TV;

News of the World Tonight,  
Collingwood's Analysis, CBS

**COMBS, GEORGE HAMILTON, JR.**  
Editorial Slant on The News;  
12 O'Clock News, WMGM.

**COMPTON, GEORGE C.**  
DX News, News Of Tomorrow,  
Petroleum On Parade  
WJPS, Evansville, Ind.

**COMPTON, WALTER**  
WTTG, Washington, D. C.

**CONAWAY, RAY**  
The Temple Story  
KTHT, Houston, Tex.

**COONEY, LEE**  
WLS, Baton Rouge, La.

**CONNOR, RALPH**  
City Journal  
KVOR, Colorado Springs, Colo.

**COOK, BILL**  
KWRO, Coquille, Ore.

**COOK, MILT**  
KMJ, Fresno, Calif.

**COMBS, JACK**  
WRIP, Providence, R. I.

**COOPER, MADGE**  
Women's Side of the News  
WHRN, Marietta, O.

**CORDELL, ANN**  
Column Of The Air  
KELD, El Dorado, Ark.

**CONDON, GLENN**  
Condon Views The News  
KTVL, Tulsa, Okla.

**CORBETT, BAYLISS**  
WFDF, Flint, Mich.

**COSTELLO, BILL**  
CBS



# ART BAKER

"ART BAKER'S  
NOTE BOOK"

in its 12th Year

ABC-Coast to Coast  
10:45 A.M. 1:45 P.M.  
P.S.T. E.S.T.

**COSTIGAN, TOM**  
WNJR, Newark, N. J.  
**COSTAN, MONROE**  
Texas Edition  
KELW, Hamilton, Tex.  
**CLABB, ROBERT**  
Noon News, 8:15 AM News  
KROX, Crookston, Minn.  
**CRAIG, CHARLEY**  
KODY, North Platte, Neb.  
**CRAIGEN, JIM**  
WDIA, Memphis, Tenn.  
**CRANE, BEN**  
KXIC, Iowa City, Ia.  
**CRAWFORD, SAM**  
KGY, Olympia, Wash.  
**CRONKITE, WALTER**  
Washington Correspondent  
KFRM, KMB, Kansas City, Mo.  
Town Report, Report To You  
WMT, Cedar Rapids, Ia.  
**CRUTCHER, JACK**  
Noon News  
KTOP, Topeka, Kan.  
**CURRAN, LARRY**  
WLBE, Leesburg, Fla.  
**CUSHING, GEORGE W.**  
In Our Opinion  
WJR, Detroit, Mich.  
**CUSHMORE, GRANT TAYLOR**  
ABC

**— D —**

**DAHLG, JOSEPH**  
Noon News Time  
WLDY, Ladysmith, Wis.  
**DALEY, HARTWELL**  
WALE, Fall River, Mass.  
**DALTON, HAMILTON**  
The Town Crier  
WPEN, Philadelphia, Pa.  
**DALTON, KENNETH G.**  
990 Commentator  
WBET, Brockton, Mass.  
**DALA, HARTWELL**  
Newspart Newsweek  
WRJM, Newport, R. I.  
**DALA, JOHN**  
CBS  
**DANCEY, CHARLES**  
Buffalo Board, It Happened  
•Here  
WSIV, Pekin, Ill.  
**DAVIDSON, MEADE**  
News Analysis  
WWRJ, Woodside, N. Y.  
**DAVIS, CLYDE C.**  
Morning Headlines  
WAYX, Waycross, Ga.  
**DAVIS, ELMER**  
ABC  
**DAVIS, EMORY**  
Negro In The News  
WBOW, Terre Haute, Ind.  
**DAVIS, GARY**  
Noon News  
WMEC, High Point, N. C.  
**DAVIS, KEW**  
RPH, Wichita, Kans.  
**DAVIS, REX**  
CBS  
**DAVIS, ROBERT E.**  
Report To The Valley  
KSKV, Ontario, Ore.  
**DAVIS, VERNON**  
Local News  
WJEL, Hagerstown, Md.  
**DAY, JOHN**  
World News Roundup  
WJDL, Boston, Mass.  
**DEANE, JERRY**  
KXEL, Waterloo, Ia.

**DEBNAM, W. E.**  
Debnam Views The News  
WPTF, Raleigh, N. C.  
**DECKER, BEN**  
Lake Worth News  
WTRK, West Palm Beach, Fla.  
**DELANEY, BOB**  
WJNO, West Palm Beach, Fla.  
**DENNIS, GENE W.**  
KWHN, Fort Smith, Ark.  
**DETWEILER, C. NORMAN**  
The Local Scene  
WBX, Doverstown, Pa.  
**DEWART, JAMES**  
Local News Roundup  
WERE, Erie, Pa.  
**DeVANNES, AMUNDO**  
WHLB, Virginia, Moon.  
**DICKSON, W. J.**  
KRIO, McAllen, Tex.  
**DILLABER, MANNARD**  
Local News  
WMAV, Martinsville, Va.  
**DILO, STANLEY**  
WMOH, Danilton, O.  
**DOOLITTLE, LEW**  
As I See It  
WMBE, Lenoire, Pa.  
**DOTY, LOCKWOOD**  
World News Roundup, NBC  
**DOWNEA, J. A.**  
Headline Parade  
KOC, Ontario, Calif.  
**DOWNS, BILL**  
CBS  
**DRAKE, GEORGE**  
George Drake Citizen  
WDO, Ontario, N. Y.  
**DRAKE, JACK**  
This Is Lawton  
KSWO, Lawton, Okla.  
**DREIER, ALEX**  
Alex Dreier Commentary, NBC  
**DREIER, ALEX**  
Skelly News  
WMAQ, Chicago, Ill.  
**DREW, AL**  
Citizens Bank And Trust Co.  
G 15 Local Roundup  
WRTT, Remoke Rapids, N. C.  
**DUNBAR, DR. WILLIS F.**  
WJEE, Grand Rapids, Mich.  
Kalamazoo, Mich.  
**DUNNAVANT, BOB**  
It Happened During The Week  
WMBW, Athens, Ala.  
**DUKE, KEN**  
News of Tex. on the local scene and national  
KDDD, Dallas, Tex.  
**DURAND, MANOLO**  
Radio Impaired  
WTPA, San Diego, P. R.  
**DURNS, JOSEPH**  
WTNS, New York, N. Y.

**— E —**

**EASTMAN, BOB**  
Home Paths Reporter  
KOMA, Oklahoma City, Okla.  
**EATON, LOU**  
KPTC, Tucson, Ariz.  
**EATON, RICHARD**  
WQOK, Silver Spring, Md.  
**EBEL, WALTER**  
KWFC, Hot Springs, Ark.  
**EDGAR, JAMES**  
Ottie News  
KODE, Rogers Falls, Minn.  
**EDWARDS, A. F.**  
World Affairs  
KWFT, Wichita Falls, Tex.  
**EDWARDS, CURTIS**  
Dinner News  
WTUN, Minneapolis, Minn.

**EDWARDS, DOUGLAS**  
CBS, CBS-TV  
**EDWARDS, JOHN**  
ABC  
**EDWARDS, ROSS**  
City Desk  
WCHS, Charleston, W. Va.  
**EDWARDS, TOM**  
KECK, Odessa, Tex.  
**EDNEY, GRADY**  
KCBQ, Commentator  
KCBQ, San Diego, Calif.  
**EICHORN, FRED**  
KXL, Portland, Ore.  
**EDD, LEIF**  
Pro and Con, World News  
Roundup, NBC  
**EKINS, H. R.**  
Elms Views The News  
WKIT, Portland, N. Y.  
**ELDON, POLLY**  
Polly's Patter  
WSTP, Salisbury, N. C.  
**ELLINGSON, MAURICE**  
Farm Newstime  
KDX, Dickinson, S. Dak.  
**ELLIOTT, CHUCK**  
WMBV, Montgomery, Ala.  
**ELLIOTT, WILLIAM**  
Bill Elliot Reporting  
WLJZ, Bridgeport, Conn.  
**ELLSWORTH, BOB**  
Shell News Digest  
WAKW, Albany, N. Y.  
**EMBER, DR. GEORGE**  
Under Capital Dome  
KSEM, Moses Lake, Wash.  
**ERK, E. CHRISTY**  
Survey Of The News  
WBRY, Waterbury, Conn.  
**ESTRELLA, BLANCA**  
Latin-American News  
WIOD, Miami, Fla.  
**EVANS, CLAUDE W.**  
WBZ, Decatur, Ill.  
**EVJCE, WILLIAM T.**  
WEMP, Milwaukee, Wis.

**— F —**

**FABEV, JACK**  
KGA, Spokane, Wash.  
**FALIER, DICK**  
10 PM News  
WTAD, Quincy, Ill.  
**FALGE, O. J.**  
O. J. Falge News Time  
WLBV, Ladysmith, Wis.  
**FALK, EDWIN L.**  
KWWL, Waterloo, Ia.  
**FALTA, JOSEF**  
Czech Breakfast  
WED, Chicago, Ill.  
**FARMER, HELEN**  
News Of Mason  
WMAZ, Macon, Ga.  
**FARMER, JOHN**  
KFRM, KMB, Kansas City, Mo.  
**FARQUHAR, WALTER**  
Review And Preview  
WPAM, Pottsville, Pa.  
**FELSHER, ARNOLD**  
WBVP, Beaver Falls, Pa.  
**FERMAINTT, P. R.**  
Momento Poltico  
WAEI, Mayaguez, P. R.  
**FERN, C. J.**  
From Where I Sit  
KTOH, Lithue, Kauai, H. I.  
**FERRIL, GLENN**  
World Highlights  
WTYS, Marianna, Fla.  
**FINLEY, ELMER**  
Home Edition  
WLBW, Bowling Green, Ky.

**FIRST, WESLEY**  
WICU, Erie, Pa.

**FLEISHER, NATHAN**  
WDAS, Philadelphia, Pa.

**FLEMING, JAMES**  
Report on Europe; Voices and Events; NBC

**FLEMING, JOHN**  
Byline—John Fleming  
WOOO, Orlando, Fla.

**FLETCHER, WILLIAM, PHD**  
Between The Lines  
WARE, Ware, Mass.

**FLYNN, PAT**  
The Mad Irishman  
KFDA, Amarillo, Tex.

**FLYNN, ROBIN**  
KHQ, Spokane, Wash.

**FOGARTY, JACK**  
WCFO-TV, Cincinnati, O.

**FOGARTY, JACK**  
WCFO, Cincinnati, O.

**FORBES, GILBERT**  
TeleNews, Beat The Press  
WFEM-TV, Indianapolis, Ind.

**FORD, JOHN**  
John Ford News  
WTCN, Minneapolis, Minn.

**FORREST, JOHN**  
KOL World News  
KOL, Seattle, Wash.

**FORREST, W.**  
One Man's Opinion  
WGNV, Newburgh, N. Y.

**FOSTER, HOMER**  
WSOO, Sault Ste Marie, Mich.

**FOX, BILL**  
WPTW, Piqua, O.

**FOX, GARRY**  
Top Of The News

KROX, Crookston, Minn.

**FRANCE, MARTIN**  
WAEB, Allentown, Pa.

**FRANCES, AL**  
WHEC, Canton, O.

**FRANK, BOB**  
6:15 News  
WOC, Davenport, Ia.

**FRANK, PAUL**  
Early Edition  
WHKC, Columbus, O.

**FRANK, WILLIAM P.**  
Around The Town  
WILM, Wilmington, Del.

**FRASER, GORDON**  
B. Feb. 4, 1908, Lawrence, Mass.;  
United Notions Highlights; U. N. Correspondent for Headline Edition; Nancy Craig; Gordon Fraser, WJZ; U. S. Steel Theater Guild; Ford Sunday Evening Hour; Woman of Tomorrow, ABC; News & Views, ABC-TV.

**FREDERICK, PAULINE**  
ABC

**FREDRICKSON, CARL**  
WNHC, New Haven, Conn.

**FREEDMAN, MORRIE**  
KFGO, Fargo, N. Dak.

**FREELAND, BOB**  
KOTV, Tulsa, Okla.

**FREEMAN, VERN**  
WALA, Mobile, Ala.

**FRENCH, PETE**  
5:30 News, 10:00 PM News  
WHAS, Louisville, Ky.

**FROGGE, JOHN**  
News Of Nassau  
WGBB, Freeport, N. Y.

**FROMME, GALEN**  
WBAL, WBAL-TV, Baltimore, Md.

**FROST, FRANK**  
KGAR, Garden City, Kans.

**FRYE, J. ALLEN**  
Hub City Hubbub  
KBKI, Alice, Tex.

**FULDHEIM, DOROTHY**  
Views On The News  
WEWS, Cleveland, O.

**FURMAN, R. W.**  
This Day, 1950  
WMAF, Monroe, N. C.

**FURNISS, WALTER**  
Cruise For News  
WCOL, Columbus, O.

— G —

**GAETH, ARTHUR**  
ABC  
Gallagher, Frank  
WILM, Wilmington, Del.

**GAMMACK, GORDON**  
KRNT, Des Moines, Ia.

**GAMMELL, SERENO**  
Sereno Gammell And The News  
WHTT, Hartford, Conn.

**GARDINER, DONALD**  
ABC

**GARNER, J. E.**  
Editorial Of Air  
KFPW, Fort Smith, Ark.

**GARRED, BOB**  
B. March 15, 1915, Washington;  
Bob Garred News, ABC; Bob Garred News for Peter Paul, CBS.

**LOUELLA  
PARSONS**

ABC  
Network

**EVERY SUNDAY  
9:15 P. M., EST.**



**JOHN CAMERON SWAYZE**

COMMENTATOR  
CAMEL NEWS CARAVAN  
N.B.C.-TV Mon. Thru Fri. 7:45 P.M.  
"WHO SAID THAT" PANEL EXPERT  
N.B.C.-TV Mon. 10:30 P.M.

## News Commentators—Radio-Television

**GARRETSON, JOSEPH**  
Joseph Garrison And The News  
WSAL, Cincinnati, O

**GARRET, JIM**  
News Roundup  
WMET, Florence, Ala

**GARRISON, JOHN**  
WFTN, Danville, Ala

**GAUTT, RICHARD**  
KANS, Wichita, Kans

**GAY, EUSTACE**  
WHAT, Philadelphia, Pa

**GEARHART, NICK**  
KTBS, Shreveport, La

**GEORGE, A. H.**  
Rapid Chevrolet News, Milwaukee Road News  
KOTA, Rapid City, S. Dak

**GERRETSON, ED**  
Your Farm Bureau  
WRFD, Worthington, O

**GLANVINS, HARRY**  
6:45 News  
WHAN, Charleston, S. C.

**GIBSON, RILEY**  
Valley Viewpoint  
KXO, El Centro, Calif

**GIFFORD, ROBERT**  
National News  
WADR, Syracuse, N. Y.

**GILLIGAN, ROY E.**  
WNOP, Newport, Ky

**GILLIS, B.D.**  
Double In The News  
WHKC, Columbus, O

**GILBREATH, H. C.**  
Southern News  
WVOP, Vidalia, Ga

**GINGELL, GEORGE**  
State Of The Nation  
WRBL, Columbus, Ga

**GIVNEY, JOHN J.**  
Capitol Hill Reporter  
WTRY, Troy, N. Y.

**GLADDING, ALBERT**  
York Journal Of The Air  
WNOW, York, Pa.

**GODDARD, DON**  
WINS, New York, N. Y.

**GODWIN, EARL**  
News of The World, NBC

**GODWIN, EARL**  
The Earl Godwin Show  
WRC, Washington, D. C.

**GONZA, ROMAN**  
Gonia Reviews News  
WIDY, Lady-nirth, Wis

**GOODYEAR, ARTHUR N.**  
WKNE, Keene, N. H.

**GOSS, FRANK**  
(See Announcers).

**GOW, GEORGE**  
KANS, Wichita, Kans

**GRAHAM, GORDON**  
WHBC, Indianapolis, Ind

**GRANT, PETER**  
Peter Grant News  
WLW, WLW-T, Cincinnati, O.

**GRAC, PHIL**  
WEMP, Milwaukee, Wis

**GRAY, BARRY**  
WMIE, Miami, Fla

**GRAY, BOB**  
Editorially Speaking  
WFNS, Fayetteville, N. C.

**GRAY, BOB**  
KNYZ, Houston, Tex

**GRAY, CARL**  
WDLP, Panama City, Fla

**GRAY, CHARLES W.**  
Portsmouth News Editor  
WREB, Portsmouth, N. H.

**GREEN, H. E.**  
News And Interviews  
KFKA, Greeley, Colo

**GREENWOOD, ROBERT E.**  
Robert E. Greenwood Commentary  
WEIN, Pithoung, Mass

**GREGORY, GREG**  
KECK, Odessa, Tex

**GREUP, ERNST**  
World Wide News Roundup  
WDLK, Durham, N. C.

**GRIFFIN, MICHAEL**  
The News And You  
WBAY, Green Bay, Wis

**GRIFFITHS, BILL**  
KOL, World News  
KOL, Seattle, Wash

**GRIM, GEORGE**  
WTCO, Minneapolis, Minn

**GROSS, DON**  
Town Topics  
WAXX, Waveross, Ga

**GROSS, LOUIS**  
WHAT, Philadelphia, Pa

**GUINAN, JACK**  
WSCR Newsroom  
WSCR, Scranton, Pa

**GUTHRIE, DAVID**  
CN Reporter  
WGVA, Lancaster, Pa

### — II —

**HAYS, DODIE**  
WHWL, Nantooke, Pa

**HAEBERLE, MRS. ROBERT**  
Shuburne Falls News  
WBAL, Greenfield, Mass

**HAGEMAN, HAROLD**  
8:30 News  
WADC, Akron, O

**HALE, DR. WILLIAM J.**  
Between The Lines  
WWST, Wooster, O

**HALL, GEORGE**  
Newsweek  
WFRC, Rodsville, N. C.

**HALTERMAN, KENNETH**  
Local News Roundup  
WHIH, Wagon, O

**HAMILTON, BILL**  
News  
WFPL, Chicago, Ill

**HAMILTON, KEN**  
U. P. Commentary  
WBRQ, Harrisburg, Pa

**HAMSTON, NORMAN**  
WASL, Annapolis, Md

**HARRICK, TOM**  
The Hamrick Show  
WPAL, Charleston, S. C.

**HANSEN, RICHARD L.**  
WKTY, LaCrosse, Wis

**HANSSON, PETER**  
WIZE, Springfield, O

**HARDING, HOWARD**  
6:15 News  
KBYV, Billings, Mont.

**HARDY, OTIS**  
WPAG, You Arbor, Mich

**HARGIS, DAVE**  
KGHX, Sprucefield, Mo

**HARKNESS, RICHARD**  
Richard Harkness Commentary  
The United States in World Affairs, NBC

**HARLAN, HAL**  
KDLK, Del Rio, Tex

**HARMONSON, KENNETH**  
Religion in the Headlines  
KTW, Seattle, Wash

**HART, JOE**  
Local News  
WJEL, Hagerstown, Md

**HARPEL, BILL**  
KMPC, Los Angeles, Calif.

**HARRINGTON, JOHN**  
9:15 News  
KFAR, Phoenix, Ariz.

**HARRISON, BOB**  
Local News  
WHNC, Henderson, N. C.

**HARRISON, WALTER M.**  
Skipper's Day Book  
KTOW, Oklahoma City, Okla

**HART, DON**  
WSNJ, Bridgeton, N. J.

**HARTER, DR. D. LINCOLN**  
WPWA, Chester, Pa

**HARTLEY, KEN**  
WHB, Kansas City, Mo

**HARVA, PAUL**  
WENR, Chicago, Ill

**HASKINS, JACK**  
WDBN, Gainesville, Ga

**HASLER, JOE**  
Evening News Roundup  
KBIX, Muskegon, Okla

**HASSING, DOUG**  
WNGY, Montgomery, Ala

**HAUGNER, AL**  
WTHI, Port Huron, Mich

**HAUSEMAN, JACK**  
San Diego Headlines  
KGB, San Diego, Calif.

**HAYES, SAM**  
Sun-Hays News, NBC

**HAYNES, JERRY**  
News Of The World  
KRL, Dallas, Tex.

**HEAD, IVAN R.**  
Ivan Head And The News  
KVPB, Santa Fe, N. Mex

**HEALEY, JIM**  
Different News  
WOKO, Albany, N. Y.

**HEATTER, GABRIEL**  
Behind the Front Page, Heatter's Mailbag.

**HELMES, JESSE**  
News Of Raleigh  
WRAL, Raleigh, N. C.

**HENLE, RAY**  
Simcoo Three Star Extra  
NBC

**HENRY, FRED**  
KLAC, Hollywood, Calif

**HERRIN, BOB**  
Behind the World News  
KIRX, Kirksville, Mo

**HERSON, BILL**  
Coffee in Washington  
NBC

**HESS, CLAYDE**  
Clayde Hess—News Analyst  
WTAG, Worcester, Mass

**HESSLER, WILLIAM**  
Voice of Enquirer  
WVAT, Cincinnati, O

**HICKS, GEORGE**  
George Hicks' Commentary,  
NBC Summer Symphony, The Theater Guild on the Air  
NBC

**HIGGENROTHAM, JERKA**  
KML, Fresno, Calif.

**HILL, BOB**  
News And Views  
NSGM, Sta. Genevieve, Mo.

**HILL, LILLARD**  
WRAP-TV, Fort Worth, Tex

**HILTON, CHECK**  
KGLD, Mason City, Ia.

**HINES, LINDLEY**  
KMOX, St. Louis, Mo.

**HINN, MICHAEL**  
WTSC, Madison, Wis.

**HINSHAW, FRED MOORE**  
 WLBC, Muncie, Ind.

**HOARD, BILL**  
 RFD 560  
 KPQ, Wenatchee, Wash.

**HOFF, MRS. OLAF, JR.**  
 Turners Falls Newspaper Of  
 The Air  
 WHAI, Greenfield, Mass.

**HOFFMAN, GENE**  
 KKIC, Iowa City, Ia.

**HOLCOMB, GRANT**  
 CBS

**HOLLENBECK, DON**  
 CBS

**HOLMAN, AL**  
 WALA, Mobile, Ala.

**HOLMES, ROBERT**  
 Speaking Of News  
 WWNH, Rochester, N. H.

**HOLMQUIST, HARRY**  
 Listener's Digest  
 KDB, Santa Barbara, Calif.

**HOOD, W. P.**  
 Bill Hood And The News  
 KFDX, Wichita Falls, Tex.

**HOOKER, JOSEPH**  
 Breakfast Table News  
 WGRD, Grand Rapids, Mich.

**HOOLEY, JACK**  
 WHAM, Rochester, N. Y.

**HOPKINS, BILL**  
 Norge News  
 WKNA, Charleston, W. Va.

**HOTTELET, RICHARD C.**  
 CBS

**HOWARD, DON**  
 KDLK, Del Rio, Tex.

**HOWARD, PAUL**  
 Talk Of The Town  
 WOKO, Albany, N. Y.

**HOWE, QUINCY**  
 WCBS-TV, New York, N. Y.

**HOWELL, REX**  
 Radiatorial  
 KFXJ, Grand Junction, Colo.

**HOY, FRANK S.**  
 What Do You Think  
 WLAM, Lewiston, Me.

**HUBBS, FRANK**  
 WAYS, Charlotte, N. C.

**HUEY, LOIS**  
 On The Avenue  
 WJSW, Altoona, Pa.

**HUMBERT, BILL**  
 Humbert Views The News  
 KVMA, Magnolia, Ark.

**HURLBUT, JIM**  
 Reporters-At Large  
 WMAQ, Chicago, Ill.  
 Jim Hurlbut's Feature Stories  
 WNBQ, Chicago, Ill.

**HURLEIGH, ROBERT F.**  
 WGN, Chicago, Ill.

**HUTTON, GORDON**  
 KXGN, Glendive, Mont.

— I —

**INGSTAD, BOB**  
 KOVC, Valley City, N. Dak.

**IZZARD, WES**  
 KGNC, Amarillo, Tex.

— J —

**JACKSON, ALLAN**  
 CBS

**JAFFE, SYD**  
 WNHC-TV, New Haven, Conn.

**JAMES, GLEN**  
 WHBL, Sheboygan, Wis.

**JAMES, OWEN**  
 ABC, ABC-TV

**JANES, DOLPH**  
 KORE, Eugene, Ore.

**JARRELL, MRS. W. W.**  
 Opinions On The News  
 WKTG, Thomasville, Ga.

**JAY, HARRY**  
 Piezol News  
 WLOK, Lima, O.

**JE CLOS, JEAN**  
 A Close Look At The News  
 WKLO, Louisville, Ky.

**JEFFRIES, ALLEN**  
 WIRE, Indianapolis, Ind.

**JEFFRIES, MORGAN**  
 KEVT, Kerrville, Tex.

**JENCKS, HUGH**  
 Preview Of The News  
 KVGB, Great Bend, Kans.

**JENKINS, BUDDY**  
 Siraftord City News  
 WWNH, Rochester, N. H.

**JERDE, O. J.**  
 Northern States News  
 KFAM, St. Cloud, Minn.

**JOHNSON, BENNY**  
 KDLK, Del Rio, Tex.

**JOHNSON, RICHARD D.**  
 WBML, Macon, Ga.

**JOHNSTON, JIM**  
 WIRL, Peoria, Ill.  
 6:15 News

**JONES, TOM**  
 WRFN, Alexander City, Ala.

**JOURNEAY, TOM**  
 KPLC, Lake Charles, La.

**JOYCE, BILL**  
 WJTN, Jamestown, N. Y.

— K —

**KADAVY, DALE**  
 KSWI, Council Bluffs, Ia.



**WALTER KIERNAN**

Daily: 6:30-6:55 • 7:15-7:55 a.m.

**W J Z**

"One Man's Opinion"

12:25-12:30 p.m.

**A B C**

**Sidney Walton's**

**"Inside News"**

Coast to Coast via MBS

Sunday—1 p.m., EST

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Commentator

MGM Newsreel

**"News Of The Day"**

Radio Registry

**News Commentators—Radio-Television**

**KAITENBORN, H. V.**  
H. V. Kaitenborn News Commentary  
NBC

**KAUFMAN, ROBERT**  
Local News  
WISR, Buffalo, Pa.

**KAUFMAN, LOUIS L.**  
WCAE, Pittsburgh, Pa.

**KAYSER, CARL**  
Local News  
KTWV, Texas City, Tex.

**KEARL, WAYNE**  
7 A.M. Weekday News  
KSL, Salt Lake City, Utah

**KEATING, KENNETH B.**  
WHEC, Rochester, N. Y.

**KEDDIE, HOWARD**  
Home On The Ranch  
KRBO, San Diego, Calif.

**KELLEY, DICK**  
Local News  
WHEE, Hagerstown, Md.

**KELLY, EARL**  
WWNY, Wiertown, N. Y.

**KELLY, GEORGE**  
Editor Speaks  
WETR, Johnson City, Tenn.

**KEMP, WILLIAM**  
Editor's Unusual Chimp  
KVER, Albuquerque, N. Mex.

**KENAN, DAN**  
RMBC, Okmulgee, Okla.

**KENDRICK, ALEXANDER**  
CBS

**KENNEDY, DON**  
WBVP, Bay City, Mich., Pa.

**KEPLINGER, DICK**  
KXV, Seattle, Wash.

**KEKLIN, J. C.**  
What Goes On Here  
WGRB, Evansville, Ind.

**KESSELER, DAVID E.**  
WHAM, Rochester, N. Y.

**KESSELER, DAVID E.**  
WHAM-TV, Rochester, N. Y.

**KEW, KEN**  
KGLD, Mason City, Ia.

**KEYS, FRANK**  
WANE, Fort Wayne, Ind.

**KIERNAN, WALTER**  
Kiernan's Korner, ABC Columnist, N. Y. Mirror

**KILLICK, J. E.**  
Vermont News Roundup  
WCAX, Burlington, Vt.

**KING, C. V.**  
A. M. & A. Time  
WEBR, Buffalo, N. Y.

**KINGSLEY, PAUL**  
 Noon News  
WKAP, Miami Beach, Fla.

**KIRKPATRICK, FRANK**  
WMAW, Milwaukee, Wis.

**KITTELL, CLAUDE**  
Clyde Kittell News  
NBC

**KLINE, ERNEST P.**  
WKRN, Kittinging, Pa.

**KNAUSS, ZANE**  
News In A Nutshell  
WGWG, Milwaukee, Pa.

**KNELL, JACK**  
News Digest  
WBT, KFTX, Charlotte, N. C.

**KNOW, JAMES H.**  
Your World Today  
WDFW, Indiana, Ill.

**KORNS, WILLIAM**  
Item Pix  
WDSU-TV, New Orleans, La.

**KRAFT, RANDY**  
RCA Victor TV Newsreel  
WFL-TV, Philadelphia, Pa.

**KREGGLOH, HUBERT W.**  
Understand The Peace  
WSPR, Springfield, Mass.

**KROGH, BILL**  
6 O'Clock HLines  
WGLN, Glen Falls, N. Y.

**KRUEGER, BILL**  
KRAL, Duluth, Minn.

**KUREN, YAN, JAMES**  
KRLW, Detroit, Mich.

**KUTZ, EDWARD C.**  
WSPD, Toledo, O.

**—L—**

**LABAKRON, WARREN**  
WTFH, Fort Huron, Mich.

**LAIRD, STEPHEN**  
CBS

**LAKEY, MARY ALICE**  
Local And Regional News  
KQGT, Orange, Tex.

**LAND, ALLAN**  
Newsreel Theater, Blufft. Ross.  
News Now News  
WHIZ, Zanesville, O.

**LANDIS, MEADE**  
WNSJ, Brackton, N. J.

**LA ROUCHE, LARRY**  
Topic The News  
KVER, Albuquerque, N. Mex.

**LASSETTER, NORMAN**  
News Commentary  
WFSN, Gaffney, S. C.

**LATHAM, JACK**  
ABC, ABC TV

**LAZELL, J. ARTHUR**  
WNAR, Norristown, Pa.

**LEBRON, OSCAR**  
Deputies  
WAFB, Mayaguez, P. R.

**LECUS, EDWARD**  
WOTW, Neshota, N. H.

**LEE, DAVE**  
News Today  
WKJG, Fort Wayne, Ind.

**LEE, LYLE**  
Shell Report  
WLOK, Lima, O.

**LESLE, JOHN**  
WDGY, Minneapolis, Minn.

**LESTER, BILL**  
Let's Look At The Headlines  
KOY, Phoenix, Ariz.

**LESTER, LARRY**  
CBS

**LEWIS, ERYN**  
WLS, Chicago, Ill.

**LEWIS, GENE**  
Telenewsreel  
WFL-TV, Houston, Tex.

**LEWIN, RICHMAN**  
 Noon News  
KSEL, Lubbock, Tex.

**LINDSAV, JEAN**  
WCHV, Charlottesville, Va.

**LITTLEDALES, E. W.**  
 Owl News  
KAST, Astoria, Ore.

**LLOYD, RHONA**  
WPWA, Chester, Pa.

**LOHMAN, PHILIP H.**  
An Economic View of The News  
WJOY, Burlington, Vt.

**LONG, CHET**  
Looking With Long  
WBNS, WBNS-TV, Columbus, O.

**LONG, PAUL**  
KDKA, Pittsburgh, Pa.

**LONG, STUART**  
Captive Newsroom, Texas At Ten  
KVEI, Austin, Tex.

**LORBER, DR. H. Y.**  
Jewish Radio Guild  
WJBC, Ill.

**LOYELL, ROBERT**  
WNDR, Syracuse, N. Y.

**LOW, DALE**  
KWVI, Watfield, Ill.

**LOWE, DICK**  
City Edition  
WBEX, Chatham, O.

**LOWREY, MEADOR**  
Meador Lowrey And The News  
KLPF, Dallas, Tex.

**LYLE, BOB**  
WLS, Chicago, Ill.

**LANN, ARTHUR N.**  
News And Comment  
WDLB, Marshfield, Wis.

**—Mc—**

**MacDONALD, BRUCE**  
WJW, Cleveland, O.

**MacDONALD, J. J.**  
Average Opinion  
WLR, Lebanon, Pa.

**MacFARLANE, IAN**  
Ian And I  
WGBM, Baltimore, Md.

**Mc ALL, BYRON**  
Duncan Newsreel  
KRHD, Duncan, Okla.

**MacVANE, JOHN**  
World News Roundup  
NBC

**Mc CARTHY, CHAS. F.**  
Charles F. McCarthy News  
NBC  
News At Noon  
WNBC, New York, N. Y.

**Mc CARTHY, DICK**  
WKNY, Kingston, N. Y.

**Mc ARTHY, TOM**  
Photo Flashes  
WKIR-TV, Cincinnati, O.

**Mc ORMIK, ROBERT**  
News of the World, (TV) Camel  
News Caravan  
NBC

**McULLA, JIM**  
KMPG, Los Angeles, Calif.

**McULEN, CHARLES**  
KRNT, Des Moines, Ia.

**McUNE, JOHN**  
WAFM-TV, Birmingham, Ala.  
Auburn Daily News  
WAPL, Birmingham, Ala.

**McDONALD, BOB**  
KRGV, Washoe, Tex.

**McDONALD, IRVING T.**  
News Analysis  
WEEI, Boston, Mass.

**McELROY, PAUL**  
KMSS, San Luis Obispo, Calif.

**McGAINSEY, R. E.**  
KRUN, Ballinger, Tex.

**McGURT, WILLIAM A.**  
WJHO, Opelika, Ala.

**McHAN, BILL**  
WJPR, Greenville, Miss.

**McKINNON, BILL**  
WBNS, Columbus, O.

**McKINNON, BOB**  
WRES, Alexander, Oxy., Ala.

**McMULLEN, JOHN**  
WDLF, Panama City, Fla.

**McMURTRIE, BURT**  
It Seems To Me  
KTPH, Tacoma, Wash.

**McNAMARA, JAMES**  
KLAC, Hollywood, Calif.

**McNEIL, IDA A.**  
KGFX, Pierre, S. Dak.

**McWHORTER, DON**  
Journal Of The Air  
WBLK, Clarksburg, W. Va.

**—M—**

**MAGNUSON, JIM**  
Local News  
KAST, Astoria, Ore.

**MAHONEY, CLAUDE**  
WOLC, Washington, D. C.

**MALONE, TED**  
ABC.



**News Commentators—Radio-Television**

- MANS, STUART**  
News Almanac  
KPQ, Wenatchee, Wash.
- MANSER, LYMAN**  
WWNY, Watertown, N. Y.
- MAPLES, GRADY**  
World's-Eye View Of The  
World-Wide News  
KTNM, Tucumcari, ... Mex.
- MARCHBANKS, LOIS**  
Woman's Viewpoint  
KFDM, Beaumont, Tex.
- MARRERO, LUIS E.**  
WITA, Santurce, P. R.
- MARSHALL, GEORGE**  
George Marshall's News  
WCMI, Ashland, Ky.
- MARTIN, BILL**  
National News  
WNDR, Syracuse, N. Y.
- MARTIN, JACK**  
Tomorrows News  
WOPI, Bristol, Tenn.
- MARTIN, LUTHER W.**  
News Behind The Headlines  
KTTR, Rolla, Mo.
- MARTIN, ROBERT**  
CBS
- MASTERS, MIKE**  
Today's News  
WXYZ-TV, Detroit, Mich.
- MATT, M. LEONARD**  
WDAS, Philadelphia, Pa.
- MATTSON, ROBERT**  
WHLB, Virginia, Minn.
- MAXWELL, TOM**  
United Press Reports  
WIBB, Macon, Ga.
- MAYNARD, BOB**  
Highlights And Shadows In  
The News  
WSVS, Crewe, Va.
- MELTON, ERVIN**  
Melton In The News  
WBSC, Bennettsville, S. C.
- MEREDITH, LEE C.**  
Nunn Milling News  
WVJS, Owensboro, Ky.
- METCALF, BERT**  
KURV, Edinburg, Tex.
- MEYERS, JOSE ARNALDO**  
Observatorio Mundial  
WAPA, San Juan, P. R.
- MIDDLETON, B. M.**  
Middleton and the News  
WUSN, Charleston, S. C.
- MILES, WATT**  
Local News Roundup  
WDVA, Danville, Va.
- MILLER, ALAN**  
Columbia Valley News  
KVOS, Bellingham, Wash.
- MILLER, BILL**  
WFUN, Huntsville, Ala.
- MILLER, ED**  
Farm Fair  
WMFT, Florence, Ala.
- MILLER, EUGENE**  
Home Edition  
WENE, Binghamton-Endicott,  
N. Y.
- MILLER, KEN**  
News And Views  
KVOO, Tulsa, Okla.
- MILLER, PAUL**  
WLEA, Hornell, N. Y.
- MILNER, GENE**  
Local Eye-Witness News  
WCAP, Asbury Park, N. J.
- MINSHALL, BILL**  
KGLO, Mason City, Ia.
- MITCHELL, N. P.**  
Nick's Notebook  
WFBC, Greenville, S. C.
- MITCHELL, PAUL**  
World At Large, The Globe  
Trotter, Alexandria Today  
KSYL, Alexandria, La.
- MOFIELD, RAY**  
D-X News  
WPAD, Paducah, Ky.
- MONTGOMERY, DEAN**  
KELO, Sioux Falls, S. Dak.
- MOONEY, DOW**  
KTOK, Oklahoma City, Okla.
- MOORE, JACK**  
Negro In The News  
WEAS, Atlanta, Ga.
- MORE, TOM**  
Newsreel Of The Air  
WIBG, Philadelphia, Pa.
- MORGAN, BILL**  
KFYO, Lubbock, Tex.
- MORAN, JACK**  
KURV, Edinburg, Tex.
- MORGAN, ROY E.**  
Perspective On The Week's  
News  
WILK, Wilkes-Barre, Pa.
- MORGAN, THOMAS**  
WOV, New York, N. Y.
- MORLEY, FELIX**  
Sunoco Three Star Extra  
NBC
- MORRIS, MERRILL**  
News Review  
WMTR, Morristown, N. J.
- MORRISON, CARLTON**  
WSB, Atlanta, Ga.
- MORRISON, HERR**  
KQV, Pittsburgh, Pa.

**Gabriel Heatter**



**GORDON FRASER**

ABC

ABC-TV

WJZ-TV

**News Commentators—Radio-Television**

**MORRISON, WILBUR**  
News Analysts  
WRUN, Union, N. Y.

**MORTWEDT, DON**  
WXLT, Elv. Minn.

**MULLARKEY, TOM**  
Tom Mullarkey Reports The News  
KLFJ, Dal'rs, Tex.

**MUNGER, JOHN**  
WKYK, Pittsfield, Ind.

**MUNYAN, HARRY**  
The Rambler  
WQOD, Miami, Fla.

**MURROW, EDWARD R.**  
CBS

**MUROS, JOSE PEREZ**  
La Voz, El Mirado, Al. Ind.  
WLAG, San Juan, P. R.

**MURPHY, GEORGE**  
Good News From Hollywood  
WJMG, New York, N. Y.

**MURPHY, JAMES A.**  
9 O'Clock News  
WYAN, Canton, Ill.

—N—

**NEGARD, KEN**  
WFOV, Milwaukee, Wis.

**NEIGHER, HARRA**  
Fifty Minutes Of Muchabi  
WJCF, Bridgeport, Conn.

**NEIL, JACK**  
Tomorrow's News Tonight  
KTRM, Beaumont, Tex.

**NELSON, KARL R.**  
Edison Reporter  
WTOL, Toledo, O.

**NICHOLS, DAVID**  
News Flashes  
WKRC-TV, Cincinnati, O.

**NICHOLS, LESLIE**  
WGN, Chicago, Ill.

**NICHOLS, ROBERT**  
CBS

**NICHOLSON, DON**  
6 P. M. News  
WTAD, Quincy, Ill.

**NIERSBACH, WILLIAM**  
WKBY, Richmond, Ind.

**NIVEN, PAUL**  
CBS

**NOBLES, JACK**  
Farm Topics  
WEAS, Atlanta, Ga.

**NORMAN, STAN**  
Mid-Midnight Town  
WPTT, Pittsburgh, Pa.

—O—

**OBERTIN, DICK**  
Obertin's Observations  
WHAS, Louisville, Ky.

**O'BRIEN, MICHAEL**  
Maine Scene  
WFAU, Augusta, Me.

**O'BRIEN, R. E.**  
KUP, Durango, Colo.

**O'CONNOR, GEORGE**  
City Desk  
WJNR, Birmingham, N. Y.

**O'CONNOR, JOHN**  
Top Of The Morning  
KSEF, Trinidad, Colo.

**O'DELL, TERENCE**  
CKLW, Detroit, Mich.

**ADSON, ROBERT L.**  
Noontime News  
WBYS, Canton, Ill.

**ODDINGTON, ELMER**  
Ear Heel News  
WNAO, Raleigh, N. C.

**O'NEIL, BILL**  
WVRE, Ware, Mass.

**OSBORN, GENE**  
KWWE, Waterloo, Ia.

**OSTELIANS, TIM**  
WTBC, Indianapolis, Ind.

**OTERO, EVELIO**  
Al Dia Con De Luce  
WBAQ, San Juan, P. R.

**OTTO, BOB**  
WCPO, Cincinnati, O.

**OU ELETTE, LIONEL**  
Dover News Editor  
WHEB, Portsmouth, N. Y.

**OWENS, RAY**  
Today In Syracuse  
WFBZ, Syracuse, N. Y.

—P—

**PACKARD, CHARLES**  
KSMI, Council Bluffs, Ia.

**PACKAM, JOHN BUD**  
WVCY, Gary, Ind.

**PAGE, BOB**  
Headline News  
KMT, Wichita, Kans.

**PAPPAS, PAUL**  
First News Of The Evening  
WOL, Daversport, Ia.

**PARKER, CY**  
WJAH, LaPorte, Ind.

**PARKER, LAURENCE**  
KMA, Shenandoah, Ia.

**PARKIN, AL**  
Solo Reporter  
WTOJ, Toledo, O.

**PALMER, BRUCE**  
Oklahoma's Front Page  
WKY, Oklahoma City, Okla.

**PARSONS, LOUELLA**  
B. Aug. 6, Freeport, Ill., educ.  
Dixon Coll., Married to Dr. Harry  
Watson Martin, With William  
Randolph Hearst since 1922, Hol-  
lywood Reporter, ABC

**PASCHALL, WALTER**  
WSB, Atlanta, Ga.

**PATTERSON, PAT**  
KCRG, Cedar Rapids, Ia.

**PAUL, ED**  
The O'Clock News  
WMRN, Memphis, O.

**PAUL, NORMAN**  
KSDJ, San Jose, Calif.

**PAUST, CLADE**  
WEMP, Milwaukee, Wis.

**PEACOCK, MELVIN**  
News  
WSAV, Savannah, Ga.

**PEARSON, LEON**  
Leon Pearson News, NBC  
News Review of the Week  
NBC-TV

**PENROSE, BERN**  
Local News  
WBAB, Atlanta, Ga., N. J.

**PERKINS, DR. DEXTER**  
WHEC, Rochester, N. Y.

**PERSSFELN, LEO**  
WJPF, Berlin, Ill.

**PETERSON, DREVEL**  
KVED, Fort Dodge, Ia.

**PETERSON, ELMER W.**  
8 July 21, 1903, Duluth, Minn.,  
Elmer Peterson, NBC

**PETERSON, JAMES**  
World News  
KMUR, Murray, Utah

**PETTI, RALPH**  
Headline News  
WJAS, Pittsburgh, Pa.

**PHOUP, ALLAN**  
WMBG, Richmond, Va.

**PIERCE, BARABOL, W.**  
Headlines that Make History  
KTRF, Modesto, Calif.

**PIERCE, WILLIAM W., III**  
WBKA, Brockton, Mass.

**PIERCEY, LOREN L.**  
1:30 A. M. News  
KWOZ, Pocatello, Bluff, Mo.

**PIERPONT, ROBERT**  
CBS

**PLAUGHER, MAX**  
Morning Edition  
WIKK, Akron, O.

**POMRENZE, DR. H.**  
Jewish Radio Guild  
WSBC, Chicago, Ill.

**POWELL, CHARLES**  
WKAG, Earl Wayne, Ind.

**POWELL, RUSSELL**  
KFRB, Phoenix, Calif.

**PRESTON, ART**  
KTLG, Tucson, Ariz.

**PRICE, GRANT**  
KXEL, Woodbury, Ill.

**PRICE, JOHN**  
WKAT, Miami Beach, Fla.

**FRIMM, ART**  
KVA, San Francisco, Calif.

**PROCTOR, FRANK**  
WJML, Macon, Ga.

**PROVENCE, ROBERT**  
Dignitary News  
WKNA, Charleston, W. Va.

**PALE, J. HOWARD**  
Arizona Highlights  
KTVR, Phoenix, Ariz.

**PUTNAM, GEORGE**  
Headline News  
WABD, New York, N. Y.  
DuMont

—Q—

**QUINLAN, OSWALD**  
Voice of Minute 51  
WMMW, Meriden, Conn.

—R—

**RABELL, FRED**  
Between The Lines  
KSON, San Diego, Calif.

**RAMOS, RALPH**  
While You Slept  
KFDH, Beaumont, Tex.

**RANDALL, EDWIN T.**  
Let's Be Friends  
WRED, Weatherford, O.

**RANDALL, JAMES**  
RPSB, Joplin, Mo.

**RAY, BOB**  
WOWO, Fort Wayne, Ind.

**REDEEN, BOB**  
Noon News  
WOL, Daversport, Ia.

**REEDA, GEORGE E.**  
Washington Scene  
WEBC, Duluth, Minn.

**REGENSBURG, SAMUEL**  
Jewish Radio Guild  
WSBC, Chicago, Ill.

**REISSNADER, HOWARD**  
Local News  
WALL, Middletown, N. Y.

**REJEBIAN, ARAM**  
This Is San Diego  
KRQ, San Diego, Calif.

**RENDEL, RICHARD**  
WMAJ, Washington, D. C.

**REYNOLDS, ART**  
Goodrich Reporter  
WHSY, Batesburg, Miss.

**REYNOLDS, CARROLL**  
10 O'Clock Wyo  
WIOU, Kokomo, Ind.

**REYNOLDS, WILLIAM**  
Noon News  
WIOU, Kokomo, Ind.

**RHAWNS, H. G.**  
Ke-ping Up With The News  
WBLK, Clarksburg, W. Va.

**RICHARDS, BILL**  
Mt. State News  
WGRY, Charleston, W. Va.

**RICHARDSON, LARRY**  
WFBZ, Indianapolis, Ind.

**RICHMOND, FRAS**  
AVISCO News  
WMMW, Meriden, Conn., Pa.

**News Commentators—Radio-Television**

**RIDENOUR, GORDON M.**  
News Behind The News, Ridenour Checks The News  
**WELM, Elmira, N. Y.**

**RITCH, AL**  
North Jersey Reporter  
WPAT, Paterson, N. J.

**RIVERS, DEE**  
Ten O'Clock Tabloid  
WEAS, Atlanta, Ga.

**ROBBINS, FRANCIS**  
KDHL, Faribault, Minn.

**ROBBINS, LYNN**  
Ephrata Reports  
KSEM, Moses Lake, Wash.

**ROBERTS, BILL**  
Press Time  
KATL, Houston, Tex.

**ROBERTS, CLETE**  
KFWB, Hollywood, Calif.

**ROBINSON, CALVIN**  
County Editor  
WWOD, Lynchburg, Va.

**ROBINSON, PAUL**  
Amoco News  
WRNY, Rochester, N. Y.

**ROBY, MAX**  
9:30 P.M. News  
KSL, Salt Lake City, Utah

**ROEBUCK, JOHN**  
World Roundup  
WISE, Butler, Pa.

**ROEDER, CHARLES A.**  
Ian and I  
WCBM, Baltimore, Md.

**ROEN, LOUIS**  
Louis Roen News  
NBC

**ROMANO, TOM**  
WNHC-TV, New Haven  
Conn.

**ROSS, JACK**  
WHAM-TV, Rochester, N. Y.

**ROTH, JIM**  
KORC, Mineral Wells, Tex.

**ROWE, AL**  
6:30 Edition Of The News  
KRGH, Fayetteville, Ark.

**RUSH, JIM**  
WBBC, Flint, Mich.

**RUSSELL, DON**  
Camera Headlines  
WABD, New York, N. Y.

**RUTTER, PRESTON**  
WILM, Wilmington, Del.

**RYAN, BUD**  
Noon News, Evening News  
KOKO, La Junta, Colo.

**RYAN, JAMES**  
KROS, Clinton, Ia.

**RYKARD, BRIM**  
Journal Of The Air  
WKIX, Columbia, S. C.

**— S —**

**SABIN, JOHN**  
Views On News, World At One  
WTMV, East St. Louis, Ill.

**SANDERS, ALBERT**  
Mercury News  
WMAZ, Macon, Ga.

**SANDERS, FRANK**  
KFGO, Fargo, N. Dak.

**SANFORD, BILL**  
KMJ, Fresno, Calif.

**SARTAIN, AUXFORD**  
Sartain Observations  
WTBF, Troy, Ala.

**SARTAN, DENIS**  
WWDC, Washington, D. C.

**SAVAGE, R. J.**  
Bob Savage Scans The News

KGBC, Galveston, Tex.

**SAWYER, BILL**  
News Ace  
WJLB, Detroit, Mich.

**SCHOENBRUN, DAVID**  
CBS

**SCHWEER, ROLAND**  
KRIO, McAllen, Tex.

**SCOFIELD, DALE**  
News Tell Now  
WTCJ, Tall City, Ind.

**SCOTT, AL**  
Final Edition  
KCLW, Hamilton, Tex.

**SCOTT, C. D.**  
KNEL, Brady, Tex.

**SCOTT, ED**  
Suorise Preview  
KOL, Seattle, Wash.

**SCOTT, FRED**  
Camera Headlines  
WABD, New York, N. Y.

**SEEL, CHARLES**  
Charles Seel Reporting  
WPPG, Atlantic City, N. J.

**SEVAERID, ERIC**  
CBS

**SEXTON, JESSE**  
News Of Tomorrow  
KALB, Alexandria, La.

**SHACKLETTE, JAMES**  
News From Washington  
WTGO, Campbellsville, Ky.

**SHADEL, WILLARD**  
CBS

**SHAFTER, ED**  
Today's News  
WXYZ-TV, Detroit, Mich.

**SHARP, BILL**  
WRIB, Providence, R. I.



**BOB GARRED**

NETWORK NEWS

My 12th Year  
for PETER PAUL



**GEORGE  
HAMILTON  
COMBS, JR.**

Thirteenth year as featured  
News Commentator—WMGM.

THE EDITORIAL SLANT OF THE NEWS

**News Commentators—Radio-Television**

**SHAW, BRUNO**  
You Decide  
WNEW, New York, N. Y.

**SHAW, GORDON**  
WQAM, Miami Fla.

**SHELL, TED**  
WCOL, Columbus, O.

**SHEPARD, BILL**  
What's Up  
WWQS, Tifton, Ga.

**SHERWOOD, DON**  
As I See It  
WAQV, Vincennes, Ind.

**SHINKMAN, PAUL**  
WBUC, Bethesda, Md.

**SHINN, JUNEAU H.**  
Six O'Clock Edition  
KLIX, Twin Falls, Ida.

**SHRINEK, TED**  
KTJS, Hobart, Okla.

**SILVER, DOUGLAS**  
Local News, Fishing News  
WIRA, Fort Pierce, Fla.

**SIMON, ANN**  
Listen Ladies  
KSEA, Nacogdoches, Tex.

**SKIMIN, FRAN**  
News Of Niagara  
WJLI, Niagara Falls, N. J.

**SLACK, BEN L., JR.**  
The Town Crier  
KVOA, Tucson, Ariz.

**SLOANE, J. S.**  
KNEI, Brady, Tex.

**SMITH, BRAD**  
KRGV, Westaco, Tex.

**SMITH, CHARLES**  
Shortman News, Mosby Mack  
News  
KTOP, Topeka, Kans.

**SMITH, F. COURTNEY**  
WEOA, Evansville, Ind.

**SMITH, DAVE**  
Noon News  
WTOM, Bloomington, Ind.

**SMITH, DAVENPORT**  
Telenews Daily  
WBRC-TV, Birmingham, Ala.

**SMITH, ERLE**  
KFRM-KMBC, Kansas City,  
Mo.

**SMITH, FRED**  
WKJG, Fort Wayne, Ind.

**SMITH, FRED**  
WKJG, Fort Wayne, Ind.

**SMITH, HOWARD K.**  
CBS

**SMITH, LEE**  
A Noon Look At The News  
WLDF, Louisville, Ky.

**SMITH, LEIGH**  
It Happened Today  
WLSL, Roanoke, Va.

**SMITH, LEON**  
WFNS, Burlington, N. C.

**SNELL, DAVID**  
WOR, New York, N. Y.

**SNYDERMAN, ARNOLD**  
News Roundup  
WTTM, Trenton, N. J.

**SOKOLSKY, GEORGE E.**  
ABC

**SPRAAG, GRAYDON H.**  
Around The Country With  
The Springfield Union  
WHAT, Greenfield, Mass.

**STAMPS, WELDON**  
7:45 News, UTASCO News  
KPSA, Fort Smith, Ark.

**STANLEY, REX**  
KRUX, Phoenix, Ariz.

**STAPLES, JOHN**  
Report On The World  
WPDQ, Jacksonville, Fla.

**STEELE, JIM**  
WIRK News  
WIRK, West Palm Beach, Fla.

**STEWART, WILLIAM**  
WCAM, Camden, N. J.

**STILLE, BERT**  
Double In The News  
WHKI, Columbus, O.

**STONE, PAULA**  
Hollywood, USA  
WJGM, New York, N. Y.

**STRAND, NORMAN**  
News  
WSAV, Savannah, Ga.

**STRAND, STUART**  
WHIO, Dayton, O.

**SULLIVAN, FLOYD**  
Sully's Spotlight  
KWTO, Springfield, Mo.

**SULLIVAN, VINCENT PAUL**  
Paul Sullivan Reviews The  
News  
KRYU, Sacramento, Calif.

**SWANSON, HARVEY**  
For The Intelligent Citizen  
WLAN, Lancaster, Pa.

**SWAYZE, JOHN  
CAMERON**  
Who Said That, Camel News  
Caravan, Leave It to the Girls,  
WNET

**SWEET, JACK E.**  
KDKA, Pittsburgh, Pa.

**T**

**TADLEY, CHARLES**  
News Now  
WAGT, Chattanooga, Tenn.

**TAINTER, ERIC**  
KCKS, Kansas City, Mo.

**TALBOT, BILL**  
KOLL, Omaha, Nebr.

**TARKEN, JEE**  
WKMH, Dearborn, Mich.

**TAYLOR, BRADEN**  
Local And World News  
WVPO, Stroudsburg, Pa.

**TAYLOR, GEORGE**  
Report To Trenton  
WPTM, Trenton, N. J.

**TAYLOR, JERRY**  
WRB, Providence, R. I.

**TEAGUE, W. C.**  
WBI, Memphis, Tenn.

**TENPENNY, RAY**  
KEVD, Minneapolis, Minn.

**TERKEL, HAROLD**  
WNJR, Newark, N. J.

**TIGHE, JIM**  
WBIR, Wisconsin Rapids,  
Wis.

**TILLER, TOMMY**  
WJPR, Greenville, Miss.

**TILLMAN, JOHN**  
B. Nov. 13, 1916, Clia, Ala.;  
Telex Newsreel, News On The  
Hour, City Hall, Voice Of The  
People, Special Events Coverage,  
WPIX.

**TITCHENER, MRS. DOROTHA**  
Woman's Angel  
WENE, Buchanan, Endicott,  
N. Y.

**TIEBERINGER, GEORGE**  
News And Views  
WRBL, Columbus, Ga.

**THOMAS, BOB**  
KEX, Portland, Or.

**THOMAS, LOWELL**  
CBS

**THOMAS, LOYD**  
Loyd Thomas Presents The  
News  
KHAS, Hastings, Nebr.

**THOMAS, W. J.**  
News And Comment  
WCPA, Clearfield, Pa.

**THOMAS, WARREN**  
The Bedford Story  
WBW, Bedford, Ind.

**THOMPSON, BOB**  
Tarheel Talks  
WRAL, Raleigh, WHPE, High  
Pt., N. C.

**THOMPSON, CHARLES**  
Local News  
WNLC, New London, Conn.

**THOMSEN, CHRISTIE**  
What's With Women  
WBEL, Beloit, Wis.

**THORNBERY, JOHN**  
WBH, Kansas City, Mo.

**THORNBURG, OLIVER**  
World News Today  
WBB, Macon, Ga.

**TOMLINSON, EDWARD**  
The American World  
NBC

**TRENT, RAY**  
News Overnight, Today's In  
Legal News  
KDD, Dumas, Tex.

**TRIMBLE, KERM**  
KDKC, Parsons, Kans.

**TROMBETTA, FRANK**  
WHAT, Philadelphia, Pa.

**TROUT, ROBERT**  
Robert Trout News, Who Said  
That?  
NBC

**TRUE, HAROLD**  
WWJ, Detroit, Mich.

**TRUEHEART, JIM**  
News Roundup  
KVIC, Victoria, Tex.

**TRUERE, BOB**  
WCSC, Charleston, S. C.

**TURNER, DEAN**  
KEVT, Keeyville, Tex.

**TURNER, ULMER**  
Pix Or The News, Midwest  
Viewpoint  
WBBK, Chicago, Ill.

**U**

**UBELHART, JAMES**  
Viewk of News  
WSPD-TV, Toledo, O.

**UBELHART, JAMES**  
WSPD, Toledo, O.

**UTLEY, CLIFTON**  
WMAQ, Chicago, Ill.

**UTLEY, CLIFTON**  
Comments by Clifton Utley  
NBC

**UTLEY, CLIFTON**  
WNRQ, Chicago, Ill.

**V**

**VANDEVENTER, BOB**  
WFAA, Dallas, Tex.

**VANCE, GEORGE**  
News In Lights  
WMDN, Midland, Mich.

**VAN DYKE, RUSS**  
KRNT, Des Moines, Ia.

**VAN ELLS, NEAL**  
WLWD, Dayton, O.

**VANS, JOHN**  
WFOK, Milwaukee, Wis.

**VOIGT, DON**  
Furn Facts  
WLTC, Gastonia, N. C.

**VON BERGEN, JOHN**  
News With John Bergen  
WARM, Scranton, Pa.

**VON TOBEL, PHILIP**  
R. J. News  
WATR, Waterbury, Conn.

**W**

**WADE, OZZIE**  
WKNE, Keene, N. H.

**WAGNER, ROBERT**  
WBNS, Columbus, O.

**WALD, JOHN**  
ABC, ABC-TV

**News Commentators—Radio-Television**

**WALLACE, EDWARD R.**  
WNBK, WTAM, Cleveland, O.  
**WALSH, BLAINE**  
WJPG, Green Bay, Wis.  
**WALSH, ULYSSES**  
WSLS, Roanoke, Va.  
**WALTON, RAY**  
Newsreel Of The Air  
WIBG, Philadelphia, Pa.

**WALTON, SIDNEY**  
B. May 30, 1915, Washington, D. C.; Sidney Walton's Inside News, MBS; Saraka 40-Plus Forum, WLW, etc.; Get More Out Of Life, CBS, ABC; Doubleday Quiz Club, MBS.

**WARD, STUART**  
California Council Table  
KPIX, San Francisco, Calif.

**WARNER, ALBERT**  
ABC

**WATSON, BROOKS**  
WMBD, Peoria, Ill.

**WATSON, TOM, JR.**  
WSWN, Belle Glade, Fla.

**WATTERS, DAVE**  
Local News  
WBYS, Canton, Ill.

**WAY, DOUGLAS**  
WMIE, Miami, Fla.

**WAYNE, MAURY**  
KTBS, Shreveport, La.

**WEAVER, HENRY**  
ABC, ABC-TV

**WELCH, CHARLES**  
WJRD, Tuscaloosa, Ala.

**WERNER, STELLA**  
WBCC, Bethesda, Md.

**WESSON, DICK**  
KPOJ, Portland, Ore.

**WESTERHOLD, BILL**

WLEC, Sandusky, O.

**WICKER, COL. WORTH**

WCPS, Tarboro, N. C.

**WIETING, FRED**

News At Noon, Northwestern

News

WIBG, Philadelphia, Pa.

**WILLIAMS, DOC**

Tomorrow

WADC, Akron, O.

**WILLIAMS, GLENN**

Glenn Williams

WAGE, Syracuse, N. Y.

**WILLIAMS, TROY**

Orangeburg Today

WRNO, Orangeburg, S. C.

**WILSON, BOB**

KYW, Philadelphia, Pa.

**WILSON, BILL**

The World Today

WDNE, Elkins, W. Va.

**WILSON, DAVE**

7:45 News

WIRL, Peoria, Ill.

**WILSON, KEN**

WGST, Atlanta, Ga.

**WINCIELL, WALTER**

ABC

**WINGFIELD, ALVIN**

WRAL, Raleigh, N. C.

**WINTER, WILLIAM**

KPIX, San Francisco, Calif.

**WITMER, WEBB**

KYA, San Francisco, Calif.

**WHELOCK, HOWARD E.**

WKNE, Keene, N. H.

**WHITE, DON**

Local News

WHOK, Lancaster, O.

**WHITE, TOM**

WBAL, WBAL-TV, Baltimore, Md.

**WHITT, BERNARD E.**

Editor's Hour

WMTC, Vandevle, Ky.

**WOLFE, HOWARD**

WKNX, Saginaw, Mich.

**WOODSON, STEVE**

World At Noon

WFRC, Reidsville, N. C.

**WORKHOVEN, MERRILL**

WOW, Omaha, Neb.

**WYMAN, MAL**

KALL, Salt Lake City, Utah

**WYNGAARD, JOHN**

WJPG, Green Bay, Wis.

— Y —

**YATES, CARL**

WACB, Kittanning, Pa.

**YOUNG, GEORGE**

KAMQ, Amarillo, Tex.

**YOUNG, LONDON**

Landon Young Speaking

WILS, Lansing, Mich.

**YOUNG, NORMAN**

WAYS, Charlotte, N. C.

— Z —

**ZAIMES, CHARLEY**

C. Z. Reporting

WALL, Middletown, N. Y.

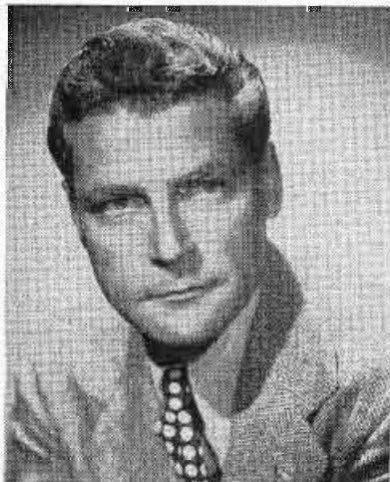
**ZIEBARTH, DR. E. W.**

WCCO, Minneapolis, Minn.

**ZUGSMITH, ALBERT**

News About Our Town

WFPG, Atlantic City, N. J.



**FRANK GOSS**

KNX-CBS Newscaster  
Announcer

on  
"Hallmark Playhouse"  
and  
"Prudential Family Hour  
of Stars"

**ELMER  
W.  
PETERSON**

NEWS

N.B.C.

5:45-6:00 P.M., PST



WASHINGTON, D. C.'s

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# Disc Jockeys

## RADIO AND TELEVISION

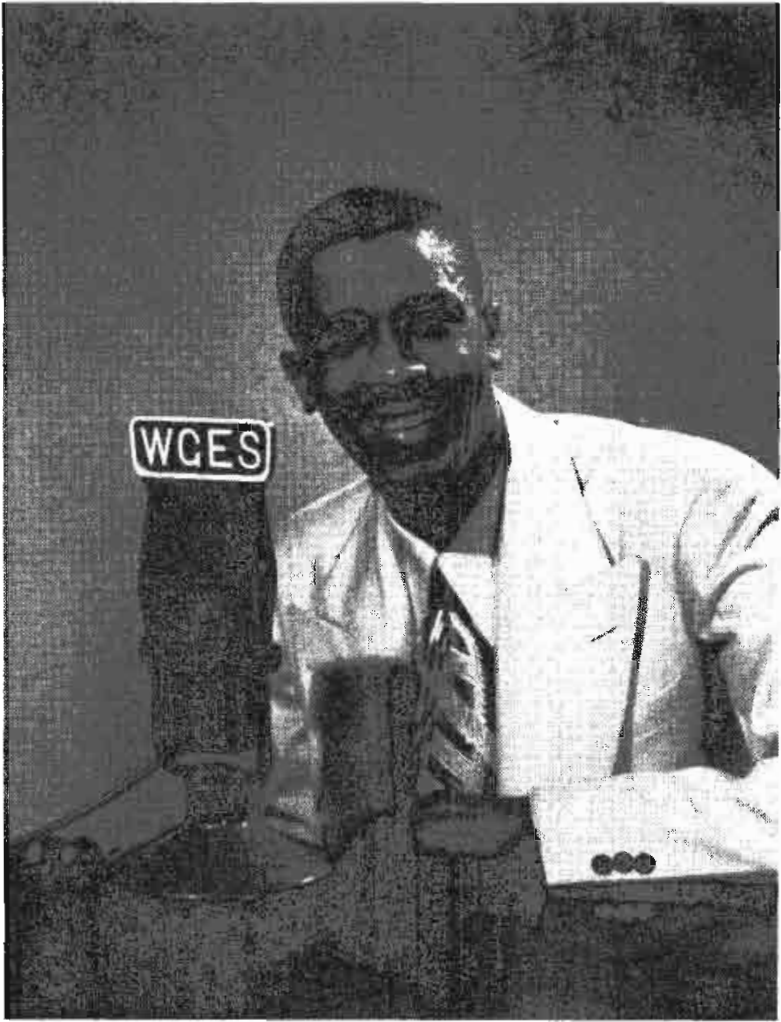
### —their work during 1949

#### — A —

- ABBOTT, BUD**  
Abbott Habit  
WHAS, Louisville, Ky.
- ABROMAVICH, KARIN**  
Coffee With Karin  
WTCN, Minneapolis, Minn.
- ACREE, JIMMY**  
WAGF, Dothan, Ala.
- ADAMS, DANA**  
990 Club  
KFDX, Wichita Falls, Tex.
- ADAMS, JOE**  
KOWL, Los Angeles, Calif.
- ADRIAN, VIC**  
Man About Manhattan  
WQBC, Vicksburg, Miss.
- AGNEW, TED**  
Club 43  
KSMA, Santa Maria, Calif.
- ALBERGHINI, HAROLD**  
Krackpot Kollege  
WCOU, Lewiston, Me.
- ALBERTS, NICKY**  
1490 Club  
WAZL, Hazleton, Pa.
- ALBRECHT, KEN**  
Yawn Patrol  
KYOB, Alexandria, La.
- ALFORD, DICK**  
Strollin' With Alford  
KXLR, Little Rock, Ark.
- ALFORD, KEN**  
KULA, Honolulu, T. H.
- ALISON, HUGH**  
WIBF, Augusta, Ga.
- ALLAN, FRANK**  
Make Believe Ballroom  
KECK, Odessa, Tex.
- ALLEN, DAN**  
WTCJ, Tell City, Ind.  
Stuff & Nonsense  
WRUF, Gainesville, Fla.
- ALLEN, ED**  
The Early Bird, 400 Hour  
WMAQ, Chicago, Ill.
- ALLEN, ERNIE**  
Ernie's Apron Club  
KFAB, Omaha, Neb.
- ALLEN, LEN**  
Dawn Busters  
KLO, Ogdon, Utah
- ALLEN, TOMMY**  
Tommy's Variety Store  
KOMA, Oklahoma City, Okla.
- ALLYN, JACK**  
WAZF, Yazoo City, Miss.
- ANDERSON, DON**  
199 Club  
KUBC, Montrose, Colo.
- ANDERSON, ERNIE**  
Melody Time  
WSKI, Montpelier, Vt.
- ANDERSON, JAMES**  
Platter Party  
WIRK, West Palm Beach, Fla
- AMBROSE, ROY**  
WTUX, Wilmington, Del.
- AMEND, EDDIE**  
Rhythms By Request  
KHON, Honolulu, T. H.
- AMOLE, GENE**  
Meet The Boys In The Band  
KMYR, Denver, Colo.
- ANDREE, JAN**  
The Jazz Jamboree  
WWSW, Pittsburgh, Pa.
- ANDRES, JOE**  
Serenade  
WMAW, Milwaukee, Wis.
- ANDREWS, JOHN**  
Music In The Night, WHOT's  
Cooking  
WHOT, South Bend, Ind.
- ANSON, BILL**  
Hollywood Bandstand  
KFWB, Hollywood, Calif.
- APPLE, BILL**  
KXA, Seattle, Wash.
- ARBUCKLE, BRYANT**  
Clock Spinner  
WAIB, Winston-Salem, N. C.
- ARCHER, GRAHAM**  
Wax Museum  
KGW, Portland, Ore.
- ARNOLD, BILL**  
Platter Party  
WHSY, Hattiesburg, Miss.
- ARO, SAM**  
Top O' The Morning  
WNDB, Daytona Beach, Fla.
- ARTHUR, DON**  
Arthur's Etchings  
WDUZ, Green Bay, Wis.
- ARTHUR, DOUG**  
Danceland  
WIBG, Philadelphia, Pa.
- ARNOLD, GARY**  
WDUN, Gainesville, Ga.
- ARTHUR, JERRY**  
Make Merry With Jerry  
WLAD, Danbury, Conn.
- ARTHUR, JON**  
WSAI, Cincinnati, O.
- ATER, TOM**  
Later With Ater  
WKAB, Mobile, Ala.
- ATCHER, RANDY**  
Acher Service  
WKLO, Louisville, Ky.
- ATKINS, THOMAS B.**  
WOOB, Anniston, Ala.
- ATKINSON, J. C.**  
Wake Up With J. C.  
WBBG, Augusta, Ga.
- ATWELL, HOWARD**  
Timekeeper  
WVPO, Stroudsburg, Pa.
- AUSTIN, CARL**  
WOPF, McComb, Miss.
- AVILES, ROQUE**  
Tropic Tempos  
DYBU, Cebu, Philippines
- AYRES, GENE**  
Open House  
WDSG, Dyersburg, Tenn.
- AYRES, JAMES**  
KLKC, Parsons, Kans.

#### — B —

- BABCOCK, FRANK**  
The Mail Bag  
KXYZ, Houston, Tex.
- BACON, BOB**  
Bacon For Breakfast, Jive  
After Five  
WBRE, Wilkes-Barre, Pa.
- BACON, NORMAN**  
Playing Favorites  
WOC, Davenport, Ia.
- BAIRD, NEIL R.**  
In The Groove  
KFPA, Helena, Ark.
- BAKER, JACK**  
Jack Baker Show  
KTOK, Oklahoma City, Okla.
- BAKER, PAUL**  
800 Club  
WLAD, Danbury, Conn.
- BAKER, ROLAND**  
The Clock Watcher  
KXYZ, Houston, Tex.
- BAKER, TOBY**  
Music Matinee, Juke Box  
Saturday Night  
WELL, New Haven, Conn.
- BALDWIN, BUD**  
Breakfast In Bedlam  
WHIO, Dayton, O.
- BALLANT, DENNIS**  
Rural  
WJAG, Norfolk, Nebr.
- BANNON, BOB**  
One Nite Stand  
WSKI, Montpelier, Vt.
- BANNON, RICHARD**  
KIYI, Shelby, Mont.
- BARATH, RAY**  
Grin N' Barath  
WKIX, Columbia, S. C.
- BARBER, DON**  
Hillbilly Hits  
WGBS, Miami, Fla.
- BARBER, JULIAN**  
WAYS, Charlotte, N. C.
- BARLE, LOU**  
Words And Music  
WKAL, Rome, N. Y.
- BARBER, MARK V., JR.**  
Luncheon On The Hill  
WDUK, Durham, N. C.
- BARCKLEY, ALAN**  
WAMS, Wilmington, Del.
- BARCKLEY, RON**  
Relaxin' On Waxin', Ark Val-  
ley Record Review  
KGAR, Garden City, Kans.
- BARNES, TEDDY**  
Rhythm By Request  
WHAL, Shelbyville, Tenn.
- BARR, FRED**  
1600 Club  
WWRL, Woodside, N. Y.
- BARRON, GEORGE**  
KCRT, Trinidad, Colo.
- BARRY, GENE**  
WING, Dayton, O.
- BARRY, JACK**  
Musical Clock  
WHEC, Rochester, N. Y.
- BARRY, JACK**  
You Asked For It  
WJOY, Burlington, Vt.
- BARTELL, PAUL**  
WFOX, Milwaukee, Wis.
- BARTON, HAL**  
Off The Record  
WTAD, Quincy, Ill.
- BASS, GRADY**  
Musical Clock  
KTBB, Tyler, Tex.
- BASSO, NICK**  
Rise and Shine  
WAJR, Morgantown, W. Va.



*Best Wishes*

Your ole friend and swingmaster

**AL BENSON**

WJJD and WGES, Chicago

Heard daily except Sunday



## Disc Jockeys—Radio-Television

- BATE, DICK**  
Record Breakers  
WNDB, Daytona Beach, Fla.
- BATEY, HUGH**  
Record Session  
WRBL, Columbus, Ga.
- BAUER, A. J.**  
Alarm Clock Melodies  
WINK, Fort Myers, Fla.
- BAUER, MARY JO**  
Fandels Disc Jockey Show  
KFAM, St. Cloud, Minn.
- BAXTER, CHARLES**  
12:30 Record Club  
WTOL, Toledo, O.
- BAXTER, GEORGE**  
Housewives Blues  
WKTM, Mayfield, Ky.
- BAXTER, GORDON**  
Talk Of The Town  
KPAC, Port Arthur, Tex.
- BAXTER, RAYMOND**  
Time to Wake Up  
KHUZ, Borger, Tex.
- BAYLY, TRAVERS**  
KDAL, Duluth, Minn.
- BEACHWOOD, BUD**  
Magic Valley Stampede  
KVMV, Twin Falls, Ida.
- BEAN, BOB**  
Bob Bean's Big Barn Bands  
WBIG, Greensboro, N. C.
- BEAR, CHET**  
First Call  
WILS, Lansing, Mich.
- BEARD, PAT**  
Strictly From Dixie  
WSTP, Salisbury, N. C.
- BEARD, SAM**  
Breakfast With Beard  
WPTF, Raleigh, N. C.
- BEATTE, WILLIAM**  
Million Dollar Ballroom  
WBIW, Bedford, Ind.
- BEATTY, ED**  
Tim And Ed  
WNMP, Evanston, Ill.
- BEATTY, JIM**  
Night Shift  
WBRY, Waterbury, Conn.
- BEAUMONT, PERRY**  
Musical Clock  
WLOK, Lima, O.
- BECK, AL**  
Melody Matinee  
WKBZ, Muskegon, Mich.
- BECKER, BILL**  
Record Review  
WINZ, Hollywood, Fla.
- BECKER, JACK**  
Jack And Jill  
WHIO, Dayton, O.
- BECKTEL, EARL**  
1240 Night Club  
WSNJ, Bridgeton, N. Y.
- BEGHOLD, KENNETH**  
Early Bird  
WGHI, Scranton, Pa.
- BEGUE, JOHN**  
Be Gay  
WTAX, Springfield, Ill.
- BEHNER, DICK**  
KCLO, Leavenworth, Kans.
- DELANEY, BILL**  
Rise And Shine  
WCOL, Columbus, O.
- BELL, BOB**  
Suppertime Serenade  
WHKY, Hickory, N. C.
- BELL, DON**  
Don Bell Matinee  
KRNT, Des Moines, Ia.
- BELL, JOHNNY**  
1230 Club  
WCMA, Corinth, Miss.
- BELL, MONTE C.**  
Songs Of The Range, Home-  
makers Music  
KADA, Ada, Okla.
- BELL, WAYNE**  
Ding's Merry Go Round, Corn-  
bread Jamboree  
WFTM, Maysville, Ky.
- BELLINGER, STEVE**  
Pop Shop  
WTCJ, Tell City, Ind.
- BENGSTON, CHARLES**  
Afternoon Capers  
WATR, Waterbury, Conn.
- BENJAMIN, CHARLES**  
Matinee Dancetime  
WHK, Cleveland, O.
- BENNETT, BING**  
Bing's Merry-Go-Round  
WSKY, Asheville, N. C.
- BENNETT, DON**  
1450 Club  
KSEM, Moses Lake, Wash.
- BENNETT, ELDEAN**  
Hi-Time  
KCSU, Provo, Utah
- BENNETT, FORD**  
AM Party  
WAOV, Vincennes, Ind.
- BENNETT, FRED**  
Fred Bennett Show  
WPEN, Philadelphia, Pa.
- BENNETT, MYRON J.**  
MJB Show  
WIL, St. Louis, Mo.
- BENNIGSON, RAY**  
Saturday Date  
KALI, Pasadena, Calif.
- BENSON, HAL**  
Around the Town  
WMP5, Memphis, Tenn.
- BENSON, RICHARD H.**  
Wake Up Club  
WIRC, Hickory, N. C.
- BENSON, ROBERT**  
Gambles Suppertime Serenade  
KFAM, St. Cloud, Minn.
- BENTLEY, LYN**  
Lyn's Jukebox  
KVOB, Alexandria, La.
- BENTON, FATS**  
Ebony Rhapsody  
WMAP, Monroe, N. C.
- BERG, ALLAN**  
Allan Berg Show  
KALI, Pasadena, Calif.
- BERG, HAL**  
Club Swingtime  
WILK, Wilkes-Barrre, Pa.
- BERG, JOHNNY**  
Dance Time  
KGDE, Fergus Falls, Minn.
- BERGESON, CHUCK**  
WSOO, Sault Ste. Marie, Mich.
- BERGSTROM, ART**  
Mailman Matinee  
WMMW, Meriden, Conn.
- BERQUIST, DEWEY**  
KVOX, Moorhead, Minn.
- BERRILL, LARRY**  
Swing Shift  
WCAE, Pittsburgh, Pa.
- BERRY, BILL**  
Berry's Bandstand  
WDBO, Orlando, Fla.
- BERRY, FATSO**  
Loose Wig  
KSNAN, San Francisco, Calif.
- BERRY, W. K.**  
Ballroom Melody Time  
KFFA, Helena, Ark.
- BERRYMAN, EDWARD**  
Sagebrush Slim  
WBBC, Flint, Mich.
- BESSE, HARRY**  
Main Stem Derby  
KSWI, Council Bluffs, Ia.
- BETTERS, MITCH**  
Bandstand  
WHTT, Hartford, Conn.
- BETTINSON, WIN**  
Breakfast Show  
WLYN, Lynn, Mass.
- BICKNELL, MAX**  
Lakin Hour  
KIUL, Garden City, Kans.
- RIGLER, TOM**  
Whistlin' In The Dark  
WILK, Wilkes-Barrre, Pa.
- BILLINGS, FRANK**  
Wax Museum  
KGW, Portland, Ore.
- BINGHAM, PETE**  
Atomic Boogie  
WJOI, Florence, Ala.
- BIRMINGHAM, JOHN**  
1450 Club  
WNBZ, Saranac Lake, N. Y.
- BIRELL, HARRY**  
Beaver Valley Serenade  
WBVP, Beaver Falls, Pa.
- BISHOP, BOB**  
Open House Party  
KUBA, Yuba City, Calif.
- BITTERMAN, JACK**  
Jive, Jam'n'Jump, Pipe Rack  
Parade  
WABB, Mobile, Ala.
- BLACK, BERNIE**  
Disc's And Data  
WGPA, Bethlehem, Pa.
- BLACK, JOHNNIE**  
Dawn O'Day  
KGB, San Diego, Calif.
- BLACKSTONE, REID**  
Sunrise Serenade  
WMVA, Martinsville, Va.
- BLAIS, DAN**  
WLAU, Laurel, Miss.
- BLAKE, ALIX**  
Wake With Blake  
WENT, Gloversville-Johns-  
town, N. Y.
- BLAKE, BRUCE**  
Music For Ohio  
WHKK, Akron, O.
- BLAKELY, CLINT**  
Time To Rise  
WAPI, Birmingham, Ala.
- BLANCHARD, LOWELL**  
Musical Clock  
WNOX, Knoxville, Tenn.
- BLAND, CECIL**  
Cowboy Jamboree  
KTBS, Shreveport, La.
- BLASHILL, JOHN**  
Hot Cake Club  
KVOE, Santa Ana, Calif.
- BLECKLEY, W. JOHN**  
Crescent City Carnival  
WJMR, New Orleans, La.
- BLOCK, MARTIN**  
Make Believe Ballroom  
WNEW, New York, N. Y.
- BLOODWORTH, BILL**  
Coffee Pot Parade  
WMVG, Milledgeville, Ga.
- BLUM, GEORGE**  
Alarm Clock Club  
KORN, Mitchell, S. Dak.
- BOARDMAN, FRANK**  
Frank Boardman Show  
KWFT, Wichita Falls, Tex.
- BOBB, CHARLES J.**  
Music Shop  
KVOB, Alexandria, La.
- BODGE, DAVE**  
WOTW, Nashua, N. H.

**Disc Jockeys—Radio-Television**

**BOGDEN, HILARY**

Comes 7  
WJAS Pittsburgh Pa

**BOIVIN, JAY**

1370 Streamline  
WFEA Manchester N H

**BOJBY, BOB**

Record Road  
KOYE Laurel Wyo

**BOLES, PAUL**

Doc Boles Show  
WKBY Muskegon Mich

**BOLEN, JIM**

1920 Club  
WCHL Carbonate Ill

**BOLIN, ART**

The Borden Show  
WARM Scotland Pa

**BOLLINGER, GENE**

As You Like It Hillbilly Half  
day  
WEGO Concord N C

**BOLLINGER, JIM**

Saturday Mornng Swng  
WLNK Louisville Ky

**BOLWINKEL, CALVIN**

Hayloft Jamboree  
WJUC Hudson N Y

**BONASSO, RUS**

Meet The Misses  
WBLK Clarkston W Va

**BONDI, DAVE**

Bandits Rendez Vous  
WBRD Atlanta Ga

**BONE, BILLA**

Record Party  
WHSB Bartsdale N C

**BONER, LEE**

Easy Rhythm  
KAWT Douglas Ariz

**BONIN, DONALD**

Alarm Clock Club  
KANE New Beer La

**BONNELL, GEORGE**

Duke Box Reception  
WHLI Hammond La

**BONNER, ED**

Spin N Out  
WNRK Newark N J

**BOONE, SHERM**

Holston Time Evenng Time  
WDCY Minneapolis Minn

**BOOKSPEN, MARTIN**

Off The Record  
WBNS Boston Mass

**BOREN, CHARLES C**

Smirge Salute  
WELQ Tapscott Miss

**BOSSONG, CHARLES**

Musical Clock Tea And Lun  
chee  
WOLB West Yonkers Mass

**BOUTON, MILO**

Bargain Around With Bouton  
WVAT Patterson N J

**BOURQUE, WARREN**

WSPS Southern Pine N C

**BOWICK, BILL**

College With Bill  
WALB Albany Ga

**BOWMAN, BURE**

Club Coon D'Alene  
WALB Albany Ga

**BOWMAN, JOHN DUKE**

KVNI Coon D'Alene Ida

**BOWMAN, JOHN DUKE**

WLOH Pennington W Va

**BOYD, DON**

Smirge Roundup  
WCLO Jonesville Wis

**BOYD, HARVEY**

Boyd's Nest  
KWBC Ft Worth Tex

**BOYD, LEN**

The Boyd's Nest  
KROW Oakland Calif

**BOYER, DEAN**

Ham N Eggs  
WBLK Clarkston W Va

**BOYLE, WILLIAM W.**

Photo Party  
WGRD Grand Rapids Mich

**BOYSEN, JIM**

Jim Boyesen Show  
WTCN Minneapolis Minn

**BRADFORD, PHIL**

Phil Bradford Show  
WCOL Columbus O

**BRADLEY, BOB**

Browsing With Bradley  
WMLW Milwaukee Wis

**BRADLEY, PATT**

Bradley's Workshop  
KXLW St Louis Mo

**BRADLEY, SAM**

KCBS Hot Springs N Ark

**BRADLEY, WES**

Good Mornng  
KRDO Colorado Springs Colo

**BRAGG, CHARLES**

Breakfast On Farm  
WHAJ Suedbyche Tex

**BRAMHALL, BILL**

Old Times Party  
WEMF Milwaukee Wis

**BRANCH, NEAL**

1210 Club  
WBIR Knoxville Tenn

**MORT NUSBAUM**

Emcee

WHAM—FM-TV  
Rochester, N. Y  
50 Kw — NBC

Daily 6:45-9:45 A.M.  
12:40-1:00 P.M.

**COMING IN 1950:**

"You Can Be a Star"  
WHAM-TV



**Disc Jockeys—Radio-Television**

**BRAY, GENE**

Clockwatcher, Hi Gene  
WRYO, Rochester, Pa.

**BRAZZELL, JIM**

U-Name It—We Play It  
WFGN, Gaffney, S. C.

**BRENE, PAT**

Pat Brene Show, Record  
Roundup  
KTVL, Tulsa, Okla.

**BREN, SHELDON**

KIFI, Idaho Falls, Ida.

**BRENNAN, BOB**

Bob And Chris  
WRGM, Newport, R. I.

**BRENNAN, DAN**

Autumn Serenade, Hillbilly  
Hits  
WVOK, Birmingham, Ala.

**BRENNER, PAUL**

Requestfully Yours  
WAAT, Newark, N. J.

**BRESETTE, CHARLES**

WOBT, Rhinelander, Wis.

**BRINDLE, KARL**

Let's Listen  
KVEC, San Luis Obispo, Calif.

**BRISCOSE, ROY**

Nite Club Of The Air  
WSTV, Steubenville, O.

**BRITT, PAUL**

KOAT, Albuquerque, N. Mex.

**BROCK, WILLIAM**

WRLD, West Point, Ga.

**BROCKMAN, DON**

KBUN, Bemidji, Minn.

**BROKESHIRE, NORMAN**

Brokeashire Broadcasting  
WNBC, New York, N. Y.

**BROOK, BILL**

WRJN, Racine, Wis.

**BROOKS, FARRELL**

Juke Box Review  
KHRD, Dunean, Okla.

**BROOKS, GEORGE**

Swing Symphony  
KDIX, Dickinson, N. Dak.

**BROOKS, KIRBY**

Bubbling Brooks  
WQAM, Miami, Fla.

**BROOKS, VANCE**

WGCD, Chester, S. C.

**BROPHY, BILL**

Melody Lane  
WTHH, Hartford, Conn.

**BROWN, A. D.**

Collegiate Parade  
KSPA, Nacogdoches, Tex.

**BROWN, BILL**

Request Club  
WCNH, Quincy, Fla.

**BROWN, BILL**

Reflections In Music  
WTSP, Salisbury, N. C.

**BROWN, BOB**

KTHS, Hot Springs, Ark.

**BROWN, BOB**

Turntable Malinee  
WEPM, Martinsburg, W. Va.

**BROWN, BOB**

Breakfast Jamboree  
WLBK, De Kalb, Ill.

**BROWN, BOB**

Music Room  
WMID, Atlantic City, N. J.

**BROWN, DALE**

Platter Party  
KGSU, Provo, Utah

**BROWN, GORDAN**

Mountain Magic  
WVLK, Lexington-Versailles,  
Ky.

**BROWN, HARRY**

Name Your Nightcap  
WBEC, Pittsfield, Mass.

**BROWN, HUDIE**

Cuzzin Al  
WDAK, Columbus, Ga.

**BROWN, JACK**

Tops n Pops  
WLTC, Gastonia, N. C.

**BROWN, MEL**

Hillbilly Matinee  
WGAU, Athens, Ga.

**BROWN, NELSON**

WNLC, New London, Conn.

**BROWN, PERRY**

WNDR, Syracuse, N. Y.

**BROWN, R. FRED, JR.**

Platter Party  
WLOS, Asheville, N. C.

**BROWN, ROBERT**

Off The Record  
WANE, Fort Wayne, Ind.

**BROWN, SAM**

Music Hall  
WINX, Washington, D. C.

**BROWN, TED**

Ted Brown Show, WMGM; Joe  
DiMaggio Show, CBS.

**BROWNELL, JIM**

Turntable Terrace, Suu Dial  
Club  
WKDK, Newberry, S. C.

**THE "DIXIELAND" REVIVAL**

B E G A N

O N

**TED HUSING'S  
"BANDSTAND"**

**WMGM**

**WMGM-FM**

**Disc Jockeys—Radio-Television**

**BRUCE, DICK**  
1280 Reynolds 1230 Martine  
WDSF New Orleans La

**BRUCE, RAMON**  
WHAT Philadelphia Pa

**BRUNES, LARRY**  
You Asked For It Western  
Request

**RTLL**, Tillamook Or

**BRYANT, GEORGE**  
The Starduster  
WCON Atlanta Ga

**BRYANT, TED**  
Ted Bryant Show  
WDXB Chattanooga Tenn

**BUBB, BOB**  
WPTW Piqua O

**BUCHANAN, BRUCE**  
Dixie Jamboree  
WMPD Wilmington N C

**BUCHANAN, DEAN**  
610 Club  
KXNF Logan Ohio

**BUDD, MILTON**  
Musical Clock  
WMBD Peoria Ill

**BUEHLER, CARL**  
The Carl Buehler Show  
WCAE Asbury Park N J

**BUEHLMAN, CLINT**  
Clint Buehlman Show  
WBEN Buffalo N Y

**BUETTNER, V.**  
Music Past Midnight  
WYML Milwaukee Wis

**BURFORD, BILL**  
The Nat Club  
WVHH Warren O

**BURGESS, RALPH**  
Midnight Serenade  
WGJA Columbus Ga

**BURKE, RAY**  
Late Date  
WATR Winston Salem N C

**BURKS, SPIDER**  
Spider Burks Show  
KXIV St Louis Mo

**BURNS, AL**  
1360 Club  
WLYN Lynn Mass

**BURNS, LUCILE**  
Listen To Lucille  
KAKO Tulsa Okla

**BURTON, BOB**  
Breakfast With Burton  
WFEK Peoria Ill

**BUTHERUS, ED**  
Hodge Podge  
KGW Portland Ore

**BARNE, MIKE**  
WALE Fall River Mass

**BYRNES, SYD**  
1290 Club  
WCCO Hartford Conn



**CALDWELL, CHUCK**  
All Star Parade  
WPAD Paducah Ky

**CAMPBELL, DAVE**  
Morning In Birmingham  
WAPT Birmingham Ala

**CAMPBELL, DICK**  
Top Of The Morning  
WDAV Danville Va

**CAMPBELL, STERLING (Soup)**  
Soups On  
WWOL Buffalo N Y

**CAMPICHERO, BOB**  
You Name It—We Play It  
WABY Albany N Y

**CAMPUS, LAJO**  
Noche de Fiesta  
KATV Austin Tex

**CANIGLIA, PHIL**  
Italian Hour  
KSWI Council Bluffs Ia

**CAPP'S BOB**  
Rhythm Roundup  
KRXN Phoenix Ariz

**CAPP'S, JIMMY**  
Our Best To You  
WTFE Raleigh N C

**CARD, NORMAN**  
Music For Lonely Folks  
WCOJ Lewiston Me

**CARLETON, KEN**  
Sundial  
WLOX Buena Vista Miss

**CARNEY, KEN**  
Alarm Clock Klub  
KHON Honolulu T H

**CARPENTER, BILL**  
Daybreak  
WGY Schenectady N Y

**CARR, GENE**  
Breakfast Club  
WDDO Chattanooga Tenn

**CARROLL, GEORGE**  
Three T's  
KSOX Arkansas City Kan

**CARROLL, ROGER**  
Carroll's Carol  
KGER Long Beach Calif



**JOE FRANKLIN**

*"The Young Man With the Old Records."*

Also—Joe Franklin Productions, Inc.

220 W. 42nd St., N. Y. C. WI 7-4755

Specializing in "Vaudeville for Video"



**HAL TUNIS**

**WMGM**

**WATV**

MU 8-1000

## Disc Jockeys—Radio-Television

### CARROLL, VINCE

Melody Merry-Go-Round  
WBAX, Wilkes-Barre, Pa.

### CARSON, BOB

Musical TNT  
KSMN, Mason City, Ia.

### CARSON, JOHN

John Carson Show  
WOW, Omaha, Neb.

### CARTER, CAL

Musical Clock  
KAMD, Camden, Ark.

### CARTER, DUNCAN

WTHH, Port Huron, Mich.

### CARTER, VAL

Joy A La Carter  
WJOY, Burlington, Vt.

### CARTWRIGHT, LOWELL

Morning Show  
WRUN, Utica, N. Y.

### CARVER, WALLY

Plastic And Shellac  
WGPA, Bethlehem, Pa.

### CASHION, JOHN T.

WKBC, N. Wilkesboro, N. C.

### CAUSEY, DON

Hall Of Hits  
KHOZ, Harrison, Ark.

### CAYTON, KENNETH W.

KENO, Las Vegas, Nev.

### CERRI, BILL

WGAT, Utica, N. Y.

### CERULA, PAUL

Club 840  
WVPO, Stroudsburg, Pa.

### CHAMPION, NED

Wax Train  
WNAO, Raleigh, N. C.

### CHAMPLIN, GLENN

Record Party  
WLCX, LaCrosse, Wis.

### CHANDLER, MIMI

Coffee Time  
WVLK, Lexington - Versailles,  
Ky.

### CHAPEAU, TED

Lazybones, Sky Commuter  
WMBR, Jacksonville, Fla.

### CHAPMAN, DAVE

Let's Play Records  
KCMC, Texarkana, Tex.

### CHAPMAN, ED

1240 Club Platter Party  
WEKR, Fayetteville, Tenn.

### CHAPMAN, FRED

Farm Hour  
WGAI, Elizabeth City, N. C.

### CHARLES, JAY

"A" Train  
WUSN, Charleston, S. C.

### CHARLES, VAN

Van Charles Show  
WIBK, Knoxville, Tenn.

### CHASE, BRANDON

WNLC, New London, Conn.

### CHASE, BUD

Breakfast Biscuits  
WHOT, South Bend, Ind.

### CHASE, EDDIE

Off The Record  
WOOD, Grand Rapids, Mich.

### CHASE, EDDY

Make Believe Ballroom  
CKLW, Detroit, Mich.

### CHENEY, ALEC

60 Silver Minutes  
KITE, San Antonio, Tex.

### CHENOWETH, JACK

Watching The Clock  
WADC, Akron, O.

### CHILDS, JACK

Jack's Wax Works  
WBML, Macon, Ga.

### CHILDS, LELAND

Platter Time  
WAPX, Montgomery, Ala.

### CHRISTIAN, DON

Fairfield Jamboree  
WHOK, Lancaster, O.

### CHRISTISON, LOWELL

RFD, 1050 Party  
WRFW, Eau Claire, Wis.

### CHURCHES, GLENN

Hamilton Furniture Dance  
Time

KCRA, Sacramento, Calif.

### CLARK, CASEY

Burley Jamboree  
WVLK, Lexington - Versailles,  
Ky.

### CLARK, CHRIS

Bob And Chris  
WRJM, Newport, R. I.

### CLARK, GORDON

Gordon's Recordin'g  
KPBX, Beaumont, Tex.

### CLARK, HARPER

Hillbilly Hits  
KALB, Alexandria, La.

### CLARK, JAMES C.

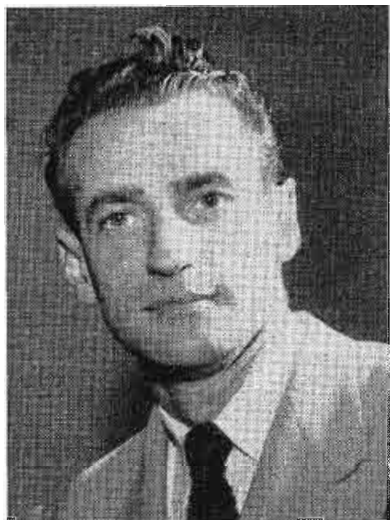
Dise Time  
WHHT, Durham, N. C.

### CLARKSON, HARRY

Saturday Afternoon Roundup  
WBBC, Bethesda, Md.

### CLARY, CHARLES

KVOL, Lafayette, La.



**BOB POOLE**  
"POOLE'S PARADISE"

Heard over 500 Stations every

**MBS**



**BILL WILLIAMS**

1280 Club . . . WOY

Bill Williams' Welcome Mat . . . WABD

## Disc Jockeys—Radio-Television

- CLAUSER, AL**  
Coffee Call  
KTUL, Tulsa, Okla.
- CLAYTON, ROBERT**  
Boston Ballroom  
WHDH, Boston, Mass.
- CLAYTON, ROBERT**  
Times And Trivia  
WJAS, Pittsburgh, Pa.
- CLOAK, JOHN**  
Musical Memories  
KGGM, Albuquerque, N. Mex.
- CLOWES, JOHN D.**  
Sunshiners Club  
KCMJ, Palm Springs, Calif.
- CLOWSER, DON**  
Yawn Patrol  
KDSJ, Deadwood, S. Dak.
- COBB, DAVID**  
What's On Your Mind  
WSM, Nashville, Tenn.
- COBURN, PAUL**  
Cubans Carusel  
KVCN, Logan, Utah
- CODY, DEL**  
Western Serenade  
KGA, Spokane, Wash.
- COHN, HAROLD**  
Hillbilly Hoedown  
WFDQ, Jacksonville, Fla.
- COLE, FRED B.**  
Carnival Of Music  
WHDH, Boston, Mass.
- COLE, MAX**  
Wake Up, New York  
WOV, New York, N. Y.
- COLE, PETER**  
The Waxworks  
WVCG, Coral Gables, Fla.
- COLEMAN, BILL**  
Bill Coleman Calling  
WEEI, Boston, Mass.
- COLEMAN, CHARLES**  
Ham 'N' Eggs  
WGRV, Charleston, W. Va.
- COLEMAN, DICK**  
Dick Coleman Show  
WCBM, Baltimore, Md.
- COLEMAN, FRANK**  
Story Time  
WGAC, Augusta, Ga.
- COLEMAN, PAUL**  
Timekeeper  
WINK, Binghamton, N. Y.
- COLLIE, BILL**  
Collie's Corral Houston Hoe  
down  
KNCZ, Houston, Tex.
- COLLINS, AL**  
Happy AJ  
KALL, Salt Lake City, Utah
- COLLINS, DAVE**  
1320 Club  
WHOK, Lancaster, O.
- COLLISTER, YVETS**  
WFA, Ashland, O.
- COMAN, TOM**  
Uncle Tom's Gabban  
WFIP, Charleston, W. Va.
- CONCIE, BOB**  
Pop Parade  
KDSB, Boise, Ida.
- CONNOR, CHARLES**  
KWON, Bartlesville, Okla.
- CONOVER, WILLES**  
Willes Conover Show  
WWDG, Washington, D. C.
- CONRAD, RUS**  
KEX, Portland, Ore.
- CONSTANTINO, JOE**  
Off The Record  
KDB, Santa Barbara, Calif.
- COOK, CARLOS**  
Sunny Side  
KTMS, Santa Barbara, Calif.
- COOK, CHACK**  
Chack Cook Show  
WEER, Buffalo, N. Y.
- COOK, CHARLIE**  
Country Boy  
WHHT, Durham, N. C.
- COOK, IRA**  
ABC ABC-TV
- COOK, VERN**  
Martha & Vern  
WGY, Schenectady, N. Y.
- COOPER, DALE**  
Dance Time  
KANT, Astoria, Ore.
- COOPER, JACK L.**  
Ring Cutters Special  
WSSB, Chicago, Ill.
- COOPER, JOE**  
KVFJ, Fort Dodge, Ia.
- COOPER, MEL**  
KCBT, Trinidad, Colo.
- COOPER, RALPH**  
WMCA, New York, N. Y.
- COPE, FRANK**  
Alarm Clock Klub, Matinee  
KJBS, San Francisco, Calif.
- CORDIC, REGG**  
6 To 9 Special  
WWSW, Pittsburgh, Pa.
- CORDRAY, DON**  
Goodwill Dawduster  
WJR, Detroit, Mich.
- CORLEY, BOB**  
Corley's Corner  
WQXI, Atlanta, Ga.
- CORNEAL, GEORGE**  
KQZA, Pueblo, Colo.
- CORNWELL, BLAINE**  
Top Ten And First Fifteen  
KWPT, Wichita Falls, Tex.
- COWLEY, PAUL**  
Cowley's Alley  
WNOP, Newport, Ky.
- COX, JOE**  
Rhythm Serenade  
WHIR, Danville, Ky.
- COYLE, BERT**  
KCBT, Trinidad, Colo.
- CRAGER, BOB**  
Melody Matinee  
WWCO, Waterbury, Conn.
- CRAIG, GEORGE**  
Coffee With Craig Varsity  
Drag  
KFJX, Wichita Falls, Tex.
- CRAYEN, HAROLD**  
Off The Record  
WHPE, High Point, N. C.
- CRAVER, CAMPBELL**  
WMOX, Montgomery, W. Va.
- CRAWFORD, GEORGE**  
WINX, Washington, D. C.
- CRAWFORD, ROBERT P.**  
Western Request Hour  
KNAK, Salt Lake City, Utah.
- CREEDEN, JAY**  
The Laysan  
WHIM, Providence, R. I.
- CREIGHTON, BILL**  
Old Will Show  
KIOA, Des Moines, Ia.
- CRIST, JIM**  
Morning In Maryland  
WFBR, Baltimore, Md.
- CRIST, PHIL**  
Morning In Maryland  
WFBR, Baltimore, Md.
- CROCKER, JERRY**  
Crocker's Clambake  
WISR, Butler, Pa.
- CROUCH, DEE**  
KQZA, Pueblo, Colo.
- CROWLEY, DICK**  
123 Club  
WULO, Janesville, Wis.
- CRUTCHLEY, W. F.**  
Hillbilly Hit Parade 740 Club  
WPAQ, Mt. Airy, N. C.
- CUMMINS, BILL**  
WGBF, Evansville, Ind.
- CURETON, DAVE**  
Sunrise Serenade  
KTRT, Tucson, Ariz.
- CURTIS, BILL**  
Jazz In Review  
WDGY, Minneapolis, Minn.
- CURTIS, KEN**  
All Alone Club  
KPST, Preston, Ida.
- CURTIS, RON**  
Coffee With Curtis  
WFBL, Syracuse, N. Y.
- CUTTING, BOB**  
Requestfully Yours  
KPRD, Rosenberg, Tex.

— D —

- DAHL, JON**  
Jon's Juice Box  
WDMJ, Marquette, Mich.
- DAILEY, TOM**  
Reenlit And Win  
KWK, St. Louis, Mo.
- DALE, REN**  
Make Believe Ballroom  
WKCY, Cincinnati, O.
- DALE, STAN**  
Dale's Gulch  
WCOL, Columbus, O.
- DANE, DUDLEY**  
Birthday And Anniversary  
Club  
KFAM, St. Cloud, Minn.
- DANENBRING, RAY**  
Alarm Clock Club  
KASI, Ames, Ia.
- DANIELS, BOB**  
KDAL, Duluth, Minn.
- DANIELS, PAUL**  
Matinee  
WVNH, Rochester, N. H.
- DARLEN, FRANK**  
Hits And Misses For the Mrs.  
Seven Till Bedlam  
KSNJ, San Jose, Calif.
- DARY, ALAN**  
Starburst In The Afternoon  
WRY, Waterbury, Conn.
- DAI GHERTY, BERT**  
Yours For The Asking  
KWAL, Wallace, Ida.
- DACHERTY, "DEACON"**  
Reveille Round-Up  
KREL, Baytown, Tex.
- DAUGHERTY, HERALD**  
1250 Luncheon Club  
WNOV, York, Pa.
- DAVENPORT, LEN**  
Nightwatch  
KRUX, Phoenix, Ariz.
- DAVID, TOBY**  
Toby David Show  
CKLW, Detroit, Mich.
- DAVIS, BRITT**  
Musical Roundup  
KOWB, Laramie, Wyo.
- DAVIS, CHARLIE**  
Rock 'N' Roll  
WAPX, Montgomery, Ala.
- DAVIS, CLYDE C.**  
Rise 'N' Shine  
WAYX, Waycross, Ga.
- DAVIS, DON**  
Flying Discs, Rise 'N' Shine  
KPRC, San Francisco, Calif.
- DAVIS, DON**  
Jamboree, Old Time Hit  
Parade  
WKCY, Cincinnati, O.

## Disc Jockeys—Radio-Television

- DAVIS, ERNIE**  
Clover Club  
WCSS, Amsterdam, N. Y.
- DAVIS, GEOFF**  
Singing Battle Royal  
WNS, New York, N. Y.
- DAVIS, HAL**  
Songs of Enchantment  
KRAM, Las Vegas, Nev.
- DAVIS, HAL**  
Easy Listening  
WDUZ, Green Bay, Wis.
- DAVIS, JACK**  
Music Shop  
WBIZ, Eau Claire, Wis.
- DAVIS, JACK**  
Turntable Time  
WWXL, Peoria, Ill.
- DAVIS, KENNIE**  
Platter Parade  
WHOC, Philadelphia, Miss.
- DAVIS, MARGIE**  
Jack And Jill  
WHIO, Dayton, O
- DAVY, FRED**  
Jst For You  
WJAS, Pittsburgh, Pa
- DAWES, BILL**  
Bill Dawes Show  
WCPO, Cincinnati, O
- DAWSON, TOM**  
Criter Jamboree  
KGBC, Galveston, Tex
- DAYK, JOHN**  
Musical Mail Box  
KISD, Sioux Falls, S. Dak.
- DEAL, JOHN H.**  
Dial To Deal  
WHCU, Ithaca, N. Y.
- DEAL, WILLIAM**  
Clock O' The Morning  
WCAM, Camden, N. J.
- DEAN, BILL**  
The Ossining Hour  
WLN, Peekskill, N. Y.
- DEANE, BUDDY**  
Club 1340  
WHHM, Memphis, Tenn
- DEANE, JOE**  
Open House  
WHEC, Rochester, N. Y.
- DECKER, BEN**  
Quartermaster  
WIRK, West Palm Beach, Fla
- DEE, TOMMY**  
Rise And Shine  
WSBT, South Bend, Ind.
- DEEGAN, JOHNNY**  
KYW, Philadelphia, Pa
- DEER, JIMMY**  
The Bandstand  
WDAR, Savannah, Ga.
- de FOREST, ED**  
Platter Party  
KRUX, Phoenix, Ariz.
- DeHAVEN, BOB**  
DeHaven Dalc. Friendly Time  
WCCO, Minneapolis, Minn.
- DELINO, FRANK**  
WSTC, Stamford, Conn
- DeLINE, JIM**  
Musical Bee, Jim DeLine Show  
WFBL, Syracuse, N. Y.
- DESMOND, WARREN**  
Musical Train  
KLO, Ogden, Utah
- DE TEMPLE, MIMI**  
Studio Party  
KASH, Eugene, Ore.
- DeVON, DOVEL**  
KREM, Spokane, Wash.
- DEVON, PRU**  
Nights In Latin America  
WQXR, New York, N. Y.
- DICKLER, SID**  
Disc Diggin'  
WHOD Homestead, Pa.;  
WMCK, McKeesport, Pa.
- DICKOFF, CHARLES**  
Top O' The Morning  
WISC, Madison, Wis.
- DIHL, BILL**  
It's Your Deal  
WMIN, St. Paul, Minn
- DIES, BOB**  
At Peace With Dies  
WADC, Akron, O.
- DIFFIE, BILL**  
WFNS, Burlington, N. C.
- DILL, GLEN**  
The Sundial  
WTSP St Petersburg, Fla.
- DILLEHAY, GENE**  
Western Swingtime  
KTOW, Oklahoma City, Okla.
- DILLINGHAM, ALEX**  
Club 1320  
WILS, Lansing, Mich
- DILSON, BURT**  
Club Playhouse  
WJW, Cleveland, O
- DINGMAN, BOB**  
Dale With A Disc  
WCSS, Amsterdam, N. Y.
- DINSMORE, ED**  
Luncheon Club  
WBEN, Buffalo, N. Y.



**TED BROWN**

"Ted Brown Show" . . WMGM

"Joe DiMaggio Show" . . CBS

PL. 7-0700



**JACK LACY**

"Listen To Lacy"

"Bushels Of Fun"

M.C.—Quiz Master—Disk Jockey

**WINS**

## Disc Jockeys—Radio-Television

- DIX, RICHARD**  
Midnight Flyers  
WEDC, Chicago, Ill.
- DIXON, PAUL**  
1230 Club  
WCPO, Cincinnati, O.
- DIXON, ROY**  
Mixing With Dixon  
KTRM, Beaumont, Tex.
- DOAN, BOB**  
Music In The Night  
WABB, Mobile, Ala.
- DOCHFEF, JACOB**  
Operatic Favorites  
WWJ, Detroit, Mich.
- DODDS, DAR**  
Pop Parade  
KBSH, Boise, Ida.
- DONEGAN, BILL**  
Music Shop  
WSAV, Savannah, Ga.
- DONEY, JIM**  
Jim Doney Show  
WRSR, Cleveland, O.
- DOOLEY, PETE**  
Requestfully Yours, Coffee  
Cup Parade  
WVJS, Owensboro, Ky.
- DORN, BILL**  
Tune Inu  
WHAN, Charleston, S. C.
- DORR, EDWARD**  
Music At Night  
WDOS, Oneonta, N. Y.
- DORSEY, HOWARD**  
Clock Watcher  
KMOX, St. Louis, Mo.
- DOWNEN, JACK**  
WON'S, Hartford, Conn.
- DOWSON, GRAHAM R.**  
On The Solid Side  
WELQ, Toledo, Miss.
- DOYLE, JIMMY**  
Spinner Sanctum  
KNUZ, Houston, Tex.
- DOYLE, LARRY**  
Dancing Party  
KGA, Spokane, Wash.
- DREPPER, BOB**  
PM Club  
WLGW, Norfolk, Va.
- DRUM, DEWEY**  
Early Risers Club  
WSOC, Charlotte, N. C.
- DUBOIS, CHARLES**  
Cafe Rendezvous  
KBMY, Billings, Mont.
- DUDLEY, DICK**  
Rockabye Dudley  
WNBC, New York, N. Y.
- DUFFY, RAY**  
Dance Hour  
WGNS, Murfreesboro, Tenn.
- DUGDALE, CHARLES**  
RFOR, Lincoln, Nebr.
- DUGDALE, WALTER**  
KVOL, Lafayette, La.
- DUKAS, JIM**  
Club Matinee  
WAJR, Morgantown, W. Va.
- DUMAS, ROLAND**  
Tops In Pops  
WMAZ, Springfield, Miss.
- DUNBAR, ED**  
The Night Watch  
WBHQ, Augusta, Ga.
- DUNCAN, EDDIE**  
Start With A Whistle In The  
Morning  
WEOA, Evansville, Ind.
- DUNCAN, JIM**  
Jim Duncan Show  
WELQ, Harrisburg, Ill.
- DUNCAN, RICHARD**  
Design For Dreaming  
WBLK, Clarksburg, W. Va.
- DUNLAP, WOLLACE**  
Dial Dumbly  
WLIZ, Bridgeport, Conn.
- DUNN, BOB**  
KIDP, Mt. Pleasant, Tex.
- DUNN, MIKE**  
1950 Club  
WXLW, Indianapolis, Ind.
- DUNNAGAN, KEN**  
Cafe Meow  
KANE, New Haven, Conn.
- DUNNAVANT, BOB**  
Juke Box Revue, Echoes From  
The Hills  
WJMW, Athens, Ala.
- DUNNAVANT, HOMER**  
Pappy's Roundup, Echo Bob  
Mid-Day Frolic  
WJMW, Athens, Ala.
- DURST, LAYADA**  
Rosewood Rumble  
KVET, Austin, Tex.

### — E —

- EARLE, BOB**  
Platter Party  
WBR, Baton Rouge, La.
- EARLEY, THOMAS A., JR.**  
Polka Dot  
WKAP, Allentown, Pa.
- EAST, HENRY**  
Hank's Alarm Clock  
WGBA, Columbus, Ga.
- ECKER, JOHN**  
WJAN, Danville, Ill.
- EDINGTON, JOHN**  
John's Jockey Journal  
KTFI, Twin Falls, Ida.
- EDWARDS, CHARLES**  
WMAJ, Washington, D. C.
- EDWARDS, MERLE**  
All Night Stand  
WMIN, St. Paul, Minn.
- EIGEN, JACK**  
Meet Me At The Cop  
WGM, New York, N. Y.
- ELDERS, FRANK**  
WJPF, Herrin, Ill.
- ELLIN, MARVIN**  
Afternoon Crossover  
WCAO, Baltimore, Md.
- ELLIOT, FRED**  
Ten O'Clock Club  
WKRT, Carlisle, N. Y.
- ELLIOT, ROBERT**  
Breakfast With The Stars  
WHDH, Boston, Mass.
- ELLIOTT, BILL**  
Bill Elliott Show, Lyrics For  
The Ladies  
WAFF, Bakersfield, Calif.
- ELLIOTT, BOB**  
Bob Elliott Show  
WFOU, Toledo, O.
- ELLIOTT, CHUCK**  
WMSG, Montgomery, Ala.
- ELLIOTT, RAMSEA**  
Music Chamber  
KMJ, Fresno, Calif.
- ELLIS, BILL**  
WBML, Baltimore, Md.
- ELLIS, KEN**  
WSYB, Rutland, Vt.
- ELLIS, LEE**  
Breakfast With The Edises  
WSPR, Springfield, Mass.
- ELLIS, LORRAINE**  
Breakfast With The Edises  
WSPR, Springfield, Mass.
- ELLISON, PAUL**  
Music In The Night  
WHTN, Huntington, W. Va.
- ELSNER, ROY**  
920 Special  
KECK, Odessa, Tex.
- EMBOLD, DICK**  
Western Jamboree  
KGGF, Coffeyville, Kas.
- EMERALD, GENE**  
Gene Emerald Show  
KRNT, Des Moines, Ia.
- EMERY, MARGIE**  
The Washing Well  
KOPR, Butte, Mont.
- EMMERICH, LEE**  
Date With A Disc  
WKOX, Framingham, Mass.
- ENDICOTT, AL**  
KENO, Las Vegas, Nev.
- ENGELL, CHUCK**  
Midnight Merry Go Round  
KMO, Tacoma, Wash.
- ENSLIN, JIMMY**  
Top Times Across The Nation  
KROP, Brawley, Calif.
- ERICKSON, HELEN**  
RWYO, Sheridan, Wyo.
- ESSICK, LOI**  
1340 Club  
WGNI, Wilmington, N. C.
- EUBANKS, GEORGE**  
WEAT, Lake Worth, Fla.
- EVANS, BILL**  
Good Morning Circle  
WGAU, Athens, Ga.
- EVANS, BILL**  
Record Revue  
WGN, Chicago, Ill.
- EVANS, BOB**  
Evans Extras  
WJBC, Bloomington, Ill.
- EVANS, DON**  
Don Evans Show  
WCHS, Charleston, W. Va.
- EVANS, MARK**  
Surprise Salute  
WTOP, Washington, D. C.
- EVANS, SHIRL**  
Kenny The Rigby Man  
WXLW, Indianapolis, Ind.
- EVENSEN, PETE**  
Platter Pulver  
KYNJ, Fargo, N. Dak.
- EVAERBACH, JACK**  
An Hour To Spare  
WKLO, Louisville, Ky.

### — F —

- FACEY, STAN**  
Anything For You  
WEPG, Atlantic City, N. J.
- FANT, JULIAN**  
Julian's Blackboard  
WFOV, St. Augustine, Fla.
- FARRIS, GEORGE**  
Early Risers  
WVIM, Vicksburg, Miss.
- FARRAS, REMY**  
Record Ramble  
WQXR, New York, N. Y.
- FARMER, CHUCK**  
Chuck Wagon  
KVVU, Ventura, Calif.
- FARMER, JON**  
Early Worm, Hillbilly Hit Re-  
view  
WAGA, Atlanta, Ga.
- FARRAR, JACK**  
Kiloyelo Klumballe  
KTFI, Twin Falls, Ida.
- FARRILL, JOHN**  
WHEB, Portsmouth, N. H.
- FAULKNER, BILL**  
WISH, Indianapolis, Ind.
- FAUST, DAVE**  
Merry Go Round  
KEEN, San Jose, Calif.
- FEAGANS, ERIE**  
Feagans' Follies  
WHEP, Chattanooga, Tenn.



• • • **Disc Jockeys—Radio-Television** • • •

- FEATHER, LEONARD**  
Jazz At Its Best  
WMGM, New York, N. Y.
- FEATHERSTONE, CHARLIE**  
WNDR, Syracuse, N. Y.
- FERGUSON, BILL**  
Moments of Melody  
WRUF, Gainesville, Fla.
- FIELDING, JULES**  
Juke Box Revue  
WMBM, Miami Beach, Fla.
- FILIPIAK, STEVE**  
Matinee At Sun-Up  
WHRV, Ann Arbor, Mich.
- FINCH, BUD**  
Coffee Club  
WELI, New Haven, Conn.
- FINGER, ART**  
Sun Dial  
KXYZ, Houston, Tex.
- FINLAYSON, JACK**  
Club 1310  
KFKA, Greeley, Colo.
- FINN, MICHAEL**  
Finn Fare  
WEOA, Evansville, Ind.
- FIORE, BILL**  
Morning Moods  
WWCA, Gary, Ind.
- FISCHER, BILL**  
1440 Club  
WROK, Rockford, Ill.
- FISHER, EARL**  
1450 Club  
WFUN, Huntsville, Ala.
- FISHER, JOE**  
KCHE, El Reno, Okla.
- FITZGERALD, GORDON**  
Rendezvous With Melody  
WBAP, Fort Worth, Tex.
- FLANAGAN, PAUL**  
Tri-City Ballroom  
WTRY, Troy, N. Y.
- FLEMING, BRUCE**  
Guess-A-Tune  
KSON, San Diego, Calif.
- FLINT, WALTER**  
Platter Party  
WGPC, Albany, Ga.
- FLOOD, JOE**  
Upsee Daisy  
KTLN, Denver, Colo.
- FLYNN, NORMAN**  
WENE, Binghamton-Endicott,  
N. Y.
- FORBES, BOB**  
Musical Alarm Clock  
WJMX, Florence, S. C.
- FORD, ART**  
Milkman's Matinee  
WNEW, New York, N. Y.
- FORD, DOUGLAS**  
Lunchtime Tunes  
WHIS, Bluefield, W. Va.
- FORD, JOHN**  
John Ford Show  
WTCN, Minneapolis, Minn.
- FORD, LLOYD**  
Western Frolic  
KAYS, Hays, Kans.
- FORSTER, BOB**  
WICA, Ashtabula, O.
- FORSTER, ROGER**  
Forster's Follies  
WEOA, Evansville, Ind.
- FORT, ARNOLD B.**  
WOOK, Silver Spring, Md.
- FORTUNE, BILL**  
KWON, Bartlesville, Okla.
- FOSTER, JOHN**  
Requestfully Yours  
WBAX, Wilkes-Barre, Pa.
- FOSTER, JOSEPH**  
Request Party  
WSSB, Durham, N. C.
- FOSTER, SID**  
Sunrise Musical, Hillbilly Hit  
Parade  
KSTB, Breckenridge, Tex.
- FOWLER, BILL**  
Musical Clock  
WGPC, Albany, Ga.
- FOWLER, JIM**  
Record Shop  
WGPC, Albany, Ga.
- FOX, LES**  
Music Box  
WMMW, Meriden, Conn.
- FRAIM, JOHN**  
Wabash Avenue Serenade  
WTHI, Terre Haute, Ind.
- FRANCIS, JACK**  
Saturday Date  
WGAC, Augusta, Ga.
- FRANCIS, JOE**  
WNHC, New Haven, Conn.
- FRANKLIN, DON**  
Nightcap  
WMAN, Mansfield, O.
- FRANKLIN, JOE**  
B. Mar. 9, 1926, New York,  
N. Y.; Joe Franklin's Record  
Shop, WJZ; Antique Record Shop,  
WMCA; Echoes Of The Big Time,  
WMCA.
- FRANKLIN, ROSS**  
Starlight Parade  
KYNO, Fresno, Calif.

# ART SCANLON

Humorist

## WINS

New York



## Disc Jockeys—Radio-Television

- FRANTZ, WOODY**  
1490 Club, Billbilly Clock  
Wabeer
- WHOC**, Philadelphia, Miss
- FRAISER, BILL**  
Request For Rhythm  
WTOM, Bloomington Ind
- FRAY, JACQUES**  
Listening With J. Fray  
WQXR, New York N Y
- FRAZIER, HAL**  
Breakfast Club  
WSTP, Salisbury, N C
- FRENCH, DICK**  
Tops In Pops  
WELM, Elmira N Y
- FRENCH, JACK**  
KNOX, Grand Forks N Dak.
- FRENKEL, MILT**  
Harmony Hall  
KTLW, Texas City Tex
- FRIEDMAN, STAN**  
Jazz Carnival  
WJML, Philadelphia, Pa  
Platter Parade
- FRIELING, JIM**  
WYRA, Kenmore, N. Y.
- FROEMMING, ROBERT**  
Requestfully Yours  
WFRW, Eau Claire Wis.
- FROST, DON**  
The Timekeeper  
WBBB, Mason Ga
- FROST, JACK**  
Rhapsody In Wax  
KLER, Rochester, Minn
- FUNK, MARK N.**  
Music For Mindy  
WMMG, Mendville Pa
- FUSCO, DAN**  
Timekeeper  
WKAT, Rome N Y
- G —
- GABRIEL, DON**  
Down's Early Light  
WJW, Cleveland, O
- GAINES, RUBEN**  
The Zero Hour  
KFAR, Fairbanks Alaska
- GALLAHER, EDDIE**  
Moondial, Sundial  
WTOP, Washington D C
- GARCIA, GENE**  
Link Gene  
WALT, Tampa Fla
- GARDNER, JIMMY**  
KEBE, Jacksonville, Tex
- GARLAND, HOWARD**  
Here's Garland  
WGBA, Columbus Ga
- GARG, BILL**  
Bill Garg Show  
KRWV, Pasadena Cal.
- GARRETT, LEE**  
WROY, Roanoke Va
- GARRIS, SID**  
Symphony Sid Show  
WJEL, Springfield O
- GARRITY, BOB**  
Relaxing With Garry  
WGBB, Esopport N Y
- GARROWAY, DAVE**  
11:30 Club, Dave Garroway  
Show  
WMAQ, Chicago Ill
- GAY, CONNIE B.**  
Town And Country Time  
WABL, Arlington, Va
- GAYLE, BOB**  
WROY, Roanoke, Va
- GEERS, SEMON**  
Morning Frolics  
WNMP, Exaoston Ill
- GENIAL, GENE**  
WGVI, Charlotte, N C
- GENTILE, LARRY**  
Gentile Houseparty  
WJBK, Detroit Mich
- GERAGHTY, LARRY**  
KOH Roundup  
KOH Reno, Nev
- GERMANN, BILL**  
Record Session  
WHUN, Huntington Pa
- GIBBONS, JAMES**  
WMAL, Washington D C
- GIBNEY, JOE**  
Old Joe's Klix Klub  
KLIX, Twin Falls, Ida.
- GIBSON, ALEC**  
Burnt Toast And Coffee  
WVCG, Coral Gables, Fla
- GIFFORD, ALEC**  
Southwest Stampede  
KTRC, Austin, Tex
- GILBERT, JACK**  
WLET, Erie, Pa
- GILDOBY, RALPH**  
WDFE, Flint, Mich
- GILL, PAUL**  
Time To Remember  
WCSH, Portland Me
- GIROUX, LEE**  
Dollars Or Donuts  
KGO, San Francisco, Cal
- GIVEN, JOE**  
Band Parade  
WOV, New York, N Y
- GLASS, LOUIS**  
Hoedown Harmonies  
WTRT, Elkhardt Ind
- GILKASON, BOB**  
Requestfully Yours, Coffee  
Club  
WMSL, Desatue, Ala
- GLENN, ART**  
Club 970  
WJMX, Florence S C
- GLOSSEN, LONNIE**  
The Party Line  
KWHN, Fort Smith Ark
- GOLDEN, HAL**  
1240 Club  
WJTN, Jamestown N Y
- GOODLETTE, RICHARD H.**  
1240 Club  
WKIC, Hazard Ky
- GOODREAU, CECIL**  
Your Dancing Date  
WYIM, Yorkburg, Miss
- GORDON, BILL**  
WBHQ, Memphis Tenn
- GORDON, JIM**  
WNDR, Syracuse, N Y
- GORDON, PHIL**  
Afternoon Swing Session  
WWRK, Woodside, N Y
- GORDON, ROBERT**  
Make Mine Music  
KXRO, Aberdeen Wash
- GORE, DEL**  
Del Gore Show  
KYA, San Francisco, Cal
- GOSLIN, JOHN**  
KBCB, Des Moines, Ia
- GOSS, GENE**  
Platter Party  
KLEA, Little Rock Ark
- GRADY, JACK**  
Rambler Bob  
KXGA, Sacramento, Cal
- GRADY, JOE**  
950 Club  
WPEN, Philadelphia Pa
- GRAHAM, BILL**  
Pop Parade  
KDSH, Boise, Ida
- GRANT, FELIX**  
Time Inn  
WWDG, Washington D C
- GRANT, HAL**  
Musical Clock  
WDBJ, Roanoke, Va
- GRANT, JOHNNY**  
Johnny Grant Show  
KGIL, San Fernando Calif
- GRAVES, DON**  
Your On With Don  
WDIRV, Ann Arbor, Mich
- GRAY, HUGH**  
WDZ, Desator, Ill
- GRAY, JACK**  
WHOS, Desator, Ala
- GRAY, JOHN**  
Music For You  
WDDO, Chattanooga Tenn
- GREGG, BOB**  
Morning Melodies  
KPSI, Preston, Ida
- GREGORY, GREG**  
Crew Cut  
KECK, Odessa, Tex
- GREEN, ART**  
Make Believe Bedroom  
WMBE, Miami, Fla
- GREENBERG, HAL**  
Revelle Roundup  
WLS, Lansing, Mich
- GREUEL, RICHARD**  
Teletimes  
KFAR, Fairbanks Alaska
- GREY, TED**  
Yours And Mine  
KSGM, St Genevieve Mo
- GRIFFIN, DAN**  
WGTM, Wilson, N C
- GRIFFIN, HOWARD**  
What's Your Pleasure  
KURC, Emd, Okla.
- GRIFFIN, WAYNE**  
Music From Roseclaw  
KSNP, Artesia, N. Mex
- GRIFFITHS, BILL**  
KOL, Seattle Wash
- GRIFFITHS, BILL**  
Request Time  
WKRT, Corland, N Y
- GRIM, CHARLES**  
Dreamtime  
KXO, El Centro, Calif
- GRISSOM, GAIL**  
Tele-Quest Time  
WTTLS, Bloomington, Ind
- GRISWOLD, JACK**  
Studio A  
WCSS, Amsterdam N Y.
- GROFF, WILL**  
WJED, Hagerstown Md
- GROMAN, JIMMY**  
Sleepy Jim  
WMLD, Atlantic City N J
- GROSS, DON**  
Melody Matter  
WAYX, Waycross, Ga
- GUERIN, BILL**  
That Program, Little Folks  
WMPD, Wilmington, N C
- GUDDI, HUGH**  
Top Spot  
WTOP, Washington, D C
- GUNN, BEN**  
Roll Jordan  
WEAS, Atlanta, Ga
- GUSS, EDDIE**  
DJPR, Greenville, Miss
- GUTHRIE, BILL**  
Coffee Club  
WFAW, College Station, Tex
- GWANN, Z. V.**  
Easy Listening, Easy Does It  
WIBC, Indianapolis Ind
- H —
- HAASER, CHARLIE**  
To The Ladies  
WMAS, Springfield, Mass

## Disc Jockeys—Radio-Television

- HAGAN, STAN**  
Sugar And Spice  
KANS, Wichita, Kans.
- HAGEMAN, JIM**  
Musical Clock  
WCHV, Charlottesville, Va.
- HAGER, BILL**  
Hager Jazz Time  
WKAT, Miami Beach, Fla.
- HAGGERTY, FRED**  
Mnsical Greeter  
WFPG, Atlantic City, N. J.
- HAIT, MAL**  
Off The Record  
WKIP, Poughkeepsic, N. Y.
- HALE, HENRY**  
Million Dollar Parade  
WDAS, Philadelphia, Pa.
- HALE, PHIL**  
Phil Hale Show  
WKNB, New Britain, Conn.
- HALEY, THOMAS C.**  
Off The Record  
WTAM, Cleveland, O.
- HALL, CHARLIE**  
Wax Works, Savoy Junction  
WCSC, Charleston, S. C.
- HALL, FRED**  
Night Flight  
WMIE, Miami, Fla.
- HALL, JIM**  
Your Favorite Hymns  
KTW, Seattle, Wash.
- HALL, JIM**  
Corn In Carolina  
WBBS, Burlington, N. C.
- HALL, JOHN**  
WGBF, Evansville, Ind.
- HALL, NORMAN**  
Strictly Informal  
WOMI, Owensboro, Ky.
- HALL, RUSS**  
Russ Hall Show  
WJR, Detroit, Mich.
- HALLOCK, TED**  
PotNock Party  
KPOJ, Portland, Ore.
- HAMBLEY, BOB**  
Rhythm, Ranch  
WNJR, Newark, N. J.
- HAMILTON, JIM**  
Record Shop  
WIND, Chicago, Ill.
- HAMILTON, WARD**  
WWNY, Watertown, N. Y.
- HAMMONS, ELMER R.**  
Ross Record Shop  
WGUY, Bangor, Me.
- HAMRICK, TINY**  
Tune Time With Tiny  
WKBW, Buffalo, N. Y.
- HANCOCK, JOHN**  
Timekeeper Time  
WKTY, La Crosse, Wis.
- HANSON, KEN**  
Sunshine Hour  
KXLF, Butte, Mont.
- HARDIN, GENE**  
Hillbilly Ramble  
WABB, Mobile, Ala.
- HARDING, JIM**  
Talk Of The Town  
WDAK, Columbus, Ga.
- HARDY, JAMES**  
Platter Party  
WIBC, Indianapolis, Ind.
- HARMONSON, KEN**  
Your Program  
KTW, Seattle, Wash.
- HARNISH, BOB**  
Melody Matinee  
WLAN, Lancaster, Pa.
- HARPE, RONALD**  
Timeteller  
WALT, Tampa, Fla.
- HARRAL, HANK**  
Western Roundup  
KSEL, Lubbock, Tex.
- HARRILL, NELSON**  
Wake Up Time  
WGWR, Asheboro, N. C.
- HARRIS, BOB**  
WVNJ, Musical Matinee  
WVNJ, Newark, N. J.
- HARRIS, DAVID**  
Juke Box Review  
KUBA, Yuba City, Calif.
- HARRIS, HERB**  
The Mailman  
WQXI, Atlanta, Ga.
- HARRIS, JOHN**  
Record Matinee, Get Up And  
Get Happy  
KSDN, Bisbee, Ariz.
- HARRISON, CHARLIE**  
920 Club  
KTLW, Texas City, Tex.
- HARRISON, CHUCK**  
Juke Box Review  
WAML, Laurel, Miss.
- HARRISON, MEL**  
Amolako-Sasnakra Serenade  
KWHN, Fort Smith, Ark.
- HARROVER, BEN**  
Coffee Time  
KLEI, Dallas, Tex.
- HART, GEORGE**  
New Sounds  
WCAM, Camden, N. J.
- HART, JIM**  
Saturday Night Musical  
KTKT, Tucson, Ariz.
- HART, MAURICE**  
Straight From The Heart  
KFWB, Hollywood, Calif.
- HARTLEY, JIM**  
Hillbilly Hit Parade, 1240  
Club  
WGGG, Gainesville, Ga.
- HARVEY, DICK**  
Dick Harvey Show  
WSAP, Portsmouth - Norfolk,  
Va.
- HARVEY, HENRY**  
Carnival Of Music  
KFBI, Wichita, Kans.
- HARVEY, PAUL**  
Music As You Like It  
KHMO, Hannibal, Mo.
- HARVEY, TOM**  
Rhythm By Request  
WVCH, Chester, Pa.
- HASSING, DOUG**  
WMGY, Montgomery, Ala.
- HATCHER, JACK**  
Juke Box Review  
WLEA, Hornell, N. Y.
- HAVEMAN, TOM**  
Rumpus Room  
KVOS, Bellingham, Wash.
- HAWKE, ROHN**  
1260 Club  
KVSE, Sante Fe, N. Mex.
- HAWTHORNE, BEN**  
Breakfast With Ben  
WTHF, Hartford, Conn.
- HAY, TOM**  
Roekdale Reville  
WMOC, Covington, Ga.
- HAYNES, JERRY**  
Serenade That's New  
KIXL, Dallas, Tex.
- HEADRICK, KENNETH**  
KFGT, Fremont, Neb.
- HEALY, NAUM**  
Fields, Variety Show  
KAPY, Bakersfield, Calif.
- HEAVILAN, BOB**  
WGIG, Brunswick, Ga.
- HECKMAN, FRED**  
WTUX, Wilmington, Del.
- HEDGEPEETH, WILLIAM**  
Uncle Zeb  
WCSC, Charleston, S. C.
- HEGARD, KEN**  
WFOX, Milwaukee, Wis.
- HELGEFSON, BOB**  
1230 Club  
KISD, Sioux Falls, S. Dak.
- HELLER, BOB**  
KTAE, Taylor, Tex.
- HELLYER, ART**  
Ranch House Roundup  
WMLL, Milwaukee, Wis.
- HENDRICKS, RICK**  
Tic Toc Tunes  
KAWT, Douglas, Ariz.
- HENNESY, THOMAS**  
WJBF, Augusta, Ga.
- HENRIKSON, LES**  
The Les Henrikson Show  
WCNN, Atlanta, Ga.
- HENRY, GIL**  
Spinning Bandstand  
KMUR, Murray, Utah
- HENRY, OLLIE**  
After Hours  
WJBC, Bloomington, Ill.
- HENRY, PAT**  
Sierra Serenade  
KXRX, San Jose, Calif.
- HENSON, JERRY**  
WKYB, Paducah, Ky.
- HERMAN, DON**  
Music Mart  
WPAG, Ann Arbor, Mich.
- HERNANDEZ, PATSY**  
Highway Of Melody  
WFOY, St. Augustine, Fla.
- HERRICK, SHERB**  
850 Club  
WXKW, Albany, N. Y.
- HERIN, WINDY**  
Musical Clock  
WCPC, Savannah, Ga.
- HERSON, BILL**  
The Timekeeper  
WBC, Washington, D. C.
- HESS, BILL**  
Bill The Bell Boy  
WKRQ, Mobile, Ala.
- HESS, JIM**  
Cowboy Jubilee  
WIGN, Knoxville, Tenn.
- HESTER, JESS**  
WVIM, Houseparty  
WVIM, Vietsburg, Miss.
- HEWEY, DOWNEY**  
WSOY, Decatur, Ill.
- HICKMAN, RUSS**  
Melody Lane  
WEPM, Martinsburg, W. Va.
- HICKOK, BILL**  
Alarm Clock Club, Open House  
WXKW, Albany, N. Y.
- HICKS, JOHN**  
Dick's Hayride  
KEPO, El Paso, Tex.
- HIGGINBOTHAM, JERRY**  
Midnight Serenade  
KMJ, Fresno, Calif.
- HIGGINS, CLYDE**  
Nite Club Of The Air  
WSTV, Steubenville, O.
- HILEY, JOE**  
KGY, Olympia, Wash.
- HILL, EDDIE**  
Eddie Hill Show  
WMPB, Memphis, Tenn.
- HILL, F. R., JR.**  
Hit The Deck  
WTSV, Claremont, N. H.
- HIRSCH, WOODY**  
Melody Ranch  
KUTA, Salt Lake City, Utah

## Disc Jockeys—Radio-Television

**HIXSON, GLEN**  
Swingtime  
WJAG, Norfolk, Neb.

**HOFF, HOLLIS**  
Homespun Harmony  
KYNJ, Fargo, N. Dak.

**HOGAN, ED**  
Hogan's Alley  
KWBC, Ft. Worth, Tex.

**HOGAN, MARTY**  
Merry Go Round Music Mart  
Where's Hogan  
WIFI, Chicago, Ill.

**HOGAN, MARTY**  
Stars On Parade  
WJHL, Chicago, Ill.

**HOGGATT, JACK**  
Wake Up, Yokama  
KTT, Yakima, Wash.

**HOLLAND, CLIFFORD D.**  
WOOB, Silver Spring, Md.

**HOLLINGSWORTH, DENNIS**  
1450 Club  
WVNR, Beckley, W. Va.

**HOLM, CLAYT**  
Out West Special  
KOVE, Lander, Wyo.

**HOLMAN, KNOX**  
Holman's Hoedown  
WSFA, Montgomery, Ala.

**HOLMES, B. RICHARD**  
WAMS, Wilmington, Del.

**HOLTZ, THOMSON**  
Pot Luck  
WOW, Omaha, Neb.

**HOOD, JOHN**  
1450 Club  
WVNS, Martinsboro, Tenn.

**HOOKS, RALPH**  
Alarm Clock Club  
KWSL, Lake Charles, La.

**HOOPER, CHUCK**  
Star Spotlight  
WBKK, Akron, O.

**HOPE, WINKIE**  
Midnight Ballroom  
WTAR, Norfolk, Va.

**HOPKINS, BILL**  
Hillbilly Hoedown  
WKNA, Charlotte, W. Va.

**HOPKINS, WES**  
920 Club, Lanes Bandstand  
WPTM, Trenton, N. J.

**HORN, BOB**  
1160 Club  
KIMA, Yakima, Wash.

**HOUGLUM, ROBERT**  
Studio Party  
KASH, Eugene, Ore.

**HOWARD, "TOBE"**  
WGRD, Louisville, Ky.

**HOWRIGAN, CAL**  
Coffee Concert  
WTYS, Marianna, Fla.

**HUBBELL, HARRY**  
Venus Patrol  
WILM, Wilmington, Del.

**HUDIMAC, JOHN**  
WKY, Frankfort, Ky.

**HUDSON, BOB**  
1240 Club  
KNSI, Coeur D'Alene, Ida.

**HUDSON, GEORGE**  
Downbeat Club  
WCAP, Asbury Park, N. J.

**HUDSON, HARVEY L.**  
1450 Club  
WLEE, Richmond, Va.

**HUGHES, RUSH**  
WFPL, Chicago, Ill.

**HUGHES, TOM**  
Mailbag  
WSLS, Roanoke, Va.

**HULBERT, MAURICE**  
Tim Town Jubilee Sept.

Swing Club  
WHLA, Memphis, Tenn.

**HULL, DICK**  
One Two Three Club  
WFRP, Savannah, Ga.

**HULL, HARWOOD, JR.**  
Caribbean Martine  
WAPA, San Juan, P. R.

**HULL, HOLLIS C.**  
Sleep Walkers, Scream  
KVOO, Tulsa, Okla.

**HUNTER, BEN**  
KEK, Portland, Ore.

**HUNTER, DAN**  
WFDF, Flint, Mich.

**HURST, ED**  
Ed Hurst Show  
WFEN, Philadelphia, Pa.

**HURST, WILSON**  
Music In The Night  
KTHS, Hot Springs, Ark.

**HUSING, TED**  
Bondstand, WMGM; St. Nick  
Boxing, CBS-TV

**HUSTEN, HARVEY**  
FM Platter Party  
WABY, Albany, N. Y.

**HUSTUS, CLAUDE**  
WTLX, Wilmington, Del.

**HUTCHINSON, HARDY**  
Melody Quiz  
KBBB, Hilo, T. H.

**HUTCHINSON, JIMMIE**  
Boogie Man  
WHSY, Hattiesburg, Miss.

**HUTCHINSON, JOHN**  
1340 Platter Party  
WGAT, Athens, Ga.

### — I —

**IDLE, CARL**  
Carl Idle Calling  
WNR, Newark, N. J.

**ILENEFELD, WARREN**  
Take It Easy Time  
WISR, Butler, Pa.

**INGRAM, BILL**  
Minnor At Melody Lane  
KSYL, Alexandria, La.

**IRVING, BOB**  
WJAP, Lexington, Ky.

**IRVING, PAUL**  
Midnight Flyers  
WEDC, Chicago, Ill.

**ISON, STEVE**  
Magic Valley Jamboree  
WTIP, Charleston, W. Va.

### — J —

**JACKSON, LEE**  
All Nite Club  
WAPD, Chattanooga, Tenn.

**JACKSON, SANDA**  
Rhythm Inn  
KRON, Omaha, Neb.

**JACKSON, TOM**  
Time N' Times  
WKAB, Mobile, Ala.

**JACOBSEN, DICK**  
1230 Club  
KXO, El Centro, Calif.

**JAMERSON, PETER**  
1230 Club  
WNEB, Worcester, Mass.

**JAMES, BOB**  
Hi School Hop  
WMAN, Mansfield, O.

**JAMOND, WALTER**  
Serve Yourself Jamboree  
KROW, Oakland, Calif.

**JARVIS, AL**  
Make Believe Ballroom  
KLAU, Hollywood, Calif.

**JENKINS, BILL**  
WEAM, Arlington, Va.

**JENKINS, WAYNE**  
Variety Hour  
WBOW, Terre Haute, Ind.

**JENNINGS, AL**  
The A. J. Show  
WCCP, Savannah, Ga.

**JENSEN, PAUL**  
Paul's Platter Party  
KOLN, Lincoln, Neb.

**JENSEN, RAN**  
RCA Victor Varieties  
WOC, Davenport, Ia.

**JENSEN, SAM**  
The Sam Jensen Show  
KCRG, Cedar Rapids, Ia.

**JEWELL, TONY**  
Variety Capers  
KRLD, Garden City, Kans.

**JOHNSA, HAPPY**  
WBMD, Baltimore, Md.

**JOHNS, BROOKE**  
Morning In Maryland  
WBCT, Bethesda, Md.

**JOHNSON, CARL**  
Nightcap Revue  
KDLX, Dickinson, N. Dak.

**JOHNSON, DEAN**  
Club 950  
KLER, Rochester, Minn.

**JOHNSON, DOTTIE**  
Dotties Daily  
KSON, San Diego, Calif.

**JOHNSON, IRWIN**  
Early Worm  
WBNS, Columbus, O.

**JOHNSON, ROBERT**  
Alarm Clock Club, Museum  
Clock  
KFOR, Lincoln, Neb.

**JOHNSON, TED**  
Pajama Party  
WHRV, Ann Arbor, Mich.

**JOHNSTON, JIMMY**  
Cosin Jim  
WNDH, Dayton, Ohio, Fla.

**JOHNSTON, WAYNE**  
KAMQ, Amarillo, Tex.

**JONES, ARMAND**  
K Bar Round Up  
KVET, Austin, Tex.

**JONES, BILL**  
KLZ, Denver, Colo.

**JONES, BOB**  
Time For A Song  
KPAR, Omaha, Neb.

**JONES, BOB**  
Grains By Jones  
WHDG, Greensboro, N. C.

**JONES, ROD**  
1240 Club  
WJNO, Jacksonville, N. C.

**JONES, ROY**  
Request Grammed  
WMOG, Covington, Ga.

**JONES, TAD**  
Alarm Clock Club  
KAYR, Hays, Mo.

**JONES, TOM**  
Dizzy Embers  
WRFS, Alexander City, Ala.

**JOSEPH, EDDY**  
The Eddy Joseph Show  
WILD, Niagara Falls, N. Y.

### — K —

**KAISER, RON**  
Musical Revue  
KWOC, Poplar Bluff, Mo.

**KALMUS, LEE**  
Starway to the Stars, WMGM

**KALASHIAN, PAUL**  
Jance Time  
WGGG, Garysville, Fla.

**KANE, DAVE**  
WLAU, Laurel, Miss.

## Disc Jockeys—Radio-Television

- KAUFFMAN, ARNOLD C.**  
Bandstand  
WMBM, Miami Beach, Fla.
- KAY, BOB**  
Cheer-Up Party  
WAVE, Louisville, Ky.
- KEITEL, JAMES**  
Western Matinee  
KMUS, Muskogee, Okla.
- KEITH, BOB**  
Bob Keith Show  
WLOF, Orlando, Fla.
- KELLER, NORM**  
As You Like It  
WCNH, Quincy, Fla.
- KELLER, O. J., JR.**  
Juke Box Serenade  
WYAX, Springfield, Ill.
- KELLEY, BUDDY**  
Hillbilly Hoedown  
KSUN, Bisbee, Ariz.
- KELLY, TOM**  
Swing Session  
WARM, Scranton, Pa.
- KENNEDY, BOB**  
WHB, Kansas City, Mo.
- KENNEDY, LOU**  
Studio Party  
WORZ, Orlando, Fla.
- KENNEY, TED**  
WAEB, Allentown, Pa.
- KENT, FATS**  
Night Flight  
WMTL, Miami, Fla.
- KEY, JIMMY**  
Jimmy's Program  
KANS, Wichita, Kans.
- KEYSER, WARREN**  
Musical Nightcap  
WILM, Wilmington, Del.
- KILEY, TIM**  
Tim And Ed  
WNNP, Evanston, Ill.
- KILPATRICK, FRANK**  
Club 1500  
KXRX, San Jose, Calif.
- KING, BOB**  
Wax Works  
KSOO, Sioux Falls, S. Dak.
- KING, CHARLES**  
Platter Shop  
WKAL, Rome, N. Y.
- KING, EARL**  
Lem Hawkins Shows  
KFGO, Fargo, N. Dak.
- KING, JIM**  
Needlework, At Your Request  
KDMM, Carthage, Mo.
- KING, JOHN E.**  
Musical Clock  
WROB, West Point, Miss.
- KING, MERCER**  
WYOP, Vidalia, Ga.
- KING, NELSON**  
Daily Hit Parade, Jamboree  
WKY, Cincinnati, O.
- KING, PEE WEE**  
(See Radio-TV Artists)
- KING, VERN**  
Platter Parade  
WIL, St. Louis, Mo.
- KING, WALLY**  
Fun And Frolics  
WATR, Waterbury, Conn.
- KIRBY, BILL**  
Music In The Afternoon  
WHCU, Ithaca, N. Y.
- KIRBY, JERRY**  
Two-Thirty Session  
WKBB, Dubuque, Ia.
- KIRBY, JIMMY**  
Alabama Hayloft Jamboree  
WAPI, Birmingham, Ala.
- KISER, JIMMY**  
Luncheon With Music  
WSOC, Charlotte, N. C.
- KISTLER, JACK**  
Call And Collect  
WFPB, Middletown, O.
- KITTLESON, CURT**  
Scandinavian Melody Time  
KXLF, Butte, Mont.
- KLAIVEN, GENE**  
WBMD, Baltimore, Md.
- KLEIN, ED**  
Cousin Ed Show  
WWXL, Peoria, Ill.
- KLEY, HERBERT**  
Polka Platter Parade  
WLIP, Kenosha, Wis.
- KLINKERMANN, DALE**  
Midnight Frolic  
KMAC, San Antonio, Tex.
- KLYCE, KENNETH M.**  
WTPR, Paris, Tenn.
- KNIGHT, DICK**  
Dick Knight Show  
KYNO, Fresno, Calif.
- KNIGHT, FRED**  
Knight Club  
WIBG, Philadelphia, Pa.
- KNIGHT, KEN**  
Musical Clock  
WTCO, Campbellsville, Ky.
- KNIGHT, LARRY**  
Tempos At Ten, N. C.
- KNIGHT, TED**  
WFNS, Burlington, N. C.
- KNUTSON, HAL**  
Keniters Klub  
KENI, Anchorage, Alaska
- KNUTSON, KEN**  
Afternoon Tune-Tune  
KLPN, Minot, N. Dak.
- KOCH, ORV**  
KFNF, Shenandoah, Ia.
- KOHL, JAMES**  
Early Risers Party  
WBOW, Terre Haute, Ind.
- KOLB, HAROLD**  
Musical Showcase  
WARC, Rochester, N. Y.
- KOONS, BOB**  
Jazz Show  
KMO, Tacoma, Wash.
- KOVACIC, FRANK**  
Juke Box Jamboree, The Wax Museum  
KMVI, Wailuku, Maui, T. H.
- KOVACS, ERNIE**  
Koffee With Kovacs  
WTTM, Trenton, N. J.
- KRAFFT, BOB**  
Disc Derby  
KXXX, Colby, Kans.
- KRIEDEL, GIL**  
Laff With Lunch  
WUTH, Baltimore, Md.
- KRUPP, LARRY**  
Anything Goes  
WJW, Cleveland, O.
- KRUSBERG, ROY J.**  
WRLD, West Point, Ga.
- LAIRD, JERE**  
Music in the Night  
KHBC, Hilo, T. H.
- LaMAR, JACK**  
Housewives Serenade, Club 18  
WCAM, Camden, N. J.
- LAMB, BILL**  
Jam For Breakfast  
WBBC, Flint, Mich.
- LAMB, JAY H.**  
WRLD, West Point, Ga.
- LaMERE, ROY**  
Your Bad Roy  
WFHR, Wisconsin Rapids, Wis.
- LANDFEAR, DEAN**  
Off The Record  
WMT, Cedar Rapids, Ia.
- LANE, ALICE**  
WOOK, Silver Spring, Md.
- LANSON, SNOOKY**  
Snooky's Song Shop  
WSM, Nashville, Tenn.
- LAPAN, DON**  
Don Lapan Show  
KTRB, Modesto, Calif.
- LARKIN, DON**  
Night Time Frolic  
WAAT, Newark, N. J.
- LARSON, PAUL**  
Timekeeper  
WNEB, Worcester, Mass.
- LARSON, RAY**  
Tunc Shop  
KXLF, Butte, Mont.
- LASSITER, CHAD**  
Chad Lassiter Show  
WDXI, Jackson, Tenn.
- LATTING, BOB**  
Surprise Party  
KOCY, Oklahoma City, Okla.
- LAUX, ED**  
Requestfully Yours  
WINZ, Hollywood, Fla.
- LAWRENCE, JACK**  
Friendly Time  
WIRL, Peoria, Ill.
- LAWRENCE, LARRY**  
Request Time  
WAGE, Syracuse, N. Y.
- LAWRENCE, LARRY**  
Larry Lawrence Show  
WKBW, Buffalo, N. Y.
- LAWRENCE, PAUL**  
Needles & Spins  
WVCH, Chester, Pa.
- LAWSON, JACK**  
Melody Ballroom  
KXOA, Sacramento, Calif.
- LEACH, BOB**  
Clockwatcher  
WRUF, Gainesville, Fla.
- LeCLERCQ, GREGORY**  
KIFI, Idaho Falls, Ida.
- LEE, BETTY**  
Woman's Magazine  
WJLJ, Niagara Falls, N. Y.
- LEE, DAVE**  
Dave Lee Show  
WKJG, Fort Wayne, Ind.
- LEE, DAVE**  
Hi Neighbor  
WLOK, Lima, O.
- LEHMANN, TED**  
The Wax Shop  
WATO, Oak Ridge, Tenn.
- LEHNOFF, BILL**  
Moments With the Masters  
KTW, Seattle, Wash.
- LEIGHTON, JERRY**  
Morning Madhouse  
WKIC, Hazard, Ky.
- LEIGHTON, JACK**  
At Your Request  
KTOP, Topeka, Kans.

### — L —

- LABBY, LEN**  
KSJO, San Jose, Calif.
- LACY, JACK**  
'Listen To Lacy, Bushels of Fun;  
WJNS, New York, N. Y.
- LADD, JIMMIE**  
Humpus Room  
KHON, Honolulu, T. H.
- LAFFERTY, HERB**  
Penthouse Party  
WTOL, Toledo, O.

## Disc Jockeys—Radio-Television

- LEMEN, MATT**  
Tempo Rendezvous  
KOFO Tucson, Ariz
- LEMER, BILL**  
9 O'Clock Special  
KWYO, Sheridan, Wyo
- LEONARD, BUD**  
62 Club  
WRBC Jackson, Miss
- LEONARD, HOWIE**  
WALE, Fall River, Mass
- LENER, SAUL**  
1300 Radio Row  
WLJZ Bridgeport, Conn
- LESTER, JACK**  
WEMR, Chicago, Ill
- LEVENSON, LESLIE**  
WSVR, Rutland, Vt.
- LEWIS, AL**  
WKRQ Mobile, Ala
- LEWIS, DON**  
WELL, Brewton, Ala
- LEWIS, ED**  
929 Club  
KFXJ, Grand Junction, Colo.
- LEWIS, GEORGE**  
Music By Request  
WGBM Baltimore, Md
- LEWIS, LEON**  
WOKO Albany, N. Y.
- LEWIS, MILT**  
You Asked For It  
WXLW Indianapolis, Ind
- LEZOTTE, GEORGE**  
Music Box  
WAVZ, New Haven, Conn
- LIBUTTI, GEORGE**  
Melody Matinee  
WVNY Rochester, N. Y.
- LIND, CHICK**  
Chick Lind Show  
WSRS, Cleveland, O
- LINDER, AAL**  
KEX, Portland, Ore
- LINDSEY, JAMES H.**  
Ray's Record Room  
KWSL, Lake Charles, La
- LINTON, PETE**  
WTPR, Paris, Tenn
- LINVILLE, BOB**  
Swing Shift  
WCAE Pittsburgh, Pa
- LITCHEL, UNCLE**  
Cornfield Frolics  
WPAL, Charleston, S. C.
- LIVELA, LEE**  
Lively Show  
WLOW, Norfolk, Va
- LIVEZEY, THOMAS E.**  
Melody Ranch  
WBAF, Albion, Pa
- LOYD, TOM**  
Coffee Club  
WSWN, Belle Glade, Fla
- LOCKHART, HARRY**  
His For Mrs.  
KTHS, Hot Springs, Ark.
- LOHMEIER, BILL**  
930 Club  
WSLI Jackson, Miss
- LOKEY, FRANK**  
Spartan Time  
WGRU, Spartanburg, S. C.
- LONG, TED**  
Platter Party  
KCBD, Lubbock, Tex
- LONGCHAMP, BOB**  
Club 1450  
WXLI, Concord, N. H.
- LONGFELLOW, TOMMY**  
Rise And Shine  
KHOZ, Harrison, Ark
- LONGWORTH, BILL**  
Free And Easy  
WGDJ, Scranton, Pa.
- LORENZ, GEORGE**  
Twin Cities Hour  
WJLJ, Niagara Falls, N. Y.
- LOTZ, VERN**  
Valley Roundup  
KVNJ, Fargo, N. Dak
- LOUSNBURY, JIM**  
Night Watch  
WIND, Chicago, Ill
- LOW, RAMBLIN**  
Rainbow Rider  
WJLJ, Niagara Falls, N. Y.
- LOWE, JACK**  
1450 Club  
WWDG, Washington, D. C.
- LOWE, JIM**  
The Lowe Down  
WIRE, Indianapolis, Ind
- LOWERY, BYRON**  
KWTX, Waco, Tex
- LOWRY, LEW**  
Melody Merchants  
KOOL, Phoenix, Ariz
- LUCAS, BEN**  
Talk of the Town  
WFGA, Rome, Ga
- LUCAS, WILLIAM**  
Time And Tempos  
KOLN, Lincoln, Neb
- LUDWIG, JAMES**  
WLEI, Erie, Pa
- LUKENS, NED**  
Jack The Bell Boy  
WEAS, Atlanta, Ga
- LUND, GEORGE**  
Musical Clock  
WSSV, Petersburg, Va
- LUNDQUIST, JACK**  
KDZA, Pueblo, Colo
- LUPU, JAMES**  
Hayloft Jamboree  
WKOM, Rome, Ga
- LUPON, JOHNNY**  
Rhythm By Request  
WLAN, Lancaster, Pa
- LYLES, JOHNNIE**  
Blues, Bounce And Boogie  
KALB, Alexandria, La
- LYNN, BOB**  
Bob Lynn Show  
WIOD, Miami, Fla
- LYNN, FRED**  
Musical Clock  
KGBX, Springfield, Mo
- LYNN, S. KEN**  
Saturday Party Ken Lynn  
Calling  
WLVW, Cincinnati, O

### —Mc—

- McADOO, DICK**  
Yawn Patrol  
WGBI, Greensboro, N. C.
- McCALL, JACK**  
McCall Comes Calling  
KSYL, Alexandria, La
- McCARTRY, RED**  
Platter Chatter  
WJBG, Harrisburg, Pa
- McCARTNEY, DICK**  
Western Roundup  
KMUS, Muskogee, Okla
- McCAV, RAY**  
Ray McCav Show  
WQXI, Atlanta, Ga
- McCOY, BILL**  
McCoy's Mad House  
KWNW, Wenatchee, Wash
- McCREARY, MACK**  
KERE, Jacksonville, Tex
- McCUNE, DON**  
Prevues And Melody  
KPAR, Fairbanks, Alaska
- McDANIELS, ROBERT**  
Record Shop  
KSPV, Artesia, N. Mex
- McDONALD, FRANK**  
Merry Go Round  
WCOB, Boston, Mass.
- McDONALD, JAY**  
Record Club  
WEO, St. Louis, Mo
- McDONALD, TEX**  
Ripley Request Time, Mason,  
Fleming And Brown County  
Matines  
WFTM, Maysville, Ky
- McDONOUGH, JAMES F.**  
Make Your Own Music  
WHUC, Hudson, N. Y.
- McDOWALL, RODDY**  
Roddy McDowall Show  
KMPC, Los Angeles, Calif
- McFEROY, MAC**  
Top Of The Morning  
WRRK, Erie, Pa.
- McFANEY, JOHN**  
Hooper J. Sucker  
WJZE, Springfield, O
- McEWEN, PETE**  
Club AM  
WMLS, Sylva, N. C.
- McFADDEN, BOB**  
Requestfully Yours  
KSLM, Sikeston, Mo
- McGARRY, MAC**  
The Mac McGarry Show  
WBEU, Pittsfield, Mass
- McGOVERN, TOM E.**  
KROD, El Paso, Tex
- McGRATH, NED**  
Mailbag Matinee  
WHDH, Olean, N. Y.
- McHUGH, JACK**  
Seven Thirty Club  
WBWL, Nantucket, Pa
- McKAY, TED**  
Hit Tune Party  
WKNA, Charleston, W. Va
- McKEE, BOB**  
KWFC, Hot Springs, Ark
- McKENNA, JACK**  
Listen And Win  
WELB, Duluth, Minn
- McKENZIE, ED**  
Jack The Bellboy  
WJBR, Detroit, Mich
- McKINSEY, GEORGE**  
KAMQ, Amarillo, Tex
- McKINSEY, HAMP**  
Mac's Merry Madhouse  
KTPP, Porterville, Calif
- McKINSEY, WILLIAM C.**  
1190 Club  
KRRJ, Russellville, Ark
- McKINNON, BOB**  
1050 Club  
WRFS, Alexander City, Ala
- McKNIGHT, JOHN**  
Music Hall  
WVNI, Newark, N. J.
- McLAUGHLIN, BOB**  
570 Club  
KLAB, Hollywood, Calif.
- McLAURIN, FRANK**  
HomeMakers' Harmonies  
KFXM, San Bernardino, Calif
- McLEAN, DEAN**  
Hollywood, D. J.  
KWBC, Ft. Worth, Tex
- McLEAN, JOHN**  
Muste Th Midnite  
WPDQ, Jacksonville, Fla
- McMASTER, JOHN**  
Sports Matinee  
WMEX, Boston, Mass
- McMILLAN, RAY**  
Mailbag  
WJAG, Norfolk, Neb.
- McNEIL, IDA A.**  
KGFY, Pierre, S. Dak.

## Disc Jockeys—Radio-Television

- MCPHERSON, CLYDE**  
Ranch Party Time  
WROB, West Point, Miss.
- MCPHERSON, GAYLORD**  
Morning Serenade  
WDOD, Chattanooga, Tenn.
- McRAE, DUANE**  
Breakfast In Bedlam. Album  
Of Musical Memories  
KROY, Sacramento, Calif.
- McROBERTS, EARL**  
WXLT, Ely, Minn.
- M —
- MAAS, DON**  
1450 Club  
KSEM, Moses Lake, Wash.
- MABRY, DICK**  
A Man And His Music  
WIBG, Philadelphia, Pa.
- MACK, BILL**  
Stomp-Time  
WEDC, Chicago, Ill.
- MACK, JACK**  
Country Store  
WULA, Eufaula, Ala.
- MACK, JIMMY**  
Yawnin' In The Morning.  
Matinee At 1060  
WHFB, Benton Harbor, Mich.
- MACK, TY**  
KWOA, Worthington, Minn.
- MACK, WALLY**  
Jive At Five  
WBBC, Burlington, N. C.
- MacKELVIE, ART**  
Art MacKelvie Show  
KHQ, Spokane, Wash.
- MacLEAN, JEAN**  
1240 Club, It's Up To You  
KAVR, Havre, Mont.
- MADISON, BOB**  
Stunrise Serenade  
WMAW, Milwaukee, Wis.
- MADISON, LARRY**  
Larry's Roundtable  
KVRB, Rock Springs, Wyo.
- MAEL, MERRILL**  
Morning Mael  
KENI, Anchorage, Alaska
- MAGINNIS, BILL**  
Breakfast In Bedlam  
KSYC, Yreka, Calif.
- MAGNUS, JOHN**  
RL Juke Box  
WWRLL, Woodside, N. Y.
- MAHONEY, JOHN**  
Harlem Hit Parade  
KFRD, Rosenberg, Tex.
- MALCOLM, HOWARD**  
Morning Watch, Record Ruck  
WCOP, Boston, Mass.
- MALLOY, DICK**  
WHNC, Henderson, N. C.
- MALLOY, LES**  
1260 Club, Request-By-Wire  
KYA, San Francisco, Calif.
- MANDRAKE, CHARLES**  
WIGA, Ashtabula, O.
- MANNES, HARL**  
Party Line  
KAFY, Bakersfield, Calif.
- MANNING, RAY**  
Ray Manning Show  
WIL, St. Louis, Mo.
- MANSER, LYMAN**  
WNNY, Watertown, N. Y.
- MARCOTTE, PAUL**  
Platter Patter  
KPOJ, Portland, Ore.
- MARIANI, JOHN**  
Italian Melodies  
WAVZ, New Haven, Conn.
- MARSHALL, BOB**  
Party Line  
WGBS, Miami, Fla.
- MARSHALL, JERRY**  
Music Hall  
WNEW, New York, N. Y.
- MARSHALL, JIM**  
WTOB, Winston-Salem, N. C.
- MARTIN, BOB**  
Record Roundup  
WALT, Tampa, Fla.
- MARTIN, BOBBY**  
KWTX, Waco, Tex.
- MARTIN, JOE**  
Music Shop  
WTMV, East St. Louis, Ill.
- MARTIN, JOHNNY**  
Red, Hot And Blue  
WERD, Atlanta, Ga.
- MARTIN, MURPHY**  
Woodchoppers Bull  
KTRE, Lufkin, Tex.
- MARTIN, WINSTON**  
KFRU, Columbia, Mo.
- MARVIN, BILL**  
Off The Record  
KSON, San Diego, Calif.
- MASI, MARIE, E.**  
WHBI, Newark, N. J.
- MASI, WILLIAM A.**  
WHBI, Newark, N. J.
- MASINGILL, LUTHER**  
Loafin' With Luther  
WDF, Chattanooga, Tenn.
- MASON, DON**  
Club 970  
KLER, Rochester, Minn.
- MASON, JOHNNIE**  
Juke Box Serenade, Rhythm  
At Random  
WKAI, Macomb, Ill.
- MASSEY, BOB**  
Morning Bandwagon  
WINZ, Hollywood, Fla.
- MASTERS, BOB**  
Invitation To Dream  
KXOA, Sacramento, Calif.
- MATEL, CHET**  
Records For Romance  
WOOD, Grand Rapids, Mich.
- MATHESON, MAC**  
Dude Ranch Roundup  
KTUC, Tucson, Ariz.
- MASTRANGA, JACK**  
Juke Box Revue  
KSYC, Yreka, Calif.
- MATTESON, BOB**  
KT Kapers  
KTKT, Tucson, Ariz.
- MATTESON, DEAN**  
WLAU, Laurel, Miss.
- MATTHEWS, BILL**  
Record Room  
WMIS, Natchez, Miss.
- MATTHEWS, JOHNNY**  
WDUN, Gainesville, Ga.
- MATTISON, HENRY**  
Rhythm Ranch  
KFBI, Wichita, Kans.
- MAXIM, DICK**  
Juke Box Party  
WMID, Atlantic City, N. J.
- MAXWELL, BOB**  
Bob Maxwell Show  
WWJ, Detroit, Mich.
- MAXWELL, CHUCK**  
Variety Matinee, Night Watch-  
man  
WREN, Topeka, Kans.
- MAYER, BILL**  
Mayer Of The Morning  
WGAR, Cleveland, O.
- MAYFIELD, ROBERT**  
KROD, El Paso, Tex.
- MAYNARD, BILL**  
Disc Jockey Jamboree  
KAMD, Camden, Ark.
- MEADOR, V. H.**  
Calling You, Your Music  
WITA, Santece, P. R.
- MEARIAN, MIKE**  
Mike Mearian Show  
WKBW, Buffalo, N. Y.
- MELLOY, JACK**  
Rainbow Rendezvous  
WHOT, South Bend, Ind.
- MELTON, FRANK**  
Frank Melton Show  
WDXI, Jackson, Tenn.
- MELVILLE, ROLLIE**  
KOAT, Albuquerque, N. Mex.
- MENDELL, ED**  
Dr. Jive  
WDAK, Columbus, Ga.
- MENDENHALL, MENDY**  
Strictly Off The Record  
KASI, Ames, Ia.
- MENTZER, A. E.**  
WJEJ, Hagerstown, Md.
- MERCER, TOM**  
1340 Club  
WEMP, Milwaukee, Wis.
- MERCER, CLIFF**  
Hillbilly Jamboree  
WLOU, Louisville, Ky.
- MERCER, JOHNNY**  
Housewives Matinee  
WHAP, Hopewell, Va.
- MERCHANT, BILL**  
850 Club  
WBZ, Muskegon, Mich.
- MERCER, RAY**  
Matinee Frolic  
WFOR, Portland, Me.
- MERRIOTT, RAY**  
Yawn Patrol  
KWTO, Springfield, Mo.
- MESNER, PETER**  
WNAE, Warren, Pa.
- MESSER, FRANK**  
Spinner Sanctum  
WSKY, Asheville, N. C.
- METZLER, ART**  
Up 'N Atom, Teen Timer's  
Party  
WATO, Oak Ridge, Tenn.
- MEYER, BILL**  
All Request Program  
WLDS, Jacksonville, Ill.
- MEYERS, DON**  
WHBC, Canton, O.
- MEYERS, WILLIAM**  
Breakfast With Bill  
WPTR, Albany, N. Y.
- MICHAEL, BILL**  
Spinning the Tops  
KMAC, San Antonio, Tex.
- MICHAEL, JOHN**  
The Timekeeper  
WERC, Erie, Pa.
- MICHEL, BOB**  
Bob Michel Show  
WKRT, Cortland, N. Y.
- MICHELSEN, BILL**  
1240 Club  
KFBC, Cheyenne, Wyo.
- MIDDLETON, DAVE**  
1460 Club  
KIMA, Yakima, Wash.
- MILBURN, DEAN**  
WKID, Urbana, Ill.
- MILFORD, BOB**  
1240 Club  
WCHV, Charlottesville, Va.
- MILLER, DAVE**  
Home Town Frolic  
WAAT, Newark, N. J.
- MILLER, HAL**  
Picadilly Show  
KOH, Reno, Nev.
- MILLER, JOHNNY**  
Johnny Miller's Jamboree  
WAIR, Winston-Salem, N. C.

## Disc Jockeys—Radio-Television

- MILLER, LeROY**  
Breakfast Club  
WFL, Philadelphia, Pa.
- MILLER, OTIS**  
KCBS, Hot Springs, N. Mex.
- MILLER, PAUL**  
Kitchen Kapers  
WIOG, Lancaster, O.
- MILLER, ROSS**  
Juke Box Jingles, Your Box  
At The Opera  
WTF, Hartford, Conn.
- MILLER, TOBY**  
Studio Party  
WNAO, Raleigh, N. C.
- MILLS, JIM**  
Morning Express  
WRGN, Knoxville, Tenn.
- MILNE, JAMES T.**  
WNLB, New Haven, Conn.
- MILNER, ART**  
The Record Shop  
WHM, Providence, R. I.
- MIDWINTER, JOSEPH P.**  
1100 Club  
WTAM, Cleveland, O.
- MIMS, BILL**  
The A Train  
WGN, Atlanta, Ga.
- MITCHELL, BILL**  
Disc Jockey Jump  
WJMW, Athens, Mo.
- MITCHELL, BORIS**  
WORZ, Orlando, Fla.
- MITCHELL, FRED**  
Hub Cap Parade  
WJLB, Detroit, Mich.
- MITCHELL, MARK**  
Early Birds  
WKBY, Richmond, Ind.
- MITCHELL, PAUL**  
WBAT, Philadelphia, Pa.
- MITCHELL, RAY**  
Call A Tune  
KGM, Boise, Ida.
- MIZNER, CHUCK**  
KAMQ, Amarillo, Tex.
- MOFFATT, RALPH**  
Say It With Music, Music &  
No Mystery  
WCO, Minneapolis, Minn.
- MOFFETT, JERRY**  
Sunnyside 1p  
KPEI, Twin Falls, Ida.
- MONKMAN, ROBERT**  
WRJN, Racine, Wis.
- MONROE, CAL**  
Record Rendezvous  
WCAP, Asbury Park, N. J.
- MONROE, HANK**  
Juke Box Serenade  
WOLF, Syracuse, N. Y.
- MONROE, JOE**  
Camptown Radio, Ten And  
Trumpets, Monroe's Acorn  
Mystery  
KENT, Shreveport, La.
- MONSON, PAUL**  
Melody Express  
WIAS, Springfield, Mass.
- MONTGOMERY, DOUG**  
Delta Disc Derby  
KCRB, Montrose, Colo.
- MONTGOMERY, JOHN R.**  
Melody House  
WCC, Bridgeport, Conn.
- MOONEY, FRANK**  
Request, Please  
WHUM, Reading, Pa.
- MOORE, BERNIE**  
Bernie And Ray Matinee, Re-  
quest Matinee  
WKNE, New Britain, Conn.
- MOORE, BILL**  
1310 Club  
WPIG, Sumter, S. C.
- MOORE, BOB**  
Bob Moore Show  
WLAW, Lawrence, Mass.
- MOORE, JACK**  
Hillbilly Roundup  
KAKC, Tulsa, Okla.
- MOORE, REV. GATEMOUTH**  
Light Of The World  
WDA, Memphis, Tenn.
- MOORE, ROBERT**  
Ten Top Tunes of the Week  
KHO, Hilo, T. H.
- MOORE, VIRGIL**  
Time For Jiv  
WtWC, Selma, Ala.
- MORAN, JACK**  
Pitchin' Keys  
KURY, Elmhurst, Tex.
- MORAN, JACK**  
WMO, Montgomery, W. Va.
- MORE, UNCLE TOM**  
Club 99, Jamboree  
WNOX, Knoxville, Tenn.
- MORELAND, BARRA A.**  
Cousin Harry's Hootin'  
WROL, Knoxville, Tenn.
- MORGAN, HAL**  
Musical Inn  
WGAR, Cleveland, O.
- MORGAN, RICK**  
Symphony Out Of The Night  
KFXJ, Grand Junction, Colo.
- MORGAN, ROBERT**  
WMO, Auburn, N. Y.
- MORRIS, CHARLES**  
Breakfast On The Run  
KMO, Tacoma, Wash.
- MORRIS, JIMMIE**  
Matinee With Morris  
WSAT, Salt-Spring, N. C.
- MORRIS, JOHNNY**  
Music With Morris  
WTOR, Torrington, Conn.
- MORRIS, LeROY**  
RED 1199  
WEAR, Pensacola, Fla.
- MORROW, JACK**  
Ricky's Standin'  
WIBC, Indianapolis, Ind.
- MORTON, LEM**  
Sally Morton Morton's Matinee  
WIXO, West Palm Beach, Fla.
- MOSLEY, E. A.**  
KREM, Spokane, Wash.
- MOSTER, JOHN**  
Mood Indigo  
WPTK, Albany, N. Y.
- MOVES, JACK**  
Platter Patter  
KPOB, Portland, Ore.
- MUÑOZ, RED**  
Record Rack, Night Owl Club  
WGG, Greensboro, N. C.
- MUZZELL, ADRIAN**  
Showtime  
WTMA, Charleston, S. C.
- MURPHY, BOB**  
Bob Murphy Show  
WJRK, Detroit, Mich.
- MURPHY, BOB**  
Hi Neighbor  
WJMR, New Orleans, La.
- MURPHY, WILLIAM**  
Musical Clock  
WLAZ, Bridgeport, Conn.
- MURRAY, HAL**  
Murray Go Round  
WME, Miami, Fla.
- MURRAY, JOHNNY**  
The Murray Go Round  
KLF, Dallas, Tex.
- MURRAY, PHILIP**  
Musical Clock  
WMTW, Portland, Me.
- MUSE, JAMES**  
Lazy Rhythm Tune  
WIOU, Kokomo, Ind.
- MUXFELD, FRED**  
Twin City Pastry  
WJRC, Bloomington, Ill.

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- NABORS, CHICK**  
Musical Spree  
WQBC, Vicksburg, Miss.
- NABORS, TED**  
Top Of The Morning, At Your  
Service  
WTHH, Houston, Tex.
- NAPIER, BYRON**  
Ballads And Beyond  
KCR, Emd, Okla.
- NARZ, JIM**  
Yawn Patrol  
WLOU, Louisville, Ky.
- NASH, BOB**  
Birthday Party  
WINK, Fort Myers, Fla.
- NATHAN, NORMAN**  
Platter Chatter  
WMEX, Boston, Mass.
- NATION, HERSCHEL**  
Insko Pation  
WAGC, Chattanooga, Tenn.
- NAUSBAUM, MORT**  
WHAM, Rochester, N. Y.
- NEAL, BILL**  
WGTW, Wilson, N. C.
- NEAL, BOB**  
Bob Neal Show  
WMPB, Memphis, Tenn.
- NEAL, JIM**  
RED 93  
WSJA, Jackson, Miss.
- NEAL, TOM**  
Tucker Tunes  
WCOM, Parkersburg, W. Va.
- NEDIN, RICHARD**  
Song Shop  
WKNY, Kingston, N. Y.
- NEDVESKY, CHESTER**  
KIVI, Shelby, Mont.
- NEELY, JACK**  
Mailbox Roundup  
WRTM, Mayfield, Ky.
- NEGRO, SERGIE**  
Club 1370  
WLAB, Ponca, P. R.
- NEIDIG, JOE**  
KFDK, Amarillo, Tex.
- NEILAN, RAY**  
Bernie And Ray Matinee, Re-  
quest Matinee  
WKNE, New Britain, Conn.
- NEIN, CECIL**  
KNEA, Brady, Tex.
- NEILES, MARVIN**  
1490 Club  
KORN, Mitchell, S. Dak.
- NELSON, BOB**  
Swing Time  
WBBQ, Augusta, Ga.
- NELSON, BOB**  
Music For You  
WBBZ, Ponca City, Okla.
- NELSON, BOB**  
Musically Yours  
WSPN, Charleston, S. C.
- NELSON, CARL**  
Masters Of Rhythm  
WTMJ, Milwaukee, Wis.
- NELSON, CHARLES**  
Platter Parade  
KOLE, Port Arthur, Tex.
- NELSON, DAVE**  
Dave Nelson Show  
WSAP, Portsmouth, Norfolk,  
Va.
- NELSON, FRANK**  
1340 Club  
WLDY, Ladysmith, Wis.



## Disc Jockeys—Radio-Television

- NELSON, GEORGE**  
1450 Club  
WHIT, New Bern, N. C.
- NELSON, GORDON**  
Alarm Clock Club  
KOVE, Lander, Wyo.
- NELSON, STAN**  
Radio Almanac  
KITE, San Antonio, Tex.
- NELSON, WALT**  
Barnyard Jamboree  
WUSN, Charleston, S. C.
- NERO, JIM**  
980 Club  
KFRD, Roshenberg, Tex.
- NEWBERG, DICK**  
KNGS, Hanford, Calif.
- NEWMAN, JACK**  
KOME, Tulsa, Okla.
- NEWSOME, GIL**  
Bandstand Revue, First Five  
KWK, St. Louis, Mo.
- NICKEL, BETTY**  
Nickelodeon  
WHK, Cleveland, O.
- NICHOLSON, NICK**  
The Farm Roundup  
KROW, Oakland, Calif.
- NICKSON, NICK**  
950 Club, Musical Showcase  
WARC, Rochester, N. Y.
- NIGOCIA, HARRY**  
Midday Serenader  
WJBW, New Orleans, La.
- NIXON, JOE**  
Night Watchman  
WKGN, Knoxville, Tenn.
- NOBEL, AL**  
Juke Box  
KQV, Pittsburgh, Pa.
- NOBLE, ROGER**  
Music For Today  
WSLI, Jackson, Miss.
- NOEL, JACK**  
Spin The Platter  
WTFS, Bloomington, Ind.
- NOLAN, GEORGE**  
KFDA, Amarillo, Tex.
- NOLL, RAY**  
Cousin Ray  
KALL, Salt Lake City, Utah
- NORMAN, DON**  
Music Room  
WLOS, Asheville, N. C.
- NORMAN, JAY**  
Your Serenade  
WLCR, Torrington, Conn.
- NORTHINGTON, JIMMY**  
1450 Swing Club  
WHKP, Hendersonville, N. C.
- NORVAL, BUD**  
Rhythm Time  
WPOR, Hattiesburg, Miss.
- 0 —
- O'BRIEN, GERRY**  
Gerry O'Brien  
KTUC, Tucson, Ariz.
- O'BRIEN, PAT**  
KIUP, Durango, Colo.
- O'CONNOR, TOM**  
1400 Club  
WBIZ, Eau Claire, Wis.
- ODOM, RAYMOND**  
KRBC, Abilene, Tex.
- ODUM, JIM**  
Hillbilly Time  
WHKP, Hendersonville, N. C.
- OFFHAUS, RUSSELL**  
WPIT, Pittsburgh, Pa.
- O'HALLORAN, HAL**  
Dawn Patrol  
CKLW, Detroit, Mich.
- OLD, CHUCK**  
Cbuckwagou Jamboree  
WMBM, Miami Beach, Fla.
- O'LEARY, JAMES H.**  
Echoes And Encores  
KFXX, San Bernardino, Calif.
- OLIVA, GRAY**  
Toast And Coffee  
WWOD, Lynchburg, Va.
- OLSEN, HOWARD**  
Club Coeur D'Alene  
KVEN, Coeur D'Alene, Ida.
- OLSON, D. B.**  
Juke Box Serenade  
WGIL, Galesburg, Ill.
- OLSON, DALE**  
Radio Rhythm Ranch, Hill-  
billy Hit Parade  
KDIX, Dickinson, N. Dak.
- OLSON, HERB**  
KXIC, Iowa City, Ia.
- O'NEIL, CHUCK**  
The Chuck O'Neil Show  
WFEE, Manchester, N. H.
- O'NEILL, JIM**  
660 Club  
KOWH, Omaha, Neb.
- O'NEIL, TOM**  
Be Bop Time  
WNAO, Raleigh, N. C.
- OPPEL, JERRY**  
Today's Top Tunes  
KOLE, Port Arthur, Tex.
- ORAVEC, FRANK**  
WGBF, Evansville, Ind.
- ORUM, BILL**  
Platter Time  
KFEQ, St. Joseph, Mo.
- OSBORN, GENE**  
KWWL, Waterloo, Ia.
- OSBORNE, HARRY**  
Haphazard Harry's 1450 Club  
KVMV, Twin Falls, Ida.
- OSBORNE, JIMMIE**  
J. O. Jamboree  
WLEX, Lexington, Ky.
- OSBORNE, OZZIE**  
WISH, Indianapolis, Ind.
- OSBORNE, TIM**  
Tim Time  
KTHT, Houston, Tex.
- OSHINS, MILT**  
Dance Time  
WGGG, Gainesville, Fla.
- OSTROFF, PETER**  
It's Up To Date  
KSUB, Cedar City, Utah
- OTIS, DON**  
Let's Play Records  
KLAC, Hollywood, Calif.
- OWEN, AL**  
Marine Ballroom  
WFPG, Atlantic City, N. J.
- OWENS, DON**  
Melody Roundup  
KADA, Ada, Okla.
- OXFORD, GEORGE**  
Sepia, Serenade  
KWBR, Oakland, Calif.
- OZMENT, HOWARD**  
Record Session  
WTMA, Charleston, S. C.
- P —
- PAGE, DAVE**  
Make Way For Music  
KIRO, Seattle, Wash.
- PAGE, ELIOT**  
Turntable Terrace  
WCAX, Burlington, Vt.
- PAGE, SAM**  
Requestfully Yours, Juke Box  
Revue, Anything Goes  
WNBK, Binghamton, N. Y.
- PAIGE, ERIC**  
Juke Box  
WLOW, Norfolk, Va.
- PALLAN, ART**  
Record Hits  
WWSW, Pittsburgh, Pa.
- PALMER, CHARLES G.**  
Mention Music  
KFXX, San Bernardino, Calif.
- PALMER, RUGGLES**  
WFAA, Dallas, Tex.
- PARENT, ROBERT**  
Parent's Variety Program  
KCRS, Sacramento, Calif.
- PARISH, GUY**  
Rhythm Roundup  
WBEQ, Harrisburg, Ill.
- PARKER, GENE**  
T-N-T  
WWCO, Waterbury, Conn.
- PARKER, PAUL**  
Paul Parker Show  
WGNI, Wilmington, N. C.
- PARRISH, HURLEY, JR.**  
Henley's Early Bird  
WDUK, Durham, N. C.
- PARRISH, JOHN**  
Triple R Program  
WLEX, Lexington, Ky.
- PARSLEY, BILL**  
Record Shop  
KSEL, Lubbock, Tex.
- PARSONS, BEN**  
Midnight Dancing Party  
WRBL, Columbus, Ga.
- PASCOE, KEN**  
Pascoe's Platters  
KDB, Santa Barbara, Calif.
- PATTERSON, C. P.**  
WBCK, Battle Creek, Mich.  
WONS, Hartford, Conn.
- PAULE, VERN**  
Breakfast Brigade  
WJPS, Evansville, Ind.
- PAYNE, "PAINLESS"**  
Hayride  
WDXB, Chattanooga, Tenn.
- PEARSON, JOHNNY**  
Ranch House Party  
KWWL, Waterloo, Ia.
- PECK, ALBERT**  
Juke Box  
KROS, Clinton, Ia.
- PENNY, GAIL**  
Curfew Capers  
WJRD, Tuscaloosa, Ala.
- PENNY, HANK**  
Penny Serenade  
KGLL, San Fernando, Calif.
- PERATA, PETE**  
Jump Time  
KDON, Santa Cruz, Calif.
- PERAZZO, DON**  
Sunrise Serenade  
KBON, Omaha, Neb.
- PEREA, TINA**  
Latin American Eerenade  
KVER, Albuquerque, N. Mex.
- PERKINS, RAY**  
The Ray Perkins Show  
KFEL, Denver, Colo.
- PERRIN, PAT**  
Koffee Kup Kapers  
KRGH, Fayetteville, Ark.
- PERRY, NICK**  
WPIT, Pittsburgh, Pa.
- PERRY, TONY**  
Juke Box Matinee  
WFRL, Freeport, Ill.
- PETERS, JOHN**  
Swing Shanty  
WPDX, Clarksburg, W. Va.
- PETERSON, CARLTON**  
Easy Listening  
KGFV, Kearney, Nebr.
- PETERSON, KENNETH**  
KIFI, Idaho Falls, Ida.
- PETTAY, FRAN**  
Music Hall, Hour of Entertain-  
ment  
WJR, Detroit, Mich.

## Disc Jockeys—Radio-Television

- PHILLIPS, BILL**  
Coffee Club, You Name It-We  
Play It
- WABY, Albany, N. Y.**
- PHILLIPS, C. W.**  
Juke Box Revue  
WBBB, Burlington, N. C.
- PHILLIPS, RALPH**  
Tune Shop  
WFR, Baltimore, Md.
- PICKEL, CHARLES**  
Insomniacs Record Shop  
WBRR, Knoxville, Tenn.
- PICKERING, TOM**  
1150 Club  
WIMA, Lima, O.
- PICKETT, ROY**  
Southside Matinee  
KTVM, Tulsa, Okla.
- PIERCE, BILL**  
Bill Pierce Show  
WSCR, Scranton, Pa.
- PINKLEY, CARSON**  
Sundalers Club, Party Line  
KSMK, Santa Maria, Calif.
- PIPPERT, PAUL**  
Requestfully Yours  
KSMN, Mason City, Ia.
- PITTS, JIM**  
Saturday Shindig  
WBRR, Knoxville, Tenn.
- PLATTS, GEORGE**  
Platts Platter Party  
KJUX, Twin Falls, Ida.
- PLAVER, JAMES C.**  
Top 'O the Morning  
WPCB, Greenville, S. C.
- PLUMMER, BILL**  
The Wishing Well  
KOPR, Butte, Mont.
- POBRISLO, JOSEPH**  
Bar-O-Ranch  
KDAC, Fort Bragg, Calif.
- POINTEL, CHARLES H.**  
Corn Lovers Hour  
WRDW, Augusta, Ga.
- POOLE, ROBERT D.**  
Turn Table Roundup  
WMR, Greenville, S. C.
- POOLE, ROBERT**  
B. April 10, 1916, Stoneville, N. C.; Poole's Paradise, MBS, WWL; Poole's Parlor, WOR.
- PORTA, PAT**  
Rural Route 950  
KPSA, Fort Smith, Ark.
- FORTEK, DON**  
Swing Source  
KUGN, Eugene, Ore.
- PORTER, EVERETT**  
Trax on Wax  
WRGA, Rome, Ga.
- PORWANIECKI, LEO**  
Sunny Side Of The Street  
WLP, Kenosha, Wis.
- POTLER, BOB**  
Potlers Platter Party  
WEDC, Duluth, Minn.
- POTTER, GEORGE**  
KIVI, Shelby, Mont.
- POTTER, PETER**  
Peter Potter's Platter Parade  
KFWB, Hollywood, Calif.
- POTTER, SAM**  
WFRV, Frankfort, Ky.
- POWELL, CHARLES**  
Week-End Revue-Favorite Recordings  
WKJG, Fort Wayne, Ind.
- POWELL, JACK**  
Club Matinee  
WPOD, Toledo, O.
- POWELL, KENNETH C.**  
1400 Club  
WELM, Elmira, N. Y.
- POWELL, NEVILLE**  
Harlemiana  
KRIC, Beaumont, Tex.
- POWERS, JACK**  
Club 1150  
WJBO, Baton Rouge, La.
- PRATER, FRANK**  
No Name Show  
WBNS, Columbus, O.
- PRAYER, GEORGE**  
Harlem Express  
KGB, Galveston, Tex.
- PRATT, BUD**  
1230 Club  
KRES, St. Joseph, Mo.
- PRENTICE, JOE**  
WMEF, Lewiston, Pa.
- PRESCOTT, ALLEN**  
ABC, WJZ, New York, N. Y.
- PRICE, GORDON**  
Parade Of Bands, WNEC  
Bandstand  
WNEC, Macon, Ga.
- PRICE, WILEY**  
Rockin' In Rhythm  
WDMV, East St. Louis, Ill.
- PRITCHARD, BOB**  
You Asked For It  
WDAS, Philadelphia, Pa.
- PRO, BOB**  
KDLK, Del Rio, Tex.
- PRYOR, CACTUS**  
Boo-down  
KTBC, Austin, Tex.
- PRYSER, JIM**  
Wake Up 'Tri State  
WCML, Ashland, Ky.
- PALE, JACK**  
Open House Club 700  
WLW, Cincinnati, O.
- Q —
- QUADE, WARREN**  
Juke Box Review  
KCOY, Santa Maria, Calif.
- QUATTLEBAUM, HOWARD**  
Mail Order Music  
WTFB, Troy, Ala.
- QUEEN, HAL**  
Hayloft Jamboree-Coffee With  
Queen  
WHKY, Hickory, N. C.
- QUINN, ROY**  
Roy Queen Hillbilly Hit Parade  
KXIV, St. Louis, Mo.
- QUILLEN, TED**  
Tangle  
KELP, El Paso, Tex.
- R —
- RABER, ALAN**  
Two For Three Show  
WKAP, Allentown, Pa.
- RADKEK, JACK**  
Pat Your Foot  
WORD, Spartanburg, S. C.
- RAMOS, HECTOR**  
Su Cancion Favorita  
WBSB, San Juan, P. R.
- RAMPY, C. W.**  
1600 Club  
KMAE, McKimney, Tex.
- RAMSAAY, WILLIAM F.**  
Club 630  
WIRC, Hickory, N. C.
- RAMSIFY, RAYMOND**  
Spin A Platter  
WHIR, Danville, Ky.
- RAST, MALCOLM**  
Club 1400 Dance Time  
WCOS, Columbia, S. C.
- RATHE, ROB**  
1280 Club  
WMRO, Aurora, Ill.
- RAY, CURT**  
Curt Ray Show  
KMOX, St. Louis, Mo.
- RAY, DEL**  
KDMA, Magnolia, Ark.
- RAYBURN & FINCH**  
Anything Goes  
WNEW, New York, N. Y.
- RAYMOND, OLLIE**  
Request Granted  
KEPO, El Paso, Tex.
- RAYMOND, ART**  
Rhumba Rendezvous  
WVNI, Newark, N. J.
- WWS, Band Stand**
- REARDON, RUSS**  
WHEK, Portsmouth, N. H.
- REAVLEY, JACK**  
Club 600  
KTBB, Tyler, Tex.
- REBER, DON**  
Show Time Time  
KVNK, Logan, Utah.
- RECE, SANDY**  
Sandman's Serenade  
WSBT, South Bend, Ind.
- REED, LYNNE**  
Gloombusters  
KOLN, Lincoln, Neb.
- REED, RED**  
Club 1400  
WHRP, Hendersonville, N. C.
- REEVES, CARL**  
KUPN, Peas, Tex.
- REEVES, GEORGE**  
The G B R Show  
WINN, Louisville, Ky.
- REID, CLARK**  
The Record Shop  
WHFB, Benton Harbor, Mich.
- REID, PAUL**  
Club Request  
WKLF, Clinton, Ala.
- REILING, ROBERT**  
WPTV, Pulaski, Va.
- REILA, ED**  
Request Parade  
WGWD, Gadsden, Ala.
- REINHART, TED**  
Merry-Go-Round  
WHUN, Huntington, Pa.
- REITMAN, BILL**  
Music On The Q-T-Sante Fe  
Triad  
KVSP, Santa Fe, N. Mex.
- RENCH, KENNY**  
WPTW, Piqua, O.
- REITER, JERRY**  
Record Shop  
KLRV, Little Rock, Ark.
- REYNOLD, JIMMY**  
Blue 'n Boogie 730 Club  
WPAL, Charleston, S. C.
- REYNOLDS, ART**  
Wake Up Mississippi  
WHSY, Hattiesburg, Miss.
- REYNOLDS, BILL**  
WSTC, Stamford, Conn.
- REYNOLDS, FRED**  
Swinging At The Sugar Bowl  
WGN, Chicago, Ill.
- REYNOLDS, JIM**  
1440 Club  
KMLB, Monroe, La.
- REYNOLDS, RALPH**  
Dance Club  
KGBX, Springfield, Mo.
- REZNER, JOHN**  
Johnny's Matinee  
WPFK, Middletown, O.
- RHODES, BOB**  
Solid Senders Club, Rhodes  
Record Room  
WHO, Orlando, Fla.
- RHODES, ROY K.**  
Country Clambake  
KWSL, Lake Charles, La.
- RICH, AL**  
WLOH, Princeton, W. V.

## Disc Jockeys—Radio-Television

- RICH, MIKE**  
WROW, Albany, N. Y.
- RICHARD, MALCOLM**  
Malcolm Richard Show  
WCPO, Cincinnati, O.
- RICHARDS, BILL**  
Daneing Party  
WGKV, Charleston, W. Va.
- RICHARDSON, TED**  
Turntable Turnover  
WMOH, Hamilton, O.
- RICO, JOE**  
Supper Club  
WWOL, Buffalo, N. Y.
- RIDER, MAURY**  
Maury's Turntable  
KIRO, Seattle, Wash.
- RIDGE, JACK**  
Sports Derby  
WEAM, Arlington, Va.
- RIQUEZ, BASIL**  
Alegrias  
KTLW, Texas City, Tex.
- RISTOLA, GEORGE**  
Platter Party  
KAST, Astoria, Ore.
- RITCHEY, BUCK**  
Harmony Hoedown, Sagebrush  
Sercnade, Chuckwagon Jamboree  
KVI, Seattle, Wash.
- RIVERS, ROBERT**  
Hillbilly Jamboree  
WALD, Walterboro, S. C.
- ROACH, WALLACE**  
WFKY, Frankfort, Ky.
- ROBB, BILL**  
Robb And The Records  
WKIX, Columbia, S. C.
- ROBBINS, FRED**  
1280 Club  
WOV, New York, N. Y.
- ROBERTS, BOB**  
Rug Cutlers Special  
WSBC, Chicago, Ill.
- ROBERTS, DONALD**  
WKNE, Keene, N. H.
- ROBERTS, HERR**  
Melody Express  
WHAR, Clarksburg, W. Va.
- ROBERTS, HI**  
KCHE, El Reno, Okla.
- ROBERTS, HOWDY**  
Musical Clock  
WMT, Cedar Rapids, Ia.
- ROBERTS, JOE**  
Western Jamboree  
KOMA, Oklahoma City, Okla.
- ROBERTS, PAUL**  
Million Dollar Party  
WFBM, Indianapolis, Ind.
- ROBERTS, WARREN**  
Hillbilly Coffee Club, Break  
O' Day  
WEAS, Atlanta, Ga.
- ROBERTSON, LARRY**  
KOME, Tulsa, Okla.
- ROBERTSON, TRAFTON**  
Sunrise Serenade  
WTR, Norfolk, Va.
- ROBINSON, GENE**  
Dancing Party  
WCHS, Charleston, W. Va.
- ROBINSON, GENE**  
WDA, Danville, Ill.
- ROCHAN, LONNIE**  
Bee-Hive  
KNUZ, Houston, Tex.
- ROCHELIE, TOMMY**  
Harlem at Eight  
KREL, Baytown, Tex.
- ROCK, ALAN**  
WOTW, Nashua, N. H.
- ROCKE, LOUIS**  
Risin With Roekie  
WCAX, Burlington, Vt.
- ROCKWELL, AL**  
Al Rockwell Show  
KRNT, Des Moines, Ia.
- RODDY, JOE**  
Coffee Time  
KTBC, Austin, Tex.
- RODEO, BILL**  
Rodeo Bill And His Western  
Hayride  
KWKW, Pasadena, Calif.
- RODGERS, CLIFF**  
Melody Roundup  
WHKK, Akron, O.
- RODGERS, TOM**  
KYW, Philadelphia, Pa.
- RODRIGUEZ, PETRA**  
Hoda Del Angelus  
WAEL, Mayaguez, P. R.
- ROGERS, BOB**  
Yawn Patrol  
WDEC, Americus, Ga.
- ROMANO, TOM**  
WNHC, New Haven, Conn.
- ROPER, PRES**  
Wake Up And Live  
WMAN, Mansfield, O.
- ROPOLLO, JOE**  
The 9:30 Express  
KFPW, Fort Smith, Ark.
- ROSE, GEORGE**  
WHOS, Decatur, Ala.
- ROSENFELD, BIG JOE**  
Happiness Exchange  
WOR, New York, N. Y.
- ROSS, AL**  
WBAL, Baltimore, Md.
- ROSS, NORMAN**  
Music That Sings, Here's Norman Ross  
WMAQ, Chicago, Ill.
- ROTIQEB, PAUL**  
Plalter Parade Paul  
WJNC, Jacksonville, N. C.
- ROTHMAN, LEE**  
Jockey's Choice  
WWXL, Peoria, Ill.
- RUCKLE, ROBERT E.**  
Cow Bell Club  
WRDW, Augusta, Ga.
- RUDOLPH, HOWARD**  
Melody Market  
WITH, Baltimore, Md.
- RUMORE, JOE**  
Roundup Time, Alteruoon  
Jamboree  
WYOK, Birmingham, Ala.
- RUSH, AL**  
Sunrisers Club  
KXO, El Centro, Calif.
- RUSSELL, RICHARD**  
WASL, Annapolis, Md.
- RUSSELL, ROGER A.**  
KWOA, Worthington, Minn.
- RUSSELL, WEBB**  
WHBC, Canton, O.
- RYAN, BILL**  
Two For Three Show  
WEAP, Allentown, Pa.
- RYAN, JACK**  
Request, Please  
WHUM, Reading, Pa.
- RYE, JACK**  
Rye's Record Room  
KTSM, El Paso, Tex.
- S —
- SABIA, JOE**  
Rise 'N' Smile  
WLNH, Laconia, N. H.
- SADDLER, JACK**  
Jack And Polly Show  
KEPO, El Paso, Tex.
- SADLIER, ROY**  
Club 1400  
KSPA, Sauta Paula, Calif.
- SAINT, TERRY**  
RFD Jamboree  
W1BB, Macon, Ga.
- ST. JOHN, CHARLIE**  
Sun Dial, Cowboy Charlie  
KCNC, Fort Worth, Tex.
- SALERNO, SAM**  
1230 Club  
KDAC, Fort Bragg, Calif.
- SALVO, PAUL**  
Melody Memos  
KCOK, Tulare, Calif.
- SAMPLE, K. O.**  
The 1400 Club  
KFPW, Fort Smith, Ark.
- SAMPSON, BILL**  
Bill Sampson Show  
KWKW, Pasadena, Calif.
- SANCHEZ, PACO**  
Mexican Hour  
KTLN, Denver, Colo.
- SANDERS, GEORGE**  
Spade Cooley Time  
KFVD, Los Angeles, Calif.
- SANTIAGO, FELIX**  
Pidalo Usted  
WAPA, San Juan, P. R.
- SARGENT, KENNY**  
Platter Chatter  
WHHM, Memphis, Tenn.
- SAUNDERS, ALLEN**  
Alarm Clock Club  
WCHA, Chambersburg, Pa.
- SAUNDERS, BRUCE**  
Record Shop  
WSBT, South Bend, Ind.
- SAUNDERS, CHUCK**  
Telephone Request  
WTYS, Marianna, Fla.
- SAUNDERS, WILLIAM P.**  
Pigfoot Pete's Jamboree  
WOKO, Albany, N. Y.
- SAWYER, TOM**  
WHOO, Orlando, Fla.
- SAXON, JAMES**  
WJPA, Washington, Pa.
- SAXON, JIM**  
Club 990  
KTRM, Beaumont, Tex.
- SCANLON, ART**  
WINS.
- SCANLON, JACK**  
Coffee Time  
WICC, Bridgeport, Conn.
- SCHADER, CONRAD**  
Variety Revue  
KSF2, Trinidad, Colo.
- SCHENCK, BUD**  
1290 Club  
WTRF, Bellaire, O.
- SCHENCK, W. LEROY**  
WNAE, Warren, Pa.
- SCHILLING, FRED**  
1240 Club  
WFOY, St. Augustine, Fla.
- SCHLEIFER, KEN**  
Ken's Varieties  
WBYS, Canton, Ill.
- SCHOLZ, BOB**  
Scholz Business  
WBEL, Beloit, Wis.
- SCHOT, JIM**  
Fan-Fare  
KSGM (Ste. Genevieve, Mo.
- SCHWAB, BOB**  
North Georgia Jamboree  
WGGA, Gainesville, Ga.
- SCHWARTZ, AL**  
Swing High In The Morning  
KVEC, San Luis Obispo, Calif.
- SCOTT, BILLY**  
Buckeye Frolics  
WRFD, Worthington, O.
- SCOTT, DAVE**  
Quiz  
KQV, Pittsburgh, Pa.

## Disc Jockeys—Radio-Television

- SEARLES, NEIL**  
WFOV, Milwaukee, Wis
- SEARNS, ZENAS**  
920 Special Duggin' The Discs  
WGST, Atlanta, Ga.
- SEAYNE, CECIL**  
Number Please  
KYOR, Colorado Springs, Colo
- SEBICK, BOB**  
Yawn Patrol  
WARD, Johnstown, Pa.
- SELAM, BILL**  
Disc Derby  
KFAB, Omaha, Neb
- SELLARS, BILL**  
KJJO, San Jose, Calif.
- SELTZER, EVA**  
WONS, Hartford Conn
- SEVCIK, HUGO A.**  
Czech Hour  
KULP, El Campo, Tex
- SEVERSON, JACK**  
Alarm Clock Club  
WBCK, Battle Creek, Mich
- SEWALL, BU D**  
Coffee Klatch  
KCBQ, San Diego, Calif
- SEYMOUR, BOB**  
Bobbin' With Robin  
WKMH, Dearborn, Mich
- SHALLEMBERGER, DAVE**  
Milkman's Matinee  
WARD, Johnstown, Pa.
- SHANAHAN, TOM**  
Club 60  
WEMP, Milwaukee, Wis
- SHANNON, PAUL**  
Morning Hometown  
WQOI, Florence, Ala.
- SHARLAND, EARL**  
Record Date  
WGLN, Glens Falls, N. Y.
- SHARPE, BILL**  
Hillbilly Jamboree  
KRES, St. Joseph, Mo.
- SHARPE, ED**  
Sharp's And Flats Review  
Rhythm Clinic  
WNEX, Macon, Ga.
- SHARPE, WILLIAM**  
Hillbilly Matinee  
KWFT, Wichita Falls, Tex
- SHAW, CHARLES**  
Buckaroos  
WOLF, Syracuse, N. Y.
- SHAW, EDDIE**  
Musical Clock  
WFLA, Tampa, Fla.
- SHEELER, MARK**  
WJEJ, Hagerstown, Md
- SHEEHAN, MAC**  
Record Rampage  
WACA, Camden, S. C.
- SHELDON, HERB**  
ABC
- SHELLEY, BOB**  
Midnight Moods  
WTAM, Cleveland, O.
- SHELTON, RAY**  
Clash Of The Crooners  
WLGT, Louisville, Ky.
- SHEPARD, JEAN**  
WSAT, Cincinnati, O.
- SHERBELL, DAVE**  
WAUD, Auburn, Ala.
- SHIELDS, LARRY**  
Five From Three To Five  
WFRP, Savannah, Ga.
- SHREK, JIM**  
550 Club  
KPYR, Bismarck, N. Dak.
- SHREK, REGGIE**  
Matinee For Mama  
KCOL, Fort Collins, Colo.
- SHUGEL, JOE**  
WLQI, LaPorte, Ind.
- SIEMER, JOHN**  
By Request  
WIZE, Springfield, O.
- SILVER, JULIAN**  
Julian Silver Show  
WPAR, Savannah, Ga.
- SILVER, WARREN**  
Shopper's Special  
KFDX, Wichita Falls, Tex
- SILVERA, ED**  
Ed Silvera Show  
WISC, Madison, Wis.
- SIMMONS, JIM**  
Musical Clock  
WSVS, Crowe, Va.
- SIMON, ERNIE**  
Simon Speaks, Too  
WJJD, Chicago, Ill.
- SIMONDET, BOB**  
KXGN, Glendive, Mont.
- SIMPKINS, PAUL**  
WAFP, McComb, Miss.
- SIMS, FRANK**  
Motor City Melodies  
WKMH, Dearborn, Mich.
- SIMS, SAM**  
Early Birds  
WFBM, Indianapolis, Ind.
- SISSON, FRANK**  
After Hours  
WOOD, Grand Rapids, Mich.
- SKILTON, DAN**  
Sportie Songs  
WAPD, Chattanooga, Tenn.
- SMALL, MARSHALL**  
Tossed Salads  
KUTA, Salt Lake City, Utah
- SMALL, STEVE**  
WLRB, Lebanon, Pa.
- SMILEY, BOB**  
Bob Smiley Show  
WGAR, Cleveland, O.
- SMITH, BILLY**  
Bill Smith Show  
WSEA, Montgomery, Ala.
- SMITH, BOB**  
Smith's Make Believe  
KSTV, Stephenville, Tex.
- SMITH, BOB**  
The Bob Smith Show  
WNBC, New York, N. Y.
- SMITH, BOB**  
WTOB, Winston Salem, N. C.
- SMITH, C. C.**  
Smith's Sabetam Sabetaron  
WDEC, Americus, Ga.
- SMITH, CHESTER**  
Chester Smith Show  
KTRB, Modesto, Calif.
- SMITH, CRAIG N.**  
Valley Special  
KDAC, Fort Bragg, Calif.
- SMITH, CY**  
KRNO, San Bernardino, Calif.
- SMITH, FLETCHER**  
Fletcher's Platter Chatter  
WTNC, Thomasville, N. C.
- SMITH, FRED**  
Mr. Smith  
WKJG, Fort Wayne, Ind.
- SMITH, HAL**  
KDLK, Del Rio, Tex.
- SMITH, HAMP**  
Alarm Clock Club  
WRNO, Orangeburg, S. C.
- SMITH, MERRILL**  
WADE, Rutherford, Me.
- SMITH, ROBERT E.**  
Theater Of Melody  
WTHC, Hartford, Conn.
- SMITH, ROLLIN**  
WSTC, Stamford, Conn.
- SMITH, VIC**  
1260 Club  
WGWR, Ashboro, N. C.
- SMITH, WARREN**  
WYOP, Vidalia, Ga.
- SMITH, WILLIAM**  
Discopattin  
WMFR, High Point, N. C.
- SMITH, WILLIAM L.**  
WAMS, Wilmington, Del.
- SMITHERMAN, GARY**  
KEBE, Jacksonville, Tex.
- SMITHMAN, ROSS**  
WALA, Mobile, Ala.
- SMITHGALL, CHARLES**  
Sundial  
WGGA, Gainesville, Ga.
- SNELLGROVE, TOMMY**  
You Asked For It  
WBML, Macon, Ga.
- SNIDER, TED**  
KWTX, Waco, Tex.
- SNIDER, BOB**  
WOKO, Albany, N. Y.
- SOROL, JOHNNY**  
Clockwatchers Club  
WLLC, Wilkes-Barre, Pa.
- SOUSSEN, PHIL**  
DLEH, Erie, Pa.
- SOMMER, BILL**  
Melody Unbranded  
WKST, New Castle, Pa.
- SORENSEN, HAL**  
On Stage  
KELQ, Sioux Falls, S. Dak.
- SPANN, OWEN**  
Morning May  
WGIJ, Charlotte, N. C.
- SPENCER, JACK**  
Inyebreak Serenade  
KMUR, Murray, Utah.
- SPENCER, MILTON**  
Dance Time  
WFLA, Tampa, Fla.
- SPIKER, BILL**  
Request Time  
WWST, Wauater, O.
- STACK, BEVERLY JEAN**  
Sun-KIST Reveille With Beverly  
KIST, Santa Barbara, Calif.
- STADLER, RICHARD**  
Club 1499  
WRRN, Marion, O.
- STANLEY, BILL**  
WASL, Annapolis, Md.
- STARKE, CHARLES**  
Charlie Starke Music Shop  
WINS, New York, N. Y.
- STARR, RAY**  
Ray's House Party  
KWVL, Waterloo, Ia.
- STARWYCK, STEVE**  
Platter Party  
KGRH, Fayetteville, Ark.
- STEBBING, ROGER**  
The 1230 Club  
WERC, Erie, Pa.
- STEBBINS, RICHARD**  
WENE, Binghamton, Endicott, N. Y.
- STEELE, BOB**  
Morning Watch  
WTIC, Hartford, Conn.
- STEELE, JOHN**  
Coffee Time  
KOWB, Laramie, Wyo.
- STEELE, TED**  
WMCA, New York, N. Y.
- STEER, PHIL**  
Foodbag Frolics  
WCHL, Chester, Pa.
- STEVE, REX**  
1180 Hour  
WJDS, Jacksonville, Ill.
- STENGER, PETE**  
Wake Up And Sing  
WEPM, Martinsburg, W. Va.
- STEPHENS, GENE**  
You Name It  
WJNR, Binghamton, N. Y.

## Disc Jockeys—Radio-Television

- STEPHENS, HAROLD**  
1250 Club  
WDVA, Danville, Va.
- STEPHENS, JOE**  
Ga Cracker Jubilee  
WDWD, Dawson, Ga.
- STEPHENS, STAN**  
Teeners Hit Parade  
KOJM, Havre, Mont.
- STERLING, EARL**  
The Earl of Klix  
KLIX, Twin Falls, Ida.
- STERLING, LUD**  
Request Club  
WLEE, Richmond, Va.
- STEVENS, ALSTON**  
Wake Up Baltimore  
WITH, Baltimore, Md.
- STEVENS, MARV.**  
Musical Clock  
KHMO, Hannibal, Mo.
- STEVENSON, PAUL**  
Pardnub Steve  
KELP, El Paso, Tex.
- STILLE, BERT**  
Sweet & Swing  
WHKC, Columbus, O.
- STILLINGER, CLIFF**  
Needles & Spins  
KTUC, Tucson, Ariz.
- STOKES, DICK**  
WGTC, Greenville, N. C.
- STONE, BOB**  
KRNO, San Bernardino, Calif.
- STRAND, NORMAN**  
Tops Of The Morning  
WSAV, Savannah, Ga.
- STREET, JAY**  
Report From Point  
WFHR, Wisconsin Rapids,  
Wis.
- STRICKLAND, BILL**  
Indian River Ranch  
WIRA, Fort Pierce, Fla.
- STRONG, JERRY**  
The Jerry Strong Show  
WINX, Washington, D. C.
- STRUTHERS, JACK**  
Jack's Juke Box  
WDNE, Elkins, W. Va.
- STUART, S. K.**  
Club Time  
KRAI, Craig, Col.
- STULLER, DON**  
Good Day  
WHUN, Huntington, Pa.
- STURM, DEAN**  
Koffee Kappers  
WHTN, Huntington, W. Va.
- STURMER, LES**  
Polka Parade  
WJPG, Green Bay, Wis.
- SUIT, HAL**  
Musical Corral  
WHOO, Orlando, Fla.
- SULLIVAN, CHARLES**  
In the Groove  
WMC, Memphis, Tenu.
- SULLIVAN, DENNIS**  
Request Granted  
WDOS, Oneonta, N. Y.
- SULLIVAN, TIM**  
KSWI, Council Bluffs, Ia.
- SWAN, BOB**  
Night Owl  
WMTW, Portland, Me.
- SWANSON, BOB**  
Bob Swanson Show  
WIC, Madison, Wis.
- SWANSON, ROY**  
Open House Party  
KUBA, Yuba City, Calif.
- SWARTZ, BOB**  
Bob Swartz Show, Moneyman  
KHQ, Spokane, Wash.
- SWEENEY, BROOKS**  
Sports Carnival  
WCWA, Charleston, W. Va.
- SWEENEY, BUDD**  
Sweet & Swing  
WHKC, Columbus, O.
- SWENSON, CHARLES H.**  
Melody Inc.  
KWAT, Watertown, S. D.
- SYMPHONY, SYD**  
WJZ, New York, N. Y.
- SZMYD, EMIL**  
820 Club  
WIKY, Evansville, Ind.

### — T —

- TABER, BOB**  
Uncle Bob  
WKLF, Clanton, Ala.
- TAGGART, BILL**  
Night Watchman  
KDAN, Oroville, Calif.
- TAMBLYN, BOB**  
Friend Bob, Yawn Patrol  
WCSO, Charleston, S. C.
- TANNER, GEORGE**  
Juke Box  
WSWN, Belle Glade, Fla.
- HAPLEY, CHARLES**  
Moonlight Melody Man  
WAGC, Chattanooga, Tenn.
- TAUSCH, DON**  
Hillbilly Heaven  
KTBB, Tyler, Tex.
- TAYLOR, AL**  
Jukebox Favorites  
KOSA, Odessa, Tex.
- TAYLOR, BILL**  
Sunrise Serenade  
WOR, New York, N. Y.
- TAYLOR, BROOKE**  
Brooke Taylor Show  
WJMO, Cleveland, O.
- TAYLOR, CLIFF**  
Shall We Dance  
WCWA, Charleston, W. Va.
- TAYLOR, MORISS**  
Western Hit Parade  
KDAN, Oroville, Calif.
- TAYLOR, SAMMY**  
Sammy Taylor Show  
KWJJ, Portland, Ore.
- TAYLOR, SANDY**  
Record Rendezvous  
WPTR, Albany, N. Y.
- TAYLOR, TED**  
WFDF, Flint, Mich.
- TELLER, RICHARD**  
Polk County Express  
WSTR, Winter Haven, Fla.
- TEMPLETON, JOE**  
1320 Club  
KWHN, Fort Smith, Ark.
- TERFLER, DICK**  
Timekeeper  
WHAN, Charleston, S. C.
- TERMIN, JO**  
1490 Club  
WMGW, Meadville, Pa.
- TERRY, CHEM**  
Tex Terry  
WBAP, Fort Worth, Tex.
- TERRY, HUB**  
WDUN, Gainesville, Ga.
- THACKER, JIM**  
Topical Tune Time  
WSON, Henderson, Ky.
- THAIN, JIM**  
Hall Radio Roundup  
KWNW, Wenatchee, Wash.
- THAYEL, JACK**  
Swing Club  
WLOL, Minneapolis, Minn.
- THIELE, DUKE**  
Jam, Jive And Gumbo  
WJRM, New Orleans, La.
- THOMAS, E. W.**  
KREM, Spokane, Wash.
- THOMAS, FRANK**  
Early Bird's Review  
WTNC, Thomasville, N. C.
- THOMAS, GORDON**  
Top O' Morning  
WTMJ, Milwaukee, Wis.
- THOMAS, RIC**  
Dream Train  
WARM, Scranton, Pa.
- THOMAS, ROBB**  
RT Show  
WJPG, Green Bay, Wis.
- THOMPSON, BILL**  
Matinee in Rhythm  
WMNB, North Adams, Mass.
- THOMPSON, CHUCK**  
Midnight Express  
WFOR, Hattiesburg, Miss.
- THOMPSON, JERRY**  
Jive 'Til Five  
WLOX, Biloxi-Gulfport, Miss.
- THOMPSON, JOE**  
KHAS, Hastings, Nebr.
- THORNTON, HARVEY**  
Milkman  
WAGC, Chattanooga, Tenn.
- THORNTON, JOHN**  
Off The Record  
WBMS, Boston, Mass.
- TILLER, TOMMY**  
WJPR, Greenville, Miss.
- TINNEY, FRANK**  
Let's Dance  
WGWR, Asheboro, N. C.
- TINNEY, LEW**  
Melodic Interlude  
WGIN, Glens Falls, N. Y.
- TOBABEN, EUGENE J.**  
KSMI, Seminole, Okla.
- TOKAR, RUDI**  
WIZE Owl Club  
WIZE, Springfield, O.
- TOLLS, GENE**  
KGY, Olympia, Wash.
- TOMPKINS, BETTY**  
KCLE, Cleburne, Tex.
- TORRIN, SID**  
ABC
- TOWNE, GORDON**  
740 Club  
WORZ, Orlando, Fla.
- TRACKMAN, HERB**  
Trackman Time, Nite Owl  
Special  
KMYR, Denver, Colo.
- TRANTER, CHARLES**  
WNAE, Warren, Pa.
- TRAVIS, JOE**  
1340 Matinee  
WALL, Middletown, N. Y.
- TREMBLAY, LEO**  
WGCD, Chester, S. C.
- TRIBLEY, HANK**  
KGTC, Greenville, N. C.
- TRONER, BOB**  
Spinner Sanctum  
WHTN, Huntington, W. Va.
- TROTTER, JOHNNY**  
Platter Parade  
KFSA, Fort Smith, Ark.
- TRUESDALE, LARRY**  
Record Raek  
WMNB, North Adams, Mass.
- TRUSSELL, CHARLES**  
Top Of The Morning  
WNOW, York, Pa.
- TUCK, GEORGE C.**  
Studio B  
WGUY, Bangor, Me.
- TUCK, RICHARD**  
Rural Roundup, 'This N' That  
KLRA, Little Rock, Ark.
- TUCKER, ERNEST**  
Howdy Neighbor  
WEKR, Fayetteville, Tenn.

## Disc Jockeys—Radio-Television

**TUCKER, TOMMY**  
Tommy Tucker Time  
WPDQ Jacksonville Fla.

**TUNIS, HAL**  
Hal Tunis Show WMGM: Hal  
Tunis Variety Show, Home Mak-  
ers, WATV

**TUNNELL, GEORGE**  
The Bon Bon Show  
WDAS Philadelphia Pa.

**TURNER, AL**  
Hillbilly Roundup  
KLFJ Dallas, Tex.

**TURNER, GRANT**  
Meet the Stars  
WSM, Nashville, Tenn.

**TURNER, HOWARD**  
Hillbilly Jamboree  
WGST Atlanta, Ga.

**TURNER, JIM**  
Platter Parade  
WOPF Bristol Tenn.

**TURNER, RAY**  
Housewives League  
WSPD Portsmouth Norfolk  
Va.

**TYSON, DAVE**  
Wake Up  
WCVE Pittsburgh Pa.

### — U —

**ULBRICH, RAY**  
Musical Jamboree  
WYMA, Macon, Ga.

**ULERY, DON**  
Shoppers Special  
WLBK In Kelly Ill.

**UMBACH, BOB**  
Atomic Boogie  
WJLD, Bossier, La.

**UNGER, JOSEPH**  
SGO Club  
KWPC, Muscatine, Ia.

**USLAN, STEVE**  
All Request Record Roundup  
KTNM Tucuman, N. Mex.

### — V —

**VACCA, JOHN**  
Memory Melodies  
KOSA, Odessa, Tex.

**VALLANIGHAM, GORDON**  
Homeing Party  
KFSN, San Jose, Calif.

**VALLON, GENE**  
The Lark Show  
WLCR, Torrington, Conn.

**VANDERHOOF, BRUCE**  
Alma Klak Klub  
KNAR, Salt Lake City, Utah

**VAN KLEEK, BOB**  
Sandman Serenade  
WOLF, Syracuse, N. Y.

**VARE, AL**  
Re-Cordially Yours  
WAO, Vincennes, Ind.

**VASEN, WARREN**  
Wake Up With Music  
WOC, Davenport, Ia.

**VAUGHN, MARYBELLE**  
Chuck Wilson Serenade  
WTAR, Norfolk, Va.

**VENNER, FRANK**  
Midnight Express  
WSPD, Toledo, O.

**VESTRO, AL**  
WATR Waterbury, Conn.

**VICTOR, ERY**  
Ery Victor Show  
WGN, Chicago, Ill.

**VINCENT, LLOYD**  
Revolving Bandstand  
KOGT, Orange, Tex.

**VINSON, JIMMY**  
Sunrise Serenade  
WBML, Macon, Ga.

**VOGT, KEN**  
Fritz The Plumber  
WML, Milwaukee, Wis.

**VOWELL, DAVID**  
WOOR, Anniston, Ala.

### — W —

**WADE, JESS**  
Sunrise Serenade  
KPTS, Springfield, Mo.

**WAGGELAND, BOB**  
LHO Club  
KEIO, Postville, Ia.

**WAGNER, JACK**  
Variety Time  
KML, Fresno, Calif.

**WAIN, NORMAN**  
Wake Up With Wain  
WASA, Havre de Grace, Md.

**WALKER, FLETCHER**  
WAMA, Anniston, Ala.

**WALKER, GEORGIE**  
Midnight Matinee  
WBR, Buffalo, N. Y.

**WALL, WOODSON, JR.**  
The Old Hip Cat  
WBR, Jackson, Miss.

**WALLACE, C. L.**  
Herdin Echoes  
WZP, Covington, Ky.

**WALLACE, NEAL**  
Morning Roundup  
KPB, Cheyenne, Wyo.

**WALLER, ARTHUR B.**  
Hillbilly Hit Parade  
WLOS, Asheville, N. C.

**WALSH, PATSY**  
Patsy's Party  
WMAZ, Macon, Ga.

**WALSUAK, DAVID**  
Western Jamboree  
KCTI, Gonzales, Tex.

**WALTERS, CLEM**  
Polka Time  
WBWL, Nanticoke, Pa.

**WALTERS, STAN**  
Sunrise Review  
WAML, Laurel, Miss.

**WALTON, ELDON**  
Old Smoothies  
KNAR, Salt Lake City, Utah

**WALTON, JIM**  
Walton's Wax Works  
WJAS, Louisville, Ky.

**WALZ, RUSSELL A.**  
RCHS, Hot Springs, N. Mex.

**WARD, JIM**  
Breakfast Parade  
WBAX, Wilkes Barre, Pa.

**WARD, KETH**  
550 Roundup  
KCRS, Midland, Tex.

**WARE, JACK**  
Platter Party  
KCRG, Cedar Rapids, Ia.

**WARNER, J. R.**  
Pony's Platter Parade  
KSYC, Richfield, Utah

**WARREN, HARRY**  
Wake Up Roundup  
KFTA, Salt Lake City, Utah

**WARREN, MATTHEW**  
Carnis Matt  
WEAM, Arlington, Va.

**WASHBURN, TERRY**  
Terry Washburn Show  
WKMH, Des Moines, Mich.

**WASSELL, TOM**  
Music Before Midnight  
WBRE, Wilkes Barre, Pa.

**WATSON, CAL**  
Coffee Time  
KSET, Trinidad, Colo.

**WATTS, BARRY**  
Musical Nitcap  
KRES, St. Joseph, Mo.

**WATTS, SAM**  
Musical Showcase  
KWBR, Oakland, Calif.

**WAY, BOB**  
The Early Bird  
WIRB, Macon, Ga.

**WAYNE, ROSEMARY**  
B. Dec. 1; Rosemary Wayne  
Spins, WJJD; Tonight In Chic-  
ago, WAIT; Charm Cues, WFCL;  
Full House, WJJD; Midnight  
Rambles, WCFL; Down Memory  
Lane, WJJD.

**WAYNE, SHERIFF**  
Early Worm Club  
KRFL, Corvallis, Ore.

**WAYNE, STU**  
KYW, Philadelphia, Pa.

**WEAVER, BOB**  
Weavers Wax Works  
KVCV, Ventura, Calif.

**WEAVER, JOE**  
Club Matinee  
WTOJ, Toledo, O.

**WEAVER, RICHARD R.**  
KROD, El Paso, Tex.

**WEAVER, ROBYN**  
JBB Club  
WIRL, Peoria, Ill.

**WEBB, BILL**  
Sunrise Serenade  
KAKC, Tulsa, Okla.

**WEBB, CHUCK**  
Music By Request  
KVOA, Tucson, Ariz.

**WEBB, RICK**  
Western Serenade  
WHL, Hammond, La.

**WEBER, C. J.**  
Mid-Morning Melodies  
WFEF, Sylva, Ala.

**WEBSTER, JAMES "DOC"**  
WUCM, Cumberland, Md.

**WEBSTER, KURT**  
Midnight Dancing Party  
WBT, Charlotte, N. C.

**WEEGMAN, VERN**  
PolkaLand Party  
WTFW, Stevens Point, Wis. L.

**WELCH, ED**  
Tell The Truth  
KURV, Edinburg, Tex.

**WELKER, STIRLING**  
Kolache Klub  
KOWH, Omaha, Neb.

**WELLS, BOB**  
95.9 Show  
WEDR, Buffalo, N. Y.

**WELLS, EARL**  
WIB, Kansas City, Mo.

**WELLS, HERB**  
Breakfast Club  
WLAG, LaGrange, Ga.

**WELSH, CHARLES E.**  
1450 Club, Saturday Night  
Dancing Party

WLAY, Muscle Shoals, Ala.  
**WENDELL, BU D**  
Wendell's Waxworks

WJMO, Cleveland, O.  
**WERNER, HUBERT**  
Album Of Stars

KGA, Spokane, Wash.  
**WEST, FRED**  
1230 Club

KCMC, Texarkana, Tex.  
**WEST, HERB**  
Sleepy Time Serenade

WLOK, Lima, O.  
**WESTERFIELD, JERRY**  
Rhythm Room

WBYS, Canton, Ill.

## Disc Jockeys—Radio-Television

- WHALEN, BILL**  
Merry-Go-Round  
WCOP, Boston, Mass.
- WHEELER, BILL**  
The Bill Wheeler Show  
W1NR, Binghamton, N. Y.
- WHEELER, CLINTON**  
KFBU, Columbia, Mo.
- WHEELER, TONY**  
Dawn Patrol  
WARC, Rochester, N. Y.
- WHITAKER, JACK**  
WAEB, Allentown, Pa.
- WHITE, BOB**  
Hill Billy Roundup  
WMOG, Covington, Ga.
- WHITE, CLAYBORN**  
Sepia Swing Club  
KTOW, Oklahoma City, Okla.
- WHITE, HAL**  
KWRC, Pendleton, Ore.
- WHITE, JERRY**  
WLOF, Orlando, Fla.
- WHITE, LEROY**  
Hub Cap Parade  
WLB, Detroit, Mich.
- WHITE, PAT**  
5 O'Clock Roundup  
KTBS, Shreveport, La.
- WHITMAN, RALPH**  
Free And Easy  
WGBI, Scranton, Pa.
- WHITNEY, DON**  
Farm & Home Hour  
KLCN, Blytheville, Ark.
- WHITNEY, SALLIE**  
Symphonies With Sallie  
WRBC, Jackson, Miss.
- WICKHAM, DICK**  
Musical Watch  
WFBL, Syracuse, N. Y.
- WICKIZER, JACK**  
1420 Club  
KTJS, Hobart, Okla.
- WIGREN, JOHN**  
Scandinavian Melodies  
WLQL, Minneapolis, Minn.
- WILDER, JAMES**  
Howdy Neighbor  
WFRP, Savannah, Ga.
- WILFONG, CHARLES**  
WKBC, N. Wilkesboro, N. C.
- WILKINS, PAT**  
Let's Take A Spin  
KELP, El Paso, Tex.
- WILKINSON, PATRICIA**  
Salute To You  
KYJC, Medford, Ore.
- WILLIAMS, BILL**  
1280 Club; WOY; Bill Williams's  
Welcome Mat, WABD.
- WILLIAMS, BILL**  
Midnite Mosaic  
WMFD, Wilmington, N. C.
- WILLIAMS, CHUG**  
1490 Club  
WDXB, Chattanooga, Tenn.
- WILLIAMS, DICK**  
Platter Parade  
KRIC, Beaumont, Tex.
- WILLIAMS, EARL**  
Doughnuts And Music  
KDWT, Stamford, Tex.
- WILLIAMS, GENE**  
Off the Record  
WSPD, Toledo, O.
- WILLIAMS, JACK**  
Top Five  
WGBS, Miami, Fla.
- WILLIAMS, JERRY**  
Musical Clock  
WAML, Laurel, Miss.
- WILLIAMS, MARC**  
Night Special  
WTOM, Bloomington, Ind.
- WILLIAMS, NAT DEE**  
Tan Town Coffee Club, Tan  
Town Jamboree  
WDIA, Memphis, Tenn.
- WILLIAMS, OMAR**  
Merry-Go-Round  
WBOW, Terre Haute, Ind.
- WILLIS, CLIFF**  
Alarm  
WIMA, Lima, O.
- WILLIS, JOHN**  
Record Room  
KTMS, Santa Barbara, Calif.
- WILLSE, BILL**  
Breakfast With BW  
WDEM, Providence, R. I.
- WILSON, AMOS**  
Good Morning Melodies  
KGIW, Alamosa, Col.
- WILSON, DAVE**  
Ladies Day, Open House  
WIRL, Peoria, Ill.
- WILSON, ED**  
The Ed Wilson Show  
KWK, St. Louis, Mo.
- WILSON, FRANK**  
KEEN, Karavan  
KEEN, San Jose, Calif.
- WILSON, HOLMES**  
What Cha' Doin'  
WSAR, Fall River, Mass.
- WILSON, PHIL**  
KFBU, Columbia, Mo.
- WILSON, THOMAS**  
Polka Parade  
KCTI, Gonzales, Tex.
- WILSON, WALTER**  
79 Request Time  
WHOP, Hopkinsville, Ky.
- WINKLER, RAY**  
Ray Winkler Show  
KXLR, Little Rock, Ark.
- WINN, BERT**  
Make-Believe-Ballroom, Blue  
Ribbon Time  
KYA, San Francisco, Calif.
- WINN, BILL**  
Musical Clock  
WJTN, Jamestown, N. Y.
- WINTERS, GREGG**  
Teen Canteen, Waltz Time  
KNAF, Fredericksburg, Tex.
- WINTERS, WARREN**  
At Your Request  
KRAM, Las Vegas, Nev.
- WISE, EDDIE**  
Morning Melodies  
WEBQ, Harrisburg, Ill.
- WITT, AL**  
What's Wat Wit Witt  
KEIO, Pocatello, Ida.
- WOELL, MELVIN**  
Barnyard Frolics  
KROX, Crookston, Minn.
- WOLF, LOU**  
Wolf On Request  
KWNW, Wenatchee, Wash.
- WOLFE, JACK**  
Coffee Time  
WBYS, Canton, Ill.
- WOLOSON, MIKE**  
Musical Bazaar  
WSCR, Scranton, Pa.
- WOOD, ARMINE**  
12th St. Music Shop  
WGAI, Elizabeth City, N. C.
- WOOD, BILL**  
Sunrise Serenade  
KODY, North Platte, Neb.
- WOOD, C. F., JR.**  
Music By Request, Musical  
Clock  
WEGO, Concord, N. C.
- WOOD, CLAY**  
Flying "H" Tunes  
KRAI, Craig, Col.
- WOOD, DALE**  
Lucky Song  
KTNM, Tucumcari, N. Mex.
- WOOD, FRED**  
Woodchopper's Ball  
WVBZ, Vineland, N. J.
- WOODS, RICHARD**  
Time To Dance  
KJYC, Medford, Ore.
- WOOLF, CARL**  
Bing Crosby Sings  
WMVG, Milledgeville, Ga.
- WOOTEN, JOHN**  
Western Roundup  
WIRK, West Palm Beach, Fla.
- WORLFE, PETER**  
Chuck Wagon  
WMDN, Midland, Mich.
- WRIGHT, DICK**  
Request Session  
WDEM, Providence, R. I.
- WRIGHT, JOHNNY**  
Rhythm Matinee  
WFBC, Greenville, S. C.
- WRIGHT, RAY**  
Kbun, KBUN, Bemidji, Minn.

— Y —

**VELLAND, E. STARR**

Time And Tempos  
KOA, Denver, Colo.

**YESSEN, DICK**

MCK, McKeesport, Pa.

**YOUNG, AL**

Swing Session  
WCGMA, Corinth, Miss.

**YOUNG, JIM**

Chuckwagon Jamboree  
WGNH, Gadsden, Ala.

**YOUNG, JIMMY**

Young Ideas  
WHHM, Memphis, Tenn.

**YOUNG, JOE**

Destination Midnite  
KIT, Yakima, Wash.

**YOUNG, O. A.**

Rise And Shine  
WHIS, Bluefield, W. Va.

**YOUNT, CHUCK**

1490 Club  
WKVB, Richmond, Ind.

**YORK, BILL**

Requestfully Yours  
KGLC, Miami, Okla.

— Z —

**ZACHARY, HUGH**

Records At Reveille  
WDUK, Durham, N. C.

**ZACHARY, HUGH**

Records At Reveille  
WDUK, Durham, N. C.

**ZANE, JOHN**

Timekeeper  
WMMW, Meriden, Conn.

**ZARNOW, RALPH**

Ralph Zarnow Show  
KIOA, Des Moines, Ia.

**ZEGARSKIE, ED**

Club 1400  
WHUB, Cookeville, Tenn.

**ZENT, M. D.**

Record Shop  
KSWB, Roswell, N. Mex.

**ZIMMERMAN, HARRY**

Record Rodeo  
KEYD, Minneapolis, Minn.

**ZIPPAY, AL**

Best By Request  
KVOW, Littlefield, Tex.

**ZUCCARO, BERNARD**

Record Room  
WIBR, Baton Rouge, La.

"THE GOLDEN TOUCH"

*Frankie*  
**CARLE**

HIS PIANO AND HIS ORCHESTRA



COLUMBIA RECORDS

Direction —



**GENERAL ARTISTS CORPORATION**

THOMAS G ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON



# Orchestra Leaders Musical Conductors

and

# Organists

RADIO AND TELEVISION

—their work during 1949

— A —

**ACKLEY, WAYNE**  
KRNT, Des Moines, Ia.

**ADKINS, JOHN**  
WTCO, Campbellsville, Ky.

**ADLAM, BASIL**  
ABC, ABC-TV

**AGNEW, JOHN K.**  
WHKC, Columbus, O.

**ALAN, PAT**  
KSTT, Davenport, Ia.

**ALEXANDER, JEFF**  
Light Up Time, NBC.

**ALFORD, KITTY**  
WRGA, Rome, Ga.

**ALLEN, JAMES**  
KEYD, Minneapolis, Minn.

**ALLEN, JAMES E.**  
WTJS, Jackson, Tenn.

**ALLEN, JOHN**  
KPLT, Paris, Tex.

**ALLEN, LLOYD**  
KGIW, Alamosa, Col.

**ALLEN, WAYNE**  
KSEL, Lubbock, Tex.

**AMOLS, MERVYN**  
WJLS, Beckley, W. Va.

**ANDERSON, CHARLOTTE**  
WTHT, Hartford, Conn.

**ANDERSON, JAMES W.**  
WIRK, W. Palm Beach, Fla.

**ANDREWS, EARL**  
WSFA, Montgomery, Ala.

**ANDREWS, JAMES L.**  
KXRO, Aberdeen, Wash.

**ANTONINI, ALFREDO**  
CBS

**ARENDALL, RONNIE**  
WPTW, Piqua, O.

**ARLO**  
Honeymoon in New York;  
Story Shop; The Playboys;  
Eddie Albert Show, NBC;  
Lights Out, NBC-TV.

**ARMBRUSTER, ROBERT**  
Kraft Music Hall, NBC.

**ARNESON, JAMES**  
KTRF, Thief River Falls,  
Minn.

**ASHLEY, BARBEE**  
WJPR, Greenville, Miss.

**AUGUSTINE, JOHNNY**  
Take It or Leave It, NBC.

**AUMAN, DON**  
WDAY, Fargo, N. Dak.

**AYLEN, CONSTANCE**  
KDZA, Pueblo, Col.

**AYRES, MITCHELL**  
Chesterfield Supper Club  
NBC-TV

**AYRES, NORMAN**  
WCSH, Portland, Me.

— B —

**BABLER, PEP**  
WOSH, Oshkosh, Wis.

**BACAL, DAVE**  
Confidential Closeups, NBC.

**BAKER, DEAN**  
KGVU, Greenville, Tex.

**BAKER, ELIZABETH**  
KOIL, Omaha, Nebr.

**BALLIS, MERA**  
KDHL, Faribault, Minn.

**BALZER, FRITZ**  
WRC, Washington, D. C.

**BANCROFT, P. F.**  
KTAR, Phoenix, Ariz.

**BANKS, MARGARET**  
WBIG, Greensboro, N. C.

**BANTA, FRANK**  
D & H Miners, NBC.

**BARBE, ED**  
WTIZ, Jasper, Ind.

**BARBOUR, DAVE**  
B. May 28, 1913, Flushing, L. I.,  
N. Y.; Summer Electric Program.

**BARBOUR, JUNE**  
KELP, El Paso, Tex.

**BARDO, LYLE**  
KFRC, San Francisco, Calif.

**BARGY, ROY**  
The Jimmy Durante Show;  
Father Knows Best, NBC.

**BARKER, GLADYS**  
WFRU, Freeport, Ill.

**BARILE, LOUIS**  
WKAL, Rome, N. Y.

**BARLOW, HOWARD**  
Voice of Firestone, NBC.

**BARLOW, JERRY**  
KLOU, Lake Charles, La.

**BARNARD, GEORGE**  
WDOD, Chattanooga, Tenn.

**BARLOW, HOWARD**  
Voice of Firestone  
NBC-TV

**BARNES, TEDDY**  
WHAL, Shelbyville, Tenn.

**BARRET, EDWARD**  
WHAS, Louisville, Ky.

**BARRETT, RICHARD E.**  
WAVZ, New Haven, Conn.

**BARRON, MRS. ELSIE**  
WAPF, McComb, Miss.

**BASS, ROY H.**  
WKGN, Knoxville, Tenn.

**BAUGH, GENE**  
WBAP, Fort Worth, Tex.

**BAUMGART, RUTH**  
WTCJ, Tell City, Ind.

**BAXTER, LEO J.**  
WBOW, Terre Haute, Ind.

**BAXTER, RAYMOND**  
KHUZ, Berger, Tex.

**BEAN, GLADYS**  
WMIX, Mt. Vernon, Ill.

**BEAR, CHET**  
WJLS, Lansing, Mich.

**BEASLEY, SMITY**  
Appointment with Music; The  
Mister Smith Show, NBC.

**BEATTY, ROSS H.**  
WELM, Elmira, N. Y.

**BECKER, ALFRED**  
KOY, Phoenix, Ariz.

**BEERS, WILLIAM**  
WADC, Akron, O.

**BELL, FRANK**  
WEEL, Boston, Mass.

**BENNICK, RICHARD**  
WGIV, Charlotte, N. C.

**BERCOVITZ, ABE**  
KGV, Portland, Ore.

**BERING, CONRAD**  
KFD, Beaumont, Tex.

**BERQUIST, WHITEY**  
(BERNARD)  
Bits of Hits; Musicana; String  
Silhouettes; National Farm &  
Home Hour; The Whitey Ber-  
quist Show.

**BETCHER, DAVE**  
WMCK, McKeesport, Pa.

**BETHANCOURT, JOSE**  
Echoes from the Tropics,  
NBC.

**BIBER, PEG**  
KGF, Kearney, Nebr.

**BIGGS, DOUG**  
WDXI, Jackson, Tenn.

**BIGLEY, DAVID E.**  
WJOI, Florence, Ala.

**BLACK, FRANK**  
Harvest of Stars, NBC.

**BLACKTON, JAY**  
Inside U.S.A.  
WCBS-TV, New York, N. Y.

**BLALOCK, LORY**  
KOSA, Odessa, Tex.

**BLEYER, ARCHIE**  
Arthur Godfrey and His Friends,  
WCBS-TV, New York, N. Y.



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— for TV



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**BOELTER, E. W.**  
KJAM, Vernal, Utah

**BOISVERT, LOUIS**  
WBRY, Waterbury, Conn.

**BOLEN, JIM**  
WCIL, Carbondale, Ill.

**BONANO, SHARKEY**  
Sharkey's Dixieland  
WDSU-TV, New Orleans, La.

**BONASSO, RUSSELL**  
WBLK, Clarksburg, W. Va.

**BOOKSPAN, MARTIN**  
WBMS, Boston, Mass.

**BORTEL, CLAUDE**  
WFBL, Syracuse, N. Y.

**BOULEWARE, MARIJANE**  
(MISS)  
WAGA, Atlanta, Ga.

**BOVERO, PHIL**  
KGO, San Francisco, Calif.

**BOWMAN, ANN**  
WHBO, Tampa, Fla.

**BOWMAN, BURL**  
KVNI, Coeur D'Alene, Ida.

**BOYUM, JERRY**  
KROC, Rochester, Minn.

**BRADLEY, HAROLD**  
WHLD, Niagara Falls, N. Y.

**BRADLEY, OWEN**  
Especially for You: The Owen  
Bradley Show, NBC.

**BRADY, WILLIAM P.**  
WEDC, Chicago, Ill.

**BRAND, BOB**  
WWDC, Washington, D. C.

**BRANDWYNNE, NAT**  
Saturday Dance Date, NBC.

**BRELAND, ED**  
WAML, Laurel, Miss.

**BRESTOFF, PHIL**  
WXYZ, Detroit, Mich.

**BRIDGES, DON**  
WBSC, Bennettsville, S. C.

**BRIER, JOE**  
WSCR, Scranton, Pa.

**BROCK, RAY**  
WHBY, Appleton, Wis.

**BROWN, DONALD**  
KVEN, Ventura, Calif.

**BROWN, LES**  
The Bob Hope Show, NBC.

**BROWN, WALBURG**  
Do You Remember; Cleveland-  
aires, NBC.

**BROWNELL, JIM**  
WKDK, Newberry, S. C.

**BROWNING, BILL**  
KXLO, Lewiston, Mont.

**BRUCE, DWIGHT J.**  
WTOG, Savannah, Ga.

**BRYAN, DONALD**  
Cavalcade of America, NBC.

**BRYANT, SLIM**  
Slim Bryant and His Wildcats,  
NBC.

**BUFFINGTON, JOEL**  
KYOS, Merced, Calif.

**BULLOCK, I. JANE**  
WDUK, Durham, N. C.

**BURKETT, BILL**  
KDSX, Denison, Tex.

**BURWELL, BILL**  
WGTC, Greenville, N. C.

**BUSH, ROBERT**  
KXIC, Iowa City, Ia.

**BUTLER, GWENYTH**  
KBUN, Bemidji, Minn.

**BUTON, DAVE**  
KSPV, Artesia, N. Mex.

**BYRD, VIRGINIA**  
WISH, Indianapolis, Ind.

— C —

**CAFFY, CURTIS**  
WGRM, Greenwood, Miss.

**CALABRESE, RAY J.**  
WLTR, Bloomsburg, Pa.

**CALDWELL, JUNE**  
WMT, Cedar Rapids, Ia.

**CALDWELL, LAMAR**  
WBSC, Hartsville, S. C.

**CARLE, FRANKIE**  
NBC, CBS, Columbia Records.

**CARLSON, MAUDE**  
WIBW, Topeka, Kans.

**CARPENTER, ETHEL**  
WKBB, Dubnque, Ia.

**CARPENTER, JAMES**  
KFBI, Wichita, Kans.

**CARSON, M.**  
WOAP, Owosso, Mich.

**CARTER, LOUISE**  
WFTM, Maysville, Ky.

**CARTMELL, BETTY**  
KOCY, Oklahoma City, Okla.

**CASHION, JOHN T.**  
WKBC, North Wilkesboro,  
N. C.

**CHAMPLIN, GLENN**  
WLCC, LaCrosse, Wis.

**CHASE, BRUCE**  
WENR-TV, Chicago, Ill.

**CHASINS, ABRAM**  
WQXR, New York, N. Y.

**CHESMAN, ADA**  
WGBB, Freeport, N. Y.

**CHESKIN, DAVID**  
WGR, Buffalo, N. Y.

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**CHIESSER, ALEC**  
 KTFE San Antonio, Tex

**CHRISTENSEN, FRED**  
 WMPS Memphis, Tenn

**CIMINO, LENA**  
 KSEF Trinidad, Colo.

**CLARK, ALLAN**  
 WKY Oklahoma City, Okla

**CLARK, GORDON**  
 KPRX, Belmont, Tex

**CLARK, HARPER**  
 KATB Alexandria, La

**CLAYTON, ROBERT**  
 WJIM Lansing, Mich

**CLEVELAND, ROBERT**  
 WSON Henderson, Ky

**CLITES, MINOR**  
 KRES St Joseph, Mo

**CLOUTIER, NORMAN**  
 Jim Pickens Show Silver  
 Strands, Mindy Carson Strands  
 NBC

**COGGESHALL, A. O.**  
 WGY Schenectady, N. Y.

**COHN, HAROLD**  
 WPDQ Jacksonville, Fla

**COLE, RUDY**  
 Truth or Consequences, John  
 son's Wax Program starring  
 the King of Mo, NBC

**COLLINS, DAVE**  
 WJOK Lancaster, O

**COLLINS, JERRY**  
 WNOX Knoxville, Tenn

**COLLINS, JIM**  
 WFBC Greenville, S. C.

**COLTER, BERTRAM**  
 WUCR Manchester, N. H.

**COLWELL, VIRGINIA**  
 WLDS, Jacksonville, Fla

**COMISKEY, LILLIE MAE**  
 KWET Wichita Falls, Tex

**CONCEPCION, CESAR**  
 Duffy's Tavern, NBC

**CONDON, EDDIE**  
 Eddie Condon's Floor Show  
 NBC TV

**CONTE, ANTHONA**  
 WLEU Erie, Pa

**COOK, JIM**  
 KRGV Westaco, Tex

**COOPER, LOIS**  
 WKYB Paducah, Ky

**COOPER, SALLY**  
 WJBR Detroit, Mich

**CORISTINE, PAT**  
 WVET Rochester, N. Y.

**CORWIN, RAYMOND H.**  
 WHCU Bhamg, N. Y.

**COTE, BERT**  
 WLAM Lewiston, Me

**CRAVEN, HAROLD**  
 WHPE High Point, N. C.

**CREAMER, ARTHUR**  
 WAGF Dothan, Ala

**CREEDEN, JAY**  
 WJHM Providence, R. I.

**CROOK, GEORGE**  
 George Crook, NBC

**CROSSON, ARTHUR**  
 WBNY Buffalo, N. Y.

**CROTTY, MRS. NANCY**  
 WLOH Princeton, W. Va.

**CROUCH, EDNALEE**  
 WKB Kansas City, Mo.

**CROWELL, BETTY**  
 WBB Macon, Ga.

**CULLEY, FRED**  
 The Fred Waring Show, NBC

**CURTIS, SHIRLEY**  
 KGA Spokane, Wash.

**CUTTING, BOB**  
 KFRD Rosenberg, Tex

— D —

**DAHLVIC, JOSEPH**  
 WLDY Ladysmith, Wis

**DALE, TED**  
 The Carnation Contented Hour  
 KNX-CBS.

**DANE, DULEA**  
 KFAM St. Cloud, Minn.

**DANIEL, ELIOT**  
 Johnson's Wax Program starring  
 King Huber, McGee and Molly  
 NBC

**DANIELS, JOHN**  
 KIBE, Palo Alto, Calif.

**D'ANNA, VICTOR**  
 WEBR Buffalo, N. Y.

**DANT, CHARLES**  
 A Day in the Life of Dennis  
 Judy Canova Show, NBC

**D'ARMOND, FRANK**  
 WPTF Albany, N. Y.

**DAUGHERTY, STAN**  
 KMOX St. Louis, Mo.

**DAVIDSON, JACK**  
 KOMO Tulsa, Okla.

**DAVIS, NORA M.**  
 WTRF Bellport, O.

**DAVIS, OYDE**  
 KCLL Helena, La.

**DEER, JIMMY**  
 WDAR Savannah, Ga.

**DeCARO, AL**  
 WKNE New Britain, Conn.

**DE MARTINEZ, BLANCA LUNA**  
 WORA, Matamoros, T. M.



**AL RICKEY**  
 CONDUCTOR-COMPOSER

MANHATTAN MERRY-  
 GO-ROUND  
 •  
 HAMMERSTEIN  
 MUSIC HALL  
 •  
 WALTZ TIME  
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**DEMIS, FRANCES**  
KRHD, Duncan, Okla.

**DENNIS, GENE**  
WVOM, Brookline, Mass.

**DENNIS, HERB**  
WGBT, Roanoke Rapids, N. C.

**DENNY, FRANCES**  
WAIR, Winston-Salem, N. C.

**DeVOL, FRANK**  
Second Year on Oxydol Show, CBS; Musical Director of Capitol Transcriptions; Pantomine Quiz, Video Program.

**DICK, MRS. HELEN**  
WMIN, St. Paul, Minn.

**DICKLER, DID**  
WHOD, Homestead, Pa.

**DICKOFF, CHARLES**  
WISC, Madison, Wis.

**DICKSON, LAHOMA**  
KDWT, Stamford, Tex.

**DIECKMAN, BUD**  
WHA-W, Weston, W. Va.

**DIEFFIE, WILLIAM**  
WFNS, Burlington, N. C.

**DIGESU, FRED**  
WJHO, Opelika, Ala.

**DIXON, ROY**  
KTRM, Beaumont, Tex.

**DOLLAWAY, F.**  
WKBZ, Muskegon, Mich.

**DONAHUE, RUTH**  
WLOF, Orlando, Fla.

**DONALDSON, EARL**  
KALL, Salt Lake City, Utah

**DONZE, WILLIAM**  
KSGM, Ste. Genevieve, Mo.

**DORITY, DOROTHY**  
WTOL, Toledo, O.

**DORN, BILL**  
WHAN, Charleston, S. C.

**DORR, HAROLD**  
WABI, Bangor, Me.

**DRAGON, CARMEN**  
Fanny Brice—Baby Snooks Show; The Railroad Hour, NBC.

**DUFFELL, REBECCA**  
WSTP, Salisbury, N. C.

**DUFFY, JOHN**  
The Lassie Show; Me and Janie starring George O'Hanlon, NBC.

**DUNCAN, MARY JEAN**  
KGBC, Galveston, Tex.

**DUNN, BILL**  
WKBN, Youngstown, O.

**DUNNAGAN, ROBERT (BOB)**  
WSSB, Durham, N. C.

**DUNNAVANT, ROBERT V.**  
WJMW, Athens, Ala.

**DUNNING, OWEN (RED)**  
KOIN, Portland, Ore.

**DUPAGE, RICHARD P., JR.**

B. Aug. 10, 1908, Kansas City, Mo.; Composer of: The Affairs of Peter Salem, Murder By Experts, The Adventures of the Falcon, WOR-Mutual.

— E —

**EBERT, ROBERT C.**  
WARD, Johnston, Pa.

**EDGES, CLARENCE**  
WBAY, Green Bay, Wis.

**EDINGTON, JOHN**  
KTFI, Twin Falls, Ida.

**EDWARDS, LEW**  
WPPA, Pottsville, Pa.

**EGOLF, GRACE CAMPBELL**  
WBCC, Bethesda, Md.

**ELAND, TED**  
WSAZ, Huntington, W. Va.

**ELDERS, FRANK E.**  
WJPF, Herrin, Ill.

**ELLIOTT, BARON**  
WCAE, Pittsburgh, Pa.

**ELLISON, HELEN**  
WHIN, Harlan, Ky.

**ELMAN, ZIGGY**  
Light Up Time, NBC.

**EMMEL, JOHN**  
KWJJ, Portland, Ore.

**ENOS, CORINNE**  
KPAC, Port Arthur, Tex.

**EPEL, RAYMOND V.**  
KORN, Mitchell, S. D.

**EUCHNER, WAYNE**  
KFH, Wichita, Kans.

**EVANS, STEVE**  
KRUL, Corvallis, Ore.

— F —

**FAIRCHILD, EDGAR (COOKIE)**

Take It or Leave It, NBC.

**FALBER, BEN**  
WTHI, Terre Haute, Ind.

**FARBER, AGNES**  
KPLC, Lake Charles, La.

**FARBER, BURT**  
Curtain Time, NBC.

**FASCINATO, JACK**  
KukJa, Fran & Ollie

NBC-TV

**FAULKNER, CHARLES**  
WVWV, Faimont, W. Va.



**LEW WHITE**

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Composer

Conductor

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**CURRENT SHOWS**

Inner Sanctum—CBS

Grand Central Station—CBS

Portia Faces Life—NBC

RCA-Victor Recording Artist

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Irving Fields*

## TOPS!

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1. "Miami Beach Rhumba" 26-9012
2. "The Wedding Song" 26-9035
3. "St. Louis Blues" 20-3369
4. "Scalawag" 20-3493
5. "Mexican Hotfoot" 20-3529
6. "Send Ten Pretty Flowers to My Gal in Tennessee"
7. "Puppets Holiday" 20-3577 (45) 47-3075
8. "The Wedding Samba" 20-3628

9. "Kitty"  
Just concluded successful  
appearance at  
ROXY THEATRE  
New York



## TOPS!

as a composer

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2. Miami Beach Rhumba
3. Chillicothe, Ohio
4. Walter Thornton Rhumba
5. Morocco
6. Puppets Holiday
7. Kitty

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**FAYE, ALTA**  
WRR, Dallas, Tex.

**FEAREY, JACK**  
KVOS, Bellingham, Wash.

**FEINBERG, RICHARD**  
WSBC, Chicago, Ill.

**FERRO, SAMMY**  
The Game Room, TV Sports Special  
WTTG, Washington, D. C.

**FESSLER, JEAN**  
WTAD, Quincy, Ill.

**FICKEN, NEIL**  
WALT, Tampa, Fla.

**FIEDLER, ARTHUR**  
Music America Loves Best—  
Robert Merrill with the Boston Pops Orchestra and Arthur Fiedler, NBC.

**FIELDING, JERRY**  
Life of Riley, NBC.

**FIELDS, IRVING**  
(See Radio-TV Artists)

**FINGER, ART**  
KXYZ, Houston, Tex.

**FLATH, P. HANS**  
KFRM, KMBC, Kansas City, Mo.

**FLEISCHMAN, MARGARET**  
WSPB, Sarasota, Fla.

**FLINT, WALTER H.**  
WGPC, Albany, Ga.

**FOLLOWILL, MURRAY**  
WLBK, De Kalb, Ill.

**FORD, CHARLIE**  
Garroway at Large  
NBC-TV

**FORD, LLOYD**  
KAYS, Hays, Kans.

**FORMAN, BILL**  
Father Knows Best; The Phil Harris-Alice Faye Show, NBC.

**FOSTER, ORVILLE**  
WHOT, South Bend, Ind.

**FOX, LES**  
WMMW, Meriden, Conn.

**FRANCIS, JACK**  
WGAC, Augusta, Ga.

**FRANK, HARRY J.**  
WHA1, Greenfield, Mass.

**FRAUL, CLAUDE**  
WINN, Louisville, Ky.

**FREED, ALAN**  
WAKR, Akron, O.

**FREEMAN, HARRY**  
WLYN, Lynn, Mass.

**FREEMAN, TONY**  
KNBC, San Francisco, Calif.

**FRIAR, CHARLIE**  
WWNF, Payetteville, N. C.

**FRIEND, GEORGE**  
WLAK, Lakeland, Fla.

**FROST, JACK**  
KLER, Rochester, Minn.

**FRY, BETTY**  
WGPA, Bethlehem, Pa.

**FRYETT, MARY**  
KRUX, Phoenix, Ariz.

**FULLER, ROBERT**  
WBKA, Brockton, Mass.

**FULTON, DAVID K.**  
WALB, Albany, Ga.

— G —

**GADY, MIKE**  
WOPI, Bristol, Tenn.

**GALLICHO, JOSEPH**  
Dave Garroway Show; Amer-

ica's Song; Design for Listening, NBC.

**GANZ, GEORGE**  
KDSH, Boise, Idaho

**GARLINGER, GEORGE**  
WPFB, Middletown, O.

**GARR, BILL**  
KWKW, Pasadena, Calif.

**GART, JOHN**  
E. June 6, 1905, Poland; Gabriel Heatter's A Brighter Tomorrow, WOR; Carrington Playhouse, WOR; A House In The Country, WOR; Big Town, NBC; MGM Columbia, RKO picture spots.

**GATRELLE, DON**  
KFJB, Marshalltown, Iowa

**GEYER, BILLY**  
WFDF, Flint, Mich.

**GIBSON, GERALD**  
WJOY, Burlington, Vt.

**GIBSON, LARRY**  
WRUF, Gainesville, Fla.

**GITZ, JEAN**  
KRDO, Colorado Springs, Colo.

**GIVEN, HELEN**  
WLB1, Bowling Green, Ky.

**GLADDIN, FRANCES**  
WDAK, Columbus, Ga.

**GLEASON, BOB**  
WMST, Decatur, Ala.

**GLUSKIN, LUD**  
B. New York, N. Y.; CBS West Coast Music Director; Suspense; My Friend Irma; Hollywood Music Hall; Philip Morris Playhouse; Sam Spade.

**GLYNN, JACK**  
KUCB, Montrose, Colo.

LUD GLUSKIN

GENERAL MUSICAL DIRECTOR  
CBS WESTERN DIVISION



HARRY SALTER

"STOP THE MUSIC"—ABC

... **Orchestra Leaders-Conductors-Organists—Radio-TV** ...

**GOBBLE, MARTHA**  
KMYR, Denver, Colo.

**GOLDBERG, LOUIS**  
Boston, Mass.  
WCOF

**GOLLOTTE, GWEN**  
WLOK, Biloxi Gulfport, Miss

**GOODMAN, AL**  
Prudential Family Hour, CBS;  
Fred Allen Show; RCA Victor recording artist.

**GOTCH, ROBERT**  
KXOK, St. Louis, Mo

**GOVIN, AL**  
WJPG, Green Bay, Wis

**GOW, ARTHUR**  
KIZ, Denver, Col

**GRADIN, BARRY**  
WDSR, Superior, Wis

**GRAHAM, J. E.**  
WWGS, Tifton, Ga

**GRAHAM, A. W.**  
WKST, New Castle, Pa

**GRANT, BOBBIE**  
KSTV, Stephenville, Tex.

**GRANT, MARJORIE**  
WVXI, Peoria, Ill

**GRASSO, FRANK**  
WFLA, Tampa, Fla.

**GREEN, BERNIE**  
Hogan's Bonanza, NBC

**GREENWOOD, TONY**  
WATR, Waterbury, Conn

**GREGORY, BILLY**  
KMBU, Corpus Christi, Tex

**GRISSOM, GAD**  
WTPS, Bloomington, Ind

**GROSS, AL**  
WKMR, Dearborn, Mich

**GROW, LOU DEAN**  
KEX, Oakland, Calif

**GRUND, MRS. LANN**  
WACD, Auburn, Ala

**GRUNEWALD, ART**  
WVVA, Norton, Va

**GRUTZE, MRS. MARIAN**  
KFYO, Lubbock, Tex

**GUARNIERI, JOHNNY**  
Money Amsterdam Snow Dr  
Miami Gulf Road Show  
NBC-TV

**GUICE, EAVE**  
WJXN, Jackson, Miss



**BABECK, PHYLLIS**  
KWOA, Woodlathlo, Minn

**HACKETT, RAYMOND**  
KCBS, San Jose, Calif

**HAENSCHEN, GUS**  
American Album of Familiar  
Music, The Pet Milk Show  
The Bob Crosby Show, NBC

**HALE, ETHELYN**  
WKCY, Cincinnati, O

**HALL, WILLIAM J.**  
WKRT, Portland, N. Y

**HALVENSEN, ROY L.**  
KSFJ, Cedar City, Utah

**HAMMERS, GENE**  
WBRK, Akron, O

**HANSON, EARLE BARR**  
WIOD, Miami, Fla

**HANSON, JOHN**  
KDEI, Decatur, Ga

**HARDEK, JOHN**  
KFXM, San Bernardino, Calif

**HARDMAN, GLENN**  
KTUL, Tulsa, Okla

**HARMON, J. BERTRAM**  
WLRB, Louisville, Ky

**HARRILL, MARY**  
WRRD, Forest City, N. C

**HARRILL, NELSON J.**  
WGWR, Ashboro, N. C

**HARRIS, DR. ALBERT**  
NBC University Theatre, NBC  
Theater, NBC

**HARRIS, BEA**  
WCLD, Jamesville, Wis.

**HARRIS, PHIL**  
(See Radio-TV Artists)

**HARRIS, THOMAS W.**  
WHB, Cooksville, Tenn

**HARRISON, HERBERT**  
KFBK, Sacramento, Calif

**HARTIGAN, DICK**  
WROW, Albany, N. Y

**HARTLEY, JAMES**  
WGGG, Gainesville, Ga

**HARTLINE, MARY**  
WENR-TV, Chicago, Ill

**HARVEY, MARY**  
WGEM, Quincy, Ill.

**HARVEY, RICHARD**  
WSAP, Portsmouth, Va

**HATCH, WILBUR**  
Circuit Seven Guild Theatre,  
NBC

**HAWLEY, SHIRLEY**  
KHP, Durango, Col.

**HAYDEN, ELAINE**  
WMO, Aurora, Ill

**HAYS, REX**  
WNAH, Yankton, S. Dak

**HEADY, WAYNE**  
KTOP, Topeka, Kans

**HEEB, WALTER**  
WHD, Johnson City, Tenn

**DON  
VOORHEES**

1949

"Bell Telephone Hour"

"Cavalcade of America"

**VICTOR  
YOUNG**



... **Orchestra Leaders-Conductors-Organists—Radio-TV** ...

**HEJL, FRANK**  
WILM, Wilmington, Del.

**HELGESON, ROBERT**  
KISD, Sioux Falls, S. Dak.

**HENDERSON, MAX**  
WTAC, Flint, Mich.

**HENDRICK, HARRIET**  
KTW, Seattle, Wash.

**HENNESY, THOMAS**  
WJBF, Augusta, Ga.

**HENRY, BUREL**  
WHBT, Harriman, Tenn.

**HENTON, ETHEL**  
WNBF, Binghamton, N. Y.

**HERMANN, RALPH**  
WMAW, Milwaukee, Wis.

**HERN, RUTH E.**  
WHAR, Clarksburg, W. Va.

**HERKOLD, JIM**  
KOPR, Butte, Mont.

**HERKON, JOEL**  
WMGM, New York, N. Y.

**HESSLER, ROY**  
WDUZ, Green Bay, Wis.

**HESTERMAN, LENNIE**  
KMUR, Murray, Utah

**HIGGINS, BILL**  
KICD, Spencer, Ia.

**HILLARD, ANN**  
WACB, Kittanning, Pa.

**HILLMAN, ROC**  
KLAC, Hollywood, Calif.

**HIPPS, TOM**  
KAMQ, Amarillo, Tex.

**HOBBIE, CHARLES**  
KWBC, Ft. Worth, Tex.

**HOBBS, WILLIAM**  
KVEC, San Luis Obispo, Calif.

**HOGAN, HARLAN**  
WSBT, South Bend, Ind.

**HÖHNER, HAROLD**  
KHMO, Hannibal, Mo.

**HOLT, CONNIE**  
WHSY, Hattiesburg, Miss.

**HOOKS, RALPH**  
KWSL, Lake Charles, La.

**HOFF, CARL**  
Kay Kyser's College of Musical Knowledge  
NBC-TV

**HOPKINS, RAY**  
WIBC, Indianapolis, Ind.

**HORSLEY, ROBERT**  
WMC, WMCT, Memphis, Tenn.

**HOTT, IRWIN**  
WFRD, Worthington, O.

**HOUSER, ANN**  
WRUN, Utica, N. Y.

**HOUSTON, DOROTHY**  
KLPM, Minot, N. Dak.

**HOVDE, ANDRIENE**  
KMO, Tacoma, Wash.

**HOVEY, DON**  
WHO, Des Moines, Ia.

**HOWARD, EDDY**  
Saturday Dance Date, NBC.

**HOWARD, ERNEST**  
KVIC, Little Rock, Ark.

**HOWELL, BERNIE**  
KGNC, Amarillo, Tex.

**HOY, WALLY**  
KTFB, Texarkana, Tex.

**HUBER, FRANK**  
WSNY, Schenectady, N. Y.

**HUGH, IVOR**  
WCCC, Hartford, Conn.

**HUGHES, JAMES L.**  
KSKY, Dallas, Tex.

**HYDE, WILLIAM JR.**  
WLAG, LaGrange, Ga.

— I —

**HLENFELD, WARREN**  
WISR, Butler, Pa.

**IHRKE, ELMER**  
WEMP, Milwaukee, Wis.

**IMBROGULIO, JOSEPH**  
WFBR, Baltimore, Md.

**IRVING, GEORGE S.**  
WCMA, Corinth, Miss.

— J —

**JAAP, GEORGE**  
WDBC, Escanaba, Mich.

**JACKS, JORDAN**  
KCRG, Cedar Rapids, Ia.

**JACKSON, GUS**  
WEBC, Duluth, Minn.

**JACKSON, STELLA M.**  
WKAB, Mobile, Ala.

**JACOBS, DON**  
WOMB, Lemoyne, Pa.

**JAKLE, KEN**  
WLBH, Mattoon, Ill.

**JARRIS, DON**  
WWOD, Lynchburg, Va.

**JARVIS, MARIE**  
KARK, Little Rock, Ark.

**JELESNIK, EUGENE**  
KDYL-TV, Salt Lake City, Utah

**JENSEN, ALICE**  
KVNJ, Fargo, N. Dak.

**JENSEN, BYRON**  
KOVO, Provo, Utah

**JEROME, JERRY**  
Bonny Maid Versatile Varieties  
NBC-TV  
Four Star Revue  
WPIX, New York, N. Y.

**PAUL LAVALLE**

Cities Service "Band of America"



**HENRY SYLVERN**



**HANK SYLVERN**

**THEY MAKE MUSIC**

# LYN MURRAY

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and  
Conducting

Hallmark Playhouse  
Joan Davis Show

Wm. Morris Agency



## CHARLES PAUL

*Conductor - Composer*

"Mr. & Mrs. North"

CBS

Martin Kane Private Eye

NBT



"Rosa Rio Rhythms"

"Ted Malone"

"My True Story"

SChuyler 4-5700

## EARL SHELDON

Arranger - - Conductor

MUZAK

ASSOCIATED TRANSCRIPTIONS

LONDON RECORDS

•

*Now Scoring:*

PET MILK SHOW . . . NBC

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

**JOHNSON, ARLENE**  
WKNA, Charleston, W. Va.

**JOHNSON, BENNY**  
KDLK, Del Rio, Tex.

**JOHNSON, RICHARD H.**  
WSVA, Harrisonburg, Va.

**JOHNSTON, W. R., JR.**  
WBIR, Knoxville, Tenn.

**JONES, DON**  
KWEI, Weiser, Ida.

**JONES, IMO**  
WCOH, Newnan, Ga.

**JONES, R. S.**  
KCMO, Kansas City, Mo.

**JONES, ROSEMARY**  
WQXI, Atlanta, Ga.

**JONES, ROY**  
WMOC, Covington, Ga.

**JONES, RUTH LEE**  
WMIE, Miami, Fla.

**JORDAN, JERRY**  
WNHC-TV, New Haven, Conn.

**JORDAN, MIKE**  
WLAT, Conway, S. C.

**JUNELL, Prunella**  
WBYS, Canton, Ill.

— K —

**KALER, RANDALL**  
WFAS, White Plains, N. Y.

**KATIMS, MILTON**  
The Ethel Merman Show; Music for Today; Music for Tonight; NBC Symphony; Henry Morgan Show; Eternal Light, NBC.

**KATZ, BERNARD**  
Amac, Hollywood Star Theatre, NBC.

**KAUFMAN, GEORGE**  
KBMW, Breckenridge, Minn.

**KAWAKAMI, DANIEL**  
KULA, Honolulu, Hawaii

**KAYE, DON**  
KOTV, Tulsa, Okla.

**KAYE, SAMMY**  
B. March 13, 1910, Cleveland, O.; Sunday Serenade, CBS; So You Want To Lead A Band; Disc Jockey Discoveries.

**KELLER, EARLE**  
WAVE, Louisville, Ky.

**KELLY, JACK**  
WCFL, Chicago, Ill.

**KELTON, LEE**  
WJAS, Pittsburgh, Pa.

**KENT, EDITH**  
KFAC, Los Angeles, Calif.

**KILEY, JOHN**  
WMEX, Boston, Mass.

**KIMBLE, WALTER**  
WDBO, Orlando, Fla.

**KING, JOHN**  
KAWT, Douglas, Ariz.

**KING, PEE WEE**  
(See Radio-TV Artists)

**KING, REX**  
KFIO, Spokane, Wash.

**KIPEN, MAURICE**  
WTMJ, Milwaukee, Wis.

**KIRBY, GEORGE**  
KLCN, Blytheville, Ark.

**KIRBY, RICHARD**  
WCHA, Chambersburg, Pa.

**KIRWAN, DENNY**  
WINZ, Hollywood, Fla.

**KLINE, ARMAND**  
KOD-TV, Albuquerque, N. Mex.

**KLYCKE, KENNETH M.**  
WTPR, Paris, Tenn.

**KNIGHT, LARRY**  
WRCS, Aoshkie, N. C.

**KNOTT, ALBERT**  
WERM, Columbia, Tenn.

**KNUTSON, ULAMAE**  
WDLB, Marshfield, Wis.

**KOSLOFF, LOU**  
Life of Riley; Blondie, NBC.

**KOTTLER, MISCHA**  
WWJ, Detroit, Mich.

**KOURY, REX**  
ABC, ABC-TV

**KOUSSEVITSKY, DR. SERGE**  
Boston Symphony—Dress Rehearsal, NBC.

**KREBS, ELMER**  
WISN, Milwaukee, Wis.

— L —

**LAMBERT, NORMAN**  
WLNZ, Bangor, Me.

**LAMBERTON, M. W.**  
KDAN, Oroville, Calif.

**LANE, LORNA**  
WROK, Rockford, Ill.

**LANGE, HENRY**  
WHIO, Dayton, O.

**LAPAN, DON**  
KTRB, Modesto, Calif.

**LASH, CLIFF**  
Dixieland Limited

**WLW-T, Cincinnati, O.**

**LASZLOW, ALEXANDER**  
This Is Your Life, NBC.

**LAURIE, BILL**  
KEBE, Jacksonville, Tex.

**LAVALLE, PAUL**  
Cities Service Band of America, NBC, NBC-TV



**PAUL TAUBMAN**

ORGANIST

PIANIST

CONDUCTOR

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**JIMMY LYTELL**

and his

“Delta Eight” Orchestra

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“OLD NEW ORLEANS”

RCA Recorded Programs

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

**LAVERY, DON**  
WJJD Chicago Ill

**LaVOIE, PAUL**  
WJR Detroit Mich

**LAWRENCE NORMAN**  
WMIS Natchez Miss

**LEAGUE, EDWIN**  
WTMV East St. Louis Ill

**LEE, BOB**  
KCKOR Tulsa Okla

**LEE, DUSTY**  
WBEL Detroit Wis

**LEE, HARRY**  
WBZ Lock Haven Pa

**LEE, JIMMY**  
WZIP Covington Ky

**LEE, MEL**  
KTPR Rolla Mo

**LEINHOF, HENRY**  
KWED Seaside Tex

**LEIBERT, DICK**  
Dick Leibert NBC

**LEMEN, MATT**  
KOPO Tucson Ariz

**LENZ, PHYLLIS**  
WJLO East Liverpool O

**LEURIG, HARRISON**  
WLPO La Salle Ill

**LEY KRETT, LULU MAE**  
WVOP Vidalia Ga

**LEYEY, HAROLD**  
The Theatre Guild on the Air  
NBC

**LEVIN, SYLVAN**  
WOR New York N Y  
Opera Concert, Arthur Lesser  
Show  
WOR-TV New York N Y

**LEVINE, HENRY**  
Solitaire Time, NBC

**LE WINTER, DAVID**  
Ambassador Hotel Orchestra  
NBC

**LEWY, HENRY**  
KSON San Diego Calif

**LINDLEY, ROBERT**  
KBST Big Spring Tex

**LIPMAN, PAUL**  
Lights Out  
NBC-TV

**LITTLEPAGE, EVELYN R.**  
WMET Florence Ala

**LIVELY, LEE**  
WLOW Norfolk Va

**LOCKHART, HARRY**  
KTHS Hot Springs Ark

**LOCKWOOD, LEE**  
WBBF Benton Harbor Mich

**LOFTENESS, RAY**  
KSOO Sioux Falls S Dak

**LOKEY, FRANK**  
WORD Spartanburg S C

**LOMBARDO, GUY**  
Saturday Dance Date, Roosevelt  
Hotel Orchestra, The Guy Lombardo Show, NBC

**LONGFELLOW, WYNNIE**  
KHOZ Harrison Ark

**LOPEZ, VINCENT**  
Lunchbox with Lopez, NBC

**LOUISFELL, MARION PAYNE**  
WYOU Lewiston, Me

**LUBIN, HARRY**  
Maxwell House Coffee Time  
Starring George Burns & Gracie Allen, NBC

**LUDLOW, BEN**  
B Ardmore, Pa., Condelight Review, NBC-TV, Mr. Feathers  
MBS; Coll The Police CBS.

Scattergood Baines, MBS, The-saurus Transcriptions, Ezio Pinzo-Mary Martin Records.

**LUGAR, JOE**  
Morning Matinee  
WLWT Cincinnati O

—Me—

**McCAITHY, RED**  
WHGB Harrisburg Pa

**McCUTCHAN, KEN**  
WKY Evansville Ind

**McCLUNE, DON**  
WEAR Fairbanks Alaska

**McDERMOTT, CLARK**  
WRM Newport R I

**McGAUGHEY, WARREN**  
KNEB Scottsbluff Neb

**McGRATH, MARGARET E**  
KOWH Omaha Neb

**McGRATH, NED**  
WDHL Olean N Y

**McKINNEY, ALENE**  
KFAB Omaha Neb

**McLEAN, DON**  
KFYR Bismarck N Dak

**McMANUS, JOHNNY**  
The Laurb's Bambo  
NBC-TV

**McNEIL, IDA A.**  
KGFX Pierre S Dak


**McPHERSON, HUGH**  
WOAY Oak Hill W Va

—M—

**MAAS, DON**  
KSEM Moses Lake Wash

**MACKAY, J. WRIGHT**  
WRAR Williamsport Pa.

**MALIN, M. L.**  
WWNH Rochester N H



**BEN LUDLOW**

MUSIC



**CARMEN MASTREN**

Conducting  
"Songs By Morton Downey"  
NBC

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

**MANN, EARL**  
KFGO, Fargo, N. Dak.

**MANORSKY, MORRIS**  
A Tree Grows in Brooklyn, NBC.

**MAPES, BILL**  
WHOS, Decatur, Ala.

**MARCEAUX, VERNE**  
WNMP, Evanston, Ill.

**MARCOTTE, DONALD A.**  
WMAQ, Chicago, Ill.

**MARS, PETER A.**  
WELA, Ludington, Mich.

**MARSHALL, JIMMY**  
WTOB, Winston-Salem, N. C.

**MARTIN, KRIS**  
WACE, Chicopee, Mass.

**MARTIN, NOEL D.**  
KOB, Albuquerque, N. Mex.

**MASON, VIVIAN**  
KHUM, Eureka, Calif.

**MASTREN, CARMEN N.**  
B. Cahoes, N. Y.; Songs By Morton Downey, NBC, NBC-TV

**MATTHEWS, SAM T.**  
KQKB, Tyler, Tex.

**MAUGANS, WILLIAM**  
KSOK, Arkansas City, Kansas

**MAUPIN, REX**  
WENR, WENR-TV, Chicago, Ill.

**MAY, BILLY**  
The Adventures of Ozzie & Harriet, NBC.

**MAYO, BILLY**  
WFPA, Dallas, Tex.

**MAYS, YERLIN**  
WPHG, Bristol, Va.

**MEAKIN, JACK**  
The Great Gildersleeve, NBC.

**MELNICK, KAY**  
WLOA, Braddock, Pa.

**MENDELSON, FRED**  
WBNX, New York, N. Y.

**MENDENHALL, MENDY**  
KASI, Ames, Ia.

**MERLIN, VING**  
Enchanted Strings  
WPIX, New York, N. Y.

**MESERVY, NORMAN**  
WOLF, Syracuse, N. Y.

**METCHNEK, WILLIAM**  
WTCN, WTCN-TV, Minneapolis, Minn.

**MEYER, MARY**  
KPOW, Powell, Wyo.

**MICHAEL, ROBERT**  
WRTA, Altoona, Pa.

**MILLER, DOROTHY**  
WEAM, Arlington, Va.

**MILLER, FRIEDA**  
WTOB, Toledo, O.

**MILLER, HARRISON A.**  
KIT, Yakima, Wash.

**MILLER, JACK**  
The Aldrich Family, NBC.

**MILLER, MAX**  
Club Canadaigua  
WBN-TV, Buffalo, N. Y.

**MILLS, BILLY**  
Fibber McGee and Molly, NBC.

**MILLS, JACK**  
KSLB, Creston, Ia.

**MILSOP, JOSEPH**  
WCPA, Clearfield, Pa.

**MILWEE, N. C. JR.**  
WHBS, & WHBS-TV, Huntsville, Ala.

**MINIARD, TOM**  
WCTA, Andalusia, Ala.

**MISER, IRV**  
WMID, Atlantic City, N. J.

**MITCHELL, BOB**  
KPI, Los Angeles, Calif.

**MONROE, CAL**  
WCAP, Asbury Park, N. J.

**MONROE, VAUGHN**  
E. Oct. 7, 1911, Akron, O.; Camel Show, CBS.

**MONTGOMERY, PAUL**  
WFRC, Reidsville, N. C.

**MOORE, A. RAYMOND**  
WHUM, Reading, Pa.

**MOORE, FRED F.**  
WNDB, Daytona Beach, Fla.

**MORAN, JACK**  
KURV, Edinburg, Tex.

**MORGAN, JAMES**  
WNHC, WNHC-TV, New Haven, Conn.

**MORGAN, TOMMY**  
KOD-TV, Albuquerque, N. Mex.

**MORGAN, WAYNE**  
WMFR, High Point, N. C.

**MORRIS, BILL**  
WROM, Rome, Ga.

**MORRIS, FRANK**  
WJAX, Jacksonville, Fla.

**MORRIS, JOHN J.**  
WTOR, Torrington, Conn.

**MORRISSETTE, RICHARD**  
WCHV, Charlottesville, Va.

**MOSKAU, PAUL**  
KFEQ, St. Joseph, Mo.

**MUNCH, CHARLES**  
Boston Symphony—Dress Rehearsal, NBC.



**HENRY**  
("Solitary Time")  
**HOT-LIPS**  
("Chamber Music Society of Lower Basin Street")  
**LEVINE**



**PEE  
WEE  
KING**

ORCHESTRA WORLD MAGAZINE'S  
CHOICE AS

The Nation's No. 1 Western  
Band Leader

AND HIS RCA-VICTOR GOLDEN  
WEST COWBOYS

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In Person at Bensingers-WAVE  
5:15-5:45 P.M., Daily—  
Jamboree at the Station-WAVE  
7:00-7:30 P.M. each Wednesday,  
Television-WAVE-TV

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

MUNN, MILTON  
WICOU, Eric Pa  
MURFF, FRED  
WLAN, Nashville Tenn  
MURRAY, J BRUCE  
KWHK Hutchinson Kans  
MURRAY, JOHNNY  
KLIF Dallas Tex  
**MURRY, LYN**  
B Dec. 6, 1909, London, Eng-  
land, Ford Theater, Hallmark  
Playhouse, Joan Davis Show  
MYERS, BILL  
KTMC, McAlester, Okla  
MYERS, STANLEY  
ABC ABC TV

— N —

NALLE, BILLY  
Children's Sketchbook NBC  
TV, I Remember Mama, CBS  
TV, Kraft TV Theatre, NBC  
TV, Colgate Theatre, NBC TV  
Candid Camera, NBC TV  
NAPIER, BYRON  
KCRG Enid Okla  
NASH, BARNES  
WHIS Bluefield W Va  
NEAL, PAUL  
WBNS, Columbus O  
NEELY, UBERTO  
Builders of Destiny  
WLWT Cincinnati O  
NEIGHBOR, HOWARD  
KVGK Great Bend Kans  
NELMS, WILLIAM  
WTAX, Springfield Ill  
NELSON, BOB  
WBBQ, Augusta Ga

NELSON, BOB  
WHSN Chattanooga N C  
NELSON, GEORGE  
WHIT, New Bern N C  
NELSON, RUTH HEISE  
The Mary Lee Taylor Show  
NBC  
NEWCOMB, GENEVIEVE  
WFAX Falls Church Va  
NEWLAND, MARYE  
WSAT Salisbury N C  
NEWTON, RALPH  
KFLA Amarillo Tex  
NICHOLSON, JOHN F.  
WTMC Ocala Fla  
NIDES, HARRY  
WROL Knoxville Tenn  
NIDVEYER, LAURA B  
KASH Eugene Ore  
NIEVES, JONI  
KICA Clovis N Mex  
NININGER, EVELYN  
WDRJ Roanoke Va  
NOBLE, ROGER  
WSLI Jackson, Miss  
NOLDR, MURI  
KGLC Miami Okla  
NOLEN, BETTY RUGHES  
KADA Ada Okla  
NORQUIST, JEANETTE  
KFEL Denver Col  
NOYCH, LUCILLE  
KWTX Waco Tex  
NUNNALLY, KATHERINE  
WSSY Potosburg Va

— O —

O'BRIEN, GERRY  
KTTG Tuscon Ariz

OGLETREE, BILLIE  
KVOP, Plainview, Tex  
O'HARA, JANE  
WQAN Scranton Pa  
OLSON, WALLACE  
WCCO Minneapolis Minn  
O'NEILL, JOE  
KYOO Tulsa Okla  
OPEL, JERRY  
KOLE Port Arthur Tex  
OSBORNE, HAROLD  
WMBD, Peoria Ill  
OSWALT, DOTTIE  
KTAT Frederick, Okla  
OVERSTREET, MAVIS  
WSLS Roanoke Va  
OWEN, ELWYN  
Meet the Meeks NBC  
OWEN, EMLYN  
KXEL Waterloo Ia  
OYLER, HAROLD  
WEBQ Harrisburgh Ill

— P —

PADGETT, MATTIE E.  
WIRC Hickory N C  
PAGE, DOROTHY E.  
WTAY Portsmouth O  
PAIGE, RAYMOND  
Skyway To Stars  
CBS  
PALMER, BILL  
WDXB Chattanooga Tenn  
PAQUETTE, ARTHUR  
WFCL Providence R I  
PARIS, NORMAN  
A Girl About Town  
NBC TV  
PARKER, MARY  
KFFA Helena Ark



RICHARD DU PAGE

A S C A P

COMPOSER — ARRANGER — CONDUCTOR  
COMPOSER OF—AFFAIRS OF PETER SALEM;  
MURDER BY EXPERTS; ADVENTURES OF THE  
FALCON WOR—Mutual

6 Burns St., Forest Hills, N.Y. BOulevard 3-0723



GEORGE WRIGHT

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

**PARKS, STURLE J.**  
WHOC, Philadelphia, Pa.  
**PATTERSON, ANDY**  
KMJ, Fresno, Calif.

**PAUL, CHARLES F.**  
B. New York, N. Y.; Mr. & Mrs. North, CBS; Martin Kane Private Eye, NBC-TV; The Shadow, WOR; Lara Lawton, NBC; Young Dr. Malone, CBS; Nora Drake, CBS; Road of Life, NBC

**PAUL, NORMAN**  
KSJO, San Jose, Calif.

**PAVOLINO, MARY**  
WICA, Ashtabula, O.

**PEACOCK, MELVIN**  
WSAV, Savannah, Ga.

**PEEPLES, TRUDY**  
WWOL, Buffalo, N. Y.

**PECK, ALBERT**  
KROS, Clinton, Ia.

**PENTLAND, MARY ALICE**  
KVOR, Colorado Springs, Colo.

**PERKINS, JAMES**  
WBEB, Burlington, N. C.

**PETERSON, LAVERNE**  
WSAU, Wausau, Wis.

**PFLEGER, GEORGE**  
WJTN, Jamestown, N. Y.

**PHILLIPS, A. G.**  
WLTC, Gastonia, N. C.

**PHILLIPS, GREGG**  
WJOL, Joliet, Ill.

**PHILLIPS, OREL**  
KDON, Santa Cruz, Calif.

**PIGAZO, RACHEL**  
WMTC, Vanclève, Ky.

**PICHE, MAURICE**  
KYSM, Mankato, Minn.

**PICKENS, CHAS.**  
WHBC, Canton, O.  
**PIETERZ, GLADYS**  
WKAQ, San Juan, P. R.  
**PILDNER, HENRY**  
WGAR, Cleveland, O.

**PILAUT, JIM**  
KPAN, Hereford, Tex.

**POINTEL, CHARLES H.**  
WRDW, Augusta, Ga.

**POMEROY, JOHN C.**  
WILS, Lansing, Mich.

**POTE, WILLARD**  
WHK, Cleveland, O.

**POTTER, CLIFFORDEAN**  
WOMI, Owensboro, Ky.

**POTTER, GEORGE**  
KIYI, Shelby, Mont.

**POWER, BARBARA**  
WPIK, Alexandria, Va.

**PRITCHARD, BOBBY**  
WCEC, Rocky Mount, N. C.

**PUDRASKA, JEANNE**  
WTWT, Stevens Point, Wis.

**PUTER, JACK**  
KFJX, Grand Junction, Col.

**PUTNAM, JIM**  
WOLS, Florence, S. C.

— R —

**RAFFERTY, CARL L.**  
KJSK, Columbus, Neb.

**RAHBERS, PAUL**  
KRJP, Miles City, Mont.

**RAINEY, BRUCE**  
KSYL, Alexandria, La.

**RAMIREZ, JOSE RAUL**  
WIAC, San Juan, P. R.

**RAMIREZ, WALLACE**  
WAEL, Rayaguez, P. R.

**RANDALL, GORDIE**  
TV Showcase  
WRGB, Schenectady, N. Y.

**RANDOLPH, ELIZABETH**  
Story to Order, NBC.

**RAST, MALCOLM**  
WCOS, Columbia, S. C.

**RAVILIOUS, HOWARD**  
WDWD, Dawson, Ga.

**RAY, CARMEN**  
Sports Room  
WAAM, Baltimore, Md.

**REARDON, RUSS**  
WHEB, Portsmouth, N. H.

**REBER, DON**  
KVNU, Logan, Utah

**RECKINGER, KEN**  
WXLT, Ely, Minn.

**REED, JAMES**  
WAPX, Montgomery, Ala.

**REEDER, CHARLES**  
WING, Dayton, O.

**REGAN, MATT**  
WBTA, Batavia, N. Y.

**REGNEKY, MARLENE**  
WICC, Bridgeport, Conn.

**REININGER, JOHNNY**  
New Orleans Showcase  
WDSU-TV, New Orleans, La.

**REITMANN, BILL**  
KVSF, Santa Fe, N. Mex.

**REPINE, BURT T.**  
WRVA, Richmond, Va.

**REYNOLDS, CLARENCE**  
KOMA, Oklahoma City, Okla.

**REYNOLDS, JAMES**  
WPAL, Charleston, S. C.

**RIANHARD, CONRAD**  
WMBG, Richmond, Va.

**RICE, EDWARD**  
Voices Down the Wind, NBC.

Art Van Damme Quintet

NBC-Chicago

"Reserved for Garroway"

CAPITOL RECORDING  
ARTISTS

\*\*\*\*\*

Personal Management

Jack Russell



... Orchestra Leaders-Conductors-Organists—Radio-TV ...

**RICHARDS, HORACE**  
WPAM Pottsville, Pa.  
**RICHARDS, JOAN**  
WKUD, Urbana, Ill.  
**RICHARDS, DONALD W.**  
WFML, Youngstown, O.  
**RICHARDSON, EDNA E.**  
WTMA Charleston, S. C.  
**RICHARDSON, HELEN**  
WAGC Chattanooga, Tenn.  
**RICHARDSON, MARY HESTER**  
WBML Macon, Ga.  
**RILEY, RALPH**  
WHIZ, Zanesville, O.  
**RING, MARGARET**  
KRRX San Jose, Calif.

**RIO, ROSA**  
My True Story, ABC, Ted Mo-  
Jone, ABC; Rose Rio Rhythms,  
ABC; Front Page Farrell, NBC;  
Lorenzo Jones, NBC; Corleon  
Telletones, ABC-TV. Also com-  
mercial films for RCA

**RISER, BETTIE**  
WJEJ Hagerstown Md.  
**ROBB, WILLIAM**  
WKIX, Columbia, S. C.  
**ROEDER, DOROTHY**  
WIPS, Evansville, Ind.  
**ROEGNER, RUPERT**  
KGCC Mandan, N. Dak.  
**ROHL, JACK**  
WFBM, Baltimore, Md.

**ROMANDY, DIAN**  
KFWB Los Angeles, Calif.  
**ROMEO, PAUL**  
WQV, New York, N. Y.  
**ROONEY, VERNE**  
WLOL, Minneapolis, Minn.  
**ROSE, DAVID**  
The Red Skelton Show, NBC.

**ROSS, JOHN**  
WBLJ, Dalton, Ga.  
**ROSS, KAL**  
WPWA Chester, Pa.  
**ROSS, MURRAY**  
Colgate Sports Newsreel of the  
Air, NBC.

**ROSS, ROY**  
WNEW, New York, N. Y.  
**ROTH, ALAN**  
Texaco Star Theater  
NBC-TV.  
**ROUNTREE, RUSS**  
KCOL, Fort Collins, Col.

**ROY, EL**  
WOMT, Manitowoc, Wis.  
**RUCKER, STAN**  
WOW-TV, Omaha, Nebr.  
**RUDD, WALLY**  
WDGY, Minneapolis, Minn.

**RU DOLPH, JOSEPH**  
WATF, Chicago, Ill.  
**RUSSELL, HENRY**  
Henry Russell Music Holly-  
wood Radio City Orchestra  
Hollywood Calling, NBC Thea-  
tre; Screen Directors Play-  
house The Dorothy Lamour  
Show, NBC.

**RUTLEDGE, JOHN**  
WJHO Baton Rouge, La.  
**RYAN, JOE**  
WALL, Middletown, N. Y.

—S—

**SAATRAMP, JACK**  
Family Time Circle Arrow  
Show, NBC.  
**SAGES, J. SULLIVAN**  
WBMS, Umatowood, Pa.  
**SALERNO, SAM**  
KDAC Ft. Bragg, Calif.  
**SALSBERG, JOE**  
WARM, Scranton, Pa.

**SALTER, HARRY**  
If Pays To Be Ignorant, CBS;  
The Phil Silvers Arrow Show,  
NBC-TV.

**SANDERS, JELLA**  
KTIP, Porterville, Calif.  
**SANFORD, CHARLES**  
Fireball-Fun-For-All  
NBC-TV.

**SANTELMAAN, WILLIAM**  
U. S. Marine Band, NBC.  
**SARGENT, MICHAEL**  
WBW, Bedford, Ind.  
**SASLOWSKY, NICHOLAS**  
WEVD, New York, N. Y.

**SAVITT, LOUIS**  
WBRE, Wilkes Barre, Pa.  
**SAWYER, TOM**  
WHOO, Orlando, Fla.

**SCHARE, WALTER**  
The Phil Harris-Alto Faye  
Show, NBC.  
**SCHMALE, RICH**  
KHUB, Watsonville, Calif.

**SCHUMANN, WALTER**  
Draught, NBC.  
**SCOTT, ADELLE**  
A Life in Your Hands, NBC.

**SCOTT, DALE**  
KSYG, Yreka, Calif.  
**SCOTT, RAYMOND**  
Your Hit Parade the Ray-  
mond Scott Quintet, NBC.

**SCOTT, WAINE**  
WREL, Lexington, Va.  
**SEAMAN, GORDON**  
WOKO Albany, N. Y.

**SELINSKY, VLADIMIR**  
Big Story  
NBC-TV.  
Electric Theatre  
CBS.

**SEWELL, GRANT**  
KBQ, San Diego, Calif.  
**SHAEFFER, ISABEL**  
WSSJ, Winston-Salem, N. C.

**SHANKLE, HUGH**  
WROB, West Point, Miss.  
**SHARPE, R. H. III**  
WTRY, Troy, N. Y.

**SHAUNCE, GOLDA**  
WMBH, Joplin, Mo.  
**SHAW, SUE**  
WGIG, Brunswick, Ga.

**SHAWER, WILLIS**  
WKEY, Covington, Va.  
**SHEAN, EARL**  
WJAR, Providence, R. I.

**SHELDON, EARL**  
B. Jan. 1, 1915, New York,  
N. Y.; Drene Shampoo Show,  
NBC; Musical Bouquet, Pinaud's  
Jack Smith Show, CBS; Pet Milk  
Show, NBC; '48 Culfspay; Ben-  
dix Transcriptions, Capitol Rec-  
ords, Muzok, Associated, London  
Records.

**SHELLY, RAYMOND**  
KANS, Wichita, Kans.  
**SHOOP, DAVID**  
WHF, Harrisburg, Pa.  
**SHREDNICK, MILTON**  
Sketches in Melody, NBC.

**SILFER, CARL**  
WAGE, Syracuse, N. Y.  
**SIMEON, HARRY**  
Phileo Television Playhouse  
NBC-TV.

**SIMPSON, JOHN**  
KOTA, Rapid City, S. Dak.  
**SLACK, PETER**  
KGER, Long Beach, Calif.

**SLATER, M. R.**  
WCAX, Burlington, Vt.

**SMITH, BEASLEY**  
WSM, Nashville, Tenn.  
**SMITH, FRANCES**  
KOL, Seattle, Wash.

**SMITH, FRED**  
KALL, Pasadena, Calif.  
**SMITH, HELEN**  
KECK, Odessa, Tex.  
**SMITH HOWARD**  
Robert Q. Lewis Show  
CBS.

**SMITH, JOHN**  
KSPA, Santa Paula, Calif.  
**SMITH, LALE**  
WJBC, Bloomington, Ill.

**SMITH, MERRILL**  
WDFE, Biddleford, Me.  
**SONTAG, GEORGE**  
WOC, Davenport, Ia.

**SORENSEN, BAL**  
KELO, Sioux Falls, S. Dak.  
**SOREY, VINCENT**  
Get-Together With Gambling  
WOR-TV, New York, N. Y.

**SOSNICK, HARRA**  
Phileo Television Playhouse  
NBC-TV.  
**SPARKMAN, BETTY**  
WTOM, Bloomington, Ind.

**SPARROW, JOHNNA**  
WAAM, Baltimore, Md.  
**SPEARS, SAMMY**  
Front Row Center  
WABD, New York, N. Y.

**SPECTOR, GILBERT A.**  
WLEE, Richmond, Va.  
**SPRAGGINS, CLOIS**  
KENT, Shreveport, La.

**SPRINGER, HARRY**  
WENY, Elmer, N. Y.  
**STABLE, DICK**  
The Martin and Lewis Show  
NBC.

**STADLER, RICHARD**  
WMRN, Marion, O.  
**STAHL, DICK**  
KMMJ, Grand Island, Neb.

**STANLEY, JAY**  
WAAT, Newark, N. J.  
**STANLEY, LEONARD**  
Songs For Your Supper, Re-  
hearsal Call.

**STARBUCK, STEVE**  
KGRH, Fayetteville, Ark.  
**STANZIOLA, JOHN**  
WAZL, Hazelton, Pa.

**STEIN, RALPH**  
WEW, St. Louis, Mo.  
**STEPHENS, DAVID**  
WCAU, Philadelphia, Pa.

**STEPHENS, HAROLD**  
WDVA, Danville, Va.  
**STERLING, EARL**  
KLIJ, Twin Falls, Ida.

**STETLER, ROBERT**  
WLAN, Lancaster, Pa.  
**STOKER, ED**  
KUTA, Salt Lake City, Utah

**STONE, ALBERT**  
WJMO, Cleveland, O.  
**STONE, C.**  
KXLA, Pasadena, Calif.

**STORDAHL, AXEL**  
Your Hit Parade, NBC.  
**STORM, RAY**  
KNOX, Grand Forks, N. Dak.

**STROTHERS, KEN**  
Let's Relax With The Four  
Quarters  
WBBN-TV, Buffalo, N. Y.  
**STUART, EARL**  
WWJ-TV, Detroit, Mich.  
**SURIS, DOMINGO COLON**  
WPAB, Ponce, P. R.



# ... Orchestra Leaders-Conductors-Organists—Radio-TV ...

**SVEHLA, WALT**

WQAM, Miami, Fla.

**SWENSON, MILDRED L.**

KWAT, Watertown, S. Dak.

**SYLBRUD, JERRY**

KMPC, Los Angeles, Calif.

**SYLVERN, HENRY  
"HANK"**

Bob Hawk Show, NBC-CBS-TV;  
Puck Comic Weekly, NBC; This  
Is Show Business, CBS-TV; Man  
Against Crime, CBS-TV; Nick  
Carter, WOR-Mutual.

## —T—

**TAMBLYN, BOB**

WCSC, Charleston, S. C.

**TANNER, MARY JANE**

WIZE, Springfield, O.

**TATE, MALCOLM**

WFUN, Huntsville, Ala.

**TAUBMAN, PAUL**

The Adventures of Frank Merri-  
well, NBC; Rosemary; Perry  
Mason; True Detective; Mys-  
terious Traveler; Lights Out,  
NBC; The Clock, NBC-TV; Benj.  
Moore Paint Show, MBS; RCA  
Victor Recording Artist.

**TAUSCH, DON**

KTBB, Tyler, Tex.

**TAYLOR, MRS. GARVIS**

KRIC, Beaumont, Tex.

**TEMPLETON, JOE**

KWHN, Ft. Smith, Ark.

**THELAN, MRS. ANN**

KELD, El Dorado, Ark.

**THOMAS, DICK**

WLEA, Hornell, N. Y.

**THOMAS, MRS. JANE**

KTBC, Austin, Tex.

**THOMAS, MILLICENT**

WURL, Arlington, Va.

**THOMPSON, JINX**

Gunther TV Sports Special

WAAM, Baltimore, Md.

**THORNHILL, CLAUDE**

Saturday Dance Date, NBC.

**THROSEN, DOROTHY**

KYA, San Francisco, Calif.

**THUENON, DEAN**

KLO, Ogden, Utah

**TIBBELS, BILL**

KVMA, Magnolia, Ark.

**TIGHE, JIM**

WFHR, Wisconsin Rapids,  
Wis.

**TIMM, CHARLES**

WSIV, Pekin, Ill.

**TOSCANINI, ARTURO**

NBC Symphony, NBC.

**TOWNE, GORDON**

WORZ, Orlando, Fla.

**TOWNSEND, WALLY**

CKLW, Detroit, Mich.; Wind-  
sor, Ont.

**TREPEL, MIMI**

WLJB, New York, N. Y.

**TRIBBLE, MARTHA**

WGNS, Murfreesboro, Tenn.

**TRIMMER, WALTER**

WSRS, Cleveland, O.

**TRUDEAU, NED**

WABY, Albany, N. Y.

**TUCKER, SUE**

WKBY, Richmond, Ind.

**TYNE, JIM**

KDSJ, Deadwood, S. Dak.

## —U—

**UNDERWOOD, PIERSON**

WQQW, Washington, D. C.

## —V—

**VAGNONI, FRANK**

WJZ, New York, N. Y.

**VAN DRIEL, BOB**

KGGM, Albuquerque, N. Mex.

**VAN SICKLE, ANN**

WPDX, Clarksburg, W. Va.

**VAN STEEDEN,  
PETER**

Mr. District Attorney, NBC;  
Break The Bank, NBC.

**VAN VELZER, DON KEITH**

KUJ, Walla Walla, Wash.

**VERGER, PRIM**

WIBR, Baton Rouge, La.

**VERNON, MAC**

KVER, Albuquerque, N. Mex.

**VILLAREAL, MANUEL**

DYBU, Cebu, P. I.

**VITZ, Katherine**

KDDD, Dumas, Tex.

**VOGT, GERALD**

WHEC, Rochester, N. Y.

**VOLGER, THELMA**

KWPC, Muscatine, Ia.

**VOORHEES, DON**

Telephone Hour, NBC; Cavalcade  
Of America, NBC.

**VOSBURGH, RICHARD**

WENE, Binghamton-Endicott,  
N. Y.

## —W—

**WACKS, LOU**

WMCA, New York, N. Y.

**WALKER, EDWARD C.**

WDAE, Tampa, Fla.

**WALKER, FRANKYE**

WFOY, St. Aug., Fla.

**WALKER, MARILYN**

KTRE, Lufkin, Tex.

**WALLACE, NEAL**

KFBC, Cheyenne, Wyo.

**WALLING, MARGARET**

WEOF, Dothan, Ala.

**WALSH, GORDON**

WVEC, Hampton, Va.

**WARING, FRED**

Fred Waring Show, WCB5-TV.  
New York, N. Y.

**WATKINS, RICHARD L., JR.**

KSIM, Sikeston, Mo.

**WATTS, SAM**

KWBR, Oakland, Calif.

**WAYNE, ROGER**

WELI, Hempstead, N. Y.

**WAYNICK, HOWARD**

Showcase

WFMY-TV, Greensboro, N. C.

**WEBB, LOU**

Another Song; Lou Webb. Or-  
ganist Morning Serenade:  
"Words and Music," NBC.

**WEBER, HENRY**

U. S. Marine Band, NBC.

**WEHLADT, ALLO**

WFBG, Altoona, Pa.

**WEILER, ROBERT J.**

KDIX, Dickinson, N. Dak.

**WEINER, MILTON**

WLW, Cincinnati, O.

**WELLS, MORTON**

WOW, WOW-TV, Omaha,  
Nebr.

**WESTBROOK, HELEN**

Helen Westbrook, Organist: A  
Life in Your Hands, NBC.

**WESTBY, HAROLD, JR.**

KAUS, Austin, Minn.

**WESTLEY, OSGOOD**

WLS, Chicago, Ill.

**WESTON, PAUL**

Chesterfield Supper Club, NBC.

**WHIPPLE, DOC**

Howdy Doody  
NBC-TV

**WHITE, HOYT**

WENK, Union City, Tenn.

**WHITE, KEITH**

WICY, Malone, N. Y.

**WHITE, LEW**

Inner Sanctum, Grand Central  
Station, Rose of My Dreams,  
CBS; Portia Faces Life, NBC;  
RCA-Victor Records, Columbia  
Movie Shorts.

**WHITE, ORSON**

WRJN, Racine, Wis.

**WHITNEY, GLORIA**

KNAK, Salt Lake City, Utah

**WILBAR, R. D.**

WINS, New York, N. Y.

**WILCOX, ALFRED**

WABE, Allentown, Pa.

**WILK, MARIE**

WWSW, Pittsburgh, Pa.

**WILLIAMS, GENE**

WSPD, Toledo, O.

**WILLSE, R. WILLIAM**

WDEM, Providence, R. I.

**WILLSON, MEREDITH**

Meredith Willson Show, NBC.

**WILSON, KENNETH**

WHDH, Boston, Mass.

**WILSON, WALTER**

WHOP, Hopkinsville, Ky.

**WOOLF, CARL**

WMVG, Milledgeville, Ga.

**WOOD, ROGER**

WIRA, Ft. Pierce, Fla.

**WOODMAN, BOB**

WWCO, Waterbury, Conn.

**WOODS, RICHARD**

KYJC, Medford, Ore.

**WRIGHT, GEORGE**

B. 1920, Orlando, Calif.; Jack  
Berch Show, ABC; Songs by Mar-  
ton Downey, MBS; Maytag, NBC;  
Your United Nations, NBC; The  
Tex & Jinx Show, NBC; NBC  
Thesaurus; Organist, Paramount  
Theatre, N. Y.

**WULLEN, NORMAN**

WKBW, Buffalo, N. Y.

**WYLE, GEORGE**

The Alan Young Show, NBC.

## —Y—

**YAEZELL, PAUL**

KTKT, Tneson, Ariz.

**YATES, CHARLIE**

WRRF, Washington, N. C.

**YOHE, CHARLES R.**

WBOC, Salisbury, Md.

**YOUNG, VICTOR**

B. Aug. 8, 1900, Chicago, Ill.;  
Wrote Musical score for stage  
play "A La Carte"; musical dir  
for Paramount Pictures.

## —Z—

**ZACHER, EUGENE**

WHAM, Rochester, N. Y.

**ZIEGENBEIN, FLEDA**

KFOR, Lincoln, Nebr.

**ZIMMERMAN, HARRY**

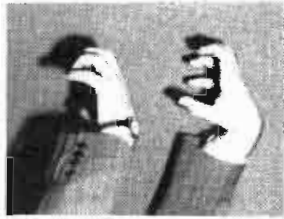
KHJ, KTSL, Hollywood, Calif.

**ZIMMERMAN, PAUL E.**

WMVA, Martinsville, Va.

**ROSCOE KARNS — INSIDE DETECTIVE**

**THE**



**OF MURDER**

*Created and written by*

**LAWRENCE MENKIN and CHARLES SPEER**

**RADIO and TV WRITERS**

**CARLTON E. MORSE**

**WRITER - PRODUCER**

**"ONE MAN'S FAMILY" . . . NBC and NBC-TV**

**"I LOVE A MYSTERY" . . . MBS**

# Radio-TV Writers

## Advertising Agency—Network—Free Lance

### — A —

**ARNOLD, PAUL**  
(See Radio-TV Artists)

**AYRES, KIRBY**  
Music You Know  
CBS

### — B —

**BEASLEY, IRENE**  
(See Vocal Artists)

**BENOFF, MAC**  
B. Sept. 21, 1915, New York, N. Y.; Life with Luigi, CBS.

**BLAKE, PEGGY**  
David Harum  
NBC

**BLOOM, SI**  
Welcome Aboard, Buzz & Bill.  
KDKA, Pittsburgh, Pa.

**BORDEN, RUTH**  
Helen Trent  
CBS

**BOYLE, BETTY**  
Lum and Abner  
CBS

**BRAINARD, ED**  
Lombardoland. U.S.A.  
MBS

**BURNETT, MURRAY**  
True Detective Mysteries  
MBS

### — C —

**CARRINGTON, ELAINE**  
Pepper Young's Family  
NBC

**COHN, BOBBY**  
Henry Morgan Show  
NBC

**COLE, ALONZO D.**  
Casey, Crime Photographer  
CBS

**CONNELL, HOWARD**  
Stop The Music  
ABC

**CRISTY, PATRICIA**  
Pick A Date. ABC

### — D —

**DERMAN, LOU**  
Life With Luigi  
CBS

### — F —

**FAY, FAITH**  
Jack Berch Show  
NBC

**FIELDS, IRVING**  
(See Radio-TV Artists)

**FINKE, JACK**  
F.B.I. In Peace And War  
CBS

**FRIEDMAN, MORTON**  
B. Nov. 3, 1920, New York, N. Y.; NBC University Theatre, NBC; The Mood Is Murder, Transcribed Series; Bourgeois Powderbox Theatre, CBS; Counter-spy, ABC; Abie's Irish Rose, NBC; U. S. Treasury Guest Star, Transcribed over 2,000 stations.

# CARL BIXBY

*Life Can Be Beautiful*

—  
*Studio One*

—  
*Theatre Time*

•  
  
Sturges Highway  
Southport, Conn.

# JERRY MCGILL

writer

director

producer

Per. Mgt. Bernard L. Schubert

**Radio-Television Writers**

**FUNT, JULIAN**  
Young Doctor Malone  
CBS

— **G** —

**GINNES, ABRAM S.**  
ABC

**GLAZER, TOM**  
B. Sept. 3, 1914, Philadelphia, Pa.; Tom Glazer's Ballad Box, We Care, Pick-A-Date, ABC; Tom, Tommie & Mac, WNBC.

**GOODWIN, NANCY**  
ABC-TV

**GREEN, JOHNA**  
Blondie  
ABC

**GUINNESS, ABRAM**  
Family Closerup  
ABC

— **H** —

**HAUSER, DWIGHT**  
ABC

**HAZAM, LOU**  
Living, 1949  
NBC

**HENLEY, ARTHUR**  
Honeymoon in New York, NBC; We, the People, (Gulf); Koy Kyser Show, (Ford); You and Humor, CBS; 13 by Henley (Syndicated); Welcome Wagon Transcribed.

**BEYWARD, LOUIS M.**  
Hannibal Cobb, ABC; Sing For Your Supper, MBS; Johnny Desmond Show, CBS-TV.

**HOLLAND, HERALD**  
Mr. Feathers  
MBS

**HOLLOWAY, JEAN**  
Mr. President  
ABC

**HULL, HARWOOD, JR.**  
Caribbean Crossroads  
MBS

**HUMBERT, ANNE**  
Stella Dallas  
NBC

— **I** —

**ILO, SHIRLEY**  
Amos 'n' Andy  
CBS

**INGRAM, GAIL**  
Crime Photographer, Basil Rathbone Show, The Big Story, Inner Sanctum, Hit Parade, Highways in Melody

**INGRAM, HARRY**  
Crime Photographer, Inner Sanctum, Two On A Chair

— **J** —

**JABLON, MIKE**  
Pick-A-Date, ABC; Labor Speaks, MBS

**JAECCIN, ALBERT II.**  
Melvin Elliott's 7 A.M. News-cast, WOR, New York, N. Y.

**JAMPEL, CARL**  
Archie Andrews  
NBC

**JOHNSON, JAY**  
The Fred Waring Show  
NBC

**JOHNSON, WILLIAM**  
ABC

**JURIST, ED**  
The Aldrich Family  
NBC

— **K** —

**KAYE, NIKKI**  
Charm Clinic, MBS; Charm Inc., CBS-TV; Window Shopping, WNBQ

**KELLEY, WALBOURN**  
ABC

**KELSY, JACK**  
Just Plain Bill  
NBC

**KENT, MONA**  
Portia Faces Life  
NBC

**KLEE, LAWRENCE**  
Mr. Keen  
CBS

— **L** —

**LA FRANKIE, JACK**  
Chicago Theatre of the Air  
MBS



*Art Henley*

**MORTON FRIEDMAN**

*Writer*

OVER 100 TOP RADIO AND MOTION  
PICTURE CREDITS — DRAMA —  
MYSTERY — MUSIC — COMEDY  
Including

"Counterspy" — "Abie's Irish Rose"

"The Mood Is Murder"

"NBC University Theatre"

133 E. 61 St., N.Y.C.      TE. 8-6659

## Radio-Television Writers

**LAKLAN, CARLI**  
Martha Deane Program, WOR

**LESLIE, ALEEN**  
Date With Judy  
ABC

**LEVINE, SAM**  
Treasury Varieties  
MBS

**LEVITT, GENE**  
The Adventures of Philip  
Marlowe  
CBS

**LEWIS, AL**  
Our Miss Brooks  
CBS

**LEWIS, JERRY D.**  
This Is Your F.B.I.  
ABC

**LEWIS, MILTON**  
This Is Nora Drake  
CBS

**LLEWELLYN, JOHN**  
Johnny Desmond Show  
MBS

### — Mc —

**MacLEISH, RODERICK**  
ABC-TV

**McGILL, JERRY**  
Big Town, CBS; Mr. District Attorney, NBC; Appointment With Crime, ABC; One Way Street, ABC.

### — M —

**MACK, NILA**  
Let's Pretend  
CBS

**MANSON, KENNETH**  
ABC

**MARION, IRA**  
Modern Romances, MGM Theater of the Air, Special Report, Crime Does Not Pay, ABC

**MARTINI, ROLAND**  
The Pet Milk Show  
NBC

**MASON, LUCILE**  
ABC-TV

**MENKIN, LAWRENCE**  
Hands of Murder (producer); Inside Detective, Program Playhouse (director); DuMont; Guy Lombardo, ET's.; New World A'Coming (director); WMCA; Mollie Mystery Theatre, NBC.

**MILLIGAN, HAROLD**  
Metropolitan Opera  
ABC

**MITCHELL, ROBERT**  
The Adventures of Philip  
Marlowe  
CBS

**MORRIS, FRANK**  
ABC

**MORSE, CARLETON**  
I Love A Mystery  
MBS

**MORWOOD, WILLIAM**  
The Road of Life  
NBC

**MOSS, HERBERT**  
Mother Knows Best  
CBS

**MULCAHY, RICHARD**  
ABC

### — N —

**NISS, STANLEY**  
Gangbusters  
CBS

### — P —

**PELLETIER, LOUIS**  
F.B.I. In Peace And War  
CBS

**PHILLIPS, ERNA**  
The Guiding Light  
CBS

**PUGH, MADELYN**  
My Favorite Husband  
CBS

### — R —

**RAFAEL, WILLIAM T.**  
Kate Smith Calls, Old Gold Party Time, Let's Go to the Met, Thoughts In Passing, Sammy Kaye's Chrysler Showroom, ABC

**REDFORD, WILLIAM J.**  
ABC

**ROBERTSON, LAWRENCE**  
ABC

**ROEBURT, JOHN**  
Inner Sanctum  
CBS

**ROSS, DON**  
Auction-Aire, ABC-TV; What's the Word?, KNBC (TV); What D'You Know?, KGFJ; Hollywood Holiday, ABC.

**ROSTEN, NORMAN**  
The Telephone Hour  
NBC

**RUBIN, AARON**  
Henry Morgan Show  
NBC

### — S —

**SANGSTER, MARGARET**  
ABC

**SCHOEN, LILLIAN**  
Modern Romances, Roger Dann Show, ABC

**SHAW, BOB**  
Mr. District Attorney  
NBC

**SLOANE, ROBERT**  
Inner Sanctum  
CBS

**SOMMERS, JAY**  
Lum and Abner  
CBS

**SPEER, CHARLES C.**  
B. Aug. 9, 1903, St. Augustine, Fla.; Hands of Murder, Inside Detective, WABD; Backstage With Barry, Kobbs Korner, CBS-TV; War Documentary, NBC-TV; Radio Hall of Fame, ABC; Believe It Or Not, NBC.

**STARK, SHELDON**  
Straight Arrow  
MBS

**STEIN, JOE**  
Henry Morgan Show  
NBC

**SYNOR, PAUL**  
Pick A Date, ABC

### — T —

**TARLOFF, FRANK**  
The Aldrich Family  
NBC

**TODD, ELIZABETH**  
Young Widder Brown  
NBC

**TOKAR, NORMAN**  
The Aldrich Family  
NBC

**TOLL, TED**  
ABC

**TOVROV, ORIN**  
Brighter Day  
CBS

### — V —

**VENDIG, IRVING**  
Perry Mason  
CBS

**VITTES, LOU**  
The Affairs of Peter Salem  
MBS

### — W —

**WALPOLE, HELEN**  
B. Birmingham, Ala.; Stella Dallas; Katie's Daughter; Our Gal Sunday (3 years); Lara Lawton (2 years); Second Husband (1 year); Adventure in Reading (3 years); Various Mystery Shows.

**WANG, GENE**  
The Falcon  
MBS

**WEEDIN, HARFIELD**  
AEC

**WEIDENBAER, CLAIR**  
ABC

**WILLIAMS, DREW**  
Mutual Newsreel  
MBS

**WISHENGRAD, MORTON**  
The Eternal Light  
NBC

**WITTY, DONALD L.**  
Modern Romances, ABC

**WOLF, WINERFERD**  
M.riage For Two  
NBC

**WOOLLEN, RICHARD**  
ABC

**WORMSER, JACK**  
ABC

### — Y —

**YOUNG, JOHN M.**  
Right to Happiness,  
The Road of Life  
NBC



## Geoff Davis

SPORTSCASTER-ANNOUNCER

**4**<sup>th</sup> successful year in N. Y.

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My sincere thanks and appreciation  
to those who have made  
this possible

Radio Offer Company

Paramount Pictures

American Schools

N. Y. World-Telegram & The Sun

Loew's Incorporated

Thom McAn

Station WINS

The Crosley Broadcasting Corporation

# Announcers

(RADIO AND TELEVISION)

-their work during 1949

## — A —

**ABBOTT, BOB**  
KAUS, Austin, Minn.

**ABELES, SEYMOUR**  
WBEN-TV, Buffalo, N. Y.

**ABRAMS, SOL**  
WGAU, Athens, Ga.

**ADAMS, BERNIE**  
WMBR, Jacksonville, Fla.

**ADAMS, BILL**  
WHOC, Philadelphia, Miss.

**ADAMS, DANA**  
KFDX, Wichita Falls, Tex.

**ADAMS, DEAN**  
WNAE, Norristown, Pa.

**ADAMS, LARRY**  
WVJS, Owensboro, Ky.

**ADAMS, JIM**  
WDSO, Dillon, S. C.

**ADCOCK, WILLIAM**  
WHNC, Henderson, N. C.

**ADEMY, JOHN**  
WCAO, Baltimore, Md.

**ADKINS, JOHN**  
WTGO, Campbellsville, Ky.

**ADRIAN, VIC**  
WQBC, Vicksburg, Miss.

**AGNEW, JOHN**  
WHEC, Columbus, O.

**AHERN, JOHN**  
KYJC, Medford, Ore.

**ALBERTS, NICKY**  
WAZL, Hazleton, Pa.

**ALBIN, NATHAN E.**  
KYCA, Prescott, Ariz.

**ALBRECHT, KEN**  
KVOB, Alexandria, La.

**ALDRICH, BILL**  
WSRS, Cleveland, O.

**ALDRIDGE, I. JAY**  
WROB, West Point, Miss.

**ALEXANDER, CLARK**  
WHLI, Hempstead, L. I.

**ALEXANDER, JACK**  
KTVL, Tulsa, Okla.

**ALLAN, FRANK**  
KECK, Odessa, Tex.

**ALLBAUGH, BILL**  
KASI, Ames, Ia.

**ALLEN, BOB**  
KWED, Seguin, Tex.

**ALLEN, BOYD**  
KROY, Sacramento, Calif.

**ALLEN, DAVE**  
KXLW, St. Louis, Mo.

**ALLEN, PATRICK**  
Curtain Times, NBC.

**ALLEN, REG**  
WTOP, Washington, D. C.

**ALLEN, WAYNE**  
KSEL, Lubbock, Tex.

**ALLGOOD, BILL**  
WMOC, Covington, Ga.

**ALLIN, HENRY**  
WLAP, Lexington, Ky.

**ALLINGER, RALPH**  
WRUN, Utica, N. Y.

**ALLISON, DAN**  
WICC, Bridgeport, Conn.

**ALSPAUGH, BILL**  
WRAL, Raleigh, N. C.

**ALSUP, JOE**  
WDEF, Chattanooga, Tenn.

**ALTMAN, LEN**  
WSAR, Fall River, Mass.

**AMBROSE, ROY**  
WTUX, Wilmington, Del.

**ANDERSON, BILL**  
WJOC, Jamestown, N. Y.

**ANDERSON, CARL**  
WFOR, Hattiesburg, Miss.

**ANDERSON, MILTON**  
WJAS, Pittsburgh, Pa.

**ANDERSON, ORVAL**  
KGFJ, Hollywood, Calif.

**ANDERSON, PAUL**  
WEW, St. Louis, Mo.

**ANDERSON, SAMMY**  
WAEB, Allentown, Pa.

**ANDRES, JOE**  
WMAW, Milwaukee, Wis.

**ANDREWS, DON**  
WKNX, Saginaw, Mich.

**ANNAND, FRANK**  
WCHS, Charleston, W. Va.

**ANSBRO, GEORGE**  
Go For The House (ABC); Young  
Widder Brown (NBC); Talk Your  
Way Out Of It (ABC); Pick A  
Date With Buddy Rogers (ABC).

**ANSON, BRUCE**  
KGFJ, Hollywood, Calif.

**ANTHONY, ALLEN C.**  
Dr. I. Q.; Dr. I. Q. Jr., NBC.

**ANTHONY, BOB**  
WIRL, Peoria, Ill.

**ANTHONY, TED**  
WTVJ, Miami, Fla.

**ARDEY, BOB**  
WMID, Atlantic City, N. J.

**ARMISTEAD, JIM**  
WRNO, Orangeburg, S. C.

**ARMSTRONG, TOM**  
WGAR, Cleveland, O.

**ARNOLD, BILL**  
WHSY, Hattiesburg, Miss.

**ARNOLD, GARY**  
WDUN, Gainesville, Ga.

**ARNOLD, WALTER**  
ABC, ABC-TV.

**ARRASMITH, HERBERT**  
KERN, Bakersfield, Calif.

**ARTER, MALCUM**  
WKOK, Sunbury, Pa.

**ARTHUR, JACK**  
Eddie Albert Show, NBC.

**ARTHUR, JERRY**  
WLAD, Danbury, Conn.

**ARTHURS, BILL**  
WREF, Worthington, O.

**ARTMAN, PAUL**  
WJPR, Greenville, Miss.

**ASHBURN, RON**  
WNOX, Knoxville, Tenn.

**ASHEB, JOE**  
WLAP, Lexington, Ky.

**ASHLEY, ART**  
WONS, Hartford, Conn.

**ASHLEY, BARBEE**  
WJPR, Greenville, Miss.

**ASHTON, WARREN**  
WIMS, Michigan City, Ind.

**ATER, TOM**  
WKAB, Mobile, Ala.

**ATKERSON, PAUL**  
KALI, Pasadena, Calif.

**ATKINS, THEARON O.**  
WATO, Oak Ridge, Tenn.

**ATWELL, HOWARD**  
WVPO, Stroudsburg, Pa.

**AUSTIN, FLETCHER**  
WBT, Charlotte, N. C.

**AVERBACH, BERNARD J.**  
WBAB, Atlantic City, N. J.

**AVERBACH, HY**  
B. 1920, Minn.; Bob Hope Show,  
NBC.

**AVERY, CHARLES**  
WFPG, Atlantic City, N. J.

## — B —

**BABCOCK, FRANK**  
KXYZ, Houston, Tex.

**BABCOCK, WILLIAM**  
WJAS, Pittsburgh, Pa.

**BACON, NORMAN**  
WOC, Davenport, Ia.

**BAGDASARIAN, ALBERT**  
WNBZ, Saranac Lake, N. Y.

**BAILEY, BILL**  
KTOK, Oklahoma City, Okla.

**BAILEY, BILL**  
KTHS, Hot Springs, Ark.

**BAILEY, BILL**  
WLS, Chicago, Ill.

**BAILEY, BOB**  
WCAV, Norfolk, Va.

**BAILEY, LEM**  
WCOV, Montgomery, Ala.

**BAKER, ART**  
B. January 7, 1898, New York,  
N. Y.; Art Baker's Notebook,  
ABC; Triple Feature Theatre,  
ABC-TV.

**BAKER, BYRON**  
KALB, Alexandria, La.

**BAKER, DEAN**  
KGVJ, Greenville, Tex.

**BAKER, FRANK**  
WALA, Mobile, Ala.

**BAKER, PAUL**  
WLAD, Danbury, Conn.

**BAKER, ROLAND**  
KXYZ, Houston, Tex.

**BAKER, TOBY**  
WELI, New Haven, Conn.

**BALL, GEORGE**  
WHLI, Hempstead, L. I.

**BALL, JACK**  
KSAN, San Francisco, Calif.

**BALL, NOEL**  
KSWM, Joplin, Mo.

**BALL, ROGER**  
WALT, Tampa, Fla.

**BALLANCE, WILLIS B.**  
KOA, Denver, Colo.

## Announcers—Radio-Television

- BALLINGER, ART**  
This Is Your Life NBC
- BANKS, HAL**  
WQQW Washington D C
- BARATH, RAY**  
WRFX Columbus N C
- BARBER, DON**  
WGBS Miami Fla
- BARBER, JULIAN**  
WVYS Charlotte N C
- BARBER, ROBERT**  
WCCM Cumberland Md
- BARBER, DICK**  
KJLZ Denver Colo
- BARBER, JIM**  
WJNC Jacksonville N C
- BARBER, MARK A., JR.**  
WDUK Durham N C
- BARKLEY, ALAN**  
WAMS Wilmington Del
- BARNETT, GRIFF**  
The Phil Harris-Alco Eye  
Show NIB
- BARRETT, G. ELLIS**  
WPTZ Albany N Y
- BARRON, BILL**  
WQWO Fort Wayne Ind
- BARRY, JACK**  
WJOY Burlington Vt
- BARRY, NORM**  
WNBQ Chicago Ill
- BARRY, NORMAN**  
WMAQ Chicago Ill
- BARTELL, PAUL**  
WFOK Milwaukee Wis
- BARTHEL, BURT**  
KOL Seattle Wash
- BARTLETT, RAY**  
KWKH Shreveport La
- BARTON, FRANK**  
KNBH Hollywood Calif
- BARTCH, ANDRE**  
Your Hit Parade Light Up  
Time NBC
- BARTUL, JACK L**  
WGVM Greenville Miss
- BATCHELDER, JOHN**  
WRC Washington D C
- BATCHELER, DICK**  
WDBO Orlando Fla
- BATE, RICHARD**  
WDRB Daytona Beach Fla
- BATSON, GAY**  
WDSH New Orleans La
- BAUER, GEORGE**  
WGN TV Chicago Ill
- BAUMAN, BILL**  
KVNJ Fargo N Dak
- BAXTER, ROY**  
WBNS New York N Y
- BEATY, ROSS**  
WELM Elmhurst N Y
- BEATY, WILLIAM**  
WFLA Tampa Fla
- BEAUMONT, PERRY**  
WLOK Lima O
- BECKER, SANDY**  
Young Dr Malon  
CBS
- BEDAN, BIRD**  
WELC Pottsville N Y
- BEDFORD, PAUL**  
WFMJ Youngstown O
- BEECHAM, WALLY**  
WKRH Columbia Tenn
- BEGHOLD, KENNETH**  
WGBI Scranton Pa
- BEKAS, TONY**  
WHGB Harrisburg Pa
- BELANEY, BILL**  
WCOL Columbus O
- BELL, "GABBY"**  
WBRC TV Birmingham Ala
- BELLAH, MILTON**  
WDAR Savannah Ga
- BELLAIRS, MAL**  
WCFL Chicago Ill
- BELLER BOB**  
KIND Independence Kans
- BENGTSON, CHARLES**  
WATR Waterbury Conn
- BENNETT, BERN**  
Sing It Again This Is Show  
Business (TV) Ala Bureau  
(TV)  
CBS
- BENNETT, BING**  
WSKY Asheville N C
- BENNETT, RAY**  
KGA Spokane Wash
- BENNICK, DICK**  
WGIV Charlotte N C
- BENSON, BOB**  
KYW Philadelphia Pa
- BENSON, HYL**  
WMPB Memphis Tenn
- BENSON, JERRY**  
WGAT Uuca N Y
- BENSON, ROBERT**  
KFAM, St Cloud Minn
- BENWARE, REN**  
WQXR New York N Y
- BERG, LEE**  
KRON Omaha Neb
- BELIN, PAUL**  
WHHM Memphis Tenn
- BERNARD, CHUCK**  
WML Fresno Calif



**CY HARRICE**



## Announcers—Radio-Television

- BERNIER, GUS**  
WMUR, Manchester, N. H.
- BEENS, BILL**  
Act 16 Out, NBC-TV.
- BERRY, BILL**  
WDBO, Orlando, Fla.
- BETERS, MITCHELL**  
WHTT, Hartford, Conn.
- BETTINGSON, WIN**  
WLYN, Lynn, Mass.
- BEUTEL, ROBERT L.**  
WKAT, Miami Beach, Fla.
- BEWICK, DOUGLAS**  
WSPR, Springfield, Mass.
- BIVENS, BILL**  
The Fred Waring Show, NBC.
- BIGLER, TOM**  
WILK, Wilkes-Barre, Pa.
- BILL, CHUCK**  
WJJD, Chicago, Ill.
- BILLINGSLEY, BILL**  
WTOB, Winston-Salem, N. C.
- BIRDAS, GEORGE**  
WLNA, Peekskill, N. Y.
- BIRMINGHAM, JOHN**  
WNBZ, Saranac Lake, N. Y.
- BISH, DON**  
KGEM, Boise, Ida.
- BITTERMAN, JACK**  
WABB, Mobile, Ala.
- BLACK, ALAN**  
WJTT, Pittsburgh, Pa.
- BLACK, BERNIE**  
WGPA, Bethlehem, Pa.
- BLACK, BUDDY**  
KCKN, Kansas City, Mo.
- BLACK, CHARLES A.**  
WSAI, Cincinnati, O.
- BLACK, HOWARD**  
KOY, Phoenix, Ariz.
- BLACK, JOE**  
WHK, Cleveland, O.
- BLAKELEY, CLINT**  
WAFM-TV, Birmingham, Ala.
- BLAKELY, CLINTON**  
WAPI, Birmingham, Ala.
- BLAND, CECIL**  
KTBS, Shreveport, La.
- BLANTON, WALLY**  
KFJZ, Fort Worth, Tex.
- BLECKLEY, W, JOHN**  
WJMR, New Orleans, La.
- BLLENHEIM, LARRY**  
WMGM, New York, N. Y.
- BLISS, HOMER**  
WHAM-TV, Rochester, N. Y.
- BLOCK, MARTIN**  
Chesterfield Supper Club, NBC,  
NBC-TV.
- BLOUNT, DAVE**  
WGGG, Gainesville, Fla.
- BLUEBAUGH, PAUL V.**  
KTLN, Denver, Colo.
- BOBB, CHARLES J.**  
KVOB, Alexandria, La.
- BOCOCK, BUDDY**  
WEAS, Atlanta, Ga.
- BODIE, ARMAND**  
WSOC, Charlotte, N. C.
- BODKIN, LARRY**  
WTAL, Tallahassee, Fla.
- BOGDEN, HILARY**  
WJAS, Pittsburgh, Pa.
- BOHACK, WILLIAM**  
WPAT, Paterson, N. J.
- BOIVIN, JAY**  
WFEA, Manchester, N. H.
- BOLLINGER, GENE**  
WEGO, Concord, N. C.
- BOLLWINKEL, CALVIN**  
WHUC, Hudson, N. Y.
- BOLTON, JOE**  
WPIX, New York, N. Y.
- BOLTON, LESLIE R.**  
KARK, Little Rock, Ark.
- BOND, FORD**  
Cities Service Band of America:  
Manhattan Merry-Go-Round;  
American Album of Familiar Music, NBC.
- BONDARIN, AVRUM**  
KFOR, Lincoln, Nebr.
- BOOTH, VIRGIL**  
WKBW, Buffalo, N. Y.
- BOULDEN, ARTHUR**  
CKLW, Detroit, Mich.
- BOULTON, MILO**  
The Phil Silvers Arrow Show,  
NBC-TV.
- BOVARD, BOB**  
KWBR, Oakland, Calif.
- BOWERS, BILL**  
KOTV, Tulsa, Okla.
- BOWER, BOB**  
WTIP, Charleston, W. Va.
- BOWMAN, GUY**  
WJBK-TV, Detroit, Mich.
- BOYD, HARVEY**  
KWBC, Ft. Worth, Tex.
- BOYETTE, PAT**  
KTSA, San Antonio, Tex.
- BOYLES, CHARLES**  
KOY, Oklahoma City, Okla.
- BOYSEN, JAMES**  
WTCN, Minneapolis, Minn.
- BRADFORD, JOHN**  
WINS, New York, N. Y.
- BRADLEY, BILL**  
WJTN, Jamestown, N. Y.



# HUGH JAMES

PL 7-0700

## Announcers—Radio-Television

- BRADLEY, ROBERT**  
WMIL, Milwaukee, Wis
- BRAND, LUTHER**  
WFBN, Indianapolis, Ind
- BRENNAN, BILL**  
WJOY Burlington, Vt
- BRENNAN, DAN**  
WVOC Birmingham, Ala
- BRENNER, PAUL**  
Requestfully Yours WAAT  
Miss Television of '49, March  
of Talent WATV.
- BREVIK, ERNIE**  
WDAY, Fargo N Dak
- BREWER, BOB**  
KOTV, Tulsa, Okla
- BROKAW, JAMES**  
WCOP, Boston, Mass.
- BROOK PHIL**  
WNDB, Daytona Beach Fla
- BROOKS, MIKE**  
WBIG, Greensboro, N C
- BROPHY, WILLIAM**  
WTHF, Hartford, Conn
- BROWN, BERNARD**  
WAGA Atlanta, Ga.
- BROWN, BILL**  
WLW, Cincinnati, O.
- BROWN, BLAIR**  
WWDC, Washington, D C
- BROWN, DANIEL W.**  
KTIN, Denver Colo
- BROWN, E. FRANK**  
KXLW St Louis, Mo
- BROWN, GERALD**  
WGRC Louisville Ky.
- BROWN, HOWARD**  
WFIL, Philadelphia, Pa
- BROWN, LARRY**  
WGBB, Freeport, N Y.
- BROWN, LEONARD**  
WMBH Joplin, Mo
- BROWN, LEONARD**  
KTW Seattle, Wash.
- BROWN, MARVIN**  
WMOU Berlin, N. H.
- BROWN, NELSON**  
WNLC New London, Conn.
- BROWN, PERRY**  
WHEN Syracuse N Y
- BROWN, R. FRED, JR**  
WLOS, Asheville, N C
- BROWNE, TOM**  
WBBC, N. Wilkesboro, N C
- BROWNING, DOUGLAS  
THOMAS**  
Champion Spark Plug, Harry  
Wisner, ABC
- BROWNING, REED**  
ABC, ABC-TV
- BRICKELL, BOB V.**  
KIXL Dallas Tex
- BRICKHOUSE, JACK**  
(See Sports Commentators)
- BRIGHT, ROBIN**  
WKLO, Louisville Ky
- BRINKLY, JACK**  
WLS, Chicago, Ill
- BRINKLEY, JACK**  
B. Nov. 30, 1906, Oxford, N. C.;  
Judy & Jane, Transcription Net  
of 25 stations, Children's Hour,  
(WLS), WLS Evening Hour (WLS),  
Little Brown Church of the Air,  
(WLS); Reading the Funnies  
(WLS); Musical Turnabout  
(WLS)
- BRISCOE, ROY**  
WSTV, Steubenville, O.
- BRISENDING, ROBERT**  
WERD Atlanta Ga
- BRUMM, LEO A.**  
WTOC, Savannah, Ga
- BRUNER, BOB**  
WXLW Indianapolis, Ind
- BRUNNER, LARRY**  
WCKY, Cincinnati, O.
- BRYAN, DON**  
WFNC, Fayetteville, N C
- BRYAN, GEORGE**  
Talent Scouts, Lucky Pup  
(TV), WCBS News  
CBS
- BRYANT, ED**  
WFBL, Syracuse, N Y
- BRYANT, TED**  
KWWE Walla Walla, Wash
- BRYSON, JOHN**  
WENR TV, Chicago, Ill
- BRYSON, JOHN**  
WENR Chicago Ill
- BUCHANAN, BRUCE**  
WMFD, Wilmington N C
- BUCHANAN, PAUL**  
WTOM, Bloomington Ind
- BUCHANAN, GENE**  
WIL St Louis, Mo
- BUCK, LOUIS**  
Grand Ole Opry NBC
- BUDD, MILTON**  
WMBD, Peoria, Ill
- BUNN, JAMES W.**  
Chandu, Kate Smith Family  
Closeup, ABC  
Stop the Music, ABC-TV
- BURGESS, RALPH**  
WGBA Columbus, Ga
- BURK, TED**  
WLBC Muncie, Ind.

# RALPH PAUL

## ✓ ANNOUNCER

"TRUE DETECTIVE MYSTERIES"—MBS  
"GUY LOMBARDO SHOW"—WNBC  
"MOTHER KNOWS BEST"—CBS

## ✓ M. C.

"SECOND HONEYMOON" (Daily)—WOR

## ✓ NEWSCASTER

"NEWSWEEK PERISCOPE"—WOR



**Announcers—Radio-Television**

**BURNETT, JIM**  
WFMJ, Youngstown, O.  
**BURNS, AL**  
WLYN, Lynn, Mass.  
**BURNS, EDWARD J.**  
WGNY, Newburgh, N. Y.  
**BURNS, ROG**  
WBEL, Beloit, Wis.  
**BUSH, DON**  
WOWO, Fort Wayne, Ind.  
**BUSSARD, ADALINE**  
KWBB, Walla Walla, ash.  
**BUTLER, HARRY W.**  
WHIO, Dayton, O.  
**BUTLER, JAY**  
KFRM-KMBC, Kansas City, Mo.  
**BYASSEE, ROBERT**  
WEW, St. Louis, Mo.

— C —

**CABLE, LOWELL D.**  
KVOA, Tucson, Ariz.  
**CADWELL, CLYDE**  
KFVD, Los Angeles, Calif.  
**CALVERT, WILLIAM**  
WCCO, Hartford, Conn.  
**CAMPBELL, BUD**  
WIBR, Baton Rouge, La.  
**CAMPBELL, DAVE**  
WAPI, Birmingham, Ala.  
**CAMPBELL, DAVE**  
WBT, Charlotte, N. C.  
**CAMPBELL, DAVE**  
WBT, Charlotte, N. C.  
**CAMPBELL, GEORGE**  
WHLD, Niagara Falls, N. Y.  
**CAMPBELL, JACK**  
KANS, Wichita, Kans.

**CAMPBELL, MALCOLM**  
WCUM, Cumberland, Md.  
**CAMPBELL, REX**  
KSL, Salt Lake City, Utah  
**CANFIELD, GIL**  
WEWS, Cleveland, O.  
**CANTER, RUSSELL**  
WBNS, Columbus, O.  
**CAPILLI, SAL**  
WHGB, Harrisburg, Pa.  
**CAPRAL, ED**  
WCNN, Atlanta, Ga.  
**CARDELL, GEORGE**  
WSOY, Decatur, Ill.  
**CARDIN, BILL**  
KOMA, Oklahoma City, Okla.  
**CARIKER, KEN**  
KRBC, Abilene, Tex.  
**CARLEY, JAMES F.**  
WHBO, Tampa, Fla.  
**CARLSON, ADE**  
WBEC, Duluth, Minn.  
**CARLSON, HOWDY**  
WISH, Indianapolis, Ind.  
**CARLSON, RUFUS**  
KVI, Seattle, Wash.  
**CARLTON, JOHN**  
WJLL, Niagara Falls, N. Y.  
**CARLTON, ROBERT**  
WMBD, Peoria, Ill.  
**CARPENTER, KEN**  
Kraft Music Hall, NBC.  
**CARPENTER, ROBERT**  
WKBB, Dubuque, Ia.  
**CARPENTER, UNCLE BEN**  
WMAF, Monroe, N. C.  
**CARROLL, VINCE**  
WBAX, Wilkes-Barre, Pa.  
**CARTER, ALAN**  
WPAT, Paterson, N. J.

**CARTER, JERRY**  
WKIP, Poughkeepsie, N. Y.  
**CARTER, ROBERT**  
KDB, Santa Barbara, Calif.  
**CARVER, WALLY**  
WGFA, Bethlehem, Pa.  
**CARY, TOM**  
KFEQ, St. Joseph, Mo.  
**CASE, KEN**  
KTBS, Shreveport, La.  
**CASHION, JOHN T.**  
WKBC, N. Wilkesboro, N. C.  
**CASPERSON, CARL**  
WDAL, Duluth, Minn.  
**CASSELL, BARRY**  
WAAM, Baltimore, Md.  
**CASSELL, CLAENCE**  
KCBS, San Jose, Calif.  
**CASSIDY, TOM**  
KFAC, Los Angeles, Calif.  
**CASTLE, CHARLES**  
WLBE, Leesburg, Fla.  
**CATON, EARL**  
WHSC, Hartsville, S. C.  
**CAUDLE, ROY**  
WAUD, Auburn, Ala.  
**CAUDILL, CARL B., JR.**  
WPTC, Kinston, N. C.  
**CAUGHMAN, CLARE**  
KYOS, Merced, Calif.  
**CAVANAGH, LEE**  
KWK, St. Louis, Mo.  
**CAY, DON**  
WNNC, Newton, N. C.  
**CECIL, HERMAN**  
KCMC, Texarkana, Tex.  
**CERULA, PAUL**  
WVPO, Stroudsburg, Pa.  
**CHAMBERS, HUGH**  
WNJR, Newark, N. J.



**BEN GRAUER**  
NBC



**FRANK GALLOP**

## Announcers—Radio-Television

- CHAMPTON, NED**  
 WNAO Raleigh N. C.  
**CHAMPLIN, GLENN**  
 WLCX LaCrosse Wis.  
**CHAN, CHARLES**  
 NBC  
**CHANCELLOR, GREG**  
 KOME Tulsa Okla.  
**CHANDLER, JOEL**  
 WEAV Plattsburg N. Y.  
**CHANDLER THEODORE**  
 WCAX Burlington Vt.  
**CHANDLER, WARREN**  
 KOOL Phoenix Ariz.  
**CHAPMAN, FRED**  
 WILK Wilkes-Barre Pa.  
**CHAPMAN, JERRY**  
 WIRE Indianapolis Ind.  
**CHAPPEL, LLOYD**  
 KNOS Hartford Conn.  
**CHAPPELL, ERNEST**  
 The Big Story NBC  
**CHARLES, JAY**  
 WUSN Charleston S. C.  
**CHASE, BRANDON**  
 WNEC New London Conn.  
**CHASE, EDDIE**  
 WOOD Grand Rapids Mich.  
**CHASE, JOHN PERSHING**  
 WHTB Benton Harbor Mich.  
**CHASE, WARD**  
 WEAY Green Bay Wis.  
**CHATTERTON, LARRY**  
 KTSN Hollywood Calif.  
**CHELTON, GERALD**  
 WRDW Augusta Ga.  
**CHESTER, HARRYEA**  
 WLAW Lawrence Mass.  
**CHEZEM, CURT**  
 KUGN Eugene Ore.
- CHURCHES, GLENN E.**  
 KCRA Sacramento Calif.  
**CLANEY, HOWARD**  
 American Album of Familiar Music NBC  
**CLARE, BOB**  
 KYNO Fresno Calif.  
**CLARK, CHRIS**  
 WRJM Newport R. I.  
**CLARK, DOUG**  
 WIBX Utica N. Y.  
**CLARK, GORDON**  
 KPFX Beaumont Tex.  
**CLARK, HAROLD**  
 WEAN Providence R. I.  
**CLARK, HARRY**  
 News  
 CBS  
**CLARK HENRY**  
 WENT Gloversville  
 Johnstown N. Y.  
**CLARK, LARRY**  
 WTMJ TV Milwaukee Wis.  
**CLARK, PAUL**  
 WHAS Louisville Ky.  
**CLARK WALLACE**  
 WTAX Springfield Ill.  
**CLARK, WARREN**  
 KFEL Denver Colo.  
**CLARKE, EDDIE**  
 KCKN Kansas City Mo.  
**CLAYTON, TOM**  
 WLLH Lowell Lawrence  
 Mass.  
**CLERK, WILLIAM S.**  
 WRTA Altona Pa.  
**CLIFFORD, PAUL**  
 WBRV Ann Arbor Mich.  
**CLINE, KEN**  
 WBRK Detroit Mich.
- CLOW, KENNETH**  
 WGBG Greensboro N. C.  
**CODDEN, HAL**  
 KFMB San Diego Calif.  
**COHN, HAROLD**  
 WTDQ Jacksonville Fla.  
**COLEMAN, BARRY**  
 KMYR Denver Colo.  
**COLEMAN, BEE**  
 WLEX Lexington Ky.  
**COLEMAN, FRANK**  
 WGAC Augusta Ga.  
**COLEMAN, RICHARD T.**  
 KGGM Albuquerque N. Mex.  
**COLLIER, RALPH**  
 WHAM Rochester N. Y.  
**COLLINS, DAVE**  
 WFOK Lancaster, O.  
**COLLINS, SID**  
 WIBC Indianapolis Ind.
- COLLYER, BUD**  
 Quiz of Two Cities, Superman, Brook the Bonk, ABC, Life Can Be Beautiful, NBC, Mollie Mystery Theater, NBC, Winner Take All, CBS CBS-TV  
**COLTON, LAYERN B.**  
 WLAM Lewiston Me.  
**COLVIG, BOB**  
 KSFQ San Francisco Calif.  
**COLMAN, TOM**  
 WTHP Charleston W. Va.  
**COMANOR, PAULINE**  
 WTVJ Miami Fla.  
**COMO, HUNTER**  
 KDAJ, Duluth, Minn.  
**COMTE, GEORGE**  
 WTMJ WTMJ TV Milwaukee, Wis.



### DAVID ROSS

Radio — Television — Films



### KEN ROBERTS

Sch. 4-5700

## Announcers—Radio-Television

- CONCIE, BOB**  
KDSH, Boise, Ida.
- CONNELLY, JOHN H.**  
B. Sept. 12, 1917, Mt. Pulaski, Ill.; John J. Anthony Hour, WMGM; Five Clues To The Crime, WMGM.
- CONNOR, TED**  
WFMJ, Youngstown, O.
- CONNOR, CHARLES**  
KWON, Bartlesville, Okla.
- CONOVER, HUGH**  
The Swift Show, NBC-TV.
- CONRAD, GENE**  
WHIO-TV, Dayton, O.
- CONRAD, STEVE**  
WKBZ, Muskegon, Mich.
- CONSTANT, A. H.**  
KRON-TV, San Francisco, Calif.
- COOK, CARLOS**  
KTMS, Santa Barbara, Calif.
- COOK, JAY**  
KRDO, Colorado Springs, Colo.
- COOK, LOU**  
ABC, ABC-TV
- COOK, RICHARD**  
WLWD, Dayton, O.
- COOLEY, FRANK**  
KOLN, Portland, Ore.
- COOPER, DALE**  
KAST, Astoria, Ore.
- COOPER, MEL**  
KCBT, Trinidad, Colo.
- CORBETT, JOHN**  
WBEN-TV, Buffalo, N. Y.
- CORBIN, LOU**  
WFBR, Baltimore, Md.
- CORCORAN, BILL**  
WJBO, Baton Rouge, La.
- CORLEY, BILL**  
WBNS, Columbus, O.
- CORLEY, BOB**  
WQXI, Atlanta, Ga.
- CORLEY, GORDON**  
KFKA, Greeley, Colo.
- CORNEAL, GEORGE**  
KDZA, Pueblo, Colo.
- CORNELL, BOB**  
KFAC, Los Angeles, Calif.
- COSTELLO, JOHN PATRICK (Jack)**  
B. Sauk Center, Minn.; Music America Loves Best; RCA Victor; Kraft Music Hall; Hildegard Raleigh Room; Story of Music; Vacation With Music; Catholic Hour; First Piano Quartet, NBC; Eleventh Hour News, WNBC.
- COX, BILL**  
WWDC, Washington, D. C.
- CORY, JOHN H.**  
WHIO-TV, Dayton, O.
- COSLETT, FRANKLIN D.**  
WBRE, Wilkes-Barre, Pa.
- COSTLEY, JAN**  
WINE, Binghamton, N. Y.
- COSTON, J. MONROE**  
KCLW, Hamilton, Tex.
- COUCH, EDWARD**  
WSSB, Durham, N. C.
- COWAN, COLEY**  
WSON, Henderson, Ky.
- COWLING, TERRY**  
WCOP, Boston, Mass.
- COX, FORREST**  
WRBC, Jackson, Miss.
- COYLE, BERT**  
KCBT, Trinidad, Colo.
- CRABLE, BILL**  
KRIO, McAllen, Tex.
- CRAFTON, PATRICK**  
KRON-TV, San Francisco, Calif.
- CRAGER, BOB**  
WWCO, Waterbury, Conn.
- CRAGO, DICK**  
WCBI, Columbus, Miss.
- CRAGO, WILLIAM**  
ABC, ABC-TV
- CRAIG, CHARLES**  
WDVA, Danville, Va.
- CRANE, RICHARD**  
WWBZ, Vineland, N. J.
- CRANE, STEVE**  
WZIP, Covington, Ky.
- CRAWFORD, GEORGE**  
WINX, Washington, D. C.
- CRAWFORD, GENE**  
WGBP, Evansville, Ind.
- CRAWFORD, VERNON**  
WJNO, West Palm Beach, Fla.
- CREEDEN, JAY**  
WHIM, Providence, R. I.
- CRESWELL, DICK**  
WHBL, Sheboygan, Wis.
- CROCKER, JERRY**  
WISR, Butler, Pa.
- CROGHAN, JOE**  
WBAL, Baltimore, Md.
- CRONIN, GENE**  
KRIG, Odessa, Tex.
- CROSATTO, DAVE**  
KJBS, San Francisco, Calif.
- CROSBY, BOB**  
WTOD, Toledo, O.



### GLENN RIGGS

free - lance

*Announcer*

*Emcee Narrator*

LEx. 2-1100



### MARVIN MILLER

Announcer

RAILROAD HOUR — ABC  
THE BEULAH SHOW — CBS  
LOUELLA PARSONS SHOW — ABC

**Announcers—Radio-Television**

**CROSBY, LOU**  
Double or Nothing, NBC

**CROSS, MILTON**  
Piano Playhouse, Metropolitan  
Opera, Milton Cross Opera  
Album, ABC

**CUDABAC, BILL**  
KWKH, Shreveport, La.

**CULLINGS, BOB**  
WINR, Binghamton, N. Y.

**CUMMINGS, ROBERT**  
ADC, ABC-TV

**CUNNING, GERRY**  
WROX, Clarksdale, Miss.

**CUNNINGHAM, BOB**  
Welcome Travelers, NBC

**CUNNINGHAM, BILL**  
WPAT, Paterson, N. J.

**CUNNINGHAM, DONALD**  
WLXW, Carlisle, Pa.

**CURETON, DAVE**  
KTET, Tucson, Ariz.

**CURRIE, BOB**  
WFMY-TV, Greensboro,  
N. C.

**CURTIN, DAVID**  
WRNY, Rochester, N. Y.

**CUTREER, TOMMY**  
KXYZ, Houston, Tex.

**CUTTER, JOE**  
WRRM, Columbia, Tenn.

**CUTTING, BOB**  
KFRD, Rosenberg, Tex.

— D —

**DAGGETT, ROBERT**  
WISC, Madison, Wis.

**DAILEY, DON**  
KWTO, Springfield, Mo.

**DALE, BOB**  
WEWS, Cleveland, O.

**DALE, JOHN**  
WNEW, New York, N. Y.

**DANA, JOE**  
KOY, Phoenix, Ariz.

**DANA, LES**  
WSPD, Toledo, O.

**DANE, DUDLEY**  
KFAM, St. Cloud, Minn.

**DANENBRING, RAY**  
KASI, Ames, Ia.

**DANIELS, ED**  
WDIA, Memphis, Tenn.

**DANIELS, PAUL**  
WVNH, Rochester, N. H.

**DANIS, MEL**  
WAGE, Syracuse, N. Y.

**DARGO, ROBERT**  
WOSH, Portland, Me.

**DARIEN, FRANK**  
KSJO, San Jose, Calif.

**DAUGHERTY, LEO**  
KWPT, Wichita Falls, Tex.

**DAUGHERTY, PAUL**  
WGST, Atlanta, Ga.

**DAVIDSON, BOB**  
WFAS, White Plains, N. Y.

**DAVIDSON, TOM**  
WCOA, Pensacola, Fla.

**DAVIDSON, WILLIAM**  
ABC, ABC-TV

**DAVIES, JOHN DAVID**  
CKLW, Detroit, Mich.

**DAVIS, BOB**  
KLZ, Denver, Colo.

**DAVIS, BOB**  
WMNC, Morganton, N. C.

**DAVIS, BOB**  
WTYS, Marianna, Fla.

**DAVIS, BRITT**  
KOWB, Laramie, Wyo.

**DAVIS, ERNIE**  
WCSS, Amsterdam, N. Y.

**DAVIS, FRED**  
KRPL, Moscow, Ida.

**DAVIS, GEORGE**  
WRBL, Columbus, Ga.

**DAVIS, JACK**  
WVXL, Peoria, Ill.

**DAVIS, JOHN**  
WWSW, Pittsburgh, Pa.

**DAVIS, JOHN LEE**  
WKEY, Covington, Va.

**DAVIS, LARRY**  
KRNT, Des Moines, Ia.

**DAVIS, NORMAN**  
WRUF, Gainesville, Fla.

**DAVIS, RICHARD**  
WCOU, Lewiston, Me.

**DAVIS, RUSS**  
WIBR, Chicago, Ill.

**DAWES, BILL**  
WCPO-TV, Cincinnati, O.

**DAWSON, BOB**  
KCBC, Des Moines, Ia.

**DAWSON, JAMES**  
WHBL, Newark, N. J.

**DAWSON, WILLIAM H.**  
WPAV, Portsmouth, O.

**DAY, JACK**  
WFER, Baltimore, Md.

**DEAL, JOHN H.**  
WHCU, Ithaca, N. Y.

**DEAL, WILLIAM**  
WCAM, Camden, N. J.

**DEALE, HUBERT**  
WHAN, Charleston, S. C.

**DeGRE, MURIEL**  
WFOK, Poughkeepsie, N. Y.



**TONY MARVIN**

C.B.S.



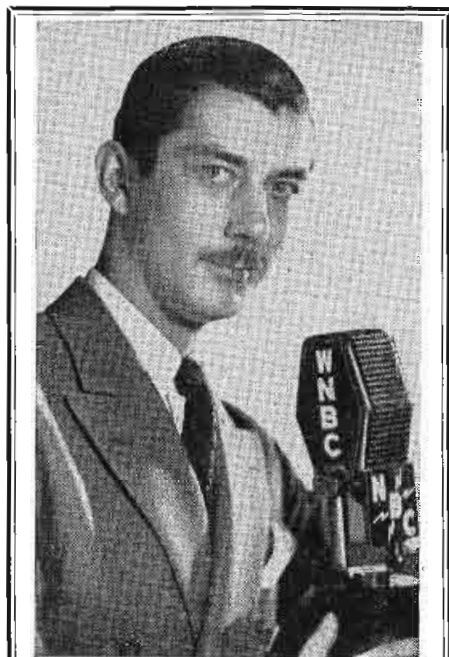
**GENE HAMILTON**

- - - everything from  
"LOWER BASIN STREET"  
to  
"CARNegie HALL"

ABC

## Announcers—Radio-Television

- DELANEY, CHUCK**  
WCBT, Columbus, Miss.
- DeLANEY, ROBERT**  
WHDH, Boston, Mass.
- DELFINO, FRANK**  
WSTC, Stamford, Conn.
- DeMARSE, WILLARD**  
WRNY, Rochester, N. Y.
- DEMERS, ROBERT D.**  
WLAM, Lewiston, Me.
- DeMUNN, JAMES**  
WBNY, Buffalo, N. Y.
- DENSON, CHUCK**  
KENT, Shreveport, La.
- DENTLER, WARREN**  
WCPO, Cincinnati, O.
- DENTON, JIMMY**  
WFEL, Denver, Colo.
- DENVER, DEE D., JR.**  
WFEQ, St. Joseph, Mo.
- DeSIMONE, GENE**  
WRYO, Rochester, Pa.
- DeVON, DOVEL**  
KREM, Spokane, Wash.
- DEWART, JAMES**  
WERC, Erie, Pa.
- DeWITT, BILL**  
WFBM-TV, Indianapolis, Ind.
- DeWILDE, FREDERIC**  
Believe It Or Not, NBC-TV.
- DE WITT, BILL**  
WFBM, Indianapolis, Ind.
- DEXTER, HERB**  
WPEN, Philadelphia, Pa.
- DE YOUNG, JOHN**  
WGL, Fort Wayne, Ind.
- DICKSON, JON**  
KMA, Shenandoah, Ia.
- DIFFE, WILLIAM**  
WFNS, Burlington, N. C.
- DILLINGHAM, FRANK**  
WBLJ, Dalton, Ga.
- DILWORTH, SCOTT**  
WJOL, Joliet, Ill.
- DINGMAN, BOB**  
WCSS, Amsterdam, N. Y.
- DIX, RICHARD**  
WEDC, Chicago, Ill.
- DIXON, PAUL**  
WCPO-TV, Cincinnati, O.
- DIXON, ROBERT**  
(See Radio-TV Artists).
- DIXON, ROY**  
KTRM, Beaumont, Tex.
- DIXON, TOM**  
KFAC, Los Angeles, Calif.
- DOAN, BOB**  
WABB, Mobile, Ala.
- DODD, MIKE**  
WBAC, Cleveland, Tenn.
- DODDS, DAR**  
KDSH, Boise, Ida.
- DONALDSON, FRANK**  
WLCS, Baton Rouge, La.
- DONEGAN, WILLIAM**  
WSAV, Savannah, Ga.
- DONNELL, JACK**  
WGBC, Louisville, Ky.
- DONOVAN, GREGG**  
WNBQ, Chicago, Ill.
- DOOLEY, EDWARD W., JR.**  
WLAM, Lewiston, Me.
- DOOLEY, PETE**  
WVJS, Owensboro, Ky.
- DOREMUS, WARREN**  
WHEC, Rochester, N. Y.
- DORN, BILL**  
WHAN, Charleston, S. C.
- DORRIS, DAVE**  
KSRO, Santa Rosa, Calif.
- DORSEY, EUGENE**  
WDZ, Decatur, Ill.
- DORSEY, JOE**  
WEMP, Milwaukee, Wis.
- DOSTER, TOM**  
WAGA, Atlanta, Ga.
- DOTY, BILL**  
WKOP, Binghamton, N. Y.
- DOUGLAS, ALAN**  
WNMP, Evanston, Ill.
- DOUGLAS, SCOTT**  
KGIL, San Fernando, Calif.
- DOUGLAS, WALLY**  
WSAP, Portsmouth-Norfolk, Va.
- DOW, WILLIAM**  
WCAX, Burlington, Vt.
- DOWELL, JOHN**  
WTAG, Worcester, Mass.
- DOWNEY, JACK**  
WONS, Hartford, Conn.
- DOWNING, DYER**  
KGY, Olympia, Wash.
- DOWSON, GRAHAM R.**  
WELO, Tupelo, Miss.
- DOWTY, BYRON**  
WDSU-TV, New Orleans, La.
- DOX, JAMES**  
WRNY, Rochester, N. Y.
- DOYLE, FRANK**  
WLL, St. Louis, Mo.
- DOYLE, TOM**  
KOB, Albuquerque, N. Mex.
- DRAKE, JIM**  
KIRX, Kirksville, Mo.
- DRAKE, JOHNNY**  
WNHC, New Haven, Conn.
- DRAKE, MYRON**  
KTAR, Phoenix, Ariz.



**RADCLIFFE HALL**  
NBC                      NBT

## WIN ELLIOT

- Emcee "County Fair"  
Borden Company—CBS
- Emcee "Betty Crocker"  
General Mills—ABC
- Emcee "Quick As A Flash"  
Helbros Watches—MBS
- Narrator-Announcer  
"Willie Piper"  
General Electric—ABC  
Emcee ET's for  
United States Treasury

## Television

- N. Y. Ranger Hockey Games  
WPIX-TV
- Ford Motors—CBS-TV  
Maxwell House Coffee  
Knox Hats

**Announcers—Radio-Television**

**DRAPER, LARRY**  
WFAI Augusta Me

**DREPPERD, BOB**  
WLOW Norfolk Va

**DREWS, BOB**  
WNLK Norwalk Conn

**DUDLEY DICK**  
Solutant Time NBC

**DUEVAL, NORB**  
WLCX LaCrosse Wis

**DUFFY, GEORGE**  
WAVZ New Haven Conn

**DUKEHART, TOMMY**  
WAAM Baltimore Md

**DULAS, ROLAND**  
WMA5 Springfield Mass

**DUNBAR, ED**  
WBBQ Augusta Ga

**DUNCAN, EDDIE**  
WEOA Evansville Ind

**DUNCAN, NORVIN**  
WFBI Greenville S C

**DUNCAN, RICHARD**  
WBLK Charleston W Va

**DUNBAS, ROBERT JR**  
KTHH Houston Tex

**DUNHAM, JOHN**  
WBKB Chicago Ill

**DUNHAM, RICHARD H.**  
B Feb 26, 1916 New York, N Y. The Strange Romance of Evelyn Winters, CBS, Katie's Daughter, NBC, Rose of My Dreams, MBS, Mollie Mystery, NBC; Policewoman, ABC

**DUNING, LOU**  
WKBY Richmond Ind

**DUNLAP, WALLACE**  
WLTZ Bridgeport Conn

**DUNN, BILL**  
WJHL Johnson City Tenn

**DUNN, EDDIE**  
The Jackie Berch Show NBC

**DUNN, TOM**  
WCYB Bristol Va

**DUNNAVANT, BOB**  
WJMW, Athens, Ala

**DUNNAVANT, HOMER**  
WJMW, Athens Ala

**DUNNE, STEPHEN**  
KTSL, Hollywood Calif

**DUPUY, MONTY**  
WFBE Greenville S C

**DURAND, TOM**  
WTTM Trenton N J

**DUTY, ED, JR**  
KDON Santa Cruz Calif

— E —

**EAGON, BRUCE**  
KVOO Tulsa Okla

**EAKING, PHIL**  
KEPO El Paso, Tex

**EARLE, BILL**  
WASL Annapolis Md

**EARLE, BOB**  
WIBR Baton Rouge La

**EARLEY, TOM**  
WKAP Allentown Pa

**EAST, HENRY**  
WGHA Columbus Ga

**EBELING, WADE**  
KBCH Bringham Utah

**EBERT, BOB**  
WARL, Johnstown Pa

**ECKERT, EDWARD**  
WKNY Kingston N Y

**EDGAR, RALPH**  
WGAR Cleveland O

**EDINGTON, JOHN**  
KTFL Twin Falls Ida

**EDMAN, PETER**  
WVEC, Hampton Va

**EDMONDS, BILL**  
B April 12, 1914, Middlebrook, Mo., Food Forum, Yankee Net, Lodies Man, WOR, Ask Ella Mason, WMGM; Baby Days-ET Series, U.S.A.-Canada, WMGM, Kings Court, WATV

**EDMUNDS, DWIGHT**  
WHFB, Benton Harbor Mich

**EDWARD, PHIL**  
KTIW Texas City Tex

**EDWARDS, CURTIS**  
WTCN-TV Minneapolis Minn

**EDWARDS, TOM**  
KECK, Odessa, Tex

**EDWARDSSEN, BILL**  
WNLK Norwalk Conn

**EGGERT, GEORGE**  
WFIB Altoona Pa

**ELLERBE, CARROLL**  
KRSC Seattle, Wash

**ELLIOT, BILL**  
WHEB Portsmouth, N H

**ELLIOT, DON**  
WCON, Atlanta Ga

**ELLIOT, HENRY**  
WMEX Boston Mass

**ELLIOT, IAN**  
KLIK Twin Falls Ida

**ELLIOT, WIN**  
County Fair, CBS; N. Y. Rangers Hockey, CBS-TV, Willie Piper, ABS, Sports & Special Events, CBS-TV

**ELLIOTT, BOB**  
WTOD Toledo O



**JOHN TILLMAN**  
Chief Announcer Night Program Supervisor  
**WPIX**

*Richard Stark*



**Announcers—Radio-Television**

**ELLIOTT, CHUCK**  
 WMGY, Montgomery, Ala.  
**ELLIOTT, JAY**  
 WSPD, Toledo, O.  
**ELLIOTT, OWEN**  
 WSBT, South Bend, Ind.  
**ELLIS, BILL**  
 WBMD, Baltimore, Md.  
**ELLIS, BLAKE**  
 WPOR, Portland, Me.  
**ELLIS, LEWIS LEE**  
 WSPR, Springfield, Mass.  
**ELLIS, PHIL**  
 WPTF, Raleigh, N. C.  
**ELLSWORTH, BOB**  
 WKKW, Albany, N. Y.  
**ENGEL, JOHN**  
 WIOD, Miami, Fla.  
**ENGLAND, BOB**  
 KCLO, Leavenworth, Kans.  
**ENO, JACK**  
 WKBW, Buffalo, N. Y.  
**ERAL, GLEN**  
 KPBX, Beaumont, Tex.  
**ERICKSON, CARL**  
 WBEN, Buffalo, N. Y.  
**ERICKSON, ERIC**  
 WIOU, Kokomo, Ind.  
**ERWIN, GEORGE**  
 KFJZ, Fort Worth, Tex.  
**ESSICK, LOU**  
 WGNI, Wilmington, N. C.  
**ESTES, JAMES**  
 WAIM, Anderson, S. C.  
**EVANS, BILL**  
 WGAU, Athens, Ga.  
**EVANS, BOB**  
 WJBC, Bloomington, Ill.  
**EVANS, CLAUDE R.**  
 KSWM, Joplin, Mo.

**EVANS, EDWARD**  
 WHBQ, Memphis, Tenn.  
**EVANS, JACK**  
 WMON, Montgomery, W. Va.  
**EVANS, JOHN**  
 WCOS, Columbia, S. C.  
**EVANS, NORMAN**  
 WAAM, Baltimore, Md.  
**EVANS, ROBERT E.**  
 WSSB, Durham, N. C.  
**EVENSEN, PETE**  
 KVNJ, Fargo, N. Dak.  
**EVERBACH, JACK**  
 WKLO, Louisville, Ky.  
**EWING, BILL**  
 KMPC, Los Angeles, Calif.

— F —

**FABIEN, LOUIS**  
 WARC, Rochester, N. Y.  
**FAIR, JIM**  
 WCPO-TV, Cincinnati, O.  
**FAIRBURN, T. J.**  
 WLDS, Jacksonville, Ill.  
**FAIRMAN, FRANK**  
 WSNY, Schenectady, N. Y.  
**FALLON, FRANK**  
 KITE, San Antonio, Tex.  
**FANT, JULIAN**  
 WFOY, St. Augustine, Fla.  
**FARIS, GEORGE**  
 WVIM, Vicksburg, Miss.  
**FARRAR, JACK**  
 KTFI, Twin Falls, Ida.  
**FARRELL, JOHN**  
 WHEB, Portsmouth, N. H.  
**FARREN, JACK**  
 The Affairs of Peter Salem;

Twin Views of the News:  
 Under Arrest, MBC.  
**FARRINGTON, GLEN**  
 WTAX, Springfield, Ill.  
**FARRON, ED**  
 WKLO, Louisville, Ky.  
**FEHLBERG, TED**  
 WRIB, Providence, R. I.  
**FELDER, DAVE**  
 WLYN, Lynn, Mass.  
**FENNEL, DICK**  
 WKIX, Columbia, S. C.  
**FENNO, RALPH**  
 WKXL, Concord, N. H.  
**FERRIS, ROBERT**  
 KITE, San Antonio, Tex.  
**FICKEN, NEIL**  
 WALT, Tampa, Fla.  
**FIELD, THOMAS**  
 WTAM, Cleveland, O.  
**FIELDING, JULES**  
 WMBM, Miami Beach, Fla.  
**FIELDS, BOB**  
 WREL, Lexington, Va.  
**FILE, ALBERT**  
 WJLS, Beckley, W. Va.  
**FILE, AUGUST**  
 WMPF, Florence, Ala.  
**FINCH, BUD**  
 WELI, New Haven, Conn.  
**FINCH, JOE**  
 KVOD, Denver, Colo.  
**FINLAY, FRED**  
 KAVE, Carlsbad, N. Mex.  
**FINLAYSON, JACK**  
 KFKA, Greeley, Colo.  
**FINN, MICHAEL**  
 WEOA, Evansville, Ind.  
**FISCHEB, DON**  
 WQAM, Miami, Fla.

**TOM HUDSON**

*announcer*

*emcee*

*narrator*

PLaza 7-0700



**DON RUSSELL**

DuMONT STAFF

ANNOUNCER — M. C.

**Announcers—Radio-Television**

**FISCHER, RICHARD E.**  
WSAI Cincinnati O

**FISHER, DALE**  
WCRO Johnstown Pa

**FISHER, HOWEY**  
WFRL Freeport Ill

**FISHER, JAMES**  
KGLC Miami, Okla

**FISHER, LOU**  
WINS New York N Y

**FITZ, STEVE**  
WSNY Schenectady N Y

**FITZMAURICE, MICHAEL**  
(See Radio-TV artists).

**FITZPATRICK, LES**  
KHQ Spokane Wash.

**FLEISCHMAN, DEAN**  
WSPB Sarasota Fla

**FLETCHER, THOMAS**  
WHK Cleveland O

**FLETCHER, WARREN**  
KUTA, Salt Lake City, Utah

**FLINT, WALTER**  
WGPC, Albany, Ga.

**FLOURNOY, BOB**  
WHAS, Louisville Ky.

**FLYNN, CHARLES**  
WJSW, Altoona, Pa

**FLYNN, HOWARD**  
KMPC, Los Angeles, Calif

**FOLEY, JOHN**  
WEWS Cleveland O

**FOLLOWILL, MURRAY**  
WLBK De Kalb Ill

**FONTAINE, HERB**  
WCOF Lewiston Me

**FORD, CHARLES**  
WCCP, Savannah Ga

**FORD, MILTON Q**  
WTTG Washington, D C.

**FORDYCE, GERALD**  
WGRF Louisville Ky

**FORMAN, WIN**  
WARM Scranton Pa

**FORREST, LEW**  
WGLS Decatur, Ga

**FORREST, RAY**  
WNBT New York N Y

**FORSSELL, GENE**  
KIST Santa Barbara Calif

**FORSTER, ROGER**  
B June 12, 1915, New York, N. Y., Gang Busters (CBS); Horace Heidt Show (NBC-CBS); Linda's First Love, Transcribed 27 Stations, Crusade in Europe (ABC-TV) J.C

**FORSTER, ROGER**  
WEOA Evansville Ind

**FOSTER, JOHN**  
WBAX Wilkes-Barre Pa

**FOSTER, TERRY**  
WHBL, Sheboygan Wis

**FOX, ALDEN**  
WFLD Niagara Falls N Y.

**FOX, MICKEY**  
WBMD, Baltimore Md

**FOX, SYLVAN**  
KSYL, Alexandria, La

**FRAM, JOHN**  
WTHI Terre Haute Ind

**FRANCE, BOB**  
WMMW Meriden Conn

**FRANCIS, JOE**  
WNHC-TV, New Haven Conn

**FRANK, DEL**  
WSAP Portsmouth-Norfolk, Va

**FRANKLIN, BOB**  
KGW, Portland Ore

**FRANKLIN, BOB**  
KSWM, Joplin, Mo

**FRANKLIN, DON**  
WMAN, Mansfield, O

**FRANKLIN, JOHN**  
KYW, Philadelphia Pa

**FRASER, JOHN G.**  
Nancy Craig, Woman of Tomorrow, United Nations Broadcasts ABC

**FRAZIER, HAL**  
WSTP Salisbury N C

**FRAZIER, JIM**  
WAGA, Atlanta, Ga

**FREDERICKS, BILL**  
WKRC-TV, Cincinnati O

**FREDERICKS, JACK**  
WKAL Rome N Y

**FREEMAN, VERN**  
WALA, Mobile Ala

**FREEMAN, WALTER**  
WDEC Americus Ga

**FRENCH, DICK**  
WEIM Elmore N Y

**FRENCH, DON**  
KSWI Council Bluffs Ia

**FRENCH, JACK**  
KNOX, Grand Forks N Dak

**FRENCH, JACK**  
WJPS, Evansville Ind

**FRENKEL, MILT**  
KTLW Texas City Tex

**FREY, WILLIAM**  
KATL Houston Tex



**GEORGE ANSBRO**

**WJZ—ABC**



**COSTELLO is STILL the one with the moustache!**

**jack costello**

**n b c**

**Announcers—Radio-Television**

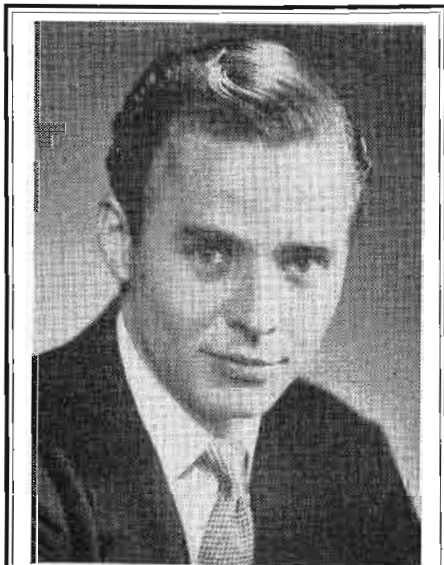
**FRIBLEY, J. W., JR.**  
WDSU, New Orleans, La.  
**FRIELING, JIM**  
WTRA, Kenmore, N. Y.  
**FRISCH, BOB**  
WMAW, Milwaukee, Wis.  
**FRITTON, TOM**  
WJLL, Niagara Falls, N. Y.  
**FROH, DAVE**  
WILS, Lansing, Mich.  
**FROST, DON**  
WIBB, Macon, Ga.  
**FROST, JACK**  
KLER, Rochester, Minn.  
**FRYE, J. ALLEN**  
KBKI, Alice, Tex.  
**FRYERS, DON**  
WTRY, Troy, N. Y.  
**FULLER, ROY**  
WGIN, Glen Falls, N. Y.  
**FULTON, BOB**  
KXLR, Little Rock, Ark.  
**FURNO, PETER**  
KIDO, Boise, Ia.  
**FUSCO, DAN**  
WKAL, Rome, N. Y.



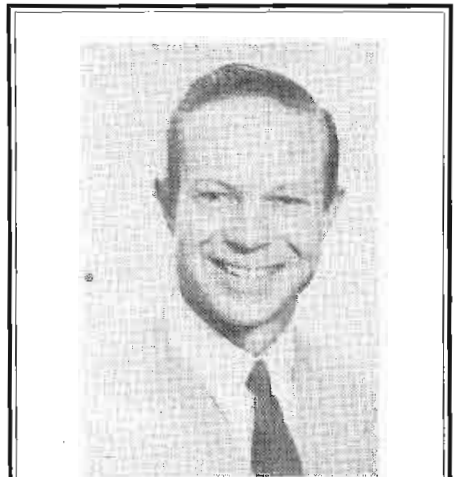
**GABRIELSON, DOUG**  
WLOX, Biloxi-Gulfport, Miss.  
**GAHR, RAY**  
WRUN, Utica, N. Y.  
**GALVIN, BILL**  
WBMS, Boston, Mass.  
**GALLOP, FRANK**  
Stella Dallas, NBC; Believe-it-or-Not, NBC-TV; Milton Berle, NBC.  
**GAMBLE, ROBERT**  
KFOR, Lincoln, Nebr.

**GAMBLING, JOHN**  
WOR-TV, New York, N. Y.  
**GARDIN, ED**  
KSTB, Breckenridge, Tex.  
**GARDINER, DONALD SAMUEL**  
Monday Morning Headlines, Martin Agronsky, Home Gardner. ABC.  
**GARDNER, JAMES**  
WBNY, Buffalo, N. Y.  
**GARDNER, JIMMY**  
KEBE, Jacksonville, Tex.  
**GARLAND, HOWARD**  
WGBA, Columbus, Ga.  
**GARNER, JIM**  
WDEF, Chattanooga, Tenn.  
**GARR, BILL**  
KWKW, Pasadena, Calif.  
**GARRETT, JAMES**  
WJR, Detroit, Mich.  
**GARY, ARTHUR**  
Kenneth Banghart Newscast, WNBC; Bob Trout; Bill Stern's Sport Newsreel, D & H Miners' NBC; Camel Newsreel, NBC-TV  
**GARWOOD, JOHN**  
WNBZ, Saranac Lake, N. Y.  
**GATES, JAMES**  
WFBG, Altoona, Pa.  
**GEHLERT, BILL**  
WTEL, Philadelphia, Pa.  
**GENTRY, BILL**  
WCHV, Charlottesville, Va.  
**GENTRY, BOB**  
KFVD, Los Angeles, Calif.  
**GEORGE, DON**  
WXGI, Richmond, Va.  
**GERAGHTY, LARRY**  
KOH, Reno, Nev.

**GERALD, WARREN**  
WCAE, Pittsburgh, Pa.  
**GERON, NORMON**  
WIZE, Springfield, O.  
**GERSHON, HERBERT**  
WERD, Atlanta, Ga.  
**GERVAIS, SIDNEY**  
KATL, Houston, Tex.  
**GIBBS, JOHN**  
KQV, Pittsburgh, Pa.  
**GIBBS, RAWLAND**  
KALI, Pasadena, Calif.  
**GIBNEY, HAL**  
Hollywood Calling; NBC Theatre; NBC University Theatre. NBC.  
**GIBSON, ALEC**  
WTVJ, Miami, Fla.  
**GIFFORD, ALEC**  
KTBC, Austin, Tex.  
**GIFFORD, DICK**  
KFRE, Fresno, Calif.  
**GIFFORD, ROBERT**  
WNRD, Syracuse, N. Y.  
**GIFFORD, SAM**  
WHAS, Louisville, Ky.  
**GILBERT, AL V.**  
WIBA, Madison, Wis.  
**GILBERT, GEORGE**  
WIBK, Knoxville, Tenn.  
**GILBERT, LIVINGSTON**  
WAVE, Louisville, Ky.  
**GILLIAND, BILL**  
WDIA, Memphis, Tenn.  
**GILLIS, BOB**  
KXLL, Missoula, Mont.  
**GIROUX, LEE**  
KGO, San Francisco, Calif.  
**GLACY, BOB**  
WKBW, Buffalo, N. Y.



**CARL KING**  
M.C.—ANNOUNCER—NARRATOR  
RADIO: 10 years announcing networks and WNEW. Dramatic experience.  
TELEVISION: 5 years experience.  
FILMS: TV short subjects, Motion Picture commercials for TV.  
Regent 7-8191



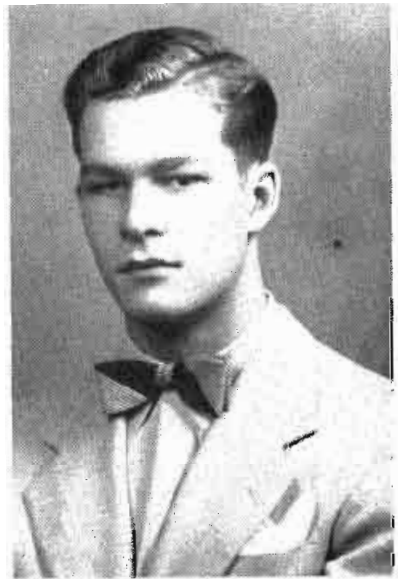
**BILL ROGERS**  
"BILL HENRY & THE NEWS"  
Johns-Manville — Mutual  
"THE BRIGHTER DAY"  
Ivory Flakes — CBS  
"JOHN B. KENNEDY SHOW"  
Chamberlain Lotion — Mutual  
ET'S — Television — Film Narration

**Announcers—Radio-Television**

GLADDEN, BILL  
WAVE Louisville Ky  
GLEASON, BOB  
KMSL Decatur Ala  
GLENN, WARD  
WXLW Indianapolis Ind  
GOYER, JOHN  
KAVE Carlsbad N Mex  
GORKNER, ROBERT  
KCBS San Jose Calif  
GOLDEN, HAL  
WJTN Jamestown N Y  
GOMEZ, HAROLD  
WJBB New Orleans La  
GOODIN, DEL  
KXOB Stockton Calif  
GOODMAN, JOHNNA  
KNPZ Houston Tex  
GOODREAL, CECIL  
WVIM Vicksburg Miss  
GOODWIN, ARTHUR J  
WKOP Birmingham N Y  
GOODWIN, HAL  
KTBC Austin Tex  
GORDON, BILL  
WNEW New York N Y  
GORDON, KEITH  
WTMA Charleston S C  
GORDON, RAY  
KTRM Beaumont Tex  
GORE, DEL  
KYA San Francisco Calif  
GORMAN, ED  
WCAP Asbury Park N J  
GOSS, BAILEY  
National Sports Parade  
WMAR TV Baltimore Md  
**GOSS, FRANK**  
B Nov 20, 1910, Washington,  
Hallmark Playhouse; Prudential

Family Stars Over Hollywood.  
KNX-CBS  
GOSS, GENE  
KLIBA, Lubb Rock Ark  
GOTTLIEB, DICK  
KIEE TV Houston Tex  
GOULDING, PHIL  
WMGM New York N Y  
GOULDING, RAY  
WHDH Boston Mass  
GOURLAY, DOUG  
Confidential Closeups NB  
GOURLIA, BUD  
WVOD Lynchburg Va  
GRADY, CHARLES  
WMA Lima O  
GRADY, JACK  
KXOA Sacramento Calif  
GRAHAM, BILL  
KDSH Boise Ida  
GRAHAM, GEORGE  
KOY Phoenix Ariz  
GRANT BRUCE  
WBB Kansas City Mo  
GRANT, HAL  
WDBJ Roanoke Va  
GRANT, JOSEPH  
WMEX Boston Mass  
GRANT, KEN  
KNPZ Houston Tex  
GRANT, WAYNE  
KFGO Fargo N Dak  
**GRAUER, BEN**  
B June 2, 1908, New York,  
N Y, Narrator, Toscanini-NBC  
Symphony, NBC; Narrator, Liv-  
ing-1949, NBC, Henry Morgan  
Show, NBC, M C Americano  
Quiz, NBC-TV, Koy Kyser's Kol-

lege, NBC-TV; Special Events,  
Radio and TV, NBC.  
GRAVES, GENE  
KYW Philadelphia Pa  
GRAY, HUGH  
WIZ Decatur Ill  
GRAY, JACK  
WFLB Syracuse N Y  
GRAY, JACK  
WHOS Decatur Ala  
GRAY, JACK  
WKJG Fort Wayne Ind  
GRAY, JIM  
WATL Chicago Ill  
GRAY, JOHN  
WDOF Chattanooga Tenn  
GREEN, FRED  
WDAS Philadelphia Pa  
GREEN, AL  
WEDR Buffalo N Y  
GREENBERG, HAL  
WLS Lansing Mich  
GREENHOW, TOMMY  
KGO San Francisco Calif  
GREENWOOD, KENNETH  
KFOR Lincoln Neb  
GREGG, TOM  
KTOP Topeka Kans  
GREGORY, GREG  
KECK Odessa Tex  
GRIBBEN, BILL  
WAPO Chattanooga Tenn  
GRIFFITH, LESTER L.  
This Changing World, ABC  
GRISWOLD, JACK  
WCSS Amsterdam N Y  
GROOM, JOHN  
KSMA Santa Maria Calif  
GROPPER, HAL  
WUPN Fort N Y



**Dick Strout**



**LONNY STARR**

ANNOUNCER — EMCEE  
SPORTS COLOR  
NARRATOR

STAFF  
WNEW PLaza 7-0700

## Announcers—Radio-Television

**GROSS, CLAIR**  
 KFNF, Shenandoah, Ia.  
**GROVER, DAVE**  
 KBIK, Muskogee, Okla.  
**GRUBBS, J. M.**  
 WCRB, Waltham, Mass.  
**GRUNEWALD, ART**  
 WNVA, Norton, Va.  
**GUERIN, BILL**  
 WMFD, Wilmington, N. C.  
**GUEST, JOHN**  
 WGL, Fort Wayne, Ind.  
**GUIDICE, VIC**  
 WTTG, Washington, D. C.  
**GUINAN, JACK**  
 WSCR, Scranton, Pa.  
**GUNN, GEORGE**  
 Thoughts In Passing, ABC  
**GUSTAFSON, JAMES**  
 WHDL, Olean, N. Y.  
**GUTHRIE, BILL**  
 KOIL, Omaha, Nebr.  
**GWINN, BILL**  
 KTSL, Hollywood, Calif.  
**GWYN, BOB**  
 KVEI, Austin, Tex.  
**GYNAN, EARL**  
 WLAW, Lawrence, Mass.

### — H —

**HAASER, CHARLIE**  
 WMAS, Springfield, Mass.  
**HACK, GEORGE**  
 WNOW, York, Pa.  
**HAGEMAN, DICK**  
 WLEE, Richmond, Va.  
**HAGGART, IRVING**  
 WFDF, Flint, Mich.  
**HAHN, BOB**  
 KVOD, Denver, Colo.

**HAHN, JERRY**  
 KCNC, Fort Worth, Tex.  
**HAIT, MAL**  
 WKIP, Poughkeepsie, N. Y.  
**HALE, PHIL**  
 WKNB, New Britain, Conn.  
**HARLEY, HERB**  
 WHIO, Dayton, O.  
**HALEY, TOM**  
 WNBK, Cleveland, O.  
**HALEY, THOMAS C.**  
 WTAM, Cleveland, O.  
**HALL, CHARLIE**  
 WCSC, Charleston, S. C.  
**HALL, JIM**  
 KTW, Seattle, Wash.  
**HALL, NELSON**  
 KALL, Salt Lake City, Utah  
**HALL, RADCLIFFE**  
 NBC Television Newsreel, Camel  
 Newsreel; Ivan Sanderson's Na-  
 tural Treasures; Want Ad Ven-  
 tures, WNB, NBC-TV; Public  
 Affairs, NBC; Narrator for Nu-  
 merous Commercial and Indus-  
 trial Films, ET series for A&P.  
**HALLEY, RICHARD PAUL**  
 WLOF, Orlando, Fla.  
**HALLGREN, ROBERT**  
 KGFT, Fremont, Neb.  
**HALLOCK, MEL**  
 KMT, Cedar Rapids, Ia.  
**HALLORAN, RYAN**  
 WAVE, Louisville, Ky.  
**HALPIN, GREG**  
 WCBM, Baltimore, Md.  
**HAM, JAMES**  
 KTEM, Temple, Tex.  
**HAMILTON, BILL**  
 Cavalcade of America, NBC.

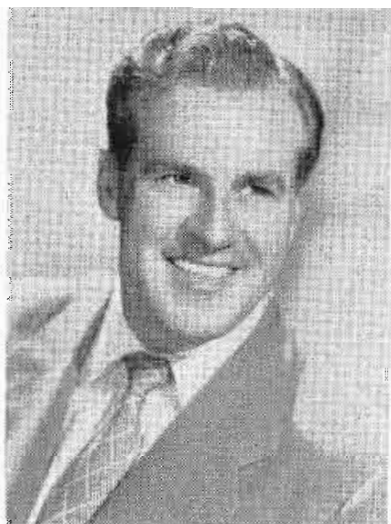
### **HAMILTON, GENE**

(See Radio-TV Artists).  
**HAMILTON, JIM**  
 WIND, Chicago, Ill.  
**HAMMOND, CHARLES**  
 WMBO, Auburn, N. Y.  
**HANCHETT, TOM**  
 WGIV, Charlotte, N. C.  
**HANCOCK, DON**  
 B. Oct. 10, 1910, Linwood, Ind.;  
 Harvest Of Stars, CBS; Life Can  
 Be Beautiful, NBC; Jack Smith  
 Show, CBS; CBS News, CBS-TV;  
 Perry Mason, CBS; Famous Jury  
 Trials, ABC; Vox Pop, CBS; Stop  
 The Music, ABC; Lanny Ross  
 Show, NBC-TV; Ted Mack's  
 Amateur Hour, DuMont, NBC;  
 Big Sister, CBS.  
**HANES, BOB**  
 KCBQ, San Diego, Calif.  
**HANNA, WALTER**  
 WPAL, Charleston, S. C.  
**HANES, ART**  
 Toast of The Town (TV).  
 Sing It Again, Straight Facts  
 For Veterans  
 CBS  
**HANSEN, DONALD H.**  
 KRSC, Seattle, Wash.  
**HANSEN, RALPH**  
 WAVE-TV, Louisville, Ky.  
**HANSEN, VERN**  
 WTOP, Washington, D. C.  
**HANSON, KEN**  
 KXLF, Butte, Mont.  
**HANSTROM, ARTHUR**  
 WFRL, Freeport, Ill.  
**HARBAUGH, EARL**  
 WARL, Arlington, Va.

## DICK DUNHAM



Radio Registry: PL. 7-0700



## JACK MANGAN

emcee "SHIP'S REPORTER"—TV  
 Announcer — Narrator

**Announcers—Radio-Television**

**HARDEN, CHARLES**  
WCTO Campbellsville Ky

**HARDIN, GENE**  
WABE Mobile Ala

**HARDING, JIM**  
WDAK Columbus Ga

**HARDISON, DON**  
WPMY-TV Greensboro N C

**HARLES, DANIEL**  
WSAV, Savannah, Ga

**HARMON, BILL**  
WCFL, Chicago, Ill

**HARMON, JAY**  
KGLC Miami Okla

**HARMONSON, KENNETH**  
KTW, Seattle, Wash

**HARNER, LINK**  
WHED Washington N C

**HARNISH, ROBERT C.**  
WLAN, Lancaster Pa

**HARPE, RONALD**  
WALT, Tampa, Fla

**HARPER, JERRY**  
WISC, Madison, Wis

**HARPER, JOHN**  
WWRL Woodside, N Y

**HARPER, JOHN**  
Guy Lombardo Show NBC

**HARRILL, NELSON J**  
WGW Asheville, N C

**HARRICE, UV**  
The Big Story NBC

**HARRIS, BOB**  
KFRE Fresno Calif

**HARRIS, DAVID**  
WNHC New Haven Conn

**HARRIS, DEAN**  
WAGE, Syracuse N A

**HARRIS, GERALD**  
WSSR Durham N C

**HARRIS, HERB**  
WQXI Atlanta Ga

**HARRIS, JOHN**  
KSUN Bisbee Ariz

**HARRIS, WALTER**  
KFRG San Francisco Calif

**HARRISON, CHARLES**  
KTLW, Texas City Tex

**HARRISON, CHUCK**  
WAMB, Laurel Miss

**HARROVER, BEN**  
KJLP Dallas Tex

**HART, JIM**  
KTKT Tucson Ariz

**HART JOHN**  
WLIH, Lowell-Lawrence  
Mass

**HART, JOSEPH**  
KPOJ Portland Ore

**HARTIG, JOHNNA**  
KREL Baytown Tex

**HARTLEY, JIM**  
WGGG Gainesville Ga

**HARTSFIELD, LARRY**  
WMBR Jacksonville Fla

**HARVEY, PAUL**  
KHMO Hannibal Mo

**HARVEY, TOM**  
WVGH, Chester Pa

**HARVILLE, CHARLIE**  
WPMY-TV Greensboro, N C

**HARWOOD, CRIS**  
WJMJ Philadelphia Pa

**HASSING, DOUG**  
WMGY Montgomery Ala

**HATTON, DICK**  
WJW Cleveland O

**HAUTE, JIM**  
KJPM Minneapolis, Minn

**HAYRILLA, MOIS**  
WNJK, Newark N J

**HAWKE, ROHN**  
KVSP Santa Fe N Mex

**HAYES, EARL**  
WJBC Detroit Mich

**HAYES, GEORGE**  
MATTHEW, JR.  
Hour of Faith Esso News  
Leigh Weather  
ABC

**HAYNES, DICK**  
KLAC-TV Hollywood Calif

**HAYWARD, BILL**  
KPX San Francisco Calif

**HAYWARD, BRUCE**  
KWK St Louis Mo

**HAYWOOD, HERB**  
WOWO Fort Wayne Ind

**HEAD, BYRON**  
KOL, Omaha Neb

**HEADY, WAYNE**  
KTOP Topeka Kans

**HEADY, DON**  
WREN Topeka Kans

**HEATHERINGTON, KEITH**  
KTLA Los Angeles Calif

**HEAVLEN, BOB**  
WGIG Brunswick Ga

**HECKMAN, FRED**  
WTIX Wilmington Del

**HEFNER, JOHN**  
WMBO Albany N Y

**HEGARD, KEN**  
WFOJ Milwaukee Wis

**HEBERT, AL**  
KSON San Diego Calif

**HEISS, BOB**  
WTMJ-TV Milwaukee, Wis



**ROGER FORSTER**

Announcer • Narrator

PL 7-0700



**BILL EDMONDS**

announcer—emcee—narrator

W M G M

"King's Court"—WATV

WEstwood 5-2837

## Announcers—Radio-Television

**HEJL, FRANK**  
WILM, Wilmington, Del.

**HELGESEN, RAY**  
KSUN, Bisbee, Ariz.

**HELLYER, ARTHUR**  
WMLL, Milwaukee, Wis.

**HENDERSON, BOB**  
KOIN, Portland, Ore.

**HENDERSON, HENRY**  
KREL, Baytown, Tex.

**HENDERSON, MAX**  
WTON, Minneapolis, Minn.

**HENNINGTON, DAYLE**  
KTEM, Temple, Tex.

**HENLEY, HAROLD**  
WOPI, Bristol, Tenn.

**HENRI, CHARLES**  
WCAM, Camden, N. J.

**HENRICH, WALT**  
WGAR, Cleveland, O.

**HENRY, BILL**  
WDAK, Columbus, Ga.

**HENRY, DICK**  
WOOD, Grand Rapids, Mich.

**HENRY, OLLIE**  
WJBC, Bloomington, Ill.

**HENSON, DOUG**  
WTEL, Philadelphia, Pa.

**HERBERT, WALTER**  
WNAF, Fredericksburg, Tex.

**HERLIHY, ED**  
B. Aug. 14, 1911, Boston, Mass.;  
Hildegard, NBC; Romberg, NBC;  
Cavallaro, NBC; Kraft Music Hall, NBC;  
Children's Hour, NBC, NBC-TV, One O'Clock Sunday News with Ed Herlihy, NBC; Honeymoon In N. Y., NBC; Kraft Television Theater, NBC-TV; The Hart-

mans, NBC-TV; Act It Out, NBC-TV; Here's Herlihy, WNBT; Commentator - Universal Newsreels.

**HERLIHY, WALTER F.**  
ABC-TV

**HERMAN, CHARLES**  
WLAJ-TV, Grand Rapids, Mich.

**HERMAN, DON**  
WPAG, Ann Arbor, Mich.

**HERMAN, HANK**  
KGBX, Springfield, Mo.

**HERRICK, SHERB**  
WXXW, Albany, N. Y.

**HERRING, WARREN**  
WDEF, Chattanooga, Tenn.

**HERRINGTON, HUGH**  
KPBX, Beaumont, Tex.

**HERROLD, JIM**  
KOPR, Butte, Mont.

**HERTSGAARD, ROLF**  
WCCO, Minneapolis, Minn.

**HERTZ, RICHARD M.**  
WBAB, Atlantic City, N. J.

**HESINGTON, CHUCK**  
KWTO, Springfield, Mo.

**HESS, JIM**  
WKGN, Knoxville, Tenn.

**HESTER, JEFF**  
WSLI, Jackson, Miss.

**HESTER, JESS**  
WVIM, Vicksburg, Miss.

**HETRICK, WAYNE**  
WLAN, Lancaster, Pa.

**HEWEY, IRA I.**  
WHAL, Greenfield, Mass.

**HIBBS, NELSON**  
KGON, Oregon City, Ore.

**HICKOK, BILL**  
WXXW, Albany, N. Y.

**HICKS, JOHN**  
KEPO, El Paso, Tex.

**HICKS ROBERT**  
KANS, Wichita, Kans.

**HIGDON, MAURICE A.**  
WOIC, Washington, D. C.

**HIGHAM, LEO**  
KID, Idaho Falls, Ida.

**HILEY, JOE**  
KGY, Olympia, Wash.

**HILL, ED**  
WBNX, New York, N. Y.

**HILL, ERNIE**  
KVER, Albuquerque, N. Mex.

**HILL, F. RICHARD, JR.**  
WTSV, Claremont, N. H.

**HILL, FRED, JR.**  
WMAZ, Macon, Ga.

**HILL, HOLLIS**  
KYCA, Prescott, Ariz.

**HILL, JOHN**  
WBLK, Clarkeburg, W. Va.

**HINDMAN, BILL**  
WCOL, Columbus, O.

**HITCHCOCK, BOB**  
WTOR, Torrington, Conn.

**HITE, BOB**  
News  
CBS

**HIYSON, GLEN**  
WJAG, Norfolk, Nebr.

**HOBBY, WES**  
WSKI, Montpelier, Vt.

**HOFFMAN, HOWARD**  
WXEL, Cleveland, O.

**HOGGATT, JACK**  
KIT, Yakima, Wash.



**BILL GORDON**  
announcer-m.c.-narrator



**DON HANCOCK**  
PL. 7-0700

## Announcers—Radio-Television

**HOLBROOK, JOHN**

This Is Your Life Philip Morris Night With Horace Heidt Horace Heidt Presents His Original Youth Opportunity Program NBC

**HOLBROOK, JOSEPH R.**

WPAY Portsmouth O

**HOLCZER BOB**

WBRY Waterbury Conn

**HOLDEN, JACK**

WEAS, Atlanta Ga

**HOLDEN, JACK**

WLS Chicago Ill

**HOLDER, HUGH**

WAYS Charlotte N C

**HOLDERBY, BOB**

KPOK Oklahoma City Okla

**HOLLER, CARL**

WITZ Jasper Ind

**HOLLINGSWORTH, DENNIS**

WVNR Berkeley W Va

**HOLLOWAY, FRANK**

KOMA Oklahoma City Okla

**HOLM, CLAYT**

KOVE Lander Wyo

**HOLMAN, BERT**

WJDD Atlanta City N J

**HOLMAN, KNOX**

WSPA Montgomery Ala

**HOLMES, B. RICHARD**

WAMS Wilmington Del

**HOLMES, BILL**

KFGO Fargo N Dak

**HOLMES, MILT**

WHAT Philadelphia Pa

**HOLT, FRED**

WKY Cincinnati O

**HOLTMAN, JOHN**

Music from the Heart of America NBC

**HOLTZ, THOMSON**

WOW TV Omaha N. M.

**BONEMAN, KEN**

WJLD Dayton O

**HOOPER, CHUCK**

WHK Akron O

**HOPE, WINSTON**

WTAR Norfolk Va

**HOPKINS, BILL**

WRNA Charleston W Va

**HOPKINS, WELBY**

WTFM Trenton N J

**HORNBAUGH, JOHN M.**

WPAY Portsmouth O

**BORNBECK, HAL**

WKNY Kingston N Y

**HORNE, TANCIL**

WEGO Concord N C

**HOSKINS, TROY**

KPOK Oklahoma City Okla

**HOWARD, BILL**

WWOD Lynchburg Va

**HOWARD BOB**

WSAZ TV Huntington W Va

**HOWARD, IRVING**

ABC ABC-TV

**HOWARD, ROBERT**

WSAZ, Huntington W Va

**HOWARD, ROY**

KIOA Des Moines Ia

**HOWARD, TONY**

WPKC Alexandria Va

**HOWARD, WED**

KMOX St Louis Mo

**HOWELL, WAYNE**

The Martin and Lewis Show NBC

**HOWER, BOB**

KWFC, Hot Springs Ark

**HUBBARD, DAVID**

KFXM San Bernardino Calif

**HUBBARD, HENRY M.**

KVOA Tucson, Ariz

**HUBBELL, HARRA**

WJLM Wilmington Del

**HUDDIMAC, JOHN**

WERY, Frankfort, Ky

**HUDSON, GEORGE**

WCAP, Asbury Park, N J

**HUDSON, TOM A.**

B Aug. 21, 1915 Houston, Tex.; Who Said That?, NBC; Show Business, NBC, Rosemary CBS

**HUDSON, WAYNE**

WROL, Knoxville Tenn

**HUBNER, PAUL**

KWG, Stockton Calif

**HUFF, OSCAR**

WLAP, Lexington Ky

**HUGH, IVOR**

WCCO Hartford Conn

**HUGHES, PAUL**

KTAR Phoenix Ariz

**HULL, DICK**

WFRP Savannah Ga

**HULL, MARVIN**

KFMB San Diego Calif

**HUMPHREY, GEORGE**

KDD, Santa Barbara Calif

**HUSBERGER, PAUL**

WSSN, Bridgeton N J

**HUNT, MEL**

ABC ABC-TV

**HUNT, MEL**

WLAY Muscle Shoals Ala

**HUNTER, GEORGE**

WWJ, Detroit Mich


**JOE KING**

Speaking for

**FOX-MOVIE-NEWS**

The Coca-Cola Company

&

the Colgate-Palmolive-Peet Co.

Schuyler 4-5700


**FRED E. SCOTT**

**RADIO — TELEVISION  
ANNOUNCER — ACTOR**

Hicksville 5-5575



**Announcers—Radio-Television**

**HUNTER, RUBY**  
KPIX, San Francisco, Calif.

**HUOT, ED**  
KXGI, Fort Madison, Ia.

**HURLEY, BILL**  
KLF, Dallas, Tex.

**HURST, MIKE**  
WTBO, Cumberland, Md.

**HURST, RUSS**  
KXOL, Ft. Worth, Tex.

**HURST, WILSON**  
KTHS, Hot Springs, Ark.

**HUSEBO, WENDELL**  
KEYD, Minneapolis, Minn.

**HUTCHINS, BAILEY**  
WQBC, Vicksburg, Miss.

**HUTCHINSON, JIMMIE**  
WHSY, Hattiesburg, Miss.

**HUTCHINSON, JOHN**  
WGAU, Athens, Ga.

**HYDEN, BILL**  
KOCY, Oklahoma City, Okla.

— I —

**IHLENFELD, WARREN**  
WISR, Butler, Pa.

**INABNET, MITCHELL**  
KCLW, Hamilton, Tex.

**INGBRIGTSEN, LEN**  
WDGY, Minneapolis, Minn.

**INNIS, BEN**  
KSEI, Pocatello, Ida.

**INGRAM, BILL**  
KPAC, Port Arthur, Tex.

**INGWERSEN, RICHARD**  
KOLT, Scottsbluff, Nebr.

**IRWIN, PHIL**  
KGW, Portland, Ore.

**IRVING, CHARLES**  
ABC

**IRVING, GEORGE**  
WCMA, Corinth, Miss.

**IRVING, PAUL**  
WEDC, Chicago, Ill.

**ISON, STEVE**  
WTIP, Charleston, W. Va.

**IVES, BOB**  
WFEL, Syracuse, N. Y.

— J —

**"JACKSON"**  
WHHM, Memphis, Tenn.

**JACKSON, BILL**  
KGBC, Galveston, Tex.

**JACKSON, JACK**  
WEAS, Atlanta, Ga.

**JACKSON, JAY**  
Hogan's Daughter: This Is Your Life, NBC.

**JACKSON, TOM**  
WKAB, Mobile, Ala.

**JACOBSON, BERNIE**  
WALE, Fall River, Mass.

**JAFFE, SYD**  
WNHC, New Haven, Conn.

**JAMES, DENNIS**  
B. Aug. 24, 1917, Jersey City, N. J.; Bob Hawk Show, CBS; Can You Top This?; Song of the Stranger; Lawyer Q; Television—Cash & Carry; Sportscaster-Boxing, Wrestling; Okay Mother; Old Gold Amateur Hour, WABD.

**JAMES, DON**  
WEBR, Buffalo, N. Y.

**JAMES, HUGH**  
B. Oct. 13, 1915, New York, N. Y.; Voice of Firestone; A House in the Country; When a Girl

Marries; Sunoco 3 Star Extra, NBC; Telenewsreel, WABD; Second Mrs. Burton; Wendy Warren & the News, CBS; True Detective Mysteries, MBS, Special Assignment, Press, Assoc.

**JAMES, OWEN**  
ABC, ABC-TV

**JAMES, RALPH**  
KROY, Sacramento, Calif.

**JAMES, STEPHEN**  
WBMS, Boston, Mass.

**JEFFRIES, BILL**  
WREL, Lexington, Va.

**JENKINS, BILL**  
WEAM, Arlington, Va.

**JENKINS, ALUN**  
WHK, Cleveland, O.

**JENSEN, HARRIS**  
WMUS, Muskegon, Mich.

**JENSEN, PAUL**  
KOLN, Lincoln, Nebr.

**JENSEN, RAN**  
WOC, Davenport, Ia.

**JENSEN, SAM**  
KCRG, Cedar Rapids, Ia.

**JESSE, BLAIR**  
WLAQ, Rome, Ga.

**JOHN, RICHARD W.**  
KTSA, San Antonio, Tex.

**JOHNSON, BILL**  
WTAR, Norfolk, Va.

**JOHNSON, BOB**  
WIBK, Knoxville, Tenn.

**JOHNSON, DICK**  
WICU, Erie, Pa.

**JOHNSON, HERBERT**  
WMAZ, Macon, Ga.

**JOHNSON, JOHN DUANE**  
KXRO, Aberdeen, Wash.

**HY**

**AVERBACH**

THE BOB HOPE SHOW



**BERT WAYNE**

announcer-m.c.-narrator

**JOHNSON, KIMBERLEY**  
 WLNA, Peekskill, N. Y.  
**JOHNSON, TED**  
 WRTA, Altoona, Pa.  
**JOHNSTON, WAYNE**  
 KAMQ, Amarillo, Tex.  
**JOHNSTON, W. R., JR.**  
 WBIR, Knoxville, Tenn.  
**JOHNSTONE, FRANK**  
 KFRC, San Francisco, Calif.  
**JONES, GORDON**  
 WCMB, Lemoyne, Pa.  
**JONES, MAL**  
 WTBO, Cumberland, Md.  
**JONES, PAUL**  
 WFLA, Tampa, Fla.  
**JONES, PAUL**  
 WLW, Cincinnati, O.  
**JORGENSEN, TOM**  
 KSON, San Diego, Calif.  
**JOY, DICK**  
 The Adventures of Sam Spade,  
 NBC.  
**JOYCE, VINCE**  
 WWSW, Pittsburgh, Pa.

— K —

**KABER, RUSS**  
 KVOX, Moorhead, Minn.  
**KADELL, CARLTON**  
 The Seaside Variety Theatre  
 Starring Dorothy Lamour,  
 NBC.  
**KASPER, FRED**  
 WENR, Chicago, Ill.  
**KAUFMAN, ARNOLD C.**  
 WMBM, Miami Beach, Fla.  
**KAY, BOB**  
 WAVE TV, Louisville, Ky.

**KAY, WALTER**  
 WJW, Cleveland, O.  
**KAYE, DEAN**  
 WCQN, Atlanta, Ga.  
**KEECH, KELVIN**  
 Breakfast on the Plaza, ABC  
**KEE, BARNEY**  
 KEK, Portland, Ore.  
**KELLEHER, PHIL**  
 WQAM, Miami, Fla.  
**KELLY, ED**  
 WBNS-TV, Columbus, O.  
**KELLY, TOM**  
 WARM, Scranton, Pa.  
**KEMPER, LOU**  
 WHB, Kansas City, Mo.  
**KENNEDY, TERRY**  
 WBEK, Battle Creek, Mich.  
**KENT, HAROLD P.**  
 WENE, Binghamton-Endicott  
 N. Y.  
**KERCE, CECIL**  
 WRGA, Rome, Ga.  
**KERN, BRUCE**  
 WPIC, Hartford, Conn.  
**KERNS, DICK**  
 WMMW, Meriden, Conn.  
**KEY, JIMMY**  
 KANS, Wichita, Kans.  
**KEYSER, WARREN**  
 WILM, Wilmington, Del.  
**KILMER, BILL**  
 WHO, Des Moines, Ia.  
**KIMBALL, MERLE**  
 KVI, Seattle, Wash.  
**KING, A. C.**  
 WEEI, Boston, Mass.  
**KING, DEL**  
 The Mary Lee Taylor Show,  
 NBC.

**KING, JOSEPH M.**  
 B. Sept. 20, 1915, Birmingham,  
 Ala.; Songs by Marton Downey;  
 Claudia; The Pause That Re-  
 freshes; Mr. & Mrs. North.  
**KING, WALLY**  
 KSFO, San Francisco, Calif.  
**KING, WALLY**  
 WATR, Waterbury, Conn.  
**KING, WALTER WOLFE**  
 KNBH, Hollywood, Calif.  
**KIRBY, BILL**  
 Coffee Club, WAAT; Dialing  
 With Music, Matinee Melody  
 Club  
**KIRBY, GENE**  
 WJZ, New York, N. Y.  
**KIRBY, JIM**  
 WAFM-TV, Birmingham, Ala.  
**KIRBY, JIMMY**  
 WAPI, Birmingham, Ala.  
**KLISE, ROD**  
 KHQ, Spokane, Wash.  
**KNAPP, JOHN**  
 KTHH, Houston, Tex.  
**KNIGHT, FRED**  
 WIBG, Philadelphia, Pa.  
**KNIGHT, KIRK**  
 WWJ-TV, Detroit, Mich.  
**KNOX, BOB**  
 WIBG, Philadelphia, Pa.  
**KOLLMAR, DICK**  
 WOR-TV, New York, N. Y.  
**KOTHE, DICK**  
 WTCN-TV, Minneapolis, Minn.  
**KOVACS, ERNEST**  
 WTM, Trenton, N. J.  
**KRAMER, HARRY**  
 CBS

# 12th YEAR Anniversary

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 as announcers, script writers, newscasters, sports announcers,  
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1655 No. Cherokee, Hollywood, Cal.

## Announcers—Radio-Television

- KRESTAL, BUD**  
WMIS, Natchez, Miss.
- KRUEGAR, RALPH**  
WLEA, Hornell, N. Y.
- KRUSBERG, ROY J.**  
WRLD, West Point, Ga.
- KRUYER, PAUL**  
WSBT, South Bend, Ind.
- KUHLMAN, JOHN R.**  
KCRA, Sacramento, Calif.
- KURTZ, SPYKER**  
WRAK, Williamsport, Pa.
- KUZNITSOFF, WILLIAM**  
WLBK, Bowling Green, Ky.
- L —
- LaBRANCHE, ERNEST**  
WCCM, Lawrence, Mass.
- LaHAYE, LOUIS**  
WVCC, Bridgeport, Conn.
- LAING, JOHN**  
The Sealtest Variety Theatre  
Starring Dorothy Lamour,  
NBC.
- LAIRD, JERE**  
KHBC, Hilo, T. H.
- LAMAR, JACK**  
WGAM, Camden, N. J.
- LAMB, ART**  
WINX, Washington, D. C.
- LAMB, BILL**  
KULP, El Campo, Tex.
- LAMB, WILLARD**  
WBBC, Flint, Mich.
- LAMBERT, CHUCK**  
WJOC, Jamestown, N. Y.
- LAMBERT, DOW**  
KIMA, Yakima, Wash.
- LAMBERT, KEN**  
WLDS, Jacksonville, Ill.
- LAMPERT, ED**  
WCAV, Norfolk, Va.
- LAMUTIS, ALEX**  
WGV, Geneva, N. Y.
- LaPLANTE, ROY**  
WPEN, Philadelphia, Pa.
- LAND, CHARLES**  
WEBJ, Brewton, Ala.
- LAND, ZACK**  
WMAA, Springfield, Mass.
- LANE, ALAN**  
WEUM, Reading, Pa.
- LANE, HAROLD**  
WGNV, Newburgh, N. Y.
- LANE, LARRY**  
WFBO, Tampa, Fla.
- LANE, RICHARD**  
KTLA, Los Angeles, Calif.
- LANG, WILLIAM**  
WMGM, New York, N. Y.
- LANGE, BELL**  
KGDM, Stockton, Calif.
- LANGLEY, LAVELLE**  
KAMD, Camden, Ark.
- LANGLEY, RALPH**  
ABC, ABC-TV
- LANSFORD, CHARLES**  
WGK, Charleston, W. Va.
- LANTZ, RICHARD**  
WCCP, Savannah, Ga.
- LARSEN, BOB**  
WEMP, Milwaukee, Wis.
- LASK, BILL**  
KDDD, Dumas, Tex.
- LATHAM, JACK**  
ABC, ABC-TV
- LAUX, ED**  
WINZ, Hollywood, Fla.
- LaVIGNE, RICHARD**  
WHYN, Holyoke, Mass.
- LAWLEY, LEE**  
KGER, Long Beach, Calif.
- LAWRENCE, DAN**  
KRNT, Des Moines, Ia.
- LAWRENCE, DICK**  
WUSN, Charleston, S. C.
- LAWRENCE, FREDERICK**  
WTHH, Port Huron, Mich.
- LAWSON, JACK**  
KXOA, Sacramento, Calif.
- LAWRENCE, JACK**  
WIRL, Peoria, Ill.
- LAWRENCE, JAMES H.**  
KOVO, Provo, Utah
- LAWSON, JERRY**  
WJOC, Jamestown, N. Y.
- LAWRENCE, KEN**  
WTOL, Toledo, O.
- LAWRENCE, PAUL**  
WVCH, Chester, Pa.
- LAWSON, RALPH**  
WLEX, Lexington, Ky.
- LAWFORD, VIN**  
WNLK, Norwalk, Conn.
- LAZARE, JACK**  
Take A Number, John Steele,  
Adventurer, Nick Carter, Secret  
Mission, MBS; Unsolved  
Mysteries, Let's Have A Party,  
WOR.
- LAZICH, BOB**  
KXLF, Butte, Mont.
- LEA, ROD**  
WWOD, Lynehburg, Va.
- LEACH, ROBERT E.**  
WSAB, Atlantic City, N. J.
- LEAFER, WOODROW**  
WDSU-TV, New Orleans, La.
- LEANARD, A. B.**  
WRBC, Jackson, Miss.
- LEBOW, GUY**  
WPIX, New York, N. Y.
- LeCLERCQ, GREGORY**  
KIFI, Idaho Falls, Ida.
- LEE, AL V.**  
KVMV, Twin Falls, Ida.
- LEE, BARNEY**  
WBBC, Flint, Mich.
- LEE, BOB**  
WWST, Wooster, O.
- LEE, BRUCE**  
WHIT, New Bern, N. C.
- LEE, DAVE**  
WLOK, Lima, O.
- LEE, GARY**  
WKRC-TV, Cincinnati, O.
- LEE, LARRY**  
KFKA, Greeley, Colo.
- LEE, TED**  
WCPO, Cincinnati, O.
- LEE, TOM**  
KGON, Oregon City, Ore.
- LEEFERS, BOB**  
KMT, Cedar Rapids, Ia.
- LEFEVRE, BILL**  
WFBR, Baltimore, Md.
- LEIGHTON, JACK**  
KTOP, Topeka, Kans.
- LEMER, BILL**  
KWYO, Sheridan, Wyo.
- LENDY, JULIAN**  
KRTN, Raton, N. Mex.
- LENE, BILL**  
Circle Arrow Show, NBC.
- LEONARD, JESSE**  
KEX, Portland, Ore.
- LEONARD, VINCE**  
WISH, Indianapolis, Ind.
- LEARNER, SAUL**  
WLIZ, Bridgeport, Conn.
- LESCH, GOMER**  
WICU, Erie, Pa.
- LESHER, ROBERT**  
WJEJ, Hagerstown, Md.
- LESIK, EDWARD**  
ABC-TV
- LESIK, EDWARD (MICHAEL)**  
Modern Romances, ABC
- LeTOURNEAU, ART**  
KIDO, Boise, Ida.
- LEVENSON, LESLIE**  
WSYB, Rutland, Vt.
- LEWIS, AL**  
WKRG, Mobile, Ala.
- LEWIS, CHARLES**  
WWJ, Detroit, Mich.
- LEWIS, ED**  
KFXJ, Grand Junction, Colo.
- LEWIS, GERALD**  
WCSH, Portland, Me.
- LEWIS, MILT**  
WXLW, Indianapolis, Ind.
- LEWIS, RALPH**  
WTAD, Quincy, Ill.
- LICK, DON**  
WICU, Erie, Pa.
- LIDDLE, BOB**  
KHQ, Spokane, Wash.
- LIEBMAN, RANDY**  
KEEN, San Jose, Calif.
- LILLEY, BOB**  
KCRG, Cedar Rapids, Ia.
- LINDBERG, WALTER**  
KLER, Rochester, Minn.
- LINDSAY, A. W.**  
KXRO, Aberdeen, Wash.
- LINDEY, JAMES HALL**  
KWSL, Lake Charles, La.
- LINDMAN, STU**  
WMIN, St. Paul, Minn.
- LINKOUS, MELVIN**  
WLSL, Roanoke, Va.
- LINN, CLAIR**  
WHRV, Ann Arbor, Mich.
- LINTHICUM, WALTER**  
WBAL, Baltimore, Md.
- LITTLE, ED**  
WEBR, Buffalo, N. Y.
- LIVELY, LEE**  
WLOW, Norfolk, Va.
- LIVEZEY, THOMAS E.**  
WKAP, Allentown, Pa.
- LLOYD, JACK**  
KSEK, Pittsburg, Kans.
- LLOYD, JACK**  
KXGI, Fort Madison, Ia.
- LOGAN, JIM**  
WWCO, Waterbury, Conn.
- LACCAR, SAM D.**  
WTJS, Jackson, Tenn.
- LOCKETT, FRED**  
WETB, Johnson City, Tenn.
- LOCKHART, HARRY**  
KTHS, Hot Springs, Ark.
- LOCKREM, DALE A.**  
WATO, Oak Ridge, Tenn.
- LOEB, ROBERT**  
WVNI, Newark, N. J.
- LOHMANN, PAUL**  
WPAG, Ann Arbor, Mich.
- LOHMEIER, BILL**  
WSSL, Jackson, Miss.
- LONGERAN, STAN**  
WCFL, Chicago, Ill.
- LONGERAN, VINCE**  
WDGY, Minneapolis, Minn.
- LONG, HARRY**  
KVI, Seattle, Wash.
- LONG, JOE**  
WNOX, Knoxville, Tenn.
- LONG, JOE**  
WTNC, Thomasville, N. C.
- LONGFELLOW, TOMMY**  
KHQZ, Harrison, Ark.
- LORIMER, DAVID C.**  
WILE, Cambridge, O.
- LOTAS, JOHN**  
WWRL, Woodside, N. Y.
- LOTZ, VERN**  
KVNJ, Fargo, N. Dak.
- LOUDEN, VERN**  
KROW, Oakland, Calif.
- LOUNSBURY, JIM**  
WIND, Chicago, Ill.
- LOUTHER, JOHN**  
WNSR, Syracuse, N. Y.
- LOWE, DONALD HERBERT**  
Betty Clark Sings, ABC

# Announcers—Radio-Television

**LOWE, JIMMIE**  
KXOL Ft Worth Tex

**LOWERY, BILL**  
WGST Atlanta Ga

**LOWERY, BYRON**  
KWTX Waco, Tex

**LOWREY, AL**  
KGA Spokane Wash

**LOWRY, LEW**  
KOOL Phoenix Ariz

**LOY, WILLIAM**  
WTJO Cumberland Md

**LUCAS, HARLEY**  
WGHS Miami Fla

**LUCAS, WILLIAM**  
KOIN Lincoln Neb

**LUDLAM, KENNEDY**  
WRC Washington D C

**LUDWIG, JAMES**  
WLEU Erie Pa

**LUDWIG, LAELL**  
WFRM Indianapolis Ind

**LUDWIG, LYELL**  
WFIW-TV Indianapolis Ind

**LUKENS, RUSS**  
KXLL Missoula Mont

**LUKINS, HARRY**  
WIBC Indianapolis Ind

**LUND, JIM**  
KXIC Iowa City Ia

**LUND, ROGER K.**  
WXHR Kenton N Y

**LUNDBERG, VICTOR E.**  
KOOL Phoenix Ariz

**LUNDQUIST, JACK**  
KIDZ Pueblo Colo

**LUNDQUIST, ABERN**  
WFOI Knoxville Tenn

**LUPU, JAMES**  
WROM Romp Ga

**LUTHER, JOHN**  
WFRP Erie Pa

**LYLES, JOHNNIE**  
KALB Alexandria La

**LYNKER, JOHN**  
WFOK Poughkeepsie N Y

**LYNOTT, BUD**  
WHJB Virginia Minn

**LYON, CHARLES**  
The Last Show, NBC

## —Mc—

**MacDONALD, P. L.**  
WEEI Boston, Mass

**MacDONNELL, DAN**  
Hilton House 54th St Re-  
vue-TV  
CBS

**MacMULLEN, GEORGE**  
WPAI Tallahassee Fla

**McADOO, DICK**  
WJIG Greensboro N C

**McALLISTER, DON**  
WBBO Orlando Fla

**McBEE, KEITH**  
WBAL-TV Baltimore Md

**McBRIDE, BILL**  
WOW Omaha Neb

**McBRIDE, JACK**  
WAGA-TV Atlanta Ga

**McBRIDE, ROBERT**  
WPKR Alexandria Va

**McCALL, BILL**  
WHTF Philadelphia Pa

**McCALL, JACK**  
KSVL Alexandria La

**McCANN, DICK**  
KBON Omaha Neb

**McCARL, ROBERT**  
KRNR Roseburg Ore

**McCARTHY, JACK**  
WPIX New York N Y

**McCARTHY, JAMES**  
WBRE Wilkes-Barre Pa

**McCARTNEY, DICK**  
KMUS Muskogee Okla.

**McCAY, RAY**  
WQXI Atlanta Ga

**McCONNELL, BYRON**  
WGST New Castle Pa

**McCONNELL, JIM**  
KGRG Galveston Tex

**McCORD, BILL**  
The Circle Arrow Show NBC

**McCOY, KEN**  
KWUL Albany Ore

**McCOY, ROBERT A.**  
KOB Albuquerque N Mex

**McCOY, RONALD J.**  
KFEL Denver Colo

**McCREARY, MACK**  
KEBE Jacksonville, Tex

**McCULLLEY, JOE**  
WSNJ Bridgeton, N J

**McCULLOUGH, WALTER**  
WBHB Burlington N C

**McCUTCHAN, KEN**  
WKY Evansville Ind

**McCUTCHEON, DON**  
KASH Eugene, Ore

**McDANIEL, CARL**  
KSML Seminole Okla.

**McDEKNOTT, ROBERT**  
WHOW Terre Haute Ind

**McDEWITT, LEO**  
WAAB Worcester Mass

**McDONALD, JAMES**  
WJLE Cambridge O

**McEACHERN, LEE**  
WBHQ Memphis Tenn

**McELROY, MAC**  
WIKK Erie Pa

**McELWEE, RUSS**  
WCRS Greenwood S C

**McEANEY, JAMES**  
WNLP New London Conn

**McGEE, BOB**  
KWFC Hot Springs Ark

**McGILL, MAURY**  
WLO East Liverpool O

**McGOVERN, TOM E.**  
KRDD El Paso Tex

**McGOWAN, ED**  
KALL Salt Lake City Utah

**McHAN, BILL**  
WJPR Greenville, Miss

**McINTIRE, CHARLES**  
WMBH Joplin Mo

**McINTYRE, JIM**  
WINN Louisville Ky

**McKASSON, CHUCK**  
WGBR Evansville Ind

**McKEE, ROY**  
KOMA Oklahoma City Okla

**McKELFRESH, ALBERT L.**  
WYLN Ohio, Ill

**McKINNEY, CARL**  
WGTC Greenville N C

**McKINNEY, GENE**  
KAMQ Amarillo Tex

**McKINNEY, JIM**  
WSOY Des Moines Ill

**McKINNON, BOB**  
WRFS Alexander City Ala

**McKNIGHT, JOHN M.**  
WHLJ Hempstead L I

**McKUNE, GENE (KIRBY)**  
Esso News, ABC

**McLAUGHLIN, BOB**  
KLAC-TV Hollywood Calif

**McLAUGHLIN, FRANCIS**  
WBRE Wilkes-Barre Pa

**McLEAN, CLAYE**  
WBT Charlotte, N C

**McLEAN, DEAN**  
KWBC Ft Worth Tex

**McLEAN, JOHN**  
WPDQ Jacksonville, Fla

**McLEOD, DON**  
WJBR Detroit, Mich

**McMAHON, GILES**  
CKLW Detroit Mich

**McMANUS, JIM**  
The Sports Parade  
WMAR-TV Baltimore Md

**McNALLEY, PAUL**  
WJOB Gardner, Mass

**McNEELEY, MARTY**  
WJMO Cleveland, O

**McNEVIN, JOHN**  
WGL Syracuse, N Y

**McOSKER, DARRELL**  
KODY North Platte Neb

**McPHEE, JIM**  
WGL Fort Wayne Ind

**McPHERSON, HUGH**  
WOAY Oak Hill W Va

**McRAE, DUANE**  
KROY Sacramento Calif

## —M—

**MABRY, DICK**  
WBIG Philadelphia Pa

**MACK, BILL**  
WEDC Chicago, Ill

**MACK, FLOYD**  
The Telephone Hour NBC

**MAGNUS, JOHN**  
WWRJ Woodside N Y

**MAHAN, JOHN**  
WDAS Philadelphia Pa

**MAHANEY, ROBERT**  
WBX Utica, N Y

**MALICOATE, AL**  
KGR Long Beach Calif

**MALLOY, LES**  
KYA San Francisco Calif

**MALOY, HENRY**  
WTRY Troy, N Y

**MANDER, ART**  
KDON Santa Cruz Calif

**MANN, CYRIL**  
RBTY Dallas, Tex

**MANNING, BILL**  
KIST Santa Barbara Calif

**MANNING, ROY**  
WHL St Louis Mo

**MANSFIELD, LARRY**  
WSPB Sarasota Fla

**MANSON, LEE**  
WELI New Haven, Conn

**MAPES, BILL**  
WHOS Dothan Ala.

**MARBLE, HARRY**  
Margaret Arlen, Hits And  
Misses, Peoples Platform  
TVI, Eric Sevareid And The  
News  
CBS

**MARICH, BOB**  
KLEE-TV Houston Tex

**MARKEE, JAMES**  
KGLD Mason City Ia

**MARKEY, PAUL**  
WING Dayton O

**MARLOW, MICHAEL**  
WWSW Pittsburgh Pa

**MARQUEZ, RAQUEL**  
KVEI, Albuquerque N Mex

**MARSHALL, BILL**  
KMAC San Antonio, Tex.

**MARSHALL, JEAN**  
WWEV St Louis, Mo.

**MARSHALL, JIMMY**  
WTOB Winston-Salem N C

**MARSHALL, REX**  
Suspense CBS-TV, News &  
Special Events WPIX.

**MARSTON, BERT**  
WFAS White Plains N Y

**MARTIN, BILL**  
WNSR Syracuse, N Y.

**MARTIN, DON**  
WHCT, Uthart, N. Y.

**MARTIN, HARRY**  
KGBG Galveston, Tex

**MARTIN, WINSTON**  
KFERC, Columbia, Mo

## Announcers—Radio-Television

- MARTYN, GIL**  
KTLA, Los Angeles, Calif.
- MARVIN, KEN**  
WOR, New York, N. Y.
- MARVIN, LARRY**  
KRNO, San Bernardino, Calif.
- MARVIN, TONY**  
Arthur Godfrey Time, Goufrey And His Friends (TV)  
CBS
- MASON, JOE**  
WLEE, Richmond, Va.
- MASSEY, JON**  
WVDC, Washington, D. C.
- MATHESON, MAC**  
KTUC, Tucson, Ariz.
- MATTHEWS, JAMES**  
WMAZ, Macon, Ga.
- MAXWELL, CHUCK**  
WREN, Topeka, Kans.
- MAYFIELD, ROBERT**  
KROD, El Paso, Tex.
- MEATH, ED**  
WREC, Rochester, N. Y.
- MEEHAN, ROBERT**  
WEAN, Providence, R. I.
- MEIER, DON**  
Reserved For Garroway  
WNRQ, Chicago, Ill.
- MERCER, CLIFF**  
WLOU, Louisville, Ky.
- MERCHANT, BILL**  
WKBZ, Muskegon, Mich.
- MERRITT, BILL**  
KFBK, Sacramento, Calif.
- MERRYMAN, BOB**  
WLW-T, Cincinnati, O.
- MICHAEL, BILL**  
KMAC, San Antonio, Tex.
- MICHAEL, GEORGE**  
WROW, Albany, N. Y.
- MICHAEL, RAY**  
WNBW, Washington, D. C.
- MICHAEL, ROBERT**  
WETA, Altoona, Pa.
- MICHELSSEN, BILL**  
KFBC, Cheyenne, Wyo.
- MILLER, BILL**  
WTAX, Springfield, Ill.
- MILLER, CALVIN**  
WBNX, New York, N. Y.
- MILLER, CARLETON**  
WGBB, Freeport, N. Y.
- MILLER, DON**  
WTOL, Toledo, O.
- MILLER, MARVIN**  
Behind the Story, MBS; Louella Parsons, ABC; Beulah, CBS.
- MILLER, PAUL**  
WHOK, Lancaster, O.
- MILLER, TOBY**  
WNAO, Raleigh, N. C.
- MILLS, BOB**  
WSAZ-TV, Huntington, W. Va.
- MILLS, FRANK**  
WBAP-TV, Fort Worth, Tex.
- MILLS, J. D.**  
WDBJ, Roanoke, Va.
- MILNE, JAMES**  
WNHC-TV, New Haven, Conn.
- MITCHELL, BILL**  
WRBL, Columbus, Ga.
- MITCHELL, BORIS**  
WORZ, Orlando, Fla.
- MITCHELL, CHARLES R.**  
WBIG, Greensboro, N. C.
- MITCHELL, JAMES L.**  
WLSL, Roanoke, Va.
- MITCHELL, MARK**  
WKBV, Richmond, Ind.
- MIZNER, CHUCK**  
KAMQ, Amarillo, Tex.
- MOEGLE, FRED**  
KWK, St. Louis, Mo.
- MOFFETT, JERRY**  
KTFI, Twiu Falls, Ida.
- MOFFETT, RAY**  
WCAO, Baltimore, Md.
- MOHER, BILL**  
WDAY, Fargo, N. Dak.
- MONDAY, RAY**  
WGAT, Utica, N. Y.
- MONKMAN, ROBERT**  
WRJN, Racine, Wis.
- MONROE, CAL**  
WCAP, Asbury Park, N. J.
- MONROE, GEORGE**  
KFIM, Beaumont, Tex.
- MONROE, HANK**  
WOLF, Syracuse, N. Y.
- MONROE, JULIAN**  
WJBW, New Orleans, La.
- MONTESANO, ROBERT**  
WGAT, Utica, N. Y.
- MONTGOMERY, DEAN**  
KELO, Sioux Falls, S. Dak.
- MONTGOMERY, ROBERT L.**  
WGBG, Greensboro, N. C.
- MOODY, STAN**  
WCOU, Lewiston, Me.
- MOONEY, FRANK**  
WHUM, Reading, Pa.
- MOORE, BERNARD**  
WKNB, New Britain, Conn.
- MOORE, BOB**  
WWCA, Gary, Ind.
- MOORE, CHARLES F.**  
KPDQ, Portland, Ore.
- MOORE, DALE**  
KPST, Preston, Ida.
- MOORE, DEANE B.**  
KGFJ, Hollywood, Calif.
- MOORE, ED**  
WIOD, Miami, Fla.
- MOORE, JACK**  
KAKC, Tulsa, Okla.
- MOORE, RAY**  
WETB, Johnson City, Tenn.
- MOORE, ROBERT W.**  
KHBC, Hilo, T. H.
- MOOREHOUSE, GENE**  
WWNR, Beckley, W. Va.
- MORAN, JACK**  
WMON, Montgomery, W. Va.
- MOREY, ART**  
KWJJ, Portland, Ore.
- MORGAN, BUD**  
WIBK, Knoxville, Tenn.
- MORGAN, HARVEY**  
WIRK, West Palm Beach, Fla.
- MORGAN, RAY**  
Cities Service Band of America, NBC.
- MORGAN, ROBERT**  
WMBO, Auburn, N. Y.
- MORRIS, AL**  
KONA, Tucson, Ariz.
- MORRIS, DUDLEY**  
KGBX, Springfield, Mo.
- MORRIS, GIL**  
WDAS, Philadelphia, Pa.
- MORRIS, JIMMIE**  
WSAT, Salisbury, N. C.
- MORRIS, JOHNNY**  
WLOL, Minneapolis, Minn.
- MORRISON, GARRETT**  
WTMA, Charleston, S. C.
- MORRISON, PHIL**  
WTOM, Bloomington, Ind.
- MORRISSEY, JACK**  
WAAB, Worcester, Mass.
- MORROW, DON**  
KBTW, Dallas, Tex.
- MORSE, TONY**  
KGO, San Francisco, Calif.
- MORTIMER, AL**  
WRAK, Williamsport, Pa.
- MOSLEY, E. A.**  
KREM, Spokane, Wash.
- MOSS, PHIL**  
WAFM-TV, Birmingham, Ala.
- MOWAT, CHARLES**  
KWRN, Reno, Nev.
- MOYES, JACK**  
KPOJ, Portland, Ore.
- MUELLER, RODG**  
WBAY, Green Bay, Wis.
- MULHERIN, PAT**  
WRDW, Augusta, Ga.
- MULVIHILL, JOSEPH P.**  
WTAM, Cleveland, O.
- MONRO, RED**  
WCOG, Greensboro, N. C.
- MUNKOE, JOHN**  
KWVB, Walla Walla, Wash.
- MUNT, PAUL**  
KBON, Omaha, Nebr.
- MURPHREE, JACK**  
WOMI, Owensboro, Ky.
- MURPHY, BILL**  
WJPS, Evansville, Ind.
- MURPHY, BOB**  
The Quiz Kids; R.F.D. America, NBC.
- MURPHY, BOB**  
WJMR, New Orleans, La.
- MURPHY, CHARLES**  
KFYR, Bismarck, N. Dak.
- MURPHY, DENNIS**  
WREX, Duluth, Minn.
- MURPHY, MICKEY**  
WBAP, Fort Worth, Tex.
- MURPHY, WALT**  
WOMI, Owensboro, Ky.
- MURPHY, WILLIAM**  
WLIZ, Bridgeport, Conn.
- MURRAY, DAVID**  
WLWD, Dayton, O.
- MURRAY, LEE**  
WMCK, McKeesport, Pa.
- MURRAY, PHILIP**  
WMTW, Portland, Me.
- MUSJADIN, WILLIAM**  
KJBS, San Francisco, Calif.
- MYERS, DONALD H.**  
KCMC, Texarkana, Tex.
- MYERS, EDWARD, JR.**  
WMEX, Boston, Mass.

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- NABORS, BILL**  
KVER, Albuquerque, N. Mex.
- NABORS, CHICK**  
WQBC, Vicksburg, Miss.
- NABORS, PAT**  
WSOC, Charlotte, N. C.
- NAGLE, DAVE**  
WCHV, Charlottesville, Va.
- NAPIER, BYRON**  
KCRG, Enid, Okla.
- NARZ, JIM**  
WLOU, Louisville, Ky.
- NASH, BOB**  
WINK, Fort Myers, Fla.
- NASH, R. J.**  
KIOA, Des Moines, Ia.
- NASH, ROGER**  
WJMR, New Orleans, La.
- NATION, HERSHEL**  
WAGC, Chattanooga, Tenn.
- NAUGHTON, CLIFF**  
KPLX, San Francisco, Calif.
- NAUGLE, DAVE**  
KFJZ, Fort Worth, Tex.
- NEGUHWIN, BOB**  
WMSL, Decatur, Ala.
- NEAL, TOM**  
WCOM, Parkersburg, W. Va.
- NEHR, DALTON**  
WIBA, Madison, Wis.
- NEHRING, WALLY**  
WIRE, Indianapolis, Ind.
- NEIGHBOR, HOWARD**  
KVGB, Great Bend, Kans.
- NELLAN, RAY**  
WKNB, New Britain, Conn.

## Announcers—Radio-Television

- NELSON, BILL**  
KING-TV, Seattle, Wash.
- NELSON, WALTER**  
WDEM, Providence, R. I.
- NEUSTAT, LEW**  
Admiral Broadway Review,  
SBF-TV
- NELSKOG, WALTER N.**  
KRSE, Seattle, Wash.
- NELSON, ART**  
KLFJ, Dallas, Tex.
- NELSON, BOB**  
WBBQ, Augusta, Ga.
- NELSON, CARL**  
WTMJ, Milwaukee, Wis.
- NELSON, CHARLES**  
KOLE, Port Arthur, Tex.
- NELSON, CHARLES**  
WFBG, Altoona, Pa.
- NELSON, DICK**  
WPEN, Philadelphia, Pa.
- NELSON, GEORGE**  
WHIT, New Bern, N. C.
- NELSON, LEE**  
WPOR, Portland, Me.
- NELSON, YERNER**  
KTRI, Sioux City, Ia.
- NELSON, WAYNE**  
CBS
- NERO, JIM**  
KFIR, Rosenberg, Tex.
- NEWMAN, BILL**  
WVGI, Richmond, Va.
- NEWMAN, JACK**  
KOME, Tulsa, Okla.
- NEWMAN, JIM**  
WSPD, Toledo, O.
- NEWTON, RALPH**  
KPDA, Amcillo, Tex.
- NICHOLS, ROY**  
KXLR, Little Rock, Ark.
- NIKON, JOE**  
WKGN, Knoxville, Tenn.
- NILES, KEN**  
Take It Or Leave It, Life of  
Koley, NBC
- NIMMO, BILL**  
WLWT, Cincinnati, O.
- NOAH, BOB**  
WBRV, Waterbury, Conn.
- NOEL, JACK**  
WTTS, Bloomington, Ind.
- NORMAN, DON**  
KFAB, Omaha, Neb.
- NORMAN, DON**  
WLOS, Asheville, N. C.
- NORMAN, RICHARD**  
WQQW, Washington, D. C.
- NORTHCROSS, WILSON**  
WMC, Memphis, Tenn.
- NORTHCROSS, WILSON**  
WMC, Memphis, Tenn.
- NORTON, MILTON**  
KVOK, Colorado Springs, Colo.
- NORTON, PAUL**  
WSNY, Schenectady, N. Y.
- NORWIG, GEORGE**  
WSCC, Charleston, S. C.
- NOVENSON, JOE**  
WFIL, Philadelphia, Pa.
- NAZIM, CHUCK**  
WCAB, Pittsburgh, Pa.
- 0 —
- OAKLAND, RON**  
KATF, Albert Lea, Minn.
- O'BANNON, GENE**  
KOLE, Port Arthur, Tex.
- O'BRIEN, BILL**  
WBET, Brookline, Mass.
- O'BRIEN, ELLIS**  
WCSH, Portland, Me.
- O'BRIEN, JACK**  
KVOK, Colorado Springs, Colo.
- O'BRIEN, JIM**  
WRTP, Poughkeepsie, N. Y.
- O'BRIEN, JOE**  
WMCA, New York, N. Y.
- O'BRIEN, JOHN**  
KTEM, Temple, Tex.
- O'BRIEN, MARK**  
WLCS, Baton Rouge, La.
- O'CONNELL, JIM**  
WTAW, College Station, Tex.
- O'CONNOR, LEN**  
WMAQ, Chicago, Ill.
- O'CONNOR, ROD**  
B. Houston, Tex.; Red Skelton  
Show, People Are Funny, Duffy's  
Tavern, NBC
- O'CONNOR, TOM**  
WBMD, Baltimore, Md.
- O'CONNOR, TOM**  
WBIZ, Eau Claire, Wis.
- ODELL, GEORGE**  
WCYB, Bristol, Va.
- ODOM, HOMER**  
KRFM, Beaumont, Tex.
- ODOM, RAYMOND**  
KRBC, Abilene, Tex.
- ODUM, JIM**  
WHKP, Hendersonville, N. C.
- O'HARA, RICHARD S.**  
WHAJ, Greenfield, Mass.
- O'LEARY, JAMES H.**  
KFXM, San Bernardino, Calif.
- OLIVIER, BOB**  
WHWL, Nanticoke, Pa.
- OLSON, RAY**  
WOW, Omaha, Neb.
- OLSON, ROBERT**  
WKY-TV, Oklahoma City,  
Okla.
- OMAN, BEN, JR.**  
WJOY, Burlington, Vt.
- O'NEIL, CHARLES**  
WFEA, Manchester, N. H.
- O'NEIL, PAUL**  
WNMP, Evanston, Ill.
- O'NEILL, JIM**  
KOWI, Omaha, Neb.
- OREN, OZZIE**  
WOSH, Oshkosh, Wis.
- ORNEST, STAN**  
WGBS, Miami, Fla.
- ORR, WILLIAM**  
WICV, Malone, N. Y.
- ORTIZ, RAMON**  
WAEI, Mayaguez, P. R.
- ORTON, HAL**  
KRIC, Beaumont, Tex.
- OSBORNE, KARI**  
WADC, Akron, O.
- OSBORNE, OZZIE**  
WISH, Indianapolis, Ind.
- OSBORNE, TIM**  
KTHP, Houston, Tex.
- OSGOOD, DICK**  
WXYZ-TV, Detroit, Mich.
- OSTBERG, BILL**  
WTAG, Worcester, Mass.
- OSTROFF, PETER**  
KSLB, Cedar City, Utah.
- OTIS, DON**  
KLAC-TV, Hollywood, Calif.
- OVENDEN, K. R.**  
WFEI, Boston, Mass.
- OWEN, EDWARD**  
WLBZ, Bangor, Me.
- O'WHITT, ROBERT**  
WPOR, Portland, Me.
- OXFORD, GEORGE**  
KWBR, Oakland, Calif.
- OYLEK, HAROLD**  
WEBQ, Harrisburg, Ill.
- OZMENT, HOWARD**  
WTMA, Charleston, S. C.
- P —
- PAGE, JOHN**  
WEKR, Fayetteville, Tenn.
- PACKARD, HARRY**  
KFNE, Shenandoah, Ia.
- PAEVEL, DON**  
WCKY, Cincinnati, O.
- PAGE, FRANK**  
KWKH, Shreveport, La.
- PAGE, NORM**  
WMIN, St. Paul, Minn.
- PAGE, SAM**  
WNBE, Binghamton, N. Y.
- PAIGE, ERIC**  
WLOW, Norfolk, Va.
- PALEN, DAN**  
KGLO, Mason City, Ia.
- PALMER, CHARLES G.**  
KFXM, San Bernardino, Calif.
- PALMER, FRANK**  
WAVZ, New Haven, Conn.
- PALMER, JOHNNA**  
WRCN, Asheville, N. C.
- PANNY, FRANK**  
WOKO, Albany, N. Y.
- PANSULLO, JAMES**  
WAVZ, New Haven, Conn.
- PARENT, ROBERT**  
KCRS, Sacramento, Calif.
- PARETTI, SAMUEL**  
WCCO, Hartford, Conn.
- PARISH, GUY**  
WBRQ, Harrisburg, Ill.
- PARK, CHARLES**  
WJR, Detroit, Mich.
- PARKER, AL**  
WJJD, Chicago, Ill.
- PARKER, BOB**  
WMOX, Memphis, Miss.
- PARKER, CARL**  
WBMS, Boston, Mass.
- PARKER, ED**  
KGGM, Albuquerque, N. Mex.
- PARKER, GENE**  
WWCO, Waterbury, Conn.
- PARKER, LEE**  
WNAO, Raleigh, N. C.
- PARKER, PAUL**  
WGNL, Wilmington, N. C.
- PARKS, STURLE J.**  
WHOU, Philadelphia, Miss.
- PARRISH, HU RLEV, JR.**  
WDUK, Durham, N. C.
- PARRISH, JOHN**  
WLEX, Lexington, Ky.
- PASCOE, KENNETH**  
KDB, Santa Barbara, Calif.
- PASSE, JEOI**  
WVOC, Birmingham, Ala.
- PATRICK, LAWRENCE**  
WAIR, Winston-Salem, N. C.
- PATTERSON, C. P.**  
WONS, Hartford, Conn.
- PATTERSON, JIM**  
WPTV, Charlotte, N. C.
- PATTERSON, JIM**  
WDAD, Indiana, Pa.
- PAUL, LEROY**  
WJRD, Tuscaloosa, Ala.
- PAUL, NORMAN**  
KSDJ, San Jose, Calif.
- PAUL, RALPH**  
B. Oct. 11, 1920, Denver, Colo.;  
True Detective Mysteries, MBS;  
Mother Knows Best, CBS; The  
Guy Lombardo Show, WBBC;  
Newsweek Periscope, WOR,  
Olson And Johnson, NBC-TV.
- PAULIN, ED**  
WCMI, Ashland, Ky.
- PAULSON, AL**  
WJOL, Minneapolis, Minn.
- PAYMAR, GORDON**  
WREX, Duluth, Minn.
- PAYNE, LLOYD**  
WDXB, Chattanooga, Tenn.
- PAVNER, LOREN**  
WREX, Duluth, Minn.

**Announcers—Radio-Television**

**PEARSON, WALLY**  
WMT, Cedar Rapids, Ia.

**PEART, JOHN**  
KOH, Reno, Nev.

**PECK, ALBERT**  
KROS, Clinton, Ia.

**PEER, LEE**  
WBBR, Superior, Wis.

**PEGG, BOB**  
KOKO, La Junta, Colo.

**PENBERTH, JOSEPH**  
WJR, Detroit, Mich.

**PENNEY, EDWARD**  
WEIM, Fitchburg, Mass.

**PENNY, GAIL**  
WJRD, Tuscaloosa, Ala.

**PENNYBACKER, ED**  
WLAD, Danbury, Conn.

**PERATA, PETE**  
KDON, Santa Cruz, Calif.

**PERLIN, BERNIE**  
KOPO, Tucson, Ariz.

**PERLMUTER, ALVIN**  
WEOK, Poughkeepsie, N. Y.

**PERRIN, LLOYD**  
KGLL, San Fernando, Calif.

**PERRIN, PAT**  
KGRH, Fayetteville, Ark.

**PERRY, GEORGE**  
WGWR, Asheboro, N. C.

**PERRY, KEN**  
KMYR, Denver, Colo.

**PERRY, TONY**  
WFRL, Freeport, Ill.

**PETERS, BILL**  
WIKK, Erie, Pa.

**PETERS, DANIEL**  
WVNJ, Newark, N. J.

**PETERS, KEN**  
Anacni Hollywood Star Theatre: Duffy's Tavern, NBC.

**PETERSON, ARNOLD**  
WATW, Ashland, Wis.

**PETERSON, ART**  
KVOD, Denver, Colo.

**PETERSON, ART**  
KCPO, Cincinnati, O.

**PETERSON, DON**  
KGGF, Coffeyville, Kans.

**PETERSON, GENE**  
WLAV-TV, Grand Rapids, Mich.

**PETERSON, JOHN**  
KWAK, Stuttgart, Ark.

**PETERSON, KENNETH**  
KIFI, Idaho Falls, Ida.

**PETERSON, LEONARD**  
KLTI, Longview, Tex.

**PETRIK, HENRY**  
WGKV, Charleston, W. Va.

**PETRIE, HOWARD**  
The Jimmy Durante Show: Duffy's Tavern; The Judy Canova Show: Blondie, NBC.

**PEYTON, STANLEY**  
WJW, Cleveland, O.

**PHELAN, JOHN**  
KFSM, El Paso, Tex.

**PHELAN, MICKY**  
WRJM, Newport, R. I.

**PHILIP, RICHARD**  
WNMP, Evanston, Ill.

**PHILLIPS, C. W.**  
WBBB, Burlington, N. C.

**PHILLIPS, DON**  
KTXL, San Angelo, Tex.

**PHILLIPS, GREGG**  
WJOL, Joliet, Ill.

**PIATT, GENE**  
WBBQ, Memphis, Tenn.

**PICKETT, LYMAN**  
WRUF, Gainesville, Fla.

**PICKETT, ROY**  
KTVL, Tulsa, Okla.

**PIERCE, JOE**  
KMLB, Monroe, La.

**PINELL, CLAUDE, JR.**  
KPAC, Port Arthur, Tex.

**PINTAR, FRANK**  
WHKC, Columbus, O.

**PIPER, DICK**  
WLNH, Laconia, N. H.

**PIRNIE, DUNCAN**  
WQXR, New York, N. Y.

**PLAYER, JAMES C.**  
WFBC, Greenville, S. C.

**POBBRISLO, JOSEPH**  
KDAC, Fort Bragg, Calif.

**POLAND, SAM**  
WCHS, Charleston, W. Va.

**POLLARD, BOB**  
KTAR, Phoenix, Ariz.

**POPE, MARSHALL**  
KMOS, St. Louis, Mo.

**POPPER, JACK**  
WJOB, Hammond, Ind.

**PORTA, PAT**  
KFSA, Fort Smith, Ark.

**PORTER, WILLIAM G.**  
WPTR, Albany, N. Y.

**PORWANIECKI, LEO**  
WLIP, Kenosha, Wis.

**POST, BILL**  
KALL, Salt Lake City, Utah

**POTTER, GEORGE**  
KIYI, Shelby, Mont.

**POTTER, SAM**  
WPKY, Frankfort, Ky.

**POWELL, CHARLES**  
WAOV, Vincennes, Ind.

**POWELL, FRANK**  
KCRG, Enid, Okla.

**POWELL, NEVILLE**  
KRIC, Beaumont, Tex.

**POWELL, THOMAS**  
WGBI, Scranton, Pa.

**POWER, TOM**  
WMUR, Manchester, N. H.

**PRATT, BUD**  
KRES, St. Joseph, Mo.

**PRENTICE, CHARLES D.**  
WHA1, Greenfield, Mass.

**PRESGOTT, NORMAN**  
WHDH, Boston, Mass.

**PREVATT, DENNY**  
WRUF, Gainesville, Fla.

**PRICE, GORDON**  
WNEX, Macon, Ga.

**PRO, BOB**  
KDLK, Del Rio, Tex.

**PROCTOR, HAL**  
WCAO, Baltimore, Md.

**PROCTOR, ROBERT**  
WLBJ, Bowling Green, Ky.

**PROVENCE, ROBERT**  
WKNA, Charleston, W. Va.

**PROVENSEN, HAROLD**  
WBCC, Bethesda, Md.

**PROVOST, RICHARD**  
WPNY, Watertown, N. Y.

**PRYOR, BILL**  
WBNF, Binghamton, N. Y.

**PUDNEY, EARL J.**  
WGY, Schenectady, N. Y.

**PUMPHREY, HORACE**  
WBRC-TV, Birmingham, Ala.

**PUMPHREY, NED**  
WCRB, Waltham, Mass.

**PURDY, DON**  
KCBC, Des Moines, Ia.

**PURSE, TODD**  
WXYZ-TV, Detroit, Mich.

**PYLE, JACK**  
WLW, Cincinnati, O.

**QUILLEN, TED**  
KELP, El Paso, Tex.

**QUINLAN, J. W.**  
WIBV, Belleville, Ill.

**QUINN, DOM**  
WBCK, Battle Creek, Mich.

**— R —**

**RAEDER, DON**  
WSAZ, Huntington, W. Va.

**RAFFERTY, CARL L.**  
KJSK, Columbus, Nebr.

**RAGLAND, CHARLES**  
WKDK, Newberry, S. C.

**RAINEY, BRUCE**  
KSYL, Alexandria, La.

**RAMPY, C. W.**  
KMAE, McKinney, Tex.

**RAMSAY, WILLIAM T.**  
WIRC, Hickory, N. C.

**RAMSEY, RAYMOND L.**  
WHIR, Danville, Ky.

**RANDALL, RALPH**  
WCYB, Bristol, Va.

**RANDALL, WILLIAM D.**  
WTCC, Savannah, Ga.

**RANDOLPH, BILL**  
KFBC, Cheyenne, Wyo.

**RANDOLPH, LEN**  
KCBC, Des Moines, Ia.

**RAPCHAK, MIKE**  
WMS, Michigan City, Ind.

**RAPCHAK, MIKE**  
WWCA, Gary, Ind.

**RASCO, LAWRENCE**  
KTSA, San Antonio, Tex.

**RATHBUN, JACK**  
WBSR, Pensacola, Fla.

**RATLIFF, DAVE**  
KDWT, Stamford, Tex.

**RATTLIFFE, HAVAR**  
WLCS, Baton Rouge, La.

**RAVILIOUS, HOWARD**  
WDWD, Dawson, Ga.

**RAWSON, RON**  
Young Dr. Malone, CBS; Road of Life, NBC; Portia Faces Life, NBC.

**RAY, CHARLES**  
WARR, Arlington, Va.

**RAYMENT, DON**  
KJBS, San Francisco, Calif.

**RAZZA, CARLOS**  
KROF, Abbeville, La.

**READ, BROOKS**  
WJBO, Baton Rouge, La.

**REARDON, TOM**  
WHHM, Memphis, Tenn.

**RECTOR, BRUCE**  
WAGE, Syracuse, N. Y.

**RECTOL, ROY**  
WKY-TV, Oklahoma City, Okla.

**REDDY, TOM**  
Chesterfield Supper Club: Dragnet, NBC.

**REDFERN, JACK**  
WGNV, Newburgh, N. Y.

**REED, BOB**  
WNBK, Cleveland, O.

**REED, JIM**  
WAPX, Montgomery, Ala.

**REED, LYNNE**  
KOLN, Lincoln, Nebr.

**REED, TOBE**  
Maxwell House Coffee Time Starring George Burns & Gracie Allen, NBC.

**REES, WALTER**  
KWRN, Reno, Nev.

**REEVES, GRADY**  
WDXI, Jackson, Tenn.

**REEVES, JACK**  
KJSK, Columbus, Nebr.

**REEVES, JIM**  
WPWA, Chester, Pa.

**— Q —**

**QUADE, WARREN**  
KCOY, Santa Maria, Calif.

**QUATTLEBAUM, HOWARD**  
WTBF, Troy, Ala.

**QUEEN, HAL**  
WHKY, Hickory, N. C.

## Announcers—Radio-Television

**REGAN, BOB**  
KUBQ, San Diego, Calif.

**REID, DICK**  
WSFA, Montgomery, Ala.

**REID, JIM**  
WPTF, Raleigh, N. C.

**REIG, HOWARD**  
WGTV, Schenectady, N. Y.

**REILLY, EARL**  
KXA, Seattle, Wash.

**REINHART, TED**  
WHGN, Huntington, Pa.

**REITER, FRED**  
WFLA, Tampa, Fla.

**REITMAN, BILL**  
KVSP, Santa Fe, N. Mex.

**REITZ, BOB**  
KMUS, Muskogee, Okla.

**REMLINGTON, JAMES**  
WKRC-TV, Cincinnati, O.

**REITER, JERRY**  
KLRJ, Little Rock, Ark.

**REN, JOE**  
WLOK, Lima, O.

**REYNOLDS, BILL**  
WSTC, Stamford, Conn.

**REYNOLDS, CARROLL**  
WIOG, Kokomo, Ind.

**REYNOLDS, CLIFTON E.**  
WGUY, Bangor, Me.

**REYNOLDS, GENE**  
WBAP, Fort Worth, Tex.

**REYNOLDS, MARK**  
WBRC-TV, Birmingham, Ala.

**REZNOR, JOHN K.**  
WHIO-TV, Dayton, O.

**RHOADS, HOWARD**  
KIJ, Walla Walla, Wash.

**RHODES, BOB**  
WHOO, Orlando, Fla.

**RHODES, JOHN**  
WFEL, Beloit, Wis.

**RICE, AL**  
WHIG, Greensboro, N. C.

**RICH, AL**  
WLOH, Princeton, W. Va.

**RICHARDS, FLOYD**  
WTD, Hartford, Conn.

**RICHMOND, DICK**  
WBW, New Orleans, La.

**RIDDLE, BILL**  
WNEX, Macon, Ga.

**RIDENOUR, DAVE**  
WLEA, Burnell, N. Y.

**RIDER, BILL**  
KCSA, Tucson, Ariz.

**RIDGE, JACK**  
WEAM, Arlington, Va.

**RIDGWAY, CHARLES**  
WERC, Erie, Pa.

**RIDGWAY, DICK**  
KIND, Independence, Kans.

**RIGGS, GLENN**  
B. July 12, 1907, McKeesport, Pa.; My True Story; Boston Blackie; Philco Hall of Fame, ABC; Thin, Mon, CBS; Hop Harrigan; True or False, MBS.

**RILEY, DON**  
KEYD, Minneapolis, Minn.

**RILEY, JOHN**  
WVAM, Altoona, Pa.

**RINKER, GLENN E.**  
KAFY, Bakersfield, Calif.

**RINNINGER, RONALD**  
WCRO, Johnstown, Pa.

**RITCHEA, MORELY**  
KWRN, Reno, Nev.

**RITENOUR, BARRY**  
WIBX, Utica, N. Y.

**ROACH, JACK**  
WMUS, Muskegon, Mich.

**ROACH, WALLACE**  
WFKY, Frankfort, Ky.

**ROARK, JOHNNY**  
KVET, Austin, Tex.

**ROBB, BILL**  
WKIX, Columbia, S. C.

**ROBERTS, BRUCE**  
WBKB, Chicago, Ill.

**ROBERTS, FRAN**  
WCVI, Connellsville, Pa.

**ROBERTS, FRANK**  
KWJJ, Portland, Ore.

**ROBERTS, III**  
KCHE, El Reno, Okla.

**ROBERTS, JIM**  
WBBC, Canton, O.

**ROBERTS, KEN**  
Big Sister, CBS; Grand Central Station, NBC; Condid, Comero, NBC; Chance of A Life Time, ABC; Crime Photographer, CBS; Lift, Shasto; WMGM Disc Jockey.

**ROBERTS, MORGAN**  
KSWO, Lawton, Okla.

**ROBERTS, PAUL**  
WFBM-TV, Indianapolis, Ind.

**ROBERTS, SAM**  
KHBU, Anderson, Ind.

**ROBERTS, WAYNE**  
KGW, Portland, Orr.

**ROBERTSON, JIM**  
WMCK, McKeesport, Pa.

**ROBERTSON, STEVE**  
KMJ, Fresno, Calif.

**ROBEY, THOMAS**  
WTAD, Quincy, Ill.

**ROBINSON, BLUE**  
WHCC, Waynesville, N. C.

**ROBINSON, BOB**  
WHSY, Hattiesburg, Miss.

**ROBINSON, CARL**  
WBCC, Bethesda, Md.

**ROBINSON, CHAPMAN**  
WLNA, Peekskill, N. Y.

**ROBINSON, DON**  
KIXL, Dallas, Tex.

**ROBINSON, GENE**  
WCHS, Charleston, W. Va.

**ROBINSON, MORTON B.**  
KCMJ, Palm Springs, Calif.

**ROCKE, LOUIS**  
WCAX, Burlington, Vt.

**RODDA, WALTER**  
WKAT, Miami Beach, Fla.

**RODGER, PHIL**  
WKAT, Miami Beach, Fla.

**RODDY, JOE**  
KTBC, Austin, Tex.

**RODGERS, CLIFF**  
WHKK, Akron, O.

**ROEBUCK, JOHN**  
WISR, Butler, Pa.

**ROGERS, BILL**  
B. Nov. 17, 1916, Thompsonville, Mich.; Bill Henry & The News, MBS; The Brighter Day, CBS; John B. Kennedy, MBS; Lowell Thoms, CBS.

**ROGERS, DON**  
WRIB, Providence, R. I.

**ROGERS, JAA**  
WDXB, Chattanooga, Tenn.

**ROLLISON, FRED R.**  
WGRF, Evansville, Ind.

**ROMANO, TOM**  
WNHC-TV, New Haven, Conn.

**ROMINES, ART**  
KWHN, Fort Smith, Ark.

**ROODHOF, TED**  
WDOS, Ontario, N. Y.

**ROPER, DONALD**  
WTTG, Washington, D. C.

**ROFFOLO, MIKE**  
KENT, Shreveport, La.

**ROSE, CARL**  
WDAR, Savannah, Ga.

**ROSE, GEORGE**  
WHOS, Decatur, Ala.

**ROSE, HUGH**  
WILE, Cambridge, O.

**ROSEHILL, DAVE**  
WDEM, Providence, R. I.

**ROSS, AL**  
WBAL, Baltimore, Md.

**ROSS, BILL**  
KOWB, Laramie, Wyo.

**ROSS, BILL**  
WIOD, Miami, Fla.

**ROSS, DAVID**  
Morton Downey Show, MBS, NBC; The Big Break, Guy Lombardo Show, David Ross Show, NBC, CBS, MBS, ABC, WPXI.

**ROSS, JACK**  
WHAM, Rochester, N. Y.

**ROSS, KAL**  
WPWA, Chester, Pa.

**ROSS, MARTY**  
WOKO, Albany, N. Y.

**ROSS, RONNIE**  
KLO, Ogden, Utah.

**ROSS, WALT**  
KSRV, Ontario, Ore.

**ROSSFELL, DEAC**  
WROW, Albany, N. Y.

**ROSSET, DICK**  
WADC, Akron, O.

**ROTHGEB, PAUL**  
WJNC, Jacksonville, N. C.

**ROTHMAN, LEE**  
WWXL, Peoria, Ill.

**ROUND, BILL**  
WBSR, Pensacola, Fla.

**ROURKE, JACK**  
Philip Morris Night With Horace Heidt, NBC.

**ROWE, KEN**  
KRRV, Sherman-Denison, Tex.

**ROWLAND, BOB**  
KELP, El Paso, Tex.

**ROWZIE, JACK**  
WINX, Washington, D. C.

**ROYALL, PAUL**  
KSL, Salt Lake City, Utah.

**ROYE, CARL**  
WHBO, Tampa, Fla.

**RUCKLE, ROBERT E.**  
WRDW, Augusta, Ga.

**RUHLE, PAUL**  
WAIT, Chicago, Ill.

**RULE, RONALD**  
KOIN, Portland, Ore.

**RUMORE, JOE**  
WVOK, Birmingham, Ala.

**RUNDE, FRED**  
WJBF, Augusta, Ga.

**RUPPEL, LARRY**  
WIBK-TV, Detroit, Mich.

**RUSH, JIM**  
WBBC, Flint, Mich.

**RUSK, CLAY**  
WHO, Des Moines, Ia.

**RUSSELL, DON**  
B. March 10, 1921, Conn.; Cavalcade of Stars, Cavalcade of Bonds, Morey Amsterdam Show, Easy Aces, Johnny Olson's Rumpus Room, Okay Mother, DuMont.

**RUSSELL, DON**  
WLBC, Muncie, Ind.

**RUSSELL, GORDON**  
KENI, Anchorage, Alaska.

**RUSSELL, LAVERNE**  
KIJ, Walla Walla, Wash.

**RUSSELL, RICH**  
WASL, Annapolis, Md.

**RUSSELL, ROGER A.**  
KWOA, Worthington, Minn.

**RUSSO, DOM**  
WPIC, Sharon, Pa.

**RUST, BILL**  
EGYL, Greenville, Tex.



## Announcers—Radio-Television

- RUST, PAUL**  
WMLB, Miami, Fla.
- RUTLEDGE, BILL**  
KENT, Shreveport, La.
- RYAN, BERNARD**  
WHAM-TV, Rochester, N. Y.
- RYAN, BILL**  
WKAP, Allentown, Pa.
- RYAN, JACK**  
WHUM, Reading, Pa.
- RYAN, JOE**  
WALL, Middletown, N. Y.
- RYE, JACK**  
KTSM, El Paso, Tex.
- RYEL, FLOYD**  
WSRS, Cleveland, O.
- S —
- SACCO, BOB**  
WAZL, Hazleton, Pa.
- SAINT, TERRY**  
WIBB, Macon, Ga.
- ST. GEORGE, DORAIN**  
Esso News, ABC
- ST. JOHN, CHARLIE**  
KCNC, Fort Worth, Tex.
- SALENO, SAM**  
KDAC, Fort Bragg, Calif.
- SAMM, JOHNNY**  
WPAM, Pottsville, Pa.
- SAND, LES**  
WTTG, Washington, D. C.
- SANDERS, GEORGE**  
KFVD, Los Angeles, Calif.
- SANFORD, CHARLES R.**  
WGUY, Bangor, Me.
- SANTIAGO, FELIX**  
WAPA, San Juan, P. R.
- SAUNDERS, ALAN**  
WVNZ, Newark, N. J.
- SAXON, JIM**  
KTRM, Beaumont, Tex.
- SCARBOROUGH, LARRY**  
WMBR, Jacksonville, Fla.
- SCHAUGHENCY, EDWIN L.**  
KDKA, Pittsburgh, Pa.
- SCHILLING, FRED**  
WFOY, St. Augustine, Fla.
- SCHIRMER, CARLETON**  
KFEQ, St. Joseph, Mo.
- SCHNEIDER, PHIL**  
WHAR, Clarksburg, W. Va.
- SCHOCKRAFT, BILL**  
WEAT, Lake Worth, Fla.
- SCHOREGGE, CHARLES**  
KFYR, Bismarck, N. Dak.
- SCHWARTZ, IRV**  
KGDH, Stockton, Calif.
- SCOFIELD, DAVID**  
KPRC, San Francisco, Calif.
- SCOTT, FRED E.**  
B. June 25, 1920, Dayton, O.;  
The Ted Steele Show, WABD;  
The Hands of Murder, WABD;  
Spin The Picture; Front Row  
Center; Court of Current Issues;  
Bowling Headliners, WABD.
- SCOTT, JOHN**  
WHEB, Portsmouth, N. H.
- SCOTT, LESYER**  
KIT, Yakima, Wash.
- SEDLEY, BRUCE**  
KROW, Oakland, Calif.
- SELAH, BILL**  
KFAA, Omaha, Neb.
- SELL, CARL**  
WBNS-TV, Columbus, O.
- SEVERE, HOWARD**  
WHEC, Rochester, N. Y.
- SEWALL, GRANT**  
KCBQ, San Diego, Calif.
- SEWELL, DOUG**  
KTOW, Oklahoma City, Okla.
- SEYMOUR, DAN**  
Bob Smith Show: We, the  
People; The Bigelow Show,  
NBC-TV; The Aldrich Family,  
NBC.
- SHALLENBERGER, DAVE**  
WARD, Johnstown, Pa.
- SHAND, JOHN**  
WMBG, Richmond, Va.
- SHANNON, JIM**  
KQV, Pittsburgh, Pa.
- SHANNON, PAUL V.**  
KDKA, Pittsburgh, Pa.
- SHAW, CHARLES**  
WOLF, Syracuse, N. Y.
- SHAW, STANLEY**  
WCOB, Boston, Mass.
- SHEHEEN, MAC**  
WACA, Camden, S. C.
- SHELA, BILL**  
KXA, Seattle, Wash.
- SHIEL, JIM**  
WROV, Roanoke, Va.
- SHELTON, JIM**  
WIBC, Indianapolis, Ind.
- SHELTON, RAY**  
WLOU, Louisville, Ky.
- SHERMAN, BILL**  
WCRB, Waltham, Mass.
- SHERMAN, CLAIRE B., JR.**  
WJTN, Jamestown, N. Y.
- SHERMAN, DEAN**  
WDGY, Minneapolis, Minn.
- SHERMAN, PAUL**  
WINS, New York, N. Y.
- SHIPLEY, BILL**  
CBS
- SHIRLY, TOM**  
Telephone Hour, NBC.
- SIMMONS, DAVE**  
KIST, Santa Barbara, Calif.
- SIMMONS, JIM**  
KWTO, Springfield, Mo.
- SIMS, JAY**  
Your Hit Parade, NBC.
- SIMMS, FRANK A.**  
KVOO, Tulsa, Okla.
- SIMMS, HAL**  
Strike It Rich. You Are There  
CBS
- SIMPSON, CARY**  
WMRN, Marion, O.
- SIMPSON, JAMES S.**  
WOIC, Washington, D. C.
- SINDIK, GEORGE**  
WKRG, Mobile, Ala.
- SISSON, FRANK**  
WOOD, Grand Rapids, Mich.
- SKAGGS, SAM**  
WKYE, Paducah, Ky.
- SKELTON, ROGER**  
KSNAN, San Francisco, Calif.
- SLACK, DEAN**  
WCCM, Lawrence, Mass.
- SLAGLE, JOHN**  
WXYZ-TV, Detroit, Mich.
- SLATE, CHARLIE**  
WGTM, Wilson, N. C.
- SLATER, BILL**  
WJBO, Baton Rouge, La.
- SLATER, BILL**  
WOR-TV, New York, N. Y.
- SLATER, NORVELL**  
WFAA, Dallas, Tex.
- SLOOTMAKER, HOWARD**  
WLA-TV, Grand Rapids,  
Mich.
- SMITH, BEN**  
KRUX, Phoenix, Ariz.
- SMITH, BILLY**  
WSPA, Montgomery, Ala.
- SMITH, BOB**  
WTOB, Winston-Salem, N. C.
- SMITH, BURLEIGH**  
ABC, ABC-TV
- SMITH, CY**  
KRNO, San Bernardino, Calif.
- SMITH, DON**  
WBNS-TV, Columbus, O.
- SMITH, HAL**  
KDLK, Del Rio, Tex.
- SMITH, M. D., III**  
Here & There  
WBRC-TV, Birmingham, Ala.
- SMITH, SYDNEY**  
Admiral Broadway Revue;  
Lights Out, NBC-TV.
- SMITH, VERNE**  
Camel Screen Guild Theatre;  
The Adventures of Ozzie &  
Harriet; A Day in the Life  
of Dennis Day, NBC.
- SMITH, WHEELER**  
KOL, Seattle, Wash.
- SMITH, WILLIAM L.**  
WAMS, Wilmington, Del.
- SMITHERMAN, ROSS**  
WALA, Mobile, Ala.
- SNELLGROVE, TOMMY**  
WBML, Macon, Ga.
- SOISSEN, PHIL**  
WLEU, Erie, Pa.
- SORIANO, JOSEPH**  
WHBI, Newark, N. J.
- SOUTHWICK, ROY**  
KID, Idaho Falls, Ida.
- SPARGROVE, WILLIAM**  
ABC, ABC-TV
- SPAVENTO, CARL J.**  
WBNY, Buffalo, N. Y.
- SPINELLI, MARC**  
KRON-TV, San Francisco,  
Calif.
- SPIRO, WALTER**  
WCOV, Montgomery, Ala.
- SQUIRES, ALONZO G.**  
WAYS, Charlotte, N. C.
- STAHL, PHILIP**  
WQXR, New York, N. Y.
- STAMPER, GIL**  
WAIR, Winston-Salem, N. C.
- STAMPS, MACK**  
WHED, Washington, N. C.
- STANTON, BOB**  
Philco Television Playhouse.  
Mchawk Showroom, NBC-TV.
- STARK, RICHARD S.**  
B. Nov. 11, 1911, Grand Rapids,  
Mich.; Jean Sablon; Pepper  
Young's Family; Joyce Jordan,  
M.D.; Partia Faces Life; Hour of  
Charm; Frank Sinatra; Mystery  
of the Week; Christopher Wells;  
Hit The Jackpot, CBS.
- STARR, LONNY**  
B. Apr. 24, 1915, Wilmington,  
Del.; Professor Quiz, NBC; Vin-  
cent Lopez, Dumont-TV; Dinner  
With Lopez, WNEW; Aldrich  
Family, NBC-TV; Follow The  
Leader, WNEW; What's Your  
Opinion, ABC.
- STEAD, LORING**  
KSOO, Sioux Falls, S. Dak.
- STEELE, EARL**  
WCCO, Minneapolis, Minn.
- STEELE, JOHN**  
KOCY, Oklahoma City, Okla.
- STENGER, FRANK**  
WOKO, Albany, N. Y.
- STEPHENS, CLARK**  
KNAK, Salt Lake City, Utah
- STEPHENSON, BOB**  
Life With Luigi  
CBS
- STERLING, LUD**  
WLEE, Richmond, Va.
- STERNICK, MICHAEL**  
WHBI, Newark, N. J.

## Announcers—Radio-Television

### —T—

- STEVENS, ALSTON**  
 WPHI Baltimore Md  
**STEVENS, DON**  
 WMEU, Manchester N H  
**STEVENS, GEORGE**  
 WFAA Dallas Tex  
**STEWART, CHARLES**  
 KJFE San Antonio Tex  
**STEWART, DON**  
 KHUT Brigham Utah  
**STEWART, HAL**  
 KIDO Boise, Ida.  
**STEWART, JAY**  
 B. 1920, Summitville, Ind.; Surprise Package, ABC; Fun To Be Young, CBS; Carnation Family Party, KNX  
**STEWART, LEE**  
 KPRM KMBU Kansas City, Mo.  
**STEWART, MURRAY**  
 KSDO Sioux Falls S Dak  
**STEWART, ROBERT**  
 WBRV Waterbury, Conn.  
**STILLINGER, CLIFF**  
 KTUC Tucson Ariz  
**STITT, WAYNE**  
 KCKN Kansas City Mo.  
**STOKES, DICK**  
 WGTB Greenville, N C  
**STORKE, DICK**  
 KTMV Yakima, Wash  
**STRINGELLOW, DOUG**  
 KLO Ogdon Utah  
**STRONINE, ROBERT A.**  
 WSPR, Spring Hill Miss  
**STUART, ALLEN**  
 WACA New York, N Y  
**STUART, FRED**  
 WNBW, Washin-ton, D. C.  
**STUART, MEL**  
 WHLT, Philadelphia, Pa  
**STULLER, DONALD M.**  
 WHN Huntington Pa  
**STURMER, LES**  
 WJPG, Green Bay Wis  
**STUTES, MARION**  
 WDFB Pitts, Mich  
**SULLIVAN, CHARLES**  
 WMC, Memphis Tenn  
**SULLIVAN, DENNIS**  
 WHOS Oneonta N Y  
**SULLIVAN, HARRY**  
 WBYV Cleveland Tenn  
**SUMMERVILLE, RICHARD**  
 WTPH Fort Huron Mich  
**SUNDY, RAY**  
 KRBC Abilene, Tex  
**SUNKEL, CARL E.**  
 WDAK Danville Ill  
**SURRATT, JOHNNY**  
 WGVF Charlotte N C  
**SUTHERLAND, LOYD**  
 KIBO Portland Ore  
**SUTTON, S. SCOTT**  
 WGGG, Garysville Fla  
**SVEHLA, WALT**  
 WQAM Miami Fla.  
**SWAN, BOB**  
 WMTW Portland Me  
**SWANSON, ROYD**  
 KOJ, Seattle Wash  
**SWANSON, DICK**  
 WFOG Greensboro N C  
**SWANWICK, BILL**  
 WAIL, Middletown N Y  
**SWEENEY, BROOKS**  
 WCAW Charleston, W. Va.  
**SWEENEY, WARREN**  
 The 1st Milk Show The Bob Crosby Show, NBS  
**SWENSON, CHARLES IL.**  
 KWAT Wintertown S D  
**SZYMD, EMIL**  
 WIKY Evansville, Ind  
**TACA, ED**  
 WCAU, Augusta Ga  
**TAYLOR, HERMAN**  
 KGGM Albuquerque N Mex  
**TAMBLAN, ROB**  
 WOSC, Charleston S C  
**TANELLI, RO**  
 WCAV, Norfolk, Va.  
**TARKINSON, CHARLES**  
 WLAW, Lawrence Mass  
**TATE, ART**  
 WSRB, Cleveland, O.  
**TATE, JIM**  
 WGNB, Millersboro Tenn.  
**TAUSCH, DON**  
 KTCB, Tyler, Tex  
**TAYLOR, JOHN**  
 WTCM, Bloomington Ind  
**TAYLOR, LEE**  
 WMAE, Miami, Fla  
**TAYLOR, PAUL**  
 KPRM KMBU Kansas City Mo.  
**TAYLOR, TED**  
 WDFE, Flint Mich  
**TAYLOR, TOM**  
 WMBD, Peoria, Ill  
**TEAGUE, B. F.**  
 KWHI, Breham, Tex.  
**TEAS, WALTER, JR.**  
 KTOO, Tulsa, Okla  
**TELLER, RICHARD**  
 WSHR, Winter Haven, Fla.  
**TEMPLETON, JOE**  
 KWHN, Fort Smith Ark.  
**TERRELL, JIM**  
 KARK, Little Rock Ark  
**TERRY, CHEM**  
 WBAI-TV, Fort Worth Tex.  
**TERRY, HUB**  
 WDCN, Gainesville Ga  
**TERRY, RICK**  
 WDFB, Duluth Minn  
**TERRY, WILLIAM R.**  
 WAGA-TV Atlanta Ga  
**TESCH, BUDD**  
 WBEK, Buffalo, N Y  
**TETRAULT, ERNIE**  
 WTRY, Troy, N Y  
**THALL, BILL**  
 WLV-T, Cincinnati, O  
**THEBAULT, JOSEPH**  
 WEAN, Providence, R I.  
**THOMAS, AL**  
 WAGC, Chattanooga Tenn  
**THOMAS, E. W.**  
 KREM, Spokane Wash.  
**THOMAS, FRANK**  
 KTFB, Tarkana, Tex  
**THOMAS, GLEN**  
 WJEJ Hagerstown Md.  
**THOMAS, GORDON**  
 WTMJ Milwaukee Wis  
**THOMAS, KYLE**  
 KWKW, Pasadena Calif  
**THOMAS, MATT**  
 Remember  
 WMAR-TV Baltimore, Md  
**THOMAS, PETER A.**  
 WMC, Memphis, Tenn  
**THOMAS, PETER A.**  
 WMCB, Memphis Tenn.  
**THOMAS, RAY**  
 WHAN, Charleston S C.  
**THOMAS, RIC**  
 WARM, Scranton Pa  
**THOMAS, ROBB**  
 WJPG, Green Bay, Wis.  
**THOMPSON, JERRY**  
 WLOX, Biloxi-Gulfport, Miss  
**THOMPSON, JIM**  
 KQV, Pittsburgh Pa.  
**THOMPSON, JIM**  
 WJEL Niagara Falls, N. Y.  
**THOMPSON, RICHARD**  
 WMQI, Berlin, N H  
**THOMPSON, TED**  
 WEAR, Pensacola, Fla  
**THOMS, EARL**  
 KXA Seattle, Wash.  
**THORNTON, CLARKE**  
 WPTG Washington, D. C.  
**THORNTON, HARENA**  
 WAGC Chattanooga Tenn  
**THURSON, DEAN**  
 KLO Ogdon, Utah  
**TICE, OLIN**  
 Trinity Choir, Ted Steele (TV)  
 CBS  
**TIGHE, RONNIE**  
 WJAG, Norfolk, Neb.  
**TILLERY, WILLIAM**  
 WINN, Louisville Ky  
**TINNEY, LEW**  
 WGLN, Glens Falls, N Y  
**TOBY, CLIFF**  
 WSKL, Montpelier, Vt  
**TODD, HOMER U.**  
 WCBM, Baltimore Md  
**TOMLINSON, GEORGE**  
 KFDH, Beaumont, Tex.  
**TONG, GENE**  
 WFHR, Wisconsin Rapids Wis.  
**TORRISI, TOM**  
 WJSW, Abbeona Pa.  
**TOUHY, JACK**  
 WWNH, Rochester, N. H.  
**TOWNE, GORDON**  
 WGRZ, Orlando Fla  
**TOWNSEND, CHET**  
 WCAW, Charleston W Va  
**TOWNSEND, DUDLEY**  
 WDBF, Roanoke, Va.  
**TRAMMELL, LAMAR**  
 WAGE, Dothan, Ala.  
**TRANTER, CHARLES**  
 WNAE, Warren, Pa.  
**TRANUM, CHUCK**  
 WARD, New York, N Y  
**TRAP, ROBERT**  
 WGRD, Grand Rapids, Mich.  
**TRAVIS, BILL**  
 WTCX, Wilmington Del  
**TRAVIS, JOE**  
 WML, Middletown, N Y  
**TRIXLER, LARRY**  
 WMPB, Memphis Tenn  
**TRIBLEY, HANK**  
 WGTG, Greenville N C.  
**TRIGG, JACK**  
 KCMC, Tarkana, Tex.  
**TRONER, BOB**  
 WITN, Huntington W Va  
**FRONTWINE, JAMES**  
 WSPD-TV, Toledo, O  
**TROBNIK, EUGENE**  
 WGBB, Freeport, N. Y  
**TROUT, JARKY**  
 KBIX, Muskogee Okla  
**TRUSSELL, CHARLES**  
 WNOW, York Pa.  
**TUCK, RICHARD**  
 KERA, Little Rock, Ark  
**TUCKER, DONALD**  
 WARK, Arlington, Va  
**TUCKER, DEANE**  
 WDBA, Madison Wis.  
**TUCKER, FRANK**  
 WCON, Montgomery, Ala.  
**TUCKER, JOE**  
 WGLS, Decatur Ga  
**TUCKER, TED**  
 KTFB, Springfield Mo  
**TUCKER, TOMMY**  
 WPDQ, Jacksonville, Fla.  
**TUFELD, RICHARD**  
 ABC, ABC-TV  
**TUFTS, PATE**  
 KTUC, Tucson, Ariz

## Announcers—Radio-Television

### TUPPER, HOWARD

WGY, Schenectady, N. Y.  
**TURNBULL, B. MURRAY**  
 WMSA, Massena, N. Y.  
**TURNER, DEAN**  
 KGGF, Coffeyville, Kans.  
**TURNER, GRANT**  
 Grand Ole Opry, NBC.  
**TURNER, JAMES O.**  
 WOPI, Bristol, Tenn.  
**TURNER, RALPH**  
 KMPC, Los Angeles, Calif.  
**TURNER, RAY**  
 WSAP, Portsmouth-Norfolk,  
 Va.  
**TUTT, BOB**  
 KSFO, San Francisco, Calif.  
**TYROL, BOB**  
 WTIC, Hartford, Conn.

### — U —

**ULBRICH, RAY**  
 WDMJ, Marquette, Mich.  
**ULMER, JAMES**  
 WMOA, Marietta, O.  
**UMBACH, BOB**  
 WJLD, Bessemer, Ala.  
**UNDERWOOD, DON**  
 WDSR, Lake City, Fla.  
**UNDERWOOD, TOMMY**  
 WOOF, Dothan, Ala.  
**UNGER, JOSEPH**  
 KWPC, Muscatine, Ia.  
**UPTON, PHILLIP**  
 WMOU, Berlin, N. H.  
**UPTON, REED**  
 WFNC, Fayetteville, N. C.  
**URBAN, JOHN**  
 WWNY, Watertown, N. Y.  
**URBAN, WILLIAM**  
 WASA, Havre de Grace, Md.  
**UTTEL, FRED**  
 Martine Kane, Private Eye.  
 NBC-TV.

### — V —

**VACCA, JOHN**  
 KOSA, Odessa, Tex.  
**VAILLANCOURT, GENE**  
 WLLH, Lowell-Lawrence,  
 Mass.  
**VALLE, DAN**  
 WFAS, White Plains, N. Y.  
**VANCE, JOHN**  
 WJBF, Augusta, G. I.  
**VAN HAAFTEN, C.**  
 KOD-TV, Albuquerque,  
 N. Mex.  
**VAN KLEEK, BOB**  
 WOLF, Syracuse, N. Y.  
**VANN, FRANK**  
 WTAR, Norfolk, Va.  
**Van VELZER, DON KEITH**  
 KUJ, Walla Walla, Wash.  
**VARNUM, GEORGE**  
 WPTT, Pittsburgh, Pa.  
**VASEN, WARREN**  
 WOC, Davenport, Ia.  
**VENELL, BILL**  
 WHO, Des Moines, Ia.  
**VESSEL, BOB**  
 WMTR, Morristown, N. J.  
**VESTRO, AL**  
 WATR, Waterbury, Conn.  
**VICKERS, LEE**  
 WTOP, Washington, D. C.  
**VIEHMAN, ED**  
 WCCO, Minneapolis, Minn.  
**VIGDER, FREDDIE**  
 WBAY, Green Bay, Wis.  
**VIKEN, HOWARD**  
 WEBC, Duluth, Minn.  
**VINCENT, DEE**  
 KSWO, Lawton, Okla.

### VINES, LEE

Have You Forgotten, Vaughn  
 Monroe Show, County Fair  
 CBS  
**VINSON, AL**  
 KLTJ, Longview, Tex.  
**VINSON, JIMMY**  
 WBML, Macon, Ga.  
**VOGEL, ART**  
 KRNT, Des Moines, Ia.  
**VOGT, KEN**  
 WMIL, Milwaukee, Wis.  
**VON HAGEL, PAUL**  
 WOPL, Bristol, Tenn.  
**VON LEUWEN, KARL**  
 KRIC, Beaumont, Tex.  
**VOSEBURGH, RICHARD**  
 WENE, Binghamton-Endicott,  
 N. Y.

### — W —

**WACKER, PHIL**  
 KGA, Spokane, Wash.  
**WADDELL, JOHN**  
 WMBH, Joplin, Mo.  
**WADE, JESS**  
 KTTS, Springfield, Mo.  
**WAGNER, JACK**  
 KMJ, Fresno, Calif.  
**WAGNER, R. W.**  
 WIBV, Belleville, Ill.  
**WAGNER, ROBERT**  
 WBNS, Columbus, O.  
**WAITE, DAVE**  
 WFOR, Hattiesburg, Miss.  
**WALDECKER, FRANK**  
 The Admiral Broadway Re-  
 view, NBC-TV.  
**WALDIE, ALAN**  
 WTAW, College Station, Tex.  
**WALES, DALLAS**  
 KNOW, Monroe, La.  
**WALKER, AL**  
 WCAW, Charleston, W. Va.  
**WALKER, BOBBY**  
 WJPF, Herrin, Ill.  
**WALKER, HAL**  
 WMAW, Milwaukee, Wis.  
**WALKER, ROGER**  
 WMTW, Portland, Me.  
**WALKER, WILLIAM E.**  
 WROL, Knoxville, Tenn.  
**WALL, WOODSON, JR.**  
 WRBC, Jackson, Miss.  
**WALLACE, MYRON**  
 Curtain Time, NBC.  
**WALLACE, NEAL**  
 KFBC, Cheyenne, Wyo.  
**WALLER, ARTHUR**  
 WLOS, Asheville, N. C.  
**WALLINGTON, JIMMY**  
 Carnation Contented Hour;  
 Screen Directors Playhouse;  
 Life of Riley, NBC.  
**WALRATH, GLEN E.**  
 WPTR, Albany, N. Y.  
**WALROD, TRUMAN**  
 KIOA, Des Moines, Ia.  
**WALSH, BILL**  
 KOPO, Tucson, Ariz.  
**WALSTRUM, HARRY**  
 ABC, ABC-TV  
**WALTERS, LEE**  
 WENR, Chicago, Ill.  
**WALTERS, STAN**  
 WAML, Laurel, Miss.  
**WALTMAN, LAVELL**  
 WAYE-TV, Louisville, Ky.  
**WALTON, SIDNEY**  
 (See News Commentators)  
**WANKE, HUGH**  
 WTHH, Baltimore, Md.  
**WARD, DON**  
 WENR-TV, Chicago, Ill.

### WARD, ERNEST

WKNY, Kingston, N. Y.  
**WARD, JIM**  
 WBAX, Wilkes-Barre, Pa.  
**WARE, JACK**  
 KCRG, Cedar Rapids, Ia.  
**WARNER, CARL**  
 WJJD, Chicago, Ill.  
**WARNER, NEWELL**  
 WCBM, Baltimore, Md.  
**WARREN, BAGIL B.**  
 KVOA, Tucson, Ariz.  
**WARREN, HARRY**  
 KUTA, Salt Lake City, Utah  
**WARREN, JERRY**  
 WJMJ, Philadelphia, Pa.  
**WARREN, MATTHEW**  
 WEAM, Arlington, Va.  
**WARREN, PAUL**  
 WPWA, Chester, Pa.  
**WASHBURN, SHERMAN**  
 KEX, Portland, Ore.  
**WASHBURN, TERRY**  
 WKMH, Dearborn, Mich.  
**WATERS, WILLIAM B.**  
 WEAR, Pensacola, Fla.  
**WATSON, ROBERT**  
 KOB, Albuquerque, N. Mex.  
**WATTS, BARRY**  
 KRES, St. Joseph, Mo.  
**WAY, BOB**  
 WIBB, Macon, Ga.  
**WEAVER, JOE**  
 WTOOD, Toledo, O.  
**WEAVER, RICHARD R.**  
 KROD, El Paso, Tex.  
**WEAVER, TED**  
 WFAU, Augusta, Me.  
**WEBB, HARRY**  
 WBEN, Buffalo, N. Y.  
**WEBBER, GLENN**  
 WJPS, Evansville, Ind.  
**WEBER, FRED**  
 WFIL, Philadelphia, Pa.  
**WEBSTER, JAMES**  
 WCUM, Cumberland, Md.  
**WEEKS, JOE**  
 CBS  
**WEEKS, RICHARD**  
 KMO, Tacoma, Wash.  
**WEIGEL, JOHN**  
 Meet the Meeks, NBC.  
**WEIGLE, FRANN**  
 WAIT, Chicago, Ill.  
**WEIL, AUBREY**  
 KENO, Las Vegas, Nev.  
**WEISS, JEROME**  
 WJMJ, Philadelphia, Pa.  
**WEIST, DWIGHT**  
 Big Town, NBC.  
**WELCH, JACK**  
 WJPA, Washington, Pa.  
**WELCH, JOE**  
 WSAR, Fall River, Mass.  
**WELCH, PAT**  
 KOME, Tulsa, Okla.  
**WELDON, JIMMY**  
 KCNC, Fort Worth, Tex.  
**WELKER, STIRLING**  
 KOWH, Omaha, Neb.  
**WELLER, ROSS**  
 WHAM, Rochester, N. Y.  
**WELLES, JACQUES**  
 WTHH, Baltimore, Md.  
**WELLINGTON, JOHN**  
 WLBZ, Bangor, Me.  
**WELLS, GEORGE**  
 WKAN, Kankakee, Ill.  
**WELLS, JACK**  
 KFAB, Omaha, Neb.  
**WEST, KELLY**  
 KFDA, Amarillo, Tex.  
**WESTERGARD, ART**  
 KSWI, Council Bluffs, Ia.

# Announcers—Radio-Television

**WHEELER, BILL**  
WJNR, Binghamton, N. Y.

**WHEELER, DAN**  
KXCA, Sacramento, Calif.

**WHEELER, DWIGHT**  
WEAL, Augusta, Mo.

**WHEELER, TONY**  
WARR, Rochester, N. Y.

**WHITE, BOB**  
WPAG, Ann Arbor, Mich.

**WHITE, DON**  
KPT, Yakima, Wash.

**WHITE, FRED**  
KYNO, Fresno, Calif.

**WHITE, PAT**  
KPHS, Shreveport, La.

**WHITE, WILLIAM**  
WGBI, Scranton, Pa.

**WHITTS, EDWIN**  
WBAP, Fort Worth, Tex.

**WHITNEY, DENNY**  
KSGN, San Jose, Calif.

**WHITTEKER, ED**  
WNBP, Binghamton, N. Y.

**WHITTEN, BOB**  
KXK, Dallas, Tex.

**WICKERSHAM, HARRY**  
KSN, San Francisco, Calif.

**WILCOX, HARLOW**  
Fibber McGee and Molly  
Truth or Consequences, John  
sons, Wax Program Starring  
The Kings Men.

**WILCOX, PAUL**  
WTRY, Ann Arbor, Mich.

**WILKINS, PAT**  
KELP, El Paso, Tex.

**WILLIAMS, ALLEN**  
WBCA, New York, N. Y.

**WILLIAMS, BILL**  
WILK, Wilkes-Barre, Pa.

**WILLIAMS, BILL**  
WMFD, Wilmington, N. C.

**WILLIAMS, CHUG**  
WDXB, Chattanooga, Tenn.

**WILLIAMS, FRED**  
WABZ, Albany, N. C.

**WILLIAMS, GENE**  
KXOB, Stockton, Calif.

**WILLIAMS, GUY**  
WEAT, Conway, S. C.

**WILLIAMS, HARRY**  
WMDN, Midland, Mich.

**WILLIAMS, KEN**  
ABC

**WILLIAMS, TOMMY**  
WVOT, Wilson, N. C.

**WILLIAMS, WALLY**  
WFOG, Greensboro, N. C.

**WILLIAMSON, BRUCE**  
WHM, Providence, R. I.

**WILLIAMSON, GORDON**  
WTPG, Washington, D. C.

**WILLIAMSON, WARREN**  
KSDN, San Diego, Calif.

**WILLING, SEYMOUR**  
KENS, Las Vegas, Nev.

**WILLIS, JOHN**  
KTMS, Santa Barbara, Calif.

**WILLS, JOE**  
KXOL, Ft. Worth, Tex.

**WILLSON, COLMAN**  
KEMB, San Diego, Calif.

**WILSON, BERT**  
WIND, Chicago, Ill.

**WILSON, BILL**  
WDOJ, Chattanooga, Tenn.

**WILSON, BOB**  
KWKW, Pasadena, Calif.

**WILSON, DAVE**  
WIRL, Provo, Ill.

**WILSON, DON**  
Date with Judy, Me and Jim  
Starring George O'Hanlon  
Fanny Brice -Baby Snooks

Show: Light Up Time, NBC

**WILSON, EMIL**  
WLBH, Mattoon, Ill.

**WILSON, FRANK**  
KJEN, San Jose, Calif.

**WILSON, GLENN**  
WCLM, Lawrence, Mass.

**WILSON, GLENN**  
WIRE, Indianapolis, Ind.

**WILSON, GLENN**  
WPAR, Parkersburg, W. Va.

**WILSON, HOWARD**  
WKAI, Macomb, Ill.

**WILSON, JOHN**  
WPTV, Kingston, N. C.

**WILSON, KEN**  
WGST, Atlanta, Ga.

**WILSON, RAY**  
KSBW, Salinas, Calif.

**WILSON, RAY**  
WQQW, Washington, D. C.

**WILSON, THOMAS W.**  
KCTI, Gonzales, Tex.

**WILSON, WALTER**  
WBOP, Hopkinsville, Ky.

**WINDHAM, JOE**  
WBBI, Columbus, Miss.

**WINN, BERT**  
KYA, San Francisco, Calif.

**WINN, PETER**  
WJNR, Lake City, Fla.

**WINNE, BILL**  
WPAG, Worcester, Mass.

**WINTERS, GREGG**  
KNAF, Fredericksburg, Tex.

**WISE, EDDIE**  
WBBQ, Harrisburg, Ill.

**WISEMAN, HARRY**  
WLS, Roanoke, Va.

**WITTE, AL**  
KEIO, Port Jervis, N. Y.

**WIZLARDE, FRANK**  
WBR, Kansas City, Mo.

**WOLF, ROGER**  
WDSU, New Orleans, La.

**WOLFARD, BILL**  
WFAA, Dallas, Tex.

**WOLFE, C. W.**  
WNDB, Daytona Beach, Fla.

**WOLFE, JACK**  
WBYS, Canton, Ill.

**WOLFE, ROYAND**  
WCOA, Pensacola, Fla.

**WOLSON, MIKE**  
WSCR, Scranton, Pa.

**WOMACK, GEORGE**  
KLTJ, Longview, Tex.

**WOOD, BILL**  
KODY, North Platte, Neb.

**WOOD, C. E., JR.**  
WEGO, Concord, N. C.

**WOOD, EDGAR**  
WCAE, Pittsburgh, Pa.

**WOOD, TRENT**  
WMC, Memphis, Tenn.

**WOODARD, HOWARD E.**  
WSM, Cincinnati, O.

**WOODS, CHARLES W.**  
Robert Montgomery, ABC

**WOODS, DALE**  
KNEB, Scottsbluff, Neb.

**WOODS, JIMMY**  
WVAR, Savannah, Ga.

**WORKHOVEN, MERRILL**  
WOW, Omaha, Neb.

**WORTENDYKE, BOB**  
WROW, Albany, N. Y.

**WORTHY, JOSEPH**  
WME, Miami, Fla.

**WIKEN, EVERETT E.**  
KTLN, Denver, Colo.

**WRIGHT, DICK**  
WDEM, Providence, R. I.

**WRIGHT, DOUG**  
WWJ-TV, Detroit, Mich.

**WRIGHT, HOLLY**  
WRC, Washington, D. C.

**WRIGHT, TOM**  
WRAL, Raleigh, N. C.

**WYANT, PHIL**  
WBAP-TV, Fort Worth, Tex.

**WYLIE, PAUL**  
KSBW, Salinas, Calif.

**WYMER, JACK**  
WING, Dayton, O.

**WYNNE, DICK**  
Hollywood Calling, NBC.

**WYNNE, JAMES**  
WATR, Winston-Salem, N. C.

## —Y—

**YACKEY, CARL**  
KYOS, Merced, Calif.

**YATES, JOHN**  
KXLW, St. Louis, Mo.

**YEAGER, JACK**  
KGFV, Kearney, Nebr.

**YEAGER, RAY**  
KROW, Oakland, Calif.

**YEAROUT, BILL**  
WREN, Topeka, Kans.

**YELLAND, E. STARR**  
KOA, Denver, Colo.

**YENSEN, DICK**  
WMCK, McKeesport, Pa.

**YORK, BILL**  
KGLJ, Miami, Okla.

**YORK, JOHN T.**  
KGBK, Tyler, Tex.

**YORKE, JOE**  
WPAM, Pottsville, Pa.

**YOUNG, ALMOS**  
WOMA, Corinth, Miss.

**YOUNG, JOHN**  
WTOJ, Tell City, Ind.

**YOUNG, O. C.**  
WHIS, Bluefield, W. Va.

**YOUNG, PRESTON**  
WHLF, South Boston, Va.

**YOUNG, ROBERT B.**  
KOA, Denver, Colo.

**YOUNGBLOOD, JIMMY**  
WPAD, Paducah, Ky.

**YOUNGMAN, JAMES**  
WESA, Charleston, Pa.

**YOUNT, CHUCK**  
WKBV, Richmond, Ind.

**YOWELL, JOE**  
KTXL, San Angelo, Tex.

**YUKMAN, FRANK**  
WADC, Akron, O.

## —Z—

**ZACHARY, HUGH**  
WHPK, Durham, N. C.

**ZAK, WILLIAM J., JR.**  
KORA, Bryan, Tex.

**ZEIGNS, JACK**  
WING, Dayton, O.

**ZELL, LUBO**  
WKOP, Binghamton, N. Y.

**ZENT, M. D.**  
KSWS, Roswell, N. Mex.

**ZERO, LOU**  
WTKK, Erie, Pa.

**ZIEGLER, RICHARD**  
WELM, Fitchburg, Mass.

**ZIMMERMAN, AL**  
KWRC, Pendleton, Ore.

**ZIMMERMAN, DAVE**  
WWJ, Detroit, Mich.

**ZIMMERMAN, HARRY**  
KEYD, Minneapolis, Minn.

**ZIMMERMAN, PAUL E.**  
WMA, Martinsville, Va.

**ZIPPAY, AL**  
KVOW, Littlefield, Tex.

**ZUCCARO, BERNARD**  
WBER, Baton Rouge, La.

**ZUNDEL, DONOVAN**  
KPDQ, Portland, Ore.

# Backstage

people in network radio-TV production—  
1949

## —A—

### ALLEN, GEORGE W.

B. May 10, 1899, Spokane, Wash.; The Whistler, Your Stand-in, Meet the Missus, Free For All, CBS.

### ALLEY, PAUL

B. 1905, Hampton, Va.

## —B—

### BAGSELL, KEN

KLEF-TV, Houston, Tex.

### BAKER, RUSS

WOW-TV, Omaha, Nebr.

### BARKER, JOHN

WNBK, Cleveland, O.

### BEASLEY, IRENE

(See Vocal Artists)

### BEAUMONT, AL

WTMJ-YV, Milwaukee, Wis.

### BERNS, LARRY

CBS

### BERNS, SEYMOUR

ABC-TV

### BLACKWELL, BURT

WAVE-TV, Louisville, Ky.

### BLAIR, JAMES

WOIC, Washington, D. C.

### BLUM, ROBERT

WNBW, Washington, D. C.

### BOWER, ROGER

WOR-TV, New York, N. Y.

### BOYD, MAL

ABC

### BRESLIN, JAMES

WEWS, Cleveland, O.

### BROWN, MENDE

WOR-TV, New York, N. Y.

## —C—

### CAHAN, GEORGE M.

B. May 24, 1919, Philadelphia, Pa.; The Ruggles, Oboler's Comedy Theatre, Hollywood House, The Three Stooges, Man Rosa, Amazing Mr. Malone, ABC-TV.

### CAPSTAFF, ALBERT

Bob Hope, NBC.

### CARNEY, JACK

ABC-TV, CBS

### CHRISTENSEN, CHARLES

WNBW, Washington, D. C.

### CHYKA, GEORGE

KOTV, Tulsa, Okla.

### CLARK, JOHN L.

Famous Jury Trials, DuMont

### CLEMMER, RICHARD W.

NBC-TV

### CONSTANT, A. H.

KRON-TV, San Francisco, Calif.

### COOK, DONALD

WGN-TV, Chicago, Ill.

### COOPER, FRANK

ABC

### COPE, BETTY

WEWS, Cleveland, O.

### CORNELL, SYDNEY D.

WKRC-TV, Cincinnati, O.

### CRAFTON, PATRICK

KRON-TV, San Francisco, Calif.

### CRANDALL, BRAD

WSB-TV, Atlanta, Ga.

### CROSBY, JOHN

WHAM-TV, Rochester, N. Y.

### CURRIE, ROBERT

WFMY-TV, Greensboro, N. C.

## —D—

### DAHLMAN, LOUIS J.

B. April 2, 1917, New York, N. Y.; City at Midnight, WNBT-TV, Tropic Holiday, WNBT-TV; Telefinds of '49, WCBS-TV; Nick Kenny Show, WJZ-TV; Birthday Party, DuMont-TV; Doorway To Fame, DuMont-TV.

### DANIEL, OLIVER

N. Y. Philharmonic Symphony, CBS

### DAVIDOW, MARVIN

WFIL-TV, Philadelphia, Pa.

### DAWES, ASHLEY

WBNS-TV, Columbus, O.

### DEKER, LEO

WBNS-TV, Columbus, O.

### DIETZ, JOHN

CBS

### DORRITY, ED

WDSU-TV, New Orleans, La.

### DOUGLAS, MILTON

Cavalcade Of Stars, DuMont

### DOYLE, ROBERT C.

ABC-TV

## —E—

### ELLIS, ELMO

WSB-TV, Atlanta, Ga.

### ENION, A. B.

WHEN, Syracuse, N. Y.

## —F—

### FAIR, JIM

WCPO-TV, Cincinnati, O.

### GARAGHAN, JAY E.

WGN-TV, Chicago, Ill.

### FARRAR, ANTHONY

WAAM, Baltimore, Md.

### FASSETT, JAMES

CBS

### FELTON, NORMAN

WNBQ, Chicago, Ill.

### FERGUSON, JAMES

WLW-T, Cincinnati, O.

### FISHER, MAGGY

ABC

### FLOWER, JOHN

WMCT, Memphis, Tenn.

### FORD, THOMAS I.

Uncle Jake's House

WEWS, Cleveland, O.

### FOX, D. L.

WHEN, Syracuse, N. Y.

### FREEBORN, CARLYLE W.

WNBK, Cleveland, O.

### FULLER, SAM

Jack Carson, CBS

## —G—

### GANZ, WILLIAM J.

B. 1894.

### GARRISON, GREG

WENR-TV, Chicago, Ill.

### GOGGIN, RICHARD

ABC-TV

### GOODWIN, SID

ABC

### GORDON, WILLIAM

KTSL, Hollywood, Calif.

### GOSCH, MARTIN

WCBS, New York, N. Y.

### GOTTLIEB, LESTER

### GRAFF, E. JONNY

WBKB, Chicago, Ill.

### GRAMMAR, BOB

WBAP-TV, Fort Worth, Tex

### GREANEY, ED

WMCT, Memphis, Tenn.

## —H—

### HALDI, JOHN

WBNS-TV, Columbus, O.

### HALL, LEE

WNHC-TV, New Haven, Conn

### HALLACK, VANCE

WNBW, Washington, D. C.

### HANDLEY, ALAN

WNBT, New York, N. Y.

### HAUSER, DWIGHT

ABC

### HEADLEY, SHERMAN

WTCN-TV, Minneapolis, Minn

### HENLEY, ARTHUR

(See Writers)

### HILL, JAMES

WLW-T, Cincinnati, O.

### HINE, DONALD M.

KTSL, Hollywood, Calif.

### HOLOWCHAK, EUGENE

WWJ-TV, Detroit, Mich.

### HORTON, HERB

WFIL-TV, Philadelphia, Pa.

### HOWARD, CY

B. 1916, Wis., My Friend Irma; Life With Luigi, KNX-CBS.

## —J—

### JACKSON, DICK

WAVE-TV, Louisville, Ky.

### JACOBER, WARREN

WBN-TV, Buffalo, N. Y.

### JENNINGS, ROBERT C.

ABC

### JOHNSON, BILLY

WLWD, Dayton, O.

### JOHNSON, WILLIAM

ABC

## —K—

### KANE, DENNIS

WAAM, Baltimore, Md.

### KELLER, FRED

WBN-TV, Buffalo, N. Y.

### KENT, RIKEL

WLW-T, Cincinnati, O.

### KEVER, BONNIE

KRON-TV, San Francisco, Calif.

### KIBBEY, HUGH L.

WFBM-TV, Indianapolis, Ind

### KOSTE, WILLIAM

WWJ-TV, Detroit, Mich.

**Production—Radio-Television**

—L—

**LANDIS, JOE**  
KLCAT-TV, Hollywood, Calif.  
**LEHMAN, ROBERT A.**  
B. Dec. 30, 1918, Tocomo, Wash.,  
Cammond Performance (prod.-  
dir.); AFRS; Make Believe Town  
(W), CBS; Whistler (W), CBS;  
Tell It Again (W), CBS; KTSL  
(Don Lee TV).

**LEVY, RALPH**

(See Directors)  
**LEWIS, COLBY**  
WMTV, Milwaukee, Wis.  
**LIGHTMAN, HERB**  
KOPV, Tulsa, Okla.  
**LOWE, JOE**  
KLCAT-TV, Hollywood, Calif.  
**LUKAS, ERNEST**  
WGN-TV, Chicago, Ill.  
**LUPPINO, NICHOLAS**  
WICI, Erie, Pa.  
**LURIE, AL**  
WBAP-TV, Fort Worth, Tex.

—Mc—

**MacDONNELL, NORMAN**  
Suspense, CBS  
**MacLAREN, IVOR**  
WTCN-TV, Minneapolis, Minn.  
**McKEE, BURTT, JR.**  
WAEM-TV, Birmingham, Ala.  
**McLEOD, VICTOR**  
B. Aug. 2, 1906, Nampo, Idaho,  
Admiral Welcome Aboard, NBC;  
Believe It Or Not, Ripley, NBC;  
Chevrolet Teletheater, NBC-TV;  
Saturday Night Jambores, NBC-  
TV; NBC Summer Playhouse,  
NBC-TV, Ballet Theater, NBC-  
TV.  
**McMURRY, JAMES S.**  
WOLC, Washington, D. C.

—M—

**MACK, NILA**  
Let's Pretend, CBS  
**MANSFIELD, IRVING**  
This Is Show Business, CBS  
**MANSON, KENNETH**  
ABC  
**MARR, GEORGE**  
WTMJ-TV, Milwaukee, Wis.  
**MARVIN, EARE Z.**  
KFTV, Dallas, Tex.  
**MECKS, DON**  
WCPD-TV, Cincinnati, O.  
**MICHEL, WERNER**  
Documentary Unit, CBS  
**MINER, WORTHINGTON**  
WCBS-TV, New York, N. Y.  
**MORRIS, FRANK**  
ABC  
**MULCAHY, RICHARD**  
ABC  
**MUNROE, PAUL C.**  
B. April 24, 1910, Portland, Me.;  
54th St. Revue, Dr. I. Magina-  
tion, Actors Studio. Winner Take  
All, Paul Arnold, Sugar Hill  
Times, CBS-TV.

**MURRAY, KEN A.**  
B. July 14, 1903, New York, N. Y.;  
The Ken Murray Show for  
Anheuser-Busch, CBS.

—N—

**NOTTINGHAM, GUY**  
WBAL-TV, Baltimore, Md.

—O—

**O'HALLAREN, BILL**  
WOW-TV, Omaha, Nebr.

**OXFORD, RONALD C.**  
KATV, Tulsa, Okla.

—P—

**PALMER, GEORGE**  
WKRC-TV, Cincinnati, O.  
**PATTON, PHIL**  
WENR-TV, Chicago, Ill.  
**PETERSON, ARTHUR**  
NBC-TV  
**PETRIE, DAN**  
WOW-TV, Omaha, Nebr.  
**PIKE, LANNY**  
WJBR-TV, Detroit, Mich.  
**POTASCH, ALLAN**  
KFTV, Dallas, Tex.

—Q—

**QUINN, MEL**  
WBAL-TV, Baltimore, Md.

—R—

**RANALLO, CHARLES**  
WNRK, Cleveland, O.  
**REICH, ED**  
KMTV, Omaha, Neb.  
**REULEAUX, WALTER**  
WFIW-TV, Indianapolis, Ind.  
**RICH, RAY**  
WDSU-TV, New Orleans, La.  
**RITTER, ROBERT**  
WWJ-TV, Detroit, Mich.  
**ROBB, WILLIAM**  
KREY, San Antonio, Tex.  
**ROBERTS, PAUL**  
WFRM-TV, Indianapolis, Ind.  
**ROBERTSON, LAWRENCE**  
ABC  
**ROBSON, WILLIAM S.**  
Escape, CBS  
**ROLAND, WILL**  
Arthur Godfrey Show, CBS  
**ROSE, RALPH**  
CBS  
**ROSS, BERNARD**  
WREN-TV, Buffalo, N. Y.  
**ROSS, DON**  
ABC, ABC-TV  
**ROUNTREE, MARTHA**  
Meet The Press  
NBC-TV  
**ROWLAND, FRANK**  
WLW-D, Dayton, O.  
**RUCK, MELVILLE H.**  
ABC  
**RYAN, BERNARD**  
WHAM-TV, Rochester, N. Y.  
**RADSTROM, JANE**  
WAAM, Baltimore, Md.

—S—

**SCHWARTZ, ARTHUR**  
WCBS, New York, N. Y.  
**SCOTT, ED**  
WTCN-TV, Minneapolis, Minn.  
**SCOTT, JAY**  
WMT, Memphis, Tenn.  
**SHIMP, BERT**  
WSAZ-TV, Huntington W. Va.  
**SKOCH, ED**  
WENR-TV, Chicago, Ill.  
**SLADE, J. M.**  
WJEN, Syracuse, N. Y.  
**SMITH, DOROTHY B.**  
KOD-TV, Albuquerque,  
N. Mex.  
**STONE, EZRA**  
NBC-TV  
**STONE, MARTIN**  
ABC

**SWOPE, HERBERT  
B., JR.**

Band of America, Broadway Spot-  
light, Black Robe, NBC.

—T—

**THOMPSON, HARLAN**  
B. Sept. 24, 1899, Honibelle,  
Mo.; The Ed Wynn Show, CBS-  
TV.

**THOMPSON,  
JOSEPH A.**

B. Feb. 25, 1909, San Francisco,  
Calif.; TV Commercials, Sears,  
in Los Angeles, Chicago, Detroit,  
Cleveland.  
**TOLL, TED**  
ABC  
**TRAYBERN, JAMES**  
WHAM-TV, Rochester, N. Y.

—U—

**ULLRICH, JOHN**  
WPHL-TV, Philadelphia, Pa.

—V—

**VANDIVEER, JAMES**  
ABC-TV  
**VAN HAAFTEN, C.**  
KOD-TV, Albuquerque.  
**VAN HARTESVELT,  
FRANCIS**  
B. July 2, 1911, Grand Rapids,  
Mich.; Great Gildersleeve, NBC;  
Junior Miss, CBS; King's Men  
Show, NBC; How Wrong Can  
You See, TV.  
**VAUGHN, CHARLES**  
WLW-D, Dayton, O.  
**VINCENT, CHICK**  
(See Directors).

—W—

**WALKER, ELBERT**  
KTSL, Hollywood, Calif.  
**WALTON, MORT**  
WJBR-TV, Detroit, Mich.  
**WAYNE, DON**  
WHIO-TV, Dayton, O.  
**WEEDIN, HARFIELD**  
ABC  
**WEIDENAR, CLAIR**  
ABC  
**WIKENRATH, REINALD**  
WNRK, Chicago, Ill.  
**WHITING, JUDSON L.**  
WOLC, Washington, D. C.  
**WILLIAMS, KEITH**  
WAEM-TV, Birmingham, Ala.  
**WINKLER,  
CARLTON E.**  
B. Jan. 20, 1908, Jersey City,  
N. J.  
**WITHERBEE, WALTER K.**  
WAVE-TV, Louisville, Ky.  
**WOLFE, ED**  
The O'Neils, DuMont  
**WOOD, BARRY**  
B. Feb. 12, 1910, Conn.; 54th  
St. Revue, Esso Xmas Revue,  
Hotpoint Holiday Hour, Corman  
(assoc. prod.), Kirby Stone Show,  
Paul Arnold, Ted Steele, Jean  
Bargey, CBS-TV.  
**WOODS, DICK**  
WCPD-TV, Cincinnati, O.  
**WOOLLEN, RICHARD**  
ABC  
**WORMSER, JACK**  
ABC  
**WYATT, JERRY**  
WBAL-TV, Baltimore, Md.

—Z—

**ZIRATO, BRUNO, JR.**  
Sing It Again, CBS

# Radio-TV Directors

## —and their work during 1949

### — A —

**ADAMS, WENDELL**  
Vaughn Monroe Show  
CBS

**ALLEN, CRAIG**  
Leave It To The Girls  
NBC-TV

**ALLEN, HOYT**  
Portia Faces Life  
NBC

**AMES, LOUIS**  
Song Parade  
WPIX

**ANDREWS, CARL**  
Famous Jury Trials; The Fat  
Man; Casebook of Gregory  
Hood, ABC.

**ANDREWS, CLARK**  
Starring Boris Karloff, The  
Fat Man, ABC

**ANDREWS, MARTIN**  
My True Story, The Casebook  
of Gregory Hood, ABC

**ARKUS, AL**  
Here's Heidi, MBS

**ASHLEY, IRA**  
Grand Central Station  
CBS

### — B —

**BABB, JOHN**  
Author Meets the Critics, The  
Herb Sheldon Show, Roger  
Dann Show, Melody Corner,  
ABC

**BECKER, DON**  
Life Can Be Beautiful  
NBC

**BENNETT, TOM**  
The Fred Waring Show  
NBC

**BERNS, LARRY**  
Our Miss Brooks, Lum And  
Abner, CBS

**BERNS, SEYMOUR**  
ABC-TV

**BISHOP, CHARLES**  
Singing Lady, Irene Wicker,  
Actor's Studio, ABC-TV

**BLAIR, LEONARD**  
Auction-Aire, Celebrity Time,  
Author Meets The Critics,  
ABC-TV

**BOYD, MAL**  
Hollywood In Three Dimen-  
sions, CBS; Pick A Date, ABC.

**BROEMAN, STUART**  
Breakfast on the Plaza, South-  
ernaires, Piano Playhouse, Bet-  
ty Crocker (Magazine of The  
Air), ABC

**BROWN, HIMAN**  
Inner Sanctum  
CBS



Directed by  
**LAURENCE SCHWAB, JR. - WILLIAM CORRIGAN**

• • • **Radio-Television Directors** • • •

**BROWN, MENDE**  
The Affairs of Peter Salem  
MBS

**BUNETTA, FRANK**  
Cavalcade Of Stars - Famous  
Jury Trials, DuMont

**BUSS, FRANCES**  
Bob Howard Show  
CBS-TV

**BUYER, RALPH**  
Ferry Mason  
MBS

**BYRON, ED**  
Mr. District Attorney  
NBC

— C —

**CAHAN, GEORGE M.**  
(See Producers).

**CARNEY, JACK**  
Talent Scouts, Gvo And Tiko  
CBS

**CARR, FREDERIC**  
Actors' Studio - Blind Date  
Celebrity Time, ABC-TV

**CARTOUN, ALAN**  
Symphonie  
CBS

**CAVALIER, JOE**  
Supper Club  
NBC-TV

**CHAPMAN, BRUCE**  
Tell Your Neighbor  
MBS

**CLARKE, PHILIP N.**  
(See Radio-TV Artists)

**COLE, JOHN**  
The Shadow  
MBS

**COOPER, WYLLIS**  
Quiet Please, ABC - Volume  
One, ABC-TV - Escape, CBS  
CBS-TV.

**COPE, DON**  
Light of The World

**CORRIGAN, WILLIAM**  
B Aug. 27, 1913, Grand Forks,  
N. D.; The Clock, NBC-TV.

**COURTNEY, ALEX**  
Voice of The People  
WPX

**COYLE, HARRY**  
New York Yankee Baseball  
Games - Boxing From West  
chester Arena - Boxing From  
Sunnyside Arena - Robber Fan-  
fare - DuMont

— D —

**DANIEL, OLIVER**  
N. Y. Philharmonic Symphony,  
CBS

**DAVIS, STAN**  
Invitation to Learning - Report  
From Overseas  
CBS

**DEL YALLE, JAYME**  
Count of Monte Cristo  
MBS

**DEPEW, RICHARD**  
Starring Boris Karloff - ABC  
TV

**DEVINE, JERRY**  
This Is Your F.B.I.  
ABC

**DICK, HENRY**  
Kernan's Korner - Victor Land-  
fahr, The Money Saving Club,  
One Man's Opinion, Gems for  
Thought, ABC

**DIETZ, JOHN**  
Crime Photographer, You Are  
There, CBS

**DILLON, SEAN**  
Fitzgeralds - Hollywood Screen  
Test, ABC-TV

**DINEHART, ALAN**  
54th St. Review  
CBS-TV

**BISKIN, MARSHAL**  
Roller Derby - Bowling Head-  
liners - ABC-TV

**DOYLE, ROBERT**  
Stop The Music - Professional  
Football, ABC-TV

**DUMONT, PAUL**  
TAXI Mimics  
NBC

— E —

**EAST, ED**  
B. Bloomington, Ind.; Pacific  
Coast Network; TV Packages;  
Meet The Champ, Easy Does It  
and Who's Next; Head of Ed  
East Creative Recorded Spots.

"This Is Show Business"  
"The Show Goes On"  
"Winner Take All"

Directed  
by

*Leftwich*

CBS-TV

**AXEL  
GRUENBERG**

*Directing*

"THIS IS YOUR LIFE"  
"TODAY'S CHILDREN"



**Radio-Television Directors**

**EHRENREICH, DAN**  
The Joe DiMaggio Show  
CBS

**EMERY, BOB**  
Rainbow House, MBS; DuMont  
TV

**EMERY, KAY**  
Small Fry Club  
WABD

**EPSTEIN, ROBERT HARLAN**  
The Croupier. At Home With  
Music, Betty Clark Sings, Tune  
Time, ABC

— F —

**FASSETT, JAMES**  
N. Y. Philharmonic Sym-  
phony, CBS

**FICKETT, HOMER**  
Theatre Guild On The Air  
NBC

**FISHER, CHARLES**  
When A Girl Marries  
NBC

**FRIEDMAN, HAROLD**  
Celebrity Time, Roller Derby,  
ABC-TV

— G —

**GERSON, HAROLD**  
Author Meets The Critics,  
Pippy Hoolihan, ABC-TV

**GIERLACH, CHET**  
We Love And Learn  
NBC

**GILLIS, DON**  
NBC Symphony  
NBC

**GOGGIN, RICHARD**  
ABC-TV

**GOODSON, MARK**  
Stop The Music  
ABC

**GOODWIN, SID**  
ABC

**GORALL, LESLIE**  
Celebrity Time, ABC-TV

**GORMAN, WALTER**  
The Road of Life  
NBC

**GOSCH, MARTIN**  
Tonight On Broadway  
CBS-TV

**GOTTLIEB, LESTER**  
Sing It Again, Robert Q.  
Lewis, CBS

**GRAHAM, JOE**  
B. Sept. 15, 1916, Ohio; Modern  
Romances, ABC, Mr. President  
(N. Y.), ABC.

**GRAYSON, MITCHELL**  
Big Sister  
CBS

**GREEN, IVAN**  
This Woman's Secret, NBC:  
It Seems Like Yesterday, KFI-  
TV

**GREINER, ROBERT**  
Sunday Morning Concert Hall,  
People and Things, Fantasy  
in Melody, Pauline Fredericks,  
ABC

**GRUENBERG, AXEL**  
B. Aug. 17, 1907, Riga, Russia;  
This Is Your Life, NBC; Today's  
Children, NBC.

— H —

**HAFNER, LES**  
Motion Pictures Stages, Inc.

**HAMILTON, WILLIAM**  
Kate Smith Calls, We Care,  
ABC

**HANCOCK, ORRIE**  
News of America  
CBS

**HANNA, ARTHUR**  
Our Gal Sunday  
CBS

**HARGIS, TOM**  
The Roy Rogers Show  
MBS

**HARRELL, CHARLES  
T.**

B. Nov. 28, 1913, Lincoln, Nebr.;  
Famous Jury Trials, DuMont-TV;  
Chance of A Lifetime, ABC;  
Think Fast, ABC, ABC-TV.

**HAUPT, JAMES**  
Band of America  
NBC

**CHARLES T. HARRELL**

RADIO—TV

PRODUCER-DIRECTOR



**DICK SANDWICK**

Television Director

## Radio-Television Directors

**HAUSER, DWIGHT**  
ABC

**HAWLEY, MARK**  
The Black Robe  
NBC-TV

**HAYDEN, JEFF**  
Photo-Play Time Roller Der  
by Stop The Music ABC-TV

**HAYES, JAMES**  
News of the World  
NBC

**HEDIGER, TED**  
Martin Kane Private Eye  
NBC

**HEISCH, GLEN**  
Harvest of Stars  
NBC

**HELLER, FRANKLIN**  
The Front Page  
CBS-TV

**HENRY, BARETTE**  
Photo Crime ABC-TV

**HILLMAN, JOHN**  
Voices That Live Ted Malone  
Chandu Fantasy In Music  
Betty Crocker Magazine of  
the Air ABC

**HOWARD, CY**  
My Friend Irma Lite With  
Luigi CBS

**HOWARD, HENRY**  
Mystery Theatre  
CBS

### — I —

**INGRAM, HARRY**  
Basel Raldbone Show, Big  
Story, Kate Smith Sings Louis  
Sobel Show Two On A Clue

**IRVING, CHARLES**  
This Is Nora Drake  
CBS

### — J —

**JOHNSON, WILLIAM**  
ABC

**JONAS, PAUL**  
Sports Parade  
MBS

**JONES, CLARK**  
Mohawk Showroom Voice of  
Firestone  
NBC-TV

### — K —

**KEITH, HAL**  
Lights Out Colgate Theatre  
Chevrolet Tele-Theatre NBC  
TV

**KING, ED**  
David Baroni  
NBC

**KNIGHT, PAUL**  
The U. S. Is My Best  
NBC

**KOGAN, ARTHUR**  
Murder By Experts  
MBS

**KREIGM, RICHARD CHARLES**  
Johnny Thompson Show  
Chance of a Lifetime  
Thoughts in Passing, Old —  
New — Borrowed & Blue  
Concert of American Jazz  
ABC

### — L —

**LEONARD, DICK**  
Mr. Charleton Mr. Keen  
CBS

**LEFTWICH, ALEXANDER**  
This Is Show Business, Toast of  
the Town, The Show Goes On;  
Winner Take All; Morey Amster-  
dam Show; Adventures in Jazz.  
CBS-TV

**LEVY, RALPH**  
Ed Wynn Show, CBS-TV, Alon  
Young Show CBS-TV

**LEWIS, AL**  
Our Miss Brooks  
CBS

**LEWIS, DAVE**  
Morey Amsterdam Show Du  
Mont

**LEWIS, RICHARD**  
Quick As A Flash  
MBS



**WILLIAM MARCEAU**

Writer-Director of TV



**JOE GRAHAM**

WRITER-DIRECTOR

**Radio-Television Directors**

**LIVERIGHT, HERMAN**

PhotoCrime, ABS-TV

**LOEWI, BOB**

And Everything Nice, DuMont

**LOMBARD, PRISCILLA**

TV Telephone Game, On Trial, A Couple Of Joes, ABC-TV

**LOVETON, JOHN**

Mr. and Mrs. North  
CBS

**LOWE, DAVID**

The O'Neils, DuMont

— **Mc** —

**MacCALLUM, WILLIAM**

Frank & Ernest, Old Fashioned Revival Hour, Sunday Morning Music Time, Big & Little Club, Pauline Fredericks, ABC

**MacDONNELL, NORMAN**

Suspense, CBS

**MACGREGOR, JOCK**

Nick Carter, Master Detective  
MBS

**MCCKEE, WES**

The Goldbergs  
CBS

— **M** —

**MACK, NILA**

Let's Pretend, CBS

**MANSFIELD, IRVING**

This Is Show Business, CBS

**MANSON, KENNETH**

ABC

**MARCEAU, WILLIAM T.**

B. Jan. 17, 1905, Butte, Mont.;  
The Plainclothesman, Magic Cottage, WABD-DuMont.

**MARSHALL, WILLIAM**

Modern Romances, It's Your Business, ABC

**MARTINI, ROLAND**

The Pet Milk Show  
NBC

**MICHEL, WERNER**

Documentary Unit, CBS

**MIDDLETON, GLENN**

Amos 'n' Andy  
CBS

**MOORE, KINGMAN T.**

Lights Out, NBC-TV; Ballet Theater, NBC-TV; Candid Camera, NBC-TV

**MORGAN, JAMES**

Queen For A Day  
MBS

**MORRIS, FRANK**

ABC

**MOSS, HERBERT**

Mother Knows Best  
CBS

**MULCAHY, RICHARD**

ABC

— **N** —

**NATHANSON, EDWARD**

Blind Date, Roller Derby, ABC-TV

**NELSON, RALPH**

Mama  
CBS-TV

**NICKELL, PAUL**

Man Against Crime, Studio One  
CBS-TV

**NOVAK, BOB**

B Bar B Ranch  
MBS

**NUGENT, EDWARD**

Auction-Aire, ABC-TV

— **O** —

**OPPENHEIMER, JESS**

My Favorite Husband  
CBS

— **P** —

**PAPP, FRANK**

The Eternal Light  
NBC

**PAUL, BYRON**

Mr. I. Magination  
CBS-TV

**PEMBERTON, MURDOCK**

Pick A Date, Amateur Hour, ABC


**George W. Allen**

*Producer - Director*

**“THE WHISTLER”**



**C.B.S.**



**MAC BENOFF**  
Director - Writer  
**“LIFE WITH LUIGI”**

# Radio-Television Directors

**PEYSER, JOHN**  
Suspense  
CBS-TV

**POLA, EDDIE**  
Hondo  
AB

**POWERS, CHARLES H.**  
Author Meets The Critics, Hollywood Screen Test, On Trial  
ABC-TV

**PRESSMAN, DAVE**  
Actors' Studio  
CBS-TV

## — R —

**RAMSEY, JIM**  
Meet Your Match  
MBS

**RAVEL, JOHN F.**  
The Fishing And Hunting Club Of The Air, DuMont

**REDFORD, KENNETH**  
Tel. Study Show  
CBS-TV

**REDFORD, WILLIAM J.**  
AB

**RICCA, ERNEST**  
Helen Trent  
CBS

**RICH, DAVID**  
Talent Scouts  
CBS-TV

**RITTER, RICHARD**  
America's Town Meeting, Step the Music, Conterpsy, Henry J. Taylor  
ABC

**ROBBIE, SEYMOUR**  
Master Control  
ABC-TV

**ROBERTS, CLEDGE**  
Me, Myself  
WPIX

**ROBERTSON, LAWRENCE**  
AB

**ROBERTSON, TED**  
Straight Arrow  
MBS

**ROBSON, WILLIAM N.**  
Escape, CBS

**RODGERS, DOUG**  
Mohawk Showroom  
NBC-TV

**ROLAND, WILL**  
Arthur Godfrey Show  
CBS

**ROSE, RALPH**  
Tell It Again, Garry Moore Show, CBS

**RUBIN, JACK**  
Hilltop House  
CBS

**RUDICH, NAT**  
Buddy Rogers Showcase, ABC-TV, Helen's Heady  
MBS

## — S —

**SANDWICK, DICK**  
B. Aug. 19, 1922, Chicago, Ill.; Inside Detective, Court of Current Issues, Your Television Shopper, Vincent Lopez, Shoppers Mah, Double Day Show  
DuMont-TV

**SUNDERS, JAMES**  
Wrestling From Sunnyside Arena, DuMont

**SCANLAN, WALTER**  
Headline Edition, Carnegie Hall, On Trial, Personality Portraits, The Sheriff  
ABC

**SCHAFFNER, FRANK**  
Studio One  
CBS-TV

**SCHWAB, LAURENCE, JR.**

B. March 31, 1922, New York, N. Y.; The Clock, NBC; Television Screen Magazine, NBC.

**SCHRETTA, JOSEPH**  
The Aldrich Family  
NBC

**SEGAL, ALEX**  
Starring Boris Karloff  
ABC-TV

**SELLER, HUGO**  
Twin Views of the News  
MBS

**SIMPSON, GARRA C.**  
Chevrolet Tele Theatre, Phileo Television Playhouse, Colgate Theatre  
NBC

**SLATTERY, ED**  
Young Widdler Brown  
NBC

**SMITH, PERRA**  
Photo-Play-Time, Paul Whiteman's Goodbye Revue  
ABC-TV

**SOMERVILLE, WARREN**  
Woman of Tomorrow, WJZ-Nancy Craig, Talk Your Way Out of It, N. Y. Thought with Allen Prescott  
ABC

**SPOSA, L.**  
Okay, Mother  
WBAB

**SPEN, CORTLAND**  
Think First, Market Melodies & TV Telephone Games  
ABC-TV

**STEEN, ROBERT**  
The Herb Sheldon Show, Conterpsy, Think First, Galen Drake  
ABC

**STEVENS, GARA**  
Twenty Questions  
MBS

## — T —

**TALFORD, FRANK**  
Silver Theatre  
CBS-TV

**THAYER, NESTOR**  
John B. Kennedy News  
MBS

**TIPPER, GERTRUDE**  
Stop The Music  
ABC-TV

**TOLL, TED**  
ABC

**TORMEA, ROBERT**  
Ladies Be Seated, Headline Edition, Greatest Story Ever Told  
ABC

## — U —

**UDL, RICHARD**  
Big Town  
NBC

**URQUHART, CHARLES**  
The Guiding Light  
CBS

## — V —

**VALENTA, LYNN**  
Lamp Into My Feet  
CBS-TV

**VANDIVER, JAMES**  
ABC-TV

**VIETOR, TOM**  
The Big Story  
NBC

**VINCENT, CHICK**  
Pepper Young's Family, NBC; Adventures of Charlie Chan, ABC; At Home and How, WJZ-TV; Ship's Reporter, WJZ-TV.

**VOUTSAS, GEORGE**  
Playboys  
NBC

## — W —

**WALLISER, BLAIR**  
Smoking Lady  
ABC-TV

**WARBURTON, CHARLES**  
My True Story, ABC, WJZ Great Plays, NBC; Radio Guild, NBC.

**WARWICK, BILL**  
Easy Does It  
NBC-TV

**WEEDIN, HARFIELD**  
ABC

**WEDENBAAR, CLAIR**  
ABC

**WEHLE, FRED**  
Backstage Wife  
NBC

**WHITE, LARRY**  
Captain Video Rumpus Room  
WBAB

**WHITE, WALTER, JR.**  
Hopalong Cassidy, Down Our Way, MBS.

**WIEST, GEORGE**  
Someone You Know, American Sports Page, Hour of Faith, ABC

**WOLFE, NAT**  
Hollywood Star Theatre, NBC; Halls of Ivy, NBC

**WOOLLEN, RICHARD**  
ABC

**WORMSER, JACK**  
ABC

**WRIGHT, WANN**  
Offbeat Detective  
MBS

## — Y —

**YURDIN, CLAY**  
Truex Family  
WPIX

**YOUNG, CARLTON**  
County Fair  
CBS

## — Z —

**ZACHARY, GEORGE**  
Gang Busters  
CBS

**ZIRATO, BRUNO, JR.**  
Sing It Again, CBS

**ZOLLER, JOHN**  
Calyculd of America  
NBC

# Woman Commentators

## HOME ECONOMISTS

### of Radio Stations in the United States

#### Alabama

Badham, Mary.....WBRC-TV, Birmingham  
 Boschung, Opal.....WKUL, Cullman  
 Brown, Camille.....WSFA, Montgomery  
 Colby, Christine.....WEBS, Huntsville  
 Davis, Ann.....WJHO, Opelika  
 Dennis, Marjorie.....WAFM-TV, Birmingham  
 Dannavant, Marjorie.....WJMW, Athens  
 Foster, Jean.....WVOK, Birmingham  
 Harris, Virginia.....WKRK, Mobile  
 Hubbard, Frances.....WAUD, Auburn  
 Hughes, Marjorie.....WJMW, Athens  
 Jackson, Sara.....WOOB, Anniston  
 Leighton, Helen.....WYAB, Mobile  
 Littlepage, Evelyn R.....WMFT, Florence  
 Mahoney, Esther.....WSFA, Montgomery  
 Spidler, Margaret.....WAPI, Birmingham  
 Stack, Imogene R.....WLAY, Muscle Shoals

#### Arizona

Benoit, Virginia.....KOPO, Tucson  
 Bentley, Elaine.....KTAR, Phoenix  
 Botkin, Freda.....KCNA, Tucson  
 Hall, Lorraine.....KOOB, Phoenix  
 Lee, Patricia.....KTAR, Phoenix  
 Pfister, Roberta M.....KYCA, Prescott  
 Riehey, Jan.....KVOA, Tucson  
 Sawyer, Ann.....KTKT, Tucson  
 Wright, Jeanne.....KOY, Phoenix

#### Arkansas

Allen, Anne.....KARK, Little Rock  
 Davis, Ann.....KWFC, Hot Springs  
 Floyd, Florence.....KFPW, Fort Smith  
 Forster, Bobbie H.....KXLR, Little Rock  
 Livingston, Lorene.....KQUA, Siloam Springs  
 Madden, Mina.....KLR, Little Rock  
 O'Day, Patti.....KGRH, Fayetteville  
 Parker, Mary.....KFFA, Helena  
 Prickett, Maxine.....KCLA, Pine Bluff  
 Sanders, Nell.....KTHS, Hot Springs

#### California

Ashwood, Eve.....KYNO, Fresno  
 Barnes, Harriet.....KSRO, Santa Rosa  
 Barton, Emily.....KFRC, San Francisco  
 Best, Betty.....KVVC, Ventura  
 Bruton, Lydian.....KVOE, Santa Ana  
 Bye, Bess.....KFRC, San Francisco  
 Casey, Mary Ann.....KIST, Santa Barbara  
 Dunbar, Harriette.....KMNS, San Luis Obispo  
 Fleischmann, Betty.....KVEC, San Luis Obispo  
 Flower, Elsie.....KGDH, Stockton  
 Green, Edith.....KRON-TV, San Francisco  
 Gurnee, Leslie.....KMNS, San Luis Obispo  
 Hart, Trula.....KEEN, San Jose  
 Higbee, Hilda.....KTRB, Modesto  
 Hogan, Lee.....KNBH, Hollywood  
 Holden, Ann.....KGO, San Francisco  
 Hughes, Claire.....KWKW, Pasadena  
 Jadden, Audrey.....KWKW, Pasadena  
 Jewell, Izetta.....KCBQ, San Diego  
 Johnson, Dorothy.....KSON, San Diego  
 Kirby, Joy.....KSGN, Sanger  
 Kitchen, Katherine.....KERN, Bakersfield;  
 KFBK, Sacramento; KMJ, Fresno; KWG, Stock-  
 ton  
 Lesly, Gail.....KTMS, Santa Barbara  
 Mallery, Joyce.....KXO, El Centro  
 Marble, Margaret.....KVEN, Ventura  
 Mason, Vivian.....KHUM, Eureka  
 Morse, Molly.....KGB, San Diego  
 Oppenheimer, Kitty.....KTIM, San Rafael

Paige, Frances.....KCRA, Sacramento  
 Parsons, Sue.....KSJO, San Jose  
 Ramey, Wanda.....KWBR, Oakland  
 Rice, Roberta.....KXOB, Stockton  
 Scheere, Gail.....KWG, Stockton  
 Schram, Violet.....KFVD, Los Angeles  
 Smith, Jane.....KVVC, Ventura  
 Stephenson, Jean.....KALI, Pasadena  
 Stewart, Faye.....KPIX, KSFO, San Francisco  
 Thompson, Helen Faye.....KOCS, Ontario  
 Thompson, Ruth.....KYA, San Francisco  
 Todd, Jane.....KCBS, San Jose  
 Tracy, Virginia.....KAFY, Bakersfield  
 Trumbull, Marjorie.....KPIX, KSFO, San Francisco  
 Young, Norman.....KTSL, Hollywood

#### Colorado

Carroll, Pat.....KLMR, Lamar  
 Cimino, Lena.....KSFT, Trinidad  
 Collope, Mary.....KCOL, Fort Collins  
 Cooper, Frances Hudson.....KVOR, Colorado Springs  
 Elkins, Mildred.....KGHF, Pueblo  
 Elliott, Nancy.....KIUP, Durango  
 Fields, Helen.....KVOD, Denver  
 Hammer, Muriel.....KEXO, Grand Junction  
 Hammersley, Mrs. Evadna.....KOA, Denver  
 Hay, Henrietta.....KFXJ, Grand Junction  
 Hayes, Carma.....KOKO, La Junta  
 Hunter, Barbara.....KPKA, Greeley  
 Miner, Frances.....KRAI, Craig  
 Moore, Virginia.....KVRH, Salida  
 Morton, Kathy.....KRDO, Colorado Springs  
 Seott, Nikki.....KMYR, Denver

#### Connecticut

Colbert, Jean.....WTIC, Hartford  
 Coleman, Dorothy.....WMMW, Meriden  
 Gibson, Claire.....WONS, Hartford  
 Hall, Lee.....WNHC, WNHC-TV, New Haven  
 Hays, Mary Bradshaw.....WICC, Bridgeport  
 Hurlburt, Mimi.....WATR, Waterbury  
 Johnson, Pat.....WAVZ, New Haven  
 King, Mrs. Una.....WTHT, Hartford  
 McCarthy, Stephanie.....WLIZ, Bridgeport  
 Maloney, Ellen.....WWCO, Waterbury  
 Nauman, Mrs. Hilda.....WNLC, New London  
 O'Brien, Jean.....WNHC-TV, New Haven  
 Osborne, Maybelle Hinton.....WBRY, Waterbury  
 Parker, Helen.....WMMW, Meriden  
 Parks, Connie.....WLIZ, Bridgeport  
 Pattee, Betty.....WKNS, New Britain  
 Porter, Jeanne.....WEDL, New Haven  
 Rundell, Anne.....WLAD, Danbury

#### Delaware

Crosman, Ellen.....WAMS, Wilmington  
 Price, Marjorie.....WILM, Wilmington

#### District of Columbia

Blair, Anne.....WQQW, Washington  
 Burnham, Mary.....WMAJ, Washington  
 Crane, Ruth.....WMAL, Washington  
 Lee, Elinor.....WOIC, WTOF, Washington  
 Osgood, Nancy.....WRC, Washington  
 Markel, Mrs. Hazel Kenyon  
 WTOP, WTTG, Washington

#### Florida

Barfield, Ona.....WDLF, DeLand  
 Barnes, Betty.....WCNH, Quincy  
 Bartelt, Ruth.....WLOF, Orlando  
 Boyer, Margaret.....WMMB, Melbourne

... Woman Commentators-Home Economists—Radio-TV ...

Butler, Mrs. Jane ..... WGBS, Miami  
 Byron, Eva ..... WALT, Tampa  
 Carlson, Aiko ..... WIRK, West Palm Beach  
 Christopher, Marjorie ..... WQAM, Miami  
 Daly, Anne ..... WPDQ, Jacksonville  
 Davis, Agnes ..... WDHL, Bradenton  
 Donahue, Ruth ..... WLOF, Orlando  
 Gilmour, Jane ..... WNDR, Daytona Beach  
 Johnson, Jean ..... WMBM, Miami Beach  
 McCarthy, Josephine ..... WMIE, WTVJ, Miami  
 Mead, Dottie ..... WSPB, Sarasota  
 Moody, Emily Winton ..... WFLA, Tampa  
 O'Day, Billie ..... WIOD, Miami  
 Pierce, Jackie, WTVJ, Miami; WVCG, Coral Gables  
 Reynolds, Laura ..... WMMR, Melbourne  
 Roth, Margie ..... WORZ, Orlando  
 Smith, Ruth ..... WHOQ, Orlando  
 Smith, Susan ..... WDHL, Bradenton  
 Stanley, Kay ..... WMBL, Jacksonville  
 Walker, Frankie ..... WPOY, St. Augustine  
 Whitfield, Betty ..... WINK, Fort Myers

Georgia

Afford, Kitty ..... WRGA, Route  
 Browning, Mrs. Ellen ..... WVOP, Vidalia  
 Clayton, Reba ..... WQXI, Atlanta  
 Day, Enid ..... WAGA, Atlanta  
 Dashields, Billie ..... WEAS, Atlanta  
 Farmer, Helen ..... WMAZ, Macon  
 Fields, Geraldine (Miss) ..... WAYX, Waycross  
 Jarrell, Mrs. W. W. ..... WKPG, Thomasville  
 Jarrell, Bebia ..... WJLB, Macon  
 Kent, Scoop ..... WGLS, Decatur  
 McKay, Dorothy ..... WRDM, Rome  
 Martin, Kitty ..... WAYX, Waycross  
 Moe, Peggy ..... WFOM, Marietta  
 Miller, Ann ..... WSAV, Savannah  
 Morris, Louise ..... WDAK, Columbus  
 Parker, Anne ..... WJBF, Augusta  
 Rogerson, Gloria ..... WFOM, Marietta  
 Swain, Jayne ..... WQXI, Atlanta  
 Trent, Susan ..... WGBA, Columbus  
 Turner, Wilma Olive ..... WMOC, Covington  
 Ward, Del ..... WNEK, Macon  
 Warden, Alice C. ..... WTQC, Savannah  
 Watkins, Mickey ..... WRBQ, Augusta  
 Westbrook, Wylene ..... WEAS, Atlanta

Idaho

Adamson, Norma ..... KEIO, Pocatello  
 Cornell, Barbara ..... KIDO, Boise  
 Lange, Lucile ..... KVNI, Coeur D'Alene  
 McAllister, Ruth ..... KIPB, Moscow  
 Schultz, Florence ..... KTEL, Twin Falls  
 Searle, Melva ..... KID, Idaho Falls  
 Waite, Shirley ..... KSEI, Pocatello  
 Yates, Margaret ..... KSEI, Pocatello

Illinois

Banks, Pat ..... WRKB, Chicago  
 Blair, Mrs. K. Q. ..... WIRL, Peoria  
 Carlstrom, Dec. .... WJJD, Chicago  
 Clark, Virginia ..... WJGN, Chicago  
 Colwell, Virginia ..... WLDS, Jacksonville  
 Conway, Ellen ..... WLFO, La Salle  
 Crane, Martha ..... WLS, Chicago  
 Czuwarowa, Nina ..... WEBC, Chicago  
 Dolan, Bonnie ..... WLBK, De Kalb  
 Hart, Elizabeth ..... WMAQ, Chicago  
 Hayden, Elaine ..... WMIO, Aurora  
 Jeffery, Sylvia ..... WKAN, Kankakee  
 Johnson, Olga ..... WROK, Rockford  
 Jones, Helen ..... WLS, Chicago  
 Karney, Beulah ..... WENR, WENR-TV, Chicago  
 Knight, Phyllis ..... WLIB, Mattoon  
 Lagna, Jean ..... WENT, Centralia  
 McLoughlin, Miss May ..... WMRB, Peoria  
 Mishler, Jean ..... WSOY, Decatur  
 Montgomery, Lois ..... WLBK, De Kalb  
 Moore, Barbara ..... WMBD, Peoria  
 Pfaff, E. H. .... WNMP, Evanston  
 Prescott, Betty ..... WTMV, East St. Louis  
 Rossan, Honora E. .... WDM, Danville  
 Rush, Betty ..... WFAI, Macomb  
 Sawyer, Elizabeth ..... WBYS, Canton

Sexton, Marion ..... WTAD, Quincy  
 Sutton, Charlotte ..... WWXL, Peoria  
 Ward, Mary ..... WHOW, Clinton  
 Wayne, Rosemary ..... WJJD, Chicago  
 White, Stella ..... WAIT, Chicago  
 Zarley, Lois ..... WJOL, Joliet

Indiana

Block, Virginia ..... WJPS, Evansville  
 Block, Ruth ..... WIMS, Michigan City  
 Brewer, Maybelle ..... WTCJ, Tell City  
 Call, Dorothy ..... WTCJ, Tell City  
 Crook, Carol ..... WAQV, Vincennes  
 Daniels, Catherine ..... WISH, Indianapolis  
 Ellenbrand, Jane ..... WANE, Fort Wayne  
 Fall, Bill ..... WEOA, Evansville  
 Farrell, Mrs. Rose Lee ..... WFBM, Indianapolis  
 Jackson, Sady ..... WTTS, WTTV, Bloomington  
 Jones, Mary Elizabeth ..... WAQV, Vincennes  
 Leahy, Barbara ..... WBIW, Bedford  
 Lewis, Phyllis ..... WGNB, Connersville  
 McDonald, May ..... WGL, Fort Wayne  
 Minick, Mrs. Frances ..... WBIW, Bedford  
 Reynolds, Ruth ..... WIRE, Indianapolis  
 Riley, Sue ..... WHOT, South Bend  
 Ryan, Helen ..... WTHI, Terre Haute  
 Spinkman, Betty ..... WPOW, Bloomington  
 Tritz, Ethel ..... WTRC, Elkhart  
 Tucker, Susan ..... WKBY, Richmond  
 Weston, Jane ..... WOWO, Fort Wayne

Iowa

Adams, Kay ..... WMT, Cedar Rapids  
 Bruce, Kay ..... KASI, Ames  
 DuMond, Irene ..... KXEL, Waterloo  
 Fitzgerald, Jacqueline ..... KDFH, Dubuque  
 Gearhardt, Pamela ..... KCRG, Cedar Rapids  
 Gonzalez, Genevieve ..... KTRI, Sioux City  
 Johnson, Gwen ..... KROS, Clinton  
 Kyle, Betty ..... KIOA, Des Moines  
 Marshall, Mary Louise ..... WOC, Haverport  
 McManis, Mona ..... KXII, Iowa City  
 Murphy, Doris ..... KMA, Shenandoah  
 Peck, Phyllis ..... KROS, Clinton  
 Rankin, Mary ..... KFVD, Fort Dodge  
 Shoemaker, Adella ..... KMA, Shenandoah  
 Shorton, Martha ..... KDTH, Dubuque  
 Smith, Raymond A. (Mrs) ..... KSWI, Cannon Bluffs  
 Sports Album ..... KSWI, Cannon Bluffs  
 St. Clara, Sister Mary B. V. M. .... WKBB, Dubuque  
 Vaegzon, Libbie ..... KWWL, Waterloo  
 Volger, Thelma ..... KWPE, Muscatine  
 Walters, Ann ..... KASI, Ames  
 Wells, Betty ..... KRNT, Des Moines  
 Weste, Norma ..... KOKX, Keokuk  
 Young, Jessie ..... KPNE, Shenandoah

Kansas

Brooks, Julie ..... WREN, Topeka  
 Huff, Joan ..... KANS, Wichita  
 King, Mrs. E. J. .... KFHL, Wichita  
 McKinlay, Veron ..... KSCB, Liberal  
 MacDonald, Marie ..... WFBI, Wichita  
 Newkirk, Grace Lee ..... KXXX, Colby  
 Powell, Dorothy ..... KLRG, Parsons  
 Snyder, Helen ..... KCLO, Leavenworth

Kentucky

Brooks, Sunny ..... WNOP, Newport  
 Burke, Agnes ..... WGRB, Louisville  
 Daly, Linda ..... WLOU, Louisville  
 Deedy, Jane ..... WFKY, Frankfort  
 Ellis, Marian ..... WHAS, Louisville  
 Hann, Ruth ..... WMTG, Vancelev  
 Harber, Ann ..... WAVE, Louisville  
 Martin, Rosemary ..... WNOP, Newport  
 Maxwell, Betty ..... WLAP, Lexington  
 May, Irene ..... WUIS, Owensboro  
 Miller, Mrs. Etwanda ..... WTGO, Campbellsville  
 Parsons, Violet ..... WMTG, Vancelev  
 Pease, Amy ..... WLEX, Lexington  
 Solar, Blanche ..... WCMI, Ashland  
 Stahl, Evelyn Carroll ..... WPAJ, Paducah  
 Weller, Louise ..... WINN, Louisville  
 Word, Elizabeth ..... WLBK, Bowling Green

... Woman Commentators-Home Economists—Radio-TV ...

**Louisiana**

Adams, Jane.....KALB, Alexandria  
 Boyd, Daisy Lee.....WLCB, Baton Rouge  
 Fleitrich, Terry.....WDSU-TV, New Orleans  
 Kollun, Ruth.....WJBO, Baton Rouge  
 Leslie, Jean.....WJRM, New Orleans  
 Richard, Lena.....WDSU-TV, New Orleans  
 Rosenfield, Rose.....KSYL, Alexandria  
 Savelle, Tarris.....WLCB, Baton Rouge  
 Smith, Joyce.....WDSU, WDSU-TV, New Orleans  
 Stacey, Ettie K.....KSYL, Alexandria  
 Strobbie, Mary Ann.....KPLC, Lake Charles  
 Theaux, Mrs. Ray B.....KVOL, Lafayette  
 Wagner, Eleanor Hall.....KALB, Alexandria

**Maine**

Butler, Cecilia.....WLAM, Lewiston  
 Colby, Jane.....WIDE, Biddeford  
 Deane, Beth.....WGUU, Bangor  
 Drivas, Chrisoula.....WIDE, Biddeford  
 Gibbs, Agnes F.....WCSH, Portland  
 Gould, Diana.....WCOU, Lewiston  
 Rice, Catherine.....WFAU, Augusta  
 Standish, Martha.....WPOR, Portland

**Maryland**

Alwyn, Eve.....WCBM, Baltimore  
 Alwyn, Lauri.....WCBM, Baltimore  
 Biasock, Moncl E.....WASL, Annapolis  
 Conboy, Anita.....WBAL, WBAL-TV, Baltimore  
 DeLano, Martha.....WCUM, Cumberland  
 Dierken, Kitty.....WAAM, Baltimore  
 Dorsey, Polly.....WBMD, Baltimore  
 Egolf, Grace Campbell.....WBCC, Bethesda  
 McCall, Bettie.....WCAO, Baltimore  
 Martin, Marie L.....WBOC, Salisbury  
 Martin, Mollie.....WBAL, WBAL-TV, Baltimore  
 Parmenter, Miriam.....WASL, Annapolis  
 Robertson, May C.....WFMD, Frederick  
 Temple, Martha Ross.....WFBR, Baltimore

**Massachusetts**

Auger, Gloria.....WLYN, Lynn  
 Bailey, Mildred.....WCOP, Boston  
 Bolles, Janet.....WBET, Brockton  
 Bradford, Ann.....WLLH, Lowell-Lawrence  
 Broeg, Heloise Parker.....WEEL, Boston  
 Brown, Mae.....WMAA, Springfield  
 Cartwright, Christian.....WCCM, Lawrence  
 Chase, Jnlie.....WLAG, Worcester  
 Connelly, Jeanne.....WNEB, Worcester  
 Cutles, Anne.....WCRB, Waltham  
 Evans, Christine.....WEDH, Boston  
 Flanders, Lyda.....WTAG, Worcester  
 Fortescue, Priscilla.....WEEL, Boston  
 Giza, Wanda.....WARE, Ware  
 Herlihey, Margaret Kimball.....WLYN, Lynn  
 Higgenson, Rebakah.....WMEX, Boston  
 Hope, Helen.....WHYN, Holyoke  
 Huse, Bertha C.....WLAU, Lawrence  
 King, Dorothea.....WSPR, Springfield  
 Kneeland, Miss Eileen.....WHAU, Haverhill  
 McKittrick, Dorothy.....WEIM, Fitchburg  
 Matson, Shirley.....WAAB, Worcester  
 Phelan, Bette.....WHOB, Gardner  
 Philbein, Kay.....WCCM, Lawrence  
 Pratt, Sally.....WKOX, Framingham  
 St. George, Anita.....WCRB, Waltham  
 Seymour, Freddie.....WBET, Brockton  
 Sherwood, Peg.....WBKA, Brockton  
 Sweeney, Marion Lane.....WBKA, Brockton  
 Victor, Evelyn.....WBMS, Boston  
 Vincent, Pal.....WHOB, Gardner  
 Whitaker, Isabel.....WAAB, Worcester

**Michigan**

Barber, Mary.....WBCK, Battle Creek  
 Bellstrom, Barbara.....WDMJ, Marquette  
 Clark, Agnes.....WJR, Detroit  
 Fontaine, Margaret.....WSOO, Sault Ste. Marie  
 Fuller, Betty.....WKZO, Kalamazoo  
 Gibson, Mrs. Judy.....WHRV, Ann Arbor  
 Harris, Mrs. Frances.....WWJ, WWJ-TV, Detroit  
 Holmgren, Lois.....WJPD, Ishpeming

Isaac, Rose.....WJMS, Ironwood  
 Keller, Connie.....WBCK, Battle Creek  
 Labbitt, Myrtle.....CKLW, Detroit  
 Lewis, June.....WJEF, Grand Rapids  
 Little, Lenore.....WOOD, Grand Rapids  
 McBride, Jean.....WWJ, WWJ-TV, Detroit  
 Martin, Margaret Nickerson.....WHRV, Ann Arbor  
 Melrose, Edythe Fern.....WXYZ-TV, Detroit  
 Miller, Nadine M.....WGRD, Grand Rapids  
 Million, Peggy.....WHFB, Benton Harbor  
 Morgan, Mary.....CKLW, Detroit  
 Sutherland, Alice.....WKCB, Muskegon  
 Tuttle, Lee.....WILS, Lansing  
 Wright, Bess.....WKMH, Dearborn

**Minnesota**

Barzen, Katherine.....KTRF, Thief River Falls  
 Bayne, Barbara.....WLOL, Minneapolis  
 Daniels, Elizabeth.....KDAL, Duluth  
 Foss, Ellen.....KATE, Albert Lea  
 Frankberg, Mary.....KGDE, Ferguson Falls  
 Given, Marj.....KLEB, Rochester  
 Gran, Hulda.....KEYD, Minneapolis  
 Haerberle, Arleth.....WTCN, WTCN-TV, Minneapolis  
 Peters, Irene.....KWLM, Willmar  
 Preisser, June (Columbia Movie Star).....WEEB, Duluth  
 Taylor, Tiny.....KWOA, Worthington  
 Wilson, Mrs. Rae.....KFAM, St. Cloud  
 Wright, Gloria.....KBUN, Bemidji

**Mississippi**

Cole, Gerry.....WHOC, Philadelphia  
 Dial, Rosalie.....WAPF, McComb  
 Hall, Jane.....WVIM, Vicksburg  
 Hammonds, Lillian.....WMIS, Natchez  
 Lee, Marjorie.....WRBC, Jackson  
 St. Amant, Joan.....WHSY, Hattiesburg  
 Sugg, Helen.....WROX, Clarksdale

**Missouri**

Carson, Alice.....KXEO, Mexico  
 Donze, Aileen.....KSGM, Ste. Genevieve  
 Ellis, Carolaine.....KFRM, KMBC, Kansas City  
 Hanks, Nancy.....KIRX, Kirksville  
 Hillyard, Margaret.....KDMO, Carthage  
 Johnson, Bea.....KFRM, KMBC, Kansas City  
 Lea, Sandra.....WEB, Kansas City  
 Logan, Martha.....WHB, Kansas City  
 Munsch, Louise.....WEW, St. Louis  
 Rees, Doris.....WTTT, Rolla  
 Woodward, Joan.....KFEQ, St. Joseph

**Montana**

Day, Erin.....KGVO, Missoula  
 Gordon, Lindy.....KOJM, Havre  
 Gray, Mary.....KAUV, Havre  
 Hines, "Kay".....KBMV, Billings  
 Hovde, Joan.....KGVO, Missoula  
 Parker, Mary Clair.....KXLF, Butte  
 Ryan, Helen M.....KANA, Anaconda  
 Thompson, Margaret.....KIYI, Shelby

**Nebraska**

Anderson, Mrs. Florence.....KJSK, Columbus  
 Bohlsen, Martha.....WOW, WOW-TV, Omaha  
 Bruce, Charlotte.....KODY, North Platte  
 Jabenis, Elaine.....WOW, Omaha  
 Jesse, Marie Stewart.....KOWB, Omaha  
 Moore, Mary.....WIAG, Norfolk  
 Nekuda, Lydia.....KFOR, Lincoln  
 Norwood, Helen.....KFGT, Fremont  
 West, Belle.....KOIL, Omaha  
 Wilkins, Kay.....KFAB, Omaha

**Nevada**

Jones, Havelyn.....KRAM, Las Vegas  
 Kitchen, Katherine.....KOH, Reno  
 McNulty, Patricia.....KOH, Reno  
 Medive, Madlen.....KWRN, Reno

**New Hampshire**

Casseboom, Adeline.....WFEA, Manchester

# . . . Woman Commentators—Home Economists—Radio-TV . . .

Dumont, Phyllis . . . . . WHEB, Portsmouth  
 Hart, Ruth . . . . . WOTW, Nashua  
 Lee, Cynthia . . . . . WOTW, Nashua  
 Metz, Mrs. Lora . . . . . WMOU, Berlin  
 Mallory, Martha . . . . . WWNH, Rochester  
 Wade, Ruth R. . . . . WKNE, Keene  
 Walker, Lillian . . . . . WTNH, Lebanon

Shanks, Dorothy . . . . . WBEW, Buffalo  
 Slide, Jean Marie . . . . . WHEW, Syracuse  
 Stone, Paula . . . . . WMGM, New York  
 Welle, Barbara . . . . . WOR, New York  
 Winchell, Ellen . . . . . WKRT, Cortland  
 Work, Sally . . . . . WBEW, Buffalo

## New Jersey

Berry, Rose . . . . . WFPG, Atlantic City  
 Carlson, Dorothy H. . . . . WBBZ, Vineland  
 Cooper, Vivian J. . . . . WFTM, Trenton  
 Curtis, Peggy . . . . . WCAP, Asbury Park  
 Freeland, Mildred . . . . . WEPG, Atlantic City  
 Haines, Mary . . . . . WCAM, Camden  
 Mixner, Jane . . . . . WSNJ, Bridgeton  
 Sulton, Helen . . . . . WVNJ, Newark  
 Wilson, Mary C. . . . . WTFM, Trenton

## New Mexico

Abeyata, Verdie . . . . . KGGM, Albuquerque  
 Brown, Vera R. . . . . KRPN, Raton  
 Chapman, Mary . . . . . KVER, Albuquerque  
 Marquez, Lupa . . . . . KVER, Albuquerque  
 Tremaine, Claire . . . . . KVPJ, Sante Fe  
 Williams, Betty . . . . . KGAK, Gallup

## New York

Abeles, Mary Jane . . . . . WBEW-TV, Buffalo  
 Aiello, Mildred . . . . . WOKD, Albany  
 Arlen, Margaret . . . . . WCBS, New York  
 Baldi, Diana . . . . . WOV, New York  
 Barrati, Maxine . . . . . DuMont, WABD, New York  
 Becker, Pat . . . . . WWRU, Woodside  
 Beckwith, Jean . . . . . WRUN, Utica  
 Bell, Dorese . . . . . WRNY, Rochester  
 Bolin, Dorothy . . . . . WGVA, Geneva  
 Brooks, Martha . . . . . WGY, WRGB, Schenectady  
 Brown, Margo . . . . . WDOS, Oneonta  
 Bullard, Marion . . . . . WKNY, Kingston  
 Burbank, Sara . . . . . WNEP, Binghamton  
 Cherry, Mary . . . . . WGY, WRGB, Schenectady  
 Craig, Nancy (Alice Mashu) . . . . . ABC, WJZ, New York  
 Creamer, Jack . . . . . WOR-TV, New York  
 Deane, Martha . . . . . WOR, New York  
 DeGre, Muriel . . . . . WEOK, Poughkeepsie  
 Devlin, Louise . . . . . WGAT, Utica  
 Doan, Dorothy . . . . . WCBS-TV, New York  
 Drooz, Elaine . . . . . WABY, Albany  
 Emerson, Fay . . . . . WCBS-TV, New York  
 Evans, Linda . . . . . WKOP, Binghamton  
 Fredericks, Pauline . . . . . ABC, New York  
 Graham, Florence . . . . . WHDL, Olean  
 Griffin, Betty Cushing . . . . . WIBX, Utica  
 Grover, Gertrude . . . . . WICU, Ithaca  
 Halpin, Josephine . . . . . WINS, New York  
 Hunter, Carol . . . . . WGLN, Glens Falls  
 Kistinger, Dorothy . . . . . WKIP, Poughkeepsie  
 Lee, Beth . . . . . WPTR, Albany  
 Lee, Betty . . . . . WJLJ, Niagara Falls  
 Leslie, Louise . . . . . WCBS-TV, New York  
 Lewis, Joan . . . . . WKAL, Rome  
 Logan, Martha . . . . . NBC-TV, New York  
 Lucas, Diane . . . . . WCBS-TV, New York  
 McBride, Mary Margaret . . . . . WNBC, New York  
 McPherson, John (The Mystery Chef) . . . . . NBC-TV, New York

## North Carolina

Bancroft, Marje Liza . . . . . WMAP, Monroe  
 Blalock, Betty Jane . . . . . WTOB, Winston-Salem  
 Bost, Mrs. Ceale . . . . . WUNC, Newton  
 Bowes, Floye . . . . . WTSE, Asheville  
 Browning, Jean . . . . . WRBB, Burlington  
 Bullock, I. Jane . . . . . WDUK, Durham  
 Case, Marilu . . . . . WNAO, Raleigh  
 Dyer, Sunny . . . . . WLOS, Asheville  
 Dieter, Carolyn M. . . . . WDUK, Durham  
 Eawn, Pauline O. . . . . WCKB, Dunn  
 Edens, Naomi . . . . . WLTC, Gastonia  
 Eldon, Polly . . . . . WSTP, Salisbury  
 Gould, Dorothy Anne . . . . . WJNC, Jacksonville  
 Harris, Edith . . . . . WJNC, Jacksonville  
 Hunt, Carol . . . . . WSOO, Charlotte  
 Jarman, Frances . . . . . WDNB, Durham  
 Jones, Louise . . . . . WTRC, Hickory  
 Ladd, Jacqueline . . . . . WSSB, Durham  
 Lavitan, Gladys . . . . . WAYS, Charlotte  
 Martin, Anne . . . . . WKBC, N. Wilkesboro  
 Murphy, Delores . . . . . WFNS, Burlington  
 Nolan, Mrs. Barbara S. . . . . WCMY-TV, Greensboro  
 Parrish, Ann . . . . . WGVF, Charlotte  
 Pressly, Harriet . . . . . WPTF, Raleigh  
 Rickard, Doris . . . . . WRBB, Burlington  
 Shore, Priscilla L. . . . . WTNC, Thomasville  
 Simkins, Virginia . . . . . WSTS, Southern Pines  
 Smith, Margaret A. . . . . WTRC, Hickory

## North Dakota

Anderson, Helen . . . . . KDIX, Dickinson  
 Davy, Leita . . . . . KVNJ, Fargo  
 Graham, Peg . . . . . KDIX, Dickinson  
 Kounpovsky, Rosella . . . . . KJPM, Minot  
 Stevens, Darlene . . . . . KBMW, Wahpeton

## Ohio

Adams, Carol . . . . . WHBC, Canton  
 Bahman, Alice . . . . . WIZE, Springfield  
 Beath, Lib . . . . . WREX, Chillicothe  
 Beck, Catherine . . . . .  
     Tele-Kitchen . . . . . WLW-T, Cincinnati  
 Birbeck, Joyce . . . . . WLIO, East Liverpool  
 Brady, Betty . . . . . WLW, Cincinnati  
 Brown, Gloria . . . . . WTAM, Cleveland  
 Castel, Ellamae . . . . . WKBN, Youngstown  
 Coon, Dorothy . . . . . WTOL, Toledo  
 Cooper, Madge . . . . . WMRN, Marion  
 Dawson, Pat . . . . . WJEL, Springfield  
 Dennis, Lorell . . . . . WTRF, Bellaire  
 De Vine, Sylvia . . . . . WHIZ, Zanesville  
 Dingenary, Anne . . . . . WICA, Ashtabula  
 Funnell, Mildred . . . . . WTAM, Cleveland  
 Goodwin, Gretchen . . . . . WHKK, Akron  
 Graham, Lucie . . . . . WPAV, Portsmouth  
 Hamilton, Kay . . . . . WSAI, Cincinnati  
 Hanson, Eleanor . . . . . WHK, Cleveland  
 Houston, Jip . . . . . WBRK, Columbus  
 Howard, Peg . . . . . WTOL, Toledo  
 Lee, Patricia . . . . .  
     Tele-Kitchen . . . . . WLW-T, Cincinnati  
 Lyons, Ruth . . . . . WLW, Cincinnati  
 Maggio, Nina . . . . . WADC, Akron  
 Monroe, Mary . . . . . WCKY, Cincinnati  
 Mullen, Esther . . . . . WGAR, Cleveland  
 Newton, Betty . . . . .  
     WIFE, Springfield; WLEC, Sandusky  
 Patterson, Virginia Karns . . . . . WLW-D, Dayton  
 Pruden, Penny . . . . . WCPO-TV, Cincinnati  
 Renner, Frankie . . . . . WADC, Akron  
 Ryan, Lucille . . . . . WXEL, Cleveland  
 Sarda, Paula . . . . . WKRO-TV, Cincinnati  
 Sharp, Fern . . . . . WBNS, WBNS-TV, Columbus  
 Shephard, Jeanne . . . . . WLEC, Sandusky  
 Soule, Mildred . . . . . WMOH, Hamilton  
 Stevens, Jane . . . . . WJW, Cleveland  
 Straker, Easter . . . . . WIMA, Lima

MacGregor, Joan . . . . . WCSS, Amsterdam  
 Marshall, Patricia . . . . . WOLF, Syracuse  
 Maslin, Alice (Nancy Craig) . . . . . ABC, New York  
 May, Ruth . . . . . WDOS, Oneonta  
 Morse, Margaret . . . . . WSNY, Schenectady  
 Nelson, Amy . . . . . WAGE, Syracuse  
 Neville, Helen . . . . . WKBW, Buffalo  
 Norris, Kathi . . . . . DuMont, WABD, New York  
 Novis, Dorothy . . . . . WLNA, Peekskill  
 Parker, Alice . . . . . WHCC, Hudson  
 Parr, Mrs. Dorothy . . . . . WWNV, Watertown  
 Parry, Betty . . . . . WXKW, Albany  
 Peebles, Trudy . . . . . WWOL, Buffalo  
 Ranney, Mary Aileen . . . . . WROW, Albany  
 Rogers, Ann . . . . . WHAM-TV, Rochester  
 Schneider, Joan . . . . . WFAS, White Plains  
 Scott, Blanche Stuart . . . . . WARC, Rochester  
 Seully, Frances . . . . . ABC, ABC-TV, New York



... Woman Commentators-Home Economists—Radio-TV ...

Wallace, Wilma..... WHKC, Columbus  
 Weston, Alice..... WEWS, Cleveland  
 Wilcox, Marian..... WLOK, Lima  
 Winslow, Louise..... WNBK, Cleveland  
 Wise, Madeline..... WHIO, Dayton  
 Wood, Ginny..... WSPD, Toledo  
 Zanes, Edwina A..... WBNS-TV, Columbus

Oklahoma

Bannister, Joy..... KOMA, Tulsa  
 Blanner, Estelle..... KVOO, Tulsa  
 Burns, Lucille..... KAKC, Tulsa  
 Causey, Barbara..... KCHE, El Reno  
 Clark, Mildred R..... KOTV, Tulsa  
 Cowden, Ruth..... KTJS, Hobart  
 Croft, Vera..... KTVL, Tulsa  
 Demis, Frances..... KRHD, Duncan  
 Edelen, Ilva..... WBBZ, Ponca City  
 Enos, Mrs. Mildred..... KSMI, Seminole  
 Johnson, Sybil..... WKY-TV, Oklahoma City  
 Kouri, Eleanor..... KTOW, Oklahoma City  
 McCartney, Marjorie..... KAKC, Tulsa  
 Nolen, Betty Hughes..... KADA, Ada  
 Quinan, Dorothy..... WKY-TV, Oklahoma City  
 Shaw, Susan..... KSWO, Lawton  
 Stokes, Eva..... KTJS, Hobart  
 Vassaur, Mary..... KMBG, Okmulgee  
 Ward, Elizabeth..... KTMC, McAlester  
 Wheeler, Mary..... KTAT, Frederick  
 Wright, LaRita..... KMUS, Muskogee

Oregon

Arnold, Gere..... KUGN, Eugene  
 Baer, Grace..... KBKR, Baker  
 Copenhaver, Carley..... KWIL, Albany  
 Forsman, Doris..... KWRC, Pendleton  
 Frederickson, Roxie..... KPOJ, Portland  
 Holiday, Helen..... KBKO, Portland  
 Lanouette, Roberta..... KGW, Portland  
 Lee, Vivian..... KWJJ, Portland  
 Marcus, Shirley..... KGON, Oregon City  
 Nidever, Laura B..... KASH, Eugene  
 West, Kay..... KEX, Portland  
 Wilkinson, Patricia..... KYJC, Medford

Pennsylvania

Anderson, Blanche..... WHOD, Homestead  
 Anderson, Mary E..... WCVI, Conneville  
 Baker, Sally..... WSAN, Allentown  
 Ball, Jane Ellen..... WJAS, Pittsburgh  
 Barton, Betty  
 Features For Women... WFIL-TV, Philadelphia  
 Baseshore, Jane..... WACB, Kittanning  
 Beardmore, Marion..... WMCK, McKeesport  
 Bilbrew, Mrs. A. C..... WHAT, Philadelphia  
 Blair, Betty..... WILK, Wilkes-Barre  
 Blake, Lynn..... WNAE, Warren  
 Borne, Gladys..... WISR, Butler  
 Carter, Francis..... WAZL, Hazleton  
 Carter, Kay..... WLBR, Lebanon  
 Chilton, Ruth..... WJMJ, Philadelphia  
 Clark, Joan..... WLEU, Erie  
 Cramer, Alma..... WARD, Johnstown  
 Criss, Verna..... WHUM, Reading  
 Cullkin, Anna..... WSCR, Scranton  
 Duffy, Mrs. James..... WAEB, Allentown  
 Fairchild, Laura..... WGMB, Lemoyne  
 Forman, Lynn..... WARM, Scranton  
 Foster, Eleanor R..... WHUN, Huntingdon  
 Fry, Betty..... WGPA, Bethlehem  
 Gardner, Evelyn..... KDKA, Pittsburgh  
 Gibson, Jane..... KQV, Pittsburgh  
 Good, Pam..... WPAM, Pottsville  
 Grantham, Patricia..... WRYO, Rochester  
 Griffith, Margie..... WRTA, Altoona  
 Hale, Violet  
 Model Speaks, Window Shopping  
 WFIL-TV, Philadelphia  
 Harper, Zella Drake..... WJBG, Philadelphia  
 Heagy, Betsy..... WHBG, Harrisburg  
 Hertzog, Helen E..... WKAP, Allentown  
 Hill, Ann..... WACB, Kittanning  
 Huey, Lois..... WJSW, Altoona  
 Jones, Charlotte..... WNAE, Warren  
 Jones, Elsie..... WPWA, Chester

Jones, Mary..... WFIL, Philadelphia  
 Kerr, Shirley..... WKST, New Castle  
 Kirshman, Paula..... WCRO, Johnstown  
 Kohl, Mrs. June..... WBPZ, Lock Haven  
 Lindman, Jeanne N..... WVAM, Altoona  
 Lloyd, Rhona..... WPWA, Chester  
 McCoy, Rita..... WMRF, Lewistown  
 McGuire, Frances

Meet Frances McGuire... WFIL-TV, Philadelphia  
 Markley, Peggy..... WRTA, Altoona  
 Micheals, Millie..... WFBG, Altoona  
 Montgomery, Adele..... WAKIN, Kittanning  
 Morgan, Mary..... WILK, Wilkes-Barre  
 Mulrooney, Margaret..... WQAN, Scranton  
 Ray, Ruth..... WRYO, Rochester  
 Rickless, Sybil..... WERC, Erie  
 Ross, Janet..... KDKA, Pittsburgh  
 Rothman, Harriet..... WCMB, Lemoyne  
 Sandro, Florence..... WCAE, Pittsburgh  
 Sehlbe, Patricia..... WPAM, Pottsville  
 Scott, Romaine..... WPPA, Pottsville  
 Slotta, Helen..... WPIC, Sharon  
 Vernon, Lolly..... WHUM, Reading  
 Wagner, Eleanor..... WESA, Charleroi  
 Ward, Dorothy..... WISL, Shamokin  
 Welles, Ruth..... KYW, Philadelphia  
 Yaple, Hy..... WICU, Erie

Rhode Island

Bornstein, Anita..... WKIB, Providence  
 Clement, Cecil..... WRJM, Newport  
 Gunning, Betty..... WFPI, Providence  
 Wallace, Carolyn..... WEAN, Providence

South Carolina

Baum, Pearl..... WCSC, Charleston  
 Bethley, Betty (Mrs. J. Hedrick)  
 WRNO, Orangeburg  
 Burt, Jean..... WLBG, Laurens  
 Craig, Mary Brown..... WGCD, Chester  
 Eaton, Marguerite McC..... WJMX, Florence  
 Glover, Beulah..... WALD, Walterboro  
 Lyon, Sandra..... WPAL, Charleston  
 Rhett, Alicia..... WTMA, Charleston  
 Smith, Veila..... WJMX, Florence  
 Tyner, Frances Bass..... WHSC, Hartsville  
 Welbern, Alice..... WATM, Anderson  
 Wentworth, Alice..... WHAN, Charleston  
 Wyman, Allee..... WFBC, Greenville

South Dakota

Baxter, Bee..... KSOO, Sioux Falls  
 Daye, Doris..... KWAT, Watertown  
 Horten, Marie..... KELO, Sioux Falls  
 Lynn, Bill..... KDSJ, Deadwood  
 Moore, Lois..... KISD, Sioux Falls  
 Speece, Wynu..... WNAK, Yankton  
 Weidman, Olive Ann..... KOTA, Rapid City

Tennessee

Barnard, George..... WDDO, Chattanooga  
 Browne, Olivia..... WMC, WMCT, Memphis  
 Cooney, Marjorie..... WSM, Nashville  
 Friberg, Alice..... WJHL, Johnson City  
 Graves, Lucille..... WGNB, Murfreesboro  
 Gullickson, Flo..... WDXB, Chattanooga  
 Jamieson, Ruth G..... WATO, Oak Ridge  
 Kendall, Nell..... WHUB, Cookeville  
 Lasater, Martha..... WTPR, Paris  
 Ledford, Peggy..... WKGK, Knoxville  
 Level, Evelyn..... WHAL, Shelbyville  
 Love, Nancy..... WDEF, Chattanooga  
 McCullough, Mary..... WKGK, Knoxville  
 Monroe, Willa..... WDLA, Memphis  
 Mulherin, Mary Jo..... WTJS, Jackson  
 Parker, Mrs. H. D..... WAGC, Chattanooga  
 Russell, Ann..... WSM, Nashville  
 Smith, Druce..... WDDO, Chattanooga  
 Smith, Rea..... WMCT, Memphis  
 Smithdeal, Patty..... WETB, Johnson City  
 Thompson, J. Katherine..... WIBK, Knoxville  
 Tribble, Martha..... WGNB, Murfreesboro  
 Van Hoy, Shirley..... WHBG, Memphis  
 Walker, Mary..... WROL, Knoxville  
 Watson, Judy..... WOPI, Bristol

... Woman Commentators—Home Economists—Radio-TV ...

Texas

Aullma, Denise  
 Allen, Martha  
 Arhause, Virginia  
 Applebaum, Evelyn  
 Balfour, Miss Jewel  
 Barnes, Lee  
 Barry, Miss  
 Bench, Jim  
 Bush, Janet  
 Carter, Charlotte  
 Chesser, Mrs. Richard  
 Clark, Helen  
 Cox, Dorothy  
 Dickson, Johnson  
 Edging, Mildred Lane  
 Ems, Florence  
 Dowd, Nell  
 Durr, Nellie G.  
 Ewens, LaVern  
 Farnum, Margaret  
 Fisher, Mrs. Peggy  
 Fowler, Abigail  
 Gargland, Miss Jo  
 Grutz, Mrs. Marian  
 Hampton, Helen  
 Harbeck, Jim  
 Harris, Frances Kay  
 Hawkus, Louise  
 Healy, Mrs. Fannie  
 Houston, Katie  
 Lanch, Carol  
 McDaniel, Margaret  
 Mayske, Mrs.  
 Marchbanks, Lois  
 Marnson, Margaret  
 Moon, Virginia  
 Muehlbach, Edna  
 Newman, Beulah  
 Pratt, Clara  
 Pratt, Katie  
 Raphael, Shirley  
 Roberts, Blanche  
 Rutherford, White  
 Samp, Anna O.  
 Sharp, Agnes  
 Wade, Virginia  
 Welch, Jean  
 Wilkinson, Lillian  
 Zollars, Betty

Utah

Baker, Betty  
 Gentry, S. Ann  
 Fish, Mary  
 Hew, Louise Hill  
 Lee, Irene  
 Masters, Margaret  
 Mower, Jane  
 Perry, Phyllis  
 Scott, Mrs. Elizabeth

Vermont

Cassey, Warren  
 Nowlin, Florence  
 Wilson, Ann

Virginia

Barton, Cora  
 Bond, Gloria  
 Cadden, Hazel  
 Garcia, Beulah  
 Harding, Barbara  
 Lane, Jerry  
 Lockwood, Della  
 Prokator, Louise  
 Ponder, Elizabeth  
 Power, Shirley  
 Roberts, Jean  
 Sherrin, Jacqueline  
 Sumner, Mrs. Grace  
 White, Miss Bevel

Washington

Brown, Mrs. Elizabeth

KMAF, M. Kamey  
 KWHI, Hillsboro  
 KEVI, Everett  
 KTRP, Duffalo  
 KWHI, Breenham  
 KPAC, Port Arthur  
 KFDG, El Paso  
 WFLA, Dallas  
 KVEI, Greenville  
 KSTL, Lubbock  
 KRGH, Orange  
 KRRE, Abilene  
 KREB, Sherman/Denton  
 KRWI, Stamford  
 KXYZ, Houston  
 KCRD, Mineral Well  
 KDSN, Denton  
 KNAE, Fredericksburg  
 KIOX, Bay City  
 KOSA, Odessa  
 KFYO, Lubbock  
 KFDX, Wichita Falls  
 KSTL, Galveston  
 KLYO, Lubbock  
 KRIN, Ballinger  
 KROD, Ft. Worth  
 KGR, Galveston  
 KRIN, Teres  
 KIX, Dalis  
 KTHI, Houston  
 KPAN, Sherman  
 KAMQ, Amarillo  
 KLEP, Ft. Combe  
 WEDM, Beaumont  
 KLEP, Ft. Paso  
 KRIS, Mt. Sperry  
 KXSP, Brady  
 KSEI, Lubbock  
 KOLP, Port Arthur  
 KROD, Ft. Paso  
 KOLF, Port Arthur  
 WYAP-TV, Ft. Worth  
 KRDI, Abilene  
 KVD, Victoria  
 KRH, Beaumont  
 KRRL, San Angelo  
 KREX, Lamesa  
 KXYZ, Houston

Knowl, Beverly  
 Lott, Adaline  
 Cook, Walt  
 Darr, Jimmie  
 Hines, Ruth  
 Haddock, Barbara  
 Johnson, Lois  
 Kim, Sharon  
 Koudel, Marlene  
 Lane, Judith  
 Lee, June  
 Lee, Dorothy  
 May, Katherine  
 Smith, Margaret  
 Sordahl, Ann  
 Strauss, Edna  
 West, Elaine  
 West, Katherine

KCF, Yakima  
 KWWB, Walla Walla  
 KTFB, Tacoma  
 KING-TV, Seattle  
 KIMA, Yakima  
 KTFW, Seattle  
 KNRO, Aberdeen  
 KOL, Seattle  
 KXLE, Edinburg  
 KIRO, Seattle  
 KXSN, Wenatchee  
 KPQ, Wenatchee  
 KJT, Yakima  
 KHQ, Spokane  
 KJR, Seattle  
 KGA, Spokane  
 KVO, Bellingham  
 KOMO, Seattle

West Virginia

Balch, Betty  
 Cason, Mrs. Nancy  
 DeLo, Pat  
 Drayson, Ann  
 Galloway, Charlotte  
 Jones, George  
 Latham, Mary  
 McCreary, Ruth  
 Pease, Barbara  
 Rines, Lila  
 Whitson, Nancy  
 Young, Rose

WBK, Clarksburg  
 WJR, Morgantown  
 WLOH, Princeton  
 WAW, Charleston  
 WAKY, Charleston  
 WSAZ, Huntington  
 WMON, Montgomery  
 WPAR, Parkersburg  
 WKNA, Charleston  
 WPAR, Parkersburg  
 WHP, Charleston  
 WCHS, Charleston  
 WTVW, Fairmont  
 WDOM, Parkersburg

Wisconsin

Becker, Betty  
 Cook, Edna  
 Elm, Irene  
 Gagnier, Rosamund  
 Gagnier, Marie Ann  
 Lee, Helen  
 Leonard, Betty  
 Galloway, Betty  
 Healy, Margaret  
 Kemp, Helen  
 Karpson, Lillian  
 Kozlowski, Thelma  
 Lester, Lillian  
 Lutz, Mary  
 McCall, Jean  
 McCreary, Janet  
 McCreary, Ruth  
 Olin, Edna  
 Peterson, Helen  
 Rios, Ruth Ann  
 Thompson, Christine

WLDY, Ladysmith  
 WOSH, Oshkosh  
 WLP, Kenosha  
 WRIF, Eau Claire  
 WJW, Green Bay  
 WMA, Milwaukee  
 WKTY, Ladysmith  
 WTMJ-TV, Milwaukee  
 WUHL, Sheboygan  
 WUX, Waukesha  
 WDFB, Marshfield  
 WJZ, Green Bay  
 WJLN, Racine  
 WLD, Kenosha  
 WBAY, Green Bay  
 WJN, Racine  
 WIS, Madison  
 WMM, Marquette  
 WLN, Ladysmith  
 WLDY, Ladysmith  
 WPHG, Wisconsin Rapids  
 WBEL, Beloit

Wyoming

Chapman, Helen  
 Gage, Mrs. Ruth  
 Gage, Louella  
 O'Brien, Margaret  
 Suckale, Nancy

ROYE, Lander  
 ROVE, Lander  
 KOWB, Laramie  
 KFB, Cheyenne  
 KWVO, Sheridan

Alaska

McCoy, Mrs. Ruth  
 Metherell, Kay

KENI, Anchorage  
 KPAR, Fairbanks

Hawaii

Bradley, Phyllis  
 Keith, Wilma  
 Strachan, Mary

KMAI, Wahiuku, Maui  
 KTOH, Lahoe, Kauai  
 KULA, Honolulu

Puerto Rico

Chavez, Nellie  
 de Ceballos, Leticia Honoré  
 de Mampujan, Beatriz Linares  
 Feliciano, Luisa  
 Garcia, Queen  
 Pineda, Estrella  
 Rodriguez, Sofia

WPAB, Ponce  
 WAEL, Mayaguez  
 WORA, Mayaguez  
 WTRB, San Juan  
 WAPA, San Juan  
 WIAQ, San Juan  
 WKAQ, San Juan

# Managers and Agents

Address and Telephone Numbers of Talent Representatives  
in New York, Los Angeles and Chicago



## NEW YORK



Alexander, Willard, Inc.  
30 Rockefeller Plaza .....Circle 6-4224  
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  
1776 Broadway .....Circle 6-7094  
Briseoe & Goldsmith, Inc.  
522 Fifth Ave.....Murray Hill 2-6244  
Brooks, Ted  
134 East 57th St.....PLaza 9-1344  
Century Artists, Ltd.  
38 East 57th St.....PLaza 3-1030  
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  
Downey, Wallace, Inc.  
1819 Broadway .....Circle 6-6046  
Ebbins, Milt  
1270 Sixth Ave.....Circle 7-2160  
Evans & Weinhold  
113 West 57th St.....Circle 7-6900  
Fadiman Associates, Ltd.  
1501 Broadway.....Lackawanna 4-3544  
Famous Artists Corp. of N. Y.  
610 Fifth Ave.....Circle 7-6200  
Fanchon & Marco, Inc.  
1501 Broadway.....Chickering 4-3956  
Fenton, Mildred  
40 East 49th St.....PLaza 9-8266  
Frederick Bros. Agency, Inc.  
67 W. 44th St.....Murray Hill 7-2033  
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 7-0900  
Hahlo, Sylvia  
711 Fifth Ave.....PLaza 9-6000  
Hanna, Mark  
654 Madison Ave.....TEmpleton 8-8730

Hayward, Leland, Ltd.  
250 W. 57th St.....Judson 6-2580  
Hesse & McCaffrey  
501 Madison Ave.....ELdorado 5-1076  
Hurok Attractions, Inc.  
711 Fifth Ave.....PLaza 9-6000  
International Artists Corp.  
420 Madison Ave.....PLaza 9-7490  
Karn, Estella H.  
49 West 46th St.....LUXembourg 2-2170  
Kerr, Bob  
1270 Sixth Ave.....Columbus 5-8051  
Liddy, 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  
Lyons, A. & S., Inc.  
515 Madison Ave.....PLaza 3-5181  
Management Corp. of America  
598 Madison Ave.....PLaza 9-7500  
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  
Moses, John H.  
730 Fifth Ave.....Circle 0-2677  
Music Corp. of America  
598 Madison Ave.....PLaza 9-7500  
National Concert & Artists Corp.  
711 Fifth Ave.....PLaza 9-6000  
National Radio & Theatrical Bureau  
1650 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.....TRafalzar 7-8916  
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  
Shnrr, Lonis  
1501 Broadway .....Chickering 4-8240  
Simon, Arthur  
420 Madison Ave.....PLaza 9-7490  
Small, Franklin H.  
149 West 51st St.....Judson 6-0128  
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  
Waible, Fred  
400-A E. 56th St.....ELdorado 5-2372

## Managers and Agents

Wilson, Roy  
444 Madison Ave. Plaza 9-4961  
Wolf Associates, Inc.  
420 Madison Ave. Plaza 5-7629  
Vost, Ben Enterprises  
1650 Broadway Circle 6-6537



### LOS ANGELES



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Artists Agency Corp.  
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Bernie, Herman  
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Bloom, Phil, Akey.  
8056 Sunset Blvd. CRestview 4-6064  
Business Administration Co.  
369 N. Camden Dr. (B.H.) CRestview 6-7671  
Century Artists, Ltd.  
6331 Hollywood Blvd. (28) HUDson 2-1288  
Crosby, Everett N., Ltd.  
9028 Sunset Blvd. (46) BRadshaw 2-2771  
Dolan, Ken, & Co.  
1556 N. Wilcox Ave. (28) HOLLYwood 9-3558  
Famous Artists Corp.  
9441 Wilshire Blvd. (B.H.) CRestview 1-5222  
Federal Artists Corp.  
8734 Sunset Blvd. (46) CRestview 5-5251  
Ferry & Pickman  
448 S. Canon Dr. (B.H.) CRestview 5-1588  
Frederick Bros. Agency, Inc.  
214 N. Canon Dr. (B.H.) CRestview 1-6244  
General Artists Corp.  
9028 Sunset Blvd. (46) CRestview 1-8101  
Gertz, Mitchell Agency, Inc.  
240-242 S. Beverly Dr. (B.H.) CRestview 4-5491  
Goldstone-Willner Agency.  
9121 Sunset Blvd. (46) CRestview 6-1971  
Hamillburg, Mitchell, Jr.  
8776 Sunset Blvd. (46) CRestview 5-4171  
Hartford Agency, The  
244 N. Canon Dr. (B.H.) CRestview 5-5116  
Irwin, Lou, Inc.  
9134 Sunset Blvd. (46) CRestview 4-7131  
Jaffe, Sam, Agency.  
8553 Sunset Blvd. (46) CRestview 6-6121  
Kohner, Paul, Inc.  
9169 Sunset Blvd. (46) CRestview 1-5165  
Krauer, Earl Agency.  
204 S. Beverly Drive (B.H.) CRestview 6-2338  
Kurtz, Jack, Agency.  
214 N. Canon Dr. (B.H.) CRestview 4-5103  
Levee-Stark, Inc.  
8782 Sunset Blvd. (46) CRestview 1-5781  
Lyons, A. & S., Inc.  
177 S. Beverly Drive (B.H.) CRestview 1-6131  
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  
Osatti Agency, The  
300 S. Beverly Dr. (B.H.) CRestview 6-0211  
Phillips, Ed Paul, Agency.  
6543 Hollywood Blvd. (28) HUDson 2-7245  
Preminger, Inge, Agency.  
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, Agency, Inc.  
211 S. Beverly Dr. (B.H.) CRestview 1-8121  
Rusb, Art, Inc.  
6277 Selma Ave. (28) Hillside 5161  
Saphier, James L., Agency, Inc.  
9538 Brighton Way (B.H.) CRestview 1-7231  
Sulkow, Agency, Ted.  
9119 Sunset Blvd. (46) CRestview 1-9134  
Sharpe, Don W.  
8533 Sunset Blvd. (46) CRestview 6-2044  
Schwartz Agency.  
8519 Sunset Blvd. CRestview 4-6301  
Shauer, Melville A., Agency.  
9120 Sunset Blvd. (46) CRestview 1-1103  
Sherman, Edward, Agency.  
8580 Sunset Blvd. (46) CRestview 5-9186  
The Small Co.  
8572 Sunset Blvd. (46) HOLLYwood 9-2522  
Shurr, Louis Agency.  
327 North Roden Dr. (B.H.) CRestview 1-1116  
Somlyo, E. T., Agency.  
232 N. Canon Dr. (B.H.) CRestview 6-2041  
Stempel-Olenick Agency.  
717 N. La Cienega Blvd. (46) CRestview 1-7141  
Wendling, Charles.  
9156 Sunset Blvd. (46) CRestview 6-2348  
Winkler, Daniel M.  
9470 Santa Monica Blvd. (B.H.) CRestview 1-7244  
Winkler, Frank  
1197 N. Western Ave. (27) HOLLYwood 9-8351

### CHICAGO



Norman Alexandroff Artists' Bureau  
410 S. Michigan Ave. Wabash 2-0761  
Benn Theatrical Agency  
64 West Randolph St. DEarborn 2-6850  
Consolidated Radio Artists of Ill.  
32 W. Randolph St. FRanklin 2-8300  
Ellsworth, W. M.  
75 E. Wacker Drive. CENTral 6-0942  
General Artists Corp.  
369 N. Michigan Ave. STATE 2-6288  
Gumbiner Management Co.  
120 S. LaSalle St. STATE 2-0248  
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  
Morris, William, Agency  
205 N. Wabash Ave. STATE 2-3632  
Morse, Sidney P.  
205 N. Wabash Ave. CENTral 6-3353  
Music Corporation of America  
450 N. Michigan Ave. DELaware 7-1160  
National Concert & Artists Corp.  
105 W. Adams St. DEarborn 2-5813  
Parks, James & Co.  
333 N. Michigan Ave. CENTral 6-7980  
Schuster, Milton  
127 North Dearborn St. DEarborn 2-3633  
WLS Artists Bureau  
120 W. Washington Blvd. MONroe 6-9500

# PROGRAMS

Commercially Sponsored

□

Title

□

Advertiser and Product

□

Network

□

Advertising Agency

NINETEEN FIFTY



# Complete Listing of Major Networks —Commercial Programs of 1949—

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, 1949. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Abbreviations: PC, Pacific Coast.

## A

| PROGRAM                         | ADVERTISER AND PRODUCT                                                           | NETWORK | ADVERTISING AGENCY                                               |
|---------------------------------|----------------------------------------------------------------------------------|---------|------------------------------------------------------------------|
| A Date With Judy                | Lewis-Howe Co.<br>Tuna                                                           | NBC     | Roche, Williams & Cleary, Inc.<br>Dancer-Fitzgerald-Sample, Inc. |
| A Day in the Life of Dennis Day | Colgate-Palmolive Peet Co.<br>Colgate Dental Cream, Palmolive Soap, Lucrea-Culif | NBC     | Ted Bates, Inc.                                                  |
| A Life In Your Hands            | Brown & Williamson Tobacco Co.<br>Newly Crafted                                  | NBC     | Russel M. Seeds Co., Inc.                                        |
| Address by Mr. Earl Bunting     | Nat'l. Assn. of Manufacturers<br>Institution                                     | ABC     | Benton & Bowles, Inc.                                            |
| Adventures of Ozzie & Harriet   | H. J. Heinz Co.<br>57 Varieties                                                  | ABC     | Maxon, Inc.                                                      |
| Adventures of Ozzie & Harriet   | International Silver Co.<br>Silver                                               | CBS     | Young & Rubicam, Inc.                                            |
| Adventures of Ozzie & Harriet   | International Silver Co.<br>Silver                                               | NBC     | Young & Rubicam, Inc.                                            |
| Adventures of Sam Spade         | Wildroot Co., Inc.<br>Wildroot Cream Oil Hair Tonic                              | NBC     | Batten, Barton, Durstine & Osborn, Inc.                          |
| Adventures of Sam Spade         | Wildroot Co., Inc.<br>Cream Oil Shampoo                                          | CBS     | Batten, Barton, Durstine & Osborn, Inc.                          |
| Adventures of Sherlock Holmes   | Petri Wine Co.<br>Petri Wine                                                     | ABC     | Young & Rubicam, Inc.                                            |

|                                  |                                                                                    |        |                                             |
|----------------------------------|------------------------------------------------------------------------------------|--------|---------------------------------------------|
| Adventures of the Thin Man       | Kaiser-Frazer Corp.<br>Automobiles                                                 | MBS    | William H. Weintraub Co.<br>New York        |
| Afternoon Final                  | Fisher Flouring Mills Co.<br>Fisher's Cereal and Flour Products                    | ABC-PC | Pacific National Advertising Agency         |
| Against the Storm                | Philip Morris & Co., Ltd.<br>Cigarettes                                            | MBS    | Cecil & Presbrey<br>New York                |
| Aldrich Family                   | General Foods Corp.<br>Jello, Jello Products                                       | NBC    | Young & Rubicam, Inc.                       |
| All American Soap Box Derby      | General Motors Corp., Chevrolet Div.<br>Chevrolet Cars                             | CBS    | Campbell-Ewald Co., Inc.                    |
| All Star Baseball Games          | Gillette Safety Razor Corp.<br>Gillette Safety Blades and Razors                   | MBS    | Maxon, Inc.<br>New York                     |
| The Fred Allen Show              | Ford Motor Co.<br>Motor Cars and Service                                           | NBC    | J. Walter Thompson Co.                      |
| American Album of Familiar Music | Sterling Drug Co<br>Bayer Aspirin                                                  | NBC    | Dancer, Fitzgerald, Sample, Inc.            |
| American Radio Warblers          | American Bird Products, Inc.<br>Bird Foods                                         | MBS    | Weston-Barnett                              |
| Amos 'n' Andy                    | Lever Brothers Co.<br>Rinso                                                        | CBS    | Ruthrauff & Ryan, Inc.                      |
| Anacin Hollywood Star Theatre    | Whitehall Pharmaceutical Co.<br>Kolyunos, Anacin                                   | NBC    | Sullivan, Stauffer, Colwell & Bayles, Inc.  |
| Anniversary                      | Hudson Motor Co.<br>Automobiles                                                    | MBS    | Brooke, Smith, French & Dorrance<br>Detroit |
| Armstrong Theater of Today       | Armstrong Cork Co.<br>Armstrong Quaker Rugs, Linoleum Products,<br>Floor Coverings | CBS    | Batten, Barton, Durstine & Osborn, Inc.     |
| Aunt Jenny                       | Lever Bros. Co.<br>Spry                                                            | CBS    | Ruthrauff & Ryan, Inc.                      |
| Aunt Mary                        | Albers Milling Co.<br>Albers Quick Oats                                            | NBC-PC | Erwin, Wasey & Co., Ltd.                    |
| Gene Autry Show                  | Wm. Wrigley Jr., Co.<br>Chewing Gum                                                | CBS    | Ruthrauff & Ryan, Inc.                      |

# B

| PROGRAM                     | ADVERTISER AND PRODUCT                                                                        | NETWORK | ADVERTISING AGENCY                         |
|-----------------------------|-----------------------------------------------------------------------------------------------|---------|--------------------------------------------|
| Backstage Wife              | Sterling Drug Co.<br>Dr. Lydia's Tooth Powder and Paste, Esquille<br>Dandergine, Asting-O-Sol | NBC     | Dancer, Fitzgerald, Sample, Inc.           |
| The Baptist Hour            | Southern Baptist Convention<br>First National                                                 | ABC     | Liller, Neal & Battle                      |
| Red Barber's Club House     | U. S. Army & U. S. Air Force Recruiting Services<br>Recruiting Services                       | CBS     | Gardner Advertising Co.                    |
| Bekins Hollywood Music Hall | Bekins Van & Storage Co.<br>Storage                                                           | CBS-PC  | Brooks Advertising Agency                  |
| Belmont Stakes              | Gillette Safety Razor Co.<br>Shaving Cream, Safety Razors and Blades                          | CBS     | Maxon, Inc.                                |
| Jack Benny Show             | American Tobacco Co.<br>Lucky Strike Cigarettes                                               | CBS     | Batten, Barton, Durstine & Osborn, Inc.    |
| Jack Berch Show             | Prudential Insurance Co.<br>Insurance                                                         | NBC     | Benton & Bowles, Inc.                      |
| Milton Berle Show           | Texas Co.<br>Cigarettes, Motor Oil                                                            | ABC     | Kudner Agency, Inc.                        |
| Beulah                      | Procter & Gamble Co.<br>Dettol                                                                | CBS     | Dancer-Fitzgerald-Sample, Inc.             |
| Big 'n' Little Club         | Dr. Posner's Scientific Shoes for Children<br>Shoes                                           | ABC     | Hirshon-Garfield Agency                    |
| Big Sister                  | Procter & Gamble Co.<br>Drene, Ivory Soap, Spic & Span, Tide                                  | CBS     | Compton Advertising Inc.                   |
| The Big Story               | American Cigarette & Cigar Co.<br>Pall Mall Cigarettes                                        | NBC     | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Big Town                    | Lever Bros. Co.<br>Lifebuoy                                                                   | NBC     | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Blondie                     | Colgate-Palmolive Peet Co.<br>Colgate Dental Cream, Supersuds                                 | NBC     | William Esty Co., Inc.                     |
| Boston Blackie              | Lucern Milk Co. Div. of Safeway Stores, Inc.<br>All Products                                  | CBS-PC  | J. Walter Thompson Co.                     |
| Blue Book of Sports         | U. S. 6th Army Command<br>Recruiting                                                          | ABC-PC  | Russell, Harris & Wood, Inc.               |



|                                |                                                                                                          |     |                                                |
|--------------------------------|----------------------------------------------------------------------------------------------------------|-----|------------------------------------------------|
| <b>Break the Bank</b>          | <b>Bristol-Myers</b><br>Ipana, Mum, Vitals                                                               | ABC | <b>Doherty, Clifford &amp; Shenfield, Inc.</b> |
| <b>Break the Bank</b>          | <b>Bristol-Myers Co.</b><br>Ipana, Vitals                                                                | NBC | <b>Doherty, Clifford &amp; Shenfield, Inc.</b> |
| <b>Breakfast Club</b>          | <b>Swift &amp; Co</b><br>Meat, Meat Products, Shortening, Cooking Oils                                   | ABC | <b>J. Walter Thompson Co.</b>                  |
| <b>Breakfast Club</b>          | <b>Philco Corp.</b><br>Refrigerators, Radios, Freezers, Air Conditioning, TV Receivers                   | ABC | <b>Hutchins Advertising Co., Inc.</b>          |
| <b>Breakfast Club</b>          | <b>General Mills, Inc.</b><br>Kix, Wheaties, Gold Medal Kitchen Tested Flour                             | ABC | <b>Tatham-Laird, Inc.</b>                      |
| <b>Fanny Brice-Baby Snooks</b> | <b>Lewis-Howe Co</b><br>Tums                                                                             | NBC | <b>Dancer-Fitzgerald-Sample, Inc.</b>          |
| <b>Bride and Groom</b>         | <b>Sterling Drug, Inc.</b><br>Phillips Toothpaste, Milk of Magnesia Tablets, Creams, Multisified Shampoo | ABC | <b>Dancer-Fitzgerald-Sample, Inc.</b>          |
| <b>Brighter Day</b>            | <b>Procter &amp; Gamble Co.</b><br>Ivory Flakes                                                          | CBS | <b>Compton Advertising, Inc.</b>               |
| <b>The Brighter Day</b>        | <b>Procter &amp; Gamble Co.</b><br>Dreft                                                                 | NBC | <b>Dancer, Fitzgerald, Sample, Inc.</b>        |
| <b>Burns &amp; Allen Show</b>  | <b>Block Drug Co., Inc.</b><br>Amm-i-dent Toothpowder                                                    | CBS | <b>Cecil &amp; Presbrey, Inc.</b>              |
| <b>Burns &amp; Allen</b>       | <b>General Foods Corp.</b><br>Maxwell House Coffee                                                       | NBC | <b>Benton &amp; Bowles, Inc.</b>               |

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**C**

|                                   |                                                                              |        |                                          |
|-----------------------------------|------------------------------------------------------------------------------|--------|------------------------------------------|
| <b>California Caravan</b>         | <b>California Medical Assn.</b><br>Physician's Service                       | ABC-PC | <b>Lockwood, Shackelford Advertising</b> |
| <b>Call The Police</b>            | <b>Lever Bros. Co.</b><br>Rinso                                              | CBS    | <b>Ruthrauff &amp; Ryan, Inc.</b>        |
| <b>Camel Screen Guild Theatre</b> | <b>R. J. Reynolds Co.</b><br>Camel Cigarettes                                | NBC    | <b>William Esty &amp; Co., Inc.</b>      |
| <b>Erwin D. Canham</b>            | <b>Christian Science Publishing Society</b><br>The Christian Science Monitor | ABC    | <b>H. B. Humphrey Co.</b>                |
| <b>Judy Canova Show</b>           | <b>Colgate-Palmolive Peet Co.</b><br>Palmolive Shave Cream and Soap          | NBC    | <b>Ted Bates &amp; Co.</b>               |

| PROGRAM                                                      | ADVERTISER AND PRODUCT              | NETWORK | ADVERTISING AGENCY                      |
|--------------------------------------------------------------|-------------------------------------|---------|-----------------------------------------|
| The Eddie Cantor Show                                        | Pabst Sales Co.                     | NBC     | Warwick & Legler, Inc.                  |
| Captain Midnight                                             | The Wander Co.                      | MBS     | Hill Blacklett Co.                      |
| Carnation Contented Hour                                     | Carnation Co.                       | NBC     | Erwin, Wasey & Co., Ltd.                |
| Carnation Family Party                                       | Carnation Co.                       | CBS-PC  | Erwin, Wasey & Co., Ltd.                |
| Carnegie Hall                                                | American Oil Co.                    | ABC     | Joseph Katz Co.                         |
| Jack Carson Show                                             | General Foods Corp.                 | CBS     | Young & Rubicam, Inc.                   |
| Cavalcade of America                                         | E. I. duPont de Nemours & Co., Inc. | NBC     | Batten, Barton, Durstine & Osborn, Inc. |
| Cerdan-LaMotta Fight                                         | F. Ballantine & Sons                | MBS     | J. Walter Thompson                      |
| Challenge of the Yukon                                       | Quaker Oats Co.                     | ABC     | Sherman & Marquette, Inc.               |
| Champion Roll Call                                           | Champion Spark Plug                 | ABC     | MacManus, John & Adams Inc.             |
| Chance of a Lifetime                                         | Brunner-Ritter, Inc.                | ABC     | Raymond Spector Co., Inc.               |
| Chandu, the Magician                                         | White King Products Co.             | MBS     | Raymond R. Morgan                       |
| Edward Charles-Gus Lesnevich Heavy-weight Championship Fight | Gillette Safety Razor Co.           | ABC     | Maxon, Inc.                             |
| Charlie McCarthy Program                                     | Coca-Cola Co.                       | CBS     | D'Arcy Advertising Co., Inc.            |
| Chesterfield Supper Club                                     | Liggett & Myers Tobacco Co.         | NBC     | Newell-Emmett Co.                       |
| Choral Festival                                              | Stanley Home Products               | ABC     | Direct                                  |
| Choralliers with Eugene Lowell                               | Longines-Wittnauer Watch Co., Inc.  | CBS     | Victor A. Bennett Co., Inc.             |
| Circle Arrow Show                                            | Western Auto Supply Co.             | NBC     | Bruce B. Brewer & Co.                   |

|                                                                               |                                                                                            |     |                                |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-----|--------------------------------|
| Cities Service Band of America                                                | Cities Service Co.<br>Gas and Oil                                                          | NBC | Eilington & Co., Inc.          |
| Betty Clark Sings                                                             | P. J. Ritter Co.<br>Ritter's Catsup, Chili Sauce, Relish                                   | ABC | The Clements Co., Inc.         |
| Club 15 with Bob Crosby, Andrew Sisters,<br>Margaret Whiting, The Modernaires | Campbell Soup Co.<br>Franco-American Products                                              | CBS | Ward Wheelock Co.              |
| Club Time                                                                     | Club Aluminum Products<br>Aluminum Household Utensils                                      | ABC | Leo Burnett Co., Inc.          |
| Confidential Closeups                                                         | Animal Foundation, Inc.<br>Hunt Club Dog Food                                              | NBC | Comstock, Duffes & Co.         |
| Contented Hour                                                                | Carnation Co.<br>Evaporated Milk                                                           | CBS | Erwin, Wasey & Co., Inc.       |
| Corliss Archer                                                                | Electric Companies Advertising Program<br>Institutional                                    | CBS | N. W. Ayer & Son, Inc.         |
| Cotton Bowl Football                                                          | R. J. Reynolds Tobacco Co.<br>Camels                                                       | MBS | William Esty & Co., Inc.       |
| Counter Spy                                                                   | Pepsi-Cola Co.<br>Pepsi Cola, Everness                                                     | ABC | The Briow Co., Inc.            |
| County Fair                                                                   | The Borden Co.<br>All Products                                                             | CBS | Kenyon & Eckhardt, Inc.        |
| Crime Photographer                                                            | The Toni Co., Div. of Gillette Safety Razor Co.<br>Toni Home Permanent Wave, Creme Shampoo | CBS | Foote, Cone & Belding          |
| Crime Photographer                                                            | Philip Morris & Co., Ltd., Inc.<br>Philip Morris Cigarettes                                | CBS | The Briow Co., Inc.            |
| Betty Crocker Magazine of the Air                                             | General Mills<br>Gold Medal Flour, Bisquick Cake Flour, Ginger Cake                        | ABC | Dancer-Fitzgerald-Sample, Inc. |
| Bing Crosby Program                                                           | Liggett & Myers Tobacco Co.<br>Chesterfield Cigarettes                                     | CBS | Newell-Emmett Co.              |
| Bing Crosby Wheaties Baseball                                                 | General Mills, Inc.<br>All Products                                                        | CBS | Knox Reeves Advertising Inc.   |
| The Bob Crosby Show                                                           | Pet Milk Corp.<br>Evaporated Milk                                                          | NBC | Gardner Advertising Co.        |
| Curtain Time                                                                  | Mars, Inc<br>Candy                                                                         | NBC | Grant Advertising Inc.         |

| PROGRAM                          | ADVERTISER AND PRODUCT                                                                        | NETWORK | ADVERTISING AGENCY                                       |
|----------------------------------|-----------------------------------------------------------------------------------------------|---------|----------------------------------------------------------|
| The D & H Miners                 | Hudson Coal Co.<br>Coal                                                                       | NBC     | The Clements Co., Inc.                                   |
| Date With Judy                   | Revere Camera Co.<br>Movie Cameras, Projectors, Accessories                                   | ABC     | Roche, Williams & Cleary, Inc.                           |
| David Harum                      | B. T. Babbitt, Inc.<br>B&O-Glim                                                               | CBS     | Duane Jones Co., Inc.                                    |
| Johnny Desmond                   | Ronson Art Metal Works<br>Round Lighters                                                      | MBS     | Cecil & Presbrey, New York<br>Grey Advertising, New York |
| Joe DiMaggio Show                | M & M Limited<br>M & M Candies                                                                | CBS     | Lynn Baker, Inc.                                         |
| Dorothy Dix at Home              | Sealtest, Inc.<br>Dairy Products                                                              | NBC     | N. W. Ayer & Son, Inc.                                   |
| Dr. Christian with Jean Hersholt | Chesebrough Mfg. Co., Consolidated<br>Vaseline Hair Tint, Lip Ldg, Petroleum Jelly<br>Shampoo | CBS     | McCann-Erickson, Inc.                                    |
| Dr. I. Q.                        | Mars, Inc.<br>Candy                                                                           | NBC     | Grant Advertising Inc.                                   |
| Dr. I. Q., Jr.                   | Mars, Inc.<br>Candy                                                                           | NBC     | Grant Advertising Inc.                                   |
| Double or Nothing                | Campbell Soup Co.<br>Soup, Pork & Beans, Franco-American Spaghetti                            | NBC     | Ward Wheelock Co.                                        |
| Dragnet                          | Liggett & Myers Tobacco Co.<br>Patina Cigarettes                                              | NBC     | Newell-Emmett Co.                                        |
| Galen Drake                      | Pillsbury Mills, Inc.<br>Family Flour, Cake Flour, Wheat Bran, Corn Meal                      | ABC     | Leo Burnett Co., Inc.                                    |
| Alex Dreier                      | Skelly Oil<br>Petroleum Products                                                              | NBC     | Henri, Hurst & McDonald, Inc.                            |
| Duffy's Tavern                   | Bristol-Myers Co.<br>Ipana, Vitalis                                                           | NBC     | Young & Rubicam, Inc.                                    |
| Duffy's Tavern                   | Blatz Brewing Co.<br>Beer                                                                     | NBC     | Kaster, Farrell, Chesley & Clifford, Inc.                |
| Jimmy Durante Show, The          | R. J. Reynolds Co.<br>Camel Cigarettes                                                        | NBC     | William Esty & Co., Inc.                                 |

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**E**

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Evans Show Case  
**Evans Case Co.**  
Compacts, Cigarette Lighters, Handbags

**Don Horter & Co.**

CBS

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**F**

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Percy Faith's Orchestra & Jane Froman  
**Coca-Cola Co.**  
Coca-Cola

Fat Man  
**Norwich Pharmacal Co.**  
Pepto-Bismol, Unguentine

Father Knows Best  
**General Foods Corp.**  
Maxwell House Coffee

Faultless Starch Time  
**Faultless Starch Co.**  
Faultless Starch

F. B. I. in Peace And War  
**Procter & Gamble Co.**  
Lava

Festival of Music  
**Longines-Wittnauer Watch Co., Inc.**  
Longines Watches

Festival of Song  
**Longines-Wittnauer Watch Co., Inc.**  
Wittnauer Watches

Fibber McGee & Molly  
**S. C. Johnson & Son, Inc.**  
Wax Products

Jimmy Fidler  
**Carter Products, Inc.**  
Carter's Little Liver Pills, Arrid

Jimmie Fidler  
**Carter Products**  
Arrid, Carter's Little Liver Pills

First Nighter  
**Campana Sales Co.**  
All Products

Fisher Body Craftsman's Guild  
**Fisher Body Div. of General Motors**  
Institutional

Fishing & Hunting Club of the Air  
**Mail Pouch Tobacco Co.**  
Tobaccos

Football Games  
**Assoc'd. Oil Co., Div. of Tidewater Associated Oil Co.**  
Lubricants

Ford Theater  
**Ford Motor Co.**  
Ford Cars

**D Arcy Advertising Co., Inc.**

Lawrence C. Gumbinner

Benton & Bowles, Inc.

Bruce B. Brewer & Co.

Biow Co., Inc.

Victor A. Bennett, Co., Inc.

Victor A. Bennett, Co., Inc.

Needham, Louis & Brorby, Inc.

Sullivan, Stauffer Colwell & Bayles, Inc.

Sullivan, Stauffer Colwell & Bayles, Inc.

Wallace-Ferry Hanly Co.

Kudner Agency, Inc.

Walker & Downing  
Pittsburgh

Buchanan & Co., Inc.

Kenyon & Eckhardt, Inc.

| PROGRAM                               | ADVERTISER AND PRODUCT                                                              | NETWORK | ADVERTISING AGENCY                                                     |
|---------------------------------------|-------------------------------------------------------------------------------------|---------|------------------------------------------------------------------------|
| Frank and Ernest                      | Dawn Bible Students Ass'n.<br>Institutional                                         | ABC     | W. L. Gleason & Co.                                                    |
| Free For All                          | Lewis Food Co.<br>Dog and Cat Products                                              | CBS-PC  | Rockett-Lauritzen                                                      |
| From Where We Came                    | Textile Workers Union of America<br>Institutional                                   | ABC     | Furman, Feiner & Co., Inc.                                             |
| Front Page Farrell                    | Whitehall Pharrnacial Co.<br>Kolyvos, Acrowax                                       | NBC     | Dancer, Fitzgerald, Sample, Inc.;<br>John F. Murray Advertising Agency |
| Front Page Features with Knox Manning | Manhattan Soap Co., Inc.<br>All Products                                            | CBS     | Duane Jones Co., Inc.                                                  |
| <b>G</b>                              |                                                                                     |         |                                                                        |
| Arthur Gaeth                          | United Electrical Radio & Machine Workers of America<br>Institutional               | ABC     | Weinstein Co.                                                          |
| Game of the Week                      | U. S. Army & U. S. Air Force Recruiting Service<br>Recruiting                       | ABC     | Gardner Advertising Co.                                                |
| Gangbusters                           | General Foods Corp.<br>Grape Nuts                                                   | CBS     | Young & Rubicam, Inc.                                                  |
| Garden Gate with Tom Williams         | Ferry-Morse Seed Co.<br>Seeds                                                       | CBS     | MacManus, John & Adams, Inc.                                           |
| Bob Garred, News                      | Mennen Co.<br>All Products                                                          | CBS-PC  | Duane Jones, Co., Inc.                                                 |
| Bob Garred, News                      | Peter Paul, Inc.<br>Candy Bars                                                      | CBS-PC  | Brisacher, Wheeler & Staff, Inc.                                       |
| Bob Garred, News                      | Dennison Food Co.<br>All Products                                                   | CBS-PC  | Brisacher, Wheeler & Staff, Inc.                                       |
| Bob Garred, News                      | "42" Products, Inc.<br>Hair Oil and Others                                          | CBS-PC  | McNeill & McCleery, Inc.                                               |
| General Electric Houseparty           | General Electric Co. (Appliance & Merchandise Dept.)<br>General Electric Appliances | ABC     | Young & Rubicam, Inc.                                                  |
| Get More Out of Life                  | William Wise & Co.<br>Books                                                         | ABC     | Thwing & Altman, Inc.                                                  |
| Gillette Fights                       | Gillette Safety Razor Co.<br>Probak, Valer Auto Strip, Safety Razors and Blades     | ABC     | Maxon, Inc.                                                            |

|                                |                                                                                            |     |                                         |
|--------------------------------|--------------------------------------------------------------------------------------------|-----|-----------------------------------------|
| Give & Take                    | The Toni Co., Div. of Gillette Safety Razor Co.<br>Toni Home Permanent Wave, Creme Shampoo | CBS | Foote, Cone & Belding                   |
| Arthur Godfrey Show            | The Toni Co., Div. of Gillette Safety Razor Co.<br>Toni Home Permanent Wave, Creme Rinse   | CBS | Foote, Cone & Belding Co.               |
| Arthur Godfrey Show            | Wildroot Co., Inc.<br>Liquid Cream Shampoo                                                 | CBS | Batten, Barton, Durstine & Osborn, Inc. |
| Arthur Godfrey Show            | National Biscuit Co.<br>All Products                                                       | CBS | McCann-Erickson, Inc.                   |
| Arthur Godfrey Show            | Liggett & Myers Tobacco Co., Inc.<br>Chesterfield Cigarettes                               | CBS | Newell-Emmett Co.                       |
| Arthur Godfrey Show            | Lee Pharmaceutical Co.<br>Spray-A-Wave                                                     | CBS | Dancer-Fitzgerald-Sample, Inc.          |
| Arthur Godfrey Show            | Gold Seal Co.<br>Gold Seal Wax Cleaning Products                                           | CBS | Campbell-Mithun, Inc.                   |
| Arthur Godfrey's Talent Scouts | Lever Bros. Co., Thomas J. Lipton Div.<br>Lipton's Tea, Soup Mixes                         | CBS | Young & Rubicam, Inc.                   |
| The Goldbergs                  | General Foods Corp.<br>Sanka, Instant Sanka                                                | CBS | Young & Rubicam, Inc.                   |
| Grand Central Station          | Pillsbury Mills, Inc.<br>All Products                                                      | CBS | Leo Burnett Co., Inc.                   |
| Grand Ole Opry                 | R. J. Reynolds Co.<br>Prince Albert Tobacco                                                | NBC | William Esty & Co., Inc.                |
| Grand Slam with Irene Beasley  | Continental Baking Co., Inc.<br>Wonder Bread, Hostess Cakes                                | CBS | Ted Bates & Co.                         |
| Great Gildersleeve             | Kraft Foods Co.<br>Parkay, Kraft Dinner                                                    | NBC | Needham, Louis & Brorby, Inc.           |
| Great Scenes from Great Plays  | Nat'l. Council of Protestant Episcopal Churches<br>Religion                                | MBS | H. B. Humphrey Co.<br>New York          |
| The Greatest Story Ever Told   | Goodyear Tire & Rubber Co.<br>Institutional                                                | ABC | Kudner Agency, Inc.                     |
| Guiding Light                  | Procter & Gamble<br>Duz                                                                    | CBS | Compton Advertising Inc.                |

## H

Hallmark Playhouse  
Hall Bros., Inc.  
Hallmark Greeting Cards

CBS  
Foote, Cone & Belding

| PROGRAM                               | ADVERTISER AND PRODUCT                                                                 | NETWORK | ADVERTISING AGENCY                               |
|---------------------------------------|----------------------------------------------------------------------------------------|---------|--------------------------------------------------|
| Handy Man                             | Wm. H. Wise & Co.<br>Books                                                             | CBS     | Thwing & Altman, Inc.                            |
| Harkness of Washington                | Pure Oil Co.<br>Radio Program                                                          | NBC     | Leo Burnett Co., Inc.                            |
| Radie Harris                          | Bowey's, Inc.<br>Dinner and Flaming                                                    | MBS     | Sorensen & Co.<br>New York                       |
| Phil Harris-Alice Faye Show, The      | Rexall Drug Co.<br>Retail Units                                                        | NBC     | Batten, Barton, Durstine & Osborn, Inc.          |
| Harvest of Stars                      | International Harvester Co.<br>International Harvester of America, Inc. Farm Equipment | NBC     | McCann-Erickson, Inc.                            |
| Harvest of Stars with James Melton    | International Harvester Co.<br>A. P. B. Co.                                            | CBS     | McCann-Erickson, Inc.                            |
| Bob Hawk Show                         | R. J. Reynolds Tobacco Co.<br>The Company                                              | CBS     | William Esty & Co., Inc.                         |
| Sam Hayes                             | General Mills, Inc.<br>Sally's Pancakes, Waffles, Frostings, etc.                      | NBC-PC  | Knox-Reeves, Inc.                                |
| Sam Hayes                             | Studebaker Corp.<br>Automobiles                                                        | NBC-PC  | Roche, Williams & Cleary, Inc.                   |
| Sam Hayes, Night Reporter             | General Mills, Inc.<br>Sally's Pancakes, Waffles, Frostings, etc.                      | NBC-PC  | Knox-Reeves, Inc.                                |
| Healing Ministry of Christian Science | First Church of Christ Scientist<br>Church                                             | MBS     | H. B. Humphrey Co<br>New York                    |
| Gabriel Heatter                       | Noxzema Chemical Co.<br>Cosmetics, Perfumes                                            | MBS     | Sullivan, Stauffer, Colwell & Bayles<br>New York |
| Gabriel Heatter                       | Serutan Co.<br>Surgical Instruments, Dr. X                                             | MBS     | Roy S. Durstine Co.<br>New York                  |
| Gabriel Heatter                       | R. B. Semler, Inc.<br>Kremlett's Fruit and Jam Spreads                                 | MBS     | Erwin Wasey & Co.<br>New York                    |
| Horace Heidt Show                     | Philip Morris & Co., Ltd., Inc.<br>Cigarettes, Cigars, etc.                            | CBS     | The Biow Co., Inc.                               |
| Bill Henry & The News                 | Johns-Manville Corp.<br>Industrial Paper Products                                      | MBS     | J. Walter Thompson<br>New York                   |
| Hilltop House                         | Miles Laboratories, Inc.<br>All-day-Saturday, Over-the-Week-End, Tablets               | CBS     | Wade Advertising Agency                          |
| Hint Hunt                             | Armour & Co.<br>Canned Meats, Canned Eggs, Desserts, etc.                              | CBS     | Foote, Cone & Belding                            |



|                        |                                                                                       |        |                                                                   |
|------------------------|---------------------------------------------------------------------------------------|--------|-------------------------------------------------------------------|
| Hit The Jackpot        | De Soto-Plymouth Dealers Div. of Chrysler Corp.<br>De Soto-Plymouth Cars              | CBS    | Batten, Barton, Durstine & Osborn, Inc.                           |
| Hogan's Daughter       | Philip Morris Co., Ltd.<br>Cigarettes                                                 | NBC    | Biow Co., Inc.                                                    |
| Hollywood Calling      | Gruen Watch Co.<br>Watches                                                            | NBC    | Grey Advertising Inc.                                             |
| Hollywood Quiz         | Hallicrafters, Inc.<br>Radio Equipment, etc.                                          | MBS    | Sorensen & Co.<br>Chicago                                         |
| Bob Hope               | Lever Bros. Co.<br>Swan Soap                                                          | NBC    | Young & Rubicam, Inc.; Batten, Barton,<br>Durstine & Osborn, Inc. |
| Hormel Girls Corps     | George A. Hormel & Co.<br>Spam and other Canned Meats                                 | MBS    | Batten, Barton, Durstine & Osborn, Inc.<br>Minneapolis            |
| Hormel Girls Corps     | George A. Hormel & Co.<br>Meat, Dairy Products                                        | ABC    | Batten, Barton, Durstine & Osborn, Inc.                           |
| House of Mystery       | General Foods Sales Corp.<br>Post Bran Toasties, Raisin Bran, Gaines Dog Food         | MBS    | Benton & Bowles<br>New York                                       |
| Houseparty             | Pillsbury Mills, Inc.<br>Family Flour, Cake Flour, Wheat Bran, Corn Meal              | ABC    | Leo Burnett Co., Inc.                                             |
| Human Side of the News | Kelvinator Div. of Nash-Kelvinator Corp.<br>Kelvinator Refrigerators, Electric Ranges | ABC    | Geyer, Newell & Ganger, Inc.                                      |
| Chet Huntley, News     | Packard Bell Co.<br>Packard Bell Radios, Television                                   | CBS-PC | Abbott Kimball Co., Inc.                                          |
| Chet Huntley, News     | Sealy Mattress Co.<br>All Products                                                    | CBS-PC | Alvin Wilder                                                      |
| Chet Huntley, News     | Household Finance Co.                                                                 | CBS-PC | LeVally, Inc.                                                     |

## I

|                            |                                    |     |                                         |
|----------------------------|------------------------------------|-----|-----------------------------------------|
| Ice Follies of 1950        | Shipstad & Johnson<br>Ice Follies  | MBS | Smith, Bull & McCreery<br>Hollywood     |
| Indianapolis Speedway Race | Perfect Circle Co.<br>Piston Rings | MBS | Henri, Hurst & MacDonid<br>Chicago      |
| Inner Sanctum              | Emerson Drug Co.<br>Bromo-Seltzer  | CBS | Batten, Barton, Durstine & Osborn, Inc. |

# J

| PROGRAM                      | ADVERTISER AND PRODUCT                                                                                        | NETWORK | ADVERTISING AGENCY                                                      |
|------------------------------|---------------------------------------------------------------------------------------------------------------|---------|-------------------------------------------------------------------------|
| Jack Armstrong               | General Mills<br>Wheaties, Cheerios, Kix                                                                      | ABC     | Knox Reeves Advertising, Inc.                                           |
| Allan Jackson & The News     | Seeman Brothers, Inc.<br>Air Wick                                                                             | CBS     | Wm. H. Weintraub & Co., Inc.                                            |
| Allan Jackson & The News     | Animal Foundation Inc.<br>Hunt Club Dog Food                                                                  | CBS     | Comstock, Duffes & Co.                                                  |
| Jersey Stakes Race           | Gillette Safety Razor Co.<br>Probak, Valet Auto Strip, Safety Razors and Blades                               | ABC     | Maxon, Inc.                                                             |
| The Jergens-Woodbury Journal | The Andrew Jergens Co.<br>Jergens Lotion, Toilet Soaps, Perfumes                                              | ABC     | Robert W. Orr & Associates, Inc.                                        |
| Spike Jones Show             | Coca-Cola Co.<br>Coca-Cola                                                                                    | CBS     | D'Arcy Advertising Co., Inc.                                            |
| Junior Miss                  | Lever Bros., Co.<br>Pepsodent Toothpaste, Pepsodent Toothpowder,<br>Ravve Creme Shampoo, Ravve Home Permanent | CBS     | Needham, Louis & Brorby, Inc.                                           |
| Just Plain Bill              | Whitehall Pharamacal Co.<br>Aminin                                                                            | NBC     | John F. Murray Advertising Agency<br>Dancer, Fitzgerald & Sample, Inc.; |
| Juvenile Jury                | General Foods Sales Corp.<br>Post Bran Toasties, Raisin Bran, Corned Beef, Food                               | MBS     | Benton & Bowles<br>New York                                             |

# K

|                           |                                                                            |     |                                                    |
|---------------------------|----------------------------------------------------------------------------|-----|----------------------------------------------------|
| Kaltenborn Edits the News | Pure Oil Co.<br>Pure Oil Petroleum Products                                | NBC | Leo Burnett Co., Inc.                              |
| John B. Kennedy           | Murine Co.<br>Murrine                                                      | MBS | Batten, Barton, Durstine & Osborn, Inc.<br>Chicago |
| John B. Kennedy           | Doubleday & Co.<br>Book Publishers                                         | MBS | Huber Hoge & Sons<br>New York                      |
| Kentucky Derby            | Gillette Safety Razor Co.<br>Gillette Shaving Cream, Safety Razors, Blades | CBS | Maxon, Inc.                                        |
| The King's Men            | S. C. Johnson & Son, Inc.<br>Wax Products                                  | NBC | Needham, Louis & Brorby, Inc.                      |
| Kraft Music Hall          | Kraft Foods Co.<br>Cheese Sandwiches, Kraft Dinner, Mayonnaise             | NBC | J. Walter Thompson Co.                             |

**L**

|                               |                                                                               |     |                                          |
|-------------------------------|-------------------------------------------------------------------------------|-----|------------------------------------------|
| <b>Ladies Be Seated</b>       | <b>Toni, Inc.</b><br>Toni Home Permanent Wave, Toni Shampoo                   | ABC | Footte, Cone & Belding, Inc.             |
| <b>Ladies Be Seated</b>       | <b>Quaker Oats Co. for Aunt Jemima Pancake Flour</b><br>Muffets, Bakery Goods | ABC | C. J. LaRoche & Co.                      |
| <b>Ladies Be Seated</b>       | <b>Philip Morris &amp; Co., Ltd.</b><br>Philip Morris Cigarettes              | ABC | Cecil & Presbrey, Inc.                   |
| <b>William Lang</b>           | <b>Radio Offers Co.</b><br>Plastic Products                                   | ABC | Huber Hoge & Sons                        |
| <b>Lassie</b>                 | <b>John Morrell &amp; Co.</b><br>Red Heart Dog Food                           | NBC | Henri, Hurst & McDonald, Inc.            |
| <b>Leave It To Joan</b>       | <b>American Tobacco Co.</b><br>Rot-Tan Cigars                                 | CBS | Lawrence C. Gumbinner Advertising Agency |
| <b>Ernie Lee's Omega Show</b> | <b>H. C. Cole Milling Co.</b><br>Omega Flour                                  | MBS | Gardner Advertising<br>Chicago           |
| <b>Let's Pretend</b>          | <b>Cream of Wheat Corp.</b><br>Cream of Wheat Cereal                          | CBS | Batten, Barton, Durstine & Osborn, Inc   |
| <b>Robert Q. Lewis Show</b>   | <b>Lee Pharmacal Co.</b><br>Spray-a-Wave                                      | CBS | Dancer-Fitzgerald-Sample, Inc.           |
| <b>Robert Q. Lewis Show</b>   | <b>Liggett &amp; Myers Tobacco Co., Inc.</b><br>Chesterfield Cigarettes       | CBS | Newell-Emmett Co.                        |
| <b>Robert Q. Lewis Show</b>   | <b>National Biscuit Co.</b><br>All Products                                   | CBS | McCann-Erickson, Inc.                    |
| <b>Robert Q. Lewis Show</b>   | <b>Gold Seal Co.</b><br>Gold Seal Wax Cleaning Products                       | CBS | Campbell-Mithun, Inc.                    |
| <b>Life Can Be Beautiful</b>  | <b>Procter &amp; Gamble Co.</b><br>Tide                                       | NBC | Biow Co., Inc.                           |
| <b>Life of Riley</b>          | <b>Procter &amp; Gamble Co.</b><br>Prell                                      | NBC | Benton & Bowles, Inc.                    |
| <b>Life of Riley</b>          | <b>Pabst Sales Co.</b><br>Pabst Blue Ribbon Beer                              | NBC | Warwick & Legler, Inc.                   |
| <b>Light Crust Dough Boys</b> | <b>Burrus Mill &amp; Elevator Co.</b><br>Light Crust Flour                    | MBS | Tracy-Locke Co.<br>Dallas                |

| PROGRAM            | ADVERTISER AND PRODUCT                                                                         | NETWORK | ADVERTISING AGENCY                                    |
|--------------------|------------------------------------------------------------------------------------------------|---------|-------------------------------------------------------|
| Light of the World | General Mills, Inc.<br>Pyequick, Gold Medal Flour, Soup                                        | NBC     | Knox-Reeves, Inc.                                     |
| Light Up Time      | American Tobacco Co.<br>Lucky Strike Cigarettes                                                | NBC     | Batten, Barton, Durstine & Osborn, Inc.               |
| Victor H. Lindlahr | Serutan Co.<br>Serutan, Nutrox, R-D-X                                                          | MBS     | Roy S. Durstine Co.<br>New York                       |
| Victor H. Lindlahr | Serutan, Inc.<br>Serutan, Nutrox, R-D-X, Lantol and Nutol                                      | ABC     | Roy S. Durstine, Inc.                                 |
| Little Herman      | Chesebrough Mfg. Co.<br>Vaseline Petroleum Jelly                                               | ABC     | McCann-Erickson, Inc.                                 |
| Guy Lombardo Show  | First National Stores, Inc.<br>Food Products and International Advertising                     | ABC     | John C. Dowd, Inc.                                    |
| Guy Lombardo Show  | Rexall Drug Co.<br>Rexall Drugs                                                                | NBC     | Batten, Barton, Durstine & Osborn, Inc.               |
| Lone Ranger        | General Mills<br>Chronics, K-S, Pyequick                                                       | ABC     | Dancer-Fitzgerald-Sample, Inc.                        |
| Lone Ranger        | American Bakeries Co.<br>Muffin Bread and Cake                                                 | ABC     | Tucker Wayne & Co.                                    |
| Lora Lawton        | B. T. Babbitt<br>Baba Cleaner Cream                                                            | NBC     | Duane Jones Co., Inc.                                 |
| Lorenzo Jones      | Sterling Drug Co.<br>Pills, Creams, Etc., C. F. and M. Medical<br>Cigarette Oil, Dayer Appoint | NBC     | Dancer, Fitzgerald, Sample, Inc.                      |
| Lum 'n' Abner      | General Motors Corp., Frigidaire Div.<br>Frigidaire                                            | CBS     | Foote, Cone & Belding                                 |
| Lutheran Hour      | Lutheran Laymen's League<br>Folgers                                                            | MBS     | Gotham Advertising Co.<br>New York                    |
| The Lutheran Hour  | Lutheran Laymen's League<br>International                                                      | ABC     | Gotham Advertising                                    |
| Lux Radio Theater  | Lever Bros. Co.<br>Lux Toilet Soap, Sun Flakes                                                 | CBS     | J. Walter Thompson Co.                                |
| Ma Perkins         | Procter & Gamble Co.<br>Oxydol, Spic & Span                                                    | CBS     | Dancer-Fitzgerald-Sample, Inc.;<br>The Biow Co., Inc. |

## M

|                                                    |                                                                                                     |                  |                                         |
|----------------------------------------------------|-----------------------------------------------------------------------------------------------------|------------------|-----------------------------------------|
| Ma Perkins                                         | Procter & Gamble Co.<br>Oxydol                                                                      | NBC              | Dancer, Fitzgerald, Sample, Inc.        |
| Ted Malone                                         | Westinghouse Electric Corp.<br>Ranger Laundermats, Refrigerators, Irons                             | ABC              | McCann-Erickson, Inc.                   |
| The Man Next Door                                  | U. S. Tobacco Co.<br>Tobaccos                                                                       | MBS (South Only) | Kudner Agency<br>New York               |
| Man on the Farm                                    | Quaker Oats Co.<br>Quaker Oats, Full-O-Pep Feed                                                     | MBS              | Sherman & Mrquette<br>Chicago           |
| The Man Who Came To Dinner<br>with Jack Benny      | Hot Point, Inc                                                                                      | CBS              | Maxon, Inc.                             |
| Manhattan Merry-Go-Round                           | Sterling Drug Co.<br>Dr. Lyon's Tooth Powder & Tooth Paste                                          | NBC              | Dancer, Fitzgerald, Sample, Inc.        |
| Knox Manning, News                                 | S.O.S. Co.<br>Aluminum Cleanser                                                                     | CBS-PC           | McCann-Erickson, Inc.                   |
| Marriage for Two                                   | Kraft Foods Co.<br>Miracle Whip Salad Dressing, Dairy Products                                      | NBC              | J. Walter Thompson Co.                  |
| Martin Kane, Private Eye                           | U. S. Tobacco Co.<br>Tobaccos                                                                       | MBS              | Kudner Agency<br>New York               |
| Groucho Marx                                       | Elgin American Div. of the Illinois Watch Case Co.<br>Compacts, Cigarette Cases, Dresser Sets, etc. | ABC              | Weiss & Geller, Inc.                    |
| Curt Massey Time with Martha Tilton &<br>Orchestra | Miles Laboratories, Inc.<br>Alka-Seltzer, One-a-Day Vitamin Tablets                                 | CBS              | Wade Advertising Agency                 |
| Mayor of the Town                                  | Mutual Benefit Health & Accident Assn. of Omaha<br>Insurance                                        | MBS              | Ruthrauff & Ryan<br>Chicago             |
| Me Anr Janie starring George O'Hanlon              | Lewis-Howe Co.<br>Tums                                                                              | NBC              | Dancer-Fitzgerald-Sample, Inc.          |
| Meet the Boss                                      | Kaiser-Frazer Corp.<br>Automobiles                                                                  | MBS              | William H. Weintraub Co.<br>New York    |
| Meet the Meeks                                     | Swift & Co.<br>Allisweet Margarine                                                                  | NBC              | J. Walter Thompson Co.                  |
| Meet the Missus                                    | Gold Seal Co.<br>Gold Seal Wax                                                                      | CBS-FC           | Campbell-Mithun, Inc.                   |
| Meet the Missus                                    | Modgin Co., Inc.<br>Perma Brooms                                                                    | CBS-PC           | W. Earl Bothwell, Inc.                  |
| Meet the Missus                                    | Vick Chemical Co.<br>All Products                                                                   | CBS-PC           | Morse International, Inc.               |
| Meet the Missus                                    | Wildroot Co., Inc.<br>Cream Oil                                                                     | CBS-PC           | Batten, Barton, Durstine & Osborn, Inc. |

| PROGRAM                                 | ADVERTISER AND PRODUCT                                                                     | NETWORK | ADVERTISING AGENCY                                                       |
|-----------------------------------------|--------------------------------------------------------------------------------------------|---------|--------------------------------------------------------------------------|
| Meet the Missus                         | Alberts Products Co.<br>Soft Drinks                                                        | CBS-PC  | H. C. Morris & Co., Inc.                                                 |
| Meet the Stars                          | Beauty Facteurs, Inc.<br>Invis-a-Curl                                                      | ABC-PC  | Mackenzie Advertising                                                    |
| Metropolitan Opera                      | Texas Co.<br>Camelline Motor Oil                                                           | ABC     | Buchanan & Co., Inc.                                                     |
| Metropolitan Opera Auditions of the Air | Farnsworth Television & Radio Corp.<br>Radios, TV Sets, Railway Commuters, etc.            | ABC     | Warwick & Legler, Inc.                                                   |
| Mrs. Fix-It                             | Greystone Press<br>Books                                                                   | ABC     | H. B. Humphrey Co.                                                       |
| Mr. & Mrs. North                        | Colgate-Palmolive-Peet Co.<br>Colgate Dental Cream, Halo Shampoo,<br>Palmolive Shave Cream | CBS     | Sherman & Marquette                                                      |
| Mr. Chameleon                           | Sterling Drug Inc.<br>Bayer Aspirin, Children's Size Bayer Aspirin                         | CBS     | Dancer-Frizergal-Sample, Inc.                                            |
| Mr. District Attorney                   | Bristol-Myers Co.<br>Sal Hepatica, Vials                                                   | NBC     | Doherty, Clifford & Shenfield Co.,<br>Young & Rubicam                    |
| Mr. Fix-It                              | Greystone Press<br>Publishers                                                              | MBS     | H. B. Humphrey Co.<br>New York                                           |
| Mr. Fixit                               | Greystone Press<br>Popular Menstruals                                                      | NBC     | H. B. Humphrey Co.                                                       |
| Mr. Information                         | S.O.S. Co.<br>Aluminum Cleanser                                                            | CBS-PC  | McCann-Erickson, Inc.                                                    |
| Mr. Keen, Tracer of Lost Persons        | Whitehall Pharmacal Co., Div of American Home<br>Products Corp.<br>Avalon, Kalydia         | CBS     | Dancer-Fitzgerald-Sample, Inc.;<br>John F. Murray Advertising Agency Inc |
| Tom Mix & His Ralston Straight Shooters | Ralston-Shredded<br>Raisins, Instant Raisins                                               | MBS     | Gardner Advertising Co.<br>St. Louis                                     |
| Monday Morning Headlines                | Seaman Brothers, Inc.<br>Airs-Wick                                                         | ABC     | William H. Weintraub & Co., Inc.                                         |
| Vaughn Monroe                           | R. J. Reynolds Tobacco Co.<br>Camel Cigarettes                                             | CBS     | William Esty & Co., Inc.                                                 |
| Robert Montgomery Speaking              | Frank H. Lee<br>Men's Hats                                                                 | ABC     | Grey Advertising                                                         |
| Henry Morgan Show                       | Bristol-Myers Co.<br>Ipana, Vitalis                                                        | NBC     | Young & Rubicam, Inc.                                                    |

|                                 |                                                                                                      |        |                                                      |
|---------------------------------|------------------------------------------------------------------------------------------------------|--------|------------------------------------------------------|
| Mother Knows Best               | Kellogg Co.<br>All Products                                                                          | CBS-PC | Kenyon & Eckhardt, Inc.                              |
| Edward R. Murrow                | Campbell Soup Co.<br>Campbell Soups, Franco-American Products                                        | CBS    | Ward Wheelock Co.;<br>Dancer-Fitzgerald-Sample, Inc. |
| Music America Loves Best        | Radio Corp. of America<br>Institutional                                                              | NBC    | J. Walter Thompson Co.                               |
| Music From the Heart of America | Falstaff Brewing Corp.<br>Beer                                                                       | NBC    | Dancer-Fitzgerald-Sample, Inc.                       |
| Musical Variety                 | Longines-Wittnauer Watch Co., Inc.<br>Watches                                                        | CBS    | Victor A. Bennett Co., Inc.                          |
| My Favorite Husband             | General Foods Corp.<br>Jell-O, Jell-O Puddings                                                       | CBS    | Young & Rubicam, Inc.                                |
| My Friend Irma                  | Lever Bros. Co.<br>Pepsodent Toothpaste                                                              | CBS    | Foote, Cone & Belding                                |
| My True Story                   | Sterling Drug, Inc.<br>Phillips Toothpaste, Milk of Magnesia Tablets,<br>Creams, Multisified Shampoo | ABC    | Dancer-Fitzgerald-Sample, Inc.                       |
| My True Story                   | Libby McNeill & Libby<br>Canned and Frozen Juices, Meats, Fish, Fruit,<br>Baby Foods                 | ABC    | J. Walter Thompson Co.                               |
| Mystery Theater                 | Sterling Drug Inc.<br>Bayer Aspirin, Phillips Milk of Magnesia and Tablets                           | CBS    | Dancer-Fitzgerald-Sample, Inc.                       |

- N -

|                                |                                                              |     |                                         |
|--------------------------------|--------------------------------------------------------------|-----|-----------------------------------------|
| Name the Movie                 | Revere Camera Co.<br>Movie Cameras, Projectors, Accessories  | ABC | Roche, Williams & Cleary, Inc.          |
| National Barn Dance            | Phillips Petroleum Co.<br>Phillips 66 Gasoline and Motor Oil | ABC | Lambert & Feasley, Inc.                 |
| The NBC Summer Symphony        | U. S. Steel Corp.<br>Institutional                           | NBC | Batten, Barton, Durstine & Osborn, Inc. |
| The National Farm & Home Hour  | Allis-Chalmers Mfg. Co.<br>Farm Equipment                    | NBC | Bert S. Gittins Advertising             |
| New York Philharmonic Symphony | Standard Oil Co. (New Jersey)<br>Institutional               | CBS | Marschalk & Pratt Co.                   |
| News of the World              | Miles Laboratories, Inc.<br>Alka-Seltzer and Vitamins        | NBC | Wade Advertising Agency                 |

| PROGRAM                                  | ADVERTISER AND PRODUCT                     | NETWORK | ADVERTISING AGENCY               |
|------------------------------------------|--------------------------------------------|---------|----------------------------------|
| Newsweek Looks Ahead                     | Butter Packing Co.<br>D. F. Butter         | ABC-PC  | Brisacher, Wheeler & Staff, Inc. |
| Nick Carter                              | Cudahy Packing Co.                         | MBS     | Grant Advertising                |
| Night Eidtor                             | Roman Meal Co.                             | CBS-PC  | Guild, Bascom & Bonfigli         |
| Noah Webster Says                        | Southern Cotton Oil Co.                    | NBC-PC  | Fitzgerald Advertising Agency    |
| Notre Dame-Southern Calif. Football Game | Pontiac Motor Div. of General Motors Corp. | CBS     | MacManus, John & Adams, Inc.     |

**O**

|                                |                                                              |     |                                                                      |
|--------------------------------|--------------------------------------------------------------|-----|----------------------------------------------------------------------|
| The Old Fashioned Revival Hour | Gospel Broadcasting Assn.                                    | ABC | R. F. Aber Co.                                                       |
| One Man's Family               | Standard Brands, Inc.                                        | NBC | J. Waite Thompson Co.                                                |
| One Man's Opinion              | Philip Morris & Co., Ltd.                                    | ABC | Cecil & Presbrey, Inc.                                               |
| Orange Bowl Game               | Gillette Safety Razor Co.                                    | CBS | Maxon, Inc.                                                          |
| Original Amateur Hour          | P. Lorillard Co.                                             | ABC | Lennen & Mitchell, Inc.                                              |
| Our Gal Sunday                 | Whitehall Pharmacal Co. Div. of American Home Products Corp. | CBS | Dancer-Fitzgerald-Sample, Inc.;<br>John F. Murray Advertising Agency |
| Our Miss Brooks                | Colgate-Palmolive-Peet Co.                                   | CBS | Sherman & Marquette                                                  |
| Ozzie & Harriet                | International Silver Co.                                     | NBC | Young & Rubicam, Inc.                                                |

**P**

|            |                  |        |                         |
|------------|------------------|--------|-------------------------|
| Party Time | P. Lorillard Co. | ABC-PC | Lennen & Mitchell, Inc. |
|------------|------------------|--------|-------------------------|



|                                       |                                                                            |        |                                                 |
|---------------------------------------|----------------------------------------------------------------------------|--------|-------------------------------------------------|
| Pass the Buck                         | Roman Meal Co.<br>Breakfast Food                                           | CBS-PC | Guild, Basom & Bonfigli                         |
| Drew Pearson                          | Frank H. Lee<br>Men's Hats                                                 | ABC    | William H. Weintraub & Co., Inc.                |
| Drew Pearson                          | Adam Hat Stores, Inc.<br>Adam Hats                                         | ABC    | William H. Weintraub & Co., Inc.                |
| People Are Funny                      | Brown & Williamson Tobacco Co.<br>Releigh Cigarettes                       | NBC    | Russel M. Seeds Co., Inc.                       |
| Pepper Young's Family                 | Procter & Gamble Co.<br>Camay Soap                                         | NBC    | Pedlar & Ryan, Inc.                             |
| Perry Mason                           | Procter & Gamble<br>Crisco, Ivory Soap, Tide                               | CBS    | Compton Advertising Inc.; Benton & Bowles, Inc. |
| The Pet Milk Show with Kay Armen      | Pet Milk Sales Corp.<br>Evaporated Milk                                    | NBC    | Gardner Advertising Co.                         |
| The Pet Milk Show with Vic Damone     | Pet Milk Sales Corp.<br>Evaporated Milk                                    | NBC    | Gardner Advertising Co.                         |
| Emer Peterson                         | Albers Milling Co.<br>Friskies Dog Food                                    | NBC-PC | Erwin, Wasey & Co. Ltd.                         |
| Emer Peterson                         | Planters Nuts & Chocolate Co.<br>Planters Peanuts and Peanut Oil           | NBC-PC | Raymond R. Morgan Co.                           |
| Emer Peterson                         | White King Soap Co.<br>Soap Products                                       | NBC-PC | Raymond R. Morgan Co.                           |
| Philip Morris Night with Horace Heidt | Philip Morris & Co., Ltd.<br>Cigarettes and Tobacco                        | NBC    | Bioh Co., Inc.                                  |
| Philip Morris Playhouse               | Philip Morris & Co. Ltd., Inc.<br>Philip Morris Cigarettes                 | CBS    | The Bioh Co., Inc.                              |
| Preakness Stakes                      | Gillette Safety Razor Co.<br>Gillette Shaving Cream, Safety Razors, Blades | CBS    | Maxon, Inc.                                     |
| Prudential Family Hour of Stars       | Prudential Insur. Co. of America<br>Insurance Services                     | CBS    | Benton & Bowles, Inc.                           |
| Portia Faces Life                     | General Foods Corp.<br>Post 40% Bran Flakes, Instant Postum                | NBC    | Benton & Bowles, Inc.                           |

## Q

|                 |                                         |     |                              |
|-----------------|-----------------------------------------|-----|------------------------------|
| Queen For A Day | Philip Morris & Co., Ltd.<br>Cigarettes | MBS | Cecil & Presbrey<br>New York |
|-----------------|-----------------------------------------|-----|------------------------------|

| PROGRAM          | ADVERTISER AND PRODUCT                                               | NETWORK | ADVERTISING AGENCY                                                  |
|------------------|----------------------------------------------------------------------|---------|---------------------------------------------------------------------|
| Queen For A Day  | Miles Laboratories, Inc.<br>Aka. Seltzer                             | MBS     | Wade Advertising<br>Chicago                                         |
| Queen For A Day  | Miami Margarine Co.<br>331 Miami Way<br>Miami, Fla.                  | MBS     | Ralph H. Jones Co.<br>Chicago                                       |
| Quick As A Flash | Helbros Watch Co.<br>1000 W. 23rd St.<br>New York 11                 | MBS     | William H. Weintraub & Co.<br>New York<br>Dorland, Inc.<br>New York |
| Quick As A Flash | The Quaker Oats Co.<br>Aurora, Ill.                                  | ABC     | C. J. LaRoche & Co.                                                 |
| Quiz Kids        | Miles Laboratories, Inc.<br>Aka. Seltzer<br>Aka. Seltzer and Seltzer | NBC     | Wade Advertising Agency                                             |

## R

|                                          |                                                           |        |                                    |
|------------------------------------------|-----------------------------------------------------------|--------|------------------------------------|
| Radio Bible Class                        | Radio Bible Class<br>New York                             | MBS    | Stanley G. Boynton Co.<br>New York |
| The Railroad Hour                        | Assn. of American Railroads<br>Washington                 | ABC    | Benton & Bowles, Inc.              |
| The Railroad Hour                        | Ass'n. of American Railroads<br>Washington                | NBC    | Benton & Bowles, Inc.              |
| Regal-Amber Sports Show with Hank Weaver | Regal-Amber Brewing Co.<br>New York                       | ABC-PC | Abbott Kimball Co., Inc. of Calif  |
| Renfro Valley Folks                      | Ballard & Ballard Co.<br>Ballard, Ohio                    | CBS    | Henri, Hurst & McDonald, Inc.      |
| Richfield Reporter                       | Richfield Oil Corp.<br>Richfield, Ohio                    | ABC-PC | Hixon-Jorgensen, Inc.              |
| Richfield Sports Reporter                | Richfield Oil Co. of N. Y.<br>100 W. 42nd St.<br>New York | ABC    | Morey, Humm & Johnstone, Inc.      |
| Right to Happiness                       | Procter & Gamble Co.<br>New York                          | NBC    | Compton Advertising Co.            |
| Road of Life                             | Procter & Gamble Co.<br>New York                          | NBC    | Compton Advertising, Inc.          |
| Robinson & Belloise Fight                | P. Ballantine & Sons<br>Ballantine, N. York               | CBS    | J. Walter Thompson Co.             |
| Rocky Jordan                             | California Packing Corp.<br>San Mateo, Calif.             | CBS-PC | McCann-Erickson, Inc.              |

|                         |                                                                                                                      |        |                                                                                          |
|-------------------------|----------------------------------------------------------------------------------------------------------------------|--------|------------------------------------------------------------------------------------------|
| Romance of Helen Trent  | Whitehall Pharmacal Co., Div. of American Home Products Corp.<br>Aero Wax, Kolyinos, Ant Spray<br>Bus Transportation | CBS    | Dancer-Fitzgerald-Sample, Inc., John F. Murray Adv. Agency, Inc.; W. Earl Bothwell, Inc. |
| Romance of the Highways | Pacific Greyhound Lines                                                                                              | ABC-PC | Beaumont & Hobman, Inc.                                                                  |
| James Roosevelt Speaks  | Budget Finance Plan, Inc.<br>Personal Loans                                                                          | ABC-PC | Irwin-McHugh Advertising                                                                 |
| Roy Rogers Show         | Quaker Oats Co.<br>Quaker Oats, Full-O-Pep Feed                                                                      | MBS    | Sherman & Marquette<br>Chicago                                                           |
| Rose Bowl Football Gme  | Gillette Safety Razor Co.<br>Gillette Shaving Cream, Safety Razors, Blades                                           | CBS    | Maxon, Inc.                                                                              |
| Rosemary                | Procter & Gamble Co.<br>Ivory Snow                                                                                   | CBS    | Benton & Bowles, Inc.                                                                    |

## S

|                                                     |                                                                                                                            |     |                                        |
|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-----|----------------------------------------|
| Screen Director's Playhouse starring Dorothy Lamour | Pabst Sales Co.<br>Pabst Blue Ribbon Beer                                                                                  | NBC | Warwick & Legler, Inc.                 |
| Screen Guild Players                                | R. J. Reynolds Co.<br>Camel Cigarettes                                                                                     | NBC | William Esty & Co., Inc.               |
| Sealtest Variety Theatre starring Dorothy Lamour    | Sealtest, Inc.<br>Milk and Ice Cream                                                                                       | NBC | N. W. Ayer & Son, Inc.                 |
| Second Mrs. Burton                                  | General Foods Corp.<br>Bakers Coconut, Certo, Instant Swans Down, Jell-O, Jell-O Puddings, Minute Rice, Regular Swans Down | CBS | Young & Rubicam, Inc.                  |
| Eric Sevareid, News                                 | Metropolitan Life Insur. Co.<br>Institutional                                                                              | CBS | Young & Rubicam, Inc.                  |
| The Shadow                                          | Grove Laboratories, Inc.<br>Fitch Shampoo, Fitch Hair Tonic                                                                | MBS | Harry B. Cohen Advertising<br>New York |
| The Shadow                                          | Delaware, Lackawanna & Western Coal Co.<br>Blue Coal                                                                       | MBS | Ruthrauff & Ryan<br>New York           |
| The Sheriff                                         | Pacific Coast Borax Co.<br>Twenty Mule Team Borax, Boraxo                                                                  | ABC | McCann-Erickson, Inc.                  |
| Sherlock Holmes                                     | Trimount Clothing Co.<br>Clipper Craft Clothes                                                                             | MBS | William H. Wenntraub & Co.<br>New York |
| William L. Shirer                                   | Piedmont Shirt Co.<br>Wings Shirts                                                                                         | MBS | William H. Wenntraub & Co.<br>New York |
| Sing It Again                                       | Luden's Inc.<br>All Products                                                                                               | CBS | J. M. Mathes, Inc.                     |

| PROGRAM                        | ADVERTISER AND PRODUCT     | NETWORK | ADVERTISING AGENCY                         |
|--------------------------------|----------------------------|---------|--------------------------------------------|
| Sing It Again                  | Carter Products, Inc.      | CBS     | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Red Skelton Show               | Procter & Gamble Co.       | CBS     | Benton & Bowles, Inc.                      |
| Red Skelton Show               | Procter & Gamble Co.       | NBC     | Benton & Bowles, Inc.                      |
| Skippy Hollywood Theater       | Rosefield Packing Co.      | CBS     | Young & Rubicam, Inc.                      |
| Sky King                       | Derby Foods                | ABC     | Needham, Louis & Brorby, Inc.              |
| Smilin' Ed McConnell           | Brown Shoe Co.             | NBC     | Leo Burnett Co., Inc.                      |
| Jack Smith Show                | Procter & Gamble           | CBS     | Dancer-Fitzgerald-Sample, Inc.             |
| Kate Smith Sings               | Philip Morris & Co., Ltd.  | MBS     | Cecil & Presbrey                           |
| Solitaire Time                 | Campana Sales Co.          | NBC     | The Clements Co., Inc.                     |
| Songs by Great Singers         | Ace Markets, Inc.          | NBS     | Klinger Advertising                        |
| Songs by Morton Downey         | Coca-Cola Co.              | NBC     | D'Arcy Advertising Co.                     |
| Special Breakfast Club Program | Swift & Co.                | ABC     | J. Walter Thompson Co.                     |
| Sports Magazine Annual Awards  | Brown Shoe Co.             | MBS     | Leo Burnett Co., Inc.                      |
| Sports Newsreel of the Air     | Colgate-Palmolive Peet Co. | NBC     | Sherman Marquette, Inc.                    |
| Sports Thrill of the Week      | Fram Corp.                 | MBS     | Van Sant, Dugdale & Co.                    |
| Jo Stafford Show               | Revere Camera Co.          | ABC     | Roche, Williams & Cleary, Inc.             |
| The Standard Hour              | Standard Oil Co. of Calif. | NBC-PC  | Batten, Barton, Durstine & Osborn          |

|                                  |                                                                                                              |        |                                            |
|----------------------------------|--------------------------------------------------------------------------------------------------------------|--------|--------------------------------------------|
| Standard School Broadcast        | Standard Oil Co. of Calif.<br>Petroleum Products                                                             | NBC-PC | Batten, Barton, Durstine & Osborn, Inc.    |
| Star Time with Dorothy Kilgallen | Drackett Co.<br>Drano, Windex                                                                                | ABC    | Young & Rubicam, Inc.                      |
| Stars Over Hollywood             | Armour & Co.<br>Armour's Canned Meats, Lard, Dial Soap, Dash Dog Food, Wisconsin Cheese, Chiffon Soap Flakes | CBS    | Foote, Cone & Belding                      |
| Stella Dallas                    | Sterling Drug Co.<br>Phillips Milk of Magnesia and Tablets, Ironized Yeast, Bayer Aspirin                    | NBC    | Dancer, Fitzgerald, Sample, Inc.           |
| Stop the Music                   | Smith Bros.<br>Cough Drops, Cough Syrup                                                                      | ABC    | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Stop the Music                   | Speidel Co.<br>Wristwatch Bands, Children's Jewelry                                                          | ABC    | Cecil & Presbrey, Inc.                     |
| Stop the Music                   | P. Lorillard Co.<br>Old Gold Cigarettes                                                                      | ABC    | Lennen & Mitchell, Inc.                    |
| Stop the Music                   | Eversharp, Inc.<br>Razors, Razor Blades, Pens, Pencils                                                       | ABC    | Biow Co., Inc.                             |
| Straight Arrow                   | National Biscuit Co.<br>Shredded Nabisco                                                                     | MBS    | McCann-Erickson<br>New York                |
| Strike It Rich                   | Luden's Inc.<br>Fifth Ave. Candy Bar                                                                         | CBS    | J. M. Mathes, Inc.                         |
| Sugar Bowl Game                  | Gillette Safety Razor Co.<br>Probak, Valet Auto Strip Safety Razors and Blades                               | ABC    | Maxon, Inc.                                |
| Sunoco Three Star Extra          | Sun Oil Co.<br>Gas and Oil, Fuel Oil                                                                         | NBC    | Roche, Williams & Cleary, Inc.             |
| Surprise Package                 | Mode O' Day Corp.<br>Mode O' Day Wash Dresses                                                                | ABC-PC | Glasser & Gailey, Inc.                     |
| Surprise Package                 | General Foods Corp.<br>Sure-Jell                                                                             | ABC-PC | Benton & Bowles, Inc.                      |
| Surprise Package                 | Globe Mills (Div. of Pillsbury Mills)<br>Flour Products                                                      | ABC-PC | Leo Burnett, Inc.                          |
| Suspense                         | Electric Auto-Lite Co.<br>Spark Plugs, Batteries, Auto Accessories                                           | CBS    | Newell-Emmett Co.                          |
| Warren Sweeney-News              | Curtiss Candy Co.<br>Candy                                                                                   | CBS    | C. L. Miller Co.                           |

| PROGRAM                             | ADVERTISER AND PRODUCT                                                                   | NETWORK | ADVERTISING AGENCY                      |
|-------------------------------------|------------------------------------------------------------------------------------------|---------|-----------------------------------------|
| Take A Number                       | U. S. Tobacco Co.<br>Tobacco                                                             | MBS     | Kudner Agency<br>New York               |
| Take It or Leave It                 | Eversharp Inc.<br>Pens and Pencils                                                       | NBC     | Biow Co., Inc.                          |
| Tales of Fatima with Basil Rathbone | Liggett & Myers Tobacco Co., Inc.<br>Fatima Cigarettes                                   | CBS     | Newell-Emmett Co.                       |
| Talk Your Way Out Of It             | The Quaker Oats Co.<br>Aunt Jemima Pancake Flour, Muffins, Bakery Goods                  | ABC     | C. J. LaRoche & Co.                     |
| Henry J. Taylor                     | General Motors Corp.<br>Institutional                                                    | ABC     | Kudner Agency, Inc.                     |
| Mary Lee Taylor                     | Pet Milk Sales Corp.<br>Evaporated Milk                                                  | NBC     | Gardner Advertising Co.                 |
| The Telephone Hour                  | Bell Telephone System<br>Telephone Service                                               | NBC     | N. W. Ayer & Son, Inc.                  |
| Theatre Guild on the Air            | U. S. Steel Corp.<br>Institutional                                                       | ABC     | Batten, Barton, Durstine & Osborn, Inc. |
| Theatre Guild on the Air            | U. S. Steel Corp.<br>Institutional                                                       | NBC     | Batten, Barton, Durstine & Osborn, Inc. |
| This Changing World                 | Fruehauf Trailer Co.<br>Trailers and Institutional                                       | ABC     | Zimmer-Keller, Inc.                     |
| This Is Nora Drake                  | The Toni Co. Div of Gillette Safety Razor Co.<br>Toni Home Permanent Wave, Chemo Shampoo | CBS     | Foote, Cone & Belding                   |
| This Is Nora Drake                  | The Toni Co.<br>Home Permanent Wave                                                      | NBC     | Foote, Cone & Belding, Inc.             |
| This Is Your FBI                    | Equitable Life Assurance Society of the U. S.<br>Insurance                               | ABC     | Warwick & Legler, Inc.                  |
| This Thing Called Life              | Institute of Religious Science<br>Institutional                                          | ABC-PC  | Raymond R. Morgan Co.                   |
| This Is Your Life                   | Philip Morris & Co., Ltd.<br>Cigarettes                                                  | NBC     | Biow Co., Inc.                          |
| This Woman's Secret                 | General Mills, Inc.<br>Sperry Flour, Cereals, Wheaties                                   | NBC-PC  | Knox-Reeves, Inc.                       |

|                          |                                                  |     |                                                           |
|--------------------------|--------------------------------------------------|-----|-----------------------------------------------------------|
| Lowell Thomas Program    | Procter & Gamble Co.<br>Ivory Soap               | CBS | Compton Advertising Inc.                                  |
| Today's Children         | General Mills, Inc.<br>Bisquick, Crustquick      | NBC | Knox-Reeves, Inc.                                         |
| Tomorrow's Headlines     | Seaman Brothers, Inc.<br>Air-Wick                | ABC | William H. Weintraub & Co., Inc.                          |
| Bob Trout & the News     | Pillsbury Mills, Inc.<br>Pillsbury Pie Crust Mix | NBC | Leo Burnett Co., Inc.                                     |
| True Detective Mysteries | Williamson Candy Co.<br>Oh Henry Candy Bars      | MBS | Aubrey, Moore & Wallace<br>Chicago                        |
| True or False            | Shotwell Mfg. Co.<br>Puritan Marshmallows        | MBS | Wade Advertising<br>Chicago                               |
| Truth or Consequences    | Procter & Gamble Co.<br>Duz                      | NBC | Compton Advertising, Inc.                                 |
| Twenty Questions         | Ronson Art Metal Works<br>Ronson Lighters        | MBS | Cecil & Presbrey, New York;<br>Grey Advertising, New York |

**V**

|                    |                                                |        |                                    |
|--------------------|------------------------------------------------|--------|------------------------------------|
| Dave Vaile, News   | Metropolitan Life Insur. Co.<br>Institutional  | CBS-PC | Young & Rubicam, Inc.              |
| Voice of Firestone | Firestone Tire & Rubber Co.<br>Tires and Tubes | NBC    | Sweeney & James Co.                |
| Voice of Prophecy  | Voice of Prophecy, Inc.<br>Religion            | ABC    | Western Advertising<br>Los Angeles |
| Voice of Prophecy  | Voice of Prophecy, Inc.<br>Religion            | MBS    | Western Advertising<br>Los Angeles |

**W**

|                                                   |                                                                                |     |                                         |
|---------------------------------------------------|--------------------------------------------------------------------------------|-----|-----------------------------------------|
| Walcott-Charles Heavyweight<br>Championship Fight | Gillette Safety Razor Co.<br>Probak, Valet Auto Strip Safety Razors and Blades | ABC | Maxon, Inc.                             |
| Fred Waring                                       | General Electric Co<br>Institutional                                           | NBC | Batten, Barton, Durstine & Osborn, Inc. |
| Fred Waring                                       | American Meat Institute<br>Meat and Allied Products                            | NBC | Leo Burnett Co., Inc.                   |

| PROGRAM                   | ADVERTISER AND PRODUCT                                             | NETWORK | ADVERTISING AGENCY                                     |
|---------------------------|--------------------------------------------------------------------|---------|--------------------------------------------------------|
| Fred Waring               | Minnesota Valley Canning Co.<br>Canned Apples                      | NBC     | Leo Burnett Co., Inc.                                  |
| Wendy Warren and The News | General Foods Corp.<br>Mars, Hershey, Post, Maxwell House<br>Cocoa | CBS     | Benton & Bowles, Inc.                                  |
| We Love and Learn         | Manhattan Soap Co.<br>Savonelle Soap                               | NBC     | Duane Jones Co., Inc.                                  |
| We The People             | Gulf Oil Corp.<br>Gulf Oil                                         | CBS     | Young & Rubicam, Inc.                                  |
| We The People             | Gulf Oil Corp.<br>Gulf Oil                                         | NBC     | Young & Rubicam, Inc.                                  |
| Welcome Travelers         | Procter & Gamble Co.<br>Coca-Cola                                  | ABC     | Compton Advertising; Benton & Bowles                   |
| Welcome Travelers         | Procter & Gamble Co.<br>Coca-Cola                                  | NBC     | Dancer, Fitzgerald, Sample, Inc.<br>Blow Company, Inc. |
| Lawrence Welk Show        | Miller Brewing Co.<br>Miller Beer                                  | ABC     | Klau-Van Pieterse-Dunlap Associates                    |
| What Makes You Tick?      | Procter & Gamble Co.<br>Coca-Cola                                  | CBS     | Compton Advertising, Inc.                              |
| What's My Name            | Servel, Inc.<br>Servel                                             | ABC     | Batten, Barton, Durstine & Osborn, Inc.                |
| When A Girl Marries       | General Foods Corp.<br>Coca-Cola                                   | NBC     | Benton & Bowles, Inc.;<br>Young & Rubicam, Inc.        |
| The Whistler              | Signal Oil Co.<br>Signal Oil                                       | CBS-PC  | Barton A. Stebbins Advertising Agency                  |
| Meredith Willson          | General Foods Corp.<br>Coca-Cola                                   | ABC     | Young & Rubicam, Inc.                                  |
| Meredith Willson          | General Foods Corp.<br>Coca-Cola                                   | NBC     | Young & Rubicam, Inc.                                  |
| Walter Winchell           | Kaiser-Frazer Sales Corp.<br>Automobiles                           | ABC     | William H. Weintraub & Co., Inc.                       |
| Winner Take All           | Lover Bros. Co.<br>Ice Cream Products                              | CBS     | J. Walter Thompson Co.                                 |



## X Y Z

|                                |                                                                                      |        |                                                                  |
|--------------------------------|--------------------------------------------------------------------------------------|--------|------------------------------------------------------------------|
| You Bet Your Life—Groucho Marx | Elgin-American, Div. of Ill. Watch Case Co.<br>Compacts, Watch Cases, Lighters, etc. | CBS    | Weiss & Geller, Inc.                                             |
| Alan Young Show                | Lewis-Howe Co.<br>Turns                                                              | NBC    | Roche, William & Cleary, Inc.;<br>Dancer-Fitzgerald-Sample, Inc. |
| Young Dr. Malone               | Procter & Gamble Co.<br>Crisco, Joy                                                  | CBS    | Compton Advertising Inc.                                         |
| Young Widder Brown             | Sterling Drug Co.<br>Halley's M-O, Phillips Toothpaste, Phillips Milk of<br>Magnesia | NBC    | Dancer, Fitzgerald-Sample, Inc.                                  |
| Your Hit Parade                | American Tobacco Co.<br>Lucky Strike Cigarettes                                      | NBC    | Batten, Barton, Durstine & Osborn, Inc.                          |
| Your Hit Parade on Parade      | American Tobacco Co.<br>Lucky Strike Cigarettes                                      | CBS    | Batten, Barton, Durstine & Osborn, Inc.                          |
| Your Home Beautiful            | Benjamin Moore & Co.<br>Paints and Varnishes                                         | MBS    | St. George & Keyes<br>New York                                   |
| Your Kaiser Traveler           | Kaiser-Frazer Sales Corp.<br>Automobiles, Parts, Servicing                           | ABC    | William H. Weintraub & Co., Inc.                                 |
| Your Lucky Strike              | American Tobacco Co.<br>Lucky Strike Cigarettes                                      | CBS    | Batten, Barton, Durstine & Osborn, Inc.                          |
| Your Stand In                  | Colgate-Palmolive-Peet Co.<br>All Products                                           | CBS-PC | Sherman & Marquette                                              |
| Yours For A Song               | Conti Products Co., Inc.<br>Castile Shampoo                                          | MBS    | Birmingham, Castleman & Pierce<br>New York                       |
| Zeke Manners                   | Whitehall Pharmacal Co.<br>Anacin, Kolydos, Bisodol, Freezone                        | ABC-PC | Dancer-Fitzgerald-Sample, Inc.                                   |
| Zeke Manners                   | Safeway Stores, Inc.<br>Lucerne Milk                                                 | ABC-PC | J. Walter Thompson Co.                                           |
| Zeke Manners                   | Langendorf United Bakeries<br>Bakery Products                                        | ABC-PC | The Biow Co., Inc.                                               |

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# TELEVISION

# *sells!*

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*low time costs!*

*low talent costs!*

*big sales results!*



America's Window on the World

515 Madison Avenue, New York 22, N. Y.



*P R E S E N T S*

THE 1950  
TELEVISION  
YEAR BOOK

*Edited by*  
*JACK ALICOATE*

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\* As of December, 1949

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Dodge Dealers  
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Kansas City Power & Light Co.  
Standard & Hampt-Dumpty Super Markets

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- SPORTS ALBUM** ..... 5-minute series on: Baseball, Football, Wrestling, Boxing, etc.
- YESTERDAY'S NEWSREEL** ..... 15-minute shows, highlighting headline events of yesteryear.
- CISCO KID** ..... 1/2-hour Western (O. Henry's famous Robin Hood of the range!)
- EASY ACES** ..... 15-minute hilarious comedy of domestic life.
- CARTOONS** ..... 39 films featuring Woody Woodpecker, Andy Panda, etc.
- FEATURES** ..... 1-hour, full-length movies.
- WESTERNS** ..... 1-hour, full length movies.

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NEW YORK HOLLYWOOD

KOB-TV  
WAG-TV  
WCON-TV  
WAAM-TV  
WBAL-TV  
WAFM-TV  
WBRC-TV  
WNAC-TV  
WBZ-TV  
WBEN-TV  
WBKB  
WGN-TV  
WENR-TV  
WKRZ-TV  
WLWT  
WNBK  
WEWS  
WXAL-TV  
WBNS-TV  
WLW-C  
KRFD-TV  
KFTV  
WLW-D  
WHIO-TV  
WJBK-TV  
WVJ-TV  
WXYZ-TV  
WICU  
KLEE-TV  
WFBM-TV  
WMBR-TV  
KECA-TV  
KTLA  
KFETV  
KFTV  
KLAG-TV  
WAVE-TV  
WACT  
WTMJ-TV  
WTEN-TV  
WATV  
WABD-TV  
WDSU-TV  
WCBS-TV  
WJZ-TV  
WNBT  
WPIX-TV  
WKY-TV  
WOW-TV  
KMTV  
WCAU-TV  
WEIL-TV  
WDTV  
WJAR-TV  
WTVR-TV  
WOAI-TV  
KGO-TV  
KPIX-TV  
KING-TV  
KSD-TV  
WHEN-TV  
KOTV  
WMAI-TV  
WNBW-TV  
WSE-TV  
WCPO-TV  
WXLV-TV  
WSPD-TV

# TELEVISION

*Television marches forward with quickened step as the pages of the 1950 TELEVISION YEAR BOOK dramatically unfold a progress report of a booming new industry and its promise for the future.*







*This year's edition, replete with many new editorial features and up-to-the-minute statistical information is edited to highlight the contributions of stations, agencies, producers and networks in the expansion of the sight and sound medium.*

*This volume is the work of many. It mirrors the accomplishments of broadcasters, networks and producers who invested heavily on tomorrow's TV returns. It pays tribute to agencies and sponsors for utilizing the sight and sound medium in their quest for entertainment and sales approval. In short it is a harbinger of a golden era that lies ahead.*

*TELEVISION YEAR BOOK is grateful to everyone who contributed to the success of this comprehensive volume. The succeeding pages represent the composite efforts of men and women whose creative talents document an imposing record of achievement.*

JACK ALICOATE,  
*Editor*

## NINETEEN FIFTY

A doff of the hat  a shake of  
the hand  a pat on the back   
and a deep bow  ...for all the  
fine actors  and actresses  who  
have made the



**PHILCO**



**TELEVISION PLAYHOUSE**

*The No. 1 Dramatic Show  
on millions of television screens  
throughout the nation*

**N.B.C. NETWORK and affiliated stations  
from coast to coast**

**SUNDAY NIGHTS \* 9 to 10 P.M. E.S.T.**



# TV INDUSTRY ADVANCES IN 1949

by  
**WILL BALTIM**  
Secretary-Treasurer

Television Broadcasters Association, Inc.

**H**EREWITH is a factual summation of the amazing progress registered by the television industry during 1949, indicating in unmistakable terms the powerful force which the new media promises to be:

As of March 1, 1950 there were 101 television stations operating in 59 U. S. cities, compared with 51 stations serving 30 cities at the close of 1948. Thirteen additional stations were under construction, seven of which were situated in cities not yet serviced. Furthermore, 351 applications for new stations were "frozen" in the F. C. C.'s pending files.

Total investment in operating stations was estimated at \$38,000,000, with an average estimated operating cost of \$400,000. Employment in station operations was reportedly in excess of 5,400 persons.

At the year's end 26 cities had been interconnected for network operations through facilities of the American Telephone & Telegraph Company. Further extensions as far west of the eastern seaboard as Omaha were in prospect for 1950. An interconnection between Los Angeles and San Francisco is set for early this year.

Television receiver production soared to over 80,000 sets per week as the year drew to a close. In excess of 2,500,000 TV sets were produced during all of 1949—compared with 975,000 in 1948. Value of TV receivers at the factory level was reported to be \$440,000,000.

Television receivers were being purchased almost as quickly as they were being manufactured in the latter months of 1949, with public investment in receiving equipment exceeding a bil-

lion dollars since the start of post-war TV production in late 1946. It was estimated that well over 50,000 persons were engaged in the production, distribution and sale of television sets at the year's end.

Viewer interest in television programs advanced accordingly. Surveys indicated an average of 3.6 persons per receiver, with the percentage of total U. S. families owning TV receivers exceeding 7.5 per cent. If all families living within a 40-mile radius of presently operating TV stations obtained receivers, 60 per cent of the total population of the U. S. could be reached.

The theory that television images are limited to line of sight distances has been dispelled in actual practice. Viewers 100 miles or more from transmitters have reported continuously reliable reception.

Advertisers were flocking to television in increasing numbers as the size of the TV audience mounted. At the close of 1949, 1,890 sponsors had availed themselves of the new media, compared with 680 advertisers in 1948.

A breakdown of the channels in which advertisers funneled their dollars revealed 1,415 sponsors at the local-retail level; 400 utilizing spot announcements and 75 offering network shows. Total advertising dollars spent for TV time amounted to \$25,000,000.

Total 1949 expenditures for time, talent and production of network programs was estimated at \$20,000,000—an amazing fact, considering that television has only passed its second year of post-war commercial maturity.



**ED HERLIHY**

**Horn & Hardart Children's Hour . . . WNBT**

**Kraft Television Theatre . . . NBT**

**It's In the Bag**





# DON LEE STATION OBSERVES 18TH TV ANNIVERSARY

by

**WILLET H. BROWN**

**President of Don Lee Broadcasting System**

**O**VER 18 years ago (Dec. 23, 1931) the Don Lee organization demonstrated its interest and belief in television by establishing and continuously operating on an announced program schedule what has earned the distinction of being the nation's first television broadcasting station, as such stations are known today. We deeply appreciate the opportunity to reaffirm that steadfast belief in the so-called "new" medium, while also reasserting our equally strong faith in the future of standard radio broadcasting, which contributed so much in the development and support of its newer sister industry.

But lest we be misunderstood, television is not "old hat" to Don Lee Television-Channel Two. Television is not merely a matter of looking at the record; to us television remains a challenging future. We look ahead to new advances, to constant improvement, to renewed effort and unstinting increased investment, all toward the day we fervently hope is no longer the distant future when our pioneer work and pioneer believing shall be rewarded in the realization of television's fullest potential and attendant benefits to all. We enjoy the satisfactions of an already successful operation, according to today's standards and yardstick, but now we are gauging and getting geared for the tomorrows.


Neither, however, is the day of the pioneer past. Don Lee continues to set a pace by projecting its combined effort into the future of television. The time is past when, as until 1939, we were obliged to manufacture all of our equipment, including receivers, to carry on. Difficult, too, was the weathering of a serious depression. However, we managed to continue leading the way, albeit scarcely more than a "baby" ourselves in a then truly "baby industry." Now, during television's similarly trying in-

roduction to commercial operation, Don Lee seeks further progress. What we enjoy today in TV is not the ultimate; there's more to come. Don Lee humbly hopes to be among those in the honored vanguard.

The list of Don Lee's technical and program contributions and "firsts" is historically significant and impressive—and has continued since the inauguration of other stations. But, typically, Don Lee is not resting on past achievements nor previous laurels. We are oblivious to the past, except for the knowledge and experience gained and we look forward only. To this end were created the country's first combined television and radio studios, our Hollywood home, built expressly for simultaneous operations in both mediums. For the same reasons Don Lee also brought to television the first out-and-out motion picture executives, vice president in charge Charles L. Glett, and as executive producer, (introducing this title to TV) Cecil Barker to inject needed motion picture thinking into television. Similarly, Don Lee is alone in having its own—and so titled—Director of Television Research in charge of color, Harry R. Lubcke. Recently Don Lee also participated in the development of the new "Electra-Zoom" lens for TV cameras now in exclusive use at Don Lee.

Soon, with the approval of the Federal Communications Commission we hope to be broadcasting from Mt. Wilson. Our transmitter and staff housing buildings are already completed there. Then, after installing the latest and finest equipment available, we believe we will have the best television station, as well as the first, continuing as always second to none and buttressed with our 18 years of operating know-how that has helped set the pattern for all. For this reason we like to feel that our mistakes are now behind us.

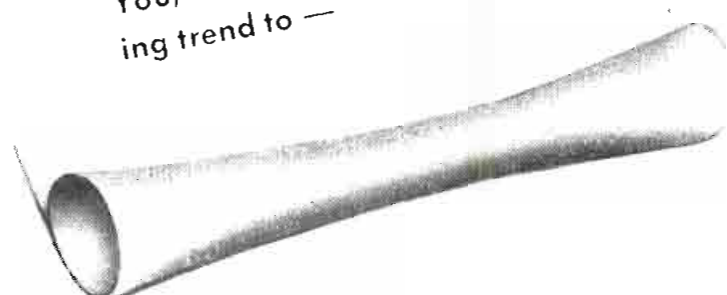
# COMPARE FACTS!



When you plan to buy television broadcast equipment — Visit Du Mont first, Study Du Mont equipment thoroughly, Compare Du Mont design and efficiency.

**then**

You, too, will follow the increasing trend to —



**DUMONT**

*First with the  
Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION  
1000 MAIN AVE., CLIFTON, N. J.

*Visit the Du Mont New Equipment Display at 1000 Main Ave., Clifton, N. J.*



# PROBLEMS OF TV OPERATIONS VIEWED BY BROADCASTER

by

**J. LEONARD REINSCH**

**Managing Director of Cox Stations**

**W**HEN Frank Burke asked me to write an article on television station management I was hesitant. For today each city presents a different problem—one station, four network cable lines; two stations and three lines; three stations and one line; two stations and no line, etc.

Certain fundamentals, however, are threaded through this confusing pattern.

First there is the American cycle of broadcasting: Better programs make listeners, listeners are circulation, circulation makes for effective advertising, effective advertising means increased revenue, and increased revenue makes possible better programs. One factor is added in television: Better programs and longer schedules sell sets—and sets are vital circulation.

Late starting stations, particularly in cities new to television, must invest heavily in programming to build circulation rapidly. Advertisers are constantly increasing their minimum set requirements. Therefore, new stations must plan longer schedules of good sustaining programs. This means the fullest use of network sustainers even if the programs are on a contract purchase basis. Only then do affiliates have the right to expect complete network program co-operation. Let your network know about local reaction to network shows.

Delay network shows and film programs will provide a more attractive program fare and better ratings if they are handled properly. Shader and audio men may often improve the program sufficiently to justify the added payroll cost.

There is still a lot to learn in television programming so be open minded about new ideas. Disc jockey shows that seem almost unprofessional in their format have turned in surprisingly high ratings. Cooking school participation

shows and shopper shows that just got by in radio may surprise with their sales return. Even island shows may have sufficient drawing power to justify their expense. All programs, of course, should be presented on a professional basis.

Since the switch, on the part of the viewer, from station to station in television requires more effort than in radio, thorough promotion of all programs is imperative. Borrow movie techniques and add your own touches. Capitalize on big names and cover local events. Include a news program with local flavor. Use not only interviews, but still pictures of local people. If the occasion is particularly newsworthy, shoot some movie film emphasizing good close-up shots. This local movie film does not need to be sound on film to attract favorable local attention.

Your program promotion will cut two ways: Build a viewing audience of present owners and help sell new sets. In this latter connection find out why non-set owners don't buy. If possible, answer their questions with your own promotion. Don't depend on set dealers to develop your circulation. A newspaper owned station will find it worthwhile to run a series of full page ads about what people miss if they don't own a television set. These ads will increase the effectiveness of television set lineage and almost automatically increase set sales.

It is the commercial part of the picture that should be clear to a radio station operator entering television. It should not be necessary to go through years of changing rate cards for a standard television rate card is now available. Use it from the start and make buying as easy as possible.

Obviously coverage maps, both mv/m and mail, should be prepared as quickly as possible. Market information with set circulation should be kept up to date.



CHANNEL 5 - LOS ANGELES

# KTLA — YOUR No. 1 SALESMAN

in the World's Fastest Growing Market

Lito Baron,  
 featured vocalist  
 in KTLA's  
 "Latin Cruise"

46.3% of the Los Angeles TV audience\* is tuned to KTLA all evening, every evening. KTLA's average share-of-evening-TV-audience nearly equals the total average audience of all six other Los Angeles TV stations combined... is more than three times the following of its nearest competitor!

\*September-October Hooper Measurement of the Broadcast Audience Served by 7 TV Stations.



KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOLLYWOOD 9-6363  
 New York Sales Offices • 1501 Broadway • BRyant 9-8700

**KEY STATION OF THE PARAMOUNT TV NETWORK**



# PROBLEMS OF TV PRODUCTION REPORTED MANY AND VARIED

by

**ALEXANDER STRONACH**

**Eastern Television Program Manager  
American Broadcasting Company**

**L**OOKING at a television studio from the control room, the observer sees the cameras ranging along the fringes of the more brightly lit areas. Beyond them, lie the set, the domain of the scenic designers and the physical production managers. Here, whether it be a ten-by-ten square foot area or the whole of a studio many times that size, is one of the most important testing grounds in the development of what will soon be known as "the television technique."

Let's take a look at straight drama as a yardstick of television as an entertainment form. Hollywood designs and builds sets for realism. Space is of no concern and, until the recent economy wave, money only a little more so. The theatre, within the constant limitation of the proscenium arch, builds for the best staging of each play. Optimistically, it counts on the repeated usage made possible by a successful run.

Today, television has neither space as Hollywood knows it, repeated use as the theatre knows it, nor money as either knows it. Each production, complete to the minutest detail, is assembled for a one-time presentation. Yet it must show itself in a way that will bear critical appraisal and comparison with the older entertainment forms.

Much has been written about the limitation of the television camera and the small screen which is the viewers' contact with its product. Little or nothing has been said about the fact that the camera and the screen are in pretty much the right ratio to the studio space available for sets. Movie makers, who think in terms of large screen projection, theatre thinking in equally large terms, have had to drastically change their approach in television. Tight sets, uncrowded scenes, proper perspective and lighting are of the greatest importance if the talent, the cameramen, and

the director are going to put their contributions across.

As to the sets themselves, "the budget" is King. It is not unusual to see the back drop of a minute-and-thirty-second commercial which, with its appropriate props and appurtenances, cost \$500. In the same studio, a sustaining show will have a three-set unit, put together from the stockpile of old scenery at a cost of \$200. This is the playing area of the entire half hour and of correspondingly more importance in its effect on the viewer. Camera masks, trick mirror effects, intricate lighting cues may take hours of rehearsal and hundreds of dollars, then flash across the viewers' screen in terms of seconds. Never in show business has there been more of an opportunity for creative ingenuity than in the production end of television today.

As an art form, television today is still in swaddling clothes. I venture to say there is more to be learned than has been learned. Take the basic element of color for example. Most designers today avoid the use of pastel colors in scenery. To the painter's eye, pastel green and a pastel blue have contrast, but to the camera's eye these both come out in the same shade of very light gray.

As a corollary to the color problem, there is that of the electronic tubes themselves. Up until recently, all television cameras were equipped with tubes which had a high red response. Hot, incandescent light brought out the sharpest degrees of contrast. Shades of red showed up as truest greys to pure black. Today, the newest tubes have a high blue response. Fluorescent lights, fewer candle foot per area, different degrees of color values are the result. Next month a better tube may be produced with a response half way between. Certainly, on no score can we as yet get "sot in our ways."

how long are 60 seconds?



In TV, the one mass selling medium which combines sight with sound, 60 seconds is just as long as it is visually entertaining.

The selling power of a TV commercial is achieved through experienced film making. TRANSFILM, a pioneer in developing TV techniques, knows how to reach and win audiences.

Proof: — the well-known CAMEL spots and hundreds of other TRANSFILM-produced commercials now stimulating sales for leading advertisers on all channels.

**TRANSFILM**

INCORPORATED  
24 WEST 45th STREET - NEW YORK 19, N.Y.

# AGENCY TV PERSONALITIES

## 1949-1950

*The Year Book of Television herewith presents a "Who's Who" of top TV Agency Executives and a listing of their 1949 television accounts.*



### **EVERARD W. MEADE** **Young & Rubicam, Inc.**



MEADE

Meade began his agency career as a writer with Benton & Bowles. In 1935 he joined Young & Rubicam and served that agency as a writer-producer until 1938. With them he worked on such shows as Jack Benny, Charlie Butterworth, the Packard program with Fred Astaire and Burns & Allen. Departing Young & Rubicam he joined Ruthrauff & Ryan to produce many of their top flight shows. During the war he served as a naval air combat intelligence officer. In 1948 he returned to Y & R where he is now v.p. & dir. of their radio dept. The agency's list of TV shows includes: We The People (Gulf Oil), The Goldbergs (General Foods, Sanka Coffee), Arthur Godfrey's Talent Scouts (Thomas J. Lipton), Fred Waring Show (G. E. Co.), Paul Whiteman Show (Goodyear Tire & Rubber Co.), Aldrich Family (Jell-O), Silver Theatre (International Silver), and Hollywood Screen Test (Duffy-Mott).

### **ROGER PRYOR** **Foote, Cone & Belding**

He enjoys a wide background in the entertainment field. He started in show business at the age of 18, playing in summer stock. From there he moved to leading parts on Broadway and in Hollywood. Finally came radio, first as an orchestra leader, then as M. C. on the Gulf Screen Guild Program. Other shows on which he appeared were: Theater Guild, for the United States Steel Theater Guild of the Air, The Hildegard Show, The Pause That Refreshes, and Reader's Digest. Since 1947 Pryor has been director of TV for the New York office of Foote, Cone & Belding. Among Foote, Cone & Belding clients who have been represented in TV are Union Oil, Sunkist, Pepsodent (Lever Brothers), Kleenex (International Cellulose Products Company), Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer and New York Central. The agency will handle Bob Hope's first television show, sponsored by Frigidaire, scheduled to start sometime in 1950.



PRYOR

**DONALD N. McCLURE**  
*N. W. Ayer & Son, Inc.*



McCLURE

Started in show business as a child actor and liked it so much he decided to make a career of it by matriculating in the Drama Department at Carnegie Tech. Hollywood and the "talkies" offered a chance to be a triple threat man: acting, writing and directing for Universal Pictures, First National and R. K. O. gave him an overall background in movie making. His first radio assignment came when he joined the Bob Ripley "Believe It Or Not" staff as director of the shows remote pick-ups. During the war, McClure served as a civilian test engineer for the U. S. Navy. In Oct., 1944, he joined N. W. Ayer & Son as dir. of TV production. In that capacity, he supervises spots for Lucky Strike, Illinois and Michigan Bell, Personal Products, The Atlantic Refining Co., Shellfield Farms and United Air Lines. Network shows: The Singing Lady for Kellogg Corn Soya and Kukla, Fran & Ollie twice a week for National Dairy, Sealtest.

**HERBERT B. WEST**  
*Batten, Barton, Durstine & Osborn, Inc.*

Head of the TV Department at BBDO. Formerly account executive, radio account executive, and copywriter. With agency 13 years. Author of trade articles on advertising. Lecturer at Columbia University. Agency at present has 33 clients active in TV, probably a record. Presents on TV Brooklyn Dodgers, Chicago White Sox, Chicago Cubs. B. F. Goodrich Celebrity Time on ABC Sunday nights 10-10:30 Eastern Standard Time. Telepix Newsreel twice a night



WEST

Tex Antoine Weatherman every night on WXBF, boxing and wrestling from Chicago and Pittsburgh, plus spot schedules for 26 other accounts. TV production head, Hugh Rogers; TV film section, Thomas A. Wright; Account service section, John Thomas; TV commercials, Robert Foreman; TV programming, Wick Criden; TV film buying, Tucker Scott; TV research, Mrs. J. Anderson; TV publicity and merchandising, James McGarry.

**WALTER CRAIG**  
*Benton & Bowles, Inc.*

Started life as a vaudeville actor. Later played in musical comedies and entered radio as program director of World Broadcasting System. Left this organization to establish his own independent production firm which he abandoned after eight years on doctor's orders. Then followed a two year stint as radio director of Street & Finney and a like period as program director of Ed Noble's WMCA, which immediately preceded his joining Benton & Bowles in 1942. He is currently vice president in charge of radio and television. Benton & Bowles currently has the following network commercial TV programs: "Who Said That" sponsored by Crosley; "This Is Show Business" sponsored by Crosley; Hollywood Screen Test, sponsored by Best Foods, Inc.; "Mama" sponsored by Maxwell House Coffee.



CRAIG



**WINSLOW H. CASE**  
*Campbell-Ewald Co.*



CASE

An acknowledged leader in agency TV operations, V.P. Case entered advertising in 1927. He has worked with Stinson Aircraft, La Driere Art Service, Chesterfield Cigarettes; and was also on the advertising faculty of Columbia Univ. With Campbell-Ewald, Case has supervised overall campaigns for several of the company's major accounts. He is currently in charge of radio and TV for all of the agency's clients, and supervises all Eastern operations. Campbell-Ewald currently handles two major network programs for Chevrolet: the Tele-Theatre drama series via NBC-TV and the musical revue, Inside U. S. A., on CBS-TV. Last fall, the agency also supervised DuMont coverage of the Notre Dame games, sponsored by the Chevrolet Dealers. The local Chevrolet Dealers Ass'n. ranks as the country's top local advertiser in TV. Its five weekly shows and heavy spot schedule are also handled by Campbell-Ewald.

**ADRIAN SAMISH**  
*Dancer-Fitzgerald-Sample, Inc.*

Vice president and director of radio and TV for Dancer-Fitzgerald-Sample, Inc., he has run the gamut of radio broadcasting and show business in his career. Starting at 17, his background includes actor, director and stage manager in Broadway and summer stock productions and director of motion pictures in Hollywood. He has produced, directed and written for radio since 1935, having been with Arthur Kudner, Young & Rubicam and, before assuming



SAMISH

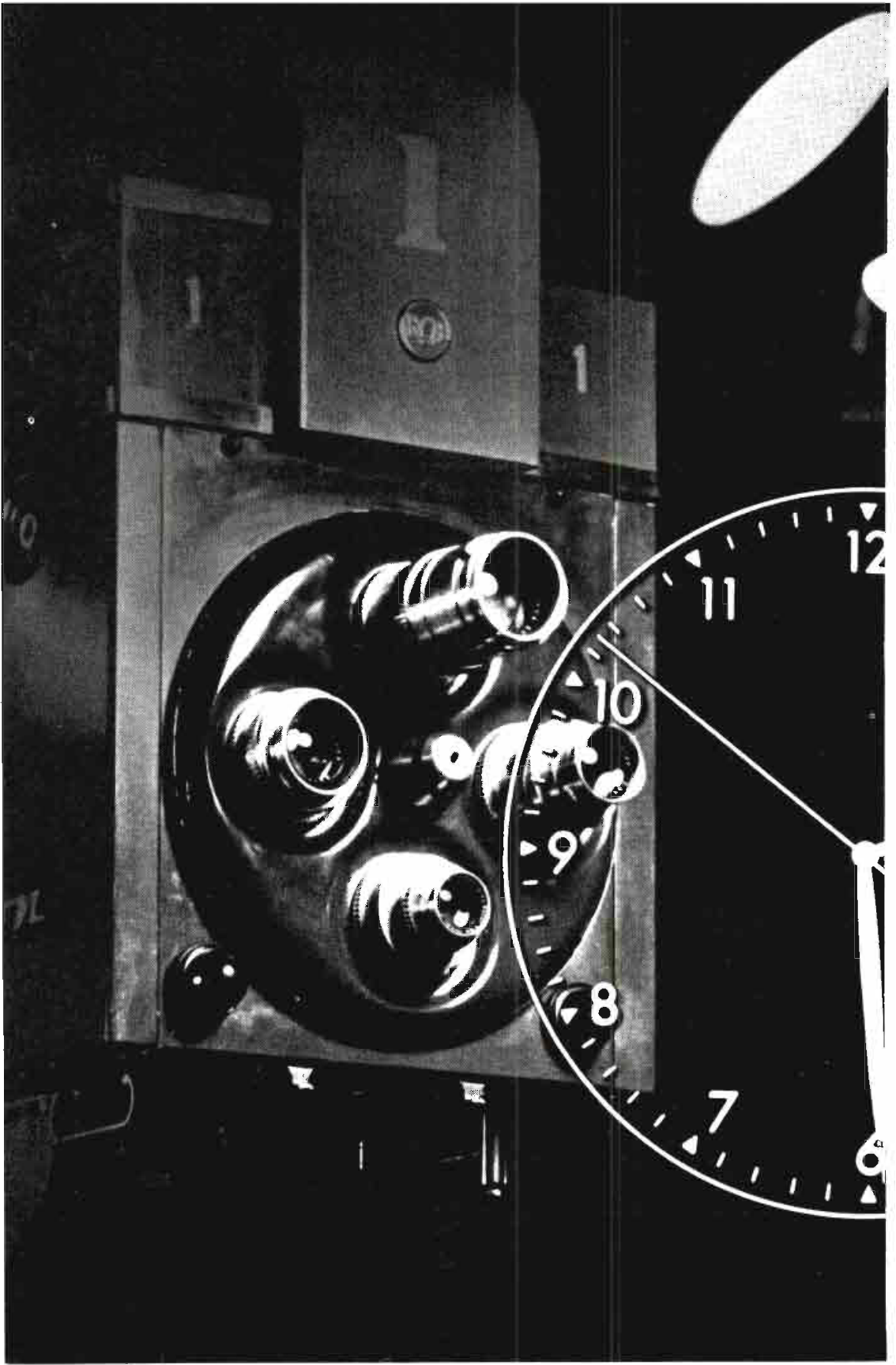
his position at DFS, was v.p. in charge of programs and TV for the American Broadcasting Company. Among those TV shows handled by Dancer-Fitzgerald-Sample are The Lone Ranger for General Mills, Inc. and Okay Mother for Sterling Drug, Inc. Other TV shows under preparation are the Benlab Show, which will be done in Hollywood on film and the Betty Crocker Magazine of TV, which will be telecast live from New York.

**TEVIS HUHN**  
*Warwick & Legler, Inc.*

Born in Philadelphia, Pa., he graduated from the Haverford School, Haverford, Pa. Following his discharge from the U. S. Army in 1918, he matriculated at Princeton University, Class of 1922, and subsequently attended University College, Oxford, England. Entering the U. S. Career Foreign Service, he was commissioned Vice Consul and Diplomatic Secretary, serving in Paris, Washington, D. C., Buenos Aires, and Montevideo. Following his resignation from the Foreign Service, Huhn joined the Columbia Broadcasting System, where he remained until his affiliation with Warwick & Legler, Inc. He has been director of radio and TV there since 1939. During the year 1949 Warwick & Legler, Inc. has televised The Life of Riley over NBT and the affiliated NBC TV network. This program is sponsored by the Pabst Sales Co., brewers and distributors of Pabst Blue Ribbon Beer. The agency has also placed various participation spots on WOR-TV for The George W. Luft Co.



HUHN



# television-year ten

## **2: 29: 50 PM**

That was nine years ago . . .  
the first television commercial . . .  
a Bulova time signal on NBC.

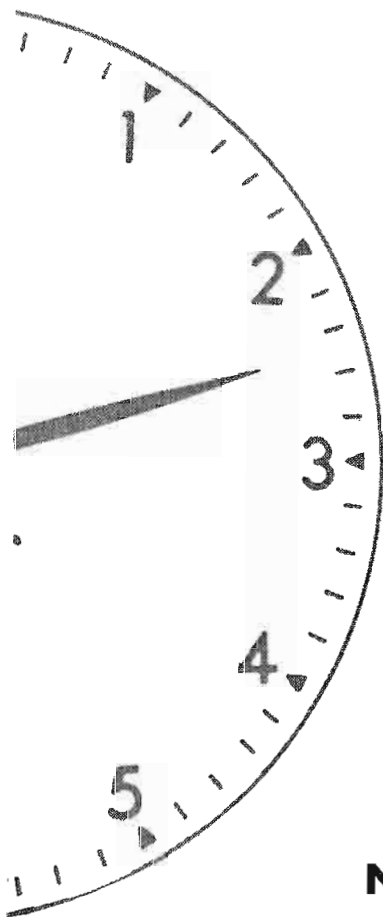
In those days, television was an advertising luxury, even for its few hardy pioneers . . . its biggest reward the prestige of a historic role in developing a radically new medium.

Today, only a decade later, it's as plain as TV's myriad roof-top antennas that *television has changed from an advertising adventure to an advertising necessity.*

*This is the year NBC Television will blanket areas containing 60% of America's families . . . 144 of the nation's 200 leading counties . . . the richest sales markets from coast to coast. And the products sold by NBC Television sponsors will range all the way from mass consumer items to deluxe motor cars.*

Amid these gargantuan strides, only one key fact in television remains unchanged. In 1950, just as in '47 and '48 and '49, NBC Television plays to far more viewers . . . with more popular programs . . . for more advertisers . . . than any other network.

**NBC** *America's No. 1 Television Network*



**A. CARL RIGROD**  
*Donahue & Co., Inc.*



RIGROD

His activities in the fields of radio, TV and journalism have been varied and intense. In 1917 he wrote and directed the first studio TV program sponsored by a motion picture company (RKO) on WABD then called W2XWA. He served as publicity agent with Universal Pictures and later handled radio campaigns for many of the leading movie companies. A journalism graduate of the U. of Mo., he has worked for several Eastern newspapers. Prior to joining Donahue and Co. he was dir. of radio for RKO pictures. At present Rigrod dir. of the motion picture radio and TV dept., is producing and directing all radio advertising activities for MGM and producing TV programs for Samsco Appliance Stores Inc. on WPIX and Gold Medal Candy Corp. on WNBC. He does TV spots for Scripps Pencils, Lee Pipes, Almond's Coffee, and various National movie accounts, as well as radio advertising for Loews theatres.

**MAURICE J. CONDON**  
*Roy S. Durstine, Inc.*



CONDON

He was born in Fall River, Mass. on Nov. 19, 1912. After matriculating at Western Reserve University in Cleveland, O., he entered the field of radio in 1931 by joining the staff of station WGAR, Cleveland, as a continuity editor. Condon remained with WGAR until World War II broke out. During 1942-44 he was on duty with the Army Air Force. When the fighting ceased he returned to Ohio and there took his first job in the agency field. He became

affiliated with the Cincinnati office of Roy S. Durstine, Inc. as radio director. In 1945 Condon was transferred to the New York office of the agency where he took up the mantle as associate radio director. He has remained at that office until the present time. Since 1948 he has held the position of radio TV director and is currently producing the DuMont Cavalcade of Bands for Scripps plus general spots for the Super Security of American Cyanamid Co.

**WILLIAM L. WEDDELL**  
*Leo Burnett Co., Inc.*



WEDDELL

Shortly after his graduation from the University of Chicago in 1929 Weddell landed a job with the Western office of NBC. He's been in radio ever since. Weddell served as sales promotion manager of NBC in Chicago, as radio director of Town-Wesley & Co., and later as assistant sales manager of NBC. In 1946 he joined the Leo Burnett Co. as vice-president and radio director. Current network programs sponsored by Burnett clients are: The Fred Waring Show, Grand Central Station Club Time, Art Linkletter's House Party, Smilin' Ed McConnell, H. A. Kaltenborn and Richard Barkness, Cedric Adams, Fun To Be Young (Jiv Stewart) and Arthur Godfrey (starting April 10, 1950). Burnett accounts using local and spot TV are: Minnesota Valley Canning Co., Brown Shoe Co., Horlicks Malted Milk, Pillsbury Mills, Inc., Santa Fe R. R., The Hoover Co., The Pure Oil Co., Carling's Red Cap Ale and Dean Milk Co.

**NICHOLAS E. KEESLY**  
Lennen & Mitchell, Inc.



KEESLY

Born in Philadelphia in 1910, his first radio advertising job was with N. W. Ayer & Sons back in 1928. During 15 successful years with them he held the positions of time buyer, casting director, producer, talent head and radio account executive. In 1943 Keesely became program sales manager of CBS, later holding the same position with MBS. He has many radio "firsts" to his credit including, Can You Top This?, The Sealtest Hour, Give & Take, The Al Pierce Show and Fred Waring Cigarette Time. Keesely was instrumental in the development of many of the name personalities of today. Since Keesely joined Lennen & Mitchell where he is V.P. in charge of radio-TV, early in 1948, the agency has been represented on the air by two TV shows: The Original Amateur Hour and Stop the Music, both sponsored by Old Gold. Accounts represented by TV film spots include: Lustre-Creme Hair Shampoo and Lysol

**FRANCIS C. BARTON, JR.**  
Federal Advertising Agency, Inc.

Twenty-three years in advertising—nineteen of it in radio, a touch of dramatics in college, and a dash of commercial movies along the way, provide the background from which Frank Barton has been learning video these past several years. N. W. Ayer & Son., Inc., The Columbia Broadcasting System, the Biow Co., Benton & Bowles, all contributed to his first 20 years in the agency field. Barton is now director of radio and television at Federal Adv. Agency,



BARTON

Inc. His first television effort was a commercial spot on film in 1947 for A. S. R. Lighter and then a wrestling program with filmed commercials in 1948-49 for Trommer's Beer. He then did filmed spots for McCalls, a participation in Cavalcade of Stars for both Gem Razors and Blades and A. S. R. Lighter and the Jack Eigen show for Doeskin Products. Barton's most recent television presentation is Eloise Salutes the Stars for Doeskin Products, Inc.

**STEVENS P. JACKSON**  
William Warren, Jackson & Delaney

A graduate of Duke University, his background includes service with the Benton & Bowles agency. He also was an account exec. for radio stations WHN and WMCA and advertising manager of the 7th Regiment Field Gazette. His army service lasted five years during which time he was a Capt. CAC (India, Burma). Jackson has been account executive and director of TV at William Warren agency since 1947. This agency specializes in radio and TV advertising for large N. Y. C. retailers. Its first TV show was Play the Game, a half hour charade program, sponsored by Alexander's Department Store. Since then the agency has had the following clients on video: Lord & Taylor, Spear Furniture Stores, Cardinal Tie Shops, Flag Dog Food, Strauss Auto Supply Stores, Ritz Thrift Shop, Ivel Fifth Avenue, Lucele Limited, Sachs Quality Stores, Bonded Auto Sales, Warren Connolly Distributors, and Stevens Appliances.



JACKSON

**ROBERT W. KELLY**  
*J. D. Tarcher & Co., Inc.*



KELLY

New England born and bred, Bob Kelly prepped for a career via business administration at Providence College, soon landed with a major oil company. There he stayed for many years, another well organized of executive. Wearing finally of the comparatively dull routine, Kelly looked about for wider horizons . . . advertising and radio. He joined J. D. Tarcher & Co., Inc. promptly acquired solid agency experiences in accounting, research and ultimately radio and television. Kelly now reigns successfully as director of radio and TV, a superbly trained executive with a sound business background. Adhering to the principle that if you want to swim you've got to get into the water, Tarcher & Co. early had its client, Benrus Watch Co., test the selling power of TV. Since that original trial, other clients such as Seaman Bros. and McKesson & Robbins have been added. The agency is now concentrating on TV spots.

**EDWARD E. SIMMONS**  
*Cecil & Presbrey, Inc.*

A decade of radio work began for him when he joined WJAK, Marion, Ind. in 1929. He shifted to WAM Chicago in 1931 remaining there as program director until 1937. He then became a staff producer-director for WGN, Chicago. In 1938 he joined the Wade Advertising Agency as producer-director on such shows as the Alka Seltzer National Barn Dance, Uncle Ezra, Alec Templeton Time, Quiz Kids and Roy Rogers. After



SIMMONS

his discharge from the army, where he had served for some time with the short-wave section of the Armed Forces Radio Service, he joined Cecil & Presbrey, Inc. as West Coast Representative. He came to the New York office in Feb. 1949 where he is now radio-TV director. Cecil & Presbrey's TV accounts have included the Ed Wynn Show, sponsored by Speidel Corp. on CBS. TV spots for Lamont-Corliss and video spots for Ronson.

**ALLAN BLACK**  
*Cayton, Inc.*

Graduated with a B.A. from NYU in 1938. During the next few years he served as announcer-writer-producer for several independent New York stations. In 1945 he quit WQXR to freelance. During this period he was script writer for several network radio shows, including Grand Central Station, Armstrong Theater of Today, Grand Marquee and the Lone Ranger, and was also engaged by the Radio Division of the Office of War Information. In 1947, he joined Cayton, Inc. as head of its TV department. His first assignment was to direct a country-wide TV spot campaign for the Polaroid TV Filter, which proved an outstanding success. He is the creator and producer of the highly successful Greatest Fights of the Century film series, telecast Friday nights over the entire NBC-TV interconnected network. The show is sponsored by Chesebrough Mfg. Co., for its Vaseline Cream Hair Tonic. He also produces Sports Highlights of the Week, sponsored by Bond Clothes.



BLACK

**WILLIAM ALEXANDER CHALMERS**  
*Kenyon & Eckhardt, Inc.*



CHALMERS

Canadian born William Chalmers, with consistant circumspection, launched his career at Batten, Barton, Durstine & Osborn after a Quaker school education in N. Y. A year later he shifted to Hollywood as a contract player for Paramount and Universal. Following his return he tried his hand in the book publishing and department store fields. There followed a brief sojourn on the stage, then a jumpback to the agency field. Through the ensuing years he served with Geyer, Cornell & Newell, Erwin Wasey, The Biow Co., and Free & Peters (station Reps.). In August of '47 he joined Kenyon and Eckhardt. Chalmers as v.p. & radio-TV director, supervises the Ford Television Theatre and the United Nations Telecasts for the Ford Motor Co., Toast of the Town for the Lincoln-Mercury Dealers, and various TV activities for the Borden Co., Bristol-Meyers, Ltd., Beechnut Packing Co., Lincoln-Mercury Div. of Ford Motor Co., and the Kellogg Co.

**LEWIS H. TITTERTON**  
*Compton Advertising, Inc.*

He received his education at two of the world's more stellar institutions of learning, Cambridge University and Harvard. Titterton became assistant editor of the Atlantic Monthly in 1925. Remaining with that magazine for a year, he next moved over to the Macmillan Company where he assumed the post of assistant to the general sales manager. In 1928 he became an associate editor at Macmillan. He entered the field



TITTERTON

of radio in 1932 when the National Broadcasting Company beckoned him as script editor. He was affiliated with NBC for a period of 12 years (1932-44), then joined the Compton Advertising Agency as director of radio. His present title with Compton is vice-president, director of radio & TV. The Compton Agency is currently producing the Procter & Gamble Fireside Theater, over NBC's Eastern and Midwestern TV network.

**HOWARD G. BARNES**  
*Dorland, Inc.*

He came to Dorland with 15 years experience in all phases of broadcasting, theater and films. As a senior producer for 8 years at CBS, New York, Barnes was a creative force behind the Columbia Workshop, the N. Y. Philharmonic Broadcasts, Duffy's Tavern and other outstanding shows. He served four years in the Navy as a Lieutenant and producer-writer of training and propaganda films. After the war he returned for a year as a CBS producer and later was an independent producer of radio, motion picture features for syndication to TV stations. Prior to CBS, Barnes, as executive producer of the Music Corp. of America, was a guiding force in the development of Kay Kyser's Kollege of Musical Knowledge. As v.p. of radio and TV, he has helped to build Dorland into a small but growing and aggressive contender in both media. Dorland's national TV accounts include A. S. Beck Shoe Corp., Helbros Watch Co., Ameritex Fabrics.



BARNES

**LEE COOLEY**  
*McCann-Erickson, Inc.*



COOLEY

Started his radio career in 1931 as an announcer. He later moved on to direction in radio and movies. In 1938 Cooley joined the Don Lee organization, but left a few years later for New York where he wrote and produced shows for B.B.D.&O. and Rubinfeld & Ryan. In 1946 he joined McCann-Erickson, Inc. as director of television and commercial motion pictures. From May 1947 to August 1949, he produced "The Swift Home Service Club" and "The Swift Show" for Swift & Co. In all, the agency serves 18 clients in Television: Altes Brewing Co., Bell & Howell Co., Beverwyck Breweries, Inc., Broadway Department Store, Inc., Chesebrough Mfg. Co., Cons'd. Chrysler Sales Division, Goldstream Products Co., Leisy Brewing Co., National Biscuit Co., Perfection Stove Co., Renuzit Home Products Co., Richman Brothers Co., The S. O. S. Co., Southern Counties Gas Co., Standard Oil Co. (Indiana), The Standard Oil Co. (Ohio), Swift & Co. and Westinghouse Electric Corp.

**MARLO LEWIS**  
*Blaine-Thompson Co., Inc.*



LEWIS

Music was the main element of his early youth in Chicago. At the age of seven he conducted the Chicago Symphony Orchestra. He later was Concert Master of Sem High School Orchestra and conducted the University of Chicago Symphony orchestra. In addition he played the violin and clarinet. The business world beckoned him in 1932 when he became a reporter for the City News Bureau in Chicago. After that he moved to New

York where he became assistant to the production manager and space department manager at the Biow Co. Lewis also was an account executive with the Harshon Garfield Agency. During this time in New York he helped create the local sales department and programs for CBS. Presently he is executive vice-president of Blaine-Thompson and package producer of Lunchcon at Sardi's and Ed Sullivan's Toast of the Town.

**PRESTON H. PUMPHREY**  
*Maxon, Inc.*



PUMPHREY

A graduate of Ohio Wesleyan U., he entered the radio field in 1929. He has served on the radio production staffs of NBC and Benton & Bowles and as radio director for two advertising agencies, Fuller, Smith, Ross, Inc. and Warwick & Tegler, Inc. The Fred Allen Show, Palmolive Beauty Box, Warden Lawes, Metropolitan Opera Auditions, Minute Mysteries and Maxwell House Show Boat are some of the more important programs that Pumphrey has produced and directed for radio. In 1947 he turned his talents toward the field of television. Today he is director of television for Maxon, Inc. an agency which is handling such sports highspots as the World Series, racing's Triple Crown, and Friday night Boxing for the Gillette Safety Razor Co. Other Maxon video clients include: Griesedieck Western Brewery Company, Mignavox Inc., and Hoppoint, Inc.



**MILTON DOUGLAS**  
Stanton B. Fisher, Inc.



DOUGLAS

He started in show business in 1929 as a singer and actor, appearing in Broadway plays and movies. He was under contract to Warner Bros. for a year, but came back East when musicals fell off and sang in various hotels and night clubs. Douglas finally wound up as entertainment director for a chain of hotels. He was with this chain for eight years, then went to DuMont as a director. After producing a new variety show, Front Row Center, for the Stanton B. Fisher Agency, Douglas left DuMont and joined Fisher as head of the TV and radio department. The agency expanded the show into a one-hour program, calling it Cavalcade of Stars and many big drug chains decided to come in, namely; Whelan, Walgreens, Liggett, Dow Cunningham, Gallagher, Gray, Harvey & Carey, Hook, Lane, People's, Read, Snyder, Sun, Sun Ray, Taylor and Thrifty Drug Stores.

**ARTHUR J. DALY**  
Peck Advertising Agency, Inc.

Daly entered radio in 1929 as a producer for the National Broadcasting Company in the New York studios. Over an eight-year period, he produced the Firestone Hour, the Goldbergs, Major Bowes Amateur Hour and numerous other programs in all classifications. Later, he produced the Pontiac Varsity Show, the Telephone Hour, the Cresta Blanca Carnival, and in California during a five-year period, such programs as the Rudy Vallee Drenc program, the Corliss



DALY

Archer program and others. Currently Daly is the radio-television director for the Peck Advertising Agency, Inc. in New York. At the present moment, Peck's television activities are composed entirely of spot announcements and program considerations for Howard Clothes, Old Dutch Coffee, Charles of the Ritz, Premier Foods (Sauce Arturo). The agency is also currently presenting the Johnny Olsen Rumpus Room on WABD, New York, DuMont's key station.

**MYRON P. KIRK**  
Kudner Agency, Inc.

Vice president and executive director of radio and TV of Kudner Agency Inc., Kirk is a native West Virginian whose early business training was in association with his father in banking, brokerage and theaters. From program and sales activities with WTAM, Cleveland, Kirk organized his own advertising agency, Lang, Fisher and Kirk. In 1933 he resigned from the partnership to accept a vice presidency with Ruthrauff and Ryan Inc. From 1938 to 1941 he was in Hollywood as a vice president of United Artists. He joined Kudner in 1941 as director of radio. Kudner TV programs under Kirk's supervision are: Texaco Star Theater, NBC-TV, (The Texas Co.); Martin Kane, Private Eye, NBC-TV (United States Tobacco Co.); Lights Out, NBC-TV, (The Admiral Corp.); Stop the Music, (Shared with The Admiral Corp. and Old Gold), ABC-TV; Admiral Broadway Revue (The Admiral Corp.); Fireball Fun for All (Buick Motor Division) and Metropolitan Opera Opening (The Texas Co.).



KIRK

**FREDERICK A. "TED" LONG**  
*Geyer, Newell & Ganger, Inc.*



LONG

Long was appointed director of radio and TV at Geyer, Newell & Ganger, Inc. in August 1949. He joined the agency in 1946 as radio production manager and later became assistant director of the department. He was previously radio account executive and head of the motion picture and TV department at Batten, Barton, Durstine & Osborn. During the war Long was director of U. S. radio activities and administrative officer for the Coordinator of Inter-American Affairs in New York. Starting in radio in 1927, Long produced and directed programs on all national radio networks, was Washington program manager of CBS, director of broadcasting for the New York World's Fair, and head of radio for Lord & Thomas in Chicago. Current commercial video programs and sponsors are Kelvinator's Homemaker's Exchange, participation, on CBS-TV network of fifteen stations, and Krueger's Boxing with Dennis James.

**H. PIERSON MAPES**  
*Hutchins Advertising Co., Inc.*

He has enjoyed a long career in the advertising and distribution field. He first joined the May Radio and Television Corp., a Philco distributor, in 1930. By 1933 he had risen to the position of sales promotion and merchandising manager. Mapes became connected with the Hutchins Advertising Co. in 1945. He is now in charge of the radio-TV department and commercial motion picture department. During the past five



MAPES

years Mapes has been responsible for many fine radio programs, including the Radio Hall of Fame, the Bing Crosby show, the Burl Ives show and the Breakfast Club (Philco Portion). The Hutchins agency's programs now on the air are: Philco Television Playhouse, NBC network, and the Breakfast Club (Philco Portion), ABC. In addition the agency also handles some important radio and television spot advertising.

**WILSON M. TUTTLE**  
*Ruthrauff & Ryan, Inc.*

His career has run the gamut from actor to writer to director. During the years 1932-35 he acted on stages in California, New York and Chicago. In between he did some writing and directing for stations WIND and WCFB Chicago. He joined radio station WOR, New York in 1936 as staff director, announcer and nighttime station manager and remained there until 1939 when he came to Ruthrauff & Ryan as program director and supervisor. Tuttle is now vice-president, director of radio and television at R&R. Current among the agency's video accounts are: American Kitchens, Chrysler Corp., Dodge Div., Dodge Dealers of Los Angeles, Dodge Dealers of St. Louis, Edwards Coffee, Galveston-Houston Breweries, Griesedieck Bros. Brewery Co., Gunther Brewing Co., Lever Bros. (Spry), Morris B. Sachs, Pittsburgh Dodge Dealers Ass'n, Reddi-Wip, Safeway Stores, Seattle Dodge Dealers, Western Reddi Wip Co., Sterling Salt Co., Allied Florists (Chicago), Heet.



TUTTLE

**MIRIAM TRAEGER**

*Abbott Kimball Co., Inc.*



TRAEGER

She has long been associated with the radio field. Her early training began with WMCA as secretary to the president. From WMCA Miss Traeger moved, in 1941, to WINS. 1944 found her Time Buyer at Abbott Kimball Co., Inc. supervising broadcast campaigns for clients such as, Joe Lowe Corp., Koret of Calif., Mark Cross, Renoir Perfumes, Marvella Pearls, Bonne Bell Cosmetics, Black Starr and Gorham, Colonial Dames Cosmetics, Union Pharmaceutical Co., Peggy Sage, Artra Cosmetics, Inc., Norcross, Inc., Family Laundry Owners Assn., Lipstae, and Northam Warren Corp. She signed the first agreement with a TV station for Norcross, Inc. It was a modest beginning, but as the scope widened with the rapid expansion of TV stations other clients entered the medium on a selective market basis. Some of these accounts are Rogers Peet, Artra Cosmetics, Inc., Lampl Fashions, and Jackson Furniture Co.

**HUGH HOLE**

*Brooke, Smith, French & Dorrance, Inc.*

Graduated with a B.A. degree in Dramatic Art, University of N. C. in 1942. During four years there he worked in local radio stations and participated in many theatrical productions produced by the N. C. Players Assn. In June, 1942, he entered the radio department of Benton & Bowles, New York City. During four years there he acted as producer, director and administrative assistant. In 1946 he formed his own independent production company, Television-



HOLE

Radio Enterprises. Later he joined Dancer-Fitzgerald-Sample as supervisor of all commercial production. He joined Brooke, Smith French & Dorrance, Inc., in Aug. 1948 as director of radio and TV, handling these shows: Detroit Tigers home baseball games and Detroit Lions home football games for the Goebel Brewing Co.; Inside Football, WWJ-TV, Detroit for the Goebel Brewing Co.; 4-Star Final News, WJBK-TV for the Hudson Motor Car Co.

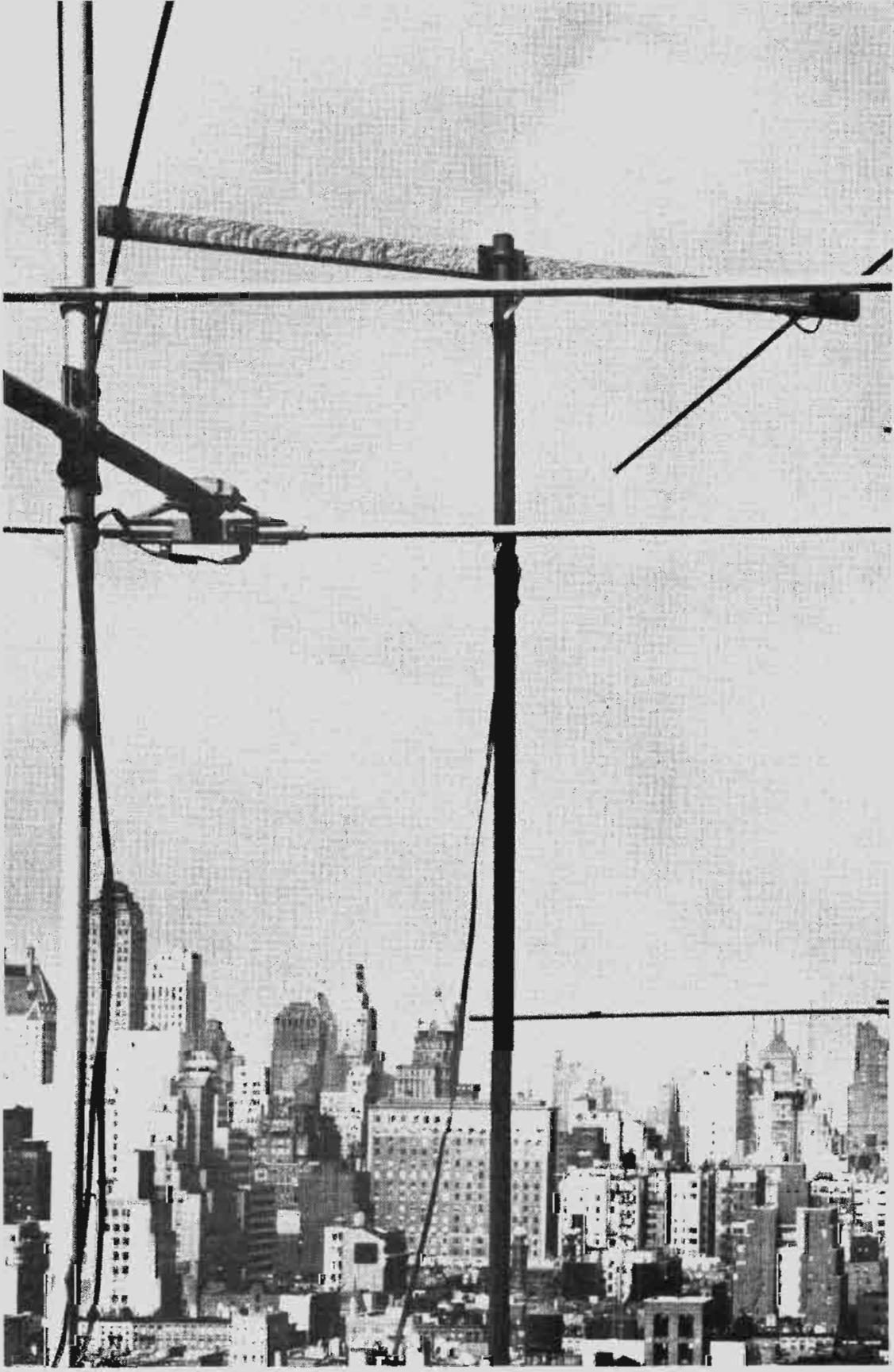
**JOHN S. DAVIDSON**

*Fletcher D. Richards, Inc.*

Born in New York City, he attended Lawrenceville School and Yale University (Sheffield Scientific Schools). Davidson entered the radio business in sales and programming at NBC in 1927. Formerly he had been with Judge Weekly and the Selznick Moving Picture Co. His years in radio have seen him serve as radio director for Ruthrauff and Ryan, Young and Rubicam, J. M. Mathes, and as radio-television director at Federal Advertising Agency. In 1947 he joined the Fletcher D. Richards agency, where he is now radio and television director. Among Richards' TV programs and accounts are: Special animated film shorts for U. S. Rubber Co. (tire division); "Lucky Pup" for U. S. Rubber Co. (footwear division); Animated film shorts for Durham-Enders Razor Corp.; Boxing Matches for Berghoff Brewing Corp.; "Market Melodies" for Foremost Dairies, Inc. and a news program for Eastern Air Lines.



DAVIDSON





*it is now tomorrow...*

Look closely at your new horizon.

These are not the shapes of things to come, but of things already here.

For today, television in its *full* proportions is clearly visible ...creating new patterns in the basic habits of Americans.

It is changing the way they work and play; the way they think and talk, and buy and sell.

In this pattern, the habit of tuning to CBS Television is firmly fixed —held fast by powerful programming like *The Goldbergs*...*Studio One*... *Arthur Godfrey*...*Ed Wynn*...*Mama* ...*Suspense*...*Inside U.S.A.*...

For in television as in radio when you tune to CBS, you know you're tuning in the kind of entertainment that satisfies the largest audiences in the world.

***CBS television***  
*first in audiences*



# A. B. C. TELEVISION NETWORK

## **ROBERT E. KINTNER**

*President*



KINTNER

Robert E. Kintner, president of the American Broadcasting Company, is, at 40, the youngest president of a national network. He is also the most recently elected major radio network chief executive, having been named to his new office by the ABC board of directors on December 30, 1949. At the same meeting the ABC board elected Mark Woods, president, to be vice-chairman of the company. Kintner who prior to his election as ABC chief, was executive vice-president, joined the company in 1944 following his discharge from the Army as Lieutenant Colonel. Before his service in the Army, for which he was awarded the Legion of Merit, he had a distinguished career as a reporter, Washington correspondent and co-author with Joseph Alsop of a nationally syndicated Washington newspaper column.

## **CHARLES C. BARRY**

*Vice-President in Charge Radio-TV Programming*

One of the radio industry's best liked personalities. Charles C. (Bud) Barry, vice-pres. in charge of radio and television programming, has been one of the top program officers of the ABC network since its organization. During the period from 1942 to 1945 he was the network's national program director and two years later, in 1947, was elected a vice-president and placed in charge of radio and television programming. Barry, a former presidential announcer, has to his



BARRY

credit a large number of radio innovations which are today in wide use in the broadcasting industry. He was instrumental in the development of high fidelity transcription recording and played a prominent role in promoting the sale of time for presentation of opposing viewpoints on controversial questions. He also has been the guiding light in the development of such top radio and TV programs as "Stop The Music" and "The Paul Whiteman TV Revue."

## **ALEXANDER STRONACH, JR.** *Manager of Television Programs*

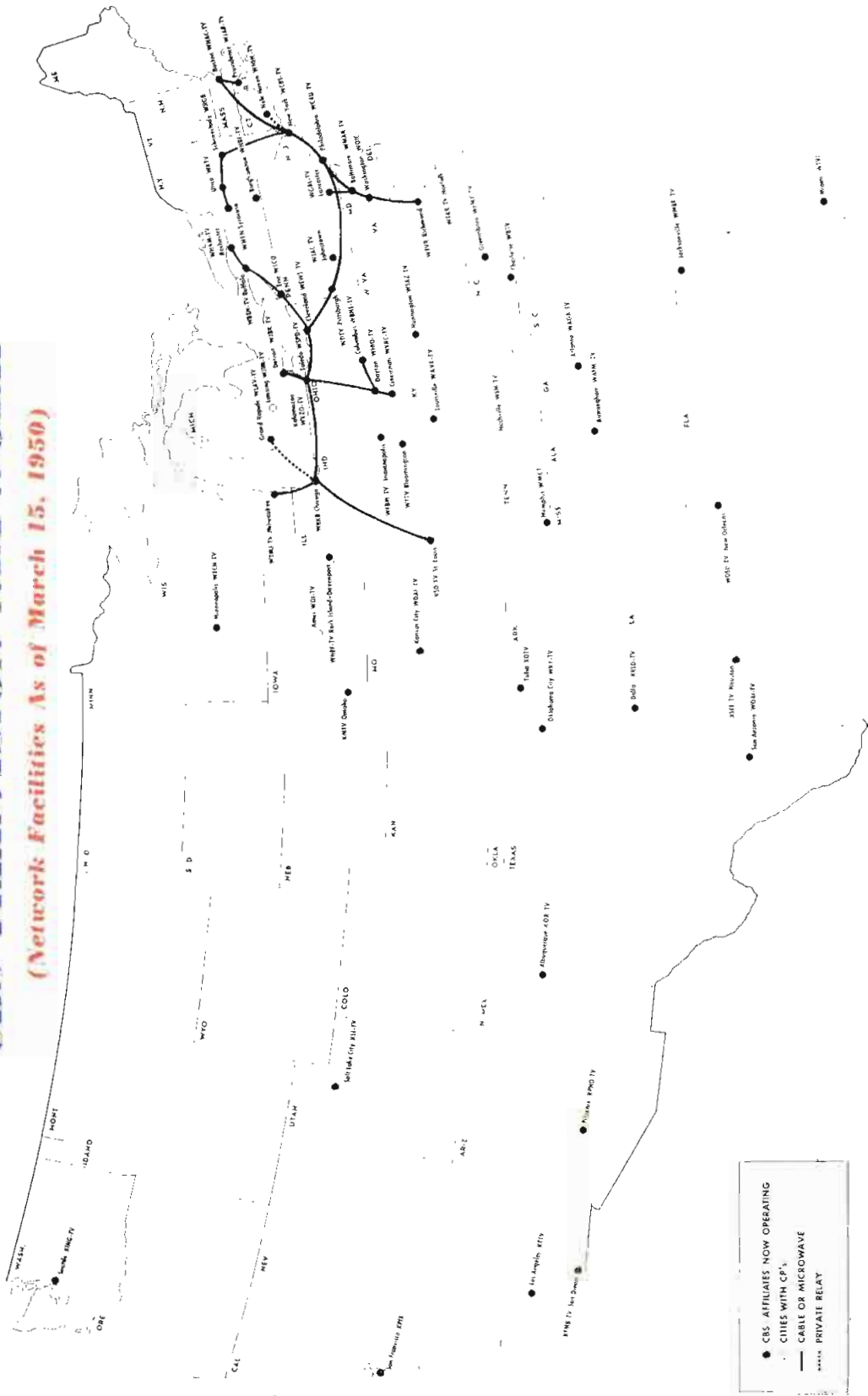
With a solid advertising agency background behind him, Alexander (Sandy) Stronach, Jr., ABC manager of television programs, joined the network in Sept. 1948. His agency experience started in 1938 when, from Hollywood, he joined Young & Rubicam, Inc. as a writer on the "We, The People" radio show. Subsequently he produced and directed this program, as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, talent and program manager for Young & Rubicam. In 1947, he joined the William Morris Agency as a radio-television executive. During his year and a half at ABC, the network has realized upon the full potentialities of television with the commercial "Paul Whiteman Revue," and has successfully translated "Stop The Music" from radio to video.



STRONACH

# CBS TELEVISION NETWORK

(Network Facilities As of March 15, 1950)



- CBS AFFILIATES NOW OPERATING
- CITIES WITH CP's
- CABLE OR MICROWAVE
- - - PRIVATE RELAY



# C. B. S. TELEVISION NETWORK

## **FRANK STANTON** *President*



STANTON

Joining CBS in 1935 as research director, Frank Stanton, president of the network, rapidly advanced to a vice presidency in 1942 and was named general manager and elected to the board of directors in 1945. He has been president since 1946. Stanton has a couple of firsts in radio research to his credit. He was the first to develop and use a mechanical device for recording radio set operation and he is a co-developer of the Program Analyzer, a machine for measuring audience reaction to program content. Almost as well known in the field of psychology as radio, Stanton is the author of many books and articles on the former subject. Prior to CBS he had been with the Psychology Department at Ohio State University. During the war he served as a consultant to the Office of Facts and Figures. He was born in Muskegon, Mich., on March 20, 1908, and has degrees from Ohio Wesleyan and Ohio State Universities.

## **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



ROBINSON, JR.

January 1, 1950 he 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.

## **J. L. VAN VOLKENBURG** *Vice President in Charge of Network Sales*

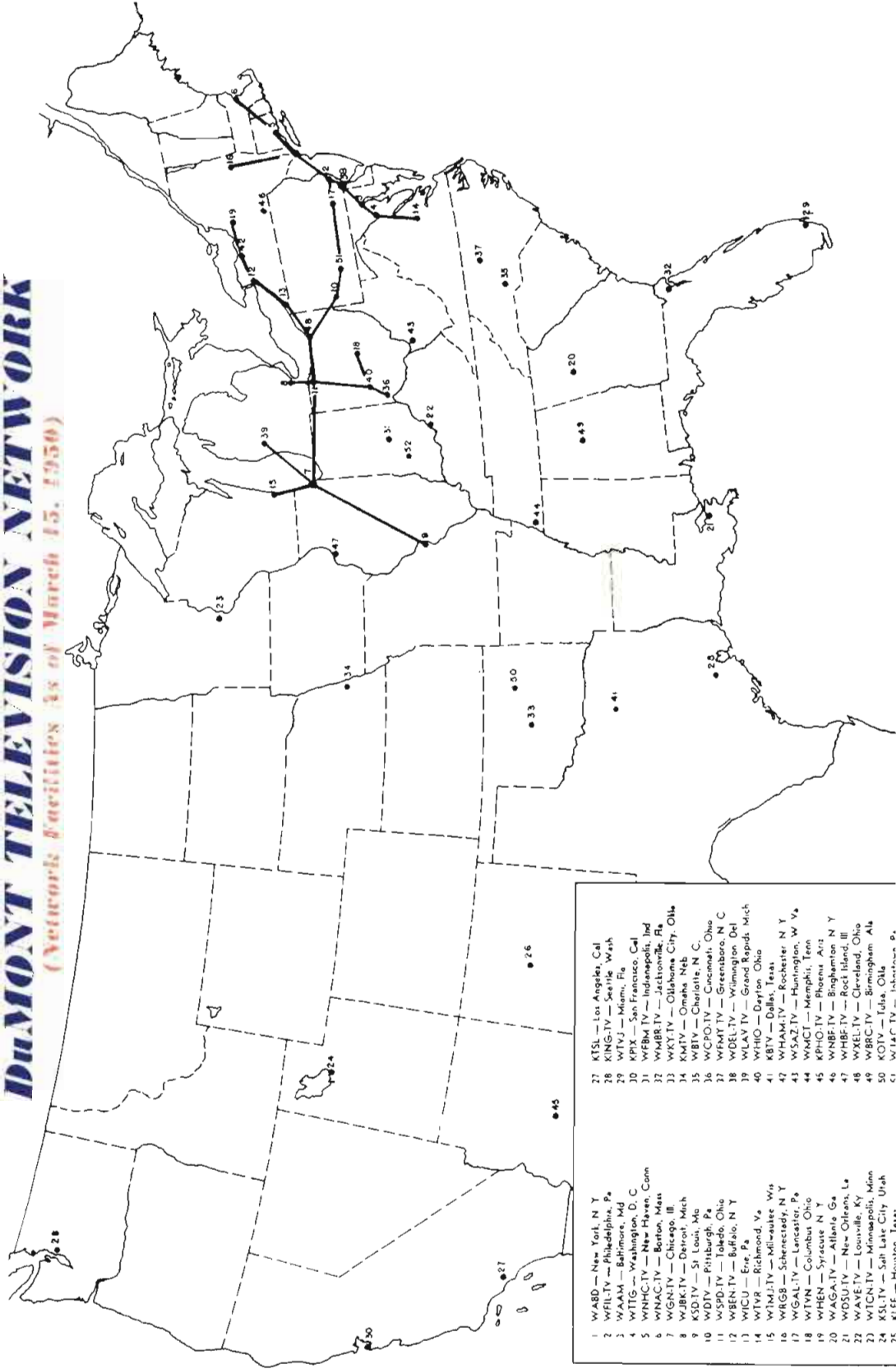
A member of the CBS family for 18 years, J. L. Van Volkenburg, has risen through a number of executive posts with the network to his present position as network sales vice-president. He joined CBS in 1932 as general manager of KMOX, a Columbia-owned station in St. Louis. In 1936 he was appointed assistant to the CBS vice-president in charge of the Central Division. Van Volkenburg was named general sales manager of 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 on Jan. 1, 1950, took over his present assignment. Van Volkenburg was born in Sioux City, Iowa, Dec. 6, 1903 and attended the University of Minnesota.



VAN VOLKENBURG

# DuMONT TELEVISION NETWORK

(Network Facilities As of March 15, 1950)



- |    |                               |    |                                |
|----|-------------------------------|----|--------------------------------|
| 1  | WABD — New York, N. Y.        | 27 | KTSL — Los Angeles, Cal.       |
| 2  | WFIL-TV — Philadelphia, Pa.   | 28 | KING-TV — Seattle, Wash.       |
| 3  | WAAM — Baltimore, Md.         | 29 | WTVJ — Miami, Fla.             |
| 4  | WTTG — Washington, D. C.      | 30 | KPIX — San Francisco, Cal.     |
| 5  | WNHC-TV — New Haven, Conn.    | 31 | WFBI-TV — Indianapolis, Ind.   |
| 6  | WNAC-TV — Boston, Mass.       | 32 | WMBR-TV — Jacksonville, Fla.   |
| 7  | WGN-TV — Chicago, Ill.        | 33 | WKYT-TV — Oklahoma City, Okla. |
| 8  | WJBR-TV — Detroit, Mich.      | 34 | XMTV — Omaha, Neb.             |
| 9  | WDTV — St. Louis, Mo.         | 35 | WISN-TV — Milwaukee, Wis.      |
| 10 | WDTV — Pittsburgh, Pa.        | 36 | WCOP-TV — Cincinnati, Ohio.    |
| 11 | WSPD-TV — Toledo, Ohio.       | 37 | WFMY-TV — Greensboro, N. C.    |
| 12 | WBEN-TV — Buffalo, N. Y.      | 38 | WDEL-TV — Greenville, S. C.    |
| 13 | WICU — Erie, Pa.              | 39 | WLAV-TV — Grand Rapids, Mich.  |
| 14 | WTVR — Richmond, Va.          | 40 | WHIO — Dayton, Ohio.           |
| 15 | WMLI-TV — Milwaukee, Wis.     | 41 | KBTU — Dallas, Texas.          |
| 16 | WRGB — Schenectady, N. Y.     | 42 | WHAM-TV — Rochester, N. Y.     |
| 17 | WGAL-TV — Lancaster, Pa.      | 43 | WSAZ-TV — Huntington, W. Va.   |
| 18 | WTNN — Columbus, Ohio.        | 44 | WMCT — Memphis, Tenn.          |
| 19 | WHEN — Syracuse, N. Y.        | 45 | KPHO-TV — Phoenix, Ariz.       |
| 20 | WAGA-TV — Atlanta, Ga.        | 46 | WNBF-TV — Binghamton, N. Y.    |
| 21 | WDSU-TV — New Orleans, La.    | 47 | WHBF-TV — Rock Island, Ill.    |
| 22 | WAVE-TV — Louisville, Ky.     | 48 | WXEL-TV — Cleveland, Ohio.     |
| 23 | WTGN-TV — Minneapolis, Minn.  | 49 | WBRC-TV — Birmingham, Ala.     |
| 24 | KSL-TV — Salt Lake City, Utah | 50 | OTL-TV — Tulsa, Okla.          |
| 25 | KTF — Houston, Texas.         | 51 | WTAF-TV — Indianapolis, Ind.   |

# DuMONT TELEVISION NETWORK

## **DR. ALLEN B. DuMONT** *President*



DU MONT

President of Allen B. Du Mont Laboratories, Inc., the only company in the United States whose energies are devoted exclusively to all phases of television, Dr. Allen B. Du Mont is best known for his work on the commercial development of the cathode-ray tube. This tube provides today's set owners with clear, bright, reliable pictures. A graduate of Rensselaer Polytechnic Institute, Du Mont and his organization have piled up an imposing number of TV "firsts." He founded the first television network which today comprises more than 50 stations throughout the country. The company produced the first commercially available video receiver in 1939 and was the first to make regular recordings of television programs. Its New York station, WABD, was the first to present a regular daytime program schedule.

## **MORTIMER W. LOEWI** *Director*

The growth of the Dumont network and the owning company, the Allen B. DuMont Laboratories, Inc., has been spark-plugged by Mortimer W. Loewi, director of the DuMont Television Network, since the firm's incorporation in 1935. Under Commander Loewi's leadership, the network pioneered daytime television and teletranscriptions, a system of transcribing programs from the face of a cathode-ray tube. He has actively participated in all DuMont policy



LOEWI

for the last 14 years and is widely known in New York banking and investment circles. Commandèr Loewi was born in Urbana, Ohio, but while he was still quite young his family moved to Piqua, Ohio, where he graduated grade and high school. His later education centered mainly on art. He studied at the Pratt Institute and at the Art Students League in New York and in Paris at the Julian Academy. Loewi is an art connoisseur as well as an accomplished artist.

## **CHRIS J. WITTING** *General Manager*

Bringing to television a sound background in industry and the entertainment world, Chris J. Witting joined DuMont in June, 1947, and devoted his first two years in video to financial and organizational problems. In Feb. 1950, he was appointed general manager of the network. Witting attended the Schools of Business and Finance of NYU and Columbia, as well as Fordham Law School. Thereafter he joined the firm of Price, Waterhouse & Co. As a result of experience gained here he became a CPA. In 1940 he was elected comptroller of the USO-Camp Shows. As an executive officer he played an important part in the USO entertainment program during the war. After a year with the Maritime Service with the rank of commander, he returned to USO Camp Shows to set up the administrative supervision of more than 5,000 entertainers in the ETO.



WITTING



# M. B. S. TELEVISION NETWORK

## **THEODORE C. STREIBERT** *Chairman of the Board*



STREIBERT

Theodore C. Streibert, chairman of the Board of the Mutual Broadcasting System, formerly held an important position in the field of education as assistant dean of the Harvard Business School. He has been president of WOR since 1945 and prior to that was connected with the motion picture industry as a film company executive. Streibert joined WOR in 1933 as assistant to Alfred J. McCosker, who was then the station's president. He was elected to the station's board of directors in 1935 and a year later was named executive vice-president and general manager. Streibert was an instrumental figure in the founding and development of the Mutual Broadcasting System of which WOR is the N. Y. key station. As WOR president he supervises the station's AM and FM activities and is also in charge of WOR-TV and WOIC, Washington, D. C.

## **A. A. SCHECHTER** *Vice-President*

One of the most energetic executives in the business, A. A. Schechter, Mutual network vice-president in charge of news, special events and press, entered radio in 1931 as head of the copy desk at NBC. In the eleven years that followed, he molded a radio news organization with reporters being heard regularly from the far corners of the world. In 1938, Schechter directed the first combined radio and TV special event, when the King and Queen of England



SCHECHTER

visited New York's World Fair. Today he is probably the best known news and special events man in radio. As a Lieutenant Colonel during World War II, he served as chief of radio at General MacArthur's headquarters in charge of press transmission and broadcasting in the Southwest Pacific. Schechter is active in supervising the TV activities of the Mutual network, working closely with MBS local stations which are in video operation.

## **EARL M. JOHNSON** *Vice-President in Charge of Engineering*

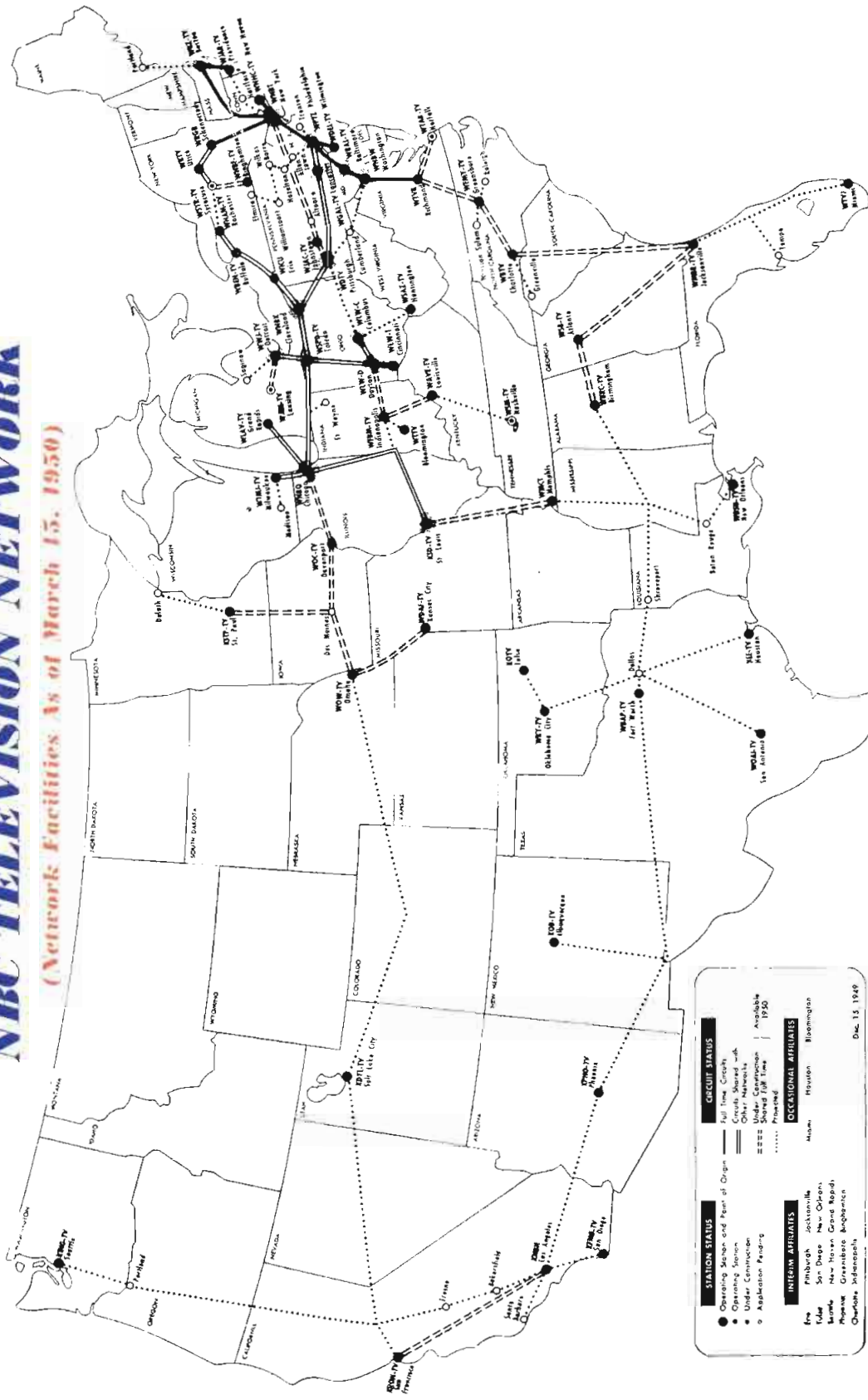
Joining the Mutual Broadcasting System in 1945 as chief plans and allocation engineer, Earl M. "Pete" Johnson was named director of engineering on January 1, 1947. In that capacity, he developed Mutual's "listenability," a new engineering measurement, designed to guide network expansion. Johnson was elected vice-president in charge of engineering and station relations for Mutual in February, 1949. He is in daily contact with Mutual affiliates on AM, FM and TV matters. Johnson has been a member of the executive engineering committee of the NAB for four years. A graduate of the University of Cincinnati, he became an engineer on the staff of WLW, in 1940. He served on the Operation Research Staff of the War Department during the last war. He takes part in the TV activities of MBS and has handled special management assignments.



JOHNSON

# NBC TELEVISION NETWORK

(Network Facilities As of March 15, 1950)



| STATION STATUS |                                      | CIRCUIT STATUS |                         |
|----------------|--------------------------------------|----------------|-------------------------|
| ●              | Operating Station and Peer of Origin | —              | Full Time Grade         |
| ★              | Operating Station                    | ---            | Other Networks with     |
| ○              | Under Construction                   | ---            | Available               |
| ○              | Application Pending                  | ---            | Seasoned Full Time 1950 |
|                |                                      | ---            | Planned                 |

| INTERNET AFFILIATES                                                                                                                                                                                                                                                                                            | OCCASIONAL AFFILIATES                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Fire</li> <li>Finburgh</li> <li>Jacksonville</li> <li>Kaler</li> <li>San Diego</li> <li>New Orleans</li> <li>London</li> <li>New Haven</li> <li>Grand Rapids</li> <li>Chicago</li> <li>Greenboro</li> <li>Richmond</li> <li>Charleston</li> <li>Indianapolis</li> </ul> | <ul style="list-style-type: none"> <li>Mem.</li> <li>Houston</li> <li>Birmingham</li> </ul> |

Dec. 15, 1949

# N. B. C. TELEVISION NETWORK

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## **NILES TRAMMELL** *Chairman of the Board*



TRAMMELL

One of those career man 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 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.

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## **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



McCONNELL

Donald Richberg, in Washington, 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.

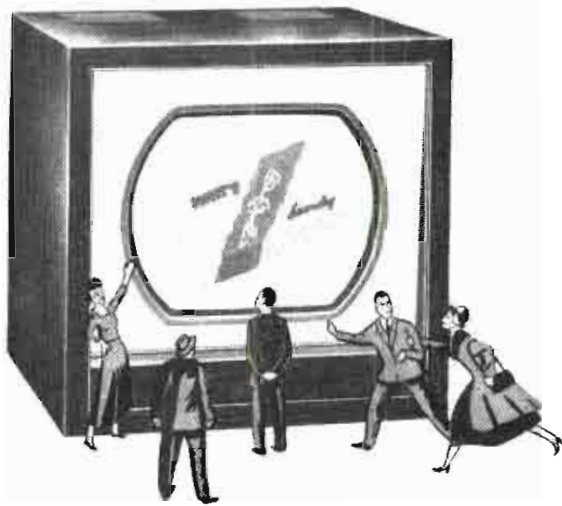
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## **CHARLES R. DENNY** *Executive Vice-President*

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 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.



DENNY



# The SHOW Window Philadelphia *Shops* By

Whether she's eyeing an item from the dime store\* . . . or a mink coat\*\*  
. . . WFIL-TV's main talent is catching Mrs. Philadelphia in the act of making  
up her mind. And remember, YOU are in the act, when YOU're on WFIL-TV.

*From the experiences of 'F. W. Woolworth Co., and '1 Corlies Furs, Inc., both of which bought WFIL-TV once, and then again, and again.)*

ABC and  
DU MONT

# WFIL-TV

Represented by  
THE KATZ AGENCY

The Philadelphia Inquirer Station



# TELEVISION STATIONS

Alphabetically Listed  
by States, Cities and Call Letters

□  
Personnel

□  
Facilities

□  
Other Detailed Information

## NINETEEN FIFTY



# Index Of The TELEVISION STATIONS Of The United States

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| Call Letters | City—State                  | See Page | Call Letters | City—State           | See Page |
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| KDYL-TV      | Salt Lake City, Utah        | 1109     | WHAM-TV      | Rochester, N. Y.     | 1102     |
| KECA-TV      | Hollywood, Calif.           | 1087     | WHEN         | Syracuse, N. Y.      | 1102     |
| KEYL         | San Antonio, Tex.           | 1109     | WHIO-TV      | Dayton, O.           | 1105     |
| KFI-TV       | Los Angeles, Calif.         | 1090     | WICU         | Erie, Pa.            | 1107     |
| KFMB-TV      | San Diego, Calif.           | 1090     | WJAC-TV      | Johnstown, Pa.       | 1107     |
| KGO-TV       | San Francisco, Calif.       | 1090     | WJAR-TV      | Providence, R. I.    | 1108     |
| KING-TV      | Seattle, Wash.              | 1110     | WJBK-TV      | Detroit, Mich.       | 1098     |
| KLAC-TV      | Hollywood, Calif.           | 1088     | WJZ-TV       | New York, N. Y.      | 1101     |
| KLEE-TV      | Houston, Tex.               | 1109     | WKTV         | Utica, N. Y.         | 1103     |
| KMTV         | Omaha, Neb.                 | 1100     | WKY-TV       | Oklahoma City, Okla. | 1105     |
| KNBH         | Hollywood, Calif.           | 1088     | WKRC-TV      | Cincinnati, O.       | 1103     |
| KOB-TV       | Albuquerque, N. Mex.        | 1100     | WLAV-TV      | Grand Rapids, Mich.  | 1099     |
| KOTV         | Tulsa, Okla.                | 1107     | WLW-C        | Columbus, O.         | 1105     |
| KPHO-TV      | Phoenix, Ariz.              | 1087     | WLW-D        | Dayton, O.           | 1105     |
| KPIX         | San Francisco, Calif.       | 1090     | WLW-T        | Cincinnati, O.       | 1104     |
| KRLD-TV      | Dallas, Tex.                | 1109     | WMAL-TV      | Washington, D. C.    | 1092     |
| KRON-TV      | San Francisco, Calif.       | 1091     | WMAR-TV      | Baltimore, Md.       | 1098     |
| KSD-TV       | St. Louis, Mo.              | 1100     | WMBR-TV      | Jacksonville, Fla.   | 1093     |
| KSL-TV       | Salt Lake City, Utah        | 1110     | WMCT         | Memphis, Tenn.       | 1108     |
| KSTP-TV      | St. Paul-Minneapolis, Minn. | 1099     | WNAC-TV      | Boston, Mass.        | 1098     |
| KTLA         | Los Angeles, Calif.         | 1090     | WNBK-TV      | Binghamton, N. Y.    | 1100     |
| KTSL         | Hollywood, Calif.           | 1088     | WNBK         | Cleveland, O.        | 1104     |
| KTTV         | Hollywood, Calif.           | 1090     | WNBQ         | Chicago, Ill.        | 1095     |
| WAAM-TV      | Baltimore, Md.              | 1097     | WNBTV        | New York, N. Y.      | 1101     |
| WABD         | New York, N. Y.             | 1101     | WNBW         | Washington, D. C.    | 1092     |
| WAFM-TV      | Birmingham, Ala.            | 1087     | WNHC-TV      | New Haven, Conn.     | 1091     |
| WAGA-TV      | Atlanta, Ga.                | 1093     | WOAI-TV      | San Antonio, Tex.    | 1109     |
| WATV         | Newark, N. J.               | 1100     | WOC-TV       | Davenport, Ia.       | 1096     |
| WAVE-TV      | Louisville, Ky.             | 1096     | WOI-TV       | Ames, Ia.            | 1096     |
| WBAL-TV      | Baltimore, Md.              | 1097     | WOIC         | Washington, D. C.    | 1093     |
| WBAP-TV      | Fort Worth, Tex.            | 1109     | WOR-TV       | New York, N. Y.      | 1102     |
| WBEN-TV      | Buffalo, N. Y.              | 1101     | WOW-TV       | Omaha, Neb.          | 1100     |
| WBKB         | Chicago, Ill.               | 1095     | WPX          | New York, N. Y.      | 1102     |
| WBNS-TV      | Columbus, O.                | 1104     | WPTZ         | Philadelphia, Pa.    | 1107     |
| WBRC-TV      | Birmingham, Ala.            | 1087     | WRGB         | Schenectady, N. Y.   | 1102     |
| WBTV         | Charlotte, N. C.            | 1103     | WSAZ-TV      | Huntington, W. Va.   | 1110     |
| WBZ-TV       | Boston, Mass.               | 1098     | WSB-TV       | Atlanta, Ga.         | 1095     |
| WCAU-TV      | Philadelphia, Pa.           | 1107     | WSPD-TV      | Toledo, O.           | 1105     |
| WCBS-TV      | New York, N. Y.             | 1101     | WSYR-TV      | Syracuse, N. Y.      | 1103     |
| WCPO-TV      | Cincinnati, O.              | 1103     | WTCN-TV      | Minneapolis, Minn.   | 1099     |
| WDAF-TV      | Kansas City, Mo.            | 1099     | WTMJ-TV      | Milwaukee, Wis.      | 1110     |
| WDEL-TV      | Wilmington, Del.            | 1092     | WTTG         | Washington, D. C.    | 1093     |
| WDSU-TV      | New Orleans, La.            | 1097     | WTTV         | Bloomington, Ind.    | 1096     |
| WDTV         | Pittsburgh, Pa.             | 1108     | WTVJ         | Miami, Fla.          | 1093     |
| WENR-TV      | Chicago, Ill.               | 1095     | WTVN         | Columbus, O.         | 1105     |
| WEWS         | Cleveland, O.               | 1104     | WTVR         | Richmond, Va.        | 1110     |
| WFBM-TV      | Indianapolis, Ind.          | 1096     | WWJ-TV       | Detroit, Mich.       | 1098     |
| WFIL-TV      | Philadelphia, Pa.           | 1108     | WXEL         | Cleveland, O.        | 1104     |
| WFMY-TV      | Greensboro, N. C.           | 1103     | WXYZ-TV      | Detroit, Mich.       | 1099     |
| WGAL-TV      | Lancaster, Pa.              | 1107     |              |                      |          |

# STATION EXPANSION

## 1949-1950

The following list of Television Stations indicates the rapid growth of the medium over the same period last year, when there were 57 stations operating in 30 cities. \*This list contains a total of 101 TV stations in operation in 59 cities where a total of 4,822,400 television sets were installed as of March 1, 1950.

\* Figures from NBC-TV Sales Planning & Research.

### ALABAMA

#### WAFM - TV

BIRMINGHAM—1949—ABC-CBS  
PARAMOUNT

Channel: 13 . . . . . AP: 13.5 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 . . . . . 35 hours weekly  
News Service . . . . . UP  
Representative . . . . . Radio Sales  
Membership . . . . . NAB  
Pres., Gen. Mgr. . . . . Thad Holt  
Sta. Mgr., Pgm. Dir. . . . . Lionel F. Baxter  
Commercial Manager . . . . . C. P. Persons, Jr.  
Production Manager . . . . . Burt McKee, Jr.  
Film Director . . . . . LeRoy Holt  
Chief Engineers . . . . . Jimmy Evans, N. H. Hurley  
Manager of Operations . . . . . E. H. Mitchell

#### WBRC - TV

BIRMINGHAM—1949—NBC-DuM

Channel: 4 . . . . . AP: 7.25 . . . . . VP: 14.25 Kw.  
Owned-Oper. By . . . . . Birmingham Bcstg. Co.  
Business-Studio Address . . . . . WBRC Bldg.  
Phone Number . . . . . 4-7741  
Transmitter Location . . . . . Red Mountain  
Air Time . . . . . 42 hrs. weekly  
News Service . . . . . AP, INS  
Representative . . . . . Blair  
Membership . . . . . NAB  
President . . . . . Eloise Smith Hanna  
General Manager . . . . . G. P. Hamann  
Commercial Manager . . . . . Don D. Campbell  
Program Director . . . . . M. D. Smith  
Promotion Director . . . . . John Orr  
Dir. of News & Special Events . . . . . Davenport Smith  
Production Manager . . . . . M. D. Smith  
Publicity Director . . . . . John Orr  
Dir. of Remotes . . . . . Millard Almon  
Chief Engineer . . . . . G. P. Hamann

### ARIZONA

#### KPHO - TV

PHOENIX—1949—ABC-CBS-NBC  
DU MONT

Channel: 5 . . . . . AP: 8.7 Kw. . . . . VP: 175 Kw.  
Owned-Oper. By . . . . . Phoenix Television Inc.  
Studio Address . . . . . KPHO Bldg.  
Phone Number . . . . . 4-7367  
Transmitter Location . . . . . Westward Ho Hotel  
President . . . . . Rex Schepp  
Commercial Manager . . . . . Richard Heath  
Program Manager . . . . . Scott Schepp  
Director Operations . . . . . W. J. Stiles

### CALIFORNIA

#### KECA - TV

HOLLYWOOD—1949—ABC

Channel: 7 . . . . . AP: 14.7 Kw. . . . . VP: 29.4 Kw.  
Owned-Oper. By . . . . . American Bcstg. Co., Inc.  
Business-Studio Address . . . . . ABC TV Center  
Phone Number . . . . . Normandy 3-3311  
Transmitter Location . . . . . Mt. Wilson  
Air Time . . . . . 28½ hours weekly  
News Service . . . . . AP, INS, UP  
Representative . . . . . ABC Spot Sales  
Membership . . . . . NAB  
President . . . . . Mark Woods (ABC)  
VP & Gen. Mgr. of Western Div. . . . . F. Samuels  
Gen. Mgr. & Dir. of TV Opers. for  
Western Div. . . . . Richard Moore  
Station Manager . . . . . Clyde P. Scott  
Commercial Manager . . . . . Robert Laws  
Program Director . . . . . Phillip Booth  
Dir. of News and Special Events . . . . . F. LaTourette  
Production Manager . . . . . Carlton E. Winckler  
Publicity Director . . . . . Ned Hullinger  
Film Editor . . . . . George Boggs  
Director of Remotes . . . . . James T. Vandiveer  
Chief Engineer . . . . . P. G. Caldwell

# KLAC-TV

HOLLYWOOD—1948

Channel: 13... AP: 16.2 Kw... VP: 30.8 Kw.  
 Owned-Oper. By .....KMTR Radio Corp.  
 Bus.-Studio Address...1000 N. Cahuenga Blvd.  
 Phone Number .....HUDson 2-7311  
 Transmitter Location .....Mt. Wilson  
 Air Time .....25 hours weekly  
 News Service .....INS. UP  
 Representative .....Katz Agency Inc.  
 Membership .....NAB  
 President .....Dorothy Schiff  
 Gen. Station Mgr. ....Don Fedderson  
 Commercial Manager.....Dave Lundy  
 Program Director.....Fred Henry  
 Promotion Director.....Jack Miller  
 Dir. of News & Special Events....J. McNamara  
 Production Manager.....Don Forbes  
 Publicity Director.....Red Doff  
 Director of Remotes.....Fred Henry  
 Chief Engineer.....Carl Olson

Phone Number .....Hollywood 9-6161  
 Transmitter Location.....Mt. Wilson  
 Air Time.....28 hours weekly  
 News Service.....AP, INS, UP  
 Representative.....NBC Spot Sales  
 Membership.....NAB  
 VP Chg. West. Div.....Sidney N. Strutz  
 General Manager.....Harold J. Bock  
 Commercial Manager.....Frank A. Berend  
 Program Director.....Robert V. Brown  
 Promotion Director.....Helen M. Hall  
 Dir. of News & Spec. Events...Roger Sprague  
 Production Manager.....Edward H. Sobol  
 Publicity Director.....Leslie Raddatz  
 Film Director.....Robert Guggenheim  
 Director of Remotes.....A. V. Cole  
 Chief Engineer.....Robert W. Clark

# KNBH

HOLLYWOOD—1949

Channel: 4.....AP: 8 Kw.....VP: 15 Kw.  
 Owned-Oper. By...National Broadcasting Co.  
 Business-Studio Address...1500 N. Vine St.

# KTSL

HOLLYWOOD—1931—DuM  
 DON LEE

Channel: 2... AP: 2.5 Kw... VP: 15 Kw.  
 Owned-Oper...Thomas S. Lee Enterprises, Inc.  
 Business-Studio Address .....1313 N. Vine St.  
 Phone Number.....Hudson 2-2133  
 Transmitter Location.....3800 Mt. Lee Drive  
 Air Time .....20 hours weekly  
 News Service.....AP, INS  
 Representative .....Blair-TV, Inc.

# KLAC-TV

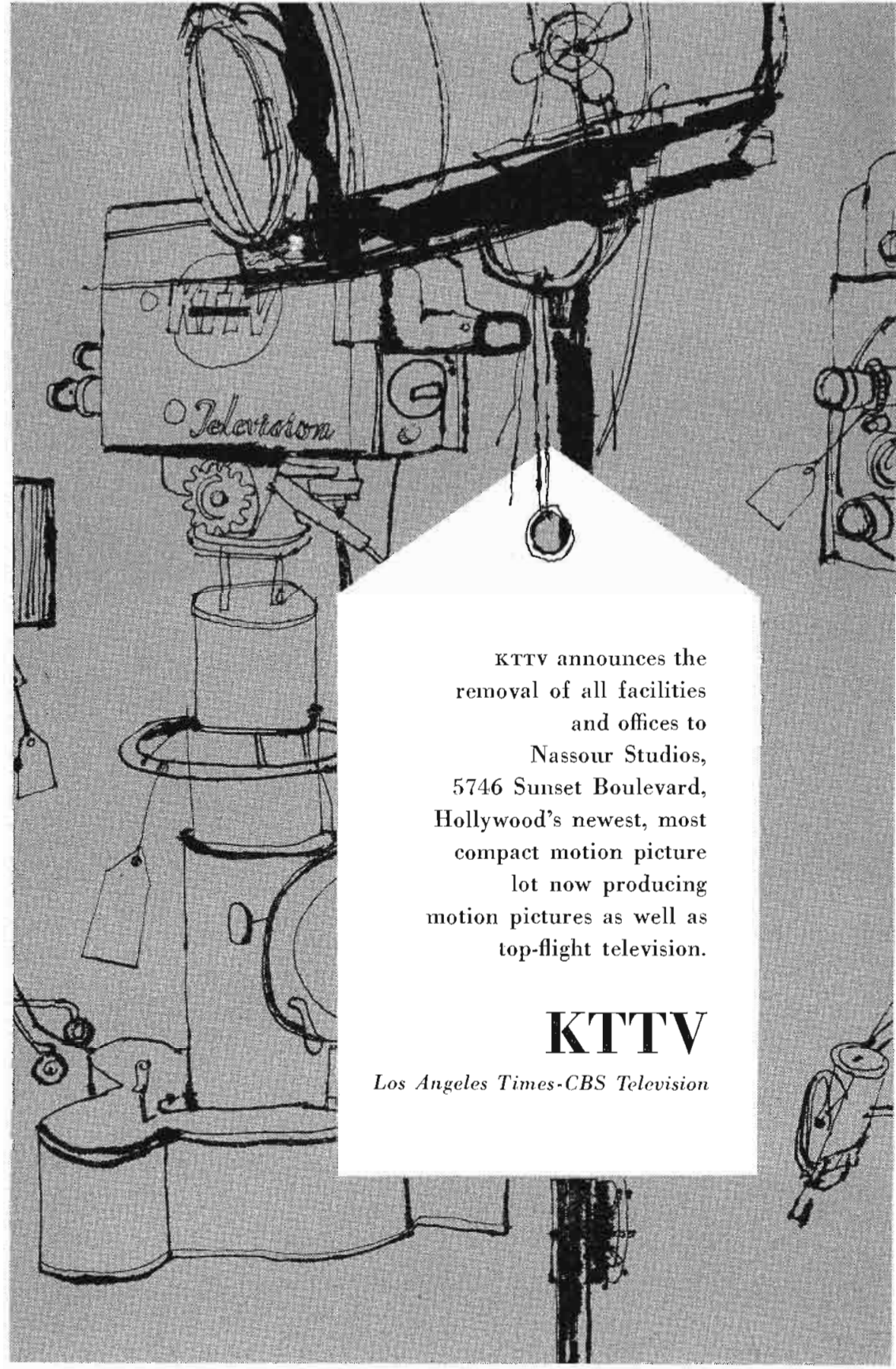
LUCKY CHANNEL 13

Represented by  
 THE KATZ AGENCY



AL JARVIS'  
 Make-Believe Ballroom

HOLLYWOOD CALIF.



KTTV announces the  
removal of all facilities  
and offices to  
Nassour Studios,  
5746 Sunset Boulevard,  
Hollywood's newest, most  
compact motion picture  
lot now producing  
motion pictures as well as  
top-flight television.

**KTTV**

*Los Angeles Times-CBS Television*

**. . . U. S. TELEVISION STATIONS . . .**

Membership . . . . . NAB  
 President . . . . . Willet H. Brown  
 VP Chg. TV . . . . . Charles L. Glett  
 Sales Manager . . . . . Robert B. Hoag  
 Executive Producer . . . . . Cecil Barker  
 Promotion Director . . . . . John Hurley  
 Director of News & Spec. Events . . . . . Bill Symes  
 Production Supervisor . . . . . R. P. Anderson, Jr.  
 Publicity Director . . . . . Mark Finley  
 Film Director . . . . . Donald M. Hine  
 Director of Remotes . . . . . Gilbert Wyland  
 Chief Engineer . . . . . Harold Jury  
 Dir. of TV Research . . . . . Harry R. Lubcke

**KTTV**

**HOLLYWOOD—1948—CBS**

Channel: 11 . . . . . AP: 16.6 Kw. . . . . VP: 31.5 Kw.  
 Owned-Oper. By . . . . . KTTV, Inc.  
 Phone Number . . . . . HUDSON 2-1391  
 Transmitter Location . . . . . Mount Wilson  
 Air Time . . . . . 35 hours weekly  
 News Service . . . . . AP  
 Representative . . . . . Radio Sales  
 Membership . . . . . NAB  
 President . . . . . Norman Chandler  
 Acting Station Mgr. . . . . Harrison M. Dunham  
 Commercial Manager . . . . . Frank G. King  
 Program Director . . . . . Robert M. Purcell  
 Promotion, Publicity Dir. . . . . John R. Vrba  
 Production Manager . . . . . Seymour Klata  
 Film Director . . . . . John D. Rovick  
 Director of Remotes . . . . . Robert Breckner  
 Chief Engineer . . . . . R. A. Montfort  
 (See Page 1089)

**KFI-TV**

**LOS ANGELES—1948**

Channel: 9 . . . . . AP: 18 Kw. . . . . VP: 34 Kw.  
 Owned-Oper. By . . . . . Earle C. Anthony, Inc.  
 Business-Studio Address . . . . . 141 N. Vermont Ave.  
 Phone Number . . . . . DUNKIRK 2-2121  
 Transmitter Location . . . . . Mt. Wilson  
 Air Time . . . . . 15 hours weekly  
 News Service . . . . . AP, UP  
 Membership . . . . . TBA, NAB  
 President . . . . . Earle C. Anthony  
 Gen. Mgr. . . . . W. B. Ryan  
 Station Manager . . . . . H. J. Tyler  
 Program Director . . . . . Kenneth Higgins  
 Sales Prom. Mgr. . . . . K. B. Sweeney  
 Director News & Special Events . . . . . Pat Bishop  
 Film Director . . . . . James Love  
 Technical Director . . . . . Seymour Johnston

**KTLA**

**LOS ANGELES—1947**

Channel: 5 . . . . . AP: 15 Kw. . . . . VP: 30 Kw.  
 Owned-Oper. . . . . Paramount TV Productions, Inc.  
 Business Studio Address . . . . . 5451 Marathon St.  
 Phone Number . . . . . HOLLYWOOD 9-6363

Transmitter Location . . . . . Mt. Wilson  
 Air Time . . . . . 50 hours weekly  
 News Service . . . . . INS, UP  
 Representative . . . . . Gris Rashbaum  
 Membership . . . . . TBA  
 President . . . . . Paul Raibourn  
 General Manager . . . . . Klaus Landsberg  
 Commercial Manager . . . . . Harry Maynard  
 Program Director . . . . . Gordon Minter  
 Production Supervisor . . . . . J. Gordon Wright  
 Director of News & Special Events . . . . . Jan Rice  
 Manager Studio Operations . . . . . Charles Theodore  
 Film Director . . . . . Leland G. Muller  
 Director of Remotes . . . . . John Silva  
 Chief Engineer . . . . . Raymond Moore

**KFMB-TV**

**SAN DIEGO—1949—ABC-CBS-NBC**

Channel: 8 . . . . . AP: 20.2 Kw. . . . . VP: 20 Kw.  
 Owned-Oper. By . . . . . Jack Gross Bcstg. Co.  
 Business Address . . . . . 1375 Pacific Blvd.  
 Phone Number . . . . . MAIN 2114  
 Studio Address . . . . . San Diego Hotel  
 Transmitter Location . . . . . Mount Soledad  
 Air Time . . . . . 49 hours weekly  
 Representative . . . . . Branham  
 Membership . . . . . NAB  
 President, General Manager . . . . . Jack O. Gross  
 Commercial Manager . . . . . William Edholm  
 Prog. Dir., Dir. of Remotes . . . . . Alvin Flanagan  
 Prom., Pub. Dir. . . . . Neil Morgan  
 Prod. Mgr., Film Dir. . . . . Bill Fox  
 Chief Engineer . . . . . Thornton Chew

**KGO-TV**

**SAN FRANCISCO—1949—ABC**

Channel: 7 . . . . . AP: 13.7 Kw. . . . . VP: 25.4 Kw.  
 Owned-Oper. By . . . . . American Bcstg. Co.  
 Business Address . . . . . 155 Montgomery St.  
 Phone Number . . . . . LOMBARD 4-1770  
 Studio-Transmitter Location . . . . . Mt. Sutro  
 Representative . . . . . ABC Spot Sales  
 General Manager . . . . . Gayle V. Grubb  
 Sales Manager . . . . . Vincent Francis  
 Chief Engineer . . . . . A. E. Evans

**KPIX**

**SAN FRANCISCO—1948—CBS  
 DUMONT-PARAMOUNT**

Channel: 5 . . . . . AP: 15.4 Kw. . . . . VP: 29.9 Kw.  
 Owned-Oper. By . . . . . Associated Bcstrs, Inc.  
 Bus. Studio Address . . . . . Mark Hopkins Hotel  
 Phone Number . . . . . EXBROOK 2-4567  
 Trans. Location . . . . . Roof, Mark Hopkins Hotel  
 Air Time . . . . . 14-28 hours weekly  
 News Service . . . . . INS, UP  
 Representative . . . . . Bolling  
 Membership . . . . . TBA, NAB  
 President . . . . . Wesley I. Dumm  
 V.P., Gen. Mgr. . . . . Philip G. Lasky

Commercial Manager.....Lou Simon  
 Program Director.....Sanford Spillman  
 Promotion Dir.....Kay Mulvihill  
 Dir. News & Spec. Events....Forrester Mashbir  
 Film Director.....Arlene Healy  
 Technical Director.....A. E. Towne

## CONNECTICUT

## WNHC-TV

NEW HAVEN—1948

ABC-CBS-MBS-NBC-DuM

Channel: 6... AP: .957 Kw... VP: 1.82 Kw.  
 Owned-Oper. By... The Elm City Bcstg. Corp.  
 Business-Studio Address.....1110 Chapel St.  
 Phone Number ..... 8-0196  
 Transmitter Location..... Gaylord Mt.  
 Air Time..... 52 hours weekly  
 News Service ..... AP  
 Representative ..... Katz  
 Membership ..... NAB  
 President..... Patrick J. Goode  
 Sec.-Treas..... Aldo De Dominicis  
 Station Manager..... James T. Milne  
 Commercial Manager.... Vincent J. Callanan  
 Acting Program Director..... Jean O'Brien  
 Prom. Dir., Prod. Mgr..... Lee Hall  
 Director of Sports..... Lawrence McNamara  
 Dir of Rem., Chf. Engr.... Vincent DeLaurentis

## 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..... GARfield 1-1100  
 Transmitter Location... TV Peak, San Bruno Mt.  
 Air Time..... 23 hours weekly  
 News Service..... AP  
 Representative..... Free and Peters  
 Membership ..... NAB  
 Manager ..... Charles Thieriol  
 Director of Television..... Harold P. See  
 Sales Director..... Norman Louvau  
 Program Director..... Patric Crafton  
 Promotion Director..... Don Knight  
 Publicity Director..... Jack Wallace  
 Chief Engineer..... R. A. Isberg

## KFMB is all-embracing

No favorites at KFMB—but KFMB is a favorite in California's third-largest market.

- AM-FM-TV audiences get their choice
- Advertisers get a choice market

Wire or write for availabilities

## in SAN DIEGO!

KFMB

AM  
FM  
TV

1375 Pacific Blvd., San Diego, Calif.

Owned and managed by Jack Gross  
Represented by The Bronham Co.

*Always More*  
on  
*Channel Four*

W

N

B

W



**WASHINGTON**

• • U. S. TV STATIONS • •

**DELAWARE**

**WDEL-TV**

WILMINGTON—1949—NBC

Channel: 7.....AP: 5 Kw.....VP: 1 Kw.  
Owned-Oper. By.....WDEL, Inc.  
Business-Studio Address.....10th & King Sts..  
Phone Number.....7268  
Transmitter Location.....New Castle County  
Air Time.....58 hours weekly  
News Service.....UP  
Representative.....Meeker  
Membership.....NAB  
Station Executive.....Clair R. McCollough  
Station Manager.....J. Gorman Walsh  
General Sales Manager.....J. Robert Gulick  
Program Director.....James Adshead  
Technical Director.....J. E. Mathiot

**DISTRICT OF COLUMBIA**

**WMAL-TV**

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  
Studio Address.....Commonwealth Bldg.  
Transmitter.....Campus American Univ.  
Air Time.....54 hours weekly  
Representative.....ABC Spot Sales  
Membership.....NAB  
President.....S. H. Kauffmann  
V.P. & Gen. Mgr.....K. H. Berkeley  
Commercial Manager.....Ben B. Baylor, Jr.  
Program Director.....Charles Kelly  
Promotion Director.....Howard Bell  
Director of News & Spec. Events.....Bryson Rash  
Publicity Director.....Mary Pauline Perry  
Chief Engineer.....Frank Harvey

**WNBW**

WASHINGTON—1947—NBC

Channel: 4.....AP: 10.5 Kw.....VP: 20.5 Kw.  
Owned-Oper. By.....National Bcstg. Co., Inc.  
Business-Studio Address.....724 14th St., N.W.  
Phone Number.....REpublic 4000  
Transmitter Location.....Wardman Park Hotel  
Air Time.....45 hours weekly  
News Service.....AP, INS, UP  
Representative.....NBC Spot Sales



**U. S. TELEVISION STATIONS**

Membership ..... TBA, NAB  
 President ..... Joseph H. McConnell  
 Washington Vice-Pres. .... Frank M. Russell  
 General Manager ..... William R. McAndrew  
 Asst. Gen. Mgr. .... George Y. Wheeler  
 Director of Programs ..... Eugene Juster  
 Commercial Manager ..... Mahlon Glascock  
 Engineer in Charge ..... Donald Cooper  
 Business Manager ..... George Sandefer  
 Program Manager ..... Ralph Burgin  
 Sales Prom. Mgr. .... Tom Geoghegan  
 Publicity Manager ..... Walter Jay Royen

**WOIC**

**WASHINGTON—1949—CBS-MBS**

Channel: 9.... AP: 14.4 Kw.... VP: 27.3 Kw.  
 Owned-Oper. .... Bamberger Bcstg. Service, Inc.  
 Business Address ..... 433 Barr Bldg.  
 Phone Number ..... ORdway 7600  
 Studio-Transmitter Location... 40th & Brandy-  
 wine Sts., N.W.  
 Air Time ..... 39½ hours weekly  
 News Service ..... UP  
 Representative ..... WOR Sales  
 Membership ..... TBA, NAB  
 President ..... Theodore C. Streibert  
 General Manager ..... Eugene S. Thomas  
 Commercial Manager .... William D. Murdock  
 Program Director ..... James S. McMurry  
 Prom. Dir., Dir. of Spec. Events ..... John F.  
 Hardesty  
 Production Manager ..... James Blair  
 Film Director ..... Montrey Ashburn  
 Director of Remotes... Lawrence A. Wilkinson  
 Chief Engineer ..... Robin D. Compton

**WTTG**

**WASHINGTON—1945—DuM**

Channel: 5.... AP: 10.5 Kw.... VP: 17.5 Kw.  
 Owned-Oper By.. Allen B. DuMont Labs., Inc.  
 Business-Studio Address... 12th & E Sts., N.W.  
 Phone Number ..... STerling 5300  
 Transmitter ..... 5217 19th Rd., N.; Arlington  
 Air Time ..... 40-45 hours weekly  
 News Service ..... Transradio  
 Representative ..... DuMont Spot Sales  
 Membership ..... TBA  
 President ..... Dr. Allen B. DuMont  
 General Manager ..... Walter Compton  
 Commercial Manager .... Harold E. Sheffers  
 Program Director ..... Roger Coelos  
 Prom., Pub. Dir. .... Clarke Thornton  
 Dir of Spec. Events & Remotes. Donald G. Roper  
 Film Director ..... Jules Huber  
 Chief Engineer ..... Malcolm M. Bursleson

**FLORIDA**

**WMBR-TV**

**JACKSONVILLE—1949  
 ABC-CBS-NBC-DuM**

Channel: 4.... AP: 7.4 Kw.... VP: 14.8 Kw.  
 Owned-Operated By ..... Florida Bcstg. Co.  
 Business Address ..... 625 So. Main St.  
 Phone Number ..... 98-1525, 9-4477  
 Studio-Trans. Location.. Southhampton & Vine  
 Air Time ..... 42 hrs. wkly.  
 News Service ..... UP  
 Representative ..... Avery-Knodel  
 President ..... Frank King  
 Gen., Sta. Mgr. .... Glenn Marshall, Jr.  
 Program Director ..... Paul Acosta  
 Prod. Mgr., Film Dir. .... Bernie Adams  
 Chief Engineer ..... Ernest Vordermark

**WTVJ**

**MIAMI—1948—ABC-CBS-NBC-DuM**

Channel: 4.... AP: 1.1 Kw.... VP: 2.2 Kw.  
 Owned-Oper. By .. Southern Radio & TV Equip.  
 Co.  
 Business-Studio Address ..... 17 N. 3rd St.  
 Phone Number ..... 82-6671  
 Transmitter Location ..... Everglades Hotel  
 Air Time ..... 30 hrs. wkly.  
 Representative ..... Free & Peters  
 President ..... Mitchell Wolfson  
 Gen., Sta. Mgr. .... Lee Ruwitch  
 Commercial Manager... Harold W. Batchelder  
 Pgm. Dir., Dir. of News & Spec. Events  
 Clyde H. Lucas  
 Promotion Director ..... Sonny Shepherd  
 Production Manager ..... Lyn Lucas  
 Publicity Director ..... Bert M. Toppan  
 Film Director ..... Labe B. Mell  
 Director of Remotes ..... John A. Shay  
 Chief Engineer ..... Earl W. Lewis

**GEORGIA**

**WAGA-TV**

**ATLANTA—1947—CBS-DuM**

Channel: 5.... AP: 9.5 Kw.... VP: 18 Kw.  
 Owned-Operated By ..... Fort Industry Co.  
 Bus.-Studio Address... 1032 W. Peachtree, N.W.  
 Phone Number ..... Emerson 2541  
 Trans. Location ..... 1018 W. Peachtree, N.W.  
 Air Time ..... 33 hours weekly  
 News Service ..... AP  
 Representative ..... Katz

# WGN-TV IS TOPS IN CHICAGO

## ... IN TECHNICAL EQUIPMENT

WGN-TV leads all other Chicago stations in Technical Equipment with more mobile units (2), more studios devoted exclusively to television (4), more cameras (14) and associated equipment, plus a complete projection room to handle both 35 mm and 16 mm films and slides, and the most modern transmitter in the area—all for your service when you advertise on WGN-TV.

## ... IN LOCAL PROGRAMMING

WGN-TV originates more local programming than any other Chicago station . . . has more local time sold . . . and also originates many programs each week—studio and remote—for the Dumont network. WGN-TV is the only Chicago station with its own newsreel department for full news-in-action coverage.

## ... IN SPORTS COVERAGE

Channel 9 in Chicago is the station to turn to for sports—no need to hunt . . . because WGN-TV telecasts more special and regular events and has more sponsored sport shows than any other station.

**FOR THE TOP VALUE** for your Chicago television dollar, contact Chicago's **TOP** television station.



**U. S. TELEVISION STATIONS**

Membership .....NAB  
 President..... George B. Storer  
 General Manager..... James E. Bailey  
 Sta. Mgr., Dir. of Remotes...Geo. B. Storer, Jr.  
 Commercial Manager..... Claude H. Frazin  
 Promotion Director..... Lidie Lee  
 Production Manager..... Joyce Miller  
 Chief Engineer..... Paul B. Cram

**WSB-TV**

**ATLANTA—1948—ABC-NBC**

Channel: 8.....AP: 12:5 Kw.....VP: 23.8 Kw.  
 Owned-Operated By... The Atlanta Journal Co.  
 Address..... W. Peachtree  
 Phone Number..... Atwood 3827  
 Air Time..... 60 hours weekly  
 News Service..... UP  
 Representative..... Petry  
 Membership..... NAB  
 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: 7.5 Kw.....VP: 11 Kw.  
 Owned-Operated By... Balaban & Katz Corp.  
 Bus.-Studio Address..... 190 North State St.  
 Phone Number..... RAndolph 6-8210  
 Transmitter Location ... 33 North LaSalle St.  
 Air Time..... 70 hours weekly  
 News Service..... UP  
 Representative..... Weed  
 Membership..... TBA  
 General Manager..... John H. Mitchell  
 Program Director..... E. Jonny Graff  
 Prom., Pub. Dir..... S. C. Quinlan  
 Dir. of News & Spec. Events... Ulmer Turner  
 Production Manager..... William Ryan  
 Dir. of Remotes..... William Balaban  
 Chief Engineer..... William P. Kusack  
 Comptroller..... M. E. Vieracker  
 Office Manager..... Milton D. Friedland

**WENR-TV**

**CHICAGO—1948—ABC**

Channel: 7.....AP: 15 Kw.....VP: 25 Kw.  
 Owned-Operated By... American Bcstg. Co.

Business-Studio Address... 20 N. Wacker Dr.  
 Phone Number..... ANdover 3-7800  
 Transmitter Location..... ATop Opera Bldg.  
 Air Time..... 42 hours weekly  
 News Service..... AP, INS, UP  
 Representative..... ABC Spot Sales  
 Membership..... NAB  
 President..... Mark Woods (ABC)  
 V.P. in Chg..... John H. Norton, Jr.  
 General Manager..... James Stirtan  
 Sta., Comm. Mgr..... Roy McLaughlin  
 Dir. of TV Programming..... Fred Killian  
 Promotion Director..... Karl Sutphin  
 Dir. of News & Spec. Events... Cornelius O'Dea  
 Production Supervisor ... Monte Fassnacht  
 Publicity Director..... Elliott Henry  
 Film Director..... John Berg  
 Director of Remotes..... Joseph Byrne  
 Chief Engineer..... Edward C. Horstman  
 Executive Producer..... G. Phillip Patton

**WGN-TV**

**CHICAGO—1948—DuM**

Channel: 9.....AP: 7.3 Kw.....VP: 11.2 Kw.  
 Owned-Operated By... WGN, Inc.  
 Business Address..... 441 N. Michigan Ave.  
 Phone Number..... SUperior 7-0100  
 Studio Address..... 400 W. Madison St.  
 Transmitter Location..... Tribune Tower  
 Air Time..... 50 hours weekly  
 News Service..... UP  
 President..... Col. Robert R. McCormick  
 General Manager..... Frank P. Schreiber  
 Director of Operations... Vernon R. Brooks  
 Commercial Manager... William A. McGuineas  
 TV Sales Manager..... George S. Harvey  
 Program Director..... Jay E. Farahan  
 Director of Newsreel..... Spencer Allen  
 Facilities Manager..... George F. Petterson  
 Publicity Director..... James Hanlon  
 Film Director..... Elizabeth Bain  
 Director of Remotes..... Donald Cook  
 Chief Engineer..... Carl J. Meyers

**WNBQ**

**CHICAGO—1949—NBC**

Channel: 5.....AP: 11.8 Kw.....CP: 21.8 Kw.  
 Owned-Operated By... National Bcstg. Co.  
 Business-Studio Address... Merchandise Mart  
 Phone Number..... SUperior 7-8300  
 Transmitter Location..... Civic Opera Bldg.  
 Air Time..... 52 hours weekly  
 News Service..... AP, INS, UP  
 Representative..... NBC Spot Sales  
 Membership..... TBA, NAB  
 President of NBC..... Joseph McConnell  
 V.P. & Gen. Mgr..... I. E. Showerman  
 Station Manager..... Jules Herbuveaux  
 Commercial Manager..... Oliver Morton  
 Program Director..... Edwin S. Mills  
 Promotion Director..... Harold A. Smith

**U. S. TELEVISION STATIONS**

Dir. of News & Spec. Events... William B. Ray  
Production Manager... Norman Felton  
Publicity Director... Jack Ryan  
Film Director... Isabel Cooney  
Director of Remotes... Reinald Werrenrath  
Chief Engineer... Howard C. Lutgens

**INDIANA**

**WTTV**

**BLOOMINGTON—1949**

Channel: 10... AP: 5 Kw... VP: 1 Kw.  
Owned-Oper. By... Sarkes and Mary Tarzian  
Address... 535 S. Walnut St.  
Phone Number... 2-3366  
Air Time... 12 hours weekly  
News Service... AP  
Representative... L. L. Barnard  
General Manager... Glenn Van Horn  
Sales & Prom. Mgr... Robert Lemon  
Program Assistant... Robert Petranoff  
Promotion Assistant... Lyle Warrick  
Dir. of & Spec. Events Pub. Dir... Lyle Warrick  
Chief Engineer... Morton L. Weigel

**WFBS-TV**

**INDIANAPOLIS—1949**

**ABC-CBS-NBC-DuM**

Channel: 6... AP: 18.1 Kw... VP: 28.2 Kw.  
Owned-Operated By... WFBS, Inc.  
Business-Studio Address... 48 Monument Circle  
Phone Number... Lincoln 8506  
Transmitter Location... Merchants Bank Bldg.  
Air Time... 24 hours weekly  
News Service... AP, INS  
Representative... Katz  
Membership... TBA, NAB  
Pres., Gen. Mgr... Harry M. Bitner, Jr.  
Comm. Mgr., Pub. Dir... William F. Kiley  
Program Director... Frank O. Sharp  
Promotion Director... Norman Travis  
Dir. of News & Spec. Events... Gilbert Forbes  
Prod. Mgr., Film Dir... Hugh L. Kibbey  
Director of Remotes... Walter Reuleaux  
Chief Engineer... Harold S. Holland

**IOWA**

**WOI-TV**

**AMES—1950**

Channel: 4... AP: 10.4 Kw... VP: 13 Kw.  
Owned-Operated By... Iowa State A & M  
Bus.-Studio Address... Service Bldg., Iowa State  
College

Phone Number... 2500 Extension 281  
Transmitter Location... Ames  
Membership... NAB  
President... Charles E. Friley  
General Manager... Richard B. Hull  
Station Manager... Robert Mulhall  
Program Director... Chris Donaldson  
Production Manager... Edward Wegener  
Film Director... Maurice Brunsvold  
Chief Engineer... L. L. Lewis

**WOC-TV**

**DAVENPORT—1949—NBC**

Channel: 5... AP: 12.5 Kw... VP: 22.9 Kw.  
Owned-Operated By... Central Bcstg. Co.  
Business Address... 1002 Brady St.  
Phone Number... 3-3661  
Studio Address... 805 Brady St.  
Transmitter Location... Pleasant Valley  
Representative... Free & Peters  
President... Col. B. J. Palmer  
V.P., Treas... D. D. Palmer  
Resident Manager... Ernest Sanders  
Chief Engineer... Paul Arvidson

**KENTUCKY**

**WAVE-TV**

**LOUISVILLE—1948—ABC-NBC-DuM**

Channel: 5... AP: 4 Kw... VP: 7 Kw.  
Owned-Operated By... WAVE, Inc.  
Address... 334 East Broadway  
Phone Number... Wabash 2201  
Air Time... 28 hours weekly  
News Service... AP, INS  
Representative... Free & Peters  
President... George W. Norton, Jr.  
General Manager... Nathan Lord  
Director of Television... John Boyle  
Commercial Manager... Ralph Jackson  
Program Director... George Patterson  
Prom., Pub. Dir... Robert Elverman  
Dir. of Spec. Events... Richard Jackson  
Production Manager... Burt Blackwell  
Film Director... Mildred Lesniak  
Dir. of Remotes... Walter K. Witherbee  
Chief Engineer... Wilbur Hudson  
News Director... James Caldwell  
Continuity Editor... William Hodapp

• • U. S. TV STATIONS • •

**LOUISIANA**

**WDSU-TV**

NEW ORLEANS—1948  
ABC—CBS—NBC—DuM

Channel: 6...AP: 15.4 Kw...VP: 30.8 Kw.  
Owned-Operated By...WDSU Bcstg. Services  
Business-Studio Address...520 Royal St.  
Phone Number...TULane 4371  
Transmitter Location...Hibernia Bank Bldg.  
Air Time...56 hours weekly  
News Service...AP, UP  
Representative...Blair  
Membership...TBA, NAB  
Partners...Edgar B. Stern, Edgar B. Stern, J.  
Gen., Sta. Mgr...Robert D. Swezey  
Commercial Manager...A. Louis Rea  
Program Director...Stanley Holiday  
Prom., Pub. Dir...Ray Liuzza  
Dir. of News & Spec. Events...Mel Leavitt  
Prod. Mgr., Dir. of Remotes...Ray Rich  
Film Director...John Muller  
Chief Engineer...Lindsey Riddle

**MARYLAND**

**WAAM-TV**

BALTIMORE—1948—ABC—DuM

Channel: 13...AP: 14 Kw...VP: 26 Kw.  
Owned-Oper. By...Radio Television of Balti-  
more, Inc.  
Address...3725 Malden Ave.  
Phone Number...Mohawk 7600  
Air Time...60 hours weekly  
News Service...Transradio, UP  
Representative...Harrington, Righter & Parsons  
President...Ben Cohen  
General Manager...Norman C. Katz  
Executive Vice-Pres...Samuel Carline  
Administrative Director...Helen Power  
Commercial Manager...Armand Grant  
Director of Events...Paul Kane  
Production Manager...Anthony Farrar  
Publicity Director...Harriett George  
Pgm. Mgr., Film Dir...Herbert Cahar  
Chief Engineer...Glenn Lahman

**WBAL-TV**

BALTIMORE—1948—NBC

Channel: 11...VP: 36.2 Kw...AP: 47.2 Kw.  
Owned-Operated By...Hearst Radio, Inc.  
Business-Studio Address...2610 N. Charles  
Phone Number...Hopkins 3000

*IN NEW ORLEANS*

**WDSU-TV**

First and Only  
Television Station  
in the South's  
Largest City!

*IN NEW ORLEANS*

**WDSU-TV**

Your Best Buy  
to reach the  
Ever-Increasing  
TV Audience  
in this Rich Market!

*IN NEW ORLEANS*

**WDSU-TV**

Transmitter Location... Violet and Cottage Ave.  
 Air Time..... 80 hours weekly  
 News Service..... INS. UP  
 Representative ..... Edward Petry  
 Membership ..... TBA  
 President..... Charles B. McCabe  
 Manager..... Harold C. Burke  
 Business Manager..... D. L. Provost  
 Commercial Manager..... Leslie Peard  
 Program Director ..... Willie K. Friert  
 Production Director..... Victor Campbell  
 Prom., Pub. Dir. .... Tom White  
 Dir. of News & Spec. Events. Galen Fromme  
 Film Director..... Mel Quinn  
 Chief Engineer..... John Wilner

## WMAR-TV

BALTIMORE—1947—CBS

Channel: 2... AP: 10 Kw... VP: 17.1 Kw.  
 Owned-Operated By... The A. S. Abell Co.  
 Business-Studio Address... Sun Bldg.  
 Phone Number..... Lexington 7700  
 Transmitter Location..... Mathieson Bldg.  
 Air Time..... 85 hours weekly  
 News Service..... AP, Transradio  
 Representative ..... Katz  
 Membership ..... TBA, NAB  
 President ..... Paul Patterson  
 V.P., Dir. of Radio..... Ewell K. Jett  
 Commercial Manager..... Ernest A. Lang  
 Program Director..... Robert B. Cochrane  
 Production Manager..... Edwin B. Mick  
 Publicity Director..... Suzanne Gebhart  
 Film Director..... David V. R. Stickle  
 Chief Engineer..... Carlton G. Nopper

## MASSACHUSETTS

## WBZ-TV

BOSTON—1949—NBC

Channel: 4... AP: 7.13 Kw... VP: 14.3 Kw.  
 Owned-Oper. By... Westinghouse Radio Sta-  
 tions, Inc.  
 Address..... 1170 Soldiers Field Rd.  
 Phone Number..... ALgonquin 4-5670  
 Air Time..... 40-45 hours weekly  
 News Service..... AP, UP  
 Representative ..... NBC Spot Sales  
 President ..... Walter Evans  
 Vice-President..... Walter E. Benoit  
 General Manager ..... J. B. Conley  
 Station Manager..... W. C. Swartley  
 Sales Manager..... C. Herbert Masse  
 Program Manager..... W. Gordon Swan  
 Publicity Manager..... W. A. Davis  
 Promotion Manager..... John Stilli  
 Chief Engineer..... W. H. Hauser

## WNAC-TV

BOSTON—1948—ABC-CBS-DuM  
 YANKEE

Channel: 7... AP: 13.3 Kw... VP: 26.6 Kw.  
 Owned-Operated By... General Tire & Rub. Co.  
 Business-Studio Address... 21 Brookline Ave.  
 Phone Number..... Commonwealth 6-0800  
 Transmitter Location ..... Medford  
 Air Time ..... Varies  
 News Service ..... UP  
 Representative ..... Edward Petry  
 Membership ..... NAB  
 President..... William O'Neil  
 Exec. V.P. & Gen. Mgr. .... Linus Travers  
 V.P. in chg. TV..... George Steffy  
 Vice President..... Thomas O'Neil  
 Promotion Director..... Charles Curtin  
 Dir. of News & Spec. Events. Leland Bickford  
 Publicity Director ..... Phyllis Doherty  
 Film Director..... James Pike  
 Director of Remotes ..... Clarence Stone  
 Chief Engineer..... Harry Whittemore  
 Technical Director..... Irving Robinson

## MICHIGAN

## WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2... AP: 7.51 Kw... VP: 14.26 Kw.  
 Owned-Operated By... Fort Industry Co.  
 Business-Studio Address ..... 500 Temple  
 Phone Number..... Temple 3-7900  
 Transmitter Location..... 8009 Lyndon  
 Air Time..... 63 hours weekly  
 News Service ..... INS  
 Representative ..... Katz  
 President..... George B. Storer  
 Gen., Comm. Mgr. .... Richard E. Jones  
 Supvr., Prod. Mgr. .... Lanny Pike  
 Prom. Mgr., Pub. Dir. .... Joyce M. Chapman  
 Film Director..... Howard Shippen  
 Director of Remotes ..... Mort Walton  
 Chief Engineer..... Paul Frincke

## WWJ-TV

DETROIT—1947—NBC

Channel: 4... AP: 8.75 Kw... VP: 17.5 Kw.  
 Owned-Operated By... Evening News Assoc.  
 Business-Studio Address... 622 W. Lafayette  
 Phone Number..... Woodward 2-2000  
 Transmitter Location..... Penobscot Bldg.  
 News Service ..... UP  
 Representative ..... Hollingbery  
 Membership ..... TBA  
 President..... W. E. Scripps

**U. S. TELEVISION STATIONS**

Gen. Sta. Mgr. .... Harry Bannister  
Gen. Sales Mgr. .... Willard E. Walbridge  
Program Director. .... Melvin C. Wissman  
Program Supervisor. .... James Eberle  
Promotion Director. .... Jake Albert  
Dir. of News & Spec. Events. .... Tom McMahon  
Production Manager. .... Walter Koste  
Publicity Director. .... William E. Lane  
Film Director. .... Alger Sheldon  
Chief Engineer. .... E. J. Love

**WXYZ-TV**

**DETROIT—1948—ABC**

Channel: 7... AP: 16.7 Kw... VP: 32.1 Kw.  
Owned-Operated By. .... WXYZ Inc.  
Business Address. .... 1700 Stroh Bldg.  
Phone Number. .... Woodward 3-8321  
Studio-Transmitter Location. .... Maccabees Bldg.  
Air Time. .... 46 hours weekly  
News Service. .... AP, INS, UP  
Representative. .... ABC Spot Sales  
Membership. .... NAB  
President (ABC). .... Mark Woods  
Gen. Sta. Mgr. .... James G. Riddell  
Commercial Manager. .... Len Kamins  
Program Director. .... John Pival  
Prom., Pub. Dir. .... Dean Linger  
Production Manager. .... Ed Sanchez  
Dir. of Spec. Events & Remotes. .... Don Hallman  
Film Director. .... Aune Batson  
Chief Engineer. .... Charles Kocher

**WLAV-TV**

**GRAND RAPIDS—1949  
ABC-CBS-NBC-DuM**

Channel: 7... AP: 10 Kw... VP: 20 Kw.  
Owned-Operated By. .... Leonard A. Versluis  
Business Address. .... 6 Fountain St. N.E.  
Phone Number. .... Glendale 6-5461  
Transmitter Location. .... E. 92nd St.  
Air Time. .... 47 hours weekly  
News Service. .... UP  
Representative. .... John E. Pearson  
Membership. .... BMB  
Owner. .... Leonard A. Versluis  
Gen., Comm. Mgr. .... Hy M. Steed  
Program Director. .... Hal Kaufman  
Director News & Spec. Events. .... Charles Herman  
Chief Engineer. .... Lee G. Stevens

**MINNESOTA**

**KSTP-TV**

**ST. PAUL-MINNEAPOLIS—1948  
NBC**

Channel: 5... AP: 17.3 Kw... VP: 24.7 Kw.  
Owned-Operated By. .... KSTP, Inc.

Address. .... 3415 University Ave., St. Paul  
Phone Number. .... Prior 2717, St. Paul  
Air Time. .... 56 hours weekly  
News Service. .... AP  
Representative. .... Edward Petry  
Membership. .... NAB  
Pres., Gen. Mgr. .... Stanley E. Hubbard  
Vice-Pres., Treas. .... K. M. Hance  
V.P. in Chg. Sales. .... Miller C. Robertson  
Program Director. .... Del Franklin  
Prom., Pub. Dir. .... Joseph C. Cook  
News Director. .... Walter Raschick  
TV Film Director. .... Richard Kepler  
Technical Supervisor. .... John McMahon

**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; NEstor 8661  
Owned-Oper. By. .... Minnesota Bcstg. Corp.  
Transmitter Location. .... Foshay Tower  
Air Time. .... 40 hours weekly  
News Service. .... AP, UP  
Representative. .... Free & Peters  
Membership. .... NAB  
President. .... W. J. McNally  
Gen., Sta. Mgr. .... F. Van Konynenburg  
Commercial Manager. .... Robert N. Ekstrum  
Program Director. .... Judy Bryson  
Prom., Pub. Dir. .... Clifford J. Rian  
Dir. of News & Spec. Events, Prod. Mgr. .... Max Karl  
Film Director. .... Harry C. Jones  
Director of Remotes. .... Sherman Headley  
Chief Engineer. .... John M. Sherman

**MISSOURI**

**WDAF-TV**

**KANSAS CITY—1949**

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.  
Representative. .... Petry  
President. .... Roy A. Roberts  
General Manager. .... Dean Fitzner  
Commercial Manager. .... E. M. Russo  
Program Director. .... Bill Bates  
Chief Engineer. .... Joseph Flaherty

## KSD-TV

ST. LOUIS—1947

ABC-CBS-MBS-NBC-DuM

Channel: 5... AP: 8.4 Kw... VP: 16.1 Kw.  
 Owned-Oper. By The Pulitzer Publishing Co.  
 Address... 1111 Olive St.  
 Phone Number... MAin 1111  
 Air Time... 44 hours weekly!  
 News Service... AP, INS  
 Representative... Free & Peters  
 Membership... TBA, NAB  
 President... Joseph Pulitzer  
 Gen., Sta. Mgr... George M. Burbach  
 Program Director... Harold Grams  
 Chief Engineer... J. R. Risk  
 Sales Manager... Guy E. Yeldell

## NEBRASKA

## KMTV

OMAHA—1949—ABC-CBS-DuM

Channel: 3... AP: 8.4 Kw... VP: 16.7 Kw.  
 Owned-Operated By... May Bcstg. Co.  
 Address... 2615 Farnam St.  
 Phone Number... HARney 9233  
 Air Time... 39 hours weekly  
 News Service... UP  
 Representative... Avery-Knodel  
 President... Edward W. May  
 Gen., Sta. Mgr... Owen Saddler  
 Commercial Manager... Howard O. Peterson  
 Pgm., Promotion Dir... Glenn Cray  
 Dir. of News & Spec. Events... Ralph Childs  
 Production Manager... Ed Reich  
 Film Director... Al McGill  
 Dir. of Remotes, Chief Engr... R. J. Schroeder

## WOW-TV

OMAHA—1949—NBC

Channel: 6... AP: 8.5 Kw... VP: 16.2 Kw.  
 Owned-Oper. By... Radio Station WOW, Inc.  
 Business Address... 280 Insurance Bldg.  
 Phone Number... WEBster 3400  
 Studio-Transmitter Location... 3509 Farnham St.  
 Air Time... 46 hours weekly  
 News Service... AP, INS, UP  
 Representative... Blair TV  
 Membership... NAB  
 President, General Manager... John J. Gillin Jr.  
 Station Manager... Joseph Herold  
 Program Director... Lyle DeMoss  
 Promotion, Publicity Director... Bill Wiseman  
 Dir. of News & Spec. Events & Remotes... Soren Munkhof  
 Production Manager... Russ Baker  
 Film Director... Harold Storm  
 Technical Supervisor... Joseph Herold  
 Chief Engineer... Wm. J. Kotera

## NEW JERSEY

## WATV

NEWARK—1948

Channel: 13... AP: 25 Kw... VP: 50 Kw.  
 Owned-Oper. By... Bremer Bcstg. Corp.  
 Business-Studio Address... Television Center  
 Phone Number... N. Y., BARclay 7-8216;  
 N. J. MITchell 2-6400  
 Transmitter Location... First Mt., West Orange  
 Air Time... 50 hours weekly  
 News Service... AP  
 Representative... Weed  
 Pres., Gen. Mgr... Irving R. Rosenhaus  
 Vice-President... Edmund S. Lennon  
 Program Director... George Green  
 Promotion Director... James Sondheim  
 Pub. Relations Director... Roland Trenchard  
 Film Director... Robert Paskow  
 Director of Remotes... Herbert Green  
 Vice-Pres., Engineering... Frank V. Bremer

## NEW MEXICO

## KOB-TV

ALBUQUERQUE—1948

ABC-CBS-MBS-NBC-DuM

Channel: 4... AP: 5 Kw... VP: 2.5 Kw.  
 Owned-Oper. By... Albuquerque Bcstg. Co.  
 Bus.-Studio Address... Box 1319 or 234 So. 5th  
 Phone Number... 4411  
 Transmitter... 905 So. Buena Vista Blvd.  
 Air Time... 14 hours weekly  
 News Service... AP  
 Pres., Gen. Mgr... T. M. Pepperday  
 Sta. Mgr., Chief Engineer... George S. Johnson  
 Program Director... Dorothy B. Smith

## NEW YORK

## WNBF-TV

BINGHAMTON—1949

ABC-CBS-NBC-DuM

Channel: 12... AP: 12 Kw... VP: 11.7 Kw.  
 Owned-Oper. By... Clark Associates, Inc.  
 Business Address... P. O. Box No. 48  
 Phone Number... 2-3461  
 Studio Address... Arlington Hotel  
 Transmitter Location... Ingraham Hill



**U. S. TELEVISION STATIONS**

Air Time.....24 hours weekly  
News Service.....UP  
Representative.....Bolling  
Membership.....NAB  
President.....John C Clark  
General Manager.....C. D. Mastin  
Station Manager.....L. L. Rogers  
Program Director.....E. M. Scala  
Promotion Director.....E. R. McCloskey  
Chief Engineer.....L. H. Stantz

**WBEN-TV**

**BUFFALO—1948**

**ABC-CBS-NBC-DuM**

Channel: 4...AP: 10.2 Kw...VP: 16.2 Kw.  
Owned-Oper. By.....WBEN, Inc.  
Address.....Hotel Statler, Buffalo, N. Y.  
Phone Number.....Cleveland 6400  
Air Time.....50 hours weekly  
News Service.....AP, INS, UP  
Representative..Harrington, Righter & Parsons  
President.....Edward H. Butler  
Vice-Pres., Gen. Mgr.....A. H. Kirchofer  
Station Manager.....C. Robert Thompson  
Sales Manager.....Nicholas J. Maiter  
Program Manager.....George R. Torge  
Promotion Manager.....Joseph A. Haeffner  
Asst. Program Manager...Edward J. Wegman  
Executive Producer.....Fred Keller  
Film Director.....Quintin P. Renner  
Director of Remotes.....John L. Hutchinson  
Technical Director.....Ralph J. Kingsley

**WABD**

**NEW YORK—1941—DuM**

Channel: 5...AP: 9.45 Kw...VP: 14.25 Kw.  
Owned-Oper. By...Allen B. DuMont Labs., Inc.  
Business Address.....515 Madison Ave.  
Phone Number.....MU 8-2600  
Studio Address...515 Madison Ave.,—Wana-  
maker Dept. Store,—Adelphi Playhouse  
Transmitter Location.....515 Madison Ave.  
Air Time.....64 hours weekly  
News Service.....INS  
Director.....Comdr. Mortimer W. Loewi  
Gen. Mgr. (DuM TV Net)....Chris J. Witting  
Sales Director.....Tom Gallery  
Director of Network Planning and Develop-  
ment.....Julian Armstrong  
Dir. of Prog. and Prod.....James L. Caddigan  
Dir. of Sports & Spec. Events...Leslie Arries  
Dir. of Engineering.....Rodney D. Chipp  
Publicity Director.....Gerald Lyons  
Film Director.....Andrew P. Jaeger  
Director of Remotes.....Harry Coyle  
New York Operations Mgr.....Roy Passman  
Station Relations Mgr.....Joseph Merkle

**WCBS-TV**

**NEW YORK—1941—CBS**

Channel: 2...AP: 10 Kw...VP: 13.7 Kw.  
Owned-Oper. By.....Columbia Bcstg. System  
Business Address.....485 Madison Ave.  
Phone Number.....Plaza 5-2000  
Studio Address.....Grand Central Terminal  
Building  
Transmitter Location.....Chrysler Tower  
Air Time.....60 hours weekly  
News Service.....AP, INS, UP  
Station Representative.....CBS Radio Sales  
Membership.....TBA  
President (CBS).....Frank Stanton  
V.-P., Dir. of TV Operations.....J. L. Van  
Volkenburg  
Sales Director.....David Sutton  
Program Director.....Charles Underhill  
Promotion Director.....Arthur Duram  
Director of News.....Edmund Chester  
Dir. of Special Events.....Robert Bendick  
Production Manager.....Stanton Osgood  
Publicity Director.....George Crandall  
Film Director.....Grant Theis  
Chief Engineer.....Paul Wittlig

**WJZ-TV**

**NEW YORK—1948—ABC**

Channel: 7...AP: 15 Kw...VP: 30 Kw.  
Owned-Oper. By..American Broadcasting Co.  
Business Address.....30 Rockefeller Plaza  
Phone Number.....CI 7-5700  
Studio Address.....7 W. 66th St.  
Transmitter Location.....Hotel Pierre  
Air Time.....48 hours weekly  
News Service.....AP, INS, UP  
Representative.....ABC  
Membership.....TBA  
President (ABC).....Mark Woods  
Gen., Station Mgr.....Murray Grabhorn  
Commercial Manager.....Slocum Chapin  
Program Director.....Alexander Stronach  
Promotion Director.....Ted Oberfelder  
Dir. of News & Spec. Events & Remotes...Tom  
Velotta  
Production Manager.....Burke Crotty  
Publicity Director.....Earl Mullin  
Film Director.....Nat Fowler  
Chief Engineer.....Frank Marx

**WNBT**

**NEW YORK—1939—NBC**

Channel: 4...AP: 7 Kw...VP: 7 Kw.  
Owner-Oper. By...National Broadcasting Co.  
Business Address.....30 Rockefeller Plaza  
Phone Number.....Circle 7-8300  
Studio Addresses.....30 Rockefeller Plaza,  
106th St., & Park Ave.  
Transmitter Location.....Empire State Bldg.

Air Time: . . . 40 hrs. wkly. without special events  
 News Service . . . . . AP, INS, UP  
 Station Representative . . . . . NBC Spot Sales  
 Membership . . . . . TBA  
 President (NBC) . . . . . Joseph H. McConnell  
 Station Manager . . . . . Thomas B. McFadden  
 Assistant Manager . . . . . Donald A. Norman  
 Sales Manager . . . . . John C. Warren  
 Program Director . . . . . John H. Reber  
 Advertising & Promotion Dir. . . . . Murry Harris  
 Dir. of News & Spec. Events . . . . . Fred S. Heywood  
 Publicity Director . . . . . Schuyler G. Chapin  
 Film Director . . . . . Stanley Parlan  
 Chief Engineer . . . . . O. B. Hanson

## **WOR-TV**

**NEW YORK—1945—MBS**

Channel: 9 . . . . . AP: 2.5 Kw. . . . . VP: 5 Kw.  
 Owned-Oper. By . . . . . General Teleradio, Inc.  
 Business Address . . . . . 1440 Broadway  
 Phone Number . . . . . Longacre 4-8000  
 Studio Addresses . . . . . New Amsterdam Roof  
 Theater, WOR-TV Studios  
 Transmitter Location . . . . . Bergenline Ave. &  
 72nd St.; N. Bergen, N. J.  
 Air Time . . . . . 43 hours weekly  
 News Service . . . . . UP  
 Station Representative . . . . . Carter-Kittell,  
 Keenan & Eickelberg  
 Membership . . . . . TBA, NAB  
 Pres., Gen. Station Mgr. . . . . Theodore C. Streibert  
 V.-P. Chg. of Sales . . . . . R. C. Maddux  
 Program Director . . . . . Julius F. Seebach, Jr.  
 Promotion Director . . . . . Joseph Creamer  
 Dir. of News & Special Events . . . . . Dave Driscoll  
 Production Manager . . . . . Jeff Smith  
 Publicity Director . . . . . Robert Blake  
 Chief Engineer . . . . . J. R. Poppele

## **WPIX**

**NEW YORK—1948**

Channel: 11 . . . . . AP: 9.25 Kw. . . . . VP: 18.5 Kw.  
 Owned-Oper. By . . . . . WPIX, Inc.  
 Address . . . . . 220 E. 42nd St.  
 Phone Number . . . . . MU 2-1234  
 Air Time . . . . . 50 hours weekly  
 News Service . . . . . AP  
 Station Representative . . . . . Free & Peters  
 Membership . . . . . TBA  
 President . . . . . F. M. Flynn  
 V.-P., Gen. Mgr. . . . . G. Bennett Larson  
 Sales Manager . . . . . Walter Duncan  
 Program Manager . . . . . Warren Wade  
 Public Relations Manager . . . . . Frank Young  
 Chief Engineer . . . . . Tom Howard

## **WHAM-TV**

**ROCHESTER—1949**  
**ABC-CBS-NBC-DuM**

Channel: 6 . . . . . AP: 8.6 Kw. . . . . VP: 16.7 Kw.  
 Owned-Oper. By . . . . . Stromberg Carlson Co.  
 Business-Studio Address . . . . . Rochester Radio City  
 Phone Number . . . . . Culver 7240  
 Transmitter Location . . . . . Pinnacle Hill, Brighton  
 News Service . . . . . UP  
 Representative . . . . . Hollingbery  
 Membership . . . . . NAB  
 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  
 Chief Engineer . . . . . Kenneth Gardner

## **WRGB**

**SCHENECTADY—1939**  
**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 4-2211, Ext. 4926  
 Transmitter Location . . . . . New Scotland  
 Air Time . . . . . 51 hours weekly  
 News Service . . . . . AP, UP  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . TBA, NAB  
 V.-P., Mgr. of Bcstg. . . . . R. S. Peare  
 Asst. Mgr. of Bcstg. . . . . B. J. Rowan  
 Studio Manager . . . . . R. B. Hanna, Jr.  
 Supervisor of Sales . . . . . Eugene P. Weil  
 Program Director . . . . . Albert G. Zink  
 Asst. Stations Manager . . . . . R. W. Welpott  
 Dir. of News & Spec. Events . . . . . William T.  
 Meenam  
 Production Managers Duff Browne, Ted Beebe  
 Supervisor of Music . . . . . A. O. Coggeshall  
 Chief Engineer . . . . . Willard J. Purcell

## **WHEN**

**SYRACUSE—1948—ABC-CBS-DuM**

Channel: 8 . . . . . AP: 7.5 Kw. . . . . VP: 15 Kw.  
 Owned-Oper. By . . . . . Meredith Syracuse TV Corp.  
 Address . . . . . 101 Court St.  
 Phone Number . . . . . 3-1126  
 Air Time . . . . . 72 hours weekly  
 News Service . . . . . UP  
 Representative . . . . . Katz  
 Membership . . . . . TBA  
 President . . . . . E. T. Meredith, Jr.  
 Gen. Sta. Mgr. . . . . Paul Adanti  
 Comm. Mgr., Prom. Dir. . . . . W. H. Bell

**U. S. TELEVISION STATIONS**

Dir. of News & Spec. Events., Pub. Dir. . . . E. F. Ryan  
Pgm., Prod. Mgr. . . . . E. P. Roden  
Film Director . . . . . J. I. Gregg  
Director of Remotes . . . . . D. L. Conway  
Chief Engineer . . . . . H. E. Crow

**WSYR-TV**  
SYRACUSE—1950—NBC

Channel: 5 . . . . AP: 12.5 Kw. . . . VP: 23.5 Kw.  
Owned-Operated By . . . . Central N. Y. Ccstg.  
Business-Studio Address . . . . 224 Harrison St.  
Phone Number . . . . . 3-7111  
Transmitter Location . . . . Sentinel Heights  
Air Time . . . . . 50 hours weekly  
News Service . . . . . UP  
Representative . . . . . Headley-Reed  
Membership . . . . . NAB  
President . . . . . Col. H. C. Wilder  
Commercial Manager . . . . W. R. Alford, Jr.  
Program Director . . . . . W. D. Rothrum  
Promotion, Publicity Dir. . . . John Hurlbut  
Production Manager . . . . . Bert Gold  
Film Director . . . . . Rod Swift  
Chief Engineer . . . . . A. G. Belle Isle

**WKTV**  
UTICA—1949

Channel: 13 . . . . AP: 11.3 Kw. . . . VP: 13 Kw.  
Owned-Oper. By . . . . Copper City Bcstg. Co.  
Business Address. Capitol Theater Bldg., Rome  
Phone Number . . . . . Utica 2-5221  
Studio-Transmitter Location . . . Smith Hill Rd.  
Representative . . . . . Cooke  
President . . . . . M. J. Kallet  
General Manager . . . . . M. C. Fusco  
Chief Engineer . . . . . D. T. Layton, Jr.

**NORTH CAROLINA**

**WBTV**  
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 . . . . . 49 hours weekly  
News Service . . . . . INS, UP  
Representative . . . . . Radio Sales  
Membership . . . . . TBA, NAB  
President . . . . . Joseph M. Bryan  
General Manager . . . . Charles H. Crutchfield  
Sta. Mgr., Pgm. Dir. . . . . Larry Walker  
Commercial Manager . . . . Keith S. Byerly

Promotion Director . . . . . J. R. Covington  
Dir. of News & Spec. Events. . . . Jack Knell  
Production Manager . . . . Charles E. Bell  
Publicity Director . . . . Jean Carson Brown  
Film Director . . . . Miss Jerry Patterson  
Business Manager . . . . C. K. Spicer  
Traffic Manager . . . . Betty Jean Mulligan  
Chief Engineer . . . . . M. J. Minor

**WFMY-TV**  
GREENSBORO—1949  
ABC-CBS-NBC-DuM

Channel: 2 . . . . AP: .84 Kw. . . . VP: 1.97 Kw.  
Owned-Operated By . . . Greensboro News Co.  
Address . . . . . 212 N. Davie St.  
Phone Number . . . . . 3-8611  
News Service . . . . . UP  
Representative . . . . Harrington, Righter & Parsons  
Membership . . . . . TBA, NAB  
Station Manager . . . . . Gaines Kelley  
Program Director . . . . . T. W. Austin  
Promotion Director . . . . Norman Gittleson  
Production Manager . . . . Robert C. Currie, Jr.  
Film Director . . . . . Emil W. Young, Jr.  
Chief Engineer . . . . . James F. Winecoff

**OHIO**

**WCPO-TV**  
CINCINNATI—1949—ABC-DuM

Channel: 7 . . . . AP: 10 Kw. . . . VP: 21 Kw.  
Owned-Oper. By . . . Scripps-Howard Radio, Inc.  
Business Address . . . . 3903-5 Carew Tower  
Phone Number . . . . . CApitol 0777  
Studio-Transmitter Location . . . 2345 Symmes St.  
Air Time . . . . . 89 hours weekly  
News Service . . . . . UP  
Representative . . . . The Branham Co.  
President . . . . . Jack R. Howard  
V.P., Gen. Mgr. . . . . W. C. Watters  
TV Director . . . . . Harry LeBrun  
Comm., Asst. Gen. Mgr. . . . J. P. Smith  
Pgm., Prod. Dir. . . . . Ed Weston  
Prom., Pub. Dir. . . . . Fred Giesel  
Dir. of News & Spec. Events . . . Bob Otto  
Film Director . . . . Elizabeth Conaty  
Director of Remotes . . . . M. Bowden  
Chief Engineer . . . . Grant Makinson

**WKRC-TV**  
CINCINNATI—1949—CBS

Channel: 11 . . . . AP: 12.5 Kw. . . . VP: 24.5 Kw.  
Owned-Operated By . . . Radio Cincinnati, Inc.  
Business-Studio Address . . . Times-Star Bldg.  
Phone Number . . . . . Garfield 1331  
Transmitter . . . . Highland & Dorchester Aves.

# U. S. TELEVISION STATIONS

Air Time . . . . . 60 hours weekly  
News Service . . . . . UP  
Representative . . . . . Katz  
Membership . . . . . NAB  
Gen. Sta. Mgr. . . . . Hulbert Taft, Jr.  
Commercial Manager . . . . . U. A. Latham  
Program Director . . . . . L. J. Bolles  
Promotion Director . . . . . Joel W. Stovall  
Dir. of News & Spec. Events . . . . . Tom McCarthy  
Film Director . . . . . Richard Ostrander  
Director of Remotes . . . . . Sydney D. Cornell  
Chief Engineer . . . . . George A. Wilson

## WLW - T

CINCINNATI—1948—NBC

Channel: 4 . . . AP: 19.5 Kw. . . VP: 23.5 Kw.  
Owned-Operated By . . . Crosley Bcstg. Corp.  
Address . . . . . 2222 Chickasaw St.  
Phone Number . . . . . DUNbar 1380  
Air Time . . . . . 87 hours weekly  
News Service . . . . . INS, UP  
Membership . . . . . TBA, NAB  
President . . . . . James D. Shouse  
V.P. & Gen. Mgr. . . . . R. E. Dunville  
Dir. of TV Oper. & Gen. Mgr. . . . . John T. Murphy  
Commercial Manager . . . . . William J. McCluskey  
Program Director . . . . . Ruth Lyons  
Program Coordinator . . . . . Bernie Barth  
Dir. Sales Prom. . . . . David E. Partridge  
News Editor . . . . . Gene Martin  
Mgr. Sales Service . . . . . James Hill  
Dir. Pub. Rela. & Pub. . . . . James I. Cassidy  
Dir. of Film Procurement . . . . . Russell Landers  
Chief Engineer . . . . . Calvin Bopp

## WEWS

CLEVELAND—1947—ABC-CBS-DuM

Channel: 5 . . . AP: 8.15 Kw. . . VP: 16.3 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 . . . . . 80 hours weekly  
News Service . . . . . UP  
Representative . . . . . Branham  
President . . . . . Jack R. Howard  
Vice-Pres., Gen. Mgr. . . . . James C. Hanrahan  
Station Director . . . . . J. Harrison Hartley  
Program Director . . . . . Donald E. Pierce  
Promotion Director . . . . . F. E. Weidman  
Dir. of News & Spec. Events, Pub. Dir. . . . . F. E. Weidman  
Dir. of Remotes . . . . . Ernest Sindelar  
Technical Director . . . . . Joseph B. Epperson

## WNBK

CLEVELAND—1948—NBC

Channel: 4 . . . AP: 20.26 Kw. . . VP: 39.22 Kw.  
Owned-Oper By . . . . . National Bcstg. Co.  
Business-Studio Address . . . . . 815 Superior Ave.

Phone Number . . . . . CHerry 0942  
Transmitter Location . . . . . Brecksville, O.  
Air Time . . . . . 41 hours weekly  
News Service . . . . . AP, UP  
Representative . . . . . NBC Spot Sales  
Membership . . . . . NAB  
President (NBC) . . . . . Joseph H. McConnell  
General Manager . . . . . John McCormick  
Station Manager . . . . . Joseph A. Jenkins  
Commercial Manager . . . . . Harold L. Gallagher  
Production Manager . . . . . Philip L. Worcester  
Promotion Director . . . . . Howard A. Barton  
Dir. of News & Spec. Events . . . . . Edward R. Wallace  
Publicity Director . . . . . Albert M. Henderson  
Film Director . . . . . Albert L. Odeal  
Director of Remotes . . . . . Charles A. Ranallo  
Engineer-in-Charge . . . . . S. E. Leonard  
Operations Supervisor . . . . . Andrew L. Hammerschmidt

## WXEL

CLEVELAND—1949—ABC-DuM

Channel 9 . . . AP: 13.5 Kw. . . VP: 21 Kw.  
Owned-Oper. By . . . Empire Coil Co., Inc., New Rochelle, N. Y.  
Address . . . Pleasant Valley & State Rds., Parma  
Phone Number . . . . . VICTory 3-8400  
Air Time . . . . . 70 hours weekly  
News Service . . . . . UP  
Representative . . . . . Katz  
President, Gen. Mgr. . . . . Herbert Mayer  
Station, Comm. Mgr. . . . . Franklin C. Snyder  
Program Director . . . . . Russell Speirs  
Promotion Director . . . . . Barbara Snyder  
Asst. to Comm. Mgr. . . . . R. C. Wright  
Co-ordinator . . . . . William Barth  
Film Director . . . . . Edwin Abbott  
Chief Engineer . . . . . Thomas Friedman

## WBNS - TV

COLUMBUS—1949—CBS

Channel: 10 . . . AP: 14 Kw. . . VP: 24 Kw.  
Owned-Oper. By . . . The Columbus Dispatch Printing Co.  
Business Address . . . . . 33 N. High St.  
Phone Number . . . . . ADams 9265  
Studio-Transmitter Location . . . . . 495 Olentangy Blvd.  
Air Time . . . . . 48 hours weekly  
News Service . . . . . AP  
Representative . . . . . Blair-TV  
General Manager . . . . . Richard A. Borel  
Commercial Manager . . . . . Robert D. Thomas  
Program Director . . . . . Edward Bronson  
Promotion Director . . . . . Jerome R. Reeves  
Production Manager . . . . . Ashley Dawes  
Film Director . . . . . Randall E. Larson  
Chief Engineer . . . . . Lester H. Natzger

## WLW - C

**COLUMBUS—1949**

Channel: 3... AP: 12.8 Kw... VP: 15.2 Kw.  
 Owned-Operated By... Crosley Bcstg. Co.  
 Address... 3165 Olentangy River Rd.  
 Phone Number... Jefferson 5441  
 Representative... WLW Sales  
 General Manager... James Leonard  
 Program Director... Tom Gleba  
 Production Manager... Walter Jacobs  
 Promotion Director... Juanita Wilcox  
 Sales Manager... George Henderson  
 Chief Engineer... Charles Sloan

## WTVN

**COLUMBUS—1949—ABC-DuM**

Channel: 8... AP: 14.2 Kw... CP: 16.8 Kw.  
 Owned-Oper. By... Picture Waves, Inc.  
 Address... 3720 LeVeque, Lincoln Tower  
 Phone Number... Fletcher 1529  
 Air Time... 60 hours weekly  
 News Service... AP  
 Representative... Headley-Reed  
 President... Edward Lamb  
 Gen. Station Manager... John Rossiter  
 Ass't Comm. Mgr... Herbert Stewart  
 Program Director... Colin Male  
 Promotion Director... Roger J. LaReau  
 Production Manager... Nick Luppino  
 Publicity Director... Barbara Slocum  
 Film Director... John Cook  
 Chief Engineer... James M. Burke

## WHIO - TV

**DAYTON—1949—ABC-CBS-DuM**

Channel: 13... AP: 12.6 Kw... VP: 24 Kw.  
 Owned-Oper. By... Miami Valley Bcstg. Corp.  
 Business Address... 45 S. Ludlow St.  
 Phone Number... Adams 2261  
 Studio-Transmitter Location... 1414 Wilmington Ave.

Air Time... 12 hours weekly  
 News Service... UP  
 Representative... Katz  
 Membership... NAB  
 President... James M. Cox, Jr.  
 General Manager... Robert H. Moody  
 Commercial Manager... Harvey R. Young, Jr.  
 Program Director... Lester G. Spencer  
 Dir. of News & Spec. Events... J. Fred Brophy  
 Production Manager... Don R. Lyons  
 Chief Engineer... Ernest L. Adams

## WLW - D

**DAYTON—1949—NBC**

Channel: 5... AP: 8 Kw... VP: 16 Kw.  
 Owned-Oper. By... Crosley Bcstg. Corp.  
 Business-Studio Address... Television Square,  
 4595 S. Dixie Highway

Phone Number... Walnut 2101  
 Transmitter... W. Carrollton & Frytown Rd.  
 Air Time... 80 hours weekly  
 News Service... UP  
 Representative... WLW Offices, New York,  
 Chicago, Hollywood

Membership... NAB  
 Dir. (Crosley TV)... John T. Murphy  
 Gen. Comm. Mgr... H. Peter Lasker  
 Asst. Mgr., Pgm. Mgr... A. Donovan Faust  
 Prom. Pub. Dir... Jane O. Flaherty  
 Dir. of News & Special Events... Neal VanElls  
 Prod. Mgr., Film Dir... Charles Vaughan  
 Chief Engineer... Howard Lepple

## 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... 40 hours weekly  
 News Service... INS, UP  
 Representative... Katz  
 President... George B. Storer  
 (New Centre Bldg., Detroit, Mich.)

General Manager... Ely Flanigan  
 Program Director... Steu Jackson  
 Promotion-Publicity Dir... Dick Gowrley  
 Dir. of Special Events... Bob Evans  
 Film Director... Elaine Phillips  
 Director of Remotes... Cliff Montrose  
 Chief Engineer... William Stringfellow

## OKLAHOMA

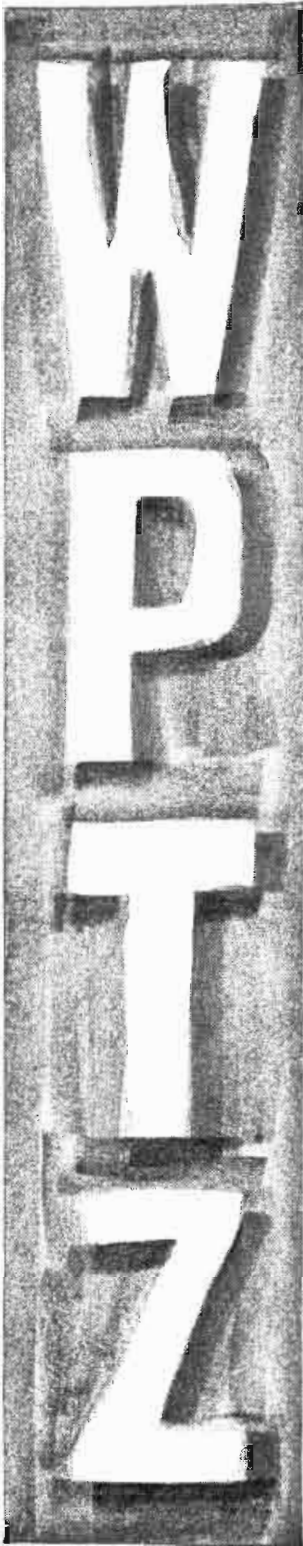
## WKY - TV

**OKLAHOMA CITY—1949**

**ABC-CBS-NBC-DuM**

Channel: 4... AP: 6.2 Kw... VP: 12.1 Kw.  
 Owned-Oper. By... WKY Radiophone Co.  
 Business Address... Skirvin Tower  
 Phone Number... 3-4306  
 Studio Address... Little Theater, Municipal Auditorium

Transmitter Location... 6 mi. north of city,  
 E. of Britton  
 News Service... AP, UP  
 Representative... Katz  
 Pres., Gen. Mgr... E. K. Gaylord  
 Station Manager... P. A. Sugg  
 Commercial Manager... Robert Chapman  
 Administrative Assistant... Hoyt Andres  
 Promotion Director... Eugene B. Dodson  
 Film Director... Kieth Mathers  
 Chief Engineer... H. J. Lovell



FIRST IN TELEVISION IN  
**PHILADELPHIA**

**PHILCO**

TELEVISION BROADCASTING  
CORPORATION



1800 Architects Building  
Philadelphia 3, Pennsylvania

## KOTV

TULSA—1949

**ABC-CBS-NBC-DuM-PARAMOUNT**

Channel: 6.....AP: 8.5 Kw.....VP: 16.5 Kw.  
 Owned-Oper. By.....George E. Cameron, Jr.  
 Business-Studio Address.....302 S. Frankfort  
 Phone Number.....29233  
 Transmitter.....1410 Natl. Bank of Tulsa Bldg.  
 Air Time.....35 hours weekly  
 News Service.....INS, UP  
 Representative.....Adam Young Television  
 Membership.....NAB  
 Gen., Sta. Mgr.....Maria Helen Alvarez  
 Commercial Manager.....John B. Hill  
 Program Director.....Ronald C. Oxford  
 Promotion Director.....Robert Korte  
 Pub. Dir. & Dir. of News & Spec. Events  
     Robert Freeland  
 Prod. Mgr., Dir. of Remotes....Herb Lightman  
 Film Director.....Don Thompson  
 Chief Engineer.....George Jacobs

## PENNSYLVANIA

## WICU

**ERIE—1949—ABC-CBS-NBC-DuM**

Channel: 12.....AP: 1.7 Kw.....VP: 3.5 Kw.  
 Owned-Oper. By.....Dispatch, Inc.  
 Address.....35th & State  
 Phone Number.....2-4209, 2-4084  
 Air Time.....65-70 hours weekly  
 News Service.....UP  
 Representative.....Headley-Reed  
 President.....Edward Lamb  
 Gen., Station, Comm. Mgr...Roger S. Underhill  
 Program Director.....Don Lick  
 Promotion Director.....Stanley Hancock  
 Production Manager.....Gomer Lesch  
 Publicity Director.....Wesley First  
 Film Director.....John Cook  
 Chief Engineer.....James Burke

## WJAC-TV

JOHNSTOWN—1949

**ABC-CBS-NBC-DuM**

Channel: 13.....AP: 3.7 Kw.....VP: 6.5 Kw.  
 Owned-Oper. By.....WJAC, Inc.  
 Business Address.....329 Main St.  
 Phone Number.....41-267  
 Transmitter Location.....Laurel Hill Mountain  
 Air Time.....27 hours weekly  
 News Service.....UP  
 Representative.....Headley-Reed  
 Membership.....NAB  
 President.....Walter W. Krebs  
 Station Manager.....Alvin D. Schrott  
 Program Director.....Frank P. Cummins  
 Chief Engineer.....Nevin L. Straub

## WGAL-TV

LANCASTER—1949

**ABC-CBS-NBC-DuM**

Channel: 4.....AP: 1 Kw.....VP: 1 Kw.  
 Owned-Oper. By.....WGAL, Inc.  
 Business-Transmitter Address.....8 King St.  
 Phone Number.....5251  
 Studio Address.....24 S. Queen St.  
 Air Time.....62 hours weekly  
 News Service.....UP  
 Representative.....Meeker  
 Membership.....NAB  
 President.....Clair R. McCollough  
 Station Manager.....Harold E. Miller  
 Gen. Sales Mgr.....J. Robert Gulick  
 Program Director.....Paul Rodenhauser  
 Technical Director.....J. E. Mathiot

## WCAU-TV

PHILADELPHIA—1947—CBS

Channel: 10.....AP: 14 Kw.....VP: 25 Kw.  
 Owned-Oper. By.....WCAU, Inc.  
 Business-Studio Address.....1622 Chestnut St.  
 Phone Number.....LOcust 7-7700  
 Transmitter Location.....12 S. 12th St.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Representative.....Radio Sales  
 Pres., Gen. Mgr.....Donald W. Thornburgh  
 V.-P., Asst. Gen. Mgr.....Joseph L. Tinney  
 Television Director.....Charles Vanda  
 Program Director.....John McClay  
 Prom. & Pub. Dir.....Robert N. Pryor  
 Director of News.....Alfred T. Ringler  
 Film Director.....Helen Buck  
 Technical Director.....John G. Leitch

## WPTZ

PHILADELPHIA—1941—NBC

Channel: 3.....AP: 8.1 Kw.....VP: 16.2 Kw.  
 Owned-Oper. By.....Philco Television Bcstg. Corp.  
 Business Address.....1800 Architects Bldg.  
 Phone Number.....LOcust 4-2244  
 Studio Address.....Philco-Westinghouse Radio &  
     TV Center  
 Transmitter Location...1300 E. Mermaid Lane,  
     Wyndmoor  
 Air Time.....45 hours weekly  
 News Service.....INS  
 Station Representative.....NBC Spot Sales  
 Membership.....TBA  
 Vice-Pres., Gen. Mgr.....Ernest B. Loveman  
 Asst. Gen. Mgr.....Rolland V. Tooke  
 Comm. Mgr.....Alexander W. Dannenbaum, Jr.  
 Manager-Problem Operations...Preston Stover  
 Film Director.....Albert J. Mann  
 Chief Engineer.....Raymond J. Bowley

## 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-Studio Address... 46th & Market Sts.  
Phone Number... Evergreen 6-8090  
Transmitter Location... Roxborough, Pa.  
Air Time... 45 hours weekly  
News Service... AP  
Representative... Katz  
Membership... NAB  
General Manager... Roger W. Clipp  
Administrative Assistant to Mgr... Donald S. Kelleff

Manager of Operations... Felix Meyer  
Commercial Manager... John E. Surrick  
TV Sales Manager... Kenneth W. Stowman  
Promotion Director... George A. Koehler  
Director of News... William Driscoll  
Mgr. of Prog. & Prod... Jack Steck  
Publicity Director... Joseph E. Dooley  
Film Director... Walter Tillman  
Tech. Dir. of Remotes... John Wright  
Chief Engineer... Louis E. Littlejohn

*(See Page 1084)*

## WDTV

**PITTSBURGH—1949**

**ABC-CBS-NBC-DuM**

Channel: 3... AP: 2.5 Kw... VP: 5 Kw.  
Owned-Oper. By... Dr. Allen B. Du Mont  
Laboratories, Inc.

Business Address... 1104 Clark Bldg.  
Phone Number... Express 1-1071-2-3-4  
Transmitter Location... Petrysville, at Montana  
& Grizella Sts.

Air Time... 108 hours weekly  
News Service... INS  
Membership... TBA  
President... Dr. Allen B. Du Mont  
Gen., Sta. Mgr... Donald A. Stewart  
Sales Director... Larry Israel  
Prog., Prod. Dir... Leslie Arries, Jr.  
Prom. Pub. Dir... Theodore A. Okon  
Sales Service Manager... John Cole  
Film Director... Harry G. Munson  
Chief Engineer... Raymond Rodgers

## RHODE ISLAND

## WJAR-TV

**PROVIDENCE—1949**

**ABC-CBS-NBC**

Channel: 11... AP: 15 Kw... VP: 30 Kw.  
Owned-Oper. By... The Outlet Co.  
Business-Studio Address... 176 Weybosset St.

Phone Number... Gaspee 1-1071  
Transmitter Location... Rehoboth, Mass.  
Air Time... 42 hours weekly  
News Service... UP  
Representative... Weed, Bertha Bannan  
President... Mortimer L. Burbank  
Gen., Sta., Comm. Mgr... John J. Boyle  
Production Manager... James Orchard  
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-Oper... 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... NAB  
President... Enoch Brown  
Gen. Station Mgr... H. W. Slavick  
Commercial Manager... J. C. Eggleston  
Program Director... Wilson Mount  
Prom., Pub. Dir... Walter E. Frase  
Dir. of News & Spec. Events... Ralph Haskins  
Production Manager... Bill Brazzil  
Film Director... Charles Caldwell, Jr.  
Director of Remotes... Wilson Mount  
Chief Engineer... E. C. Frase, Jr.

## TEXAS

## KBTB

**DALLAS—1949**  
**DuM-PARAMOUNT**

Channel: 8... AP: 27 Kw... VP: 13.5 Kw.  
Owned-Oper. By... Tom Potter  
Business Address... 1032 M & W Tower Bldg.  
Phone Number... C-8896  
Studio-Transmitter Location... 3000 Hines Blvd.  
Air Time... 20 hours weekly  
News Service... UP  
Representative... Adam Young Television  
President... Jack I. Potter  
General Manager... J. Curtis Sanford  
Station Manager... Mortimer S. Dank  
Commercial Manager... Del Ramey  
Program Director... Lawrence DuPont  
Publicity Director... Zack Bettis  
Film Director... Don Morrow



Director of Remotes.....Earl Z. Marvin  
Chief Engineer.....Morris Barton, Jr.

## **KRLD-TV**

**DALLAS—1949**

Channel: 4.....AP: 7.5 Kw.....VP: 15.1 Kw.  
Owned-Operated By.....KRLD Radio Corp.  
Business-Studio Address.....Herald Square  
Phone Number.....Central 6811  
Transmitter Location.....Camp Griffin Sts.  
Representative.....Branham  
President.....J. W. Runyon  
Managing Director.....C. W. Rembert  
Commercial Manager.....W. A. Roberts  
Program Director.....Roy George  
Technical Supervisor.....R. M. Flynn

## **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., Ft. Worth 3, Tex.  
Phone Number.....Fort Worth: LOCKWOOD 1981,  
Dallas: Tremont 7-9757

Air Time.....50 hours weekly  
News Service.....AP  
Representative.....Free & Peters  
Membership.....NAB  
President.....Amon Carter  
Director.....Harold Hough  
Station Manager.....George Cranston  
Commercial Manager.....Roy Bacus  
Program Director.....Bob Gould  
Publicity Director.....Jack Rogers  
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

## **KLEE-TV**

**HOUSTON—1949**

**ABC-CBS-DuM**

Channel: 2.....AP: 8.5 Kw.....VP: 16 Kw.  
Owned-Oper. By.....W. Albert Lee  
Business Address.....Milby Hotel  
Phone Number.....PR 1161, MA 9279  
Studio-Transmitter Location.....Post Oak Rd.  
Air Time.....35-40 hours weekly  
News Service.....UP  
Representative.....Adam J. Young Television  
Membership.....NAB  
President.....W. Albert Lee  
Gen., Sta., Comm. Mgr.....Sid Balkin  
Program Director.....Ken Bagwell  
Prom. Dir., Dir. of News & Spec. Events.....Gene  
Lewis  
Film Director.....Bud Johnson  
Director of Remotes.....Gene Osborne  
Chief Engineer.....Paul Huhndorff

## **KEYL**

**SAN ANTONIO—1950**

**DuM-PARAMOUNT**

Channel: 5.....AP: 9 Kw.....VP: 17.9 Kw.  
Owned-Oper. By.....San Antonio Television Co.  
Address.....Transit Tower Bldg.  
Phone Number.....Garfield 8151  
Air Time.....64 hours weekly  
News Service.....UP  
Representative.....Adam Young Television  
General Manager.....W. B. Miller  
Commercial Manager.....Sherrill E. Edwards  
Program Director.....Mort Dank  
Dir. of News & Spec. Events.....Charles Hale  
Production Manager.....William Robb  
Chief Engineer.....W. R. Sloat

## **WOAI-TV**

**SAN ANTONIO—1949**

Channel: 4.....AP: 10.8 Kw.....VP: 21.6 Kw.  
Owned-Oper. By.....Southland Industries, Inc.  
Address.....1031 Navarro St.  
Phone Number.....Garfield 4221  
News Service.....AP, INS  
Representative.....Petry  
Pres., Gen. Mgr.....Hugh A. L. Hallif  
Asst. Gen. Mgr., Sales.....Jack Keasler  
Sales Exec.....Fred Vance  
Sales Prom. Mgr.....Dallas Wyant  
Program Director.....J. R. Duncan  
Production Manager.....Dick Perry  
Film Manager.....Hull Youngblood  
Director of Engineering.....C. L. Jeffers

## **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.....Walker Bank Bldg.  
Air Time.....30 hours weekly  
Station Representative.....Blair-TV  
Membership.....NAB  
President, General Manager.....S. S. Fox  
Director of TV.....John Baldwin  
Commercial Manager.....George A. Provol  
Program Director.....Dan Rainger  
Promotion Director.....Del Leeson  
Dir. of News & Spec. Events.....Emerson Smith  
Film Director.....Lee Auslander  
Director of Remotes.....Wal Lambourne  
Chief Engineer.....Allan Gunderson

## KSL-TV

**SALT LAKE CITY—1949—CBS**

Channel: 5... AP: 9.2 Kw. ... VP: 18.4 Kw.  
 Owned-Oper. By... Radio Service Corp. of Utah  
 Address... 10 S. Main St.  
 Phone Number... 5-4641  
 News Service... AP, UP  
 Representative... CBS Radio Sales  
 Executive Vice-President... Ivor Sharp  
 General Manager... C. R. Evans  
 Director of Operations... Lennox Murdoch  
 Sales Manager... F. B. Latchy  
 Program Director... Wayne Richards  
 Director of Film Service... Scott Clawson  
 Publicity, Promotion Director... Sherrill Taylor  
 Chief Engineer... Vincent Clayton

## VIRGINIA

## WTVR

**RICHMOND—1947—NBC**

Channel: 6... AP: 6.4 Kw. ... VP: 12.16 Kw.  
 Owned-Oper. By... Havens & Martin, Inc.  
 Business-Studio Address... 3301 W. Broad St.,  
 P. O. Box 5229  
 Phone Number... 5-8611  
 Transmitter Location... Staples Mill Rd., off  
 Broad St.  
 Air Time... 50 hours weekly  
 News Service... Transradio  
 Station Representative... Blair TV  
 Membership... TBA  
 Pres., Gen. Sta. Mgr... Wilbur M. Havens  
 Comm. Mgr. Prom. Dir... Waller A. Bowry, Jr.  
 Program Director... Conrad Rianhard, Jr.  
 Dir. of News & Spec. Events... Allan J. Phaup  
 Production Manager... J. V. Shand  
 Film Director... J. V. Shand  
 Dir. of Remotes, Chief Engineer... J. Kyle

## WASHINGTON

## KING-TV

**SEATTLE—1948  
 ABC-CBS-NBC-DuM**

Channel: 5... AP: 10 Kw. ... VP: 19 Kw.  
 Owned-Oper. By... King Bcstg. Co.  
 Business Address... Smith Tower  
 Phone Number... Mutual 1090  
 Studio-Transmitter Location... 301 Galer  
 Air Time... 25 hours weekly  
 News Service... UP  
 Representative... Blair-TV  
 President... Henry B. Owen  
 General Manager... Hugh Feltis

Station Manager... Robert E. Priebe  
 Commercial Manager... Al Hunter  
 Program, Publicity Director... Lee Schulman  
 Director of Remotes... Clare Hanawalt  
 Chief Engineer... George A. Freeman

## WEST VIRGINIA

## WSAZ-TV

**HUNTINGTON—1949  
 ABC-CBS-NBC-DuM**

Channel: 5... AP: 8 Kw. ... VP: 12 Kw.  
 Owned-Oper. By... WSAZ, Inc.  
 Business Address... P. O. Box 2115  
 Phone Number... 38-401  
 Studio Address... W. Va. Bldg.  
 Transmitter Location... Eighth Street Rd.  
 Air Time... 36 hours weekly  
 News Service... AP  
 Representative... Katz  
 President... Col. J. H. Long  
 General Manager... Marshall Rosene  
 Station Manager... L. H. Rogers, II  
 Commercial Manager... L. H. Rogers  
 Prog. Dir., Dir. of News & Spec. Events... Wil-  
 liam Packard  
 Prom., Pub. Dir... William Tracey  
 Film Director... N. Tweel  
 Director of Remotes... J. Jiruska  
 Chief Engineer... Leroy Kilpatrick

## 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 Address... 333 W. State St.  
 Phone Number... Marquette 8-6000  
 Studio-Transmitter Address Radio City, 720 E.  
 Capitol Dr.  
 Air Time... 55 hours weekly  
 News Service... AP  
 Representative... Harrington, Righter & Parsons  
 Membership... TBA  
 Gen. Mgr. Radio & V.-P., The Journal  
 Co... Walter J. Damm  
 Asst. General Manager... L. W. Herzog  
 Sta. Comm. Mgr... R. G. Winnie  
 Local Sales Manager... Neile V. Bakke  
 Program Director... Jim Robertson  
 Prom., Pub. Dir... Bruce Wallace  
 Director of News... Jack Krueger  
 Production Manager... Charles Zoekler  
 Director of Remotes... George Marr  
 Chief Engineer... Phil Laeser



# THE FUTURE OF TV RESEARCH —NEED OF AUDIENCE CENSUS

by

**BARRY T. RUMPLE**

**Manager, Research Department  
National Broadcasting Company, Inc.**

**T**HOSE who engage in television research in the future or use its findings may be everlastingly grateful for the heritage of nearly twenty years of radio research. For despite the shortcomings of present day radio research—and there are many—much has been learned and accomplished which has provided a head start to research in the field of television. No such fortunate situation marked the early days in radio when methods had to be contrived and developed with no precedents and few resources. Fortunately for television its research can, if it will, profit by the experience of radio research in its quest for a more useful product.

Networks were four years old when the first regular rating service was established; eight years old when coincidental ratings were available. Network radio had reached the ripe age of sixteen years when the mechanical recorder was first put to commercial use. Qualitative research in radio was virtually unknown in those early days; indeed, it is still a relative youngster in the research family but it is making friends and influencing decisions in a very healthy manner.

Radio has unquestionably been subjected to more measurement and, in fact, knows more about itself than any other medium. There is every reason to believe that we can profit by that experience by improving present methods and developing even better techniques to meet the special problems imposed by television. For television is surely destined to become even more heavily researched than radio and happily that research has dated from the very infancy of the new medium.

Television research should be planned to provide four major types of information which will be usable for advertisers, agencies and sales, program and management personnel of video stations and networks.

First, we need a TV "census" on a regular basis. NBC's estimates current-

ly available to the industry by areas provide general barometers of television's growth but they have limited value to market research. Lacking a count of the very units which we seek to measure, including control data for sampling the set-owning population, is a serious handicap to market research in the new medium. There is currently some indication that an industry group may be successful in formulating a continuing procedure for the assembly of TV home data on a county and city basis. Certainly for this type of information we cannot depend only on the U. S. Census whose April 1950 TV count will not be available until sometime in 1951. Some provision must therefore be made by a recognized industry group to provide such data—preferably at this stage of development on a monthly basis but certainly no less frequently than once each quarter. This is fundamental to all other future TV research.

Secondly, we must devise a means of determining the performance areas of TV stations. There is a tendency to consider that all television stations serve the same area equally well but this is not necessarily so from the advertiser's viewpoint and research must develop methods in this field just as in radio. The mail ballot type of survey and diary technique, where properly used, can provide evidence that stations are actually delivering satisfactory service to TV families in each area. This data, like the "census," is basic to other forms of research.

Third, and like death and taxes, we will have program ratings. Here we might be well advised to avoid much of the needless and confusing duplication in services which developed in radio. As we have found in radio, no single service is able to supply all the answers, but through judicious use of several techniques the researcher can now obtain some measurement of all

*(Continued on Page 1152)*



# IMPORTANCE OF TV FILMS STRESSED IN SERVICING ADVERTISERS

by

JOHN L. SINN

President, Ziv Television Programs, Inc.

**L**ONG after all contemporary pioneers in television have gone, their successors in every branch of the industry will continue to discover and develop new and better ways to do the job. That's the spirit of progress that has marked the growth of all our great industries; the same mark of distinction which also characterizes the greatness of our country.

In retrospect, as we glance back through the years of 1948 and 1949, we see a handful of stations, producers and sponsors, groping through a seemingly endless maze of hazards and pitfalls, toiling patiently, diligently and at great cost, to reduce mistakes, to improve techniques, to make this new miraculous form of home entertainment grow steadily in stature toward its maturing and eventual gigantic role in the realm of advertising media.

Each month's newest television progress report is scanned avidly and with great care. Every new shred of information is studied. Programs and their costs, commercial techniques and their results, pyramiding set installations, ratings, new stations on the air, trends of TV stocks, RMA reports, trade gossip, etc., etc., all come in for their share of observations and analysis.

In the midst of all this, a clearer appraisal of some important factors has become possible while they were being framed in increasingly true perspective. There is first, the greatest importance of the local advertiser which is asserting itself day by day with its usual quota of attendant problems. And also, the more and more prominent position which programs on film are carving permanently for themselves in air time schedules among national as well as regional and local advertisers. And of equal significance and noteworthiness is the gradual improvement in commercial applications of the medium to an ever increasing list of businesses. Let's look over each subject briefly.

If the so-called main street merchant; namely the department store, the shoe man, the specialty shop, the butcher, the grocer and the baker ever should master the technique of making television produce maximum store traffic and create for themselves the powerful buying impact of which the medium is proving itself capable, there could be, indeed, some startling future changes in many of the practices and conditions surrounding television in these early days. Probably few, if any national advertisers could match budgets, dollar for dollar, with department stores alone, at the local level, in each television area. Up until now, those local advertisers who have gotten into television are not, generally speaking, the big advertising dollar spenders of their respective cities and communities. And yet, the increase in local advertisers is outweighing markedly each month that of regional or national TV spenders.

There are many, many advantages in the use of programs on film, produced expressly for television. Most of them are obvious, but at least a few are deserving of constant consideration. Program-wise, near perfection is possible. The flaws and fluffs that are inherent in live camera television or kinescope recordings can be eliminated through retakes when a program is on permanent film. And, visually, the motion picture technique employed to produce film tricks such as flipovers and wipes, and other optical illusions can be combined to produce better transitional, more pleasing and faster moving programs, carrying either filmed or integrated live commercials. And perhaps of greatest importance, the professional television program producer on film, provides the advertiser and his agency a maximum opportunity to develop suitable commercial techniques and overall merchandising application, to make each advertising dollar produce its expected return.

# TELEVISION FILM PRODUCERS

Personnel



Phone Numbers



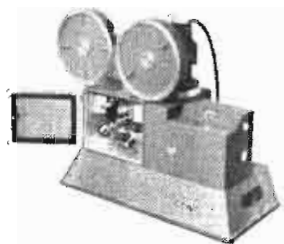
Addresses



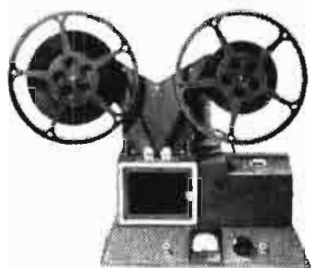
Contacts of 35 & 16 mm. Film Producers

NINETEEN FIFTY





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 NEW 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**  
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# J. A. Maurer, INC.

37-01 31st ST., LONG ISLAND CITY 1, N. Y.

CABLE ADDRESS: JAMAURER

# TELEVISION FILM PRODUCERS

## **Adventure Films, Inc.**

165 W. 46 St., New York 19, N. Y.

Phone: PLaza 7-2320

President .....William Alexander  
 Secy.-Treasurer .....Hall Shelton  
*Services Offered* — Devil's Island - Martinique, Java-Bali Report, Kukan, Pledge To Bataan, Here Is Ireland—all these subjects are in all natural color, on 16mm. Kodachrome. Fighting Sea Monsters, The Silent Enemy—on black & white.

## **A. F. Films, Inc.**

1600 Broadway, New York 19, N. Y.

Phone: CIrcle 7-2850

President .....Nicolas Bongard  
*Services Offered* — Distribution of short educational films internationally produced including U. S. productions for TV.

## **All-Scope Pictures, Inc.**

407 Yucca Vine Bldg., Hollywood 28, Calif.

Phone: HOLlywood 9-6386

President.....Gordon S. Mitchell  
 Vice-Pres. & Treas.....E. Z. Walters  
 Secretary.....E. Maples  
 Chairman of Bd.....G. L. Carrington  
*Services Offered*—Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second sport commercials for TV. Have very fine animation department.

## **Allen & Allen Productions**

3947 W. 59 Place, Los Angeles 43, Calif.

Phone: AX 3-3314

Directing Mgr.....George E. Allen  
 Dir. of Production.....William H. Allen  
 Chief, Editorial Div.....Benjamin L. Haab  
 Asst. Prod.-Mgr.....H. A. Bold  
*Services Offered*—Producers of adventure, educational, novelty and documentary films, of one, two, and three reels—featurettes, for TV, educational, theaters, and other distribution outlets. Are releasing a series of Wild Life films, at present, to the video market, also to sponsors, theaters, & schools. The above Wild Life Series, are of documentary & entertainment values.

## **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. We also handle any form

of advertising through the American advertising agency headed by Jack H. Harris at the above address.

## **Animated Video Films Inc.**

1001 N. Vermont Ave., Los Angeles 27, Calif.

Phone: NORmandy 33884

Production .....Ace Gamer  
 Direction & Story.....Dick Hnemer  
 Chg. of Animation.....Pete Burness  
 Chg. of Layouts & Backgrnds..Bob Gribboek  
 Chp. of Camera dept.....Jack Buchre  
 Chg. of Ink & Paint dept.....Betty Brenon  
*Services Offered* — Animated and live action TV films, industrial films, educational films.

## **Animation House, Inc.**

535 Main St., New Rochelle, N. Y.

Phone: New Rochelle 2-8184

Pres., Producer, Dir.....Edwin Rehberg  
 V.-P., Personnel .....William Fox  
*Services Offered*—TV commercials, 20 sec. to 1 min. spots, live, stop-motion and animation or in combination; industrial and visual educational films, color and b. and w.; 35 and 16mm.; write script, make up story board. Equipped to make a complete job to order.

## **Evan J. Anton Productions, Ltd.**

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

Phone: MURray Hill 7-6315

President.....Evan J. Anton  
 Vice-Pres. ....Vera Kay  
 Secy.-Treas. ....Florence Anton  
 Asst. to Pres.....Don Radler  
*Services Offered*—Producers of TV commercials, animation, documentary, medical, and institutional films for TV application. Sound and color, film clips, slides, editing and recording.

## **Archer Productions, Inc.**

35 W. 53rd St., New York 19, N. Y.

Phone: JUDson 6-2690

President .....Lars E. Calonius  
 Chg. of Production .....Thomas Craven  
 Associate Producer .....David Ahlers  
 Office Manager .....Carl Ritchie  
 Animation Director .....Carl Fallberg  
 Art Director .....John Ployardt  
 Sales Manager.....Hampton W. Howard  
*Services Offered*—TV commercial films and entertainment films to order. Animated TV

# EASTMAN FILMS

## For Television Use

FOR every television requirement — feature, short subject, support for “live” action, commercials, program records — there’s an Eastman Film particularly adapted to the purpose — 35mm. or 16mm. — both picture and sound.

### Eastman Motion Picture Films

*Distributed by*

**J. E. BRULATOUR, INC.**

Fort Lee, N. J.  
LONGacre 5-7270

Chicago 16, Ill.  
HARRison 7-5738

Hollywood 38, Calif.  
Hillside 6131



## TV Film Producers

commercials and entertainment films to order. Distribution of films to TV stations. Film packagers for TV.

### Art Reels Co.

510 Cathedral Parkway, 5E New York, N. Y.  
Phone: MOument 6-2271

Producer-Dir. .... Stephen L. Sharff  
Editor ..... Lucille Pclham  
Services Offered—TV films and live programs, TV commercials, puppets and stop motion animation.

### Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.  
Phone: ELclid 6-3100

President ..... K. W. Lineberry  
Vice-Pres. & Prod. Mgr. .... Tom R. Curtis  
Secy.-Controller ..... L. P. Mominee  
Advertising Mgr. .... H. C. Maloney  
Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms—in color or black and white, with RCA Sound. Complete and modern facilities for all laboratory processing. Mobile sound truck, studio rental facilities. Film vaporating. TV commercial productions.

### Audio Productions, Inc.

630 Ninth Avenue, New York 19, N. Y.  
Phone: COlumbus 5-6771

President ..... Frank K. Speidell  
Sales Mgr. .... Phillips Brooks Nichols  
Gen. Mgr. .... Herman Roessle  
Production Mgr. .... P. J. Mooney  
Services Offered—Producers of TV commercials and business and educational films—black-and-white and color.

### Bailey Films, Inc.

2044 N. Berendo, Hollywood 27, Calif.  
Phone: OLympia 7209

President ..... Albert R. Bailey  
Vice-President ..... Delmar F. Hancock  
Secretary-Treasurer ..... Virginia B. Ryder  
Services Offered—Have a number of 10-20 minute shorts on animals, children's stories, cartoons, and puppet pictures, documentary films.

### Basch Radio & Television Productions

(See Program Producers.)

### Bell International Pictures, Inc.

633 No. La Cienega, Hollywood 46, Calif.  
Phone: CR 1-6181

Pres. & Exec. Pro. .... Jack Gilson  
Services Offered—Television film productions.

### Bell Pictures Corp.

630 Ninth Avenue, New York 19, N. Y.  
Phone: CIrcle 6-1383

President ..... Bert Kulick  
Vice-Pres. .... Lawrence Kulick  
Secy.-Treas. .... Frances Frank  
Services Offered—Distributors of TV films.

### Bengal Pictures

15108 Plummer, San Fernando, Calif.  
Phone: EMpire 2-7844

Dir. of Photogr'y. Phil. E. Cantonwine, S.S.C.  
Research ..... Cheri Le Blanc  
Director ..... Robert Delano  
Narration and Story ..... Larry Chandler  
Narrators ..... Perry King, William Udel  
Services Offered—TV pictures made to order, TV subjects for sponsors, rent and outright sale.

### 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  
Vice-Pres. & Sales Mgr. .... E. F. Stevenson  
Treasurer ..... M. Bray  
Director ..... L. G. Lambert  
Asst. Production Mgr. .... R. N. Chindblom  
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.

### British Information Services

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: CIrcle 6-5100

Dir., Film & Pub. Div. .... Thomas Hodge  
Asst. Pub. Div. .... Dorothy Danish  
Services Offered—Rental of educational and documentary sound films.

### Irving Browning Productions

70 W. 45 St., New York 19, N. Y.  
Phone: MUrray Hill 2-7490

Producer-Dir. .... Irving Browning  
Exec. Secy. .... Hester V. Browning  
Film Council-Story Ed. .... Marie McCall  
Asst. Producer ..... Jerry Meistrich  
Business Council. .... Paul Meistrich  
Services Offered—Production of TV film specials, spot news events, human appeal film shorts, dramatic specials. Contract productions. Formally producer for Paramount, Columbia, Universal Pictures, Castle Films, and others.

### Al Buffington Productions

6711 Sunset Blvd., Hollywood 28, Calif.  
Phone: GLadstone 0876

Sales & Program Mgr. .... Albert B. Buffington  
Production Mgr. .... James Wilmas

*For the Very Finest in*

*Motion Picture Programming*

*Use*  
**COMMONWEALTH**

**MAJOR COMPANY FEATURES**

**WESTERNS**

**CARTOONS**

**SERIALS**

**COMEDIES**



**COMMONWEALTH**

*Film and Television, Inc.*

**723 SEVENTH AVENUE**

**NEW YORK 19, N.Y.**

**Circle 5-6456**

Gen. Mgr. Eastern Office. Maurice F. S. Penn  
*Services Offered*—Live package show, both national and local, AM and TV. Filming of commercial film for TV. Making of radio transcriptions.

**C & G Film Effects Co.**

723 Seventh Ave., New York 19, N. Y.  
 Phone: PLaza 7-4558

Partners.....Hugo A. Casolaro,  
 Milton M. Gottlieb  
*Services Offered*—Titling, spot commercials, animation, optical & trick effects, slide films, black & white or color, 35mm or 16mm.

**Campus Film Productions**

161 Remsen St., Brooklyn 2, N. Y.  
 Phone: TR 5-6296-7-8

Exec. Pro.....William King  
 Administrative Assts.....William King,  
 Lee Bobker  
*Services Offered*—Producers of quality motion pictures specializing in sound color films tailored to meet every need and budget. Fully equipped to do synchronized "off-the-air" recordings onto film or disk.

**Capitol Records, Inc.  
 Broadcast Division**

Sunset and Vine, Hollywood 28, Calif.  
 Phone: Hollywood 9-8171

Sales Manager.....Cliff Ogden  
 TV Program Director.....Elmo Williams  
 Transcription Program Dir.....Ken Nelson  
 Production Manager.....L. A. Robbins  
 New York Representative.....Gene Milner  
 Chicago Representative.....Robert Howell  
 Dallas Representative...William Stubblefield  
*Services Offered*—Producers and Distributors TV Film Programs, Distributors Kinescope TV Programs, Producers and Distributors Transcribed Music Library for 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.

**Catholic Movies**

1409-79th St., North Bergen, N. J.  
 Phone: Un 5-7998

*Services Offered*—A 16mm film library serving Catholic schools, churches, clubs, etc. Religious, educational and entertainment films, also French and Polish films.

**Chicago Film Laboratory, Inc.**

18 W. Walton Pl., Chicago 10, Ill.  
 Phone: WH 4-6971

President.....A. G. Dunlap  
 Vice-Pres. ....Inez Ridgway  
*Services Offered*—Complete production facilities—both 16mm and 35mm—color and black & white. Excellent script, art, animation and our own processing laboratory—Large sound stages—RCA film recording—Music library.

**China Film Enterprises of America, Inc.**

132 W. 43 St., New York 18, N. Y.  
 Phone: WIsconsin 7-6872

President.....Hsing-Ching Weng  
 Vice-Pres. ....W. M. Chone Seto  
*Services Offered*—Rent and produce 16mm short films for TV purposes.

**Choreographers' Workshop**

471 Park Ave., New York 22, N. Y.  
 Phone: PLaza 9-6239

Director.....Trudy Goth  
 Co-Director.....Patricia Newnan  
 Publicity.....Ruth Kaufman  
*Services Offered*—Live dance programs (all styles) built to order. Children's programs—Educational, etc.

**Christian Films**

625 No. Mansfield Ave., Hollywood 36, Calif.  
 Phone: YOrk 1783

Prod. Dir....Rev. H. K. Rasbach, B.D., A.B.  
 Dir. of Photography.....Grant H. Stone  
 Musical Dir.....Eddison Vou Ottenfeld  
 Script Advisor.....Frank Tashlin  
*Services Offered*—Complete radio, TV productions (live or film), third-dimensional animated subjects, recordings and transcriptions; 16mm, 35mm and transcribed recordings of St. Olaf, Hollywood Cathedral Choir, Wartburg Choir, and the Chapel Choir of Capital University.

**Cineffects, Inc.**

115 W. 45 St., New York 19, N. Y.  
 Phone: Circle 6-0951

President .....Nathan Sobel  
 Secretary-Treasurer.....Isaac Hecht  
*Services Offered*—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome.

**Cinema Service Corp.**

106 West End Ave., New York 23, N. Y.  
 Phone: TR 3-1411

Director.....Joseph Seiden  
 Sound Eng. (Chief).....M. Dichter

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## TV Film Producers

Camera Dept. (Chief).....H. H. Seiden  
Prod. Supervisor.....H. Bloom  
Electrical Dept.....James Pratt  
Construction Dept.....Lloyd Ritter  
Editing Dept.....Ruth Gordon  
Script Dept.....Matilda Blumberg  
Sales.....M. Gordon  
*Services Offered*—Complete studio with both 35mm and 16mm camera and sound equipment. Also lighting and location facilities.

### **Cinecraft Productions, Inc.**

215 Franklin Ave., Cleveland 13, Ohio  
*Phone:* Superior 2300  
President.....Ray Culley  
*Services Offered*—16mm motion pictures produced in any length for TV use.

### **Cineffects, Inc.**

115 W. 45th St., New York 19, N. Y.  
*Phone:* Circle 6-0951  
Manager.....Nathan Sobel  
*Services Offered*—TV films.

### **Cinema Studios, Inc.**

106 West End Ave., New York 23, N. Y.  
*Phone:* TRafalgar 3-1411  
President.....Joseph Seiden  
*Services Offered*—TV film production.

### **Cinemart, Inc.**

(See Program Producers.)

### **Cinetel Corp.**

119 W. 57th St., New York 19, N. Y.  
*Phone:* Judson 2-4813  
President.....Ed Woodruff  
*Services Offered*—TV films.

### **Cine-Tele Productions**

1161 N. Highland Ave., Hollywood 28, Calif.  
*Phone:* Hillside 7475  
Producer.....Harry J. Lehman  
Secretary.....Jacques Lehman  
Cameraman.....Danny Rouzer  
*Services Offered*—Commercial TV educational and sport productions. One minute semi-animation spots. Production supervision and sound services.

### **Cineque Laboratories, Inc.**

424 E. 89th St., New York 28, N. Y.  
*Phone:* Sacramento 2-4894  
Contacts.....Sam Marens, Oscar Fagin  
*Services Offered*—24 hr. processing 16 and 35 mm. b. & w. color film; special 2 to 4 hr. service.

### **Cinescope Films**

42-45 160th St., Flushing, N. Y.  
*Phone:* FLushing 8-1935  
President.....George L. George  
*Services Offered*—Industrial, documentary, theatrical and TV films to order.

### **Geo. W. Colburn Laboratory Inc.**

164 No. Wacker Dr., Chicago 6, Ill.  
*Phone:* STate 2-7316  
President.....George W. Colburn  
Secretary-Treas.....John E. Colburn  
*Services Offered*—16mm film technical and laboratory services. Photography, processing, edge-numbered work prints, editing and conforming, sound recording, re-recording, titling, animation, printing.

### **Colonial Films**

2118 Massachusetts Ave., N.W.,  
Washington, D. C.  
*Phone:* Adams 8101  
Exec. Director.....Harold L. Lassiter  
*Services Offered*—TV films, newsreels.

### **Commonwealth Film & Television, Inc.**

723 Seventh Ave., New York 18, N. Y.  
*Phone:* Circle 5-6456  
President.....Samuel Goldstein  
Treasurer.....M. D. Sackett  
Sales Manager.....Jerome Hyams  
*Services Offered*—Film—Packages of features, Westerns, serials and short subjects.

### **Courneya Productions**

1566 No. Gordon St., Hollywood 28, Calif.  
*Phone:* Granite 5920  
Owner-producer.....Jerry Courneya  
Manager.....Harry C. Hedger  
Scripts—narrations.....Daws Butler  
Publicity.....Bud Testa  
*Services Offered*—Novelty shorts, commercials. We are in contract with the "World Jungle Compound" and specialize in wild animal films of all kinds. Several program series are under way. We make "sponsor tailored" pictures.

### **Crafton Brothers, Inc.**

3303 W. Lawrence Ave., Chicago, Ill.  
*Phone:* Juniper 8-0396  
President.....David M. Crafton  
*Services Offered*—TV stills, shorts and commercials.

### **Crystal Pictures, Inc.**

1564 Broadway, New York 18, N. Y.  
*Phone:* PLaza 7-1530  
*Services Offered*—TV films, rentals.

# There Is No Substitute For Know-How

**W**ith the knowledge that television is becoming one of the top industries of our time, we have formed this corporation with men who have the experience, integrity and the know-how of producing films and live shows for the television industry.

**H**aving carefully watched all television programming for the past four years, we have come to the conclusion that television is only as good as its programs and, for this reason, the television industry will have to stop using old, dated films and old-time vaudeville. In order for television to grow, many new ideas, both in films and live shows, will have to be carefully planned and produced by men with the know-how.

**T**elevision is going through its growing pains the same as we had in the early stages of motion pictures, legit theatre and vaudeville, and for this reason, we feel that our organization is best suited to fill the very real television need.

**I**f you have a programming problem, we invite you to take advantage of our years of know-how.

**EARLE W. HAMMONS**  
*President*

**NEIL F. AGNEW**  
*Vice-President*

**CHARLES L. CASANAVE**  
*Treasurer*

**ROBERT M. SAVINI**  
*Vice-President*

**T. NEWMAN LAWLER**  
*Secretary*

## LION TELEVISION PICTURES CORPORATION

1501 BROADWAY, NEW YORK 18, N. Y.

• PE. 6-1780

## TV Film Producers

### **D. P. M. Productions, Inc.**

55 W. 45 St., New York 19, N. Y.

Phone: LUXemburg 2-4354

President.....Dorothy P. Maulsby  
 Secretary-Treas. ....Helen Rosenfeld  
 Production Mgr..... Maurice T. Groen  
 Cameraman.....Earl B. Brink  
 Narrator .....Peter Allen

*Services Offered*—Producers of 16mm. sound films, black and white or color, chiefly for foreign governments showing their countries, people, etc. Originators and producers of "SCENICALS" (trade mark), 3 and 4 minutes short fillers for TV use.

### **De Frenes Co.**

1909 Buttonwood St., Philadelphia 30, Pa.

Phone: Rlttchenhouse 6-1686

President.....Joseph De Frenes

*Services Offered*—Production of 16mm. & 35mm. films, black & white, color. Full studio facilities & sound stage. RCA Licensees cartoons, animation.

### **Delbridge & Gorrell**

301 Fox Theatre Bldg., Detroit 26, Mich.

Phone: Woodward 3-6990

Manager .....Bill O'Halloran

*Services Offered*—TV films.

### **Joseph Dephoure Studios**

1018 Commonwealth Ave., Boston 15, Mass.

Phone: LO 6-1499

Owner .....Joseph Dephoure

*Services Offered*—Producers of TV Films, Spot Commercials, Animation, Printing 16 mm) and Processing.

### **Depicto Films, Inc.**

254 W. 54th St., New York 19, N. Y.

Phone: COLUMbus 5-7621

President .....John Hans

Vice-President .....Ladson Butler

Associate Producer .....Murray Knowlton

Asst. to Pres., Chg of Prod.....Jack Lane

*Services Offered*—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.

### **Sherman H. Dryer Productions**

57 W. 58th St., New York 19, N. Y.

Phone: PLaza 5-5998

Owner .....Sherman H. Dryer

*Services Offered*—TV films.

### **Jean Du Bois Motion Pictures**

927 21st St., Denver 2, Col.

Phone: East 8122

Owner .....Jean M. F. DuBois

*Services Offered*—TV film production.

### **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

Secy.-Treas. ....Gene Barnes

Prod. Dept.....Leo Pepin

Writer-Producer .....Herman Boxer

Camera Dept.....Edward Hutton,

Edwin Olsen, Keith Covey, Ed Drews

Editing Dept.....Wm. Faris,

Norman Suffern, Ernest Flook

Printing Dept.....Joe Rave,

Manuel Chaidez

*Services Offered* — Producers of commercial, theatrical and TV films — Releasing

"This Land of Ours" and "This World of

Ours" series through NBC-TV.

### **Eastern Studios**

3460 32nd St., Astoria, N. Y.

Phone: RAvenswood 6-4787

Manager .....R. V. Pollock

*Services Offered*—TV film productions.

### **Emerson Film Corp.**

c/o Republic Studios

4024 Radford Ave. No. Hollywood, Calif.

Phone: Sunset 2-1121

Producer-Director .....Walter Colmes

Assoc-Producer, Film Editor.... Jason Bernie

General Sales Manager..... William Norins

Writer .....Louis Alan

Cameraman .....Walter Strenge

*Services Offered*—Complete production for

TV, Educational, and Feature Films. Primarily

concerned with more elaborate type of

production in each category. Currently producing

films for Encyclopaedia Britannica

Films.

### **Endorsements, TV**

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

Phone: MU 2-1431-23

President .....Hazel F. McCabe

Vice-President .....Jules Alberti

Secretary-Treasurer ... Dr. Harold S. Wadro

*Services Offered*—Endorsements and testi-

monials lie and film for TV.

### **Excelsior Pictures Corp.**

723 Seventh Ave., New York 19, N. Y.

Phone: Circle 5-6157

President .....Walter Bibb

*Services Offered*—Rent various features

and shorts.

### **Fair Deal Motion Picture Ser.**

2040 Chatterton Ave., New York 61, N. Y.

Phone: TAlmadge 9-6728

Owner & President.....Louis D. Colson

Secy.-Treas.....Conceta Colson

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## TV Film Producers

*Services Offered*—We offer package film shows—short subjects & specialize in religious films for TV use.

### **Jerry Fairbanks, Inc.**

6052 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hudson 21101

Pres. & Exec. Prod. .... Jerry Fairbanks  
Chm., Bd. of Dir. .... Frank E. Mullen  
V.-P. Chg. Sales & Dis. .... Russ Johnston  
Midwestern Sales Dir. .... B. N. Darling  
Pacific Coast Sales Dir. .... Nat Winecoff  
U. Y. Office Mgr. .... Robert Lawrence  
Production Mgr. .... Glenn Miller  
Dir., Scenario Dept. .... Lou Lilly  
Dir., Music Dept. .... Edward Paul  
Dir., Casting Dept. .... Ken Dyson  
Dir., Publicity Dept. .... Reavis Winckler  
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; NBC tele film programs; package programs for networks, agencies, and for stations for local sponsors.

### **Federated Television Productions, Inc.**

41 E. 41 St., New York 17, N. Y.  
Phone: MURray Hill 2-7125

President. .... Hubert V. Chain  
Vice-Presidents. .... Box Dixon,  
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. 40 St., New York 16, N. Y.  
Phone: MURray Hill 9-4268

President-Dir. .... Paul J. Fennell  
Technical Dir. .... John E. Burks  
Eastern Rep. .... Milton R. (Mickey) Dubin

*Services Offered*—Specialty—Films for TV with emphasis on Animation.

### **Filmeffects of Hollywood**

1153 No. Highland Ave., Hollywood 38, Cal.  
Phone: HO 9-5808

General Manager .... Gilbert R. Scott

*Services Offered*—16 and 35mm. color and b. & w. optical printing services, lap dissolves, fades, montages, wipes and other special photographic effects; blow-ups, reductions, TV film production services.

### **Film Equities Corp.**

1501 Broadway, New York 8, N. Y.  
Phone: LOngacre 4-8234

President .... Irvin Shapiro  
Secretary .... A. Exelberth  
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.

### **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. 52 St., New York 19, N. Y.  
Phone: PLaza 3-2800

Vice-Pres. in Chg. Prod. .... Brewster Righter  
*Services Offered*—TV packaging, commercials, sound studios, animation, stop motion.

### **Films of the Nations, Inc.**

55 W. 45 St., New York 19, N. Y.  
Phone: LUxemburg 2-4355

Pres. & Exec. Dir. .... Maurice T. Groen  
Vice-Presidents. .... Henry M. Moolman,  
Birger Nodrhalm

Treasurer. .... Joseph P. Bourdrez  
Secretary .... William Rosenfeld

*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.

### **Larry Finley Productions Inc.**

8983 Sunset Blvd., Hollywood 46, Calif.  
Phone: BR 2-5841

President .... Larry Finley  
Producers. .... Larry I. Kolpack,  
David Sievers, Mary Secher

Musical Director. .... Nat Brusiloff  
*Services Offered*—Filmed TV programs, also commercial TV films.

### **Five Star Productions**

6526 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 9-5280

Exc. Producer .... Harry Wayne McMahan  
Production Dir. .... Chet Glassley  
Technical Dir. .... Taylor Byars  
Animation Dir. .... Howard Swift  
Casting .... Judy McMahan  
Props .... Frank Tompkins  
Secretary-Treas. .... Bernice C. McQuown

*Services Offered*—In business ten years, Five Star Productions work in the five audio-

## TV Film Producers

visual fields; Radio Productions ("Sons of the Pioneers," "Baryard Jamboree" transcribed); motion pictures—short subject and institutional commercials; TV film spots (40 per cent of all local and regional advertisers); slide films and animatic films.

### Flory Films, Inc.

303 E. 71 St., New York 21, N. Y.  
Phone: REgent 4-0862

President & Secy.....John Flory  
Vice-Pres. & Treas.....Elizabeth H. Flory  
Film Editor.....Matilda P. McGomas  
Distribution Mgr.....Jane Thorpe  
Production Mgr.....Morris Cooper  
Camera Dept.....Jack Holmes  
Set Designer.....Mordi Gassner  
Scenario Dept.....Katherine Coldwell

*Services Offered*—Producer & distributor of motion pictures, slidefilms, and slides for use in advertising, education, training, public relations, and television. Recording, package programs, TV live and film programs. Studio rental facilities.

### Hardie Frieberg Television Enterprises, Inc.

270 Park Ave., New York 17, N. Y.  
Phone: MUrray Hill 8-0230

President.....Hardie Frieberg  
*Services Offered*—Program production, talent, live and film TV programs.

### F. W. Gabourie & Associates

RCA Bldg., Suite 309, 1558 N. Vine St.,  
Hollywood 28, Calif.  
Phones: HUdson 2-7321

President.....F. W. Gabourie, Jr.  
Vice-President.....Tom Meier  
General Manager.....John Ward  
Bus. Rep.....Vance Van Dine  
*Services Offered*—Producers and consultants for TV film and live productions. Special effects engineers.

### Gainsborough Associates

(See Program Producers)

### Gallagher Films

113 S. Washington St., Green Bay, Wis.  
Phone: Adams 2554

President.....J. C. Gallagher  
*Services Offered*—TV film production, recording.

### William J. Ganz Co.

10 E. 49th St., New York 17, N. Y.  
Phone: ELdorado 5-1413

President.....William J. Ganz  
TV Consultant & Producer.....Paul Alley  
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 Business Films, Inc.

305 Fifth Ave., New York 17, N. Y.  
Phone: PLaza 5-8346

President.....William Van Praag  
Vice-President.....Otto H. Sutter  
Secretary.....Philip De Mun  
Head of Story Dept.....Bert Lawrence  
Sales Mgr.....Arthur Otto  
Package Dept.....W. Robert Woodburn  
*Services Offered*—Industrial films, slide films, TV commercials.

### General Film Production Corp.

25 W. 15th St., New York 19, N. Y.  
Phone: LUxemburg 2-4700

Manager.....Elbert S. Kapit  
*Services Offered*—TV films, rentals.

### General Television Corp.

1501 Broadway, New York 18, N. Y.  
Phone: LOngaere 4-8234

V.P. & Treasurer.....Robert H. Worubandt  
*Services Offered*—Educational shorts, nature study shorts.

### Gibraltar Pictures, Inc.

1041 N. Formosa Ave., Hollywood 16, Calif.  
Phone: Granite 5111

Manager.....Albert Rogell  
*Services Offered*—TV films.

### Ogden Goelet

9421 Wilshire Blvd., Beverly Hills, Calif.  
Phone: Hollywood 9-5111

Owner.....Ogden Goelet  
*Services Offered*—TV films.

### Jack Goetz

1790 Broadway, New York, N. Y.  
Phone: CO 5-1776

Owner.....Jack Goetz  
*Services Offered*—Lab. service for all TV requirements. Produce program shorts and trailers.

### Grant-Realm Productions

8822 W. Washington Blvd., Culver City, Calif.  
Phone: Texas 0-2761

Manager.....Norman Elzer  
*Services Offered*—TV film production.

## TV Film Producers

### **Guerin Enterprises, Inc.**

427 N. Euclid Ave., St. Louis 8, Mo.  
Phone: Rosedale 5592

President.....Fort B. Guerin, Jr.  
Secy.-Treas.....W. M. Morris  
Vice-President.....Thomas J. Shands

*Services Offered*—16mm. motion pictures, sound and silent, slide and strip films, transcriptions recordings.

### **Hack Productions**

535 N. Laurel Ave., Los Angeles 48, Calif.  
Phone: WALnut 2068

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 rentals are handled by Film Rental Libraries. TV write for details.

### **Les Hafner & Co.**

3 E. 57th St., New York 22, N. Y.  
Phone: PLaza 3-4840

Partners...Les Hafner, Charles F. Vetter, Jr.  
*Services Offered*—Producing unit of Motion Picture Stages, Inc.; films for TV and theatrical release.

### **The Jam Handy Organization**

2821 E. Grand Blvd., Detroit, Mich.  
Phone: Madison 2450

Contact .....William Murray  
*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  
Script Editor.....Georgette Carneal  
Production Mgr.....Ralph Porter  
Casting Dir.....Shaque Hampar  
Fashion Coordinator.....Lillian Ross  
*Services Offered*—TV program production, film production, film and animated commercials, TV Art Service for commercials, titles, sets, and production design.

### **Hathen Productions**

246 S. Van Pelt St., Philadelphia, Pa.  
Phone: Locust 7-0126

Manager .....Stanley P. Hathen  
*Services Offered*—TV films production, rentals.

### **Hawley-Lord, Inc.**

61 W. 56 St., New York 19, N. Y.  
Phone: Circle 7-2444

President.....Andre Lord  
Secretary-Treas.....Gordon Shadwick

*Services Offered*—One reel sports and nature study short subjects available for TV rental.

### **Hayes-Parnell Productions, Inc.**

60000 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 9-4584

Pres. & Gen. Mgr.....Sam Hayes  
Vice-President.....Parnell S. Billings  
Secretary-Treas.....Hazel Thornton  
*Services Offered*—Producers of 15-minute short subjects for television on 16mm. film. Currently marketing "A Family Quiz."

### **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

Executive .....Nancy Hyatt  
*Services Offered*—One-minute video commercials utilizing "Black Magic Board" or semi-animation.

### **Hollywood Film Enterprises, Inc.**

6060 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hillside 2181

President.....Thomas H. Emmett  
Vice-President .....Mitchel Haber  
General Manager.....Mickey Kaplan  
TV Film Rentals, Laboratory Prod. & Film Printing Problems....T. H. Emmett  
*Services Offered*—Dependable, efficient laboratory service for over 40 years. Sparkling quality developing and printing. Speedy service large or small orders, 100 feet or 1,000,000 feet. Hundreds of ready made subjects that will entertain any TV audience.

### **Hollywood 35 mm Film Co.**

1626 No. Wilcox Ave., Hollywood 28, Calif.  
Phone: Hillside 7191

Partners.Ben Teitelbaum, Harry Teitelbaum  
*Services Offered*—Suppliers of reels, cans, shipping cases and motion picture supplies and equipment.

### **Paul Hoefler Productions**

612½ So. Ridgeley Dr., Los Angeles 36, Calif.  
Phone: WHitney 9045

Producer .....Paul L. Hoefler  
Business Manager.....E. M. Bennett  
Secretary .....H. Sterling

• • • **TV Film Producers** • • •

*Services Offered* Furnish one and two reel films of adventure, travel and special interest topics through our New York agent.

**West Hooker Telefeatures, Inc.**

2 W. 46 St., New York 19, N. Y.  
Phone: Hudson 2-3026

President ..... West Hooker  
Executive Vice-Pres. .... E. T. Kenner, Jr.  
Administrative Vice-Pres. &

Sales Mgr. .... Wayne T. Wirth  
Vice-Pres. & Account Exec. .... James H. Elkins  
Production & Casting Dir. .... Viola Rubber  
Prod. Mgr. .... Keith Thomas  
Account Executive. .... Richard Brill

*Services Offered* - Complete Package Shows, Live and Film Kinescope. Also open-end films.

**Harry O. Hoyt Productions**

2543 Kelton Ave., Los Angeles 64, Calif.  
Phone: Brighton 0-4757

President ..... Harry O. Hoyt  
*Services Offered*- TV film production, package programs, script, program production.

**Ted Hudes Radio & Video Productions**

(See Program Producers)

**Lucille Hudiburg Productions**

131 E. 51 St., New York 22, N. Y.  
Phone: EL 5-3508

Producer ..... Lucille Hudiburg  
General Manager ..... Walter Keane  
Free-Lance Comm. Artist. .... George Keegan

*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. Our puppet show "Peggy And Mr. Sniffin," is currently on WJZ-TV each Saturday 2:05 P.M.

**Imagingering Assoc., Inc.**

1030 N. McCadden Pl., Hollywood 38, Calif.  
Phone: Hollywood 9-8777

Manager ..... Ronald E. Kennard  
*Services Offered* - TV commercial films.

**Impact TV Films**

1153 N. Highland Ave., Hollywood 38, Calif.  
Phone: Hollywood 9-5808

*Mr. Producer*  
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*That's the opinion of hundreds of producers using Reeves facilities.*



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Western Electric Licensee

• • • **TV Film Producers** • • •

Manager .....Albert W. Hellenthal  
*Services Offered*—TV film production.

●  
**Impro Inc.**

Hal Roach Studios, Culver City, Calif.  
*Phone: Te 0-4525*

President.....Herbert L. Strock  
 Vice-President .....Kenneth Herts  
 Secretary-Treas. ....Stanley Nass  
*Services Offered*—Packagers of both live and film TV programs from one minute commercials to one hour shows. Producers of "The Eddie Drake" half-hour TV shows for CBS.

●  
**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. We also maintain complete writing, editing, and production staff which can be used by sponsor who in turn acts as producer.

●  
**International Film  
 Foundation, Inc.**

1600 Broadway, New York 19, N. Y.  
*Phone: CI 6-9438*

Executive Dir.....Julien H. Bryan  
 Associate Dir.....R. E. Blackwell  
*Services Offered*—(1) Production of documentary films, (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

●  
**International Geographic  
 Pictures**

1776 Broadway, New York 19, N. Y.  
 Executive-Pres.....J. Allen Julier  
*Services Offered*—Producers of educational motion pictures.

●  
**International News Service**

235 E. 45 St., New York, N. Y.  
*Phone: MU 7-8800*  
 Mgr. INS-INP TV Dept.....Robert H. Reid  
*Services Offered*—Daily and weekly news-reels.

●  
**International 16mm. Corp.**

(See Program Producers)



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 JUDSON 6-5480

**International Tele-Film Productions, Inc.**

331 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-7306

President . . . . . Paul F. Moss  
*Services Offered*—TV live and film package shows, recordings, talent.

**Jason Comic Art**

1860 Broadway, New York 23, N. Y.  
Phone: JUdson 6-4280

Director . . . . . Leon Jason  
*Services Offered*—TV film, production, talent.

**Junior Programs, Inc.**

22 Lawrence St., Newark 5, N. J.  
Phone: Market 3-0770

Pres. & Exec. Dir. . . . . Dorothy L. McFadden  
Asst. Director . . . . . Cecile Sherman  
*Services Offered*—Package shows for family and children's audiences, also scripts, and consultant service for TV.

**Bernard E. Karlen Productions**

475 Fifth Ave., New York 17, N. Y.  
Phone: MU 4-6303

Producer . . . . . Bernard E. Karlen

*Services Offered*—Package program, both film and live. Production consultant, supply film clips for intergrated shows, commercials and scripts.

**Victor Kayfetz Productions**

130 E. 56 St., New York 22, N. Y.  
Phone: MUrray Hill 8-1707

Executive Prod. . . . . Victor F. Kayfetz  
Staff Director . . . . . Col. Ilya Tolstoy  
Sales Manager . . . . . John D. Flanagan  
Prod. Consultant . . . . . Rudy Vallee  
Story Dept. Dir. . . . . Elliott Curtis

*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.

**Herbert Kerkow, Inc.**

180 Lexington Ave., New York 17, N. Y.  
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President . . . . . Herbert Kerkow  
*Services Offered*—TV films.

**Killingsworth TV Productions, Inc.**

(See Program Producers)

**Paul Alley**

Writer, Editor, Commentator  
[ 20 years with Paramount; MGM- ]  
[ News of the Day; NBC Television ]

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Head of Firm.....Walter E. Kline  
 Executives.....Gordon C. Maclean,  
 Fred W. Kline

*Services Offered* — Advertising, publicity  
 public-relations.

**Kling Studios, Inc.**

601 N. Fairbanks Court, Chicago 11, Ill.

Phone: Delaware 7-0400

President .....Robert Eirinberg  
 Vice-President .....Lee Blevins  
 Executive Producer.....Jack H. Lieb  
 TV Director .....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. Also, complete pro-  
 duction of industrial and educational motion  
 pictures, including creative writing.

**Knickerbocker  
 Productions, Inc.**

1600 Broadway, New York 19, N. Y.

Phone: CIRCLE 6-9850

President.....Howard A. Lesser

Vice-President.....Mary Morrissey  
 Secy.-Treas.....Harold M. Manser  
*Services Offered*—Producers of all types  
 of motion pictures for screen and TV.

**Albert Lang Productions Inc.**

6652 Sunset Blvd., Hollywood 28, Calif.

Phone: GL 7610

President & Gen. Mgr.....Albert E. Lang  
 Secretary & Treasurer.....Olga Haney  
 Production-Director .....R. Garde Ballou  
 Production-Research .....John Frank

*Services Offered*—Complete TV film ser-  
 vice. Writing, producing, distributing TV  
 commercial films. Shows packaged and ex-  
 ploited "live" or filmed. Radio-TV programs  
 transcribed and packaged. National distribu-  
 tion service.

**Larsen Television Picture  
 Corp.**

Studios: 3177 N. Broadway, Chicago 14, Ill.

Phone: GRaceland 7-2673

Pres., in Chg. of Prod....Wm. Burton Larsen  
 Secretary .....L. Z. Larsen

Treasurer .....F. Wallace  
 West Coast Producer.....Seth B. Larsen

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20 second and one minute TV commercials, 15 minute interview shows, films of complete shows, syndicate TV film spots and sales promotion industrial films in color.

**Julian Lesser Programs**

9336 W. Washington Blvd., Culver City, Calif.  
Phone: Texas 0-2931

Manager .....Julian Lesser  
*Services Offered* TV films.

**Gene Lester Productions**

1487 N. Vine St., Hollywood 28, Calif.  
Phone: Hillside 7287

Producer-Director .....Gene Lester  
Chg. of Tech. Personnel.....John S. Nash  
Comptroller Office Mgr.....Charles O. Gross  
*Services Offered* Production of all types of commercials. Program packaging. Also offer technical services to other producers.

**Libra Film Distributors & Producers**

6525 Sunset Blvd., Hollywood 28, Calif.  
Phones: Gl 7960, HE 4161

Vice-Pres. in Chg. Prod.....Charles M. McCoy  
Secretary-Treas.....Miss Loy Lester  
President.....Donald A. Peters

Exec. Director.....William Martin  
Exec. Producers.....William G. Troiano,  
Charles P. Mandell, Ben Wetzler

*Services Offered* Extensive TV film distribution, complete professional production facilities including all phases of technical, advertising education, public relations technique. We have available several live show series also.

**Lieb-Brotman Studio**

11 W. 58th St., New York 19, N. Y.  
Phone: PLaza 3-9355

Manager .....Leo Lieb  
*Services Offered* TV films.

**Lion Television Pictures Corp.**

1501 Broadway, New York 18, N. Y.  
Phone: PEAnsylvania 6-1780

President.....E. W. Hammon  
Vice-Presidents.....Neil F. Agnew,  
Robert M. Savini  
Treasurer.....Charles L. Casanave  
Secretary.....T. Newman Lawler  
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Studio—510 West 57th St., New York



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BUSINESS MOVIES • • SLIDE FILMS



• • • **TV Film Producers** • • •

**Bob Loewi Productions, Inc.**  
(See Program Producers)

•  
**Loucks-Norling Studios**

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Partners.....A. H. Loucks,  
J. A. Norling  
*Services Offered* — Produce TV commercials—live action photography, cartoon animation, stop motion and special effects.

•  
**Mannon Sound Stages**

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Chief Elec.....Joe McGuiere  
Sound Eng.....Bories Sarratoris  
*Services Offered*—Sound studios for rental for TV pictures.

•  
**Master Motion Pictures Co.**

50 Piedmont St., Boston, Mass.  
Phone: HA 6-3592

President .....Manrice Master  
Studio Mgr.....Wilbert Hanson  
Production Mgr.....Irving Ross  
*Services Offered*—Industrial film producer,

TV film commercials, film processing 16mm. and 35mm. film.

•  
**McCollum Picture Productions**

4557 Produce Plaza, Los Angeles 11, Calif.  
Phone: Jefferson 8255

Producer .....J. L. McCollum  
*Services Offered*—TV film production, talent, scripts, recording.

•  
**Mercury International Pictures, Inc.**

1415 Coast Blvd., Corona del Mar, Calif.  
Phones: Harbor 1212; Zenith 6009, L.A.  
President .....V. E. Ellsworth  
Vice-President .....David L. Monahan  
Secretary .....G. C. Cable  
Treasurer .....Beatrice A. T. Medes

*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.

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 Prod. Mgr. .... Alan Stensvold  
*Services Offered*—Production and distribution of 16mm entertainment, educational, industrial and commercial films for TV, schools and industry.

**Michigan Film Library**

19144 W. McNichols Rd., Detroit 19, Mich.  
*Phone:* KE 2-5554

Owner..... Alban J. Norris Sr.  
*Services Offered*—Rental of religious subjects suitable for TV particularly a complete feature length version in complete sound and music of the life and crucifixion of Christ, TITLE—GOLGOTHA. Complete international copyright owned by Albany J. Norris Sr., and all rights for reproduction or use prohibited. Some subject also available under title ECCE HOMO (Behold the Man). Same also held under exclusive copyright and all TV and others rights reserved under international copyright.

**Victoria Mix, Inc.**

356 S. Roxbury Dr., Beverly Hills, Calif.  
*Phone:* Crestview 6-1276

Manager ..... Victoria Mix  
*Services Offered*—TV films.

**Carlton E. Morse Productions**

1500 N. Vine St., Hollywood 28, Calif.  
*Phone:* Hollywood 9-6161

Manager ..... Carlton E. Morse  
*Services Offered*—TV film programs, production.

**Motion Picture Productions Inc.**

(See Program Producers)

**Motion Picture Stages, Inc.**

3 E. 57th St., New York 22, N. Y.  
*Phone:* PLaza 3-4810

President ..... Les Hafner  
 V.-P., Treas. .... Charles F. Vetter, Jr.  
 Secretary ..... Gerald Margolis  
 Sales Dir. .... Martin L. Scott  
 Asst. Sales Dir. .... Rosalind Stevens  
 Tech. Supervisor ..... Victor H. Komow  
*Services Offered*—Studio subsidiary of Hafner-Vetter.

**Movie Advertising Bureau**

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*Phone:* Murray Hill 6-3717

Manager ..... J. F. Barry  
*Services Offered*—TV films.

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Vice-Pres. & Treas.....James M. Lillis  
Production Chief.....Joseph V. Nobel  
Sales Director.....Morton McConnachie  
Film 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; Special package entertainment shows, live and film.

**Nassour Studios**

5746 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hollywood 9-7381

Vice-President .....Edward Nassour  
Services Offered—TV film programs.

**Nation Wide Television Corp.**

1501 Broadway, New York 18, N. Y.  
Phone: LOngacre 4-8234

President .....Irvin Shapiro  
Secretary .....A. Exelberth  
Treasurer .....M. Mermelstein  
TV Director.....Robert H. Wormhaudt

Services Offered—Feature films, streamliners.

**Nelson Productions, Inc.**

(See Program Producers)

**Ted Nemeth Studios**

729 7th Ave., New York 19, N. Y.  
Phone: CIrcle 5-5147

Director .....Ted Nemeth  
Services Offered—TV films.

**Nestor Productions Inc.**

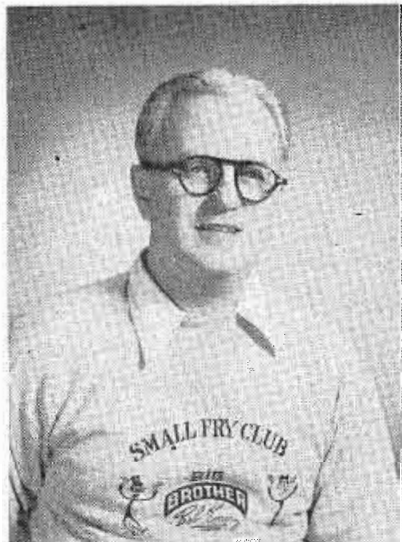
7904 Santa Monica Blvd., Los Angeles 46, Cal.  
Phone: HE 0582

President .....Hal Chasnoff  
Secty.-Treas. ....Milton Katz  
Services Offered—TV commercials, live or animated. Industrial and educational films to order. Complete service, script to finished print.

**Olio Video Television Productions**

131 W. 52nd St., New York 19, N. Y.  
Phone: JUdson 6-0874

Director .....Harvey Cort  
Services Offered—TV live and film production, film library.



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19 Rector St., New York, N. Y.  
Phone: WHitchall 4-1327

Manager ..... R. J. Oulman  
*Services Offered* TV entertainment films.

**Parmelec—Patin Studio**

1201 Sunset Blvd., Hollywood 27, Calif.  
Phone: NORmandie 29931

Art Director.....Ted Parmelee  
Story & Animation Dir.....Ray Patin  
*Services Offered* Producers of animated films for TV. Specializing in commercial spots. A complete service: preparation of scripts to order. Available to TV stations: camera, cutting.

**Paul Parry Productions**

7557 Sunset Blvd., Hollywood 16, Calif.  
Phone: GRANite 1771

Producer-Director.....Paul Parry  
Associate Producer...Marshall Scheffhardt  
Writer.....Ed Martin  
Cameraman-Editor.....Sam Martin  
Sound.....E. Gallagher  
*Services Offered* Production of Commercials any specified length, production of

scripts to order. Available to TV stations: One 27-minute Treasure Expedition Film, one 27-minute "human interest" film.

**Pictorial Productions, Inc.**

1357 N. Gordon St., Hollywood 28, Calif.  
Phone: HL 3108

President.....G. J. Muflich  
Vice-President.....Max Fink  
Secretary-Treas.....Thelma Woody  
*Services Offered* Production of special-purpose and TV films. Rental of complete motion picture production facilities including sound stage 50' x 100' with 30' ceiling.

**Pioneer Telefilms, Inc.**


(Tele-spots, Inc.)  
18 E. 18th St., New York 17, N. Y.  
Phone: MURray Hill 8-0780

President.....Ralph Cohn  
*Services Offered* Producers and distributors of TV live and film programs.

**Polaris Pictures, Inc.**

5839 W. 3rd St., Los Angeles 36, Calif.  
Phones: YORk 8058; WEbster 3-1608

President.....Juan C. Hutchison  
Vice-President.....Perry King



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*Services Offered*—Complete production of films for advertising, TV, public relations, education and employee training.

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**Post Pictures Corp.**

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Phone: LU 2-4870

President.....Harry A. Post  
Treasurer.....Eli W. Post  
General Manager.....David B. Dash  
Advertising & Sales Promotion Mgr.

Alan I. Post

*Services Offered*—Distributors of 16mm. sound films; features, shorts. Catalogue available upon request.

•

**Princeton Film Center**

Princeton, N. J.

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Exec. Director.....Gordon Knox  
*Services Offered*—TV film production.

•

**Producers Representatives,  
Inc.**

1270 Ave. of the Americas, N. Y. 20, N. Y.  
Phones: PLaza 7-6990-1-2

President .....Irving M. Lesser

Secty.-Treas. ....Seymour Poe  
TV Manager .....Camilla Nelson

*Services Offered*—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts.

•

**Progressive Pictures**

6351 Thornhill Dr., Oakland, Calif.

Phone: Olympic 2-0560

Manager .....Ray Bainbridge

*Services Offered*—TV films.

•

**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. Also for sale to camera shops and individuals: Class In Archery, starring Howard Hill; It's Done With Arrows, starring Howard Hill; Silver Springs, Travelogue of Silver Springs Florida; Rough But Hopeful, Golf featuring movie stars as players; Hugh Harman Cartoons.

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President ..... Reid H. Ray  
Services Offered: TV film production.

**RD-DR Corp.  
(Reader's Digest—  
deRochemont)**

35 W. 45 St., New York 19, N. Y.  
Phones LU 2-1110

Chairman of Board...Louis de Rochemont  
President .....Borden Mace  
Vice-President.....Louis de Rochemont  
Secretary.....Marie J. Kenney  
Treasurer.....Martin J. Maloney

Services Offered: Feature, commercial and educational film producers. Lost Boundaries, feature release in 1949, was a drama of real life from the Reader's Digest. The Earth and Its People is the first integrated series of educational films produced on world geography.

**Roland Reed Productions, Inc.**

275 S. Beverly Dr., Beverly Hills, Calif.  
Phone: Crestview 6-1101

President ..... Roland Reed  
Services Offered: TV film programs.

**Regal Television Pictures Corp.**

151 W. 46 St., New York 19, N. Y.  
Phone: LU 2-1877

Treasurer .....Leo Seligman  
President .....Moe Kerman  
Vice-Pres. ....Joe Felder  
Services Offered: Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

**Regency Productions, Inc.**

11 E. 19 St., New York 17, N. Y.  
Phone: Plaza 9-3680

President .....Joseph Schaeffer  
Producer.....William P. Riethof  
Director of Sales.....Edward A. Bendell  
Cameraman .....Dwight Godwin  
Services Offered: Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV (U. S. Tobacco Com-

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pany; House Beautiful Curtains, etc.). Film package shows for TV ("The Happy Hills," with Juanita Hall, Henry L. Scott, etc.). Series of films for TV (on Art, on Dance). Any film assignment.

**John Reinhardt Productions, Inc.**

2070 No. Vine St., Hollywood 28, Calif.  
Phone: HU 21806

President ..... John Reinhardt  
Vice-President ..... Mischa Terr  
Cameraman ..... William Clothier  
Film Editor ..... Victor Lewis  
Secty. .... Marjorie Alford

*Services Offered*—Production of dramatic and commercial shorts on 16 and 35mm film. Just completed: Six 15 min. dramatic shorts for General Television Enterprises, Inc. sponsored by Procter & Gamble and Hal Roach Studios.

**Religious Television, Inc.**

1067 N. Fairfac, Hollywood 46, Calif.  
Phone: Hillside 0381

President.....Rev. Dorland P. Dryer  
*Services Offered*—Produce and distribute religious and character education materials

for TV. Musical program under the direction of Arthur Leslie Jacobs associated with the Los Angeles Federation of Churches.

**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.....J. Miller Walker  
Comptroller .....Garrett VanWagner  
Production Mgr.....J. Douglas Travers  
Mgr. Commercial Film & TV Dept.

Editorial Supervisor.....Phil Reisman, Jr.

*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  
Vice-Pres. & Treas.....Hugh Huber  
Vice-Pres. & Sales Mgr....Alfred Schindler

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Phone: JU 6-0026

President.....Bob Levitt Roberts  
*Services Offered* Radio and TV live or film Package Productions. Personal Management, Jack Lacy, top M.C. and Disk Jockey, WINS, N. Y. For TV Thelma Carpenter, plus other top name talent. Direct line broadcasting equipment. Theatrical and radio training. Rehearsal studios.

**Rockett Pictures, Inc.**

6063 Sunset Blvd., Hollywood 28, Calif.  
Phone: GR 7131

Gen. Mgr.-Vice-Pres.....J. Richard Westen  
Vice-Pres. Chg. Sales.....J. Harry Ebbert  
Secy.-Treas. ....Harlow Wilcox  
Exec. Secretary.....Kay Shaffer  
*Services Offered*—Producers of industrial, institutional and sales training motion pictures and slide films, and TV commercials. Also dealers in projection equipment.

An  
Invitation

Radio-Television Institute extends the facilities of its Placement Bureau to employers who are seeking well-trained technicians for Television. This service is FREE to employer and employee.

Radio-Television Institute trains technicians of calibre to serve the Television Industry. Our graduates are equipped with a thorough Theoretical and Practical knowledge of all technical phases of Television (Broadcasting, Installation, Maintenance, Servicing).

For well-qualified Television Technicians and Engineering aids, we invite you to visit, write, or telephone

Placement Bureau

**RADIO-TELEVISION  
INSTITUTE**

*Pioneers in Television Training since 1938*  
480 LEXINGTON AVE., NEW YORK 17, N. Y.  
PLAZA 9-5665

**Rollow-Clark & Co.**

108 Oak St., Denton, Tex.  
Phone: 1523

Co-owner.....Bill Rollow  
*Services Offered* TV film production.

**Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 38, Calif.  
Phone: Yo 2494

President.....Danny Rouzer  
*Services Offered*—Complete 16mm, production service, including cinematography, editing, titles, inserts, sound recording, special effects, projection, sound stage, lights, cameras silent and sound-single and/or double system, with experienced operating personnel.

**Ruby Film Company**

729 Seventh Ave., New York 19, N. Y.  
Phone: Circle 5-5640

Production Mgr.....Edward Ruby  
Asst. Production Mgr.....Sidney Names  
Office Manager.....Marie A. Kraemer  
*Services Offered*—Producers of every type of motion picture production from commercials to serials. Own and operate all facilities, in business since 1910, owns Ruby Editorial Service.

**Ryder 16 mm Services, Inc.**

6526 Sunset Blvd., Hollywood 28, Calif.  
Phone: GRanite 3651

President.....Loren L. Ryder  
Vice-President.....H. R. O'Neil, Jr.  
General Manager.....Baery Eddy  
*Services Offered*—Western Electric sound recording services for producers of 16mm films, industrial, entertainment and TV. The original production is all on magnetic film, then transferred to optical film for release. In addition to the above Ryder Services has stage facilities for production, scoring and dubbing.

**Sack Television Enterprises**

Film Exchange Bldg., 308 S. Harwood,  
Dallas 1, Tex.

Phone: RIVerside 6474

General Manager.....Alfred N. Sack  
Sales Manager.....Julius M. Sack  
Program Advisor.....Beverly Littlejohn  
*Services Offered* — Rental of open end films, amusement shorts, educational shorts, medical 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. 42 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.

**Sarra, Inc.**

200 E. 56th St., New York 22, N. Y.  
Phone: MUrray Hill 8-0083

Manager .....Jack Henderson  
*Services Offered*—TV film production.

**Kermit Schafer Radio & Television Productions**

112 E. 37 St., New York 16, N. Y.  
Phone: MUrray Hill 9-4628

President .....Kermit Schafer  
Executive Asst.....Michael Louis  
Office Manager.....Mary Roop  
*Services Offered*—Radio and TV live and film package productions. Promotion services offered to agency clients and networks. Also prize-securing services.

**The Script Library**

535 Fifth Ave., New York 17, N. Y.  
Phone: MU 7-1668

Pres., Gen. Mgr.....Julienne Dupuy  
*Services Offered* — Script library giving script services to radio stations. A division of Radio Events, Inc.

**Seaboard Studios, Inc.**

157 E. 69th St., New York 21, N. Y.  
Phone: REgent 7-9200

President .....Sanford R. Johnson  
V.-P. & Exec. Producer..Edward J. Pope, Jr.  
*Services Offered*—TV film commercials.

**Seidel Films**

853 Seventh Ave., New York 19, N. Y.  
Phone: CIrcle 7-0575

Manager .....Tom Seidel  
*Services Offered*—TV film production.

**Sentinel Productions  
(div. of Sentinel Enterprises, Inc.)**

(See Program Producers)

**Skibo Productions, Inc.**

165 W. 46 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*—16mm. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

**Sonochrome Productions**

112 W. 89 St., New York 24, N. Y.  
Phone: SChuyler 4-3654

Partner .....Nathan Zucker  
*Services Offered*—Producers and distributors of programs on film.

**Special Purpose Films, Inc.**

44 W. 56th St., New York 19, N. Y.  
Phone: JUdson 6-0020

President .....John Fox  
Vice-President .....William F. Crouch  
Secretary .....Douglas H. Miller  
Sales Mgr.....John S. K. Hammann  
*Services Offered*—Producers of complete motion pictures for advertisers and agencies. Industrial films, public relations films, documentaries, sales films. Films for TV and TV commercials on film. Script consultation service. Complete cutting room service at one of New York's foremost film laboratories. Expert editor and cutter in constant attendance.

**Standard Television Corp.**

1501 Broadway, New York 18, N. Y.  
Phone: LOngaere 4-8234

President .....Irvin Shapiro  
Secretary .....A. Exelberth  
Treasurer .....Martin Mermelstein  
Vice-President .....Robert H. Wormhaud!  
*Services Offered*—Major feature films and shorts.

**Sterling Films, Inc.**

316 W. 57 St., New York 19, N. Y.  
Phone: JUdson 6-3750

President .....Saul J. Turell  
Secy.-Treasurer.....Robert E. Rhoades  
Director of TV.....Carl King  
Manager of TV Dept.....Bernice S. Coe  
*Services Offered* — Sterling Films, Inc. serves as producer and distributor of 16mm. sound subjects for release to all TV stations. Volume bookings for sustaining plays—as well as many series available for commercial sponsorship.

**Steven Televised Presentations, Inc.**

153 Fifth Ave., New York, N. Y.  
Phone: GR 3-5228

President .....Jewel Steven  
*Services Offered*—Live shows, packages, commercial TV films,

**Strickland Film Co.**

220 Pharr Road, Atlanta, Ga.  
Phone: LA 7991

Owner.....Robert B. Strickland  
General Mgr.....C. L. Strickland  
Sales Mgr.....Joe McGrath  
Production Mgr.....A. M. Malphurs  
Laboratory Mgr.....J. O. Barber  
*Services Offered* Complete 16mm. and 35mm. production and processing facilities including studio.

**Irvin Paul Sulds, Inc.**

651 Madison Ave., New York 21, N. Y.  
Phone: TEApleton 8-7025

President.....Irvin Paul Sulds  
Associate Producers.....Alice Pentlarge,  
Milan J. Greer, Mary MacMullen  
*Services Offered*- Script, production supervision for one minute commercials and five minute shorts. Longer features also available.

**Swank Films, Inc.**

19 W. Fourth St., Dayton 2, O.  
Phone: HEEndock 2379

President.....Jerrold A. Swank  
Vice-President.....Susan K. Burton  
*Services Offered* - Color or black and white; Slides, 3 1/2 x 4 2 x 2; Slide films, complete production services; Commercial photography and laboratory services.

**The TeeVee Film Company**

170 S. Beverly Drive, Beverly Hills, Calif.  
Phone: CREstview 5-1076

Sales Office  
211 S. Beverly Drive  
N. Y. Office  
150 E. 52nd St.  
Phone: PLaza 3-1030

President.....Gifford Phillips  
General Manager.....Ludlow Flower, Jr.  
Coordinator of Sales and Promotion  
J. Wesley Berman  
Dir. of Film Production.....Merrill Pye  
Dir. of Live Productions.....Bob Koenig  
Eastern Sales Manager.....Alfred Levy  
*Services Offered* Custom-built TV shows, film and live; spot commercials; organized to create shows on any budget, for sponsor and agency.

**Tel-Air Associates**

366 Madison Ave., New York 17, N. Y.  
Phone: VA 6-3417

Partners.....Scymour 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  
Sec. Treasurer.....W. Bosco  
Prod. Manager.....Felber Masdam  
*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 6-5180

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.

**Telecomics, Inc.**

217 Park Ave., New York 17, N. Y.  
Phone: ELdorado 5-2511

President.....Stephen Slesinger  
Vice-President.....John E. Howell  
*Services Offered* TV films based on the following properties: King of the Royal Mounted, Winnie-the-Pooh, Red Ryder, Little Beaver, Ozark Ike.

**Telemated Cartoons**

70 E. 45th St., New York 17, N. Y.  
Phone: MURray Hill 6-8933

Owner.....Saul Taffet  
*Services Offered* TV film production.

**Telepak Inc.**

201 N. Carmelina Ave., Los Angeles 24, Calif.  
Phone: AR 3-6076

250 Park Ave., Suite 325, New York City  
Phone: PL 8-0628

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.

**Television Arts Productions, Inc.**

2733 Stuart St., Berkeley, Calif.  
Phone: Berkeley 75301

Business Manager.....J. T. Ward  
Art Director.....Alexander Anderson  
Dir. of Adv. & Pub. Rel.....Robert J. Powers  
Film Editor.....Thomas G. Stanford  
*Services Offered*-Producers of animated cartoons and commercials for TV.

**Television Cartoons, Inc.**

361 W. Broadway, New York 13, N. Y.  
Phone: BE 3-7176

Pres. chg. of Prod. . . . . Robert N. Brotherton  
Vice-Pres. chg. of Prod. . . . . Arthur L. Goldman  
Sales & Adv. Mgr. . . . . J. Arthur West  
Story & Planning. . . . . Tony Delmar  
Sales Rep. . . . . Frank Rogers  
Sales Rep. . . . . Donald Davis

*Services Offered*—Producers of commercial films for TV—10 seconds to one minute or longer. Services include live photography, animation, stop-motion or special effects to order.

**Television Features, Inc.**

(A Division of Larry Gordon Studios)  
480 Lexington Ave., New York 17, N. Y.  
Phones: PLaza 5-5714; 5-4852

President . . . . . Larry Gordon  
V.-P. Chg. Prod. . . . . William Van Praag  
V.-P. Chg. Sales. . . . . Otto H. Sutter  
Head of Story Dept. . . . . Robert Scott  
Head of Pkg. Dept. . . . . Eleanor Kendrick

*Services Offered*—Production unit for films, commercial, industrial and TV; Package live shows.

**Television Motion Pictures Co.**

1650 Broadway, New York 19, N. Y.  
Phone: CI 6-0691

President & Producer . . . . . Jack Goldberg  
Assoc. Producer & Scripter . . . . . Ted Wilde  
Director & Editor . . . . . Jack Kemp  
Animation Dept. . . . . Harold Walker  
Publicity & Exploitation . . . . . Ed Hurley  
Vice-Pres. Chg. Sales. . . . . Bert Goldberg

*Services Offered*—Contract producer of 35mm. and 16mm subjects; complete 16mm. live and animation equipment and facilities; originator of 35mm and 16mm subjects: TV film consultant: distributor of variegated shorts.

**Television Screen Productions**

(See Program Producers)

**Marshal Templeton, Inc.**

214 Ford Bldg., Detroit 26, Mich.  
Phone: WO 1-6868  
612 N. Michigan Ave., Chicago 11, Ill.  
Phone: SU 7-3782

President . . . . . Marshal E. Templeton  
Chicago Branch Mgr. . . . . Fred W. Grady

*Services Offered*—Writing and production of film presentations.

**Mischa Terr, Inc.**

1276 No. Crescent Heights Blvd.,  
Hollywood 46, Calif.  
Phone: HU 27038

President . . . . . Mischa Terr  
V.-P. Chg. of Prod. . . . . John Reinhardt  
Film Editor . . . . . Victor Lewis  
Secty. . . . . Constance Webb  
*Services Offered*—Production of dramatic TV shorts on 35mm film; production of commercial short on 16 and 35mm film.

**Trans-Continental Television, Inc.**

(See Program Producers)

**Transfilm Inc.**

35 W. 45 St., New York 19, N. Y.  
Phone: LU 2-1400

President . . . . . William Miesegaes  
Vice-President . . . . . Walter Lowendahl  
Vice-President . . . . . Pud Lane  
Secretary-Treasurer . . . . . Peter A. Schlenker

*Services Offered*—Complete facilities for production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

**Transvideo Corp. of America**

2 W. 46 St., New York 29, N. Y.  
Phone: LU 2-1281

President . . . . . Theodore A. Parisi  
Secretary . . . . . George Luttinger  
Treasurer . . . . . Marie R. Passannante

*Services Offered*—The production and distribution of short film subjects. We are presently in production to add to existing material which is playing the major TV networks. Enthusiastic about any 15 minute live show with a new twist and economical production set up.

**Tri-Video Productions, Inc.**

15 Central Park West, New York 23, N. Y.  
Phone: COlumbus 5-0060

President . . . . . Jack Goldstein  
General Manager . . . . . J. Jay Gould

*Services Offered*—TV films, old time films (40 years old), excerpts, mainly motion pictures of all categories, suitable for TV.

**Triangle Films**

1697 Broadway, New York 19, N. Y.  
Phone: COlumbus 5-1403

Partners . . . . . Wilbur J. Streech,  
Gordon T. L. McEvoy

*Services Offered*—Production of all types of motion pictures including animation, live action, stop motion, and special effects. Specialists in commercials and package shows for TV.

## TV Film Producers

### TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUinkirk 8-1232

President.....Doria Balli  
*Services Offered* Production of one minute sound films for TV.

### TV/films, Inc.

Phone: PL 9-7888  
11 E. 48 St., New York, N. Y.

President.....R. V. Pollock  
Chief Cameraman.....M. Eydokimoff  
*Services Offered* TV/films produces commercial TV films and commercial industrial films. It is a complete production unit with its own storyboard, sound and music departments, camera crew, shooting studio, cutting, editing and viewing room.

### TV-Programs, Inc.

350 Fifth Ave., New York 1, N. Y.  
Phone: CHickering 4-1374

President.....Edward Roberts, Jr.  
Treasurer.....William Mills, III  
Dir. of Sales.....Donald Ross  
Dir. of Adv. & Prom.....John Newman  
*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 Film Service, Inc.

2449 Charlotte St., Kansas City 8, Mo.  
Phone: HArrison 5840

President & General Mgr. W. Hardy Hendren  
Vice-Presidents.....C. J. Mabry,  
E. S. Washburn

Treasurer.....A. F. Bradley  
Secretary.....Wm. B. Cozad  
Sales Manager.....W. Dwight Zieger  
Adv. Sales Prom. Mgr. TV.....L. P. Hillyer  
Prod. & Service Mgr.....W. J. Scrogin  
*Services Offered*—We plan, produce, and/or distribute advertising films taking one minute or less to display—for TV coverage, movie coverage, or TV and movie coverage combined.

### United Press Associations

(See Program Producers)

### United Productions of America

1440 West Olive Ave., Burbank, Calif.  
Phone: CHArleston 0-7174

New York Division—208 E. 72 St.,  
New York 21, N. Y.

Phone: RHInclander 4-7570  
Pres. & Exec. Produce.....Stephen Bosustow

Vice-Pres in chg. N. Y. Office

Edward L. Gershtman  
Vice-Pres. & Supr. Dir.....John Hubley  
Vice. Pres. & Prod. Mgr.....A. D. Woolley  
Secretary.....Leo L. Rosen  
Asst. Sec. & Treas.....Maxine Davis  
*Services Offered* Producers of TV film programs and commercials specializing in animation, also animation production services.

### Video Drama Productions

505 Fifth Ave., New York 17, N. Y.  
Phone: MU 2-0326

Exec. Officer & Prod.....Henri E. Marcuse  
Director & Partner.....Harvey Janovic  
Script Supervisor.....Charles Cinnamon  
Art Supervisor.....Bill Persichetti  
Sales Manager.....Fred Brunswick  
*Services Offered* Live & possible film services for TV package shows. Our shows, live: Here Comes Teena, Bella's Boarding House, situation comedies; Concentrate on You, educational drama; Moods in Tempo, musical drama; Musi-Camera, ballet-drama-pantomime; Ballet Story Time, ballet-drama for children.

### Video Varieties Corp.

11 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.

### Visual Arts Productions, Inc.

2 W. 46 St., New York 19, N. Y.  
Phone: LU 24047-8

President.....Max Rosenbaum  
Vice-President.....Sid Rosenbaum  
*Services Offered* Motion picture production (feature length and short subjects) live TV production, motion pictures for video. Now on WOR-TV "The Road to Success."

### Vitaphone Film Productions

5331 Via San Delarrio, Los Angeles 22, Cal.  
Phone: AN 1-3877

President.....Jack Helstowski  
Vice-President.....Chester Maye  
Secty. & Treas.....Ruth Helstowski  
General Sales Mgr.....Ned Costa  
Director.....Ben Norman  
Cameraman.....John Pearson, Ghet Brickett  
Film Editor.....A. G. Case

## TV Film Producers

*Services Offered*—Producers of TV commercials, educational, industrial, entertaining films, color, black and white, silent or sound.

### **Wade-Farnham Productions**

15 E. 46 St., New York 19, N. Y.

Phone: Circle 7-6797

Partners.....Moulton H. Farnham,  
Roger W. Wade

*Services Offered*—Facilities and services include motion pictures, TV commercials, animation, slide films, color slides. We are equipped to write, direct, and produce any film from TV short to full-length feature.

### **Louis Weiss & Co.**

4336 Sunset Blvd., Los Angeles 27, Calif.

Phone: NO 1-6883

Distribution Director.....Adrian Weiss  
Production Director.....Louis Weiss

*Services Offered*—Production and distribution of TV films including Westerns, Serials, Cartoons, Sport Subjects and Silent Slapstick Comedies.

### **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 35 mm. and 16mm. film production facilities; RCA sound equipment; Fairchild sync. disc recording. Division of Video Varieties Corp.

### **Wild Life Films**

6063 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLLYWOOD 9-3974

President.....William R. Eberhart  
Sales Mgr.....J. G. Green

*Services Offered*—Shooting, and editing animal subjects, hunting, fishing, and outdoor films of all kinds. Also Conservation pictures for game commissions.

### **Wilding Picture Productions, Inc.**

1345 Argyle St., Chicago 40, Ill.

Phone: LONGBEACH 1-8410

President.....C. H. Bradfield, Jr.  
Exec. Vice-Pres.....H. W. Fish  
Secretary-Treas.....V. A. Burg

V.P. chge of Prod.....J. A. Kellock  
*Services Offered*—Producer of industrial, commercial, and TV films; slide films; film laboratory.

### **Willard Pictures, Inc.**

45 W. 45 St., New York 19, N. Y.

Phone: LU 2-0430

President.....T. W. Willard  
Vice-Pres. & Gen. Mgr.....J. M. Squiers, Jr.

Comptroller.....S. H. Childs

*Services Offered*—Producer of motion pictures for industrial, commercial, entertainment and TV purposes.

### **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

Talent.....Al Roth

*Services Offered*—Talent representatives, casting, production, and packaging of films.

### **Raphael G. Wolff Studios**

1714 N. Wilton Place, Hollywood 28, Calif.

Phone: GRANITE 6126

Owner.....Raphael G. Wolff

Mgr.-TV Department.....Raymond Ring

Head of Editing Dept.....David Lurie

Head of Animation Dept.....Richard Lundy

In Chg. of Writing-Direction

MacDonald MacPherson

Controller.....E. Clifford

Detroit Rep.....Richard Bonds,

Fisher Bldg., Detroit 3, Mich.

Chicago Rep.....John W. Carrick,

230 North Michigan Ave., Chicago, Ill.

*Services Offered*—Producers of 16mm sound and color motion pictures, TV films and spot commercials.

### **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 Scheftel

Exec. Vice-Pres.....Godfrey Elliott

Sales Manager.....T. C. Morehouse, Jr.

Chg. of TV Activities.....James R. Brewster

*Services Offered*—Producers and distributors of 16mm sound educational films.

### **Harold Young Productions, Inc.**

119 W. 57 St., New York 19, N. Y.

Phone: Circle 5-8459

President.....Harold Young

Vice-President.....Peter Ordway

Secretary-Treas.....John Ordway

Chairman of Bd.....Anthony Duke

*Services Offered*—Producers of motion pictures both theatrical and non-theatrical on 16mm or 35mm, black and white or in color. TV shows on film or live.



# AN ANSWER TO HIGH TV COSTS FILM NETWORK EXPANSION PLAN

by  
**GEORGE T. SHUPERT**

Director, Commercial Operations, Paramount  
Television Productions, Inc.

**A**LTHOUGH of comparatively recent existence, the Paramount TV Network was planned more than a decade ago when Paramount's exploring of television's potentialities led to the staffing of a TV engineering laboratory in New York for the development of an off-the-tube film-recording system. It was foreseen at the time that low-cost programming must necessarily play a key role in television's expansion . . . that low programming costs would be possible only through prolonging the fleeting life of televised events and shows for subsequent use, thereby amortizing their costs over the largest possible circulation of looker-listeners.

The Paramount TV network is transcontinental in scope, numbering its affiliates from Philadelphia to San Diego, from Chicago to Houston. This transcontinental web is possible—without benefit of coaxial cable or relay towers—because the Paramount TV Network is a film network. Its affiliates are supplied regularly with film-recordings (Paramount Video Transcriptions) of high-voiced Hollywood-produced TV shows, and supplied them at a fraction of their initial cost on Paramount's Station KTLA.

Arrangements in progress are adding the transcribed product of other TV production centers and of package show producers to the offerings of the Paramount TV Network. In addition, most Paramount affiliates utilize the service of Paramount's TV-film-booking office, a special department set up in New York more than two years ago to supply Paramount's own TV stations in Los Angeles and Chicago with the best feature films, shorts, cartoons and travel films available to the new medium.

*Radio vs TV Economics:* From a station viewpoint, the chief benefit of a network affiliation is a constant source of top-quality shows. But against this

must be weighed the distressing fact that an affiliate's share of the network sales revenue, after all deductions, usually is 30 per cent or less of the rate card rate.

A station may have a break-even point of, say, \$300 per hour. To realize this amount from network programs, the station must boost its network rate to \$1000 per hour; higher if it is to turn a profit. The affiliate, in most instances, must pay for a sustaining show which cannot be sold locally. While this is a programming aid, it adds nothing to income.

Network operations demands that an affiliate set aside certain daytime and evening hours, known as network option time. As practically all good time falls in this category, virtually no "good buys" remain for local sale save station breaks and announcements preceding and following network shows. Few local sponsors, naturally, can be interested in time segments over which a threat of recapture hangs, most likely to be exercised just when a show has begun to catch on.

*Transcriptions Stretch Advertising Dollar:* From the advertisers' viewpoint, use of video transcriptions means that the advertising dollar can be stretched much further. Transcriptions make it possible to buy time in the markets needed and no more; to buy the best time available in each market; to coordinate sales pressure with the sales needs of individual markets; to forget time zone differentials and lack of cable or relay interconnections.

The Paramount answer to runaway programming costs is not offered as an industry panacea. But for the average station and the average advertiser seeking good TV shows at bargain prices, the Paramount TV Network is likely to prove exactly what Dr. Economics has been prescribing.

# *Television Organizations*

## *... personnel—functions*

### **Television Broadcasters Assn., Inc.**

500 FIFTH AVE., NEW YORK 18, N. Y.  
Lackawanna 4-4788

#### **OFFICERS**

|                                          |                                            |
|------------------------------------------|--------------------------------------------|
| President . . . . . Jack R. Poppele      | Secretary-Treasurer . . . . . Will Baltin  |
| Vice-President . . . . Ernest B. Loveman | Asst. Sec.-Treasurer . . . . Paul Raibourn |

#### **DIRECTORS**

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Ernest B. Loveman, Philco Corp.; F. M. Russell, NBC; Joseph A. McDonald, ABC; George Storer, Fort Industry Co.; R. A. Borel, WBNS-TV; Jack R. Poppele, WOR; Paul Raibourn, Television Productions, Inc.; Lawrence W. Lowman, CBS.

#### **FUNCTIONS**

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

### **Academy of Television Arts and Sciences**

5746 SUNSET BLVD., HOLLYWOOD 28, CALIF.  
Hempstead 8942

#### **OFFICERS**

|                                           |                                           |
|-------------------------------------------|-------------------------------------------|
| President . . . . . Harry R. Lubcke       | Corres. Sec. . . . Robert E. Packham, Jr. |
| 1st Vice-Presidnt . . . Don McNamara      | Secretary . . . . . James Vandiveer       |
| 2nd Vice-President . . . Russell L. Furse | Recording Secretary . . . . Betty Mears   |
| Treasurer . . . . . Lenore Kingston       | Secretary to Treas. . . Catharine Sibley  |

#### **DIRECTORS**

Edward Nassour, Jack Strauss, R. A. Monfort.

#### **FUNCTIONS**

To hold forums for exchange of ideas on matters concerning the advancement of television. To provide a meeting place where educators and leaders in public life can discuss the types of information the public should get; art forms which will come into existence through television, and other matters. To hold and sponsor special meetings for the dissemination of information pertaining to television. To encourage research and accomplishment by presentation of awards. To make Hollywood the television capital of the world.



# "CAN TV RESEARCH PROFIT FROM AM MISTAKES?"

by

JOHN K. CHURCHILL

Radio-TV Research Consultant

THE orderly growth of television as both an entertainment and as an advertising medium demands better and more pertinent data than we ever had for radio. From some of the earlier radio records it is almost impossible to determine facilities used, hours of operation, network hook-ups and affiliations, client lists, rates, expenditures, program offerings, station coverages, audience ratings, set usage or dozens of similar facts which are so helpful in showing trends in the development of the medium.

The same charges may well be true of television for these first few years unless we profit from the lesson of our early radio research and record keeping deficiencies. The industry should decide on a set of simple and well defined standards for this industry accounting job and then see to it that they are adhered to faithfully.

Radio's lack of uniform standards is most frequently and most dramatically illustrated by Ratings. Dozens of researchers have come out with all sorts of figures on all sorts of programs. They range from measurement of a local time spot to world-wide estimates of the cumulative effects of a series of broadcasts in dozens of languages. These ratings may be instantaneous totals flashed while the program is still in progress or ponderous academic treatises long after the programs have become history. They may be in percents, numbers, scores or grades. It is even possible that they are all correct but their universal application and their interchangeability is certainly subject to challenge. We have willfully or otherwise failed to disclose the conditions under which these measurements are made.

The technical difficulties of measuring a television audience are more com-

plex while the audience is still so scattered and costly to locate. The glamor of television to the performer, producer and viewer tends to perpetuate rating-itis and to cloud the fact that too frequently we aren't sure what we want to measure, much less how to measure and report it accurately.

Because ratings are the result of studying a sample of the total audience we have become too accustomed to talking in terms of percents with too little attention to what constitutes our 100 percent base. If we want numbers we too frequently multiply by some convenient figure which will impress the reader and not be challenged too successfully. If ratings were always projectible this would be a service instead of the crime it now is.

If there is criticism for today's confused rating picture the agencies performing the services should bear only a small part of the blame. It is the buyer of the service that is really responsible, for without him the services would soon go out of business. The buyer gets what he demands.

We do not have to wait for the day of the one perfect service because that day will never come. Everyone responsible for the development and presentation of television audience data can sit down together and create standards and terminology and performance criteria which will eliminate almost all of the present confusion.

And while they are at this task standards can be set for all those other troublesome practices inherited from immature radio research. Some of the work may have to be industry wide, others may be available cheaper and better from local commercial sources but until we specify what we need, what we want and what we mean we have only ourselves to blame for continued confusion. Television can profit from radio's mistakes.



## ***American Television Society, Inc.***

17 EAST 45th STREET, NEW YORK 17, N. Y.

MURRAY HILL 7-9250

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### **FUNCTIONS**

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

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## ***National Society of Television Producers***

234 WEST 44th STREET, NEW YORK 18, N. Y.

CHICKERING 4-0626

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The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded television programs. Membership in NSTP is open to all such independent producers or production firms provided they are not part of, or associated with, an advertising agency, television network, or local television station.



# TV BRINGS SHOWROOM TO PROSPECT —POTENT FORCE IN VISUAL SALES

by

**KENNETH W. STOWMAN**

TV Sales Manager, WFIL-TV, Philadelphia

**T**ELEVISION is the greatest advertising medium yet developed and its early shadow forecasts a tremendous effect upon American marketing and distribution, even within the coming decade. In the past year alone, TV's versatility and effectiveness have been profitably demonstrated. The measure of the medium's national impact awaits only the construction and operation of stations throughout the country.

The surveyed, estimated and reported state of television in 1949 is an optimistic and exciting record. There were, at year's end, 98 operating stations, with an additional 20 holding construction permits. The sales of TV-Radio-Phonograph combinations topped all other merchandise in sales gains during October, according to the survey of the Federal Reserve Bank of New York. There were estimated to be some 3,900,000 TV sets in use and the estimate for the end of 1950 was placed conservatively at 9,000,000.

Television's growing market in 1949 was exceeded in interest only by the commercial activity within the market. In one year, from October '48 to '49, the number of advertisers utilizing television was increased 282 per cent. And a breakdown in sponsor category revealed the clients to be, in numbers, 76 national network (programs), 399 national and regional spot and 1416 local retail.

As a sales medium, TV knows no restrictions but the limits of good taste and, for this reason, virtually all products may be acceptably presented. In fact, the diversity of the products which have been sold successfully via television to date is the medium's strongest bid to power. The roster of sponsors on WFIL-TV in 1949, for example, ranged from F. W. Woolworth Co. to Corlies Furs, Inc. For the latter client, the sale of a \$3200 mink coat was directly traceable to one specific participating spot. And, so impressed with its

Philadelphia video debut was Woolworth, that television is said to be written into the company's plans in other cities.

Television provides for the advertiser a family-group audience matched by no other medium. And a sales message on TV does more than describe the product: it permits immediate demonstration. The effect of this technique is no where more dramatic than on higher priced merchandise. Sales, which in the past, were completed only after individual and sometimes repeat demonstrations, can now be made practically on sight. The new design, construction and added features of the late model automobile are familiar to the TV viewer-prospect long before his first visit to the showroom. The same situation applies to the major home appliance field, and even touches the limitless lines of household effects and decorating aids.

Television's unique powers of demonstration can be applied to almost any product marketable. From hints on how to prepare the family dinner—with brand name canned goods—to repairing the homestead roof with store bought shingles—television *shows* the buyer how to use the merchandise and thereby stimulates the buying.

We have seen so far only partial evidence of television's selling potency but we can predict with fair accuracy its potentialities when FCC restrictions are lifted and there is a TV station operating in every market. We could multiply today's black and white results by any given factor and see a clear picture of future accomplishment. The advent of color television, however, lifts the future out of the bounds of imagination and makes pioneering and experimenting a lively project for years to come. Percentagewise, color-TV might well dwarf what now seems, and is, the towering effectiveness of sight and sound selling as we know it now.

## **Television Producers Association**

7063 SUNSET BLVD., HOLLYWOOD 28, CALIF.  
Granite 6930

### **OFFICERS**

President . . . . . Mal Boyd  
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### **FUNCTIONS**

A non-profit organization to cultivate harmony and unity among its members and between them and firms, corporations or individuals within or without the telecast industry; to improve the working conditions of its members and their protection against unjust practices or impositions upon their fair rights, by those with whom they have business relations.



## **Television Film Producers Association**

8822 W. WASHINGTON BLVD., CULVER CITY, CALIF.  
Texas 0-4525

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### **FUNCTIONS**

Non-profit organization for furtherance of television film, standards, practices, etc.

# THE FUTURE OF TV RESEARCH — NEED OF AUDIENCE CENSUS

by  
**BARRY T. RUMPLE**

*(Continued from Page 1111)*

the dimensions of sound radio. This will continue to be true in television.

•

As television develops in the next five years there will surely be a need to provide local station managers and program producers with fast ratings based on one week each month in major markets as a guide to program popularity and the effects of competition. For this purpose the telephone and instantaneous recorder techniques seem well adapted. Research at the local level can be supplemented profitably by the use of diaries to cover the outlying areas and provide data on the habits of all socio-economic groups, non-telephone homes, etc. Preferably, this type of research should reflect television viewing during weeks not regularly measured by telephone or recorder techniques. From the standpoint of expense and flexibility the diary method, at this stage of development, appears to have great potentialities as a rating tool.

For network purposes the fast ratings obtained in major markets may be combined to yield useful indices of program trends on a national basis. More detailed data cutting across socio-economic lines is less frequently required and can undoubtedly be provided by recorder devices particularly for such items as cumulative audience, flow, minute by minute data, etc.

By recognizing and utilizing the special attributes of each of the numerous techniques now available the researcher may be assured of adequate and usable program measurements in television.

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Fourth, and of supreme importance, there should be a real impetus given to qualitative forms of research—measurements of the depth and breadth of television. Alert advertisers in radio have

already discovered that ratings alone are not enough—that it is more important to know whether he is reaching the right kind of audience for his product and what effect his program has in moving people to purchase the product. With investments in TV programming so much higher than in radio it is going to be incumbent on research to demonstrate that the added dimensions of sight and motion really pay off at the cash register. Studies conducted thus far, although not numerous, clearly indicate that television exerts a tremendous influence on consumer purchases. Evidence of this kind, including intensive attitude data concerning program and commercial viewing habits must come as a result of personal interviewing among carefully controlled samples. Closely linked to this type of research are methods now in use to uncover ways of improving various elements in programs and determining the degree of audience acceptance before a program goes on the air. This is an unbeatable combination which is destined to play a leading role in television research of the future. Television's impact is not disputed but it must be adequately utilized by program producers and advertisers. Qualitative research is a prime tool to assist in making TV pay off in terms of audience appeal and sales results.

•

There is every reason to expect that research in television will progress with the expansion and development of the new medium. It can draw upon the knowledge and experience learned in radio and it has the qualified technicians to direct its efforts. To its credit are the higher standards of research practice and the greater acceptance of research findings at management levels. With imaginative planning, capable execution, and effective interpretations television research in the future can make a truly worthwhile contribution to the development of this powerful new medium.

# TELEVISION TALK

## A Modern Glossary

(Courtesy "Tele Tech" & Radio Corp. of America)

*The advent of television has brought with it a new vocabulary born in the research laboratories, studios, factories—indeed, all parts of the industry. As new techniques are developed, new words and new phrases are coined almost daily. What follows, therefore, is a glossary of the new language of a new and vital part of American life:*

### A

**AMPLITUDE**—The magnitude of any quantity, particularly voltage or current.

**AMPLITUDE MODULATION**—The periodic variation of the voltage or current amplitude in a circuit in accordance with some signal transmitted. Used for television picture transmission.

**ANTENNA**—An electrical circuit for radiating or receiving electromagnetic waves (radio).

**ASPECT RATIO**—The ratio of picture width to picture height. Now 4:3.

**AUDIO**—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range, normally from 20 cycles to 15,000 cycles per second.

### B

**BAND-PASS FILTER**—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

**BANDWIDTH**—The arithmetical difference between the maximum and minimum frequencies required to convey the information being transmitted, either visual or aural.

**BLACKER-THAN-BLACK**—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

**BLANKING**—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from the bottom to the top of the picture.

**BLOCKING OSCILLATOR**—A type of oscillator which generates pulses which can be shaped to saw-tooth signals used for scanning in a cathode ray tube.

**BLOOM**—The condition of overall bright illumination of the picture tube obscuring any picture detail.

**BOOSTER ANODE**—An auxiliary conductive coating placed inside a cathode-ray tube near the screen. Because of a high positive voltage applied, it causes a brighter picture.

**BRIGHTNESS CONTROL**—A control on the receiver for regulating the overall brightness of the picture.

### C

**CAMERA TUBE**—The electron tube used to translate a scene into electrical impulses.

**CARRIER**—The term applied to the transmitted high frequency radio wave which is modulated by the audio and video signals.

**CATHODE**—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

**CATHODE RAY TUBE**—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

**CHARACTERISTIC IMPEDANCE**—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

**CLIPPER**—A circuit or device which transfers only that part of a signal that exceeds a critical amplitude. In television these circuits are used to separate the synchronizing pulses from the video signal.

**COAXIAL CABLE**—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately supported along the center of the hollow conductor.

**CONTRAST**—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

**CONTRAST CONTROL**—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver.

**CONTROL ROOM**—Studio facilities room in which television cameras, lighting, shading and mixing control is performed.

**CYCLE**—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

**D**

**DAMPING CIRCUITS**—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

**DC RESTORER**—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

**DC TRANSMISSION**—This term applies to circuits which will pass zero frequency, that is, direct current.

**DEFINITION**—Refers to the degree of picture detail accomplished by the receiver circuits.

**DEFLECTION**—The movement of the cathode ray beam by electric or magnetic fields.

**DEFLECTION YOKE**—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

**DELAY SCREEN**—A fluorescent screen used in some cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

**DIFFERENTIATING CIRCUITS**—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

**DIODE**—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode which attracts electrons. It is used for rectification (detection), that is, the conversion of alternating currents into direct currents.

**DIPOLE ANTENNA**—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends. For television the physical dimensions are such that self-supporting metal rods or tubes can be used. (See Antenna).

**DIRECTOR**—A section of an antenna used to increase the pick-up from the side on which the director is placed.

**DISSECTOR TUBE**—The special type of television camera tube developed by Philo T. Farnsworth.

**DISTORTION**—Any nonlinear change in the original frequency, amplitude or phase of a radio signal caused by equipment incapacities.

**DIVERGENCE**—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

**DOLLY**—The movable stand upon which the television camera is mounted.

**DOUBLE SIDE BAND**—When a carrier is modulated by a plurality of signal frequencies, two new, distinct bands of frequencies appear, of frequencies higher and lower than the carrier frequency. Double side band systems utilize both of these bands.

**E**

**ELECTRODE**—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

**ELECTROMAGNETIC FOCUSING**—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

**ELECTRON**—The smallest electric charge having a negative polarity.

**ELECTRON GUN**—That part of a cathode ray tube in which the electrons are emitted, and formed into a beam.

**ELECTRON LENS**—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

**ELECTRON MULTIPLIER**—An evacuated amplifier tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

**ELECTRON TUBE**—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and/or direction of flow of electrons which constitute electric current.

**ELECTROSTATIC FOCUSING**—A system in which electric fields are employed to confine the electrons into a thin stream.

**EMISSION**—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

**EQUALIZING PULSES**—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

## F

**FACSIMILE TRANSMISSION**—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white line reproductions only, it is now considered to include processes producing halftone and shaded effects as well.

**FADE-OUT**—A camera technique in which a scene is gradually dimmed from view.

**FIDELITY**—The faithfulness with which a system reproduces audio or video signals.

**FIELD**—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of  $262\frac{1}{2}$  lines which are interlaced to form 30 complete frames per second.

**FLICKER**—Fluctuations in the overall brightness of pictures. Not encountered in normal television operations.

**FLUORESCENT SCREEN**—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

**FLYBACK**—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line. It is necessary to restore it to the start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback, and the voltage to accomplish it is called flyback voltage.

**FOCUS**—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

**FRAME**—One of a series of complete pictures that are successively viewed so as to simulate moving scenes. In television, thirty are sent each second.

**FRAME FREQUENCY**—The rate at which frames are sent each second in the various moving picture and television applications.

**FRAMING CONTROL**—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

**FREQUENCY**—A term applied to the rate of repetition of voltage or current or other periodic functions.

**FREQUENCY MODULATION**—A process by which the carrier frequency is modulated in accordance with the information to be transmitted. Used for television sound transmission.

**FUNDAMENTAL**—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

## G

**GAS-FILLED TRIODE**—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

**GHOST**—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts may be caused by the radio signal being reflected from objects near transmitter or receiver.

## H

**HALATION**—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen caused by reflections of glass surfaces.

**HARMONICS**—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are called harmonics.

**HEAVISIDE LAYER**—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or

"mirror" for radio waves of certain frequencies. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

**HETERODYNING**—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

**HORIZONTAL CENTERING**—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

**HORIZONTAL HOLD CONTROL**—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

**I**

**ICONOSCOPE**—A designation used by RCA for a particular type of cathode ray camera tube developed for the purpose of picking up the scenes to be televised.

**IMAGE DISSECTOR**—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past a pickup aperture by deflection circuits.

**IMPEDANCE**—A combination of electrical resistance and reactance, analogous to mechanical friction and inertia.

**INTEGRATING CIRCUITS**—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for vertical synchronization.

**INTERFERENCE**—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, FM and short wave stations, etc.

**INTERLACING**—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate successive fields and superimposed to create one frame or complete picture.

**ION**—An electrified particle formed when an atom of gas loses or gains electrons.

**ION SPOT**—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

**K**

**KERR CELL**—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

**KEYSTONE EFFECT**—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

**KILOCYCLE**—One thousand cycles.

**KINESCOPE**—A name applied to the cathode ray tubes used in television receivers built by RCA.

**L**

**LENS**—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

**LINE**—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

**LINEARITY**—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

**LINE FREQUENCY**—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

**LINE OF SIGHT**—A straight, unobstructed path between two points.

**LIVE TALENT**—"On-the-spot" televising of events and people in contrast to transmission of film material.

**M**

**MEGACYCLE**—A total of one million cycles.

**MICROPHONE BOOM**—The arm which carries the microphone above the area being televised.

**MICROWAVE**—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

**MODULATION**—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

**MODULATION GRID**—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.



**MONITORING**—The technique of controlling, at the transmitter, the picture shading, and other factors involved in the transmission of both the scene and the accompanying sound.

**MONOSCOPE**—A television camera tube which contains a simple picture or pattern used for test purposes.

**MOSAIC**—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

**MULTIPATH TRANSMISSION**—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

N

**NEGATIVE GHOST**—Image in which black areas are white and white areas black.

**NEGATIVE TRANSMISSION**—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude. This is the present U. S. method.

O

**ORTHICON**—A television camera tube now seldom used, in which some of the features of the image dissector and Iconoscope are combined.

P

**PANNING**—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

**PEAKING**—A technique of increasing the response of amplifiers at some particular range of frequencies. Also applied to certain sweep voltage wave shape characteristics.

**PEDESTAL**—A portion of the television video signal used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

**PERSISTENCE OF VISION**—A characteristic of the human eye which retains the details of a scene for a fraction of a second.

**PHASE**—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

**PHASE SHIFT**—Any change in the phase relations of current or voltage.

**PHOTOELECTRIC EMISSION**—The phenomena of electrons being emitted from certain materials when they are exposed to light.

**PHOTOELECTRIC TUBE**—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

**PICTURE ELEMENT**—A minute section of a given scene as reproduced by the cathode ray spot at any instant.

**PICTURE NOISE**—Interference signals causing spots of light and other irregular patterns on the received picture.

**POLARIZATION**—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

**POSITIVE TRANSMISSION**—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

R

**RASTER**—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

**REACTANCE**—Opposition to the flow of alternating current by the inductance and capacity (but not resistance) in an electrical circuit.

**RECTIFIER**—A device which changes alternating current to direct current.

**REFLECTOR**—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

**RELAXATION OSCILLATOR**—An oscillator whose frequency is readily controlled by the application of a synchronizing signal. Used to generate scanning voltages.

**RETURN TRACE**—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position. Not visible when a signal received.

S

**SAW-TOOTH**—A voltage or current whose variation with time follows a saw-tooth

outline. This is the basic wave shape used to sweep the spot over the cathode ray tube screen.

**SCANNING**—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

**SCANNING LINE**—One line from left to right of a picture being transmitted.

**SCHMIDT OPTICAL SYSTEM**—An optical train utilizing a high intensity kine-scope, a spherical mirror and correcting lens to project an enlarged television image onto a viewing screen.

**SENSITIVITY**—A measure of the ability of a receiver or other device to produce a given output for a given input.

**SERVICE AREA**—The extent of terrain over which the signals from a television transmitter can be successfully received.

**SHADING**—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

**SIDE BANDS**—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

**SIGNAL**—The electrical impulses which represent the sound or picture elements being transmitted.

**SIGNAL-TO-NOISE RATIO**—The relative proportion of signal strength to atmospheric and man-made interference encountered at any specific location.

**SPECTRUM**—A band or range of frequencies.

**SPOT**—The light produced by the slender beam of electrons on the fluorescent screen.

**SWEEP**—The uniform motion of the electron beam across the face of the cathode ray tube.

**SYNCHRONIZATION**—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

**T**

**TELEVISION**—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

**TELEVISION CAMERA TUBE**—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

**TELEVISION PICTURE TUBE**—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

**TEST PATTERN**—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

**TRAP**—A circuit used to reject unwanted signals.

**TRIMMER**—A device which permits a resonant circuit to be tuned over a limited frequency range.

**V**

**VESTIGIAL SIDE BAND TRANSMISSION**—A method of suppressing part of one side band to limit bandwidth requirements.

**VERTICAL CENTERING**—The control which regulates the position of the picture vertically on the screen.

**VERTICAL HOLD**—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

**VIDEO**—(I see.) The portion of the television signal which contains the picture information.

**VIEWING MIRROR**—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

**W**

**WAVEGUIDE**—A hollow tube of metal or plastic used to conduct microwaves between points of usage at transmitter and receiver.

**Y**

**YOKE**—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.

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# PROMOTION NEEDS OF SPONSOR GETS CONSIDERATION AT WLW

by

JAMES CASSIDY

Director of Public Relations, Crosley Broadcasting Corp.

THE train from New York would arrive in Cincinnati's Union Terminal in 30 minutes. The agency account executive, idling over his coffee, flipped to the radio page of the Columbus paper which happened to be lying on the table. He noted the WLW ad next to the program log and reflected, "They go a long way from the home lot with their promotion."

Then he remembered that Columbus is no further than shortstop on WLW's particular lot.

At the Cincinnati terminal he got another sample. Marching past a long line of cabs to snag a vacant one, he saw the colorful tire—cover ads with which WLW embellishes Cincinnati's largest taxi chain and the consciousness of several million people every week.

"Not bad," he reflected. That was at 8:30 a.m.

"But by 5:30 that afternoon," he later told Bob Dunville, Crosley Broadcasting president, "I had found out something I never suspected about your organization. I knew you did a good job at drumming up an audience through these ads and so on, to make people want to tune in. What I didn't fully realize is what your organization does to make people *buy* what they've heard about—after they tune in.

What the account executive might have added to his remarks about WLW merchandising is that the whole benevolent iceberg is there to smash sales resistance. Which brings up a point of first importance in the WLW philosophy—if the men behind the counter aren't behind your advertising campaign, your advertising dollar can't do its best work.

For 11 years now (and initially to the accompaniment of raised eyebrows in the trade) WLW's Merchandising Department has been making hundreds of thousands of dealer, jobber and wholesaler contacts, wearing out an uncom-

puted tonnage of shoe leather in the process, to guarantee that the almost \$5,000,000 currently spent by advertisers on the station each year are dollars that way their way. The process is now being extended to Crosley Broadcasting Corporation's three television stations, WLW-T, Cincinnati; WLW-D, Dayton, and WLW-C, Columbus.

WLW's merchandising efforts are handled in three divisions: grocery, drug, and special. Within a normal six-month period, in excess of 150,000 merchandising contacts are usually made.

For testing products in relation to advertising claims, and for determining consumer attitudes toward products, packages, prices and so on, WLW maintains a Consumer's Foundation, a panel of 1,000 housewives, selected on a strict basis of stratification. The Foundation has been useful in such diverse tasks as helping a coffee manufacturer decide which of two new blends of coffee would sell better, discovering for an Eastern fish canner who wanted to enter the midwest territory that there wasn't enough market to justify the move, and finding the reaction to a new type of adhesive for false teeth.

To this is added the People's Advisory Council, a panel of 2,930 representative homes to get opinions on WLW, its competitors, sponsors, contests and associated matters; and finally, the WLW Test Stores, numbering 50 in the drug and 75 in the grocery field, which have been responsible for such interesting WLW-area discoveries as the fact that one soup manufacturer ought to change his label (dirt adhered to it), and that a wax manufacturer in Chicago would make more money if he revised his selling plan.

Thus constituted, the WLW merchandising plan is helping move scores of millions of dollars of goods off shelves every year—a robustly satisfactory state of affairs for all concerned.

# TELEVISION PROGRAMS

Commercially Sponsored



Network



Local

NINETEEN FIFTY



# COMMERCIAL TELEVISION PROGRAMS — 1949

## (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 1949. The programs listed are for the 12-month period ending Dec. 31, 1949. 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            |
|-----------------------------------------|-----------------------------|---------|-------------------------------|
| Acme Weather Forecast                   | Alliance Tenna-Rotor        | WEWS    | Foster & Davies               |
| Action Autographs                       | Bell & Howell               | ABC     | Henri, Hurst & McDonald, Inc. |
| Admiral Broadway Review                 | Admiral Corp.               | NBC-TV  | Kudner Agency, Inc.           |
| Admiral Girls Baseball                  | Peter Fox Brewing Co.       | WBKB    | Carroll Dean Murphy           |
| Admiral Girls Baseball                  | Admiral Corp.               | WBKB    |                               |
| Adventure Album                         | No-Trishus Foods            | KTLA    | Scholts                       |
| Adventure Time                          | Wometco Theatres            | WTVJ    | Direct                        |
| Adventures of Cyclone Malone            | Good Humor Co.              | KNBH    | J. G. Stevens, Inc.           |
| The Aldrich Family                      | General Foods Corp.         | NBC-TV  | Young & Rubicam, Inc.         |
| All American Golf Tournament            | Geo. S. May Co.             | Du Mont | M. M. Fisher Assoc.           |
| All Star Baseball Game at Ebbetts Field | Gillette Safety Razor Co.   | CBS-TV  | Maxon, Inc.                   |
| All Star Bowling Matches                | Brunswick, Balke, Collender | Du Mont | Al Paul Lefton Co.            |

|                                                |                                                                                     |         |                              |
|------------------------------------------------|-------------------------------------------------------------------------------------|---------|------------------------------|
| All Star Laker's Basketball                    | Minneapolis Brewing Co.                                                             | WTCN-TV | BBD&O                        |
| All Star Laker's Basketball<br>Amanda          | General Mills                                                                       | WTCN-TV | Knox Reeves                  |
| Amazing Doctor Polgar                          | Illinois Meat Co.<br>Broadcast Brand Corned Beef Hash                               | WABD    | Arthur Meyerhoff & Co.       |
| American Minstrels 1949                        | Trimount Clothing Co.<br>Clipper Craft Clothes                                      | CBS-TV  | Wm. H. Weintraub Co., Inc.   |
| American Minstrels 1949<br>Americana           | Flagstaff Foods<br>Food Products                                                    | WJZ-TV  | Weiss & Geller               |
| America's Town Meeting<br>Morey Amsterdam Show | Nedick's Products                                                                   | WJZ-TV  | Weiss & Geller               |
| Andy's Barn                                    | Firestone Tire & Rubber Co.<br>Tires and Tubes                                      | NBC-TV  | Sweeney & James Co.          |
| Announcements                                  | Modern Industrial Bank                                                              | WJZ-TV  | Metropolitan Advertising Co. |
| Annual Report—                                 | DuMont Receiver Sales<br>DuMont TV Sets                                             | DuMont  | Buchanan & Co.               |
| Armchair Detective                             | Chappell's Department Store<br>G. E. Products                                       | WHEN    | Leonard Advertising          |
| Around The Town                                | Unicorn Press<br>Encyclopedia                                                       | WJZ-TV  | Footo, Cone & Beiding        |
| The Arrow Show                                 | Union Oil Co. of Calif.<br>Lubricants                                               | CBS-TV  | Benton & Bowles, Inc.        |
| At Home With Mildred Carlson, The              | Whitehall Pharmacal Co. Div. of American Home<br>Products Corp.<br>Anacin, Kolyinos | CBS-TV  | James P. Sawyer, Inc.        |
| At The Mat                                     | Bates Fabrics Inc.<br>Fabrics and Sheets                                            | NBC-TV  | Young & Rubicam, Inc.        |
| At The Mat                                     | Cluette Peabody & Co., Inc.<br>Neckwear, Sportswear, Men's Shirts, Collars          | NBC-TV  | Chambers & Wiswell           |
| Auction-Aire                                   | Boston Post<br>Newspaper                                                            | WBZ-TV  | Paul Jones                   |
| Auction Night                                  | Troup Engineering                                                                   | KTLA    | Cayton                       |
| Author Meets the Critics                       | Polaroid Filter                                                                     | KTLA    | J. Walter Thompson           |
|                                                | Libby McNeill & Libby<br>Libby Products                                             | ABC     |                              |
|                                                | General Electric Supply Corp.                                                       | WXYZ-TV |                              |
|                                                | General Foods Corp.<br>Jello Products                                               | NBC-TV  | Young & Rubicam, Inc.        |

# B

| TITLE                   | SPONSOR-PRODUCT                                   | STATION | ADVERTISING AGENCY                |
|-------------------------|---------------------------------------------------|---------|-----------------------------------|
| Background for Living   | Barker Bros Furniture                             | KTLA    | Mays & Co.                        |
| Backstage With Barry    | Household Finance Corp. Financial Loans           | CBS-TV  | LeVally, Inc.                     |
| Baltimore Orioles       | Gunther Brewing Co. Beer                          | WMAR-TV | Ruthrauff & Ryan                  |
| Band of America         | Cities Service                                    | NBC-TV  | Ellington & Co., Inc.             |
| Bandstand Review        | Central Chev.                                     | KTLA    | Hunter                            |
| Red Barber's Club House | U. S. Army & U. S. Air Forces Recruiting Services | CBS-TV  | Gardner Advertising Co.           |
| Barbershop Quartet      | Frankenmuth Brewing Co.                           | WXYZ-TV | Wm. B. Randall Co.                |
| Barn Dance              | Troup Engineering                                 | KTLA    | Paul Jones                        |
| Baseball                | R. J. Reynolds Cigarettes                         | WGN-TV  | William Esty                      |
| Baseball                | Peter B. Hand Beer                                | WGN-TV  | BBD&O                             |
| Baseball                | P. Ballantine Beer                                | WABD    | J. Walter Thompson                |
| Baseball                | Holiday Motors                                    | WATV    | Dale Advertising Agency           |
| Baseball                | Philco Distributors                               | WBKB    |                                   |
| Baseball—Brooklyn       | Schaeffer Beer                                    | WATV    | Batten, Barton, Durstine & Osborn |
| Baseball Fanfare        | Brown Shoe Co.                                    | WABD    | Leo Burnett Co., Inc.             |
| Baseball Games          | West Texas Appliance Co. (Philco Distributors)    | WBAP-TV | McBride Advertising               |
| Baseball Games          | Pabst Blue Ribbon Beer                            | KLAC-TV |                                   |
| Baseball Games          | Nicolson-Jones Motor Co. Lincoln Mercury Dealer   | WBAP-TV | McBride Advertising               |
| Baseball Games          | Southwestern Co. (Philco Distributors)            | WBAP-TV | McBride Advertising               |
| Baseball Games          | Chevrolet Dealers Ass'n. Chevrolet Cars           | WBZ-TV  | Chambers & Wiswell                |



|                                       |                                                        |         |                                            |
|---------------------------------------|--------------------------------------------------------|---------|--------------------------------------------|
| Baseball Games                        | Narragansett Brewing Co.<br>Beer & Ale                 | WBZ-TV  | Standish, Inc.                             |
| Baseball Games                        | Various                                                | WPTZ    | Various                                    |
| Baseball Giants                       | Liggitt & Meyers<br>Chesterfield Cigarettes            | WPIX    | Newell-Emmett                              |
| Baseball Interviews                   | Nicolson-Jones Motor Co.<br>Lincoln-Mercury Dealer     | WBAP-TV | McBride Advertising                        |
| Baseball Scoreboard                   | Ford Dealers<br>Ford Cars                              | WXYZ-TV | J. Walter Thompson Co.                     |
| Baseball Scoreboard                   | Kupper's Tavern                                        | WICU    | Local                                      |
| Basketball Games                      | Nash-Kelvinator                                        | KLAC-TV |                                            |
| Basketball—High School and College    | Athletic Supply & Motorola<br>Sporting Goods, Radio-TV | WSPD-TV | Wendt                                      |
| Basketball Roundup                    | Theatre Equipment                                      | WSPD-TV | Flint Advertising                          |
| Basketball—St. Francis and Seton Hall | Little Ferry Auto Assoc.<br>Used Cars                  | WPIX    |                                            |
| Beat The Band                         | Egan & Bisbing<br>Philco Appliances                    | WHEN    |                                            |
| The Big Story                         | American Cigarette & Cigar Co.<br>Pall Mall Cigarettes | NBC-TV  | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Big 10 Highlights                     | Ford Dealers<br>Ford Cars                              | WXYZ-TV | J. Walter Thompson                         |
| The Bigelow Show                      | Bigelow-Sanford Carpet Co.<br>Carpets                  | NBC-TV  | Young & Rubicam, Inc.                      |
| Birthday Party                        | Top's 'N Teens, Trunks Dept. Store<br>Children's Shoes | WICU    | Local                                      |
| Bonny Maid Versatile Varieties        | Bonafide Mills, Inc.<br>Linoleum                       | NBC-TV  | S. R. Leon & Co., Inc.                     |
| Boston Bruins Hockey Games            | Chevrolet Dealers Assn.<br>Chevrolet Cars              | WBZ-TV  | Chambers & Wiswell                         |
| Boxing                                | Craton Watch Co.<br>Watches                            | WABD    | Franklin Bruck Advertising Agency          |
| Boxing                                | Century Distributing                                   | KTLA    | Weinberg                                   |
| Boxing                                | Pittsburgh Brewing Co.                                 | WDTV    | Smith, Taylor & Jenkins                    |
| Boxing                                | Peter B. Hand<br>Beer                                  | WGN-TV  | BBD&O                                      |
| Boxing                                | Czerwiec Lumber Co.                                    | WGN-TV  | Direct                                     |

| TITLE                                 | SPONSOR-PRODUCT                                                    | STATION | ADVERTISING AGENCY                  |
|---------------------------------------|--------------------------------------------------------------------|---------|-------------------------------------|
| Boxing                                | The Odell Co.<br>Syracuse, N. Y.                                   | WABD    | L. C. Gumbinner Agency              |
| Boxing                                | Krueger Beer<br>Lafayette, La.                                     | WABD    | Geyer, Newell & Ganger              |
| Boston & Maine Show, Featuring "Dahl" | Boston & Maine R.R.<br>Transportation                              | WBZ-TV  | Harold Cabot Agency                 |
| Boxing Bout                           | Gillette Safety Razor Co.<br>Safety Razor Dept., Framingham, Mass. | NBC-TV  | Maxon, Inc.                         |
| Boxing From Broadway Arena            | Bedford Appliances<br>Bedford, Mass.                               | WOR-TV  | N. C. Greenfield                    |
| Boxing From Eastern Parkway           | R & H Brewing Co.<br>Boston                                        | WPIX    | Paris & Peart                       |
| Boxing From Ridgewood Grove           | Krueger Brewing Co.<br>Syracuse, N. Y.                             | WPIX    | Geyer, Newell & Ganger              |
| Boxing From Turner's Arena            | Globe Brewing Co.<br>Albany, N. Y.                                 | WAAM-TV | Joseph Katz Co.                     |
| Boxing From Westchester               | Piel's Beer<br>Lafayette, La.                                      | WOR-TV  | William Esty Co.                    |
| Boxing—Golden Gloves                  | Chevrolet Dealers Assoc.<br>Chicago                                | WPIX    | Campbell-Ewald                      |
| Break the Bank                        | Bristol-Myers Co.<br>New York, N. Y.                               | ABC     | Doherty, Clifford & Shenfield, Inc. |
| Break the Bank                        | Bristol Myers Co.<br>New York, N. Y.                               | NBC-TV  | Doherty, Clifford & Shenfield, Inc. |
| Broadway Revue                        | Admiral Corp.                                                      | Du Mont | Kudner Agency                       |
| Art Brown's Talent Parade             | Phillip's Radio & Appliance Co.<br>Syracuse, N. Y.                 | WOIC    | Kal, Ehrlich & Merrick              |
| Browns' Football Games                | Leisy Brewing Co.                                                  | WNBK    | McCann-Erickson                     |
| Bill Brundige—Sports                  | Sports Center<br>Syracuse, N. Y.                                   | WOIC    | Kal, Ehrlich & Merrick              |
| Camel Caravan of Sports               | R. J. Reynolds<br>Raleigh, N. C.                                   | DuMont  | William Esty                        |

|                                     |                                                                   |         |                                         |
|-------------------------------------|-------------------------------------------------------------------|---------|-----------------------------------------|
| Camel News Caravan                  | R. J. Reynolds Tobacco Co.<br>Camel Cigarettes                    | NBC-TV  | William Esty Co., Inc.                  |
| Candid Camera                       | Philip Morris & Co., Ltd., Inc.<br>Philip Morris Cigarettes       | CBS-TV  | The Biow Co., Inc.                      |
| Candlelight Revue                   | A. S. Beck Co.<br>Shoes                                           | WNBT    | Dorland, Inc.                           |
| Cardinal Football Quarter Back Club | Peter Fox Brewing Co.<br>Beer                                     | WBKB    | Carroll Dean Murphy                     |
| Card's Newsreel                     | Stephens Buick<br>Buick Dealers                                   | WTCN-TV |                                         |
| Cartoon Parade                      | Lee Motors<br>Automotive                                          | WSPD-TV | Wendt                                   |
| Cartoon Parade                      | Kuehmann's Co.<br>Potato Chips                                    | WSPD-TV | Wendt                                   |
| Cartoon Theater                     | 12th St. Market<br>Food                                           | WICU    | Local                                   |
| Cavalcade of Stars                  | Drug Store TV Prod.                                               | Du Mont | Stanton B. Fisher, Inc.                 |
| CBS News with Douglas Edwards       | Oldsmobile Motors Div. of General Motors Corp.<br>Oldsmobile Cars | CBS-TV  | D. P. Brother, Inc.                     |
| Celebrity Time                      | The B. F. Goodrich Co.<br>Tires, Tubes, Rubber Products           | ABC     | Batten, Barton, Durstine & Osborn, Inc. |
| Charm Kitchen                       | Participation                                                     | WXYZ-TV | Various                                 |
| Charm Time                          | Participation                                                     | WXYZ-TV | Various                                 |
| Chesterfield Supper Club            | Liggitt & Myers<br>Chesterfield Cigarettes                        | NBC-TV  |                                         |
| Chevrolet Telenews Weekly           | Bressee Chevrolet<br>New Cars                                     | WHEN    |                                         |
| Chevrolet Tele-Theatre              | Chevrolet Dealers<br>Chevrolet Cars                               | NBC-TV  | Campbell-Ewald Co., Inc.                |
| Chicago Cooks with Barbara Barkley  | Participation                                                     | WGN-TV  | Various                                 |
| Chicagoland Mystery Players         | Chicago Tribune                                                   | WGN-TV  | Direct                                  |
| Child Care                          | Sanitary Diaper Service<br>Diaper Service                         | WPIX    | Miller Advertising Agency               |
| Children's Hour                     | Horn & Hardart Co.<br>Food                                        | WNBT    | Clements Co.                            |
| Circle The Globe                    | Lowrys Products                                                   | KTLA    | California Advertising                  |
| City Hall                           | Uniform Fireman's Assoc.<br>Club Group                            | WPIX    |                                         |

| TITLE                           | SPONSOR-PRODUCT                                        | STATION | ADVERTISING AGENCY                    |
|---------------------------------|--------------------------------------------------------|---------|---------------------------------------|
| Clock, The                      | Lever Bros.<br>Lux, Remo<br>Banking                    | NBC-TV  | J. Walter Thompson Co.                |
| Closeups                        | First Nat'l Bank of Boston                             | WBZ-TV  | Batten, Barton, Durstine & Osborn     |
| Club Ha-Ha                      | Hamtramck Auto Dealers Assoc.                          | WXYZ-TV | Rex Advertising Agency                |
| Club Time                       | Shopping Bag Food Stores                               | KLAC-TV | William Esty Co.                      |
| The Colgate Theater             | Colgate-Palmolive-Peet Co.<br>Vel, Lulitre Creme       | NBC-TV  | N. W. Ayer & Sons, Inc.               |
| College Football Games          | American Tobacco Co.<br>Lucky Strike Cigarettes        | NBC-TV  |                                       |
| Collegiate Talent Tussle        | Baltimore News Post & Sunday American<br>Newspaper     | WAAM-TV |                                       |
| Collier's All-American Football | Local Chevrolet Dealers Assoc.                         | WABD    | Campbell-Ewald Co. Inc.               |
| Columbia Football Games         | Liggitt & Myers Tobacco Co.<br>Chesterfield Cigarettes | CBS-TV  | Newell-Emmett Co.                     |
| Comic Capers                    | Sun-Times Newspaper<br>Newspaper                       | WBKB    | American National Video Product, Inc. |
| Command Performance             | Clark Music Co.<br>Musical Instruments                 | WHEN    |                                       |
| Connie Comes Calling            | D'Arrigo Bros. Co.                                     | WBZ-T   | Ingalls-Minister                      |
| Country Store                   | Budget Pack<br>Food Packages                           | KNBH    | Brisacher, Wheeler Staff              |
| Cowboy Thrills                  | Various                                                | KTLA    | Various                               |
| Crusade In Europe               | Time, Inc.<br>Time Magazine                            | ABC     | Young & Rubicam, Inc.                 |
| Curbstone Cut Up                | RCA Victor Distributors<br>RCA Victor Products         | WBKB    | Al Paul Lefton Co.                    |

## D

|                  |                                 |         |  |
|------------------|---------------------------------|---------|--|
| End Day Presents | Davison-Paxon Department Store  | WAGA-TV |  |
| The Day's News   | Bieber-Isaacs<br>Men's Clothing | WHEN    |  |

|                                   |                                                                     |         |                                   |
|-----------------------------------|---------------------------------------------------------------------|---------|-----------------------------------|
| Democratization of Germany        | American Jewish Congress<br>Institutional                           | ABC     | Direct                            |
| Kitty Dierken Shops For You       | Participating                                                       | WAAM-TV | Various                           |
| Digest of Sports                  | Gaugh                                                               | KTLA    | Noble Advertising                 |
| Dinner Date With Dottie           | Fort Worth Battery Co., Porter Burgess Co.<br>Motorola Distributors | WBAP-TV | Glenn Advertising                 |
| Dinner Platter                    | Various                                                             | WEWS    | Various                           |
| Distaff                           | Various                                                             | WEWS    | Various                           |
| Do You Know Baltimore             | Cons. Gas. Electric & Power Co.<br>Public Utility                   | WMAR-TV |                                   |
| Dog Show at Madison Square Garden | National Biscuit Co.<br>Milk Bone Dog Biscuits                      | CBS-TV  | McCann-Erickson, Inc.             |
| Dogs On Parade                    | Heeman Mfg 1/2 Co.<br>Wooster Dog Ration                            | WICU    | Local                             |
| Don Winslow of The Coast Guard    | Prince Macaroni<br>Macaroni Products                                | WBZ-TV  | H. C. Rossi Agency                |
| Doodle With Galligan              | Chevrolet Dealers Assn.<br>Chevrolet Cars                           | WSZ-TV  | Chambers & Wiswell                |
| Dream Kitchen Time                | Graybar Electric Co.<br>Hotpoint Distributors                       | WBAP-TV |                                   |
| Dress And Guess                   | Van Heusen Shirts<br>Shirts                                         | WEWS    | Grey Advertising                  |
| Dude Ranch Party                  | W. T. Grant Co<br>Department Store                                  | WICU    | Local                             |
| Dugout Dope                       | Dayton Bread Co.<br>Miami Maid Bread                                | WLW-D   | Hutzler Advertising Agency        |
| Dugout Interviews                 | General Electric Supply Co.                                         | WEWS    | Batten, Barton, Durstine & Osborn |
| Ralph Dumke                       | Teldisco, Inc.<br>TV Sets, Radios and Appliances                    | WABD    | Green-Brodie                      |
| Dunninger & Winchell              | Bigelow Sanford Co.<br>Rugs and Carpets                             | CBS-TV  | Young & Rubicam, Inc.             |
| Duquesne Scoreboard               | Duquesne Brewing Company                                            | WDTV    | Walker & Downing                  |

**E**

| TITLE                    | SPONSOR-PRODUCT                         | STATION | ADVERTISING AGENCY       |
|--------------------------|-----------------------------------------|---------|--------------------------|
| Easy Aces                | Phillips Packing Co.                    | Du Mont | Aitkin-Kynett Co. Inc.   |
| Easy Aces                | Hudson Dealers of the Metropolitan Area | WABD    | Klores & Carter, Inc.    |
| Jack Eigen               | Doeskin Products                        | WABD    | Federal Advertising      |
| Electric Kitchen         | Philadelphia Electric Co.               | WPTZ    | Al Paul Lefton Co., Inc. |
| Florence Bourke Ellis    | Participation                           | WGN-TV  | Various                  |
| Eloise Salutes the Stars | Doeskin Products                        | WABD    | Federal Advertising      |
| Exercise For Health      | Exercise                                | WXYZ-TV |                          |
| Extra Inning             | Walgreen Drug                           | WGN-TV  | Schwimmer & Scott        |

**F**

|                                       |                                        |         |                          |
|---------------------------------------|----------------------------------------|---------|--------------------------|
| Fair Fashion Show                     | The Fair                               | WBAP-TV |                          |
| Fashion On Parade                     | Lord & Taylor                          | WJZ-TV  | William Warren Agency    |
| Fashion Reflections                   | Koslow's of Fort Worth                 | WBAP-TV |                          |
| Fashions                              | Virginia Driskill                      | WMAR-TV |                          |
| Fashions In Rhythm                    | Nat Greene Clothing Store              | WXYZ-TV | Rex Advertising Agency   |
| Fast Ball                             | Altes Lager Brewing Co.                | WXYZ-TV | McCann-Erickson, Inc.    |
| Feature Film                          | Various                                | KLTA    | Various                  |
| Fireball Fun-For-All                  | Buick Motor Division of General Motors | NBC-TV  | Kudner Agency, Inc.      |
| Fireside Theatre                      | Procter & Gamble Co.                   | NBC-TV  | Compton Advertising Inc. |
| Fish, Fur n Feathers                  | Buff's Trading Post                    | WHEN    |                          |
| Jack Fisher Show                      | V.F.W. & Thomas Built Homes            | WXYZ-TV | Castle-Werner Agency     |
| The Fishing & Hunting Club of the Air | Mail Pouch Tobacco Co.                 | DuMont  | Walker & Downing         |

|                     |                                                  |         |                                        |
|---------------------|--------------------------------------------------|---------|----------------------------------------|
| Five-Minute Film    | Hamilton Watch Co.<br>Watches                    | WJZ-TV  | Batten, Barton, Durstine & Osborn      |
| Five-Minute Film    | Ironrite Ironer Co.<br>Ironers                   | WABD    | Brooke, Smith, French & Dorrance, Inc. |
| Five-Minute Film    | Doubleday & Co.<br>Books                         | WABD    | Huber Hoge & Sons                      |
| Five-Minute Film    | T. H. Clark & Bemporad Co.<br>Rugs               | WABD    | Wilson, Haight & Walsh, Inc.           |
| Five-Minute Film    | Funk & Wagnall Co.<br>Encyclopedia               | WABD    | Victor A. Bennett Co. Inc.             |
| Five-Minute Film    | Jacob Ruppert<br>Brewery Beer                    | WABD    | The Blow Co., Inc.                     |
| Five-Minute Film    | Liebmann Breweries Inc.<br>Beer                  | WABD    | Foote, Cone & Belding                  |
| Flying X Ranchboys  | West Texas Appliance Co.<br>Philco Distributor   | WBAP-TV | McBride Advertising                    |
| Football Extra      | B. R. Baker<br>Men's Clothing                    | WSPD-TV | Wendt                                  |
| Football Extras     | Washer Bros.<br>Retail Department Store          | WBAP-TV | Glenn Advertising                      |
| Football Forecast   | Shea's Auto Supply<br>Auto Parts, TV, Toys, etc. | WICU    | Local                                  |
| Football Greats     | Dads Root Beer<br>Root Beer                      | KTLA    | Murray, Dymock & Carson                |
| Football Highlights | Ford Dealers<br>Automotive                       | WSPD-TV | Katz<br>New York                       |
| Football Preview    | A. Duchini<br>Building Materials                 | WICU    | Local                                  |
| Football Scoreboard | Kupper's Tavern                                  | WICU    | Local                                  |
| Football Scoreboard | Hamburg Brothers                                 | WDTV    | Ketchum, MacLeod & Grove               |
| Football Scoreboard | Plymouth Dealers<br>Plymouth Cars                | WXYZ-TV | Powell-Grant Agency                    |
| Football Time       | Plymouth Dealers<br>Plymouth Cars                | WXYZ-TV | Powell-Grant Agency                    |
| For Your Home       | Rawlson & Co.<br>Interior Decorator              | WTVJ    | Direct                                 |
| Art Ford Show       | Various<br>Various                               | WPIX    | Various                                |

| TITLE                                 | SPONSOR-PRODUCT                                                          | STATION        | ADVERTISING AGENCY                                     |
|---------------------------------------|--------------------------------------------------------------------------|----------------|--------------------------------------------------------|
| Ford News And Weather<br>Ford Theater | Ford Dealers Assn' of So. California<br>Ford Motor Co.<br>Ford Cars      | KNBH<br>CBS-TV | J. Walter Thompson Co.<br>Kenyon & Eckhardt, Inc.      |
| Fort Pitt News<br>Front Row Center    | Fort Pitt Beer<br>Whelan Drug Stores<br>Drug Products                    | WICU<br>DuMont | Batten, Barton, Durstine & Osborn<br>Stanton B. Fisher |
| Fun for the Money                     | International Cellulotton Products Co.<br>Kleenex                        | ABC            | Foote, Cone & Belding                                  |
| Girl About Town                       | Bates Fabrics Inc.<br>Fabrics, Sheets                                    | NBC-TV         | James P. Sawyer, Inc.                                  |
| Arthur Godfrey and His Friends        | Liggett & Myers Tobacco Co.<br>Crusierfeld Cigarettes                    | CBS-TV         | Newell-Emmett, Co.                                     |
| Arthur Godfrey's Talent Scouts        | Thomas J. Lipton Co. Div. of Lever Bros. Co.<br>Lipton's Tea, Soup Mixes | CBS-TV         | Young & Rubicam, Inc.                                  |
| Going Places                          | Heinel Motors<br>Autos                                                   | WPTZ           | Solis S. Cantor                                        |
| The Goldbergs                         | General Foods Corp.<br>Cuppa                                             | CBS-TV         | Young & Rubicam, Inc.                                  |
| Golden Gloves Boxing Event            | R. J. Reynolds Tobacco Co.<br>Camel Cigarettes                           | CBS-TV         | Wm. Esty & Co., Inc.                                   |
| Golf Tips                             | Goodall                                                                  | KLAC-TV        |                                                        |
| Grab Your Phone                       | American Floor Covering Co.                                              | KLAC-TV        |                                                        |
| Grace Church Christmas Eve Services   | U. S. Rubber Co.                                                         | WABD           | Fletcher D Richards                                    |
| Grandstand Give Away                  | Martin's Restaurants<br>Meals                                            | WBKB           | Guenther-Bradford & Co.                                |
| Great Fights of The Century           | Walco Lens                                                               | KTLA           | Cayton, Inc.                                           |
| Greatest Fights of the Century        | E. L. Courmand Co.<br>Walco-Tele-Vue Lens                                | NBC-TV         | Cayton, Inc.                                           |
| Greatest Fights of the Century        | Chesebrough Mfg. Co.<br>Vaseline Cream Hair Tonic                        | NBC-TV         | Cayton, Inc.                                           |
| Guess Who?                            | Foreman & Clark<br>Clothing                                              | KNBH           | Dan B. Miner Co.                                       |



Gulf Road Show with Bob Smith  
 Andy Gustafson Sportscast  
 Gulf Oil Corp.  
 Gasoline, Oil and Lubricants  
 Olin's, Inc.  
 Used Cars

**H**

Hail The Champ  
 Handy Hints  
 Handy Man  
 Bump Hadley Pitching  
 Bump Hadley Pitching  
 Bump Hadley's Country Store  
 Haynes At The Auction  
 Hello Again  
 High School Football  
 High School Football  
 High School Football  
 Highlights of News and Sports  
 Highlights of Pro Football  
 History of American Television  
 Hobby Hob Nob  
 Hobby Show  
 Hockey  
 Hockey

Bishop & Co.  
 Candy  
 Various  
 Various  
 Gimbel Bros.  
 Phillips-Jones Corp.  
 Van Heusen Shirts  
 Warmuth's Restaurant  
 Restaurant  
 Sonneborn L. Sons, Inc.  
 Anialie Oils and Lubricants  
 Auction City  
 Knudsen Creamery Co.  
 Dairy Products  
 Brown Distributing Co.  
 (Philco Distributor-Area)  
 West Texas Appliance Co.  
 Philco Distributor  
 The Frito Co.  
 Food Product  
 Duquesne Brewing Company  
 Fort Pitt Brewing Company  
 American Telephone & Telegraph Co.  
 Chevrolet Dealers Ass'n.  
 Chevrolet Cars  
 Baltimore Contractors Inc.  
 Metropolitan, Potter, Enoch  
 Athletic Supply  
 Sporting Goods

NBC-TV  
 WTVJ  
 KLVAV-TV  
 KTLA  
 WPTZ  
 WBZ-TV  
 WBZ-TV  
 WBZ-TV  
 KLAC-TV  
 KNBH  
 WAGA-TV  
 WBAP-TV  
 WBAP-TV  
 WDTV  
 WDTV  
 WABD  
 WBZ-TV  
 WMAR-TV  
 KTLA  
 WSPD-TV

Young & Rubicam, Inc.  
 Direct  
 Various  
 Grey Advertising Agency  
 Jerome O'Leary Advertising  
 Hicks & Creist, Inc.  
 Heintz & Co.  
 McBride Advertising  
 McBride Advertising  
 Walker & Downing  
 Batten, Barton, Durstine & Osborn  
 N. W. Ayer & Son, Inc.  
 Chambers & Wiswell  
 Joseph Katz Co.  
 Arc Agency  
 Wendt

| TITLE                                             | SPONSOR-PRODUCT                             | STATION | ADVERTISING AGENCY                      |
|---------------------------------------------------|---------------------------------------------|---------|-----------------------------------------|
| Hockey                                            | Pilsner Brewing Co. of Cleveland<br>Brewery | WEWS    | Gregory & House                         |
| Hockey—Rangers                                    | F. M. Schaefer Brewing Co.                  | WPIX    | Batten, Barton, Durstine & Osborn       |
| Hockey—Rovers                                     | Sunset Appliance Stores                     | WPIX    |                                         |
| Hockey Games                                      | Falstaff-Beer                               | WOW-TV  | Dancer-Fitzgerald-Sample                |
| Hockey Games                                      | Nash Dealers                                | WBKB    |                                         |
| Hoffman Hayloft                                   | Hoffman Television Co.                      | WBAP-TV | Frec & Peters                           |
| Hoffman Hayride                                   | Hoffman TV                                  | KTLA    | Smith, Bull McCreery                    |
| Holiday House                                     | Participation                               | WTVJ    | Direct                                  |
| Holiday For Strings                               | Gerlinger Equipment                         | WSPD-TV |                                         |
| Hollywood in New York                             | Meltway Reducing Plan, Inc.                 | WPIX    | Walter L. Rubens & Co.                  |
| Hollywood Opportunity                             | Olympic TV                                  | KTLA    | Hunter                                  |
| Home Games of The Dayton Indians<br>Baseball Club | Wooden Shoe Brewing Co.                     | WLW-D   | Don Kemper Co                           |
| Home is Happiness                                 | Packages Programs, Inc.                     | WDTV    | Ortale Company                          |
| Homemakers Exchange                               | Nash Kelvinator Corp                        | CBS-TV  | Geyer Newell & Ganger, Inc.             |
| Homemakers Roundup                                | Cons. Gas, Electric & Power Co.             | WMAR-TV |                                         |
| Hopalong Cassidy                                  | Frost TV Center<br>TV Sets                  | WTVJ    | Direct                                  |
| Hopalong Cassidy                                  | Chestnut Farms Dairy                        | WNBW    | Harry J. Kaufman                        |
| Hopalong Cassidy                                  | Beatrice Foods Co.                          | WNBQ    | Foote, Cone & Belding, Inc.             |
| Hopalong Cassidy                                  | Interstate Bakeries                         | WOW-TV  | R. J. Potts-Calkins & Holden            |
| Hopalong Cassidy                                  | Barbara Ann                                 | KTLA    | Schlots                                 |
| Horne's News                                      | Joseph Horne Company                        | WDTV    | Public Relations Research Service, Inc. |

|                          |                                                                                 |         |                                      |
|--------------------------|---------------------------------------------------------------------------------|---------|--------------------------------------|
| Horse Racing             | Automobile Dealers Assoc.                                                       | WXYZ-TV | Loveless Agency                      |
| Horse Racing             | DeSoto-Plymouth Dealers<br>DeSoto, Plymouth Cars                                | WXYZ-TV | Denman & Betteridge                  |
| Hotel Broadway           | United Cigars-Whelan                                                            | Du Mont | Stanton B. Fisher, Inc.              |
| Hotpoint Holiday         | Hotpoint, Inc.<br>Electrical Appliances                                         | CBS-TV  | Maxon, Inc.                          |
| House of Champions       | Joe Charles Sports Shop<br>Sporting Goods                                       | WHEN    | Osborn-Propst                        |
| How To Improve Your Golf | Goodall Co.<br>Palm Beach Suits                                                 | WJZ-TV  | Ruthrauff & Ryan                     |
| How To Improve Your Golf | Goodall Co.<br>Sportswear                                                       | WNBW    | Ruthrauff & Ryan, Inc.               |
| How To Improve Your Golf | Goodall Co.<br>Fabrics                                                          | WPTZ    | Ruthrauff & Ryan                     |
| Howdy Doody              | Mars, Inc.<br>Candy                                                             | NBC-TV  | Grant Advertising, Inc.              |
| Howdy Doody              | Mason, Au & Magenheimer Confectionery Mfg. Co.<br>Candy Coconut Bars            | NBC-TV  | Moore & Hamm, Inc.                   |
| Howdy Doody              | International Shoe Co.<br>Shoes                                                 | NBC-TV  | Henri, Hurst & McDonald, Inc.        |
| Howdy Doody              | Colgate-Palmolive-Peet Co.<br>Colgate Dental Cream                              | NBC-TV  | Ted Bates & Co.                      |
| Waite Hoyt Baseball Show | Metropolitan Clothing<br>Men's Furnishings                                      | WLW-D   |                                      |
| Hum & Strum              | Admiral Dealers of Greater Boston<br>Electric Ranges, Refrigerators and TV Sets | WBZ-TV  | John C. Dowd, Inc.                   |
| Hum & Strum              | C & L Tire Co.<br>Seberling Tires                                               | WBZ-TV  | Harold F. Lewis Advertising Agency   |
| Hum & Strum              | Carpenter Morton Co.<br>Paints and Varnishes                                    | WBZ-TV  | John C. Dowd, Inc.                   |
| <hr/>                    |                                                                                 |         |                                      |
| I Saw It Happen          | McCormick & Co.<br>Spice and Extract                                            | WAAM-TV | Sullivan, Stauffer, Colwell & Bayles |
| I'd Like To See          | Procter & Gamble Co.<br>Ivory Soap, Crisco and Duz                              | NBC-TV  | Compton Advertising Inc.             |

| TITLE                                     | SPONSOR-PRODUCT                                                                 | STATION | ADVERTISING AGENCY       |
|-------------------------------------------|---------------------------------------------------------------------------------|---------|--------------------------|
| Identify                                  | A. Stein & Co.<br>Paris Corsets, Inc. Subscriptions                             | ABC     | Louis A. Smith           |
| Individually Yours                        | Blair Corset Co.                                                                | WGN-TV  | Jones-Frankel            |
| Inside Interviews In Baseball             | B. R. Baker<br>Men's Clothing                                                   | WSPD-TV |                          |
| Inside U. S. A.                           | Chevrolet Dealers Div. of General Motors Corp.<br>Chevrolet Cars                | CBS-TV  | Campbell-Ewald Co.       |
| Inter-High School Football Games          | Norge Dealers (Washington Wholesalers)<br>Norge Products                        | WOIC    | Campbell-Ewald Agency    |
| International Boxing Club                 | P. Ballantine & Sons<br>Beer                                                    | CBS-TV  | J. Walter Thompson Co.   |
| International Finals of the Golden Gloves | R. J. Reynolds Tobacco Co.<br>Cigarettes, Cigarettes                            | ABC     | William Esty Co.         |
| Interview At Stears                       | Stears Cafe                                                                     | KTLA    | California Advertising   |
| Iron City Sports Album                    | Pittsburgh Brewing Company                                                      | WDTV    | Smith, Taylor & Jenkins  |
| It Happened Today                         | Central National Bank                                                           | WNBK    | Fuller & Smith & Ross    |
| It's The Style                            | Alpert's Yardstick Stores<br>Yardsticks                                         | KNBH    | Hunter Advertising       |
| Jack of All Sports                        | Associated Stores<br>Walt Disney TV                                             | WTVJ    | Direct                   |
| Brano James Luncheon                      | Brano James Foundation, Inc.<br>San Carlos Park                                 | WABD    | Direct                   |
| Dennis James' Okay Mother                 | Sterling Products<br>Bayer Aspirin Co. Bayer's Aspirin & Bayer's Tooth<br>Paste | WABD    | Dancer-Fitzgerald-Sample |
| Jersey Stakes                             | Gillette Safety Razor Co.<br>Gillette Safety Razors                             | ABC     | Maxon, Inc.              |
| Junior Capers                             | Coop. Inst.                                                                     | KTLA    |                          |
| Junior Frolics                            | Nedicks                                                                         | WATV    | Weiss & Geller           |
| Just Watch And See                        | Crane-Ferry<br>Ferry                                                            | KNBH    | Angeles Agency           |

# K

|                                          |                               |         |                                |
|------------------------------------------|-------------------------------|---------|--------------------------------|
| Kaufmann's Telenews                      | Kaufmann's                    | WDTV    | Sykes Agency                   |
| Kiernan's Kaleidoscope                   | Camden Trust Co.              | WPTZ    | Albert Frank-Guenther Law Inc. |
| John Reed King Show                      | Flagstaff Foods               | WOR-TV  | Weiss & Geller                 |
|                                          | Canned Foods                  |         |                                |
| Wayne King Program                       | Standard Oil Co.              | NBC-TV  | McCann-Erickson, Inc.          |
|                                          | Oil, Gasoline                 |         |                                |
| Kings Court                              | Kings Super Markets           | WATV    | General Publicity Service      |
| Kirby Derby                              | Scott & Fetzer Co.            | WEWS    |                                |
|                                          | Kirby Home Sanitation Systems |         |                                |
| Gene Klavan Show                         | Participating                 | WAAM-TV | Various                        |
| Knickerbocker Basketball Games           | Brown-Williamson Tobacco Co.  | WJZ-TV  | Ted Bates Co.                  |
|                                          | Kool Cigarettes               |         |                                |
| Knickerbocker Basketball Games           | Skin Tested Drug Products     | WJZ-TV  | Jasper, Lynch & Field          |
|                                          | Dental Cream                  |         |                                |
| Kraft Television Theatre                 | Kraft Foods Co.               | NBC-TV  | J. Walter Thompson Co.         |
|                                          | Mayonnaise                    |         |                                |
| Kukla, Fran & Ollie                      | National Dairy Products Corp. | NBC-TV  | N. W. Ayer & Son, Inc.         |
|                                          | Sealtest Ice Cream            |         |                                |
| Kukla, Fran & Ollie                      | RCA Victor Distributors       | NBC-TV  | J. Walter Thompson Co.         |
|                                          | RCA Victor Products           |         |                                |
| Kay Kyser's College of Musical Knowledge | Ford Dealers of America       | NBC-TV  | J. Walter Thompson Co.         |
|                                          | Automobiles, Trucks           |         |                                |

# L

|                          |                                |         |                       |
|--------------------------|--------------------------------|---------|-----------------------|
| Lady of Charm            | Participation                  | WXYZ-TV | Various               |
| Lambs Gambol             | General Foods Corp.            | NBC-TV  | Benton & Bowles, Inc. |
|                          | Maxwell House Coffee           |         |                       |
| La Primadora Sports Show | La Primadora                   | WOR-TV  | Pedlar & Ryan         |
|                          | Cigars                         |         |                       |
| Leave It to the Girls    | General Foods Corp.            | NBC-TV  | Benton & Bowles, Inc. |
|                          | Maxwell House Coffee           |         |                       |
| Let's Play Pyramid       | Baystate Paint & Wallpaper Co. | WTWJ    | Direct                |
|                          | Wallpaper, Paint               |         |                       |

| TITLE                                          | SPONSOR-PRODUCT                              | STATION           | ADVERTISING AGENCY                       |
|------------------------------------------------|----------------------------------------------|-------------------|------------------------------------------|
| Let's Pop The Question<br>Robert Q. Lewis Show | Participating<br>Liggett & Myers Tobacco Co. | WAAM-TV<br>CBS-TV | Various<br>Newell-Emmett Co.             |
| Life of Riley                                  | Pabst Sales Co.                              | NBC-TV            | Warwick & Legler, Inc.                   |
| Life Of The Party<br>Lights, Camera, Action    | Phila. Dairy Products<br>Victory Packing Co. | WPTZ<br>KNBH      | Adrian Bauer<br>McNeill & McCleery       |
| Lights Out                                     | Admiral Corp.                                | NBC-TV            | Kudner Agency, Inc.                      |
| Little Old New York                            | Various                                      | WPIX              | Various                                  |
| Living Wonders                                 | First Nat'l Bank of Boston                   | WBZ-TV            | Batten, Barton, Durstine & Osborn        |
| Lone Ranger                                    | General Mills                                | WBZ-TV            | Dancer-Fitzgerald-Sample, Inc.           |
| Lone Ranger                                    | General Mills                                | ABC               | Dancer-Fitzgerald-Sample, Inc.           |
| Looking at Football<br>Vincent Lopez           | Hamburg Brothers<br>Teidisco, Inc.           | WDTV<br>WABD      | Ketchum, MacLeod & Grove<br>Green-Brodie |
| Loyola Basketball Games                        | Globe Brewing Co.                            | WAAM-TV           | Joseph Katz Co.                          |
| Lucky Pup                                      | Bristol-Myers Co.                            | CBS-TV            | Doherty, Clifford & Schenfield, Inc.     |
| Lucky Pup                                      | Joe Lowe Corp.                               | CBS-TV            | Blaine-Thompson Co., Inc.                |
| Lucky Pup                                      | Phillips Packing Co.                         | CBS-TV            | Aitkin-Kynett Co.                        |
| Lucky Pup                                      | U. S. Rubber Co.                             | CBS-TV            | Fletcher D. Richards, Inc.               |
| Dione Lucas                                    | Wine Advisory Board                          | CBS-TV            | J. Walter Thompson Co.                   |
| Dione Lucas                                    | Scott Towel Co.                              | CBS-TV            | J. Walter Thompson Co.                   |

# M

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|--------------------------|------------------------------------------------------------------------------------|---------|--------------------------------|
| Mag. of The Week         | Lowell Bradfield                                                                   | KTLA    | Ross, Gardiner & White         |
| Magic Clown              | Gold Medal Candy Corp.<br>Bonomo's Turkish Taffy                                   | WNBT    | Donohue & Co.                  |
| Make it And Take It      | Floyd Rice—Ford Dealers                                                            | WXYZ-TV | Powell-Grant Agency            |
| Make Mine Movies         | Wometco Theatres<br>Theatre Chain                                                  | WTVJ    | Direct                         |
| Mama                     | General Foods Corp.<br>Maxwell House Coffee                                        | CBS-TV  | Benton & Bowles, Inc.          |
| Man Against Crime        | R. J. Reynolds Tobacco Co.<br>Camel Cigarettes                                     | CBS-TV  | Wm. Esty & Co., Inc.           |
| Man From Scotland Yard   | See's Candy<br>Candy                                                               | KTLA    | Ross, Gardiner & White         |
| Man's Best Friend        | Dr. Ross Dog Food                                                                  | KTLA    | Rockett-Lauritzen              |
| Man's World              | J. L. Hudson Dept. Store                                                           | WXYZ-TV | Wolf-Jickling-Conkey           |
| Martha's Kitchen         | Various<br>Various                                                                 | WOW-TV  |                                |
| Martin Kane, Private Eye | United States Tobacco Co.<br>Model, Old Briar, Dill's Best, Tweed                  | NBC-TV  | Kudner Agency, Inc.            |
| Mary, Kay & Johnnie      | Whitehall Pharmacal Co. Div. of American Home<br>Products Corp.<br>Kolyros, Anacin | CBS-TV  | Dancer-Fitzgerald-Sample, Inc. |
| Masland at Home Party    | C. H. Masland & Sons<br>Rugs                                                       | CBS-TV  | Anderson, Davis & Platte, Inc. |
| Melody Menu              | Various<br>Various                                                                 | KTLA    | Various                        |
| Men At Work              | Baltimore Construction Institute<br>Trade School                                   | WMAR-TV |                                |
| Meet Me In Hollywood     | Kaye-Halbert Corp.                                                                 | KTLA    | Macauley                       |
| Meet the Press           | General Foods Corp.<br>Maxwell House Coffee                                        | NBC-TV  | Benton & Bowles                |
| Midget Boxing            | Reed Candy Co.<br>Reed's Paloops                                                   | WBKB    | Hill Blackett Agency           |

| TITLE                            | SPONSOR-PRODUCT                                      | STATION | ADVERTISING AGENCY                      |
|----------------------------------|------------------------------------------------------|---------|-----------------------------------------|
| Midget Auto Racing               | Amalie Div. of L. Sonneborn Sons, Inc.<br>Factor Co. | WPIX    | Hicks & Greist                          |
| Midget Racing                    | Herb & Chuck & Lyle Coleman                          | KTLA    | Roche                                   |
| Midget Racing                    | Murphy Motors                                        | KTLA    | Stahl                                   |
| Midwestern Hayride               | Bavarian Brewing Co.<br>Lebanon, Ind.                | WLW-D   | Ralph H. Jones                          |
| Miss Rheingold Contest           | Liebman Breweries<br>Berl                            | WJZ-TV  | Foote, Cone & Belding                   |
| Mr. Magic                        | Mason, Au & Magenheimer<br>Medford, N.J.             | WPIX    | Moore & Hamm, Inc.                      |
| Mohawk Showroom                  | Mohawk Carpet Mills, Inc.<br>Rochester, N.Y.         | NBC-TV  | George R. Nelson, Inc.                  |
| Al Morgan Show                   | Drake Baking Company                                 | WDTV    | Public Relations Research Service, Inc. |
| The Motor Mart                   | Paul T. Henson<br>Cincinnati, Ohio                   | WHEN    |                                         |
| Music Album                      | Sherman Clay Co.<br>Cincinnati, Ohio                 | KPIX    | Goldthwaite-Smith Advertising           |
| Musical Adventure                | Phaestron TV                                         | KTLA    | Geisinger                               |
| Musical Scrapbook                | Real-Tang                                            | KTLA    | Russell Seeds                           |
| Name The Star                    | Van de Kamp's<br>Berl                                | KNBH    | California Advertising                  |
| Name The Star                    | Van de Kamps                                         | KTLA    | California Advertising                  |
| National Amateur Parade          | National Brewing Co.<br>Berl                         | WMAR-TV | Owen & Chappell                         |
| National League Football Games   | Sun Oil Co.<br>Cleveland, Ohio                       | ABC     | Hewitt, Ogilvy, Benson & Mather, Inc.   |
| National Pro Football Highlights | Christian Heurich Brewing Co.<br>Berl                | WNBW    | Harry J. Kaufman                        |
| National Sports Parade           | National Brewing Co.<br>Berl                         | WMAR-TV | Owen & Chappell                         |
| Nature of Things                 | Motorola, Inc.<br>The Radio Shack Radio Sets         | NBC-TV  | Gourfain-Cobt Advertising Agency        |





O

| TITLE                             | SPONSOR-PRODUCT                                                                             | STATION | ADVERTISING AGENCY        |
|-----------------------------------|---------------------------------------------------------------------------------------------|---------|---------------------------|
| Okay Mother                       | Sterling Drug Co., Inc.<br>Bayor Aspirin, Phillips Milk of Magnesia<br>Dr. Lyons Toothpaste | Du Mont | Dancer-Fitzgerald-Sample  |
| Ole Rasmussen                     | Auciton City                                                                                | KLAC-TV |                           |
| Johnny Olsen's Rumpus Room        | Teldisco, Inc.<br>TV Sets, Radios and Appliances                                            | WABD    | Elliott Nonan Advertising |
| On The Plaza                      | Robert Wuensch                                                                              | WATV    | G. G. Felt & Co.          |
| On The Sports Page                | Rupperts Brewery<br>Beer                                                                    | WJZ-TV  | The Biow Co.              |
| The O'Neills                      | Allen B. Du Mont Laboratories, Inc.<br>Du Mont TV Sets                                      | Du Mont | Direct                    |
| Open House                        | Conway & Culligan<br>Home Contractors and Builders                                          | KPIX    |                           |
| Open House                        | Corn Exchange Nat'l Bank                                                                    | WPTZ    | John Falkner Arndt        |
| Opening of New York-Chicago Cable | American Telephone & Telegraph Co.                                                          | WJZ-TV  | N. W. Ayers               |
| The Original Amateur Hour         | P. Lorillard Co.<br>Old Gold Cigarettes                                                     | NBC-TV  | Lennen & Mitchell, Inc.   |
| The Original Amateur Hour         | P. Lorillard Co.<br>Old Gold Cigarettes                                                     | DuMont  | Lennen & Mitchell         |
| Don Otis Show                     | Boyd Gibbons<br>Furniture Dealer                                                            | KLAC-TV |                           |
| The Outdoorsmen                   | Neiderriter Co.<br>Appliances                                                               | WICU    | Local                     |

P

|                 |                                                                           |        |                       |
|-----------------|---------------------------------------------------------------------------|--------|-----------------------|
| Pal Headliners  | Pal Blade Co., Inc.<br>Pal Razor Blades                                   | ABC    | A. J. Paul Lefton Co. |
| Paradise Island | General Electric Dealers Ass'n.<br>General Electric Electrical Appliances | WBZ-TV | Harry M. Frost Co.    |
| Paradise Island | United Wallpaper                                                          | WPTZ   | MacFarland-Aveyard    |

|                                                  |                                                                  |              |                                         |
|--------------------------------------------------|------------------------------------------------------------------|--------------|-----------------------------------------|
| Paradise Island                                  | United Wallpaper Co.                                             | WNBT         | MacFarland Aveyard & Co.                |
| Paradise Island                                  | United Wallpaper, Inc.                                           | WNBK         | MacFarland Aveyard & Co.                |
| Pet Shop                                         | Evanger Kennel Foods<br>Dog Foods                                | WNBQ         | Direct                                  |
| People's Platform                                | Household Finance Corp.<br>Finance Loans                         | CBS-TV       | LeVally, Inc.                           |
| Petticoat Parade                                 | Brighton Appliances<br>Ironrite Ironers                          | WHEN         |                                         |
| Petticoat Parade                                 | Ironrite Ironer Co.<br>Ironrite Ironer                           | WJZ-TV       | French & Dorrance                       |
| Petticoat Parade                                 | David Wilkins                                                    | KTLA         | Coleman Jones                           |
| Petticoat Parade                                 | Ironrite Ironer<br>Ironers                                       | WOIC         | Brooke, Smith, French & Dorrance        |
| Petticoat Parade                                 | Iron Rite Ironer                                                 | WDTV         | Brooke, Smith, French & Dorrance, Inc.  |
| Petticoat Parade                                 | Ironrite Ironer Co.                                              | KNBH         | Brooke, Smith, French & Dorrance, Inc.  |
| Philadelphia's Outstanding Women                 | Wm. Weisberg<br>Furs                                             | WPTZ         | Philip Klein                            |
| Philco Television Playhouse                      | Philco Corp.<br>Radio and Television Sets                        | NBC-TV       | Hutchins Advertising, Inc.              |
| Molly Picon's                                    | Horowitz-Margaret<br>Grocery                                     | WJZ-TV       | Advertisers Broadcasting                |
| Molly Picon's                                    | I. Bokeach & Sons<br>Grocery                                     | WJZ-TV       | Advertisers Broadcasting                |
| Picture Album                                    | General Electric                                                 | KLAC-TV      |                                         |
| Pioneer Polaroid Magic Show                      | Pioneer Scientific Corp.<br>Polaroid Filters                     | CBS-TV       | Cayton, Inc.                            |
| Pitt Parade                                      | Austin Givens                                                    | WDTV         | F. A. Ensign Advertising Agency         |
| Pitt Parade                                      | Donahoe's                                                        | WDTV         | F. A. Ensign Advertising Agency         |
| Pitt Parade                                      | Packaged Programs, Inc.                                          | WDTV         | Ortale Company                          |
| Pitt Parade                                      | Drake Baking Company                                             | WDTV         | Public Relations Research Service, Inc. |
| Pittsburgh Steelers Football<br>Players Entrance | Mail Pouch Tobacco Company<br>Vic Hendler<br>Electric Appliances | WDTV<br>WPTZ | Walker & Downing<br>Weightman Agency    |

| TITLE                    | SPONSOR-PRODUCT                                            | STATION | ADVERTISING AGENCY              |
|--------------------------|------------------------------------------------------------|---------|---------------------------------|
| Players Entrance         | Lummis Co.<br>Pearl Products                               | WPTZ    | Weightman Agency                |
| Playtime                 | Graham-Brown Show Co.<br>Children's Shoes                  | WBAP-TV | McMain's Advertising            |
| Pontiac Star Time        | Pontiac Dealers of Greater Boston<br>Pontiac Cars          | WBZ-TV  | Wm. J. Small Advertising Agency |
| Power Tool Demonstration | Skarie, Inc.<br>Power Tools                                | WMAR-TV | Francis D. Cronin               |
| Preview                  | Philip Morris & Co., Ltd. Inc.<br>Philip Morris Cigarettes | CBS-TV  | The Biow Co., Inc.              |

## Q

|                   |                                                    |        |                         |
|-------------------|----------------------------------------------------|--------|-------------------------|
| Quality Playhouse | Pledged Quality Laundries                          | WOIC   | Henry J. Kaufman Agency |
| Quick On The Draw | Household Appliances<br>Philco Appliances          | WTVJ   | Direct                  |
| Quick On The Draw | Thornton-Fuller<br>Auto                            | WPTZ   | Aldrich Associates      |
| Quiz Kids         | Miles Laboratories, Inc.<br>Vitamins, Alka-Seltzer | NBC-TV | Wade Advertising Agency |
| Quizdom Class     | Alexander's Department Store                       | WJZ-TV | William Warren Agency   |

## R

|                       |                                              |         |                              |
|-----------------------|----------------------------------------------|---------|------------------------------|
| Race Results          | Blatz Brewing Co.<br>Blatz Beer              | WTVJ    | Charles Anthony Gross Agency |
| Racing News           | Carrell Speedway                             | KLAC-TV |                              |
| Read's Fashions       | Read Dress Studio<br>Women's Clothes         | WICU    | Local                        |
| Rehearsal Time        | Sealy Mattress Co.                           | KNBH    | Alvin Wilder                 |
| Remember              | Wills Dairy, Hauswals Bakery Mangel's Herald | WMAR-TV | H. W. Buddemeier Co.         |
| Reserved for Garroway | Duffy-Mott Co.<br>Apple Sauce, Apple Juice   | WN8Q    | Young & Rubicam, Inc.        |

|                                 |                                                             |         |                                           |
|---------------------------------|-------------------------------------------------------------|---------|-------------------------------------------|
| Rhythm And Romance              | Sleep-Ezy Mattress Co.<br>Sleep Ezy Mattresses              | WBAP-TV | McBride Advertising                       |
| Riddle Me This                  | General Electric Co.<br>Lamp Division                       | CBS-TV  | Batten, Barton, Durstine & Osborn, Inc.   |
| Rising Stars                    | Marshall Drug Co.                                           | WEWS    | Gregory & House                           |
| Roar Of The Rails               | A. C. Gilbert Co.<br>Electric Trains, Toys, etc.            | CBS-TV  | Chas. W. Hoyt Co., Inc.                   |
| Roblee Fanfare                  | The Brown Shoe Co.<br>Roblee Brown Shoes                    | WABD    | Leo Brunett Co., Inc.                     |
| Rodeo Ranch                     | Weber's Bread                                               | KLAC-TV |                                           |
| Roller Derby                    | Chevrolet Dealers<br>Motor Cars, Trucks                     | ABC     | Campbell-Ewald Co.                        |
| Roller Derby                    | Chevrolet Dealers Assoc.<br>Autos                           | WJZ-TV  | Campbell-Ewald Co.                        |
| Roller Derby                    | Chesebrough Mfg. Co.<br>Vaseline Products                   | ABC     | McCann-Erickson, Inc.                     |
| Roller Derby                    | Blatz Brewing Co.<br>Blatz Beer                             | ABC     | Kastor, Farrell, Chesley & Clifford, Inc. |
| Rosella                         | J. P. Byrne<br>Jewelry                                      | WOW-TV  |                                           |
| Round The Town                  | Syracuse Trust Co.<br>Banking                               | WHEN    |                                           |
| Roving Camera                   | Riteway Burner Co.<br>Heating Units                         | WSPD-TV |                                           |
| Roving Camera                   | MacMillan Petroleum Corp.                                   | WNBT    | Marketers, Inc.                           |
| Roving Camera                   | McMillan                                                    | KTLA    | Marketers, Inc.                           |
| Benny Rubin's Theatrical Agency | Bonafide Mills, Inc.<br>Linoleum                            | NBC-TV  | S. R. Leon & Co., Inc.                    |
| Ruthie On The Telephone         | Philip Morris & Co., Ltd., Inc.<br>Philip Morris Cigarettes | CBS-TV  | The Biow Co., Inc.                        |

## S

|                               |                               |      |                                   |
|-------------------------------|-------------------------------|------|-----------------------------------|
| Sagenkahn Furniture Galleries | Sagenkahn Furniture Galleries | WHEN |                                   |
| Sandy Dreams                  | Furniture<br>Peanik & Ford    | KTLA | Batten, Barton, Durstine & Osborn |

| TITLE                      | SPONSOR-PRODUCT                                                              | STATION | ADVERTISING AGENCY    |
|----------------------------|------------------------------------------------------------------------------|---------|-----------------------|
| Say It With Acting         | J. B. Williams Co.<br>Shaving Products                                       | WNBT    | J. Walter Thompson    |
| School House               | Allen B. Du Mont Laboratories, Inc.<br>Du Mont TV Sets                       | Du Mont | Direct                |
| Senate Get Together        | Christian Heurich Brewing Co.<br>Beer                                        | WNBW    | Harry J. Kaufman      |
| Sewing & Styling           | Various                                                                      | WEWS    | Gregory & House       |
| Sewing Club                | Singer Sewing Machine Co.                                                    | WBAP-TV |                       |
| Shadow Stumpers            | Motor Sales Co.<br>DeSoto Dealers                                            | WAAM-TV | Joseph Katz Co.       |
| Share-a-Charade            | Don Gilmore Chev. Co.<br>Automobiles                                         | KPIX    |                       |
| Stan Shaw                  | Teldisco, Inc.<br>TV Sets, Radios and Appliances                             | WABD    | Green-Brodie          |
| Shawmut Nightly Newsteller | Shawmut Bank of Boston<br>Banking                                            | WBZ-TV  | Doremus & Co.         |
| Linn Sheldon Show          | Shaw Rogers Jewelry Co.                                                      | WEWS    | Clifford & Thomas     |
| Shop, Look & Listen        | Bonne Music Co., Kamera Kraft<br>Musical Instruments, Photographic Equipment | WHEN    | Osborn-Propst         |
| Shoppers' Guide            | Participation<br>various                                                     | WTVJ    | Direct                |
| Shoppers' Guide            | Various                                                                      | WEWS    | Various               |
| Show Off Club              | Northside Motors                                                             | WTCN-TV |                       |
| Herb Shriner Show          | Philip Morris & Co., Ltd., Inc.<br>Philip Morris Cigarettes                  | CBS-TV  | The Biow Co., Inc.    |
| Sidewalk Parade            | Plymouth Dealers<br>Plymouth Cars                                            | WXYZ-TV | Powell-Grant Agency   |
| Silver Theater             | International Silver Co.<br>Sterling, 1847 Rogers Bros.                      | CBS-TV  | Young & Rubicam, Inc. |
| Silvers Playhouse          | Silver Motors<br>Oldsmobile                                                  | KLAC-TV |                       |
| Hildy Simmonds Show        | Buckley & Scott<br>O.I. Burner Service                                       | WBZ-TV  | John C. Dowd, Inc.    |
| Sing My Name               | Phila. Distributors<br>Electric Appliances                                   | WPTZ    | Cox & Tanz            |

FRANK C. LEPORE  
 28 OAK TERRACE  
 AVON BY THE SEA, N. J.

|                                            |                                                                |                |                                                 |
|--------------------------------------------|----------------------------------------------------------------|----------------|-------------------------------------------------|
| Six Gun Playhouse                          | Various                                                        | WPIX           | Various                                         |
| Small Fry Club                             | Whitehall Pharmacial Co.<br>Kolyinos Tooth Paste               | Dumont         | Sullivan, Stauffer, Colwell & Bayles            |
| Small Fry Club                             | General Foods<br>Post Toasties                                 | Dumont         | Benton & Bowles                                 |
| Small Fry Club                             | General Foods<br>Post Cereals                                  | WABD           | Benton & Bowles                                 |
| Small Fry Club                             | Whitehall Pharmacial Co.<br>Kolyinos                           | WABD           | Sullivan, Stauffer, Colwell & Bayles, Inc.      |
| So This Is Hollywood<br>Soapine Starmakers | Admiral Radio & TV<br>Kendall Manufacturing Co.<br>Soapine     | KTLA<br>WBZ-TV | Atkins & Gilbert<br>Bennett, Walther & Menadier |
| Southwest Conference Football              | Humble Oil Co.<br>Oil Products                                 | WBAP-TV        | Frank-Wilkinson-Schwitz-Tips                    |
| Spare Room                                 | Tifford Furniture & Appliances<br>Furniture and Appliances     | WABD           | H. C. Morris & Co. Inc.                         |
| Spare Room                                 | Bedford Radio & Appliances Co.<br>TV Sets, Radio and Household | WABD           | Green-Brodie                                    |
| Sparkling Time                             | Pepsi-Cola<br>Pepsi-Cola                                       | WGN-TV         | Presba, Fellers & Presba                        |
| Spell With Isbell                          | Participation                                                  | WGN-TV         | Various                                         |
| Spiegel's Quiz                             | Spiegel's Mail Order Co.                                       | WGN-TV         | Schwimmer & Scott                               |
| Sports of Call Sports Roundup              | Sunset Appliance Stores<br>TV and Home Appliances              | WPIX           |                                                 |
| Sport Program                              | General Mills, Inc.                                            | WJZ-TV         | Knox, Reeves Advertising Inc.                   |
| Sports Album                               | Nebraska Clothing<br>Men's Clothing                            | WOW-TV         | Bozell & Jacobs                                 |
| Sports Album                               | Madera Wines<br>Wine                                           | WAAM-TV        | Joseph Katz Co.                                 |
| Sports Album                               | Wolverine Potato Chip Co.                                      | WXYZ-TV        | Luckoff-Wayburn-Frankel                         |
| Sports Events From Madison Square Garden   | R. J. Reynolds Tobacco Co.<br>Camel Cigarettes                 | CBS-TV         | Wm. Esty & Co., Inc.                            |
| Sports Highlights of the Week              | Bond Clothes, Inc.<br>Clothes                                  | NBC-TV         | Cayton, Inc.                                    |
| Sports Parade                              | J. L. Hudson Dept. Store                                       | WXYZ-TV        | Wold-Jickling-Conkey                            |

| TITLE                             | SPONSOR-PRODUCT                                                   | STATION | ADVERTISING AGENCY             |
|-----------------------------------|-------------------------------------------------------------------|---------|--------------------------------|
| Sports Previews                   | Skillern's Drug Stores<br>Retail Drugs                            | WBAP-TV | Grant Advertising              |
| Sports Quiz                       | Cripps Clothing Store                                             | WXYZ-TV | Bill Silbert Agency            |
| Sports Roundup                    | Jacob Ruppert<br>Beer                                             | WPIX    | The Blow Co.                   |
| Sports Scrapbook                  | Wm. Gretz Brewing Co.                                             | WPTZ    | Seberhagen, Inc.               |
| Sports Telequiz                   | International Radio Sales                                         | WXYZ-TV | Wendt                          |
| Sports Views                      | Athletic Supply<br>Sporting Goods                                 | WSPD-TV |                                |
| Sportman's Corner                 | Ford Motor Co.                                                    | WGN-TV  | J. Walter Thompson             |
| Sportman's Quiz                   | Larus Bros. Co., Inc.<br>Edgeworth Tobacco                        | CBS-TV  | Warwick & Legler, Inc.         |
| Sportsman's Quiz                  | PQ Gasoline                                                       | KLAC-TV | Gray & Rogers                  |
| Sportsman's Show                  | Barby's Inc.<br>Sunshine Beer                                     | WPTZ    |                                |
| Sportsmanship                     | P. J. Nee Co.<br>Furniture                                        | WNBW    | Harwood Martin, Advertising    |
| Spotlight On Roper                | Roper Gas Ranges                                                  | KLAC-TV |                                |
| Starlets                          | W. Wilderrotter & Sons                                            | WATV    | Wm. Sheer                      |
| Starlit Stairway                  | Stark Hickey Auto Dealers                                         | WXYZ-TV | Rex Advertising Agency         |
| Ted Steele                        | General Mills<br>Wheaties, Betty Crocker Soups, Ginger Mix        | WABD    | Knox, Reeves Advertising, Inc. |
| Ted Steele                        | A. B. Du Mont Laboratories, Inc.<br>Du Mont TV Sets               | Du Mont | Direct                         |
| Ted Steele                        | Concourse Music Co.<br>TV Sets, Radio and Household Appliances    | WABD    | Green-Brodie                   |
| Ted Steele                        | Ideal Home Appliances<br>TV Sets, Radios and Household Appliances | WABD    | Green-Brodie                   |
| Cliffie Stone's Hometown Jamboree | Gold Furniture And Appliances                                     | KLAC-TV |                                |
| Stop, Look & Learn                | Participation                                                     | WGN-TV  | Various                        |
| Stop Me If You've Heard This One  | Bonafide Mills, Inc.<br>Limonium                                  | NBC-TV  | S. R. Leon & Co., Inc.         |
| Stop the Music                    | Admiral Corp<br>Radios, TV Sets, Refrigerators, Ranges            | ABC     | Kudner Agency                  |
| Stop the Music                    | P. Lorillard Co.<br>Old Gold Cigarettes                           | ABC     | Lennen & Mitchell, Inc.        |



|                       |                                                                              |         |                               |
|-----------------------|------------------------------------------------------------------------------|---------|-------------------------------|
| Strange As It Seems   | Chevrolet Dealers Ass'n.<br>Chevrolet Cars                                   | WBZ-TV  | Chambers & Wiswell            |
| Strange Scenes        | Gallant Lumber Supply<br>Building Supplies                                   | WSPD-TV | Wendt                         |
| Stranger Than Fiction | Riteway Burner Co.<br>Heating Units                                          | WSPD-TV |                               |
| The Striders          | Kendall Manufacturing Co.<br>Soapine                                         | WBZ-TV  | Bennett, Walther & Menadier   |
| Studio One            | Westinghouse Electric Corp.<br>Washing Machines, Driers, Water Heaters, etc. | CBS-TV  | McCann-Erickson, Inc.         |
| Super Circus          | Canada Dry Ginger Ale<br>Ginger Ale, Sparkling Water                         | ABC     | J. M. Mathes, Inc.            |
| Super Circus          | Derby Foods, Inc.<br>Peter Pan Peanut Butter                                 | ABC     | Needham, Louis & Brorby, Inc. |
| Suspense              | Electric Auto-Lite Co.<br>Spark Plugs, Batteries, Auto Accessories           | CBS-TV  | Newell-Emmett Co.             |
| Swift Show            | Swift and Co.<br>Swift Products                                              | NBC-TV  | McCann-Erickson, Inc.         |

## T

|                     |                                                        |         |                               |
|---------------------|--------------------------------------------------------|---------|-------------------------------|
| Talent Jackpot      | Allen B. Du Mont Laboratories, Inc.<br>Du Mont TV Sets | Du Mont | Direct                        |
| Lou Tarr's Workshop | Reeve Paint, Ebelings<br>Paint, Garden Supplies        | WHEN    |                               |
| Tele Newsreel       | Chevrolet Motor Division                               | KTLA    | Campbell-Ewald                |
| Telecharades        | Eric Clothing Co.<br>Men's Clothes                     | WBKB    | Gourfain-Cobb Co.             |
| Telefashions        | Retail Clothing Stores                                 | WBKB    |                               |
| Telekids            | Weatherguard Corp.<br>Storm Windows                    | WPTZ    | Fien & Schwerin               |
| Telenews            | Regal Brewing Co.<br>Regal Beer                        | WTVJ    | Direct                        |
| Telenews            | Lewis Food Co.<br>Dr. Ross Dog And Cat Food            | KPIX    | Rockett-Lauritzen Advertising |
| Telenews Digest     | Weissenberger Co.<br>Automotive                        | WSPD-TV |                               |

| TITLE                                     | SPONSOR-PRODUCT                                                                                    | STATION      | ADVERTISING AGENCY                                                    |
|-------------------------------------------|----------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------|
| Telenews Digest                           | Kipl Motors<br>Automotive                                                                          | WSPD-TV      |                                                                       |
| Telenews Digest                           | Lownsbury Chevrolet Co.<br>Automotive                                                              | WSPD-TV      |                                                                       |
| Telenews Newsreel<br>Telepix              | Siroh Brewing Co.; Meehan Motors Co.<br>Consolidated Edison<br>Utility                             | WEWS<br>WPIX | Zimmer-Keller; Leech Advertising<br>Batten, Barton, Durstine & Osborn |
| Telescope Club                            | Pacific Citrus Products                                                                            | KTLA         | Atherton                                                              |
| Tele-Sports Newsreel                      | Radio And Appliance Center<br>Home Appliances                                                      | WBAP-TV      |                                                                       |
| Teletape News                             | Beverwyck Breweries, Inc.<br>Ale and Beer                                                          | WBZ-TV       | McCann & Erickson                                                     |
| Televespers                               |                                                                                                    | KTLA         |                                                                       |
| Television Closeups                       | Omaha Council Bluffs Street Railway<br>Transportation                                              | WOW-TV       | Bozell & Jacobs                                                       |
| Tell The Admiral                          | The McCormack Co.<br>Admiral Radio and TV Products                                                 | KPIX         |                                                                       |
| Temptones                                 | Participation                                                                                      | WGN-TV       | Various                                                               |
| Texaco Star Theatre Starring Milton Berle | The Texas Co.<br>Gasoline, Oil, Grease                                                             | NBC-TV       | Kudner Agency, Inc.                                                   |
| Texas News                                | Texas Electric Service Co.<br>Public Utility                                                       | WBAP-TV      |                                                                       |
| Texas News                                | Southwest Chevrolet Co.                                                                            | WBAP-TV      | Glenn Advertising                                                     |
| Tigers In Training                        | Michigan Mutual Liability Ins.                                                                     | WXYZ-TV      | Denman & Betteridge                                                   |
| Time For Beany                            | Budget Pack                                                                                        | KTLA         | Ted Factor                                                            |
| Thanksgiving Day Program                  | Longines-Wittnauer Watch Co., Inc.<br>Watches                                                      | CBS-TV       | Victor & Bennett Co., Inc.                                            |
| That's O'Toole                            | Delta Mfg. Div. of Rockwell Mfg. Co.<br>Power Tools                                                | ABC          | Hoffman & York, Inc.                                                  |
| This Is Showbusiness                      | Crosley Div. of AVCO Mfg. Corp.<br>Radios, Television, Refrigerators, Freezers,<br>Electric Ranges | CBS-TV       | Benton & Bowles, Inc.                                                 |
| This Week In Sports                       | W. A. Sheaffer Pen Co.<br>Pens, Pencils                                                            | CBS-TV       | Russel M. Seeds Co., Inc.                                             |

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|-------------------------------------------------------|------------------------------------------------------|---------|-----------------------------------|
| This Week In Sports                                   | Meehan Motors Co.                                    | WEWS    | Leech Advertising                 |
| This Week In Sports                                   | Buckeye Brewing                                      | WSPD-TV | Livingston, Porter, Hicks         |
| Thrills On Wheels                                     | Rollfast Bicycles                                    | WNBK    | Kissewetter, Wetteran & Baker     |
| Through The Crystal Ball                              | Ford Dealers Assn<br>Ford Cars                       | CBS-TV  | J. Walther Thompson Co.           |
| Through The Kitchen Window                            | Various                                              | WNBK    | Griswold Eshleman Co.             |
| Toast of The Town                                     | Emerson Radio & Phonograph Corp.<br>Emerson Products | CBS-TV  | Blaine-Thompson, Inc.             |
| Toast of The Town                                     | Lincoln-Mercury Dealers<br>Lincoln, Mercury Cars     | CBS-TV  | Kenyon & Eckhardt, Inc.           |
| Today's Ball Game                                     | Ford Motor Co.                                       | WGN-TV  | J. Walter Thompson                |
| Toledo News Report With Jim Jebelhart<br>and J. White | Chevrolet Co.                                        | WSPD-TV |                                   |
| Tomorrow's Champions                                  | Fort Pitt Brewing Company                            | WDTV    | Batten, Barton, Durstine & Osborn |
| Tomorrow's Champions                                  | Miller Brewing Co.<br>Beer                           | WJZ-TV  | Klau-Van Pieteron-Dunlap          |
| Tonight On Broadway                                   | Esso Standard Oil Co.<br>Lubricants                  | CBS-TV  | Marschalk & Pratt, Inc.           |
| Tonight's Attractions                                 | Lutz Bakery<br>Baked Goods                           | WSPD-TV |                                   |
| Top Views In Sports                                   | Phillip's Radio & Appliances<br>Radios, TV Sets      | WNBW    | I. T. Cohen                       |
| Top Views In Sports                                   | Hudson Dealers of Pittsburgh                         | WDTV    | F. A. Ensign Advertising Agency   |
| Top Views In Sports                                   | Pontiac Dealers Ass'n.                               | KNBH    | Taggart & Young                   |
| Top Views In Sports                                   | Alliance Manufacturing Co.<br>Tenna-Rotor            | WNBK    | Foster & Davies                   |
| Top Views In Sports                                   | Morrison and McCluan                                 | WDTV    | Pete Masser                       |
| Top Views In Sports                                   | Haberle<br>Beer                                      | WHEN    | Coe Agency                        |
| Touchdown                                             | Chrysler Dealers<br>Chrysler Cars                    | WXYZ-TV | McCann-Erickson, Inc.             |
| Touchdown                                             | Pilot Life Insurance Co.<br>Life Insurance           | WBTV    |                                   |
| Touchdown                                             | Ford Dealers                                         | WDTV    | J. Walter Thompson                |

| TITLE                            | SPONSOR-PRODUCT                            | STATION | ADVERTISING AGENCY       |
|----------------------------------|--------------------------------------------|---------|--------------------------|
| Touchdown Tide                   | Stewart Office Supply Co.                  | WBAP-TV | Grant Advertising        |
| Tournament of Champions          | P. Ballantine & Sons<br>Beer               | CBS-TV  | J. Walter Thompson Co.   |
| Trailblazer Theater              | Participation                              | WGN-TV  | Various                  |
| Transportation Unlimited         | General Motors Corp.<br>Institutional      | CBS-TV  | Campbell-Ewald Co., Inc. |
| Treasure Hunt                    | Continental Clothiers                      | WGN-TV  | Jones-Frankel            |
| Tricks & Treats                  | Various<br>Various                         | KTLA    | Various                  |
| Tropic Holiday                   | Winston Television Stores                  | WNBT    | Sternfield-Godley        |
| The Truex Family                 | Sromberg-Carlson TV Sets                   | WPIX    |                          |
| Turf Spotlights                  | Gimbels<br>Department Store                | WNBQ    | Ruthrauff & Ryan, Inc.   |
| Turf Spotlights                  | Chicago Dodge Dealers<br>Autos             | WNBQ    | Schwimmer & Scott        |
| TV Matinee                       | Keeley Brewing Co.                         | WGN-TV  | Various                  |
| TV Ranch                         | Keeley Half & Half<br>Participation        | WSPD-TV |                          |
| TV Sports Special                | Jersey Bread<br>Baked Goods                | WAAM-TV | Ruthrauff & Ryan         |
| Twenty Questions                 | Gunter Brewing Co.<br>Beer, Ale            | WOR-TV  | Grey Advertising         |
|                                  | Ronson Art Metal Works<br>Rimshot Lighters |         |                          |
| U. of M. Workshop                | Taylor Construction Co.<br>Construction    | WTVJ    | Direct                   |
| Uncle Jake's House               | Various<br>Various                         | WEWS    | Various                  |
| United Nations From Lake Success | Ford Motor Co.<br>Ford Cars                | CGS-TV  | Kenyon & Eckhardt, Inc.  |
| Up And Down The Avenue           | Various<br>Various                         | WEWS    | Various                  |

## U

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|---------------------------------|-------------------------------------------------------------------------|--------------|------------------------------------------|
| Vanity Fair                     | Seeman Bros., Inc.<br>Air-Wick                                          | CBS-TV       | Wm. H. Weintraub & Co., Inc.             |
| Vanity Fair                     | Maiden Form Brassiere Co.<br>Brassieres                                 | CBS-TV       | Wm. H. Weintraub & Co., Inc.             |
| Variety Show                    | General Motors Corp.<br>Pontiac Cars                                    | CBS-TV       | MacManus, John & Adams, Inc.             |
| Bill Veeck's Report To The Fans | General Electric Supply Co.<br>Motor Bike                               | WEWS<br>WTVJ | Lang, Fisher & Stashower, Inc.<br>Direct |
| Viewpoint                       | Uhleman Optical Co.                                                     | WGN-TV       | George H. Hartman                        |
| Views Of The News               | Worman's<br>Automotive                                                  | WSPD-TV      |                                          |
| Views Of The News               | World Radio & Appliance<br>Radios and Appliances                        | WSPD-TV      |                                          |
| Views Of The News               | Toledo Tire Corp. and Imperial Furniture Co.<br>Automotive, Furnishings | WSPD-TV      |                                          |
| Views Of The News               | Various<br>Various                                                      | WEWS         | Various                                  |
| Viz Quiz                        | Morrison and McCluan                                                    | WDTV         | Pete Wasser                              |
| Voice of Firestone              | Firestone Tire & Rubber Co.<br>Tires and Tubes                          | NBC-TV       | Sweeney & James Co.                      |
| Voice Of The People             | The New York News                                                       | WPIX         |                                          |

|                  |                                      |         |                       |
|------------------|--------------------------------------|---------|-----------------------|
| WAAM Sportsroom  | Participating                        | WAAM-TV | Various               |
| Wal's Workshop   | Edward Hines Lumber Co.<br>Lumber    | WNBQ    | George H. Hartman Co. |
| Fred Waring Show | General Electric Co.<br>All Products | CBS-TV  | Young & Rubicam, Inc. |
| Wax Wackies      | Phillips Packing Co.<br>Soups        | WXYZ-TV | Aitken-Kynett         |
| We, The People   | Gulf Oil Corp.<br>Gulf Products      | CBS-TV  | Young & Rubicam, Inc. |

| TITLE                         | SPONSOR-PRODUCT                                                              | STATION | ADVERTISING AGENCY                 |
|-------------------------------|------------------------------------------------------------------------------|---------|------------------------------------|
| We, The People                | Gulf Oil Corp.<br>Gasoline, Oil and Lubricants                               | NBC-TV  | Young & Rubicam, Inc.              |
| Weather Bird                  | Alliance Mfg. Co.<br>Alliance Tenna Rotor                                    | WLW-D   | Foster & Davies, Inc.              |
| Weather Or Not                | First Nat'l Bank of Boston<br>Banking                                        | WBZ-TV  | Batten, Barton, Durstine & Osborn  |
| Weekly Sports Roundup         | Duquesne Brewing Company                                                     | WDTV    | Walker & Downing                   |
| Western Film                  | National Shoes                                                               | WATV    | Emil Mogul                         |
| Western Film                  | Fischer Baking                                                               | WATV    | Scheck                             |
| Western Film                  | Prince Range Co.                                                             | WATV    | Wm. Sheer                          |
| Western Roundup               | Blue Mirror                                                                  | WATV    |                                    |
| What D'Ya Wanna Be            | Chevrolet Dealers of Phila.                                                  | WPTZ    | Gray & Rogers                      |
| What's New, Ladies            | City Sewing Machine Co.<br>Sewing Machines                                   | WBAP-TV | Grant Advertising                  |
| What's New, Ladies            | Norge Appliance Co.                                                          | WBAP-TV | Rutledge Advertising               |
| What's News, Ladies           | Ireland Chili Co.<br>Food Product                                            | WBAP-TV | Grant Advertising                  |
| Who Said That?                | Crosley Div. AVCO Mfg. Corp.<br>Toilet Tissue, Toilet Paper, Home Appliances | NBC-TV  | Benton & Bowles, Inc.              |
| Irene Wicker—The Singing Lady | Kellogg Co.<br>Shredded Wheat, Germ Soya                                     | ABC     | N. W. Ayer & Son, Inc.             |
| Tex William's Western Caravan | A. E. Nugent Chevrolet Co.<br>Chevrolet Dealers                              | KNBH    | Charles N. Stahl Agency            |
| William Winter & The News     | Pauson & Co.<br>Men's Cloathers                                              | KPIX    | Smith, Bull & McCreery Advertising |
| Window on the World           | Allen B. Du Mont Laboratories, Inc.                                          | Du Mont | Direct                             |
| WNBT Weatherman               | Forstner Chain Corp.<br>Jewelry                                              | WNBT    | A. W. Lewin Co.                    |
| Woman's Magazine of the Air   | Hyland Electric                                                              | WGN-TV  | H. S. Laufman                      |
| Woods And Waters              | Harvey Mack Pontiac Dealers                                                  | WXYZ-TV | Sales Counsellors                  |
| Woods And Waters              | Wetlaufer Mfg. Co.<br>Auto Design                                            | WXYZ-TV | Marvin Hahn Agency                 |

|                               |                                                             |         |                                   |
|-------------------------------|-------------------------------------------------------------|---------|-----------------------------------|
| Word of Life                  | Word Of Fellowship, Inc.                                    | WATV    |                                   |
| World Is Yours                | Chicago Motor Club                                          | WGN-TV  | Direct                            |
| World Of Art                  | Chrysler Corporation                                        | WXYZ-TV | Charles Adams Agency              |
| Wrestling                     | Nat Paterson Motors, Jackson Motors, New York Tech.         | WABD    | Moss Associates                   |
| Wrestling                     | R. C. A. Mainline Distributors<br>Radio and TV Distributors | WSPD-TV |                                   |
| Wrestling                     | Duquesne Brewing Company                                    | WDTV    | Walker & Downing                  |
| Wrestling                     | Tele-King                                                   | WATV    | Wm. Sheer                         |
| Wrestling                     | E. & B. Brewing Co.                                         | WXYZ-TV | W. B. Doner Agency                |
| Wrestling                     | Trad Television<br>Television                               | WJZ-TV  | Cayton, Inc.                      |
| Wrestling                     | Falstaff Beer                                               | WOW-TV  | Dancer-Sample-Fitzgerald          |
| Wrestling                     | Stevens Radio & Television<br>Appliances                    | WJZ-TV  | Wm. Warren Agency                 |
| Wrestling                     | American Shop, Inc.<br>Men's Clothing                       | WJZ-TV  | Wm. N. Sheer Advertising          |
| Wrestling                     | Walker Motor Co.                                            | WXYZ-TV | Clark Rickerd                     |
| Wrestling                     | Fohrman Motors Inc.<br>Hudson Autos                         | WBKB    | Malcolm-Howard Advertising        |
| Wrestling                     | Hudson Dealers of Chicago<br>Hudson Autos                   | WBKB    | Malcolm-Howard Advertising        |
| Wrestling                     | Fort Pitt Brewing Company                                   | WDTV    | Batten, Barton, Durstine & Osborn |
| Wrestling                     | Dr. Ross Dog Food                                           | KTLA    | Rockett-Lauritzen                 |
| Wrestling                     | Lincoln-Mercury<br>Autos                                    | KTLA    | Heasley & Heasley                 |
| Wrestling                     | Fohrman Motor                                               | WGN-TV  | Malcolm-Howard                    |
| Wrestling                     | National Brewing Co.<br>Beer                                | WMAR-TV | Owen & Chappell                   |
| Wrestling                     | Moore & Quinn<br>Beer and Ale                               | WHEN    | Fellows Agency                    |
| Wrestling Bouts               | Duquesne Brewing Co.                                        | WNBK    | Walker & Downing                  |
| Wrestling From Broadway Arena | Seidenberg<br>Cigars                                        | WPIX    | I. Lewis                          |

| TITLE                          | SPONSOR-PRODUCT                                             | STATION | ADVERTISING AGENCY        |
|--------------------------------|-------------------------------------------------------------|---------|---------------------------|
| Wrestling From Chicago         | R. C. A. Mainline Distributors<br>Radio and TV Distributors | WSPD-TV |                           |
| Wrestling From Eastern Parkway | Sunset Appliance Stores<br>TV and Home Appliances           | WOR-TV  |                           |
| Wrestling From Jamaica Arena   | Frost Stores<br>Electric Appliances                         | WOR-TV  | Getschal & Richard        |
| Wrestling From Ridgewood Grove | Ripley Clothes<br>Menswear                                  | WPIX    | The Bobley Co.            |
| Wrestling Matches              | Grand Prize Beer                                            | WBAP-TV | Wilhelm, Laughlin, Wilson |
| Ed Wynn Show                   | Speidel Corp.<br>Wairbands                                  | CBS-TV  | Cecil & Presbrey, Inc.    |

## XYZ

|                         |                                                                   |         |                                    |
|-------------------------|-------------------------------------------------------------------|---------|------------------------------------|
| Yesterday's News        | Omaha Public Power<br>Institutional and Appliances                | WOW-TV  | Allen & Reynolds                   |
| Yesterday's Newsreel    | John M. Roberts and Sons                                          | WDTV    | W. Earl Bothwell, Inc.             |
| You Are An Artist       | Douleday & Co.<br>Books                                           | WABD    | Huber Hoge & Sons                  |
| Young America           | Dancing Studio                                                    | KTLA    |                                    |
| Young American's Club   | Foremost Dairies<br>Dairy Products                                | WABP-TV | Albert Evans Advertising           |
| Your Football Analysis  | Young Men's Shop<br>Clothes                                       | WOIC    | Harwood Martin Agency              |
| Your Junior Revue       | RCA Victor and (Georges) Home Appliances<br>Electrical Appliances | WOIC    | Robert J. Enders Agency            |
| Your Show Time          | American Tobacco Co.<br>Lucky Strike Cigarettes                   | NBC-TV  | N. W. Ayer & Sons, Inc.            |
| Your Television Shopper | W. T. Grant<br>Department Store                                   | WHEN    |                                    |
| Your TV Shopper         | Saks 34th St.<br>Department Store Midse                           | WABD    | H. B. Humphrey Co.                 |
| Your Weatherman         | General Electric Supply Co.<br>Electrical Appliances              | WNBW    | M. Belmont Ver Standig Advertising |



# TELEVISION HIGHLIGHTS — 1949

(From the Files of **RADIO DAILY**)

## JANUARY

- 6—Westinghouse reports technical problems in use of Stratovision for relaying TV and FM signals have been solved, and the system is ready for commercial development.
- 7—FCC said construction permit holders must proceed with their construction plans or risk losing their permits, in replying to WSAZ, W. Va., who asked for a declaratory ruling on whether an application for extension of time will be granted if the delay is occasioned by the present TV freeze.
- 10—William S. Hedges, NBC vice-president, predicted today that by the end of 1952, 17,000,000 families or 50 per cent of the U. S. total will have tele receivers in their homes.
- 11—Network TV reaches approximately 1/3 of the U. S. as AT&T's coaxial cable link between Philadelphia and Cleveland officially opened tonight.
- 17—NAB reports the average operating expense per year for a metropolitan TV station is \$356,000.
- 21—Record radio and television audiences were reported yesterday as the nation heard and viewed the Inaugural Day ceremonies of President Truman in Washington.
- 23—The CBS-TV Clinics got underway at the Waldorf-Astoria with FCC Chairman Wayne Coy speaking before 250 executives about the TV freeze.

## FEBRUARY

- 2—DuMont, TBA, Western Union and Philco protested AT&T Television cable rule, and urged FCC for revision.
- 3—Program of expanded activity has been launched by the TBA to keep pace with the rapid growth of the industry during the past year.
- 7—TV-survey reports held inadequate; more definite information is sought by the agencies and web researchers.
- 8—Mortimer W. Loewi, executive assistant to Dr. Allen B. DuMont, took over directorship of the DuMont network following the resignation of Lawrence G. Phillips as general manager.
- 9—Volume of over a billion dollars for the television industry in 1949 was predicted yesterday by Joseph B. Elliot, vice-president in charge of RCA consumer products in an article written for the TV section of the 1949 Radio Annual.

- 23—The running jurisdictional battle between International Alliance of Theatrical Stage Employees, and the National Association of Broadcast Engineers and Technicians over various categories of TV production staffers broke out today when NABET president John R. McDonnell accused IA of holding up labor peace in the industry.

## MARCH

- 4—Top executives representing all branches of the industry gathered in Chicago today for the opening of the First National TV Conference being held at the Palmer House today through Wednesday.
- 11—CBS-TV film department sent letters to all web affiliates offering them first run rights in their areas to four film packages totalling 82 features and shorts.
- 17—Paramount Pictures told FCC that the Commission has no right to jeopardize its television licenses, present and future, on the basis of Paramount's past anti-trust law violations.
- 22—Two manufacturing companies served Zenith with a bill of complaint alleging combined damages resulting from Zenith's advertisements which stated that the FCC was about to change TV wave lengths which change would render all present receivers and component parts thereof obsolete and junk.
- 23—NBC production of kinescope recording film now exceeds output of major movie studios, according to Carleton D. Smith, director of the web's TV operations.

## APRIL

- 7—DuMont completes ten years of telecasting.
- 14—Television held the spotlight during the closing session of the NAB convention and the panel of experts seemed to agree that television will exceed, not replace AM.
- 19—Video becomes school teacher as WBAL-TV and the Baltimore Public School System inaugurate TV on a regular basis for classroom instruction.
- 25—CBS installs a new transmitter in New York to be used for color experiments, using the new transmitter atop the Chrysler Tower and improved color cameras and receivers.
- 28—In a speech at ANPA Convention, Niles Trammell, NBC president, forecast the total television sales for 1949 will amount to \$25,000,000.

29—Permanent facilities for TV coverage of the United Nations activities at Lake Success and Flushing Meadows, New York, were installed by NBC, CBS and UN officials, with equipment supplied by RCA Victor.

### MAY

- 9—Hooper announces first TV web ratings which will cover viewing during this month in 29 of the 33 TV cities throughout the country.
- 10—Approximately 140,000 persons viewed the first telecast of the Kentucky Derby aired by WAVE-TV, Louisville.
- 16—Five major networks have accepted an Ascap offer to negotiate a TV contract apart from the NAB and the first meetings are scheduled to begin this week.
- 18—TBA and NAB are battling for supremacy as the No. 1 industry organization in the television field, and both are planning a drive to strengthen their positions.
- 25—NBC completes installation atop RCA Building of two radomes, large plastic dome-shaped structures to provide an all-weather microwave radio relay receiving point for picking up remote broadcasts from a radius of approximately 30 miles.
- 27—Predicting the lifting of the TV freeze in the late fall, the FCC plans to open up the lower portion of UHF band at the same time, and to permit narrow-band color TV reception on present-type home receivers with relatively minor adjustments.

### JUNE

- 2—Information reveals television production on a large scale in Western Europe is a project of the far distant future, mainly because of the considerable economic problems involved.
- 3—International Silver Co. has notified all silverware dealers throughout the country that it sees television as being the greatest of all media for advertising its product and that major campaigns will be launched in the fall in every city where a TV station exists.
- 9—Television Authority organization formed composed of all 13 of the four "A" unions to end jurisdictional squabbles between the unions for control of television talent.
- 17—DuMont television network to air all Notre Dame home games which will be the first full home schedule of football games ever televised on a national network.
- 21—At least \$7,350,000 for equipment and construction of studios, offices and transmitting plants will be spent by the '49 holders of outstanding TV construction permits whose stations are expected to go on the air dur-

ing the remainder of this year and the early part of '50.

22—"Theater Television" scored heavily as 4,500 people jammed Fabian's Brooklyn Fox Theater, and almost a full house at the Times Square Paramount Theater to witness the heavyweight championship boxing bout between Jersey Joe Walcott and Ezzard Charles.

### JULY

- 1—FCC is issuing a revised nation-wide table of TV frequency allocations; Commission defers action on plea of TBA for lifting of freeze.
- 5—One out of every nine families in the average community near New York own a television set today, as against one out of 50 families a year ago, according to a study made public by Newell-Emmett Co., a N. Y. agency.
- 6—Lower priced television sets, numerous improvements, and lower costs feature the opening of the 25th anniversary of the American Furniture Mart show in Chicago with 20,000 buyers present from all parts of the country.
- 21—FCC asked all experimental television station operators to report on the results of their research and experimental programs prior to the August 29th hearings on UHF and color proposals.
- 26—The Columbia Broadcasting System today will begin experimental color television transmission using the standard RCA transmitter of WCBS-TV operating on Channel 2, the station's regularly assigned VHF band.
- 27—RCA sold its first theater tele installation to Fabian's Brooklyn Fox Theater, which marks the first permanent TV installation by an independent theater group.

### AUGUST

- 2—RCA has developed an improved system of electronic color and plans to hold a demonstration coincident with the FCC hearings next month, but the firm will reiterate its position that commercial color still is several years away.
- 3—Board of directors of the Motion Picture Association of America (the Johnston Office) instructed membership to petition for an FCC hearing for the purpose of reserving and allocating high frequency channels for theater tele service.
- 4—Zenith asked the FCC to okay a three-month trial run of Phonevision in the Chicago area using the company's outlet W9XZV.
- 9—Receiver sales by major manufacturers during the second half of this year are expected

## Television Highlights

to exceed all previous records, according to initial dealer and consumer reactions to the new fall lines introduced during the past month.

- 26—DuMont offered the FCC an allocation plan to permit an assignment on all four VHF channels to all major population areas, thus ending the freeze.
- 30—NBC today announced a new video programming concept whereby the three top Saturday night program hours will be offered as a block for participation sponsorship by 12 non-competitive advertisers.

### SEPTEMBER

- 6—CBS, at the request of the FCC, will begin a series of color TV test over WOIC, its Washington, D. C. video affiliate, on or about September 26th.
- 8—The Future of television in Mexico rests with the government and decision will probably be reached this month as to whether or not TV will be operated by the government or will be privately owned.
- 15—TV coverage of the 1949 World Series will be made available to every station, affiliated or independent, connected to the AT&T network or capable of receiving a feed from the web.
- 30—RCA yesterday asked immediate action by the FCC to lift the TV freeze and open the UHF, authorize color on both VHF and UHF bands with the requirement that compatibility be maintained and to set up a time schedule for the industry to recommend standards for colorcasting.

### OCTOBER

- 6—More than 3,500 cheering baseball fans comfortably seated in Brooklyn Fabian Fox Theater saw the first game of the World Series on the silver screen of the 4,060-seat movie via television.
- 7—CBS demonstrated a sample color video network to the FCC yesterday, sending color pictures over a 750-mile circuit with little or no less in quality.
- 11—RCA has a new color tube in the works, Dr. Elmer W. Engstrom, Vice-President in charge of research for RCA Labs., disclosed to the FCC members and television experts attending an RCA color video demonstration in Washington.
- 18—After more than a year of negotiation, ABC, CBS, NBC and Ascap signed a five year contract covering TV use of ASCAP members' music on a blanket basis with rates per cent higher than those for AM.

- 26—FCC Commissioner Robert F. Jones was accused of "pitching" for the CBS color-TV system by Philco's veepee, David Smith, whose actions enlivened the color hearings in Washington.
- 31—The FCC virtually killed all hope for an early lifting of the freeze when it announced that it will hold additional color hearings and tests in February, postponing all action of allocations until completion of the color question.

### NOVEMBER

- 1—A. D. Dunton, CBC board chairman, said TV in Canada is "wide open" for private broadcasters but there has been little interest shown.
- 4—Dr. Allan B. DuMont told the FCC that stories about color TV being just around the corner are "just fooling the public," he added that color video is probably 15 years away.
- 15—Plans are being formulated for the construction atop the Empire State Building of a master transmitter antenna mast which could accommodate all stations in the New York area.
- 17—International board of the 4-A's voted into existence Television Authority, an overall group to represent talent in the TV field, with the express understanding that TVA would mediate all matters that may be in dispute with the western unions.

### DECEMBER

- 6—John W. Craig, Avco vice-president and general manager of its Crosley Division, urged an exchange of TV programs between Canada and the United States, and he predicted that television will become an element of prime importance in Canada's economy as it is doing in the U. S.
- 14—CBC announced firsts television plans for construction of two stations in Montreal and one in Toronto.
- 20—Commercial development of television has been approved by the government of Mexico, and before the end of 1950 at least two privately owned TV stations will be in operation in the Mexico City area.
- 21—In its first official act, the board of the newly-organized TVA has invited SAG to join with it in a TV partnership, and asked SAG to hold up negotiations with film companies until the two groups can meet.
- 27—RCA Chairman David Sarnoff in his year-end statement, said that the year 1949 has been a good one for the radio-television industry and 1950 promises to be another good year.

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Good music loving homes—  
with higher income families—  
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tions combined and 70%\* of  
good music loving families lis-  
ten to WXRT more than to  
all others combined. Most im-  
portant—these families buy  
WXRT advertised goods and  
services.\* Join the many ad-  
vertisers now profiting from  
this NEW Chicago Area Mar-  
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\*Send for the facts and figures and the adver-  
tisers' success stories in the WXRT SUR-  
VEY of this NEW Chicago Area Audience.

# FREQUENCY MODULATION

FM Stations In Operation



Stations Listed by  
States — Cities



Chief Executive

NINETEEN FIFTY



# FM Broadcast Stations In Operation As of Jan. 1, 1950

## ALABAMA

| City           | Call Letters | Licensee                       | Frequency (mc) | Chief Executive              |
|----------------|--------------|--------------------------------|----------------|------------------------------|
| Albertville    | WAVU-FM      | Sand Mountain Bcstg. Svc.      | 105.1          | Pat M. Courington, Pres.     |
| Alexander City | WRFS-FM      | Piedmont Service Corp.         | 106.1          | James L. Colby, Pres.        |
| Anniston       | WHMA-FM      | Harry M. Ayers                 | 100.5          | Harry M. Ayers, Pres.        |
| Bessemer       | WJLN         | Johnston Bcstg. Co.            | 104.7          | George Johnston, Jr., Pres.  |
| Birmingham     | WAFM         | Voice of Ala., Inc.            | 99.5           | Thod Holt, Pres.             |
| Birmingham     | WSGN-FM      | The Birmingham News Co.        | 93.7           | Henry P. Johnston, Gen. Mgr. |
| Cullman        | WFMH         | The Voice of Cullman           | 100.9          |                              |
| Gadsden        | WJBY-FM      | Gadsden Bcstg. Co.             | 103.7          | B. H. Hopson, Pres.          |
| Huntsville     | WHBS-FM      | The Huntsville Times Co.       | 95.1           | Henry P. Johnston, 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, Jr. | 94.5           | J. W. Kirkpatrick, Gen. Mgr. |

## ARKANSAS

|                |         |                         |       |                           |
|----------------|---------|-------------------------|-------|---------------------------|
| Blytheville    | KLCN-FM | Harold L. Sudbury       | 96.1  | Harold L. Sudbury, Pres.  |
| Fort Smith     | KFPW-FM | Southwestern Hotel Co.  | 94.9  | J. A. England, Pres.      |
| Fort Smith     | KFSA-FM | Southwestern Pub. Co.   | 107.7 | Donald W. Reynolds, Pres. |
| Jonesboro      | KBTM-FM | Regional Bcstg. Co.     | 101.9 | Joy P. Beard, Pres.       |
| Little Rock    | KVLC-FM | Southwestern Bcstg. Co. | 94.1  | Leonard Coe, Gen. Mgr.    |
| Siloam Springs | KUOA-FM | KUOA, Inc.              | 105.7 | John E. Brown, Pres.      |

## CALIFORNIA

|                                     |         |                                                                                                                   |       |                                                                                                                                                                                                                   |
|-------------------------------------|---------|-------------------------------------------------------------------------------------------------------------------|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Bakersfield                         | KERN-FM | McClatchy Bcstg. Co.                                                                                              | 94.1  | Eleanor McClatchy, Pres.                                                                                                                                                                                          |
| Bakersfield                         | KMAR    | Marmat Radio Co.                                                                                                  | 92.5  |                                                                                                                                                                                                                   |
| Chico                               | KVCI    | Golden Empire Bcstg. Co., Inc.                                                                                    | 101.1 | Hugh McClung, Sr., Pres.                                                                                                                                                                                          |
| Eureka                              | KRED    | Redwood Bcstg. Co.                                                                                                | 96.3  | William B. Smulling, Pres.                                                                                                                                                                                        |
| Fresno                              | KARM-FM | The George Harm Station                                                                                           | 101.9 | Hattie Harm, Pres.                                                                                                                                                                                                |
| Fresno                              | KMJ-FM  | McClatchy Bcstg. Co.                                                                                              | 97.9  | Eleanor McClatchy, Pres.                                                                                                                                                                                          |
| Fresno                              | KRFM    | Collif Inland Bcstg. Co.                                                                                          | 93.7  | Paul R. Bartlett, Pres.                                                                                                                                                                                           |
| Hollywood                           | KECA-FM | American Bcstg. Co.                                                                                               | 95.5  | Clyde Scott, Gen. Mgr.                                                                                                                                                                                            |
| Hollywood (28)<br>6540 Sunset Blvd. | KFMV    | Union Bcstg. Corp. of Calif.<br>Phone: Hillside 7406<br>Transmitter: Atop Mt. Wilson<br>58,000 Watts; Chonnel 234 | 94.7  | Cliff T. Mayer, Pres.<br>Frieder Umhcy, Secty.<br>John Matyas, Treas.<br>Cliff Gill, Gen. Mgr.<br>Ben Russell, Pgm. Dir.<br>Samuel I. Margolin, Chief Engr.<br>William Kennecally, Dir. of News<br>and Sp. Events |
| Hollywood                           | KHJ-FM  | Don Lee Bcstg. System                                                                                             | 101.1 | Willett H. Brown, Pres.                                                                                                                                                                                           |
| Hollywood                           | KMPC-FM | Station of Stars                                                                                                  | 100.3 | G. A. Richards, Owner                                                                                                                                                                                             |
| Long Beach                          | KNOB    | Cerritos Bcstg. Co.                                                                                               | 103.1 | Joy E. Topp, Gen. Mgr.                                                                                                                                                                                            |
| Los Angeles                         | KFAC-FM | Los Angeles Bcstg. Co., Inc.                                                                                      | 104.3 | Calvin J. Smith, Pres.                                                                                                                                                                                            |
| Los Angeles                         | KFI-FM  | Earle C. Anthony, Inc.                                                                                            | 105.9 | Earle C. Anthony, Pres.                                                                                                                                                                                           |
| Los Angeles                         | KKLA    | Echo Pk. Evangelistic Assoc.                                                                                      | 97.1  | Dr. Rolf K. McPherson, Pres.                                                                                                                                                                                      |
| Los Angeles                         | KMGW    | MGM Studios, Inc.                                                                                                 | 98.7  | Bertram Labhor, Jr., Dir.                                                                                                                                                                                         |
| Los Angeles                         | KNX-FM  | Columbia Bcstg. System                                                                                            | 93.1  | Frank Stanton, Pres.                                                                                                                                                                                              |
| Los Angeles                         | KRDK-FM | Radio Bcstrs., Inc.                                                                                               | 96.3  | Ned Connor, Gen. Mgr.                                                                                                                                                                                             |
| Los Angeles                         | KMYC-FM | Marysville-Yuba Bcstrs., Inc.                                                                                     | 99.9  | H. E. Thomas, Pres.                                                                                                                                                                                               |
| Merced                              | KVME    | Merced Bcstg. Co.                                                                                                 | 97.5  | Hugh McClung, Pres.                                                                                                                                                                                               |
| Modesto                             | KBEE    | McClatchy Bcstg. Co.                                                                                              | 103.3 | Eleanor McClatchy, Pres.                                                                                                                                                                                          |
| Modesto                             | KTRB-FM | KTRB Bcstg. Co.                                                                                                   | 104.1 | William H. Bates, Jr., Pres.                                                                                                                                                                                      |
| Oakland                             | KLX-FM  | Tribune Bldg Co.                                                                                                  | 101.3 | J. R. Knowland, Jr., Pres.                                                                                                                                                                                        |
| Ontario                             | KEDO    | The Daily Reporter                                                                                                | 93.5  | Jerene A. Harnish, Pres.                                                                                                                                                                                          |
| Pasadena                            | KARS    | KAGH, Inc.                                                                                                        | 98.3  | Andrew G. Haley, Pres.                                                                                                                                                                                            |
| Redding                             | KVRE    | Golden Empire Bcstg. Co.                                                                                          | 103.9 | Hugh McClung, Pres.                                                                                                                                                                                               |
| Riverside                           | KPOR    | Bcstg. Corp. of America                                                                                           | 97.5  | W. L. Gleason, Pres.                                                                                                                                                                                              |
| Sacramento                          | KCRA-FM | KCRA, Inc.                                                                                                        | 96.1  | Ewing C. Kelly, Pres.                                                                                                                                                                                             |
| Sacramento                          | KFBK-FM | McClatchy Bcstg. Co.                                                                                              | 96.9  | Eleanor McClatchy, Pres.                                                                                                                                                                                          |
| Sacramento                          | KXOA-FM | Sacramento Bcstrs., Inc.                                                                                          | 107.9 | Lincoln Dellar, Pres.                                                                                                                                                                                             |
| Salinas                             | KSNI    | Monterey Peninsula Bcstg. Co.                                                                                     | 94.5  | Merritt C. Speidel, Pres.                                                                                                                                                                                         |
| San Bernardino                      | KBMT    | Sun Co. of San Bernardino                                                                                         | 99.9  | James A. Guthrie, Pres.                                                                                                                                                                                           |
| San Bruno                           | KSBR    | Radio Diablo, Inc.                                                                                                | 101.5 | Orrin H. Brown, Pres.                                                                                                                                                                                             |
| San Diego                           | KFMB-FM | Jack Gross Bcstg. Co.                                                                                             | 101.5 | Jack O. Gross, Pres.                                                                                                                                                                                              |
| San Diego                           | KFSD-FM | Airfan Radio Corp., Ltd.                                                                                          | 94.1  | Thomas E. Sharp, Pres.                                                                                                                                                                                            |
| San Diego                           | KSDO    | San Diego Bcstg. Co.                                                                                              | 96.5  | C. A. Smith, Pres.                                                                                                                                                                                                |

## FM Stations in Operation

| City            | Call Letters | Licensee                   | Frequency (mc) | Chief Executive              |
|-----------------|--------------|----------------------------|----------------|------------------------------|
| San Diego       | KWFM         | Studebaker Bcstg. Co.      | 104.7          | Fred Rabell, Gen. Mgr.       |
| San Francisco   | KCBS-FM      | Columbia Bcstg. Co., Inc.  | 103.7          | Frank Stanton, Pres.         |
| San Francisco   | KGO-FM       | American Bcstg. Co.        | 106.1          | Gayle V. Grubb, Gen. Mgr.    |
| San Francisco   | KGSF         | Warners Bros. (KWBR)       | 97.3           | S. W. Warner, Gen. Mgr.      |
| San Francisco   | KJBS-FM      | KJBS Bcstrs.               | 98.9           | E. P. Franklin, Gen. Mgr.    |
| San Francisco   | KNBC-FM      | National Bcstg. Co.        | 99.7           | John W. Elwood, Gen. Mgr.    |
| San Francisco   | KRON-FM      | Chronicle Pub. Co.         | 96.5           | Charles Thieriot, Gen. Mgr.  |
| San Francisco   | KSFH         | Pacific Bcstg. Co.         | 94.9           | Charles A. Gibson, Pres.     |
| San Jose        | KRPO         | FM Radio & Tele Corp.      | 92.3           | W. L. Gleason, Pres.         |
| San Jose        | KSJO-FM      | Santa Clara Bcstg. Co.     | 95.3           | Patrick H. Peabody, Pres.    |
| San Luis Obispo | KVEF-FM      | The Valley Electric Co.    | 99.9           | Christine M. Jacobson, Pres. |
| Santa Ana       | KVOE-FM      | Voice of the Orange Empire | 96.7           | Ernest L. Spencer, Pres.     |
| Santa Maria     | KSMB         | John H. Poole              | 103.1          | John H. Poole, Pres.         |
| Sausalito       | KDFC         | Sundial Bcstg. Corp.       | 102.1          | William R. Crocker, Pres.    |
| Stockton        | KGDM-FM      | E. F. Pepper               | 92.9           | E. F. Pepper, Pres.          |

## COLORADO

|        |         |                          |      |                            |
|--------|---------|--------------------------|------|----------------------------|
| 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 Bcstg. Co.      | 95.7 | Joseph H. McConnell, Pres. |

## CONNECTICUT

|             |         |                                |       |                              |
|-------------|---------|--------------------------------|-------|------------------------------|
| Greenwich   | WGCH    | Greenwich Bcstg. Corp.         | 95.9  | Walter S. Lemmon, Pres.      |
| Hartford    | WDRS-FM | The Conn. Bcstg. Co.           | 93.7  | Franklin M. Doolittle, Pres. |
| Hartford    | WTHT-FM | Hartford Times, Inc.           | 106.1 | C. Glover DeLaney, Gen. Mgr. |
| Hartford    | WTIC-FM | Travelers Bcstg. Service Corp. | 96.5  | Jesse W. Randall, Pres.      |
| Meriden     | WMMW-FM | Silver City Crystal Co.        | 95.7  | Carl A. Schultz, Pres.       |
| New Britain | WFHA    | New Britain Bcstg. Co.         | 103.7 | Julian Gross, Pres.          |
| New Haven   | WAVZ-FM | WAVZ Bcstg. Corp.              | 95.1  | Victor W. Knauth, Pres.      |
| New Haven   | WBIB    | The Colony Bcstg. Corp.        | 100.7 | Samuel Batwink, Pres.        |
| New Haven   | WELI-FM | Conn. Radio Foundation         | 107.9 | Harry C. Wilder, Pres.       |
| New Haven   | WNHC-FM | Elm City Bcstg. Corp.          | 99.1  | Patrick J. Good, Pres.       |
| New London  | WNLC-FM | The Thames Bcstg. Corp.        | 99.5  | Gerald J. Morey, Gen. Mgr.   |
| Stamford    | WSTC-FM | The Western Conn. Bcstg. Co.   | 96.7  | Kingsley Gillespie, Pres.    |

## DELAWARE

|            |         |                                 |      |                        |
|------------|---------|---------------------------------|------|------------------------|
| Wilmington | WAMS-FM | Wilmington Tri-State Bcstg. Co. | 96.1 | Frank S. Corrow, Pres. |
|------------|---------|---------------------------------|------|------------------------|

## DISTRICT OF COLUMBIA

|            |         |                             |       |                                |
|------------|---------|-----------------------------|-------|--------------------------------|
| Washington | WASH    | Commercial Radio Equip. Co. | 97.0  | Everett L. Dillard, Pres.      |
| Washington | WCFM    | Cooperative Bcstg. Assn.    | 99.5  | George A. Bernstein, Gen. Mgr. |
| Washington | WMAL-FM | Evening Star Bcstg. Co.     | 107.3 | S. H. Kauffmann, Pres.         |
| Washington | WOL-FM  | Cowles Bcstg. Co.           | 98.7  | Gardner Cowles, Pres.          |
| Washington | WQQW-FM | Radio Station WQQW, Inc.    | 103.5 | Morris, Rodman, Pres.          |
| Washington | WRC-FM  | National Bcstg. Co.         | 93.9  | Joseph H. McConnell, Pres.     |
| Washington | WTOP-FM | WTOP, Inc.                  | 96.3  | Philip L. Graham, Pres.        |
| Washington | WWDC-FM | Capital Bcstg. Co.          | 101.1 | Joseph Katz, Pres.             |

## FLORIDA

|                |          |                             |       |                                 |
|----------------|----------|-----------------------------|-------|---------------------------------|
| Daytona Beach  | WNDB-FM  | News-Journal Corp.          | 94.5  | Jerry Stone, Gen. Mgr.          |
| Ft. Lauderdale | WGOR     | Gore Pub. Co.               | 106.5 | J. W. Dickey, Exec. V. P.       |
| Gainesville    | WRUF-FM  | U. of Florida               | 104.1 | 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 Bcstg. Co.          | 96.1  | Frank King, Pres.               |
| Miami          | WGBS-FM  | Fort Industry Co.           | 96.3  | George B. Storer, Pres.         |
| Miami          | WIOD-FM  | Isle of Dreams Bcstg. Corp. | 97.3  | Daniel J. Mahoney, Pres.        |
| Miami          | WQAM-FM  | Miami Bcstg. Co.            | 94.9  | John S. Knight, Pres.           |
| Miami          | WYWPB-FM | Paul Brake                  | 101.5 | Paul Brake, Owner               |
| Miami Beach    | WKAT-FM  | WKAT, Inc.                  | 93.1  | Frank Katzentine, Pres.         |
| Miami Beach    | WLRD     | Mercantile Bcstg. Co.       | 93.9  | Alan H. Rosenson, Pres.         |
| Orlando        | WBDO-FM  | Orlando Bcstg. Co., Inc.    | 92.3  | George C. Johnston, Pres.       |
| Orlando        | WHOO-FM  | Radio Station WHOO          | 96.5  | Martin Anderson, Pres.          |
| Palm Beach     | WYPPG-FM | Palm Beach Bcstg. Corp.     | 97.9  | Charles E. Davis, Pres.         |
| Pensacola      | WCOA-FM  | Pensacola Bcstg. Co.        | 98.9  | John H. Perry, Pres.            |
| St. Petersburg | WTSP-FM  | Pinnelco Bcstg. 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.             | 105.7 | David E. Smiley, Pres.          |
| Tampa          | WFLA-FM  | Tribune Co.                 | 93.3  | C. G. Baskerville, Gen. Mgr.    |

## GEORGIA

|         |         |                     |       |                            |
|---------|---------|---------------------|-------|----------------------------|
| Athens  | WGAU-FM | J. K. Patrick & Co. | 99.5  | J. K. Patrick, Pres.       |
| Atlanta | WAGA-FM | Fart Industry Co.   | 103.3 | George B. Storer, Pres.    |
| Atlanta | WATL-FM | Atlanta Bcstg. Co.  | 97.5  | J. W. Woodruff, Sr., Pres. |

| City        | Call Letters | Licensee                     | Frequency (mc) | Chief Executive                |
|-------------|--------------|------------------------------|----------------|--------------------------------|
| Atlanta     | WBGE-FM      | General Bcstg. Co            | 95.5           | Mike Benton, Pres.             |
| Atlanta     | WCQN-FM      | Constitution Pub. Co         | 98.5           | Clark Howell, Pres.            |
| Atlanta     | WGST-FM      | Univ. System of Ga           | 94.1           | F. M. Sparatlin, Pres.         |
| Atlanta     | WSB-FM       | Atlanta Journal Co           | 104.5          | J. Leonard Reinsch, Mngng. Dir |
| Cedartown   | WGAA-FM      | Northwest Ga Bcstg. Co       | 96.1           | O. C. Lam, Pres.               |
| Columbus    | WDAK-FM      | Radio Columbus               | 107.9          | Allen M. Woodall, Pres.        |
| Columbus    | WGBA-FM      | Go.-Ala. Bcstg Corp          | 95.1           | Walter M. Windsor, Gen. Mgr    |
| Columbus    | WRBL-FM      | Columbus Bcstg. Co           | 93.3           | J. W. Woodruff, Sr., Pres.     |
| Gainesville | WDUN-FM      | Northeast Georgia Bcstg. Co. | 103.9          | Paul C. Plaginos, Pres.        |
| LaGrange    | WLAG-FM      | LaGrange Bcstg. Co           | 104.1          | Roy C. Swank, Pres.            |
| Macon       | WBML-FM      | Middle Ga. Bcstg. Co         | 100.7          | E. D. Black, Pres.             |
| Macon       | WMAX-FM      | Southeastern Bcstg. Co.      | 99.1           | George P. Rankin, Pres.        |
| Macon       | WNEF-FM      | Macon Bcstg. Co              | 96.9           | E. M. Lowe, Pres.              |
| Newnan      | WCQH-FM      | Newnan Bcstg. Co.            | 92.3           | James Thomasson, Gen. Mgr.     |
| Rome        | WRGA-FM      | Rome Bcstg. Corp             | 106.5          | John W. Quarles, Pres.         |
| Savannah    | WDAR-FM      | WDAR, Inc.                   | 96.5           | A. C. Neff, Pres.              |
| Savannah    | WSAV-FM      | WSAV, Inc.                   | 100.3          | Harben Daniel, Pres.           |
| Savannah    | WTQC-FM      | Savannah Bcstg. Co           | 97.3           | William T. Knight, Jr., Pres.  |
| Toccoa      | WLET-FM      | R. G. LeTourneau             | 106.1          | R. G. LeTourneau, Pres.        |
| Valdosta    | WGOV-FM      | E. D. Rivers                 | 92.5           | E. D. Rivers, Owner            |
| West Point  | WRLD-FM      | Valley Bcstg. Co             | 102.9          | J. C. Henderson, Pres.         |

## IDAHO

|            |         |                     |       |                           |
|------------|---------|---------------------|-------|---------------------------|
| Boise      | KIDO-FM | KIDO, Inc.          | 106.1 | George M. Davidson, Pres. |
| Nampa      | KFXD-FM | Frank E. Hurt & Son | 101.9 | Frank E. Hurt, Pres.      |
| Pocatello  | KSEI-FM | Radio Service Corp. | 96.5  | O. P. Soule, Pres.        |
| Twin Falls | KTFI-FM | Radio Bcstg. Corp.  | 99.7  | O. P. Soule, Pres.        |

## ILLINOIS

|                                         |         |                                                                             |       |                                                                            |
|-----------------------------------------|---------|-----------------------------------------------------------------------------|-------|----------------------------------------------------------------------------|
| Alton                                   | WOKZ-FM | WOKZ, Inc.                                                                  | 99.9  | R. C. Goshorn, Pres.                                                       |
| Aurora                                  | WBNU    | Copley Press, Inc.                                                          | 103.9 | Bob Diller, Gen. Mgr.                                                      |
| Bloomington                             | WJBC-FM | Bloomington Bcstg. Corp                                                     | 101.5 | Loring Merwin, Pres.                                                       |
| Brookfield                              | WRGK    | WRGK, Inc.                                                                  | 103.1 | George M. Ives, Pres.                                                      |
| Canton                                  | WBYS-FM | Fulton County Bcstg. Co.                                                    | 100.9 | Harold R. Winsor, Pres.                                                    |
| Carbondale                              | WCIL-FM | Southern Ill. Bcstg                                                         | 100.7 | Paul F. McKay, Pres.                                                       |
| Centralia                               | WCNT-FM | WCNT, Inc.                                                                  | 96.5  | George F. Isaac, Pres.                                                     |
| Champaign                               | WDWS-FM | Champaign-News Gazette, Inc.                                                | 97.5  | Marc Howard, Comm. Mgr.                                                    |
| Chicago                                 | WAAF-FM | Corn Belt Pub., Inc.                                                        | 93.9  | Ward A. Neff, Pres.                                                        |
| Chicago                                 | WBBM-FM | Columbia Bcstg. System                                                      | 97.1  | H. Leslie Atlass, V. P.                                                    |
| 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 Bcstg. Co                                                          | 94.7  | Robert Kintner                                                             |
| Chicago                                 | WFJL    | Lewis College of Science & Tech                                             | 93.1  | Rev. Bernard J. Sheil, Pres.                                               |
| Chicago                                 | WFME    | WJJD, Inc.                                                                  | 100.3 | Marshall Field, Pres.                                                      |
| Chicago                                 | WGNB    | WGN, Inc.                                                                   | 98.7  | Frank P. Schreiber, Gen. Mgr.                                              |
| Chicago                                 | WMAQ-FM | National Bcstg. Co                                                          | 101.1 | Joseph H. McConnell, Pres.                                                 |
| Chicago                                 | WMOR    | Met. Radio Corp.                                                            | 102.7 | Ralph J. Wood, Jr., Pres.                                                  |
| Chicago                                 | WOAK    | Gale Bcstg. Co.                                                             | 105.9 | Bernard Jacobs, Pres.                                                      |
| Chicago (11)<br>505 N. Michigan<br>Ave. | WXRT    | Radio Station WSBC.<br>Phone: Whitehall 4-1711<br>25,000 Watts; Channel 270 | 101.9 | Robert O. Miller, Gen. Mgr. &<br>Program Dir.<br>Julius Miller, Comm. Mgr. |

|                 |         |                                    |       |                             |
|-----------------|---------|------------------------------------|-------|-----------------------------|
| Chicago Heights | WCHI    | Chicago Heights Bcstg. Co.         | 95.9  | Anthony Sontucci, Pres.     |
| Cicero          | WEHS    | WHFC, Inc.                         | 97.9  | R. W. Hoffman, Gen. Mgr.    |
| Decatur         | WSOY-FM | Illinois Bcstg. Co.                | 102.1 | F. W. Schaub, Pres.         |
| East St. Louis  | WTMY-FM | WTMY On the Air Inc.               | 102.5 | Alvin O. Eades, Pres.       |
| Elmwood Park    | WLEY    | Elmwood Pk. Bcstg. Corp.           | 107.1 | Zeb Zarnecki, Pres.         |
| Evanston        | WEAW    | North Shore Bcstg. Co., Inc.       | 105.1 | Edward A. Wheeler, Pres.    |
| Evanston        | WTQS    | Lake Shore Bcstg. Co.              | 107.9 |                             |
| Freeport        | WFJS    | Freeport Journal-Standard Pub. Co. | 102.5 | Donald L. Breed, Pres.      |
| Harrisburg      | WEBQ-FM | Harrisburg Bcstg. Co.              | 99.9  | Inglis M. Taylor, Gen. Mgr. |
| Herrin          | WJPF-FM | Orville W. Lyerla                  | 98.5  | Orville W. Lyerla, Pres.    |
| Jacksonville    | WLDS-FM | Edge & Kormsmeier                  | 100.5 | E. J. Kormsmeier, Gen. Mgr. |
| Kankakee        | WKIL    | Kankakee Daily Journal Co          | 100.7 | Leslie C. Small, Pres.      |
| LaSalle         | WFMX    | Radio Bcstg. Co.                   | 106.9 |                             |
| Mattoon         | WLBH-FM | Mattoon Bcstg. Co.                 | 96.9  | J. R. Livesoy, Pres.        |
| Mt. Vernon      | WMIX-FM | Mt. Vernon Radio & TV Corp         | 94.1  | John R. Mitchell, Pres.     |
| Oak Park        | WNO1    | c/o Wm. L. Klein                   | 102.9 |                             |
| Oak Park        | WOAK    | Gale Bcstg. Co.                    | 105.9 | Bernard Jacobs, Pres.       |
| Peoria          | WMBD-FM | Peoria Bcstg. Co.                  | 92.5  | Edgar L. Bill, Pres.        |
| Quincy          | WQD1    | Quincy Bcstg. Co.                  | 105.1 | T. C. Oakley, Pres.         |
| Quincy          | WTAD-FM | Lee Bcstg. Co.                     | 99.5  | Lee P. Loomis, Pres.        |
| Rockford        | WROK-FM | Rockford Bcstrs., Inc.             | 97.5  | Albert G. Simms, Pres.      |
| Rock Island     | WHBF-FM | Rock Island Bcstg. Co.             | 98.9  | Ben H. Potter, Pres.        |
| St. Charles     | WEX1    | Greater Ill. Bcstg.                | 106.3 | John A. Schroeder, 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    | University City Bcstg. Co.         | 103.3 | Elwood Fobert, Pres.        |
| Waukegan        | WKRS-FM | Keystone Prtg. Service, Inc.       | 106.7 | Frank H. Just, Pres.        |
| Woodsrock       | WILA    | Northern Ill. Bcstg. Co.           | 92.1  | H. Z. Benton, Gen. Mgr.     |

## INDIANA

|             |         |                          |       |                           |
|-------------|---------|--------------------------|-------|---------------------------|
| Anderson    | WCBC-FM | Civic Bcstg. Corp.       | 106.3 | Lloyd B. Callimore, Pres. |
| Bloomington | WSUA-FM | Radio Station WSUA, Inc. | 103.7 | L. C. J. Yeager, Pres.    |



# FM Stations in Operation

| City           | Call Letters | Licensee                           | Frequency (mc) | Chief Executive                |
|----------------|--------------|------------------------------------|----------------|--------------------------------|
| Columbus       | WCSI         | Syndicate Theatres, Inc.           | 93.7           | Joseph P. Finneran, Pres.      |
| Connorsville   | WCNB-FM      | News-Examiner Co.                  | 100.3          | Emmett M. Jackson, Gen. Mgr.   |
| Crawfordsville | WFMU         | Journal Review                     | 102.9          | Foster Fudge, Owner            |
| Eikhart        | WTRC-FM      | Truth Pub. Co.                     | 100.7          | Richard W. Holloway, Gen. Mgr. |
| Evansville     | WKY-FM       | South Central Bcstg. Corp.         | 104.1          | John A. Engelbrecht, Pres.     |
| Evansville     | WMLL         | On the Air, Inc.                   | 94.5           | Clarence Leich, Gen. Mgr.      |
| Fort Wayne     | WKJG-FM      | Northeastern Ind. Bcstg. Co., Inc. | 106.1          | C. L. Schust, Pres.            |
| Fort Wayne     | WOWO-FM      | Westinghouse Radio Stations, Inc.  | 96.1           | Walter Evans, Pres.            |
| Hammond        | WJIZ         | South Shore Bcstg. Corp.           | 92.3           | Robert C. Adair, Gen. Mgr.     |
| Indianapolis   | WXLW-FM      | Radio Indianapolis, Inc.           | 94.7           | John C. Appel, Pres.           |
| Lafayette      | WFAM         | WFAM, Inc.                         | 95.1           | O. E. Richardson, Pres.        |
| Marion         | WMRI         | Chronicle Pub. Co., Inc.           | 106.9          | Gardner J. Thomas, Pres.       |
| Michigan City  | WIMS-FM      | Northern Indiana Bcstrs., Inc.     | 93.5           | O. E. Richardson, Pres.        |
| Muncie         | WMUN         | Tri-City Radio Corp.               | 104.1          | D. A. Burton, Pres.            |
| New Castle     | WCTW         | Courier-Times, Inc.                | 102.5          | Walter S. Chambers, Sr., Pres. |
| Shelbyville    | WSRK         | Shelbyville Radio, Inc.            | 101.3          | John C. DePrez, Pres.          |
| South Bend     | WSBT-FM      | South Bend Tribune                 | 101.3          | F. A. Miller, Pres.            |
| Terre Haute    | WBOW-FM      | Banks of the Wabash, Inc.          | 101.1          | Alvin Eades, Pres.             |
| Terre Haute    | WTHI-FM      | Wabash Valley Bcstg. Corp.         | 99.9           | Anton Hulman, Jr., Pres.       |
| Wabash         | WWNI         | Syndicate Theatres, Inc.           | 97.5           | Trueman T. Rembusch, Pres.     |
| Warsaw         | WRSW         | Reub Williams & Sons               | 107.3          | R. B. Williams, Pres.          |
| Washington     | WFML         | Washington Radio, Inc.             | 106.5          | Paul R. Bausman, Pres.         |

## IOWA

|                |         |                         |       |                            |
|----------------|---------|-------------------------|-------|----------------------------|
| Ames           | KASJ-FM | Ames Bcstg. Co.         | 95.5  | W. S. Rupe, Pres.          |
| Boone          | KFGQ-FM | Boone Biblical College  | 95.5  |                            |
| Burlington     | KBUR-FM | Burlington Bcstg. Co.   | 92.9  | G. B. McDermott, Pres.     |
| Cedar Rapids   | KCRK    | The Gazette Co.         | 96.9  | J. F. Hladky, Vice-Pres.   |
| Clinton        | KROS-FM | Clinton Bcstg. Corp.    | 96.1  | William S. Jacobsen, Pres. |
| Council Bluffs | KFMX    | Nonpareil Bcstg. Co.    | 96.1  | Robert R. O'Brien, Pres.   |
| Davenport      | WOC-FM  | Tri-City Bcstg. Co.     | 103.7 | Col. B. J. Palmer, Pres.   |
| Des Moines     | KCBC-FM | Majestic Bcstg. Co.     | 94.1  | Claire Grant, Mgr.         |
| Des Moines     | KRNT-FM | Cowles Bcstg. Co.       | 104.5 | Gardner Cowles, Pres.      |
| Des Moines     | KSO-FM  | Murphy Bcstg. Co.       | 97.3  | Kingsley H. Murphy, Pres.  |
| Des Moines     | WHO-FM  | Central Bcstg. Co.      | 100.3 | Col. B. J. Palmer, Pres.   |
| Dubuque        | KDTH-FM | Telegraph-Herald        | 100.5 | F. W. Woodward, Pres.      |
| Dubuque        | WDBQ    | Dubuque Bcstg. Co.      | 103.3 | James D. Carpenter, Pres.  |
| Fort Dodge     | KPMY    | Northwest Bcstg. Co.    | 102.7 | Edward Breen, Pres.        |
| Keokuk         | KOKX-FM | Keokuk Bcstg. Co.       | 102.7 | H. W. Stadler, Pres.       |
| Mason City     | KGLO-FM | Lee Radio, Inc.         | 101.1 | Lee P. Loomis, Pres.       |
| Sioux City     | KSCJ-FM | Perkins Bros. Co.       | 94.9  | W. R. Perkins, Pres.       |
| 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.          |

## KANSAS

|             |         |                              |       |                         |
|-------------|---------|------------------------------|-------|-------------------------|
| Garden City | KGAR-FM | Ark. Volley Bcstg. Co., Inc. | 93.3  | Dale E. Kern, Gen. Mgr. |
| Hutchinson  | KIMV    | Hutchinson Pub. Co.          | 94.5  | John P. Harris, Pres.   |
| Hutchinson  | KWBW    | Nation's Center Bcstg. Co.   | 93.1  | William Wyse, Pres.     |
| McPherson   | KNEX-FM | McPherson Bcstg. Co.         | 103.1 | Evert Mills, Pres.      |
| Topeka      | WTBW-FM | Topeka Bcstg. Assn., Inc.    | 102.5 | H. S. Blake, Pres.      |
| Wichita     | KFH-FM  | Radio Station KFH Co.        | 100.3 | John Rigby, Pres.       |

## KENTUCKY

|               |         |                               |       |                              |
|---------------|---------|-------------------------------|-------|------------------------------|
| Ashland       | WCMI-FM | Ashland Bcstg. Co.            | 93.7  | Gilmore N. Nunn, Pres.       |
| Bowling Green | WBON    | 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.          |
| Louisville    | WBOX    | Northside Bcstg. Corp.        | 100.7 | J. Porter Smith, Pres.       |
| Louisville    | WHAS-FM | WHAS, Inc.                    | 99.7  | Barry Bingham, Pres.         |
| Louisville    | WRXW    | WAVE, Inc.                    | 95.1  | George W. Norton, Jr., Pres. |
| Madisonville  | WKCF-FM | Madisonville Bcstg. Co., Inc. | 104.9 | Pierce E. Lackey, Pres.      |
| Madisonville  | WFMV    | Messenger Bcstg. Co., Inc.    | 103.1 | Edgar Arnold, Sr., Pres.     |
| Owensboro     | WOMI-FM | Owensboro Bcstg. Co.          | 92.5  | L. W. Hager, Pres.           |
| Owensboro     | WVJS-FM | Owensboro On the Air, Inc.    | 96.1  | Vincent J. Steele, Pres.     |
| Paducah       | WKYC    | Paducah Newspapers, Inc.      | 93.3  | Edward J. Poxton, Jr., Pres. |
| Paducah       | WPAD-FM | Paducah Bcstg. Co., Inc.      | 96.9  | Pierce E. Lackey, Pres.      |

## LOUISIANA

|             |         |                              |       |                           |
|-------------|---------|------------------------------|-------|---------------------------|
| Alexandria  | KALB-FM | Alexandria Bcstg. Co., Inc.  | 96.9  | Walter H. Allen, Pres.    |
| Alexandria  | KVOB-FM | Central La. Bcstg. Corp.     | 99.7  | Roy O. Martin, Pres.      |
| Baton Rouge | WAFB-FM | Modern Bcstg. Co.            | 104.3 | Louis S. Prejean, Pres.   |
| Baton Rouge | WBRL    | Baton Rouge Bcstg. Co., Inc. | 98.1  | Douglas L. Manship, Pres. |
| Baton Rouge | WLCS-FM | Airwaves, Inc.               | 101.1 | Harry B. Nelson, Pres.    |
| Lafayette   | KVOL-FM | Evangeline Bcstg. Co., Inc.  | 96.1  | Margan Murphy, Pres.      |
| Manroe      | KMFM    | Liner's Bcstg. Station, Inc. | 104.1 | J. C. Liner, Pres.        |
| New Orleans | WDSU-FM | WDSU Bcstg. Service          | 105.3 | Edgar B. Stern, Pres.     |
| New Orleans | WRCM    | Supreme Bcstg. Co., Inc.     | 97.1  | William Cortoda, Pres.    |

| City        | Call Letters | Licensee                  | Frequency (mc) | Chief Executive           |
|-------------|--------------|---------------------------|----------------|---------------------------|
| New Orleans | WSMB-FM      | WSMB, Inc.                | 102.7          | E. V. Richards, Pres.     |
| New Orleans | WTPS-FM      | Times Picayune Pub. Co.   | 95.7           | L. K. Nicholsan, Pres.    |
| New Orleans | WWLH         | Loyola University         | 100.3          | Rcv. T. J. Shields, Pres. |
| Shreveport  | KRMD-FM      | Radio Station KRMD        | 101.1          | Glenn V. Wilson, Mgr.     |
| Shreveport  | KWKH-FM      | International Bestg. Corp | 94.5           | John D. Ewing, Pres.      |

## MAINE

|          |         |                           |      |                       |
|----------|---------|---------------------------|------|-----------------------|
| Bangor   | WGUY-FM | Guy Gannett Bestg Service | 93.1 | Guy P. Gannett, Pres. |
| Lcwiston | WCOU-FM | Twin City Bestg. Co., Inc | 93.9 | Faust Couture, Pres   |

## MARYLAND

|                   |         |                            |       |                               |
|-------------------|---------|----------------------------|-------|-------------------------------|
| Annapolis         | WNAV-FM | Capital Bestg. Co.         | 99.1  | Albert H. MacCarthy, Pres.    |
| Baltimore         | WCAO-FM | Monumental Radio Co.       | 102.7 | Lewis M. Milbourne, Pres.     |
| Baltimore         | WCBM-FM | Baltimore Bestg. Corp.     | 93.1  | John Elmer, Pres              |
| Baltimore         | WBFR-FM | Baltimore Radio Show, Inc  | 101.9 | Robert S. Masiin, Pres        |
| Baltimore         | WTH-FM  | Moryland Bestg. Co.        | 104.3 | Thomas G. Tinsley, Jr., Pres  |
| Baltimore         | WMAR-FM | A. S. Abell Co.            | 97.9  | Paul Patterson, Pres.         |
| Baltimore         | WMCP    | Belvedere Bestg. Corp.     | 94.7  | Thomas F. McNulty, Pres.      |
| Broadbury Heights | WBCC-FM | Chesapeake Bestg. Co.      | 103.1 | Willard D. Egolf, Pres.       |
| Broodbury Heights | WBUZ    | Chesapeake Bestg. Co., Inc | 96.7  | Leslie L. Altmann, Pres.      |
| Cumberland        | WCUM-FM | Karl F. Steinmann          | 102.9 | Karl F. Steinmann, Owner      |
| Cumberland        | WTBO-FM | Cumberland Bestg. Co.      | 106.9 | Mrs. Aurelia S. Becker, Owner |
| Frederick         | WFMD-FM | Manacacy Bestg. Co.        | 101.5 | Laurence Leonard, Pres.       |
| Hagerstown        | WJEJ-FM | Hagerstown Bestg. Co., Inc | 104.7 | Grover C. Crilly, Pres.       |
| Salisbury         | WBOC-FM | Peninsula Bestg. Co.       | 97.5  | John W. Downing, Pres.        |
| Silver Spring     | WGAY-FM | Tri-Suburban Bestg. Corp   | 102.3 | John W. Kluge, Pres           |

## MASSACHUSETTS

|               |         |                                   |       |                               |
|---------------|---------|-----------------------------------|-------|-------------------------------|
| Boston        | WBMS-FM | WBMS, Inc.                        | 104.1 | Jack N. Berkman, Pres.        |
| Boston        | WBZ-FM  | Westinghouse Radio Stations, Inc. | 92.9  | Walter Evans, Pres.           |
| Boston        | WCOP-FM | Mass. Bestg. Corp.                | 100.7 | John Cowles, Pres.            |
| Boston        | WEEL-FM | Columbia Bestg. System            | 103.3 | Frank Stanton, Pres           |
| Boston        | WHDH-FM | Matheson Radio Co., Inc.          | 94.5  | Robert B. Choate, Pres        |
| Boston        | WNAC-FM | The Yankee Network, Inc.          | 98.5  | William O'Neil, Pres.         |
| Brockton      | WBET-FM | Enterprise Pub. Co.               | 97.7  | Charles A. Fuller, Gen. Mgr.  |
| Brockton      | WBKA    | Cur-Nan Co.                       | 107.1 | Joseph F. Curran, Pres.       |
| Cambridge     | WXHR    | Middlesex Bestg. Corp             | 96.9  | Frank Lyman, Jr., Pres.       |
| Chicopee      | WACE-FM | Regional Bestg. Co.               | 100.3 | David Hayes, Pres.            |
| Fitchburg     | WEIM-FM | WEIM Fitchburg, Inc               | 104.7 | Henry G. Molina, Jr., Pres    |
| Greenfield    | WHAJ-FM | John Haigis                       | 98.3  | John W. Haigis, Pres.         |
| Haverhill     | WHAV-FM | Haverhill Gazette Co.             | 92.5  | John T. Russ, Pres            |
| Holyoke       | WHYN-FM | Hampden-Hampshire Corp.           | 93.1  | Charles N. DeRose, Gen. Mgr.  |
| Lawrence      | WLOW-FM | Hildreth & Rogers Co.             | 93.7  | Irring E. Rogers, Pres.       |
| Lowell        | WLLH-FM | Merrimac Bestg. Co., Inc          | 99.5  | Gerald Harrison, Pres.        |
| Lynn          | WLYN-FM | Puritan Bestg. Service, Inc       | 105.5 | A. M. Morgan, Pres.           |
| New Bedford   | WBSM-FM | Bay State Bestg. Co.              | 97.3  | Joseph P. Duchaine, Pres.     |
| New Bedford   | WFMR    | Bristol Bestg. Co., Inc.          | 98.1  | Basil Brewer, Pres.           |
| North Adams   | WNFM    | Northern Berkshire Bestg. Co.     | 97.5  | J. Gordon Kcywarth, Gen. Mgr. |
| Pittsfield    | WBEC-FM | Western Mass Bestg. Co.           | 94.3  | Donald B. 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   | WSFL-FM | Springfield Bestg. Co.            | 101.9 | C. A. Askinos, Pres           |
| Springfield   | WSPR-FM | WSPR, Inc.                        | 97.9  | Quincy A. Brackett, Pres.     |
| West Yarmouth | WOCB-FM | E. Anthony & Sons, Inc            | 94.3  | Basil Brewer, Pres.           |
| Worcester     | WGTR    | Eastern Bestg. Corp               | 99.1  | Robert Manby, Gen. Mgr        |
| Worcester     | WTAG-FM | WTAG, Inc.                        | 96.1  | E. E. Hill, Exec. Vice-Pres.  |

## MICHIGAN

|               |         |                                 |       |                              |
|---------------|---------|---------------------------------|-------|------------------------------|
| Ann Arbor     | WPAG-FM | Woshstenaw Bestg. Co.           | 98.7  | Arthur E. Greene, Pres       |
| Battle Creek  | WELL-FM | Federated Publications, Inc.    | 96.1  | D. E. Jayne, Gen. Mgr.       |
| Bay City      | WBCM-FM | Bay Bestg. Co., Inc.            | 96.1  | Harley D. Peet, Pres.        |
| Benton Harbor | WHFB-FM | Palladium Pub. Co.              | 99.9  | S. R. Banyon, Pres           |
| Dearborn      | WKMH-FM | WKMH, Inc.                      | 100.3 | Fred A. Knaor, Pres.         |
| Detroit       | WDET    | UAW-CIO Bestrs. Corp            | 101.9 | Ben Hoberman, 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  | Harry Wismer, Gen. Mgr.      |
| Detroit       | WLDM    | Lincoln Bestg. Co.              | 95.5  | Ellis C. Thompson, Gen. Mgr. |
| Detroit       | WWJ-FM  | Evening News Assn               | 97.1  | Harry Bannister, Gen. Mgr.   |
| Detroit       | WXYZ-FM | WXYZ, Inc.                      | 101.1 | James G. Riddell, Gen. Mgr.  |
| Flint         | WAJL    | Advertisers Press, Inc          | 107.1 | Myron Weingarden, Pres.      |
| Grand Rapids  | WFRS    | Grand Rapids Bestg. Corp        | 92.5  | Gerald R. Loop, Gen. Mgr.    |
| Grand Rapids  | WLAV-FM | Leonard A. Versluis             | 96.9  | Leonard A. Versluis, Owner   |
| Jackson       | WIBM-FM | WIBM, Inc.                      | 92.3  | Herman Radner, Pres.         |
| Mt. Clemens   | WMLN    | Macamb Pub. Co.                 | 106.3 | Paul W. McKee, Pres.         |
| Muskegon      | WKBZ-FM | Ashbacker Radio Corp.           | 106.5 | Grant F. Ashbacker, Pres.    |
| Muskegon      | WMUS-FM | Greater Muskegon Bestrs., Inc   | 100.5 | F. M. Van Campen, Pres.      |
| Owaso         | WOAP-FM | Argus Press Co.                 | 103.1 | M. H. Wirth, Gen. Mgr.       |
| Pontiac       | WCAR-FM | WCAR, Inc.                      | 99.5  | H. Y. Levinson, Pres         |
| Port Huron    | WTTH-FM | Times-Herald Co.                | 99.1  | Louis A. Weil, Pres.         |

# FM Stations in Operation

| City      | Call Letters | Licensee               | Frequency (mc) | Chief Executive           |
|-----------|--------------|------------------------|----------------|---------------------------|
| Royal Oak | WEXL-FM      | Royal Oak Bcstg. Co.   | 104.3          | George B. Hartrick, Pres. |
| Saginaw   | WSAM-FM      | Saginaw Bcstg. Co.     | 98.1           | M. L. Greenebaum, Pres.   |
| Wyandotte | WJJW         | The Wyandotte News Co. | 103.1          | Strauss Goyntz, Pres.     |

## MINNESOTA

|              |         |                              |       |                                 |
|--------------|---------|------------------------------|-------|---------------------------------|
| Duluth       | WEBC-FM | Head of the Lakes Bcstg. Co. | 92.3  | Morgan Murphy, Pres.            |
| Mankato      | KYSM-FM | F. B. Clements & Co.         | 103.5 | John F. Meagher, Gen. Mgr.      |
| Minneapolis- | KTIS-FM | Northwestern Schools         | 105.9 | Dr. William Graham, Pres.       |
| St. Paul     |         |                              |       |                                 |
| Minneapolis  | WTCN-FM | Minn. Bcstg. Corp.           | 97.1  | W. J. McNally, Pres.            |
| Northfield   | WCAL-FM | St. Olaf College             | 95.7  | Milford Jensen, Oprs. Dir.      |
| Rochester    | KROC-FM | Southern Minn. Bcstg. Co.    | 94.7  | Mrs. Gregory P. Gentling, Pres. |
| St. Cloud    | KFAM-FM | Times Pub. Co.               | 104.7 | Fred Schilplin, Pres.           |
| St. Paul     | KSTP-FM | KSTP, Inc.                   | 102.1 | Stanley E. Hubbard, Pres.       |
| St. Paul     | WMIN-FM | WMIN Bcstg. Co.              | 99.5  | Frank M. Devaney, Gen. Mgr.     |
| Winona       | KWNO-FM | Winona Radio Service         | 97.5  | M. H. White, Pres.              |

## MISSISSIPPI

|             |         |                          |       |                                   |
|-------------|---------|--------------------------|-------|-----------------------------------|
| Greenville  | WJPR-FM | Radio Services Co.       | 101.9 | Emmett H. McMurry, Jr., Gen. Mgr. |
| Gulfport    | WGCM-FM | WGCM Bcstg. Co.          | 101.5 | Hugh O. Jones, Pres.              |
| Hattiesburg | WFOR-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.           |
| Farmington     | KXRE-FM | Cecil W. Roberts                  | 100.1 | Cecil W. Roberts, Owner          |
| Jefferson City | KWOS-FM | Capital Bcstg. Co.                | 98.5  | R. C. Goshorn, Pres.             |
| Joplin         | WMBH-FM | Joplin Bcstg. Co.                 | 96.1  | D. J. Poyner, Pres.              |
| Kansas City    | KCMO-FM | KCMO Bcstg. Co.                   | 94.9  | T. L. Evans, Pres.               |
| Kansas City    | KCKN-FM | KCKN Bcstg. Co., Inc.             | 106.7 | W. A. Bailey, Pres.              |
| Kansas City    | KOZY    | Commercial Radio Equip. Co.       | 98.1  | Everett L. Dillard, Pres.        |
| Kansas City    | WHB-FM  | WHB Bcstg. Co.                    | 102.1 | Donald Dwight Davis, Pres.       |
| Kennett        | KBOA-FM | Kennett Bcstg. Corp.              | 98.9  | Paul C. Jones, Pres.             |
| Poplar Bluff   | KWOC-FM | Radio Station KWOC                | 94.5  | A. L. McCarthy, Pres.            |
| Ste. Genevieve | KSGM-FM | Donze Enterprises, Inc.           | 105.7 | Elmer L. Donze, Pres.            |
| St. Joseph     | KFEQ-FM | KFEQ, Inc.                        | 92.3  | Barton Pitts, Gen. Mgr.          |
| St. Louis      | KFUO-FM | The Lutheran Church Synod. of Mo. | 104.1 | Rev. H. H. Hohenstein, Gen. Mgr. |
| St. Louis      | KWK-FM  | Thomas Patrick, Inc.              | 98.1  | Robert T. Convey, Pres.          |
| St. Louis      | KXLW-FM | St. Louis County Bcstg. Co.       | 101.1 | Lee J. Sloan, Pres.              |
| St. Louis      | KXOK-FM | Star Times Pub. Co.               | 93.7  | Elzey Roberts, Pres.             |
| St. Louis      | WEW-FM  | The St. Louis University          | 95.1  | Nicholas Pagliara, Gen. Mgr.     |
| 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. |
| Omaha   | KOAD    | Mid-Continent Bcstg. Co. | 92.9  | Robert H. Storz, Pres.  |

## NEVADA

|           |         |                       |       |                           |
|-----------|---------|-----------------------|-------|---------------------------|
| Las Vegas | KENO-FM | Nev. Bcstg. Co.       | 103.9 | Maxwell Kelch, Owner      |
| Reno      | KWRN-FM | Reno Newspapers, Inc. | 95.5  | Merritt C. Speidel, Pres. |

## 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.     |
| Manchester | WMUR-FM | The Radio Voice of N. H., Inc. | 95.7  | Hon. Francis P. Murphy, 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   | WCAP-FM | Radio Industries Bcstg. Co. | 107.1 | Ralph W. Froese, Pres.        |
| Asbury Park   | WJLK    | Asbury Park Press, Inc.     | 94.3  | Wayne D. McMurray, Pres.      |
| Atlantic City | WBAB-FM | Press-Union Pub. Co.        | 100.7 | Albert J. Feyl, Pres.         |
| Atlantic City | WFPG-FM | Neptune Bcstg. Co.          | 98.5  | John H. Laux, Pres.           |
| Bridgeton     | WSNJ-FM | Eastern States Bcstg. Corp. | 98.9  | Hon. Elmer W. Wene, Pres.     |
| Elizabeth     | WPOE    | Radio Elizabeth, Inc.       | 96.7  | Robert C. Crane, Pres.        |
| Newark        | WAAT-FM | Bremer Bcstg. Corp.         | 94.7  | Irring R. Rosenhaus, Pres.    |
| Newark        | WNFR-FM | North Jersey Radio, Inc.    | 102.7 | Edward J. 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. Bond, Gen. Mgr.       |

| City       | Call Letters | Licensee                | Frequency (mc) | Chief Executive               |
|------------|--------------|-------------------------|----------------|-------------------------------|
| Paterson   | WPAT-FM      | North Jersey Bcstg. Co. | 103.5          | Dow H. Drucker, Jr., Pres.    |
| Plainfield | WXNJ         | WXNJ, Inc.              | 103.9          | Harold O. Bishop, Pres.       |
| Trenton    | WTOA         | Mercer Bcstg. Co.       | 97.5           | Jerome P. McCarthy, Gen. Mgr. |

## NEW YORK

|                |         |                                     |       |                                 |
|----------------|---------|-------------------------------------|-------|---------------------------------|
| Albany         | WROW-FM | Hudson Valley Bcstg. Co., Inc.      | 93.9  | Dr. John J. Quinlan, Pres.      |
| Albany         | WXKW-FM | Champlain Valley Bcstg. Corp.       | 95.5  | Stephen R. Rintoul, Pres.       |
| Auburn         | WMBO-FM | WMBO, Inc.                          | 96.1  | William O. Dopping, Pres.       |
| Binghamton     | WINR-FM | Southern Tier Radio Service Inc.    | 107.7 | Donald Kramer, Pres.            |
| Binghamton     | WNBF-FM | Clark Assoc., Inc.                  | 100.5 | John C. Clark, Sr., Pres.       |
| Bristol Center | WVBT    | Rural Radio Network, Inc.           | 101.9 | Harold L. Creal, 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        | WEBR-FM | WEBR, Inc.                          | 96.9  | Cy King, Gen. Mgr.              |
| Buffalo        | WWOL-FM | Greater Erie Bcstg. Co.             | 104.1 | Leon Wyszycki, Pres.            |
| Cherry Valley  | WVCV    | Rural Radio Network, Inc.           | 101.9 | Harold L. Creal, Pres.          |
| Corning        | WKPN    | Corning Leader, Inc.                | 106.1 | W. A. Underhill, Pres.          |
| Cortland       | WKRT-FM | Cortland Bcstg. Co., Inc.           | 99.9  | J. Gerald Mayer, Pres.          |
| De Ruyter      | WVCN    | Rural Radio Network, Inc.           | 105.1 | Harold L. Creal, Pres.          |
| Elmira         | WENY-FM | Elmira Star-Gazette, Inc.           | 106.9 | Dale Taylor, Gen. Mgr.          |
| Hempstead      | WHLI-FM | FM Bcstg. Corp.                     | 98.3  | Elias I. Godofsky, Sta. Mgr.    |
| Hornell        | WVHG    | The W. H. Greenhow Co.              | 105.3 |                                 |
| Ithaca         | WHCU-FM | Cornell University                  | 97.3  | Michael R. Hanna, Gen. Mgr.     |
| Kenmore        | WXRC    | Western N. Y. Bcstg. Co.            | 103.3 | Thoddeus Podbielniak, Gen. Mgr. |
| Jamestown      | WJTN-FM | James Bcstg. Co.                    | 93.3  | Joy E. Mason, Pres.             |
| Lockport       | WUSJ    | Lockport Union-Sun & Journal, Inc.  | 99.3  | Egbert D. Corson, Pres.         |
| Massena        | WMSA-FM | The Brockway Co.                    | 105.3 | John Johnson, Pres.             |
| New Rochelle   | WGNR    | New Rochelle Bcstg. Svc., Inc.      | 93.5  | Julian H. Gins, Pres.           |
| New York       | WABF-FM | Metropolitan Bcstg. & TV, Inc.      | 99.5  | Ira A. Hirschmann, Pres.        |
| New York       | WCBS-FM | Columbia Bcstg. System              | 101.1 | Frank Stanton, Pres.            |
| New York       | WFDR    | WFDR Bcstg. Corp.                   | 104.3 | Frederick F. Umhey, Pres.       |
| New York       | WGHN    | WGHN, Inc.                          | 101.9 | William G. H. Finch, Pres.      |
| New York       | WGYN    | WGYN, Inc.                          | 97.9  | Palmer K. Leberman, Pres.       |
| New York       | WJZ-FM  | American Bcstg. Co., Inc.           | 95.5  | Robert Kintner                  |
| New York       | WMGM-FM | Marcus Loew Booking Agcy            | 100.3 | Bertrum Lebar, Jr., Exec. Dir.  |
| New York       | WNBC-FM | National Bcstg. Co., Inc.           | 97.1  | Joseph H. McConnell, Pres.      |
| New York       | WNYC-FM | City of N. Y. Municipal Bcstg. Sys. | 93.9  | Seymour N. Siegel, Gen. Mgr.    |
| New York       | WOR-FM  | General Tele Radio, Inc.            | 98.7  | Theodore C. Streiber, Pres.     |
| New York       | WQXR-FM | Interstate Bcstg. Co., Inc.         | 96.3  | Arthur H. Sulzberger, Pres.     |
| Niagara Falls  | WHLD-FM | The Niagara Falls Gazette Pub. Co.  | 98.5  | Earl C. Hull, Vice-Pres.        |
| Ogdensburg     | WLSB-FM | St. Lawrence Bcstg. Corp.           | 106.1 | Joseph R. Brandy, Pres.         |
| Olean          | WHDL-FM | WHDL, Inc.                          | 95.7  | E. B. Fitzpatrick, Pres.        |
| Oswego         | WOPT    | Palladium-Times, Inc.               | 104.7 | Edwin M. Waterbury, Gen. Mgr.   |
| Poughkeepsie   | WHVA    | Poughkeepsie Newspapers, Inc.       | 104.7 | M. C. Speidel, Pres.            |
| Rochester      | WHCF-FM | WHCF, Inc.                          | 96.5  | Frank E. Gannett, Pres.         |
| Rochester      | WHFM    | Stromberg-Carlson Co.               | 98.9  | William Fay, Vice-Pres.         |
| Rochester      | WRNY-FM | Monroe Bcstg. Co., Inc.             | 97.9  | George B. Kelly, Pres.          |
| Schenectady    | WBCA    | Capitol Bcstg. Co., Inc.            | 101.1 | Leonard L. Asch, Pres.          |
| Schenectady    | WGFN    | General Electric Co.                | 99.5  | R. S. Pearce, Vice-Pres.        |
| Syracuse       | WAGE-FM | WAGE, Inc.                          | 98.5  | William T. Lane, Gen. Mgr.      |
| Syracuse       | WFBL-FM | Onondaga Radio Bcstg. Corp.         | 93.1  | O. F. Soule, Pres.              |
| Syracuse       | WNRD-FM | Syracuse Bcstg. Corp.               | 102.5 | T. Frank Dolan, Pres.           |
| Syracuse       | WSYR-FM | Central N. Y. Bcstg. Corp.          | 94.5  | H. C. Wilder, Pres.             |
| Troy           | WFLY    | The Troy Record Co.                 | 92.3  | Frank L. York, Gen. Mgr.        |
| Troy           | WTRI    | Troy Bcstg. Co., Inc.               | 102.7 | H. C. Wilder, Pres.             |
| Turin          | WVBN    | Rural Radio Network, Inc.           | 107.7 | Harold L. Creal, Pres.          |
| Utica          | WIBX-FM | WIBX, Inc.                          | 96.9  | Margaret Brown Stevens, Pres.   |
| Utica-Rome     | WRUN-FM | Rome 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 | Harold L. Creal, Pres.          |
| White Plains   | WFAS-FM | Westchester Bcstg. Corp.            | 103.9 | V. E. Macy, Jr., Pres.          |

## NORTH CAROLINA

|              |         |                                   |       |                              |
|--------------|---------|-----------------------------------|-------|------------------------------|
| Asheville    | WLOS-FM | Skyway Bcstg. Corp.               | 104.3 | Charles B. Britt, Vice-Pres. |
| Asheboro     | WGWR-FM | Asheboro Bcstg. Co.               | 92.3  | Roy Cox, Pres.               |
| Burlington   | WBBS-FM | Alamance Bcstg. Co., Inc.         | 101.1 | E. Z. Jones, Gen. Mgr.       |
| Burlington   | WFNS-FM | Burlington-Graham Bcstg. 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 Bcstg. Co.     | 99.9  | J. M. Bryan, Pres.           |
| Charlotte    | WIST    | Surety Bcstg. Co.                 | 104.7 | Francis Hipp, Pres.          |
| Charlotte    | WMIT    | Radio WMIT                        | 106.9 | Gordon Gray, Owner           |
| 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    | John A. Hinshaw                   | 100.9 | John A. Hinshaw, Owner       |
| Fayetteville | WFNC-FM | Cape Fear Bcstg. 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 | F. C. Todd                        | 101.9 | F. C. Todd, Pres.            |
| Goldsboro    | WGRR-FM | Eastern Carolina Bcstg. Co., Inc. | 93.3  | A. T. Hawkins, Pres.         |
| Greensboro   | WFMY    | Greensboro News Co.               | 97.3  | Gaines Kelley, Gen. Mgr.     |
| Greensboro   | WGBG-FM | Greensboro Bcstg. Co., Inc.       | 100.3 | Ralph M. Lambeth, Pres.      |
| Henderson    | WHNC-FM | Henderson Radio Corp.             | 92.5  | S. S. Stevenson, Pres.       |
| Hickory      | WHKY-FM | Catawba Valley Bcstg. Co., Inc.   | 102.9 | Carl V. Cline, 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.      |
| Lexington    | WBUY-FM | Davidson County Bcstg. Co.        | 94.3  | C. Robert Ray, Sta. Mgr.     |

## FM Stations in Operation

| City            | Call Letters | Licensee                     | Frequency (mc) | Ch'of Executive              |
|-----------------|--------------|------------------------------|----------------|------------------------------|
| Madison-Mayadan | WFMB         | Mayo Bcstg. Corp.            | 93.5           | J. B. Shelton, Pres.         |
| Raleigh         | WNAO-FM      | News & Observer Pub. Co.     | 96.1           | George T. Case, Gen. Mgr.    |
| Raleigh         | WPTF-FM      | WPTF Radio Co.               | 94.7           | J. R. Weatherspoon, Pres.    |
| Raleigh         | WRAL-FM      | Capitol Bcstg. Co., Inc.     | 101.5          | A. J. Fletcher, Pres.        |
| Reidsville      | WREV         | Reidsville Bcstg. Co.        | 102.1          | A. W. Nelson, Gen. Mgr.      |
| Raanoke Rapids  | WCBT-FM      | Radio Station WCBT, Inc.     | 98.5           | S. E. Crew, Pres.            |
| Rocky Mount     | WFMA         | Josh L. Horne, Jr.           | 100.7          | Josh L. Horne, Pres.         |
| Rocky Mount     | WEED-FM      | W. A. Wynne                  | 92.1           | W. A. Wynne, Pres.           |
| Salisbury       | WSTP-FM      | Piedmont Bcstg. Corp.        | 106.5          | Bryce P. Beard, Pres.        |
| Shelby          | WOHS-FM      | Western Carolina Radio Corp. | 96.1           | Lee B. Weathers, Pres.       |
| Statesville     | WSIC-FM      | Statesville Bcstg. Co., Inc. | 105.7          | Dr. James W. Davis, Pres.    |
| Tarboro         | WCPS-FM      | Coastal Plains Bcstg. Co.    | 104.3          | V. E. Fountain, Pres.        |
| Thomasville     | WTNC-FM      | Thomasville Bcstg. Co.       | 98.3           | G. W. Lyles, Pres.           |
| Wilmington      | WMFD-FM      | Richard Austin Dunlea        | 96.3           | Richard Austin Dunlea, Pres. |
| Winston-Salem   | WAIR-FM      | WAIR Bcstg. Co.              | 93.1           | George D. Walker, Gen. Mgr.  |
| Winston-Salem   | WSJS-FM      | Piedmont Pub. Co.            | 104.1          | Gordon Gray, Pres.           |

## NORTH DAKOTA

|       |         |                            |      |                    |
|-------|---------|----------------------------|------|--------------------|
| Fargo | KVNJ-FM | Northwest Bcstg. Co., Inc. | 92.3 | John Nystul, Pres. |
|-------|---------|----------------------------|------|--------------------|

## OHIO

|              |         |                                |       |                                  |
|--------------|---------|--------------------------------|-------|----------------------------------|
| 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.              |
| Bellaire     | WTRF-FM | Tri-City Bcstg. Co.            | 100.5 | Robert W. Ferguson, Gen. Mgr.    |
| Canton       | WAND-FM | P. C. Wilson                   | 92.5  | P. C. Wilson, Pres.              |
| Canton       | WCMW-FM | Stark Bcstg. Corp.             | 94.9  | Merlin R. Schneider, Pres.       |
| Canton       | WHBC-FM | The Ohio Bcstg. Co.            | 94.1  | Eugene Carr, Radio Dir.          |
| Cincinnati   | WCPO-FM | Scripps-Howard Radio, Inc.     | 105.1 | Jack R. Howard, Pres.            |
| Cincinnati   | WCST    | Radio Cincinnati               | 101.9 | Hubert Tort, Jr., Pres.          |
| Cincinnati   | WLWA    | Crosley Bcstg. Corp.           | 101.1 | James D. Shouse, Chmn. of Bd.    |
| Cincinnati   | WSAI-FM | Buckeye Bcstg. Co.             | 102.7 | Marshall Field III, Pres.        |
| Cleveland    | WCUO    | UAW-CIO Bcstg. Corp.           | 103.3 | Ralph M. Wallace, Gen. Mgr.      |
| Cleveland    | WERE-FM | Cleveland Bcstg. Corp.         | 98.5  | Roy T. Miller, Pres.             |
| Cleveland    | WEWS-FM | Scripps-Howard Radio, Inc.     | 102.1 | Jack Howard, Pres.               |
| Cleveland    | WHK-FM  | United Bcstg. Co.              | 100.7 | Kenneth K. Hackathorn, Gen. Mgr. |
| Cleveland    | WJW-FM  | WJW, Inc.                      | 104.1 | William M. O'Neil, Pres.         |
| Cleveland    | WSRS-FM | WSRS, Inc.                     | 95.3  | S. R. Sague, Pres.               |
| Cleveland    | WTAM-FM | National Bcstg. Co. (Not NBC)  | 105.7 | John McCormick, Gen. Mgr.        |
| Columbus     | WCOL-FM | The Pixley's                   | 92.3  | L. A. Pixley, Pres.              |
| Columbus     | WELD    | Radio Ohio, Inc.               | 97.1  | Richard A. Borel, Gen. Mgr.      |
| Columbus     | WHKC-FM | United Bcstg. Co.              | 98.7  | Sterling Graham, Pres.           |
| Columbus     | WLWF    | Crosley Bcstg. Corp.           | 96.3  | R. E. Dunville, Pres.            |
| Columbus     | WKYO    | Sky Way Bcstg. Corp.           | 94.7  | Gustav Hirsch, Pres.             |
| Dayton       | WHIO-FM | Miami Valley Bcstg. Corp.      | 99.1  | James M. Cox, Jr., Pres.         |
| Dayton       | WLWB    | Crosley Bcstg. Corp.           | 97.5  | John T. Murphy, Gen. Mgr.        |
| Dayton       | WTWO    | Skyland Bcstg. Corp.           | 104.7 | Ronald B. Woodyard, Pres.        |
| Elyria       | WEOL-FM | Elyria-Lorain Bcstg. Co.       | 107.3 | R. W. Ammel, Pres.               |
| Findlay      | WFIN-FM | Findlay Pub. Co.               | 100.5 | R. L. Heminger, Pres.            |
| Fostoria     | WFOB    | Seneca Radio Corp.             | 105.5 | Andrew Emerine, Pres.            |
| Fremont      | WFRO-FM | Robert F. Wolfe Co.            | 99.3  | Robert F. Wolfe, Pres.           |
| Hamilton     | WMOH-FM | Fort Hamilton Bcstg. Co.       | 103.5 | Robert J. Briede, Pres.          |
| Lakewood     | WLAL    | United Garage & Svc. Corp.     | 104.9 |                                  |
| Lima         | WIMA-FM | Northwestern Ohio Bcstg. Corp. | 102.1 | G. E. Hamilton, Pres.            |
| Lima         | WLOK-FM | The Fort Industry Co.          | 103.3 | George B. Storer, Pres.          |
| Newark       | WCLT    | Advocate Prtg. Co.             | 100.3 | Frank W. Spencer, Pres.          |
| Portsmouth   | WPAY-FM | The Scioto Bcstg. Co.          | 104.1 | Roy D. Moore, Pres.              |
| Springfield  | WJEM    | Champion City Bcstg. Co.       | 103.9 | D. J. Parsons, Pres.             |
| Steubenville | WSTV-FM | The Valley Bcstg. Co.          | 103.5 | Jack N. Berkman, Pres.           |
| Tiffin       | WTFM    | Tiffin Bcstg. Co.              | 98.3  | Jay R. David, Pres.              |
| Toledo       | WSPD-FM | The Fort Industry Co.          | 101.5 | George P. Storer, Pres.          |
| Toledo       | WTOL-FM | Community Bcstg. Co.           | 104.7 | Frazier Reoms, Pres.             |
| Toledo       | WTRT    | Unity Corp.                    | 99.9  | Edward Lamb, Pres.               |
| Wooster      | WWST-FM | Wooster Republican Prtg. Co.   | 104.5 | E. B. Evans, Gen. Mgr.           |
| Worthington  | WRFD-FM | Peoples Bcstg. Corp.           | 91.9  | James R. Moore, Pres.            |
| Youngstown   | WFMJ-FM | WFMJ Bcstg. Co.                | 105.1 | William F. Maag, Pres.           |
| Youngstown   | WKBN-FM | WKBN Bcstg. Corp.              | 98.9  | W. P. Williamson, Jr., Pres.     |

## OKLAHOMA

|               |         |                        |       |                           |
|---------------|---------|------------------------|-------|---------------------------|
| Ardmore       | KVSO-FM | John F. Easley         | 93.7  | John F. Easley, Pres.     |
| Durant        | KSEO-FM | Democrat Prtg. Co.     | 107.3 | Leroy Moses, Gen. Mgr.    |
| Enid          | KCRC-FM | Enid Radiophone Co.    | 102.7 | Milton B. Corber, Pres.   |
| Muskogee      | KBIX-FM | Okla. Press Pub. Co.   | 98.5  | Tams Bixby, Jr., Pres.    |
| Muskogee      | KMUS-FM | Muskogee Bcstg. Co.    | 101.5 | W. J. Reo, Sr., Pres.     |
| Oklahoma City | KOCY-FM | Plaza Court Bcstg. Co. | 94.7  | John D. Thomas, Pres.     |
| Oklahoma City | KOMA-FM | KOMA, Inc.             | 105.9 | John Toole Griffin, Pres. |
| Oklahoma City | KTOK-FM | KTOK, Inc.             | 104.3 | O. L. Taylor, Pres.       |

| City          | Call Letters | Licensee            | Frequency (mc) | Chief Executive          |
|---------------|--------------|---------------------|----------------|--------------------------|
| Oklahoma City | WKY-FM       | WKY Radiophone Co   | 98.9           | E. K. Gaylor, Pres.      |
| Stillwater    | KSPI-FM      | Stillwater Pub. Co. | 93.9           | C. R. Bellatti, Pres.    |
| Tulsa         | KAKC-FM      | Public Radio Corp   | 95.5           | Som E. Avey, Pres.       |
| Tulsa         | KTUL-FM      | Tulsa Bcstg. Co     | 97.1           | John Toole Griffin, Pres |

## OREGON

|             |         |                                   |       |                        |
|-------------|---------|-----------------------------------|-------|------------------------|
| Albany      | KWIL-FM | Central Willamette Bcstg. Co      | 101.7 | R. R. Cronise, Pres.   |
| Eugene      | KUGN-FM | KUGN, Inc.                        | 99.1  | C. H. Fisher, Pres     |
| Grants Pass | KGPO    | Southern Ore. Bcstg. Co.          | 96.9  | A. E. Voorhies, Pres.  |
| Portland    | KEX-FM  | Westinghouse Radio Stations, Inc. | 92.3  | Walter Evans, Pres.    |
| Portland    | KGW-FM  | The Oregonian Pub. Co.            | 100.3 | M. J. Frey, Pres.      |
| Portland    | KOIN-FM | KOIN, Inc.                        | 101.1 | Marshall Field, Pres.  |
| Portland    | KPFM    | Bcstrs. Ore., Lid                 | 97.1  | Stanley M. Gaard, Pres |
| Portland    | KPOJ-FM | KPOJ, Inc.                        | 98.7  | P. L. Jackson, Pres    |
| Portland    | KWJJ-FM | KWJJ Bcstg. Co                    | 95.5  | W. J. Jerman, Pres.    |

## PENNSYLVANIA

|              |         |                                               |       |                                                    |
|--------------|---------|-----------------------------------------------|-------|----------------------------------------------------|
| Allentown    | WFMZ    | Penn-Allen Bcstg. Co.                         | 100.7 | Raymond F. Kohn, Pres.                             |
| Allentown    | WKAP-FM | Rahall Bcstg. Co.                             | 106.3 | N. J. Rahall, Pres.                                |
| Allentown    | WSAN-FM | Lahigh Valley Bcstg. Co                       | 99.9  | J. Calvin Shumberger, Pres.                        |
| Altoona      | WFBG-FM | Gable Bcstg. Co                               | 103.7 | George P. Gable, Pres.                             |
| Altoona      | WJSW-FM | Altoona Bcstg. Co.                            | 96.5  | Herbert T. Wolf, Pres.                             |
| Bethlehem    | WGPA-FM | The Bethlehem Globe Pub. Co                   | 95.1  | Ronald L. Adams, Vice-Pres                         |
| Bradford     | WESB-FM | Bradford Pub., Inc                            | 97.5  | Joseph M. Cleary, Gen. Mgr.                        |
| Butler       | WBUT-FM | Eagle Printing Co.                            | 103.9 | J. Leonard Taylor, Gen. Mgr.                       |
| Butler       | WISR-FM | Butler Bcstg. Co.                             | 97.7  | David Rosenblum, Pres.                             |
| Chambersburg | WCHA-FM | Chambersburg Bcstg. Co., Inc                  | 95.9  | John S. Booth, Gen. Mgr.                           |
| DuBois       | WCED-FM | Tri-County Bcstg. Co., Inc.                   | 102.1 | H. T. Gray, Pres.                                  |
| Easton       | WEEF    | Easton Pub. Co.                               | 98.3  | J. L. Stackhouse, Pres.                            |
| Easton       | WEST-FM | Associated Bcstrs., Inc                       | 107.9 | Claire R. McCollough, Sta. Exec.                   |
| Eria         | WERC-FM | Presque Isle Bcstg. Co                        | 99.9  | Jacob A. Young, Pres.                              |
| Erio         | WLEU-FM | WLEU Bcstg Corp                               | 97.9  | Leo J. Omelian, Pres.                              |
| Harrisburg   | WABX    | WABX, Inc.                                    | 100.9 | Harold O. Bishop, Pres.                            |
| Harrisburg   | WHP-FM  | WHP, Inc.                                     | 97.3  | A. K. Redmond, Gen. Mgr.                           |
| Hazleton     | WAZL-FM | Hazleton Bcstg. Co.                           | 97.9  | Victor C. Diehm, Pres.                             |
| Johnstown    | WARD-FM | Central Bcstg. Co, Inc.                       | 105.3 | Paul Short, Pres.                                  |
| Johnstown    | WJAC-FM | WJAC, Inc.                                    | 95.5  | W. W. Krebs, Pres.                                 |
| Lancaster    | WGAL-FM | WGAL, Inc.                                    | 101.3 | Claire R. McCollough, Pres.                        |
| Lancaster    | WLAN-FM | Peoples Bcstg. Co                             | 96.9  | F. H. Altdaerffer, Pres.                           |
| Lebanon      | WLAB    | Radio Lebanon FM & TV, Inc                    | 104.1 | T. C. Holston, Pres.                               |
| Lebanon      | WLBK-FM | Lebanon Bcstg. Co                             | 100.1 | Lester P. Etter, Mng. Dir.                         |
| Lewiston     | WLTN    | Lewiston Bcstg. Co                            | 97.9  | J. S. Woods, Vice-Pres.                            |
| McKeesport   | WMCK-FM | Mon-Yough Bcstg. Co                           | 104.9 | George R. Raikes, Pres                             |
| Meadville    | WMGW-FM | Meadville Bcstg. Svc., Inc                    | 100.3 | H. C. Winslow, Pres.                               |
| New Castle   | WKST-FM | WKST, Inc.                                    | 101.1 | S. W. Townsend, Pres                               |
| Philadelphia | KYW-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 | Walter H. Annenberg, Pres.                         |
| Philadelphia | WFNL    | Franklin Bcstg. Corp.                         | 95.7  | L. M. C. Smith, Pres.                              |
| Philadelphia | WHAT-FM | Independence Bcstg. Co                        | 105.3 | William A. Bonks, Pres.                            |
| Philadelphia | WIBG-FM | Seaboard Radio Bcstg. Corp                    | 94.1  | Paul F. Horron, Pres.                              |
| Philadelphia | WIP-FM  | Penn. Bcstg. Co.                              | 93.3  | Benedict Gimbel, Jr., Pres.                        |
| Philadelphia | WPEN-FM | William Penn Bcstg. Co                        | 102.9 | Albert J. Sytk, Pres.                              |
| Pittsburgh   | KDKA-FM | Westinghouse Radio Stations, Inc.             | 92.9  | Walter Evans, Pres.                                |
| Pittsburgh   | KQV-FM  | Allegheny Bcstg Corp                          | 98.1  | Charles T. Campbell, 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    | W Vo Radio Corp                               | 93.7  | Mrs. H. C. Greer, Pres                             |
| Pittsburgh   | WLFM    | Matta Bcstg. Co                               | 96.9  | William G. Matta, Pres.                            |
| Pittsburgh   | WPGH-FM | Pittsburgh Bcstg Co                           | 102.5 | Harry A. Bergstrom, Pres.                          |
| Pittsburgh   | WPIT-FM | WPIT, Inc.                                    | 101.5 | John Laux, 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      | WEEU-FM | Hawley Bcstg. Co                              | 92.9  | Hawley Quier, Pres.                                |
| Scranton     | WGBI-FM | Scranton Bcstrs., Inc.                        | 101.3 | M. E. Megorce, Pres.                               |
| Scranton     | WARM-FM | Union Bcstg. Co                               | 105.7 | Martin F. Memola, Pres.                            |
| Scranton     | WQAN-FM | The Scranton Times                            | 92.3  | Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners |
| Sharon       | WPIC-FM | Shoron Herald Bcstg. Co                       | 102.9 | John Fahline, Jr., Pres.                           |
| Sunbury      | WKOK-FM | Sunbury Bcstg. Corp                           | 94.1  | Harry H. Hoddon, Pres                              |
| Uniontown    | WMBS-FM | Fayette Bcstg. Corp                           | 105.7 | Joseph C. Burwell, Pres.                           |
| Uniontown    | WNJQ    | Uniontown Newspapers, Inc                     | 106.5 | Stanley W. Colkins, Pres.                          |
| Warren       | WNAE-FM | Northern Allegheny Bcstg Co                   | 92.1  | David Potter, Jr., Pres.                           |
| Washington   | WJPA-FM | Wash. Bcstg. Co                               | 104.3 | William S. Yord, 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.                             |
| Wilkes-Barre | WIZZ    | Scranton-Wilkes-Barre-Pittston Bcstg Co., Inc | 103.3 | Richard G Evans, Pres                              |
| Williamsport | WLYC    | Lycoming Bcstg. Co                            | 105.1 | George Lewis, Pres.                                |
| Williamsport | WRAC-FM | WRAC, Inc.                                    | 100.3 | E. M. Cose, Pres                                   |
| 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.                             |

**FM Stations in Operation**

**RHODE ISLAND**

| City       | Call Letters | Licensee                 | Frequency (mc) | Chief Executive               |
|------------|--------------|--------------------------|----------------|-------------------------------|
| Providence | WJAR-FM      | The Outlet Co.           | 95.5           | Mortimer L. Burbank, Pres.    |
| Providence | WLIV         | Colonial Bcstg. Co.      | 107.7          | Augustus M. Wilson, Pres.     |
| Providence | WPJB         | Providence Journal Co.   | 105.1          | George Pierce Metcalf, Pres.  |
| Providence | WPRO-FM      | Cherry & Webb Bcstg. Co. | 92.3           | William S. Cherry, Jr., Pres. |

**SOUTH CAROLINA**

|             |         |                           |       |                                |
|-------------|---------|---------------------------|-------|--------------------------------|
| Anderson    | WCAC    | Wilton E. Hall            | 101.1 | Wilton E. Hall, Owner          |
| Charleston  | WCSC-FM | WCSC, Inc.                | 96.9  | John M. Rivers, Pres.          |
| Charleston  | WTMA-FM | Atlantic Coast Bcstg. Co. | 95.1  | Edward Manigault, Pres.        |
| Columbia    | WIS-FM  | Surety Life Insur. Co.    | 94.5  | Herman N. Hipp, Pres.          |
| Florence    | WJMX-FM | Atlantic Bcstg. Co.       | 102.7 | Eugene E. Stone, Pres.         |
| Greenville  | WESC-FM | Greenville Bcstg. Co.     | 92.5  | Scott Russell, Pres.           |
| Greenville  | WFBC-FM | News-Piedmont Co.         | 93.7  | B. H. Pearce, Pres.            |
| Greenville  | WMRC-FM | Textile Bcstg. Co.        | 94.9  | R. A. Jolley, Sr., Pres.       |
| Greenwood   | WCRS-FM | Greco, Inc.               | 95.7  | Dauglas Featherstone, Pres.    |
| Rock Hill   | WRHI-FM | York County Bcstg. Co.    | 97.5  | James S. Beady, Jr., Gen. Mgr. |
| Spartanburg | WDXY    | Spartan Radiocasting Co.  | 100.5 | Walter J. Brown, Pres.         |
| Spartanburg | WSPA-FM | Surety Bcstg. Co.         | 98.9  | Francis Hipp, Pres.            |

**SOUTH DAKOTA**

|            |         |                                |      |                       |
|------------|---------|--------------------------------|------|-----------------------|
| Rapid City | KOTA-FM | B. H. Bcstg. Co. of Rapid City | 94.7 | Robert J. Dean, Pres. |
|------------|---------|--------------------------------|------|-----------------------|

**TENNESSEE**

|               |         |                                   |       |                              |
|---------------|---------|-----------------------------------|-------|------------------------------|
| Wristol       | WOPI-FM | Radiophone Bcstg. Sta. WOPI, Inc. | 96.9  | W. A. Wilson, Sr., Pres.     |
| Chattanooga   | WAPO-FM | WAPO Bcstg. Svc.                  | 94.7  | R. G. Patterson, Gen. Mgr.   |
| Chattanooga   | WDDO-FM | WDDO Bcstg. Corp.                 | 96.5  | Norman A. Thomas, Vice-Pres. |
| Chattanooga   | WYUN    | Unity Bcstg. Corp. of Tenn.       | 98.1  | John S. Martin, Pres.        |
| Jackson       | WTJS-FM | Sun Pub. Co.                      | 100.7 | A. A. Stone, Pres.           |
| Johnston City | WJHL-FM | WJHL, Inc.                        | 100.7 | W. H. Lancaster, Pres.       |
| Kingsport     | WKPT-FM | Kingsport Bcstg. Co., Inc.        | 98.5  | C. P. Edwards, Jr., Pres.    |
| Knoxville     | WBIR-FM | Radio Station WBIR, Inc.          | 93.3  | Gilmore N. Nunn, Pres.       |
| Knoxville     | WROL-FM | Stuart Bcstg. Co.                 | 97.3  | S. E. Adcock, Owner          |
| Memphis       | WHHM-FM | Mid-South Bcstg. Corp.            | 106.9 | P. E. Furlow, 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.  |
| Nashville     | WSM-FM  | WSM, Inc.                         | 103.3 | John H. DeWitt, Jr., Pres.   |

**TEXAS**

|               |         |                                  |       |                                    |
|---------------|---------|----------------------------------|-------|------------------------------------|
| Abilene       | KRBC-FM | Reporter Bcstg. Co.              | 96.9  | Mrs. Eva M. Hanks, Pres.           |
| Amarillo      | KFDA-FM | Amarillo Bcstg. Corp.            | 100.3 | Howard Roberson, Gen. Mgr.         |
| Amarillo      | KGNC-FM | Plains Radio Bcstg. Co.          | 104.3 | Gene A. Howe, Pres.                |
| Beaumont      | KRIC-FM | The Enterprise Co.               | 99.5  | E. C. Davis, Vice-Pres.            |
| Belton        | KMHB    | Mary Hardin-Baylor Coll.         | 97.1  | Dr. Gordon G. Singleton, Gen. Mgr. |
| 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        | KYBS    | Baptist Gen. Convention of Texas | 107.9 | Dr. R. Alton Reed, Gen. Mgr.       |
| Dallas        | WFAA-FM | A. H. Belo Corp.                 | 97.9  | E. M. Dealey, Pres.                |
| Dallas        | WRRR-FM | City of Dallas                   | 101.1 | Dale Drake, Gen. Mgr.              |
| Denton        | KDNT-FM | Harwell V. Shepard               | 106.1 | Harwell V. Shepard, Gen. Mgr.      |
| Edinburg      | KURV-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  | George Roy Clough, Pres.           |
| Harlingen     | KGBS-FM | Harbenito Bcstg. Co.             | 94.7  | McHenry Tichenor, Pres.            |
| 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 | Shamrock Bcstg. Co.              | 96.5  | Glenn H. McCarthy, Pres.           |
| Longview      | KLTI-FM | R. C. LeTourneau, Inc.           | 105.9 | R. G. LeTourneau, Pres.            |
| Lubbock       | KFYO-FM | Plains Radio Bcstg. Co.          | 99.5  | Gene A. Howe, Pres.                |
| Lufkin        | KRBA-FM | Darrell E. Yates                 | 95.5  | Darrell E. Yates, Pres.            |
| San Antonio   | KISS    | The Walmac 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.          |
| Tyler         | KGKB-FM | East Tex. Bcstg. Co.             | 101.5 | James G. Ulmer, Pres.              |
| Vernon        | KVWC-FM | Northwestern Bcstg. Co.          | 98.7  | John Crabtree, Comm. Mgr.          |
| Wichita Falls | KWFT-FM | KWFT, Inc.                       | 99.9  | Kenyon Brown, Pres.                |

**UTAH**

|                |         |                                 |       |                            |
|----------------|---------|---------------------------------|-------|----------------------------|
| Ogden          | KOPP-FM | James B. Littlejohn             | 103.9 | James B. Littlejohn, Owner |
| Salt Lake City | KDYL-FM | Intermountain Bcstg. & TV Corp. | 98.7  | S. S. Fox, Pres.           |
| Salt Lake City | KSL-FM  | Radio Svc. Corp. of Utah        | 100.3 | Ivor Sharp, Exec. V.-P.    |

# FM Stations in Operation

## VIRGINIA

| City         | Call Letters | Licensee                      | Frequency (mc) | Chief Executive                 |
|--------------|--------------|-------------------------------|----------------|---------------------------------|
| Arlington    | WARL-FM      | Northern Va. Bcstrs., Inc     | 105.5          | R. Kilbourne Castell, 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    | WWOD-FM      | Old Dominion Bcstg. Corp.     | 107.9          | 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. Boffom, Pres.        |
| Norfolk      | WRVC         | Lorus & Bros. Co., Inc        | 102.5          | C. T. Lucy, Gen. Mgr.           |
| Norfolk      | WTAR-FM      | WTAR Radio Corp               | 97.3           | Campbell Arnoux, Pres.          |
| Portsmouth   | WSAP-FM      | Portsmouth Radio Corp.        | 99.7           | T. E. Gilman, Pres.             |
| Richmond     | WCOD         | Haven & Martin, Inc           | 98.1           | Wilbur M. Havens, Pres.         |
| Richmond     | WLEE-FM      | Lee Bcstg. Corp               | 102.9          | Thomas G. Tinsley, Jr., Pres    |
| Richmond     | WRNL-FM      | Richmond Radio Corp           | 102.1          | D. Tennont Bryan, Pres.         |
| Richmond     | WRVB         | Lorus & Bros. Co., Inc        | 94.5           | C. T. Lucy, Gen. Mgr            |
| Roanoke      | WDBJ-FM      | Times World Corp              | 94.9           | J. P. Fishburn, Pres            |
| Roanoke      | WLSL-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.  |
| Seattle  | KING-FM | King Bcstg. Co.             | 98.1  | Henry B. Owens, Pres.    |
| Seattle  | KIRO-FM | Queen City Bcstg. Co        | 100.7 | Saul Haas, Pres          |
| Seattle  | KISW    | Ellwood W. Lippincott       | 99.9  |                          |
| Seattle  | KOMO-FM | Fishers' Blend Station, Inc | 98.9  | O. W. Fisher, Pres.      |
| Tacoma   | KTNT    | Tacoma News Tribune         | 97.3  | Leonard H. Higgins, Mgr. |

## WEST VIRGINIA

|             |         |                                    |       |                                   |
|-------------|---------|------------------------------------|-------|-----------------------------------|
| Buckley     | WCFC    | Buckley Newspapers Corp            | 101.3 | E. J. Hodcl, Gen. Mgr.            |
| Buckley     | WJLS-FM | Joe L. Smith, Jr                   | 99.5  | Joe L. Smith, Jr., Pres.          |
| Bluefield   | WHIS-FM | Daily Telegraph Prtg. Co           | 104.5 | Pat Flanagan, Gen. Mgr.           |
| Charleston  | WGKV-FM | Kanawha Valley Bcstg. Co           | 98.5  | R. M. Venable, Pres               |
| Charleston  | WKNA-FM | Chemical City Bcstg.               | 97.5  | Gus Zaharis, Pres.                |
| Clarksburg  | WPDX-FM | Clarksburg Bcstg. Corp             | 95.1  | O. L. Billingsley, Pres.          |
| Fairmont    | WVWV-FM | Fairmont Bcstg. Co.                | 92.3  | J. Patrick Beacom, Pres.          |
| Huntington  | WHTN-FM | Greater Huntington Radio Corp      | 100.5 | A. B. Hyman, Pres.                |
| Huntington  | WRPH-FM | Huntington Bcstg. Corp             | 102.5 | Flem J. Evans, Pres.              |
| Logan       | WLOG-FM | Clorenae 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  | Joe L. Smith, Jr., Pres.          |
| Wheeling    | WVVA-FM | The Fort Industry Co.              | 98.7  | George B. Storer, Pres.           |

## WISCONSIN

|                  |         |                               |       |                                    |
|------------------|---------|-------------------------------|-------|------------------------------------|
| Beloit           | WBNB-FM | Beloit Bcstrs., Inc.          | 107.3 | Lloyd Burlingham, Pres.            |
| Eau Claire       | WEAU-FM | Central Bcstg. Co             | 94.1  | Morgan Murphy, Pres                |
| Green Bay        | WBAY-FM | WHBY, Inc.                    | 102.5 | Haydn R. Evans, Gen. Mgr.          |
| 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. Eviuc, Pres.            |
| Madison          | WISC-FM | Radio Wisc., Inc              | 98.9  | 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  | Robert M. LaFollette, Jr., Pres.   |
| Milwaukee        | WISN-FM | Hearst Radio, Inc.            | 102.9 | G. W. Grignon, Gen. Mgr.           |
| Milwaukee        | WMTJ-FM | The Journal Co.               | 93.2  | Walter J. Damm, Vice-Pres.         |
| Ncenah           | WNAM-FM | Ncenah Menasha Bcstg. Co      | 98.5  | Don C. Wirth, Vice-Pres.           |
| Oshkosh          | WOSH-FM | Oshkosh Bcstg. Co             | 92.9  | William F. Johns, Jr., Chief Owner |
| Paynette         | WWCF    | William C. Forrest            | 94.9  | William C. Forrest, Pres           |
| Racine           | WRJN-FM | Racine Bcstg. Corp            | 100.7 | Frank R. Starbuck, Pres.           |
| Rice Lake        | WJMC-FM | WJMC, Inc.                    | 96.3  | Walter C. Bridges, Pres.           |
| Sheboygan        | WHBL-FM | WHBL, Inc.                    | 100.3 | Matt Werner, Pres.                 |
| Waukesha         | WAUX-FM | Waukesha Bcstg. Co.           | 95.3  | Carl Taylor, Pres.                 |
| Wausau           | WSAU-FM | The Journal Co.               | 95.5  | Ben F. Havel, Mgr.                 |
| Wisconsin Rapids | WFHR-FM | William F. Huffman Radio, Inc | 103.3 | Mrs. Louise Huffman, Pres.         |





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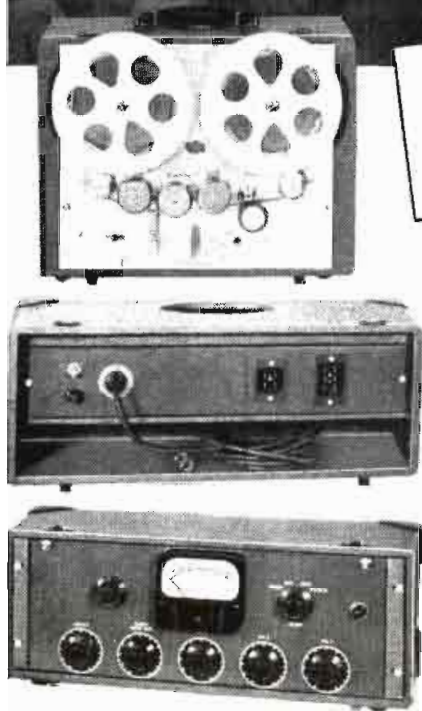
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# EQUIPMENT

How to Apply for a FCC License  
AM-FM-TV



Manufacturers In Wonderland Through The Viewing Tube



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IRE Awards



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Consulting Engineers



Chief Engineers of Stations  
In The United States



Radio-TV Equipment Manufacturers

# NINETEEN FIFTY



# HOW TO APPLY FOR A FCC LICENSE

*Official FCC Procedure for AM, FM and TV Licenses*

ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Organization and Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Broadcast Services," and "Standards of Good Engineering Practice."

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.

In the case of FM, the Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community," and "rural" service.

## Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, two of which must be executed under oath or affirmation.

## Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law, and Accounting Bureaus, which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Conditional grants are made to qualified FM applications subject to their filing, within 90 days, engineering details concerning their proposed operations, after which construction permits are issued. Television and FM stations are permitted

interim operation with less than the prescribed power.

All construction authorizations are subject to approval of transmitter site and antenna system by Civil Aeronautics Administration.

### Hearings

However, where it appears that interference would be caused to another station above the degree described in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designated in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a presiding officer designated by the Commission. He can be a Commissioner or an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but cooperate applicants must be represented by attorney.

### Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements,

the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved *may* file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

### Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

### License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.



# MANUFACTURERS IN WONDERLAND THROUGH THE VIEWING TUBE

by

ERNEST E. STERN

Associate Editor, Radio Annual

SOMEDAY in the future, when the whole history of the vast television industry has been told, the year 1949 must certainly be set down as the beginning of the mass production of the cathode ray tube—the year in which manufacturers built more television tube plants than in any previous year and possibly—than in any future year, and the year in which assembly lines in these new plants rolled off some 2,900,000 TV viewing tubes, accounting for \$175,000,000 in business. These 2,900,000 tubes, combined with the backlog that existed at the beginning of 1949, accounted for the sale of 3,029,000 TV receivers last year, with a total of 3,764,000 sets in use at year's end.

Some 30 odd manufacturers were responsible for this turnout of tubes. The big four of these 30 odd manufacturers being RCA, Sylvania, G.E. and DuMont, in that order, but individual production figures of tube manufacturers remained a closely guarded secret and were not made available to the trade.

1949 saw many technical advances in the production of TV tubes, but perhaps what shaped the greatest change, was the sudden demand on the part of the buying public for a larger picture. There evolved the rectangular tubes, 16 and 19 inches in size, replacing the early 7 and 10-inch round-faced tubes and even the 12½-inch tube, which in reality took the place of the 10-inch tube and became the "small" set. The 10-inch tubes practically disappeared from all production lines, except as a replacement item and the race was on for larger picture tubes on a mass production basis.

As this article is being written, 70 per cent of all of RCA's TV tube production is devoted to the manufacture of 16-inch, round-faced tubes (RCA makes no rectangulars) and 60 per cent of Sylvania's production is devoted to

turning out 16-inch tubes, with every likelihood that by the end of 1950, 70 to 80 per cent of their production will be devoted to 16-inch tubes. The same pattern prevails at DuMont and G.E., as well as other manufacturers of video tubes and it appears now that the public is favoring the 16-inch tube in preference to all other sizes, since this seems most compatible to the average size room in which TV sets are installed.

Briefly breaking down production figures, the industry indicates at the present time that 18 to 20 per cent of all new tubes are being used as replacements in sets already installed (average cathode ray tube life being five years, based on a daily operation of 3½ hours). The balance of all production going into new sets.

A quick glance at 1950 indicates a production figure of 4½ million tubes—a conservative estimate by all standards, with a possibility that some 6 to 6½ million tubes may be produced by the end of 1950, although it seems unlikely that such an astronomical figure will be maintained. However, this figure has maintained for the first 3 months of 1950!

Thus far it has been established that (1) the 16-inch tube is the best current seller, (2) Rectangulars are in greater demand than round-faced tubes, and (3) the possibility of color is now nearer than ever before through RCA's latest tube development in this field, but best estimates are that it will be at least another 18 to 24 months before color television begins to become a reality.

There is no doubt that the industry can more than adequately fill the greatest expectant demand for TV tubes by all video manufacturers—and come color—they can and will meet this challenge. In the meantime, TV tube plants throughout the country will continue the mass production of monochrome video tubes in a quantity and quality that cannot be matched anywhere else in the world.

# RECIPIENTS OF IRE AWARDS



## **Medal of Honor—1950**

Frederick E. Terman, for his many contributions to the radio and electronics industry as teacher, author, scientist and administrator.

## **Morris Liebmann**

### **Memorial Prize—1950**

Otto H. Schade, for his outstanding contributions to the analysis, measurement technique and system development in the field of television and related optics.

## **Browder J. Thompson**

### **Memorial Award—1950**

Joseph F. Hull and Arthur W. Randals, for their paper in the November, 1948, Proceedings of the I.R.E., entitled "High-Power Interdigital Magnetrons."

## **Harry Diamond**

### **Memorial Award—1950**

Andrew V. Haeff, for his general work in the field of high-frequency radio analysis and his work on the traveling wave tube and memory storage devices.

## **Editor's Award—1950**

E. J. Barlow, for unusually clear presentation in his paper "Doppler Radar" published in the April 1, 1949 Proceeding of the I.R.E.

## **Fellow Awards 1950**

Arthur L. Albert, Professor of Communication Engineering, Oregon State College, Cowallis, Ore., "for his contribution to electronics as a teacher and writer."

Ralph R. Batcher, electronics consultant, Douglaston, L. I., N. Y., "for his pioneer work with cathode-ray instruments and more recently for his development of precision variable frequency standards and meters."

Alda V. Bedford, research engineer, RCA Laboratories Division, Princeton, N. J., "for his many contributions to sound recording and the development of many circuits of basic importance to present-day television."

Rawson Bennett, Director, U. S. Navy Electronics Laboratory, San Diego, Calif., "for his contributions in programming, guiding, and developing sonar systems for military use and his contribution to the administration of military electronics laboratories."

Frank J. Bingley, Chief Television Engineer, Philco Corp., Philadelphia, Pa. "in recognition of his contributions in the field of television broadcast engineering."

K. H. Blomberg, Telefonactiebolaget L. M., Ericsson, Stockholm, Sweden, "in recognition of his many contributions to development and engineering in the field of communications in Sweden."

John F. Byrne, Vice President of Engineering, Airborne Instruments Laboratory, Inc., Mineola, L. I., N. Y., "for his development of a system of polyphase broadcasting and for effective engineering administration in connection with radar countermeasure during the war."

Garrard Mountjoy, Chief Radio Engineer, Stromberg-Carlson Co., Rochester, N. Y., "for his contribution to the design of radio and television broadcast receivers."

Emanuel R. Piore, Director, Physical Science Division, Office of Naval Research, Washington, D. C., "for his many contributions in the field of engineering and physical sciences, and for outstanding service in enhancing the national effort in basic research."

Jack R. Poppele, Vice President, Secretary, and Chief Engineer, Bamberger Broadcasting Service, Inc., New York, N. Y., "for his long and continued leadership in the broadcasting field and in particular for his recent contributions to television broadcasting."

Simo Ramo, Director of Guided Missile Research and Development, Hughes Aircraft Co., Culver City, Calif., "for his many contributions to the analysis of electromagnetic phenomena and for his leadership in research."

## Recipients of IRE Awards

• • •

**Claude E. Shannon**, member of the technical staff, Bell Telephone Laboratories, Inc., Murray Hill, N. J., "for his contributions to the philosophy of new pulse methods and to the basic theory of communications."

•

**W. Arthur Steel**, Chief Engineer, Federal Electric Manufacturing Co., Ltd., Montreal, Que., Canada, "for his contributions in Canada in advancing development of military radio broadcasting, and international communication."

•

**Jerome R. Steen**, Director of Quality Control, Sylvania Electric Products Inc., Flushing, L. I., N. Y., "for his work in the introduction and development of statistical quality control technique in electron tube manufacturing."

•

**George R. Town**, Professor of Electrical Engineering and Assistant Director of the Engineering Experimental Station, Iowa State College, Ames, Iowa "for his contributions in radio receiver engineering and research."

•

**Dayton Ulrey**, Manager, Lancaster Engineering Sections, RCA Victor Division, Lancaster, Pa., "for pioneering research and for administrative and technical contributions to the development of special purpose and power tubes."

•

**Robert R. Warnecke**, Technical Director, Electronics Dept., Generale de Telegraphie Sans Fil, Paris, France, "for his engineering and research contributions to vacuum tube theory and design in France."

•

**Harold A. Zahl**, Chief of Research, Signal Corps Engineering Laboratories, Fort Monmouth, N. J., "for his guidance of the Army Signal Corps research program in the transition from war to peace and for his contribution to radar in its early development stages."

•

**William G. Dow**, Professor, Electrical Engineering Dept., University of Michigan, Ann Arbor, Mich., "for outstanding contributions to the teaching and understanding of electronics through the organization of educational material."

•

**Dudley E. Foster**, Engineer-in-Charge, Hazeltine Research, Inc., Los Angeles, Calif., "for his contributions and technical direction of work leading to better radio receiver design."

•

**George W. Gilman**, Director of Trans-

mission Engineering, Bell Telephone Laboratories, Inc., New York, N. Y., "for his contributions to the communication art and for his direction of important developments in the field of radio transmission systems."

•

**George L. Haller**, Dean, School of Chemistry and Physics, Pennsylvania State College, State College, Pa., "for his work on aircraft antennas and for his diversified radio effort during the war."

•

**Albert G. Hill**, Professor, Massachusetts Institute of Technology, Cambridge, Mass., "for his work in the utilization of electronics to research in physics and his contribution in the conversion of wartime development laboratories."

•

**Frederick S. Howes**, Electrical Engineering Dept., McGill University, Montreal, Que., Canada, "for his contributions as a teacher in the field of communication engineering."

•

**Harley A. James**, North American Aviation, Inc., Downey, Calif., "for the development of electronic apparatus for converting images formed by electromagnetic waves to electrical signals, first in the television field."

•

**Willis Jackson**, Electrical Engineering Dept., Imperial College, London, England, "for his service as an educator and his many contributions to the literature in both the radio and electrical fields."

•

**Rudolph Kompfner**, Principal Scientific Officer, Royal Naval Scientific Service, Clarendon Laboratory, Oxford, England, "for his research in electron tube theory and particularly for his original contributions to the concepts of the traveling-wave amplifier."

•

**Harry B. Marvin**, Project Engineer, General Electric Co., Schenectady, N. Y., "for his outstanding contributions to the measurements art and pioneering work in FM, television, and allied fields."

•

**Piere Mertz**, Engineer, Bell Telephone Laboratories, Inc., New York, N. Y., "in recognition of his important contributions to the fundamental concepts of television transmission and reception."

•

**John H. Miller**, Vice President and Chief Engineer, Weston Electrical Instrument Corp., Newark, N. J., "for his long activity and many contributions in the field of electrical metering and measuring technique."



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ucts Inc., Emporium, Pa.

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turing Company, Chicago 44, Ill.

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G. Richard Fryling, Erie Resistor Cor-  
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F. R. Lack, Western Electric Company,  
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Corporation, New York 18, N. Y.

A. D. Plamondon, Jr., The Indiana Steel Products Company, Chicago 2, Ill.  
Glenn W. Thompson, Noblitt-Sparks Industries, Inc., Columbus, Ind.

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Hein, Ed.....WOOP, Dothan  
Herman, Charlie.....WAUD, Auburn  
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 Spargo, Paul W.....KWKW, Pasadena  
 Sronce, Stem.....KFBK, Sacramento  
 Stanton, Dick.....KVEN, Ventura  
 Stropole, Edw. P.....KHUM, Eureka  
 Swanson, Roy.....KUBA, Yuba City  
 Tomberlin, Bill.....KNSN, San Diego  
 Towne, A. E.....KPIX, KSFO, San Francisco  
 Underwood, E. G.....KFRC, San Francisco  
 Wallace, Bill.....KNJ, Fresno  
 Williamson, Bert.....KYNO, Fresno  
 Wortman, Dave.....KIBE, Palo Alto  
 Wright, Omer.....KDON, Santa Cruz

### Colorado

Anderson, Don.....KUBC, Montrose  
 Austin, Harold.....KCOL, Fort Collins  
 Birdsong, O. J.....KRLN, Cannon City  
 Brewer, Harry.....KFKA, Greeley  
 Cooper, Mel.....KCRT, Trinidad  
 Cronch, Dee B.....KDZA, Pueblo  
 Dobbins, Blair.....KBOL, Boulder  
 Ekrem, T. C.....KVOD, Denceer  
 Enrich, Paul.....KYOU, Greeley  
 Fugal, John.....KJPC, Walsenburg  
 Fitzmorris, Robert.....KRDO, Colorado Springs  
 Hay, Chas.....KFXJ, Grand Junction  
 Hoffman, Harold.....KIUP, Durango  
 James, Glen L.....KMYR, Denver  
 Kelley, O. E.....WTLN, Denver  
 Kidd, T. L.....KVRH, Salida  
 Morrissey, T. G.....KFEL, Denver  
 Owen, Robert H.....KOA, Denver  
 Paige, Bob.....KGIW, Alamosa  
 Pyle, S. W. D.....KVOD, Denver  
 Shanks, Willis C.....KGFH, Pueblo  
 Stephens, Donald F.....KLMR, Lamar  
 Strang, Cozine.....KVOR, Colorado Springs  
 Stnart, S. K.....KRAI, Craig  
 Towne, D. E.....KEXO, Grand Junction  
 Wehrman, Harvey.....KLLZ, Denver  
 Wilson, Lloyd.....KOKO, La Junta  
 Wilson, Lloyd L.....KSFT, Trinidad

### Connecticut

Crawford, Winthrop.....WICC, Bridgeport  
 DeLaurentis, V.....WNHC, WNHC-TV, New Haven  
 Dubenetsky, Alexander.....WICH, Norwalk  
 Fleisher, Gene.....WWCO, Waterbury  
 Gellman, Ernest S.....WAYZ, New Haven  
 Hales, Frank B.....WBRY, Waterbury  
 Holt, Rogers.....WONS, Hartford  
 House, Lewis.....WKNB, New Britain  
 Jensen, Russell.....WATR, Waterbury  
 King, Fred.....WELI, New Haven  
 Langfelder, Gabriel.....WMMW, Meriden  
 Markman, Edward.....WSTC, Stamford  
 Martino, Italo M.....WDRG, Hartford

Morey, Gerald J.....WNLC, New London  
 Masini, Charles S.....WTHH, Hartford  
 Pallokot, Alfred F.....WLCR, Torrington  
 Rameika, John.....WCCC, Hartford  
 Taylor, Herman.....WTIC, Hartford  
 Winquist, Ralph.....WLJZ, Bridgeport  
 Winter, Charles W. Jr.....WNLK, Norwalk

### Delaware

Eckstein, H. H.....WAMS, WAMS-FM, Wilmington  
 Kennedy, H. Edwin.....WILM, Wilmington  
 Mathiot, J. E.....WDEL, WDEL-TV, Wilmington  
 Neuhaus, Wayne.....WTUX, Wilmington

### District of Columbia

Beville, Ross H.....WWDC, Washington  
 Burleson, Malcolm M.....WTTG, Washington  
 Cannon, Ralph E., Jr.....WINX, Washington  
 Compton, Robin D.....WOIC, Washington  
 Cooper, Donald.....WNBW, WRC, Washington  
 Harvey, Frank.....WMAL, WMAL-TV, Washington  
 Hunt, Clyde.....WTOP, Washington  
 Martin, Robert B.....WQQW, Washington

### Florida

Bassett, John W.....WORZ, Orlando  
 Bennett, Russell.....WMIE, Miami  
 Browne, Emerson.....WTRR, Sanford  
 Callahan, W. P.....WTMC, Ocala  
 Castle, Charles.....WLBE, Leesburg-Eustis  
 Chamberlin, R. M.....WGGG, Gainesville  
 Clemans, C. S.....WSWN, Belle Glade  
 Clifton, Charles.....WTNT, Tallahassee  
 Craig, L. Orden.....WSIR, Winter Haven  
 Daniel, Dodd.....WLOF, Orlando  
 Dashiell, Gene.....WHOO, Orlando  
 Donovan, James R.....WPDQ, Jacksonville  
 Gano, Ovid.....WRUF, Gainesville  
 Grant, James E., Jr.....WSPB, Sarasota  
 Grove, Howard.....WEAR, Pensacola  
 Hay, Beecher.....WTMC, Ocala  
 Heath, Harold.....WCOA, Pensacola  
 Heitzman, William P.....WIRK, W. Palm Beach  
 Hill, Ed.....WDEL, Bradenton  
 Hopkins, John T., III.....WJAX, Jacksonville  
 Howrigan, Cal.....WTYS, Marianna  
 Kleicher, Andrew.....WEAT, Lake Worth  
 Kindell, Tom.....WJVB, Jacksonville Beach  
 Lacy, James.....WINK, Ft. Myers  
 Lee, William P.....WLAK, Lakeland  
 Letson, A. B.....WCNH, Quincy  
 Lewis, Earl W.....WTVJ, Miami  
 McCall, L. C.....WWPF, Palatka  
 Mangold, W. D.....WTSP, St. Petersburg  
 Mead, G. E. (Bert).....WBSR, Pensacola  
 Mennitt, Lawrence.....WVCG, Coral Gables  
 Mickle, Lauren.....WDLF, Deland  
 Miller, Jack D.....WMBM, Miami Beach  
 Mitchell, Joseph.....WFLA, Tampa  
 Montgomery, Maribel.....WNDL, Daytona Beach  
 Moore, William Pharr.....WDAE, Tampa  
 Raistrick, Ernest.....WFOY, St. Aug.  
 Rider, Gene.....WQAM, Miami  
 Scott, Elmer.....WDEP, Panama City  
 Scott, M. C.....WIOD, Miami  
 Scott, Maurice.....WHBO, Tampa  
 Sheets, Howard.....WFTE, Ft. Lauderdale  
 Shropshire, A. W.....WGBS, Miami  
 Singleton, Bruce.....WDSR, Lake City  
 Smith, Arthnr P.....WKAT, Miami Beach  
 Snowden, William A., Jr.....WTAL, Tallahassee  
 Sowinski, James.....WIRA, Ft. Pierce  
 Tanner, Ralph G.....WINZ, Hollywood, Fla.  
 Tison, J. B.....WALT, Tampa  
 Vordermark, E. B. WMBR, WMBR-TV, Jacksonville  
 Walkden, Clyde E.....WWFP, Palm Beach  
 Waltz, Kenneth R.....WMMB, Melbourne  
 Wright, Otis C.....WJNO, West Palm Beach, Fla.  
 Yarbrough, J. E.....WDBO, Orlando

### Georgia

Aderhold, Harvey.....WCQN, Atlanta  
 Akerman, Ben.....WGST, Atlanta

Andrews, J. S. . . . . WBLI, Dalton  
 Atkinson, William R. . . . . WGBA, Columbus  
 Beatty, Lamar . . . . . WMOA, Moultrie  
 Bobo, Rabun F. . . . . WRDW, Augusta  
 Brown, Hattie . . . . . WDAK, Columbus  
 Brown, Keith . . . . . WGGG, Gainesville  
 Callioth, C. M. . . . . WJBF, Augusta  
 Carlton, Redus A. . . . . WGPC, Albany  
 Church, Ernest . . . . . WKLY, Hartwell  
 Cram, Paul . . . . . WAGA, WAGA-TV, Atlanta  
 Daugherty, C. P. . . . . WSB, WSB-TV, Atlanta  
 Dennis, Ralph M. . . . . WGOV, Valdosta  
 Dodd, Jackson A. . . . . WDFN, Gainesville  
 Doherty, John H. . . . . WBEF, Cartersville  
 Doranah, Loren . . . . . WTOP, Vidalia  
 Dewey, I. D. . . . . WRFQ, Athens  
 Evans, Bill . . . . . WGM, Athens  
 Gamble, J. A. . . . . WRBL, Columbus  
 Goodrich, H. S. . . . . WBML, Macon  
 Hargraves, Sidney . . . . . WMOR, Brunswick  
 Hartaway, Robbie O. . . . . WMVG, Milledgeville  
 Jewett, Howard . . . . . WDAK, Savannah  
 Jopling, John . . . . . WGAU, Augusta  
 Keller, William Hall . . . . . WEAS, Atlanta-Decatur  
 Kennedy, William F. . . . . WERD, Atlanta  
 Lange, Herman . . . . . WGGG, Brunswick, Ga.  
 Legare, John E. . . . . WAYX, Waycross  
 Lewis, Clinton J. . . . . WWNS, Statesboro  
 McKay, James . . . . . WLAG, LaGrange  
 McKinney, Lloyd E. . . . . WDFG, Americus  
 Merrill, R. R. . . . . WRLE, West Point  
 Mallory, K. T. . . . . WKTK, Thomasville  
 Maxwell, Tom . . . . . WBBB, Macon  
 Meeks, J. Carl . . . . . WLET, Pocomo  
 Minton, Bob . . . . . WGLS, Decatur  
 Moats, William E. . . . . WCCP, Savannah  
 Moore, William M., Jr. . . . . WNEK, Macon  
 Murray, Van . . . . . WRDM, Rome  
 Owen, Reeve . . . . . WTOG, Savannah  
 Poole, James W. . . . . WPAK, Thomasville  
 Price, Harold . . . . . WQXI, Atlanta  
 Rankin, George P. . . . . WMAZ, Macon  
 Roberts, Wendell C. . . . . WWGS, Tifton  
 Ruckle, Ernest . . . . . WALB, Albany  
 Scott, Dan . . . . . WLAQ, Rome  
 Starr, R. A. . . . . WRGA, Rome  
 Stephens, Joe . . . . . WDWD, Dawson  
 Strans, Chuck . . . . . WFOM, Marietta  
 Tarpley, Maxym . . . . . WBRQ, Augusta  
 Thompson, Meredith E. . . . . WSAV, Savannah  
 Welch, Walter O. . . . . WOH, Newnan  
 White, Robert L., Jr. . . . . WMOC, Covington  
 Whitley, G. H., Jr. . . . . WKCU, Griffin  
 Wilder, James M. . . . . WFRP, Savannah  
 Williams, Edward . . . . . WTWA, Thomson  
 Woodson, Al . . . . . WDMG, Douglas

Horstman, Ed. . . . . WENR, WLNR-TV, Chicago  
 Jacker, E. W. . . . . WATF, Chicago  
 Kumbel, G. M. . . . . WKID, Urbana  
 Kuhn, John . . . . . WMRO, Aurora  
 Kusack, William P. . . . . WKBK, Chicago  
 Livesay, Ray . . . . . WLBH, Matttoon  
 Lovely, Wayne . . . . . WEFK, Peoria  
 Luttwigs, H. C. . . . . WMAQ, WNIQ, Chicago  
 Luthman, Rudolph . . . . . WTRI, Peoria  
 McMan, Lawrence . . . . . WLPO, La Salle  
 Mazan, T. G. . . . . WDNB, Danville  
 Meyers, Carl J. . . . . WGN, WGN-TV, Chicago  
 Miller, Adon . . . . . WMFX, Mt. Vernon  
 Mollring, Marvin M. . . . . WBYB, Belleville  
 Myers, Walter F. . . . . WJJD, Chicago  
 North, Dwight . . . . . WCST, Centralia  
 Prandoni, Emil L. . . . . WSAV, Peoria  
 Reynolds, Harold E. . . . . WCRV, Fritchham  
 Riggins, Murrell . . . . . WKAI, Macomb  
 Rowe, Thomas L. . . . . WLS, Chicago  
 Sawyer, Marion . . . . . WCH, Carbondale  
 Scandretti, E. P. . . . . WGLL, Galesburg  
 Schenke, Robert . . . . . WDSN, Champaign  
 Schneider, L. S. . . . . WSNP, Evanston  
 Shirk, Ken . . . . . WIND, Chicago  
 Smetit, Robert J. WJBF WBBE-TV, Rock Island  
 Smith, Wilfred A. . . . . WRCK, Rockford  
 Stockberger, John M. . . . . WBYS, Canton  
 Stockwish, Milburn H. . . . . WSDY, Decatur  
 Swarinen, E. C. . . . . WTAQ, Springfield  
 White, Clinton R. . . . . WCRW, Chicago  
 White, Eric E. . . . . WTMV, East St. Louis  
 Whitman, Urlin . . . . . WTAQ, Quincy  
 Willett, Charles . . . . . WPEL, Chicago  
 Wilson, William . . . . . WHOW, Clinton  
 Yandell, Ryburn . . . . . WJPP, Herrin

**Indiana**

Adams, Harry E. . . . . WIBC, Indianapolis  
 Alden, Eugene E. . . . . WIRE, Indianapolis  
 Baldwin, Ralph . . . . . WAOW, Vincennes  
 Brewer, James R. . . . . WTCL, Toh Bend  
 Cole, Herbert G. . . . . WSBT, South Bend  
 Copeland, Thomas . . . . . WKIG, Fort Wayne  
 Crain, Murrey . . . . . WIBC, Muncie  
 Dunning, L. J. . . . . WKBY, Richmond  
 Feltz, T. R. . . . . WTHI, Terre Haute  
 Finger, Carl . . . . . WBBW, Bedford  
 Gresham, Stokes Jr. . . . . WISH, Indianapolis  
 Hoffman, Gilbert . . . . . WJPS, Evansville  
 Holland, Harold . WFRM WFRM-TV, Indianapolis  
 Holzapel, Don . . . . . WGL, Fort Wayne  
 Lockwood, Edward C. . . . . WXLN, Indianapolis  
 Malby, David . . . . . WHOT, South Bend  
 Mann, Leonard . . . . . WJRH, Hammond  
 May, Ted . . . . . WTOM, Bloomington  
 Mould, Raymond . . . . . WLOI, La Porte  
 Peters, Jess . . . . . WJOH, Hammond  
 Ratts, Bruce . . . . . WOVO, Ft. Wayne  
 Reitor, Chester . . . . . WIOU, Kokomo  
 Richardson, Bill . . . . . WITZ, Jasper  
 Roife, James . . . . . WSAV, Bloomington  
 Schilling, Robert J. . . . . WIMS, Michigan City  
 Schoony, Erwin . . . . . WGRF, Evansville  
 Shroyer, L. M. . . . . WBBB, Anderson  
 Stewart, Howard . . . . . WBOV, Terre Haute  
 Stoltz, George F. . . . . WTKV, Evansville  
 Voss, Victor H. . . . . WWCY, Gary  
 Warren, William Wallace . . . . . WANE, Fort Wayne  
 Wengel, Morton . . . . . WTTY, Bloomington  
 Wilson, Robert . . . . . WEOA, Evansville  
 Williamson, James C. . . . . WCNB, Coalingville  
 Zollmer, Lester . . . . . WTRC, Elkhart

**Iowa**

Amoo, Lloyd R. . . . . KIOA, Des Moines  
 Anderson, Herb . . . . . KFJB, Marshalltown  
 Andrew, Gilbert . . . . . KRCS, Chilton  
 Arvidson, Paul . . . . . WOI, Davenport  
 Blackwell, John . . . . . KICD, Spencer  
 Bullock, Mark W. . . . . KENF, Shenandoah  
 Burgess, Howard F. . . . . KRWL, Waterloo  
 Brown, Bob . . . . . KRB, Des Moines  
 Caldwell, Kenneth M. . . . . KCRG, Cedar Rapids  
 Carlson, Howard L. . . . . KAYL, Storm Lake  
 Dier, S. C. . . . . KSCJ, Sioux City  
 Duncan, Jack H. . . . . KSMN, Mason City  
 Eastern, Willard . . . . . KTRU, Sioux City  
 Edelson, Edward . . . . . RWPC, Muscatine

**Idaho**

Burgess, Jerry . . . . . KRID, Caldwell  
 Call, Ellis W. . . . . KSET, Pocatello  
 Carlson, James . . . . . KWET, Weiser  
 Dreher, G. Turner . . . . . KWAL, Wallace  
 Eggleston, Richard E. . . . . KGEM, Boise  
 Elliot, Ian . . . . . KLIJ, Twin Falls  
 Hartley, Marvin . . . . . KTFI, Twin Falls  
 Johnz, Jimmy . . . . . KISH, Boise  
 Musulin, Deniz . . . . . KEO, Pocatello  
 Nelson, Blaire G. . . . . KIFI, Idaho Falls  
 Olson, Howard . . . . . KVIN, Coeur D'Alene  
 Olsen, Newell . . . . . KID, Idaho Falls  
 Pinney, Donald R. . . . . KBBO, Burley  
 Smith, Kenneth F. . . . . KPST, Preston  
 Sole, J. H. . . . . KVMV, Twin Falls, Ida.  
 Toedtmeier, Harold . . . . . KIDO, Boise  
 Wilson, Gene . . . . . KRRL, Lewiston  
 Young, B. D. . . . . KRPL, Moscow

**Illinois**

Batley, Fred . . . . . WJBC, Bloomington  
 Barker, Vincent S. . . . . WFKL, Freeport  
 Cassens, G. J. . . . . WLDJ, Jacksonville  
 DeCosta, Lester . . . . . WJOL, Joliet  
 DeWitt, Clayton . . . . . WLBK, De Kalb  
 Ebel, A. James . . . . . WDBZ, Decatur, WMBD, Peoria  
 Ely, Dan . . . . . WEIC, Chicago  
 Gladson, Elmer . . . . . WEBQ, Harrisburg  
 Haerle, John . . . . . WJEM, Quincy  
 Harrell, Robert . . . . . WKAN, Kankakee  
 Horne, Carl . . . . . WWXL, Peoria

## Chief Engineers

Eittrheim, Curtis.....KDEC, Decorah  
 Full, Elliott.....KXIC, Iowa City  
 Hall, Robert W.....KSWI, Council Bluffs  
 Hancock, Robert.....KOTH, Oubuque  
 Deblieux, George W.....KOKX, Keokuk  
 Hixenbaugh, George P.....WMT, Cedar Rapids  
 Kassner, Don.....KXEL, Waterloo  
 Kelso, Doyle D.....KASI, Ames  
 Marshall, Hubert.....KXGI, Ft. Madison  
 Poole, Jean.....KSIB, Creston  
 Quentin, Charles.....KRNT, Des Moines  
 Sawyer, Roger.....KGLO, Mason City  
 Schroeder, R. J.....KMA, Shenandoah  
 Shaffer, C. R.....KAYK, Waterloo  
 Sinclair, David.....KVFD, Fort Dodge  
 Snyder, Reed E.....WHO, Des Moines  
 Todd, Stan.....KIOA, Des Moines  
 Uycoka, John.....WKBB, Dubuque

### Kansas

Barnett, Glen.....KAYS, Hays, Kans  
 Blienscr, Carl.....WREN, Topeka  
 Bressan, W. D.....KSEK, Pittsburg  
 Bryant, Robert.....KIUL, Garden City  
 Casey, F. D.....KGAR, Garden City  
 Clary, M. H.....KWHK, Hutchinson  
 Dadsman, Amos.....KPH, Wichita  
 Dickenshoets, Lewis.....WIBW, Topeka  
 Heithecker, Ted.....KANS, Wichita  
 Howe, Edward.....KSOK, Arkansas  
 Jaminet, J. S.....KGGF, Coffeyville  
 Lynch, U. L.....Colby  
 Pash, Wayne.....KSCB, Liberal  
 Peterson, Willard.....Ktop, Topeka  
 Pyle, K. W.....KFBI, Wichita  
 Reed, David L.....KCLO, Leavenworth  
 Stafford, Leo.....KOAM, Pittsburg  
 Teats, James L.....KCLK, Parsons  
 Vance, N. A.....KSAL, Salina  
 Wallack, Chester A.....KVG, Great Bend  
 Williams, Max.....KCIN, Kansas City, Kans.

### Kentucky

Augustine, John.....WSFC, Somerset  
 Crawley, J. B.....WTCO, Campbellsville  
 Cross, Harvey L.....WFTM, Maysville  
 Dawson, Steve.....WLOU, Louisville  
 DAKE, ELMER C.....WNOP, Newport  
 Dunbar, Paul.....WVLK, Lexington-Versailles  
 Esten, Perry W.....WGRG, Louisville  
 French, James C.....WKIC, Hazard  
 Goodaker, Leslie.....WOMI, Owensboro  
 Greenwood, John.....WHLN, Harlan  
 Hargrove, Joseph M.....WKTMT, Mayfield  
 Henson, Russell.....WCTT, Corbin  
 Hudimac, John.....WPKY, Frankfort  
 Hudson, Wilbur.....WAVE, WAVE-TV, Louisville  
 Hulse, C. H.....WKAY, Glasgow  
 Jacoc, Robert Earl.....WVJS, Owensboro  
 Koenig, Julian.....WZIP, Covington  
 Lockler, Henry C.....WLAP, Lexington  
 Lovell, Henry C.....WHRI, Danville  
 Miller, Rondal L.....WLB, Bowling Green  
 Morris, U. C.....WPAD, Paducah  
 Nunn, Vernon R.....WSON, Henderson  
 Picazo, M. E.....WMTC, Vancelev  
 Scarsdale, Melvin  
 Scarsdale, Melvin.....WINN, Louisville  
 Sims, C. G.....WKYB, Paducah  
 Steele, Carlos.....WNB, Murray  
 Summerford, D. C.....WKLO, Louisville  
 Towner, Orrin W.....WHAS, Louisville  
 Warner, Atho.....WLEX, Lexington  
 Weaver, Clarence C.....WCMI, Ashland  
 Wilson, Leo Y.....WHOP, Hopkinsville

### Louisiana

Antony, W. E.....KWKH, Shreveport  
 Bailey, Clovis L.....KSI, Crowley  
 Blackmon, L. M.....KANE, New Iberia  
 Bloom, J. D., Jr.....WNL, New Orleans  
 Bonrgois, Albert.....WNOE, New Orleans  
 Carlson, L. J.....KENT, Shreveport  
 Carson, LaVance.....KWSL, Lake Charles

Case, Ed.....WIBR, Baton Rouge  
 Craft, A. B.....KPLC, Lake Charles  
 Crawford, John W.....KVOB, Alexandria  
 Curnutt, P. E.....WIHL, Hammond  
 Deblieux, G. W.....WTPS, New Orleans  
 Dudley, Vernon E.....WJBO, Baton Rouge  
 Eggers, Earl M.....KSYL, Alexandria  
 Hebert, Freddie.....KSLQ, Opelousas  
 Hook, C. T.....KROF, Abbeville  
 Hyatt, William.....KNOE, Monroe  
 Jones, Donald L.....KCIL, Houma  
 Maddox, C. H.....KTBS, Shreveport  
 Mayoral, George A.....WJMR, New Orleans  
 Morgan, A. L.....KMLB, Monroe  
 Pilcher, Louis.....KVOL, Lafayette  
 Riddle, Lindsey.....WDSU, WDSU-TV, New Orleans  
 Sexton, Jesse R.....KALB, Alexandria  
 Van Valkenberg, E.....WLCS, Baton Rouge  
 Vargo, Andrew.....KLOU, Lake Charles  
 Whitney, Charles.....WJBW, New Orleans

### Maine

Crandon, G. Fred.....WCSH, Portland  
 Deters, Arthur.....WIDE, Biddeford  
 Dickson, Walter.....WABL, Bangor  
 Hall, Leslie R.....WLAM, Lewiston  
 Hodgins, Roger W.....WGAN, Portland  
 Hughes, Lester E.....WAGM, Presque, Isle  
 Magown, Lauris P.....WGUY, Bangor  
 Mason, Donald.....WCOU, Lewiston  
 Parker, Robert H.....WFAU, Augusta  
 Perry, Roger L.....WPOB, Portland  
 Rutz, Horace.....WMTW, Portland  
 Wibby, John.....WLBZ, Bangor

### Maryland

Brewer, G. Harold.....WARK, Hagerstown  
 Clendenning, William P.....WCUM, Cumberland  
 Herr, Donald.....WBCC, Bethesda  
 Houston, G. Porter.....WCBM, Baltimore  
 Kuntz, William O.....WASA Havre de Grace  
 Lehman, Glenn.....WAAM-TV, Baltimore  
 Leek, Stanley C.....WASL, Annapolis  
 McIntire, George.....WJEJ, Hagerstown  
 Nopper, Carlton G.....WMAR-TV, Baltimore  
 Ranf, William Q.....WFB, Baltimore  
 Robertson, James W.....WFMD, Frederick  
 Solleck, William R.....WTBO, Cumberland  
 Story, Vernon V.....WOOK, Silver Spring  
 Ward, Jack W.....WBCC, Salisbury  
 Wilner, John.....WBAL, WBAL-TV, Baltimore

### Massachusetts

Ayer, Walter.....WBEC, Pittsfield  
 Baldwin, Philip K.....WHDH, Boston  
 Bartol, Francis W.....WKOX, Framingham  
 Bonney, J. H.....WCRB, Waltham  
 Browning, E. A.....WTAG, Worcester  
 Dailey, William B.....WMNB, North Adams  
 Dorschug, Harold A.....WEEI, Boston  
 Emery, Stanley S.....WOCB, West Yarmouth  
 Glinka, Richard.....WACE, Chicopee  
 Grobowski, Z. V.....WNBH, New Bedford  
 Guimond, Norman P.....WALE, Fall River  
 Hale, Roland C.....WCOP, Boston  
 Hauser, W. H.....WLB, WBZ-TV, Boston  
 Hinkle, George A.....WLA, Lawrence  
 Hurd, Paul A.....WHA, Haverhill  
 James, Philip.....WBKA, Brockton  
 Joslin, Fred.....WARE, Ware  
 Kallin, Theodore.....WEIM, Fitchburg  
 MacAdam, Mark L.....WBET, Brockton  
 Memishian, John.....WMEX, Boston  
 Michaels, A. G.....WLLH, Lowell-Lawrence  
 Michnovez, John.....WMA, Springfield  
 Ogg, Norman.....WAAB, Worcester  
 Paley, A. J.....WHYN, Holyoke  
 Parker, John W.....WLYN, Lynn  
 Pavao, John.....WSAR, Fall River  
 Randall, Harold.....WBZA, Springfield  
 Ratigan, J. Herbert.....WBMS, Boston  
 Robinson, Irving.....WNAC, Boston  
 Townsend, George.....WSPR, Springfield  
 Vincent, Parker.....WHOB, Gardner

Wheeler, Leland P. . . . . WHAI, Greenfield  
 Whittemore, Harry . . . . . WNAC-TV, Boston  
 Wilson, Vernon P. . . . . WNEB, Worcester

**Michigan**

Allen, James . . . . . WHRV, Ann Arbor  
 Anick, Paul F. . . . . WMJQ, Iron Mountain  
 Brown, Elwood . . . . . WABJ, Adrian  
 Burzuan, George . . . . . WHDF, Houghton  
 Carpenter, Ralph H . . . . . WBCM, Bay City  
 Carson, M. . . . . WOAP, Owosso  
 Carter, W. J. . . . . CKLW, Detroit; Windsor, Ont.  
 Clark, E. H. . . . . WJLB, Detroit  
 Dabibacka, Arne . . . . . WJMS, Ironwood  
 DeRemer, Lionel H . . . . . WBCM, Bay City  
 Fallain, Frank D. . . . . WFDF, Flint  
 Foster, Jack . . . . . WDBC, Escanaba  
 Frinck, Paul . . . . . WJBK, WJBK-TV, Detroit  
 Geranis, Arns J. . . . . WBCB, Battle Creek  
 Harrison, John Q . . . . . WEXL, Royal Oak  
 Jones, Darrell . . . . . WTAC, Flint  
 Kaari, Eugene . . . . . WKKB, Iron River  
 Kiker, William . . . . . WATZ, Alpena  
 Koehler, Charles . . . . . WZVY-TV, Detroit  
 Keener, Meredith L. . . . . WWSM, Saginaw  
 Kotcher, Charles . . . . . WXYZ, Detroit  
 Krivitzky, George . . . . . WMUS, Muskegon  
 Lee, Carl E. . . . .

WJEF, Grand Rapids. WKZO, Kalamazoo  
 Leydorf, G. F. . . . . WJR, Detroit  
 Love, E. J. . . . . WWJ, WWJ-TV, Detroit  
 Maloney, Bernard R. . . . . WJPD, Ishpeming  
 Martin, Jerrold . . . . . WKMH, Dearborn  
 Morris, William F. . . . . WSOO, Sault Ste. Marie  
 Pendleton K. B. . . . . WKBZ, Muskegon  
 Petters, John F. . . . . WKLA, Ludington  
 Robinson, Munson U . . . . . WHFB, Benton Harbor  
 Russell, Fred W. . . . . WOOD, Grand Rapids  
 Ryan, G. Elwood . . . . . WBBC, Flint  
 Sparks, Garneal G. . . . . WEXL, Royal Oak  
 Stearns, George D. . . . . WPAG, Ann Arbor  
 Stephens, Carl E. . . . . WGFQ, Kalamazoo  
 Stevens, Lee G. . . . . WLAV-TV, Grand Rapids  
 Stone, Earl J. . . . . WELL, Battle Creek  
 Stoner, Marion . . . . . WTHH, Port Huron  
 Thomas, Max . . . . . WKNX, Saginaw  
 Timmer, Jack . . . . . WFUR, Grand Rapids  
 Westrate, Millard . . . . . WHTC, Holland  
 Wirtanen, C. W. . . . . WIBM, Jackson  
 Wolfe, Peter A. . . . . WMDN, Midland

**Minnesota**

Allen, Harold E. . . . . KGDE, Fergus Falls  
 Beloungy, J. J. . . . . WCCO, Minneapolis  
 Bjork, Merle . . . . . WLOL, Minneapolis  
 Bothman, Henry J. . . . . KTRF, Thief River Falls  
 Bower, Kline E. . . . . KBMW, Breckenridge  
 Brautigam, Gene . . . . . WLOL, Minneapolis  
 Cross, Bob . . . . . KRCC, Rochester  
 Dettman, R. A. . . . . KDAL, Duluth  
 Dorgett, Ralph T. . . . . KWAD, Wadena  
 Fessenmeyer, Ross A. . . . . KGZY, Grand Rapids  
 Fritze, Warren B. . . . . WMIN, St. Paul  
 Gander, Darrel . . . . . WXLT, Ely  
 Geiken, Don . . . . . KVOX, Moorhead  
 Gill, Norman . . . . . WEBC, Duluth; WHLB, Virginia  
 Groenevelt, Richard . . . . . WGRD, Grand Rapids  
 Hazaman, Boynton . . . . . KLEB, Rochester  
 Headen, Harvey V. . . . . KEYD, Minneapolis  
 Holt, Robert . . . . . KATE, Albert Lea  
 Houts, James . . . . . KYSM, Mankato  
 Hyde, John E. . . . . KDHL, Faribault  
 Jacobs, Merrill . . . . . KBUN, Bemidji  
 Johnson, Stanley . . . . . KWNO, Winona  
 Kiewel, William J. . . . . KROX, Crookston  
 Klein, Glen . . . . . KAUS, Austin  
 Knapp, Clinton . . . . . KWQA, Worthington  
 Linder H. Willard . . . . . KMHL, Marshall  
 Lounsberry, William H. . . . . WREX, Duluth  
 McMahon, John . . . . .

KSTP, KSTP-TV, St. Paul; Minneapolis  
 Sherman, John M. WTCN, WTCN-TV, Minneapolis  
 Winkler, Charles W. . . . . WDG Y, Minneapolis  
 Witschen, Robert . . . . . KRAM, St. Cloud

**Mississippi**

Benson, G. G. . . . . WRBC, Jackson  
 Betmarik, Al. . . . . WMOX, Meridian  
 Brady, Pbil. . . . . WAPP, McComb

Connell, Dennis . . . . . WHSY, Hattiesburg  
 Drake, C. E. . . . . WQBC, Vicksburg  
 Essary, William M. . . . . WCMA, Corinth  
 Flinspach, D. A. . . . . WAZF, Yazoo City  
 Prantz, F. H. . . . . WHOC, Philadelphia  
 Graves, C. D. . . . . WROC, Clarksdale  
 Graves, Clyne . . . . . WAML, Laurel  
 Green, LeRoy . . . . . WELO, Tupelo  
 Jetton, Welton H. . . . . WGVN, Greenville  
 King, John E., Jr. . . . . WRFB, West Point  
 Kuhn, Percy . . . . . WJPR, Greenville  
 McFerrin, Tom . . . . . WCBF, Columbus  
 McLemore, B. B. . . . . WFOR, Hattiesburg  
 Majure, T. B. . . . . WLQX, Biloxi-Gulfport  
 Murphy, Donovan . . . . . WGCN, Gulfport  
 Patterson, Thomas . . . . . WJXN, Jackson  
 Perkins, C. A. . . . . WSLI, Jackson  
 Pierce, Edward S. . . . . WLAU, Laurel  
 Pierce, Louis . . . . . WGRM, Greenwood  
 Ray, George C. . . . . WROZ, Koctusk  
 Root, Percy G. . . . . WJDX, Jackson  
 Sanders, Robert Louis . . . . . WSKB, McComb  
 Saxon, Joe . . . . . WTOK, Meridian  
 Tolar, Ray . . . . . WCJU, Columbia  
 Wilson, George . . . . . WMIS, Natchez  
 Wilson, Thomas . . . . . WVIM, Vicksburg

**Missouri**

Barkel, Kermit . . . . . KREL, Farmington  
 Bauer, Fritz . . . . . KWTO, Springfield  
 Conner, Robert . . . . . KBOA, Kennett  
 Curry, William F. . . . . KTTS, Springfield  
 Dodge, Everett J. . . . . WMBH, Joplin  
 Flaherty, Joseph A. . . . . WDAF, Kansas City  
 Goldenberg, Henry . . . . . WHB, Kansas City  
 Goodberlet, Edward . . . . . WIL, St. Louis  
 Hackmann, Leroy S. . . . . KWOS, Jefferson City  
 Haigh, Robert . . . . . KFRU, Columbia  
 Harrison, Austin A. . . . . KSWM, Joplin  
 Harvey, Harry . . . . . KMOX, St. Louis  
 Hirsch, Ralph L. . . . . KSIM, Sikeston  
 Kettner, Ernest L. . . . . KIND, Independence  
 Korabek, Al. . . . . KXEO, Mexico  
 Langford, J. L. . . . . KDMO, Carthage  
 Lidenton, Donald . . . . . KWOC, Poplar Bluff  
 Meador, Ralph . . . . . KFSB, Joplin  
 Mithum, Martin M. . . . . KTTT, Rolla  
 Moler, Ray . . . . . KFRM, KMBS, Kansas City  
 Parrish, Ben . . . . . KHMO, Hannibal  
 Rekart, Arthur F. . . . . KXOK, St. Louis  
 Risk, J. E. . . . . KSD-TV, St. Louis  
 Rose, Murel L. . . . . KSGM, Ste. Genevieve  
 St. Vrain, Wallace E. . . . . KXLW, St. Louis  
 Sheehan, John . . . . . KIRK, Kirksville  
 Sojka, Frank . . . . . KXEO, Mexico  
 Troeglein, Karl . . . . . KCMO, Kansas City  
 Volk, Joseph A. . . . . WREW, St. Louis  
 Weissmann, Charles . . . . . KRES, St. Joseph  
 Wesley, Koek J. . . . . KFEP, St. Joseph  
 White, E. Dennis . . . . . KGRK, Springfield  
 Zehr, Nick . . . . . KWK, St. Louis

**Montana**

Bauer, George H. . . . . KOJM, Havre  
 Bunker, Eugene B. . . . . KMON, Great Falls  
 Goodreau, Ed. . . . . KXLJ, Helena  
 Green, Dave . . . . . KXLL, Missoula  
 Halvorson, Oscar H. . . . . KGXC, Sidney  
 Hildebrand, Ted . . . . . KMBY, Billings  
 Jones, Ted . . . . . KAVR, Havre  
 Patterson, William H . . . . . KGEZ, Kalispell  
 Poole, Henry B. . . . . KMON, Great Falls  
 Potter, George . . . . . KIYI, Shelby  
 Powers, Dou . . . . . KXGN, Glendive  
 Provis, Jack . . . . . KXLQ, Bozeman  
 Provis, W. J. . . . . KXLF, Butte  
 Rush, Ben K. . . . . KXLO, Lewiston  
 Scofield, Charles . . . . . KRJF, Miles City  
 Skidmore, Jim . . . . . KOPR, Butte  
 Touw, Clarence . . . . . KGVO, Missoula

**Nebraska**

Athson, Duane . . . . . KHAS, Hastings  
 Blakesley, Jay . . . . . KODY, North Platte  
 Case, Bill . . . . . KNEB, Scottsbluff  
 Hardy, Harold W. . . . . KJNK, Columbus  
 Herald, Joseph . . . . . WOW-TV, Omaha  
 Korinek, Marvin . . . . . KOIN, Lincoln  
 Kotera, William J. . . . . WOW, WOW-TV, Omaha

# Chief Engineers

Lenwell, LeRoy W. . . . . KBRL, McCook  
 Lewis, Jack . . . . . KGFV, Kearney  
 Morrison, Harland . . . . . KOLJ, Scottsbluff  
 Nelson, N. P. . . . . KOWH, Omaha  
 Schroeder, R. J. . . . . KMTV, Omaha  
 Seier, Eugene . . . . . KMMJ, Grand Island  
 Weimer, Orville . . . . . KOWH, Omaha  
 Welna, Richard E. . . . . KRON, Omaha  
 Wiedenbach, Frank . . . . . WJAG, Norfolk  
 Winkler, Charles . . . . . KOIL, Omaha  
 Winkler, Charles W. . . . . KFOR, Lincoln

## Nevada

Berry, W. E. . . . . KENO, Las Vegas  
 Comer, Wilbur C. . . . . KWRN, Reno  
 Craig, Wesley . . . . . KOH, Reno  
 Jones, Havelyn . . . . . KRAM, Las Vegas  
 Peterson, Merle . . . . . KOH, Reno  
 Young, Fred . . . . . KRAM, Las Vegas

## New Hampshire

Avery, Walter . . . . . WLNH, Laconia  
 Babkes, E. J. . . . . WWNH, Rochester  
 Batchelder, Ernest F., Jr. . . . . WKNE, Keene  
 Bingham, Robert C. . . . . WOTW, Nashua  
 Chandler, Vincent H. . . . . WMUR, Manchester  
 Davis, Albert J. . . . . WTSV, Claremont  
 Davis, George . . . . . WXKL, Concord  
 Hennessey, James F. . . . . WMOU, Berlin  
 Phillips, Royston . . . . . WKBR, Manchester  
 Schow, Reginald A. B. . . . . WFEA, Manchester  
 Vaccaro, Anthony . . . . . WHEB, Portsmouth

## New Jersey

Bremer, Frank V. . . . . WAAJ, WATU, Newark  
 Felkel, Francis . . . . . WSNJ, Bridgeton  
 Foster, Herman L. . . . . WHBI, Newark  
 Godfrey, Earle . . . . . WBAB, Atlantic City  
 Kellom, Bernard . . . . . WVNJ, Newark  
 Kilmer, Theodore P. . . . . WTTM, Trenton  
 Lucas, Earl F. . . . . WPAT, Paterson  
 Mullen, C. V. . . . . WWBZ, Vineland  
 Onens, Clarence E. . . . . WCAM, Camden  
 Porter, Matthew . . . . . WCAP, Asbury Park  
 Prow, Rudolph . . . . . WMTR, Morristown  
 Singer, Bernard . . . . . WMID, Atlantic City  
 Steen, E. Phillip . . . . . WKDN, Camden  
 Testan, Peter . . . . . WVNJ, Newark  
 Thron, Blair K. . . . . WFPG, Atlantic City  
 Williams, Robert L. . . . . WCTC, New Brunswick

## New Mexico

Carmen, William . . . . . KOAT, Albuquerque  
 Dean, K. M. . . . . KOBE, Las Cruces  
 Dodds, Leonard . . . . . KGGM, Albuquerque  
 Hughes, Vernon . . . . . KICA, Clovis  
 Johnson, George S. . . . . KOB, KOB-TV, Albuquerque  
 Meeker, Robert . . . . . KSVP, Artesia  
 Nickelson, Odel . . . . . KTRC, Santa Fe  
 Rader, Eugene . . . . . KGRF, Roswell  
 Schultz, A. F. . . . . KFUN, Las Vegas; KRTN, Raton  
 Sene, William . . . . . KAVE, Carlsbad  
 Summersgill, R. R. . . . . KSW, Roswell  
 Suptic, James P. . . . . KGAK, Gallup  
 Timm, Fred . . . . . KVER, Albuquerque  
 Vanderwood, Elvin J. . . . . KVSP, Santa Fe  
 Walz, Russell A. . . . . KCHS, Hot Springs  
 White, David Fred, Jr. . . . . KTNM, Tucumcari

## New York

Atherton, Otis . . . . . WDHL, Olean  
 Barron, William A. . . . . WKRT, Cortland  
 Bartlett, Benton R. . . . . WWRL, Westside  
 Bates, Wiley . . . . . WDOS, Oneonta  
 Beck, Irving P. . . . . WSNY, Schenectady  
 Bell, Allen . . . . . WELM, Elmira  
 Bonvouloir, Felix . . . . . WRNY, Rochester  
 Brown, Charles . . . . . WEYD, New York  
 Burke, John P. . . . . WEOK, Poughkeepsie  
 Callendar, Fred . . . . . Batavia, N. Y.  
 Chipp, Rodney D. . . . . WABD, New York  
 Chismark, A. H. . . . . WTRY, Troy

Corey, James H. . . . . WABY, Albany  
 Crow, H. E. . . . . WHEW, Syracuse  
 Czaplak, Gustav . . . . . WJLL, Niagara Falls  
 Darlington, Edgar T. . . . . WLJB, New York  
 Davis, Maynard B. . . . . WBNY, Watertown  
 Dowdell, John T. . . . . WIBX, Utica  
 Dye, Robert . . . . . WNDR, Syracuse  
 Emch, Robert . . . . . WARC, Rochester  
 Fiedler, Leroy . . . . . WKBW, Buffalo  
 Fuclling, Paul . . . . . WGMG, New York  
 Gardner, Kenneth J. WHAM, WHAM-TV, Rochester  
 Ghiloni, Peter W. . . . . WGAT, Utica  
 Greene, R. Carleton . . . . . WGV, Geneva  
 Greene, Thurlow A. . . . . WENY, Elmira  
 Hallinan, Charles . . . . . WKOP, Binghamton  
 Hanson, O. B. . . . . WNBC, WNET, New York  
 Heisler, Charles . . . . . WROW, Albany  
 Henry, C. F. . . . . WRUN, Utica  
 Hill, Emile . . . . . WOV, New York  
 Hillman, Murray . . . . . WLEA, Hornell  
 Hoag, Dwelle S. . . . . WPTV, Albany  
 Hoffman, K. B. . . . . WGR, Buffalo  
 Hoffman, Norman R. . . . . WHCU, Ithaca  
 House, Herbert . . . . . WMOB, Auburn  
 Houskeeper, Peter C. . . . . WLN, Peekskill  
 Howard, Tom . . . . . WPIX, New York  
 Kelley, A. A. . . . . WINE, Binghamton  
 Kelley, James . . . . . WFBL, Syracuse  
 Kingsley, Ralph J. . . . . WBEN, WBN-TV, Buffalo  
 Knaack, Frank E. . . . . WHLI, Hempstead  
 Krauzert, Harold J. . . . . WJTN, Jamestown  
 Langham, Donald F. . . . . WAGE, Syracuse  
 Layman, Harry W. . . . . WJOC, Jamestown  
 Layton, DeForest T., Jr. . . . . WKAL, Rome  
 Lissner, Charles B. . . . . WALL, Middletown  
 Lyke, Ervin F. . . . . WVET, Rochester  
 McCafferty, James . . . . . WMCA, New York  
 McNelis, Joseph . . . . . WKNY, Kingston  
 Marx, Frank . . . . . WJZ-TV, New York  
 Merchant, J. Harold . WENE, Binghamton-Endicott  
 Milne, George . . . . . WJZ, New York  
 Milos, Bob . . . . . WGBB, Freeport  
 Muir, Donald . . . . . WOLF, Syracuse  
 Nazak, Jack . . . . . WEA-V, Plattsburg  
 O'Brien, Bern C. . . . . WHEC, Rochester  
 Poppele, J. R. . . . . WOR, WOR-TV, New York  
 Purcell, Williard J. . . . . WGY, WRGB, Schenectady  
 Rauer, Guy . . . . . WCSS, Amsterdam  
 Ridgeway, Frank . . . . . WEER, Buffalo  
 Saj, Frank . . . . . WWOL, Buffalo  
 Sanders, Edwin R. . . . . KXRA, Kenmore (Buffalo)  
 Sardi, Al . . . . . WOKO, Albany  
 Schryver, Donald . . . . . WATN, Watertown  
 Seimes, Marvin S. . . . . WGNV, Newburgh; WKIP, Poughkeepsie

Seitz, Frank A. . . . . WFAS, White Plains  
 Stantz, L. H. . . . . WNEF, WNEF-TV, Binghamton  
 Stewart, Richard . . . . . WENT, Gloversville-Johnstown  
 Stromer, Adolf F. . . . . WICY, Malone  
 Tackach, Michael . . . . . WHUC, Hudson  
 Tarkulich, Michael . . . . . WMSA, Massena  
 Thompson, R. G. . . . . WCBS, New York  
 Valentine, Russell D. . . . . WQXR, New York  
 Vines, Thomas L. . . . . WBNY, Buffalo  
 Von Kunitz, Paul . . . . . WINS, New York  
 Weber, James H. . . . . WVIN, Olney  
 Weiner, Max . . . . . WNEW, New York  
 Wetmore, George . . . . . WKKW, Albany  
 Williams, H. B. . . . . WNBZ, Saranac Lake  
 Wilson, Robert . . . . . WHLD, Niagara Falls  
 Wittlig, Paul . . . . . WCBS-TV, New York  
 Worthing, Henry O. . . . . WGLN, Glens Falls

## North Carolina

Alexander, L. H. . . . . WFCR, Reidsville  
 Alford, Bill . . . . . WGTC, Greenville  
 Alford, William . . . . . WFNC, Fayetteville  
 Allison, Earl F. . . . . WBIG, Greensboro  
 Aycock, Harold . . . . . WCEC, Rocky Mount  
 Bullew, Frank . . . . . WMNC, Morganton  
 Brandon, Thomas C. . . . . WGV, Charlotte  
 Caudle, L. A., Jr. . . . . WSOC, Charlotte  
 Cecil, Yancey . . . . . WHPE, High Point  
 Chambers, William M. . . . . WLOS, Asheville  
 Chandler, C. D. . . . . WCPS, Tarboro

Chaney, A. L. Jr. . . . . WAYS, Charlotte  
 Clements, Bill . . . . . WSKY, Asheville  
 Coddington, Robert . . . . . WHPT, New Bern  
 Cooney, James J. . . . . WJNC, Jacksonville  
 Duncan, Virgil . . . . . WRAI, Raleigh  
 Epperson, Ralph D. . . . . WPAQ, Mt. Airy  
 Fletcher, Willard . . . . . WMAP, Monroe  
 Fuller, Roy E. . . . . WHDK, Durham  
 Gilliam, Ray . . . . . WRDK, Newberry  
 Groves, W. C. Jr. . . . . WGNL, Gastonia  
 Hamrick, William H. . . . . WWNC, Asheville  
 Harshorn, David E. . . . . WFTC, Kinston  
 Hayes, Robert M. . . . . WKBC, North Wilkeshoro  
 Hedrick, Phil . . . . . WSJS, Winston-Salem  
 Herrine, E. I. . . . . WMFD, Wilmington  
 Hiland, Lewis . . . . . WJNC, WJNC-FM, Henderson  
 Hinson, Foy . . . . . WGTI, Kinnapolis  
 Huthek, Henry Jr. . . . . WPTF, Raleigh, N. C.  
 Human, Clifford . . . . . WHPK, Hendersonville  
 Iwerks, Vernon . . . . . WBFO, Forest City  
 Kattas, Joseph . . . . . WCRB, Dunn  
 King, Lee . . . . . WAIR, Winston-Salem  
 Koprivcr, Edward O. . . . . WSTS, Southern Pines  
 Kustner, Melvin . . . . . WEEB, Southern Pines  
 Lutz, Dennis . . . . . WNNL, Newton  
 Long, Edmund S. . . . . WHKY, Hickory  
 McIntosh, T. H. . . . . WFSN, Burlington  
 Muleley, Art . . . . . WGNL, Wilmington  
 Malone, W. H. . . . . WGTM, Wilson  
 McCreas, Claude . . . . . WCBT, Roanoke Rapids  
 Melone, Phil . . . . . WGAI, Elizabeth City  
 Minor, M. J. . . . . WBA WRTV, Charlotte  
 Moore, Robert . . . . . WMPR, High Point  
 Mum, Matt . . . . . WISE, Asheville  
 Murphy, T. G. . . . . WRRF, Washington  
 Norman, Edward . . . . . WSSB, Durham  
 Oby, Carey H. . . . . WWSG, Sanford  
 Pate, Ernest, Jr. . . . . WCOG, Greensboro  
 Penny, Clyde C. . . . . WGWK, Asheville  
 Pickett, Carl . . . . . WHIT, Durham  
 Pielcr, N. V. . . . . WYOT, Wilson  
 Porter, Bascom . . . . . WNAO, Raleigh  
 Rogers, W. F. . . . . WTSR, Lumberton  
 Sherman, Elbert . . . . . WSAT, Salisbury  
 Sherwood, John M. . . . . WRSB, Ahoskie  
 Silb, Cecil . . . . . WADE, Wadesboro  
 Spikula, Russell . . . . . WTOB, Winston Salem  
 Stanton, E. M. Jr. . . . . WVNF, Fayetteville  
 Stewart, James M. . . . . WGBG, Greensboro  
 Sugg, L. M. . . . . WTNL, Thomasville  
 Taylor, K. A. . . . . WDNL, Durham  
 Troutman, Elmer H. . . . . WIBC, Hickory  
 Tysor, Berry . . . . . WHBR, Burlington  
 Vozit, Don C. . . . . WLTC, Gastonia  
 Wallace, Robert M. . . . . WAIS, Shelby  
 Watson, Carl B. . . . . WSTP, Salisbury  
 White, Aris V. . . . . WTIK, Durham  
 Wilbur, Frank . . . . . WHCC, Waynesville  
 Wilroy, John . . . . . WBED, Washington  
 Wincoff, James F. . . . . WEMY-TV, Greensboro  
 Winn, Elford . . . . . WLOE, Leaksville  
 Wise, James . . . . . WAJZ, Albemarle  
 Wood, C. F. Jr. . . . . WEGO, Concord  
 Wynne, W. A. . . . . WEEB, Rocky Mount

**North Dakota**

Baker, C. W. . . . . KLPM, Minot  
 Barnett, Ray . . . . . KGGU, Mandan  
 Gabrielson, Orl . . . . . KFGO, Fargo  
 Moritz, Richard . . . . . KJLR, Devils Lake  
 Nelson, Var . . . . . KPYR, Bismarck  
 Prochaska, Quentin V. . . . . KDIX, Dickinson  
 Rulaway, Robert N. . . . . KSJB, Jamestown  
 Setvold, Jubine . . . . . WDAY, Fargo  
 Selgeford, Bob . . . . . KVNJ, Fargo  
 Sirostrom, Charles . . . . . KOYC, Valley City  
 Thomford, Clifford . . . . . KNOX, Grand Forks

**Ohio**

Adams, Ernest L. . . . . WHIO-TV, Dayton  
 Abner, Ralph B. . . . . WBEX, Chillicothe  
 Beckwith, Larry . . . . . WPEP, Middletown  
 Bernato, F. N. . . . . WUCA, Ashland  
 Bondy, Hugo A. . . . . WHHH, Warren  
 Bopp, Calvin . . . . . WLW-TV, Cincinnati  
 Burke, James M. . . . . WTVX, Columbus  
 Bushong, Victor . . . . . WJZE, Springfield  
 Clark, Charles E. . . . . WMOA, Marietta  
 Cowen, George . . . . . WTRP, Bellare

DeCounick, Leo . . . . . WCOL, Columbus  
 DeLony, R. H. . . . . WHR, Cleveland  
 Dieringer, Frank A. . . . . WFMJ, Youngstown  
 Epperson, Joseph B. . . . . WJWS, Cleveland  
 Friedman, Thomas . . . . . WXEL, Cleveland  
 Grumder, C. R. . . . . WWST, Wooster  
 Hill, James . . . . . WHKK, Akron  
 Holmes, Harold . . . . . WTOL, Toledo  
 Hoise, Lloyd . . . . . WING, Dayton  
 Houston, Charles R. . . . . WHOK, Lancaster  
 Hunt, William A. . . . . WHIZ, Zanesville  
 Hunter, Darrel . . . . . WLOK, Lima  
 Knapp, Irwin L. . . . . WAKR, Akron  
 Louch, Jay . . . . . WJEC, Sandusky  
 Leonard, S. E. . . . . WNER, WTAM, Cleveland  
 Lepple, Howard . . . . . WLW-D, Dayton  
 London, Byron . . . . . WPTW, Piquin  
 MacCasland, G. A. . . . . WJEL, Springfield  
 Makinson, Grant . . . . . WCPO-WCPO-TV, Cincinnati  
 Minor, William C. . . . . WJBC, Columbus  
 Morrison, W. E. . . . . WMAN, Mansfield  
 Murawsky, Walter . . . . . WFOL, Elyria  
 Myers, Maurice L. . . . . WPAV, Portsmouth  
 Nazzari, Lester H. . . . . WBNS-TV, Columbus  
 Peters, Francis J. . . . . WFRN, Marion  
 Pierce, R. Morris . . . . . WGAR, Cleveland  
 Randles, Wesley C. . . . . WLE, Cambridge  
 Roberts, Gerold G. . . . . WJW, Cleveland  
 Rockwell, R. J. . . . . WLW, Cincinnati  
 Schaefer, Frank W. . . . . WLIO, East Liverpool  
 Sheperd, Charles S. . . . . WSTV, Steubenville  
 Shudley, Lawrence . . . . . WJMO, Cleveland  
 Sliker, Kenneth L. . . . . WIBC, Canton  
 Smith, A. J. P. . . . . WIMA, Lima  
 Smith, Edgar C. . . . . WFIX, Findlay  
 Sowers, Robert . . . . . WOTV, Toledo  
 Springfellow, Wilbur . . . . . WSPD, WSPD-TV, Toledo  
 Symons, William E. . . . . WKAL, Cincinnati  
 Topmuller, C. H. . . . . WKY, Cincinnati  
 Volkman, Don F. . . . . WMOH, Hamilton  
 Whittaker, Ben . . . . . WWSR, Cleveland  
 Wilbermuth, John L. . . . . WADC, Akron  
 Wilkins, B. T. . . . . WKHN, Youngstown  
 Wilson, George A. . . . . WKRC-TV, Cincinnati  
 Woodward, Royce O. . . . . WFRD, Worthington

**Oklahoma**

Abbott, Warren W. . . . . KSMI, Seminole  
 Alexander, Paul . . . . . KMUS, Muskogee  
 Allen, Neal M. . . . . KWCO, Chickasha  
 Bacon, Ernest . . . . . KWHW, Altus  
 Black, Elmo . . . . . RTOW, Oklahoma City  
 Buford, Bill . . . . . KRHD, Duncan  
 Coleman, Murray D. . . . . KCRC, Enid  
 Doady, M. M. . . . . KAKC, Tulsa  
 Eastum, Clifford . . . . . KTKO, Oklahoma City  
 Edwards, Eugene . . . . . KHIX, Muskogee  
 Foss, Durrel . . . . . KTSJ, Hobart  
 Freeland, Royden . . . . . KOCY, Oklahoma City  
 Jacobs, George . . . . . KOTV, Tulsa  
 Jones, Dan . . . . . KTAT, Frederick  
 Kolb, William . . . . . KVSQ, Ardmore  
 Lovell, H. J. . . . . WKY WKY TV, Oklahoma City  
 McCallum, Paul . . . . . KSPI, Stillwater  
 Nelson, John M. . . . . KSIW, Woodward  
 Richmond, Jack . . . . . KLPR, Oklahoma City  
 Rountree, George . . . . . KVLH, Pauls Valley  
 Ruppe, Kenneth . . . . . WBBZ, Ponca City  
 Seib, Robert . . . . . KPMC, McAlester  
 Smith, James H. . . . . KBRG, Okmulgee  
 Sinder, Robert . . . . . KTUL, Tulsa  
 Stanford, C. H. . . . . KCHE, El Reno  
 Stinson, Walt . . . . . KVOO, Tulsa, Okla.  
 Stour, Louis . . . . . WGIC, Miami  
 Thomas, M. W. . . . . ROMA, Oklahoma City  
 Walker, Harold . . . . . KABA, Ada  
 Wilcox, Nathan E. . . . . KFMJ, Tulsa  
 Wreeman, Jim . . . . . KWON, Bartlesville  
 Wooster, Alden F. . . . . KRMG, Tulsa

**Oregon**

Bauer, Hal . . . . . KNPT, Newport  
 Bobasuel, Walt . . . . . KBRK, Baker  
 Bookwater, L. S. . . . . KOIN, Portland  
 Brower, Robert . . . . . KGO, Oregon City  
 Brunes, Larry . . . . . KTHL, Tillamook  
 Davidson, Herbert . . . . . KWLL, Albany  
 Dickinson, Robert . . . . . KRND, Bend  
 Durham, Murray . . . . . KLEM, La Grande

## Chief Engineers

Elliott, Art. . . . . KODL, The Dalles  
 Ely, Thomas. . . . . KEX, Portland  
 Evans, J. E. . . . . KRUL, Corvallis  
 Fillingier, Russ. . . . . KWRC, Pendleton  
 Harland, Charles E. . . . . KSRV, Ontario  
 Johnson, Rodney. . . . . KPQD, Portland  
 Kieger, Harold. . . . . KBKO, Portland  
 Linn, Phillip. . . . . KWRO, Coquille  
 Loomis, Dwight. . . . . KWJJ, Portland  
 McLeroy, Edward C. Jr. . . . . KOCO, Salem  
 Miflin, Ralf. . . . . IKXL, Portland  
 Richards, Rodney. . . . . KYJC, Medford  
 Riley, William E. . . . . KASH, Eugene  
 Singleton, Harold C. . . . . KGW, Portland  
 Smith, Ralph. . . . . KRNR, Roseburg  
 Spaugh, Roger. . . . . KOOS, Coos Bay  
 Sturtevant, Henry. . . . . KPQJ, Portland  
 Viken, Floyd. . . . . KORE, Eugene  
 Walter, Gilbert. . . . . KFLW, Klamath Falls  
 Whitewell, Bruce. . . . . KAST, Astoria  
 Williams, N. L. . . . . KUJN, Grants Pass

### Pennsylvania

Aekley, Rexford. . . . . WCRO, Johnstown  
 Allen, Lyle. . . . . WHJB, Greensburg  
 Altdoerffer, Frank H. . . . . WLAN, Lancaster  
 Arcoletti, Leo. . . . . WKRR, Oil City  
 Bair, H. Howard. . . . . WCMB, Lemoyne  
 Baker, Clarence. . . . . WIKK, Erie  
 Berninger, John. . . . . WPIT, Pittsburgh  
 Bisbing, Franklin H. . . . . WNAR, Norristown  
 Bopp, Bernard H. . . . . WMRF, Lewistown  
 Bowley, Raymond J. . . . . WPTZ, Philadelphia  
 Brewer, W. A. . . . . WBUD, Morrisville  
 Burgoon, George. . . . . WFBG, WRTA, Altoona  
 Burke, James. . . . . WICU, Erie  
 Burtis, Charles W. . . . . WPEN, Philadelphia  
 Cassidy, Park H. . . . . WLTR, Bloomsburg  
 Caum, Kenneth B. . . . . WBPZ, Lock Haven  
 Colman, Millard J. . . . . WARD, Johnstown  
 Cooke, Kenneth R. . . . . WGBI, Scranton  
 Cooper, Horace. . . . . WJPA, Washington  
 Cordaro, C. Frank. . . . . WKAP, Allentown  
 Craig, Ernest A. . . . . WHUN, Huntingdon  
 Duck, L. E. . . . . WCPA, Clearfield  
 Emch, Robert. . . . . WKST, New Castle  
 Eney, I. N. . . . . KYW, Philadelphia  
 Fasnltkey, Robert. . . . . WCVI, ConneUsville  
 Field, John. . . . . WTFL, Philadelphia  
 Fireman, Paul. . . . . WBUX, Doylestown  
 Franklin, Benjamin A. . . . . WKIN, Kittanning  
 French, Theodore. . . . . WILK, Wilkes-Barre  
 Goldman, Arnold. . . . . WHAT, Philadelphia  
 Greenwood, James. . . . . WCAE, Pittsburgh  
 Haines, Homer M. . . . . WNAE, Warren  
 Handwerk, Gene. . . . . WPAM, Pottsville  
 Heck, A. C. . . . . WPIC, Sharon  
 Henninger, John H. . . . . WBIG, Philadelphia  
 Henzly, William J. . . . . WMBS, Uniontown  
 Herbert, James. . . . . WHOD, Homestead  
 Hestor, Kenneth. . . . . WERC, Erie  
 Hines, John Wm. . . . . WBVP, Beaver Falls  
 Hunt, R. F. . . . . KQV, Pittsburgh  
 Iles, Alec Felton. . . . . WJMJ, Philadelphia  
 Jefferies, David W. . . . . WESB, Bradford  
 Keller, John W. . . . . WKOK, Sunbury  
 Kenney, Theodore C. . . . . KDKA, Pittsburgh  
 Kinney, Clair. . . . . WCNB, Bloomsburg  
 Lebensperger, E. Daniel. . . . . WHP, Harrisburg  
 Leitch, John G. . . . . WCAU-TV, Philadelphia  
 Lewis, George. . . . . WCAU, Philadelphia  
 Littlejohn, Louis E. . . . . WFIL-TV, Philadelphia  
 McCormack, J. E. . . . . WHUM, Reading  
 McCoy, W. W. . . . . WJAS, Pittsburgh  
 McCmddy, James. . . . . WCHA, Chambersburg  
 McGoldrick, John P. . . . . WQAN, Scranton  
 Macioe, Andrew. . . . . WROY, Rochester  
 Marshall, Barney. . . . . WISL, Shamokin  
 Mathiot, J. E. . . . . WEST, Easton; WORK, York;  
 WKBO, Harrisburg; WRAW, Reading; WGAL,  
 WGAL-TV, Lancaster, Pa.  
 Metzger, C. Irvin. . . . . WJSW, Altoona  
 Milhalick, Rudy F. . . . . WDAQ, Indiana  
 Morgan, Edward. . . . . WPPA, Pottsville  
 Musselman, Reuel H. . . . . WSAN, Allentown

Neely, W. W. . . . . WKPA, New Kensington  
 Neiderkofler, Henry. . . . . WESA, Charlerot  
 Noullet, Richard G. . . . . WLOA, Braddock  
 Oebbecke, Martin N. . . . . WAEB, Allentown  
 Oeschmann, A. W. . . . . WARM, Scranton  
 Palmer, Henry. . . . . WLXW, Carlisle  
 Ralston, J. J. . . . . WVAM, Altoona  
 Rex, Paul. . . . . WISR, Butler  
 Rodgers, Raymond. . . . . WDTV, Pittsburgh  
 Roland, George. . . . . WLEU, Erie  
 Rybak, Edwin L. . . . . WGPA, Bethlehem  
 Sakoskie, Charles. . . . . WBRE, Wilkes-Barre  
 Savage, M. Leonard. . . . . WLEB, Lebanon  
 Schearer, Harold. . . . . WEUU, Reading  
 Schlegel, H. Glenwood. . . . . WHBG, Harrisburg  
 Sherman, Glen. . . . . WRAC, Williamsport  
 Shimski, Willard. . . . . WSCR, Scranton  
 Shoemaker, Jim. . . . . WACB, Kittanning  
 Simmington, Harry. . . . . WPWA, Chester  
 Stahl, Vernon. . . . . WCED, DuBois  
 Stenger, John H. Jr. . . . . WBAX, Wilkes-Barre  
 Stout, Hoyt. . . . . WMGW, Meadville  
 Straub, N. L. . . . . WJAC, WJAC-TV, Johnstown  
 Tisdale, James M. . . . . WVCH, Chester  
 Tito, Elwood. . . . . WAZL, Hazleton  
 Transue, Ernest. . . . . WVPO, Stroudsburg  
 Unterberger, Frank W. . . . . WDAS, Philadelphia  
 Weaver, Willis. . . . . WNOW, York  
 White, Charles. . . . . WMCK, McKeesport

### Rhode Island

Britto, Joseph. . . . . WRJM, Newport  
 Buckley, Richard. . . . . WRIB, Providence  
 Ferri, John V. . . . . WPRO, Providence  
 Johnson, Gilbert. . . . . WFCl, Providence  
 Philbrook, Carroll. . . . . WHIM, Providence  
 Prior, Thomas C. J. . . . . WJAR, WJAR-TV, Providence  
 Sheehan, F. E. A. . . . . WDEM, Providence  
 Tilley, Henry. . . . . WEAN, Providence

### South Carolina

Albee, Wilbur. . . . . WCSC, Charleston  
 Beaty, James S., Jr. . . . . WRHI, Rock Hill  
 Birchfield, Wm. P. . . . . WHAN, Charleston  
 Bradham, Douglass M. . . . . WTMA, Charleston  
 Brienen, Donald. . . . . WHSC, Hartsville  
 Browning, Gns. . . . . WRNO, Orangeburg  
 Burdette, Clyde. . . . . WORD, Spartanburg  
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 Elias, Lewis W., Jr. . . . . WESC, Greenville  
 Garrison, William. . . . . WFBC, Greenville  
 Grecn, Morton E. . . . . WCGD, Chester  
 Greene, H. B. . . . . WAIM, Anderson  
 Gronert, John. . . . . WBSC, Bennettsville  
 Hampton, Gene. . . . . WKIX, Columbia  
 Hanks, H. L. . . . . WLAT, Conway  
 Herring, M. J. . . . . WDSC, Dillon  
 Jennie, Frank A. . . . . WJMX, Florence  
 Lambert, Robert D., Jr. . . . . WCOS, Columbia  
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 Martin, Larry. . . . . WMRA, Myrtle Beach  
 Modlin, Carlton J. . . . . WPAL, Charleston  
 Morris, M. E. . . . . WACA, Camden  
 Neale, Louis M., Jr. . . . . WFGN, Gaffney  
 Nelson, Walter M. . . . . WUSN, Charleston  
 Pritchett, W. A. . . . . WOLS, Florence  
 Rivers, Robert. . . . . WALD, Waterboro  
 Sparks, Charlie. . . . . WCRS, Greenwood  
 Styles, Larry W. . . . . WTND, Orangeburg  
 Tate, George D. . . . . WMRC, Greenville  
 Williams, James L. . . . . WPIG, Sumter

### South Dakota

Alwin, Francis. . . . . KWAT, Watertown  
 Brodie, Bruce. . . . . KISD, Sioux Falls  
 Frolce, Lester. . . . . KELO, Sioux Falls  
 Griffiths, A. E. . . . . KOTA, Rapid City  
 Hicks, Roy. . . . . KDSJ, Deadwood  
 Hobbs, Charles W. . . . . KGFX, Pierre  
 Pierce, Max. . . . . KSOO, Sioux Falls  
 Taylor, Robert G. . . . . KORN, Mitchell  
 Todd, Cliff. . . . . WNAX, Yankton

## Tennessee

Andrews, Fred M. . . . . WROL, Knoxville  
 Baker, B. C. . . . . WDEF, Chattanooga  
 Barnes, B. B. . . . . WAPO, Chattanooga  
 Buns, F. D. . . . . WLAC, Nashville  
 Bowles, Martin Gordon, Jr. . . . . WBEL, Elizabethton  
 Daugherty, George W. . . . . WTUB, Cookeville  
 Denderick, J. G. . . . . WMPS, Memphis  
 Evans, Ray . . . . . WNOX, Knoxville  
 Fincher, Byron . . . . . WJXB, Chattanooga  
 Erase, E. C. Jr. . . . . WMC, WAGT, Memphis  
 Freeman, Charles . . . . . KGSN, Murfreesboro  
 Garland, O. R. . . . . WJHL, Johnson City  
 Gordon, Robert M. . . . . WTJS, Jackson  
 Griffin, Oscar C. Jr. . . . . WKDA, Nashville  
 Hargis, Kenneth . . . . . WHFT, Harman  
 Hobbs, Revis . . . . . WKRM, Columbia  
 Hooper, T. E. . . . . WIBK, Knoxville  
 Horton, J. Rex . . . . . WBBR, Knoxville  
 Jones, E. B. . . . . WETB, Johnson City  
 Jones, Charles W. . . . . WTBR, Paris  
 Jones, Milton L. . . . . WKNB, Knoxville  
 Lamarr, Curtis . . . . . WGAP, Maryville  
 Marsh, Timothy . . . . . WHAL, Shelbyville  
 Marsh, William . . . . . WHHM, Memphis  
 Morrow, C. W. . . . . WDSG, Dyersburg  
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 Paul, Marvin L. . . . . WSM, Nashville  
 Reynolds, George . . . . . WSM, Nashville  
 Robinson, Russ . . . . . WOPL, Bristol  
 Roy, Weldon . . . . . WBRQ, Memphis  
 Sassoun, Bob . . . . . WDLA, Memphis  
 Spragens, Carl . . . . . WJIG, Tullahoma  
 Sprull, Richard . . . . . WKSR, Pulaski  
 Stokely, Charles . . . . . WAGC, Chattanooga  
 Stuart, William D. . . . . WBAC, Cleveland  
 Thomas, James . . . . . WDXI, Jackson  
 Thomas, James . . . . . WENK, Union City  
 Tucker, Ernest . . . . . WEKR, Fayetteville  
 Turner, J. W. . . . . WLAR, Athens

## Texas

Adams, John . . . . . KFDX, Wichita Falls  
 Allen, J. T. . . . . KXOX, Sweetwater  
 Atkins, T. D. . . . . KDDD, Dumas  
 Balch, H. B. . . . . KWHL, Brenham  
 Ball, John . . . . . KPAN, Hereford  
 Barton, Morris Jr. . . . . KBTB, Dallas  
 Beck, Al . . . . . KGBS, Harlingen  
 Benson, Robert . . . . . KTXL, San Angelo  
 Benson, Stan . . . . . KDKL, Del Rio  
 Bledsoe, W. S. . . . . KFYV, Lubbock  
 Blocker, Raymond . . . . . KORA, Mineral Wells  
 Boatright, Morris Glenn . . . . . KPAC, Port Arthur  
 Boehnemann, Harry W. . . . . KIUN, Pecos  
 Bradford, Bill . . . . . KSST, Sulphur Springs  
 Brady, Charles L. . . . . KMAC, San Antonio  
 Bruffett, Brooks . . . . . KCIX, Childress  
 Callison, Glenn . . . . . KLEP, Dallas  
 Casey, Curtis . . . . . KTEM, Temple  
 Casey, John B. . . . . KRBC, Abilene  
 Chase, Warren . . . . . KURV, Edinburg  
 Chinski, Jerry . . . . . KXYZ, Houston  
 Clay, R. L. . . . . KMHT, Marshall  
 Clyce, Tom . . . . . KGVL, Greenville  
 Cockrell, Milton . . . . . KLEP, El Paso  
 Collins, Hudson C. . . . . KGKB, Tyler  
 Collins, Raymond . . . . . WFAA, Dallas  
 Corneilus, E. R. . . . . KPET, Lamesa  
 Crossland, O. C. . . . . KNUZ, Houston  
 Crouse, John R. . . . . KXOL, Fort Worth  
 Cuesta, Nestor, Jr. . . . . KWBI, Corpus Christi  
 Daniels, Paul H. . . . . KPLT, Paris  
 Daugherty, Marvin . . . . . KREL, Bayton  
 Davis, O. P. . . . . KDWT, Stamford  
 Dickson, Donnell D. Jr. . . . . KAND, Corsicana  
 Dorminy, Perry . . . . . KOLE, Port Arthur  
 Dove, Jesse . . . . . WACO, Waco  
 Easterwood, Marvin J. . . . . KRIC, Beaumont  
 Ekerton, W. G. . . . . KTSB, San Antonio  
 Eids, Glenn . . . . . KIOX, Bay City  
 Fones, Henry N. . . . . KIMP, Mt. Pleasant  
 Fritz, Norbert . . . . . KNAF, Fredericksburg  
 Gemerts, E. L. . . . . KEPO, El Paso, Tex.  
 Griffith, Harold . . . . . KEYS, Corpus Christi  
 Grubbs, L. R. . . . . KWTX, Waco  
 Hartwig, Lewis . . . . . KRGV, Weslaco  
 Hearn, A. E. . . . . KTEC, Austin  
 Hicks, Bob . . . . . KVOU, Uvalde

Hill, Fred . . . . . KTRE, Lufkin  
 Hively, Roger . . . . . KSEL, Lubbock  
 Hopkins, Jack . . . . . KCNC, Ft. Worth  
 Horvath, Steve . . . . . KVLF, Alpine  
 Hughes, Ben F. . . . . KTHM, Beaumont  
 Hubbard, Paul . . . . . KELL, TV, Houston  
 Inz, George . . . . . KONO, San Antonio  
 John, Tom . . . . . KRIV, Sherman-Denison  
 Johnson, O. R. . . . . KRHT, Houston  
 Jones, Andrew M. . . . . KRST, Big Spring  
 Jones, S. Harold . . . . . KFDM, Beaumont  
 Kelly, W. C. . . . . KRUM, Ballinger  
 Kella, Carl . . . . . KRWL, Hamilton  
 Kreizer, Herman . . . . . KHUZ, Borger  
 Lacy, Walter C. . . . . RSTV, Stephenville  
 Lee, R. F. . . . . KCOB, Lubbock  
 Lewis, James E. . . . . KNOW, Austin  
 Luddy, E. Noel . . . . . KFDA, Amarillo  
 McCown, Bob . . . . . KVIC, Victoria  
 McCreary, William M., Jr. . . . . KEBE, Jacksonville  
 Martin, Cordell . . . . . KGAF, Gainesville  
 Martin, Ed . . . . . KATJ, Houston  
 Mason, Al . . . . . KEVT, Kerrville  
 Maxwell, Ken . . . . . KLTJ, Longview  
 Meiners, William . . . . . KRIO, McAllen  
 Middlebrook, George . . . . . KSFA, Nacogdoches  
 Miller, Joe . . . . . KCLP, El Campo  
 Miss, Morris M. . . . . KSIX, Dallas  
 Murray, Frank P. . . . . ROSE, Nacogdoches  
 Nehm, Cecil . . . . . KNEL, Brady  
 Niesen, Norman A. . . . . KHBR, Hillsboro  
 Norris, Clark . . . . . KVOP, Phuuivue  
 Parsons, Melvin . . . . . KWBC, Ft. Worth  
 Parsons, Stewart . . . . . KAMQ, Amarillo  
 Patterson, James T. . . . . WFJZ, Fort Worth  
 Peak, Don . . . . . KHTE, Lampasas  
 Phillips, W. P. . . . . KTAN, Sherman  
 Pate, William . . . . . KGKL, San Angelo  
 Rainey, Gordon W. . . . . KTAF, Taylor  
 Richardson, Jimmie . . . . . KNET, Palestine  
 Robertson, Harvey . . . . . KOMC, Texarkana, Tex.-Ark.  
 Rodgers, Loyd E. . . . . KOLE, Cleburne  
 Rowles, John . . . . . KECK, Odessa  
 Sanders, Lawrence . . . . . KPJB, Beaumont  
 Saxon, Merl . . . . . KONY, San Marcos  
 Schaeath, Alfred W. . . . . KYET, Austin  
 Seals, Browne . . . . . KSTA, Coleman  
 Sierovick, John . . . . . KITE, San Antonio  
 Simms, Jesse . . . . . KGBG, Galveston  
 Simpson, James . . . . . KOSA, Odessa  
 Slat, W. Jr. . . . . KEYL, San Antonio  
 Smith, George W. Jr. . . . . KMAE, McKinney  
 Smith, James R. . . . . KORA, Bryan  
 Smith, Leon . . . . . KBIK, Alice, Tex.  
 Smith, R. E. . . . . KRFB, Breckenridge  
 Soule, David . . . . . KRIG, Odessa  
 Stewart, A. W. . . . . KBWD, Brownwood  
 Stinson, R. C. . . . . WBAP WBAP-TV, Fort Worth  
 Suges, Richard . . . . . KOGT, Orange  
 Talbot, Edward P. . . . . KRDD, El Paso  
 Thompson, Coy . . . . . KEYE, Perryton  
 Torrey, W. H. . . . . KGCN, Amarillo  
 Tripp, Bob E. . . . . KIXL, Dallas  
 Tucker, D. J. . . . . WRLB, Dallas  
 Wagner, M. D. . . . . KTLW, Texas City  
 Walton, K. J. . . . . KTSM, El Paso  
 Weaver, Fred . . . . . KDSX, Denison  
 Webb, Richard L. . . . . WTAW, College Station  
 Wheeler, Harvey . . . . . KPRC, Houston  
 Whelan, R. A. . . . . RTUB, Tyler, Tex.  
 Wiley, Herbert T. . . . . KWFT, Wichita Falls  
 Wilson, Frank, Jr. . . . . KCTI, Gonzalez  
 Womack, David . . . . . KFPS, Texarkana  
 Wood, Frank . . . . . KFRD, Rosenberg  
 Yates, Tom . . . . . KCRS, Midland  
 Zachary, James . . . . . KVOW, Littlefield  
 Zucht, Richard . . . . . KWED, Seguin

## Utah

Bell, C. Wendell . . . . . KUTA, Salt Lake City  
 Boehler, E. W. . . . . KJAM, Vernal  
 Bouche, Wayne . . . . . KLO, Ogden  
 Clayton, Vincent . . . . . KSL, Salt Lake City  
 Cozzens, W. Dorr . . . . . KALL, Salt Lake City  
 Gunderson, Allan . . . . . KDYL TV, Salt Lake City  
 Hansen, David L. . . . . KSVQ, Richfield  
 Hayes, Henry . . . . . KOVO, Provo  
 May, Michael . . . . . KNAK, Salt Lake City  
 North, Meritt . . . . . KCSU, Provo  
 Oleson, Del Monte . . . . . KVSU, Logan



# Chief Engineers

Reid, Leo E. . . . . KOAL, Price  
 Stephens, Samuel L., Jr. . . . . KBUH, Brigham  
 Urie, Hirschell . . . . . KSUB, Cedar City  
 Welbell, Fred . . . . . KMUR, Murray

Vanerstrom, Orris . . . . . KBRC, Mount Vernon  
 Velo, Dick . . . . . KTBI, Tacoma  
 Walker, John . . . . . KHQ, Spokane  
 Watkinson, J. Barry . . . . . KIMA, Yakima

## Vermont

Boisvert, Theodore . . . . . WWSR, St. Albans  
 Davis, L. C. . . . . WSKI, Montpelier  
 Grout, Harold M. . . . . WDEY, Waterbury  
 Quill, John C. . . . . WJOY, Burlington  
 Ramson, Norval K., Jr. . . . . WSYB, Rutland  
 Tierney, J. W. . . . . WCAX, Burlington

## Virginia

Aed, Sam . . . . . WEAM, Arlington  
 Braun, Warren L. . . . . WWSA, Harrisonburg  
 Briggs, J. P. . . . . WSLS, Roanoke  
 Burwell, Edward L. . . . . WHAP, Hopewell  
 Candler, William S. . . . . WFVA, Fredericksburg  
 Daugherty, Bob . . . . . WCYB, Bristol  
 Duckett, Carl E. . . . . WBOB, Galax  
 Gray, Walter W. . . . . WSHV, Charlottesville  
 Guthrie, David O. . . . . WHLF, South Boston  
 Hall, Frank A. . . . . WROV, Roanoke  
 Houser, Rex C. . . . . WTON, Staunton  
 Hughlett, John . . . . . WFHG, Bristol  
 Kyle, J. . . . . WTVR, Richmond  
 Kyle, James . . . . . WMBG, Richmond  
 Leggett, Lindley H. . . . . WREL, Lexington  
 Lindberg, Carl L. . . . . WPIK, Alexandria  
 McDaniel, Fitzgerald . . . . . WPUV, Pulaski  
 McGuigan, George W., Jr. . . . . WLEE, Richmond  
 Manrow, William M. . . . . WCAV, Norfolk  
 Murphy, Emmett . . . . . WFAV, Falls Church  
 Muse, Dewey W. . . . . WMVA, Martinsville  
 Newman, J. Edward . . . . . WDBJ, Roanoke  
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 Pinkerton, Forest J. . . . . WWOD, Lynchburg  
 Redd, Kay . . . . . WXGI, Richmond  
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 Rupp, Veryl W. . . . . WLPN, Suffolk  
 Sawyers, Rush . . . . . WDVA, Danville  
 Schwarz, Edward F. . . . . WSSV, Petersburg  
 Sledge, Charles R. . . . . WSAP, Portsmouth  
 Spears, Preston . . . . . WLOW, Norfolk  
 Strong, John . . . . . WARL, Arlington  
 Swafford, James E. . . . . WVFC, Hampton  
 Tammenderhal, Gene . . . . . WNVN, Norton  
 Whitney, Philip B. . . . . WINC, Winchester  
 Wilson, C. E. . . . . WSVS, Crewe  
 Wilson, John H. . . . . WKEY, Covington  
 Wolstenholme, Vincent . . . . . WRNL, Richmond  
 Woods, David C. . . . . WRVA, Richmond

## Washington

Bookwalter, L. S. . . . . KJR, Seattle  
 Boor, John L. . . . . KMO, Tacoma  
 Brott, F. J. . . . . KOL, Seattle  
 Brown, Ralph . . . . . KWLK, Longview  
 Dorris, Dave . . . . . KALE, Richland  
 Dubuque, John . . . . . KXA, Seattle  
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 Hemingway, Jack . . . . . KXLE, Ellensburg  
 Kelley, John L. . . . . KEIA, Centralia-Chehalis  
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 Lind, Perry . . . . . KOL, Seattle  
 McCoy, William . . . . . KWNW, Wenatchee  
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 MacLafferty, Milton . . . . . KUJ, Walla Walla  
 Means, Edgar . . . . . KVAN, Vancouver  
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## West Virginia

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 Brooks, Villah G. . . . . WPAB, Parkersburg  
 Brown, Harry S. . . . . WBLK, Clarksburg  
 Bullio, Robert W. . . . . WBTH, Williamson  
 Craver, Campbell J. . . . . WMON, Montgomery  
 Dixon, William . . . . . WCHS, Charleston  
 Flanagan, P. T. . . . . WHIS, Bluefield  
 Ginkel, Al J. . . . . WLSL, Beckley  
 Graham, Earl H. . . . . WLOH, Princeton  
 Haldane, William R. . . . . WLPN, Huntington  
 Heil, Sterling . . . . . WPEM, Martinsburg  
 Hinkle, Charles . . . . . WVVV, Fairmont  
 Hough, R. D. . . . . WPDZ, Clarksburg  
 Kilpatrick, Leroy . . . . . WSAZ, TV, Huntington  
 Kovlan, Andrew H. . . . . WHAR, Clarksburg  
 Marcum, Taylor . . . . . WKNA, Charleston  
 Rulong, Clarence . . . . . WAJR, Morgantown  
 Sepe, Edmund . . . . . WDNE, Elkins  
 Stone, William . . . . . WCAW, Charleston  
 Sturm, Harold P. . . . . WHTN, Huntington  
 Sullivan, Paul . . . . . WTPP, Charleston  
 Thomas, Robert R., Jr. . . . . WOAY, Oak Hill  
 Whiteman, George C. . . . . WGVV, Charleston  
 Wills, Estil . . . . . WWNR, Beckley

## Wisconsin

Boos, Gerald . . . . . WDLE, Marshfield  
 Bressette, Charles . . . . . WOBT, Rhinelander  
 Clay, Wayne . . . . . WCLO, Janesville  
 Dechant, F. Lee . . . . . WRJN, Racine  
 Dodge, George . . . . . WFOX, Milwaukee  
 Duben, W. C. . . . . WOMET, Manitowoc  
 Fliegel, E. W. . . . . WNAM, Neenah  
 Grayden, Edward B. . . . . WSBP, Superior  
 Greely, W. M. . . . . WISC, Madison  
 Hahn, Norman . . . . . WIBA, Madison  
 Hebal, William . . . . . WTMJ, Milwaukee  
 Holbrook, Darrel . . . . . WLDY, Ladysmith  
 Host, Raymond H. . . . . WMAW, Milwaukee  
 Jorgenson, T. O. . . . . WEAU, Eau Claire  
 Kolsky, Bob . . . . . WJMC, Rice Lake  
 Laeser, Phil . . . . . WTMJ-TV, Milwaukee  
 Laskey, J. Melvin . . . . . WDWM, Superior  
 Leeman, Al . . . . . WKBB, La Crosse  
 Link, Otto . . . . . WATW, Ashland  
 Lubinski, Casimir . . . . . WLIP, Kenosha  
 Mayer, Herbert J. . . . . WHBL, Sheboygan  
 Merkl, George . . . . . WHBY, Appleton  
 Meyers, Wendell S. . . . . KEFZ, Fond Du Lac  
 Manaco, Gino . . . . . WMLI, Milwaukee  
 Morton, W. M. . . . . WOSE, Oshkosh  
 Pasko, Roland . . . . . WEMP, Milwaukee  
 Randall, Adin E. . . . . WAUX, Waukesha  
 Reed, Elmo . . . . . WJPG, Green Bay  
 Richardt, R. W. . . . . WSAU, Wausau  
 Rinn, Elphin G. . . . . WLX, LaCrosse  
 Sadler, L. Stanley . . . . . WIBU, Poynette  
 Sietaff, Oscar . . . . . WRFW, Eau Claire  
 Stoniker, Justin . . . . . WTVT, Stevens Point  
 Stangel, Wallace . . . . . WBAY, Green Bay  
 Stewart, Leo . . . . . WMAM, Marinette  
 Thomas, Claude V. . . . . WBIZ, Eau Claire  
 Tyrrell, Paul . . . . . WDUZ, Green Bay  
 Weller, Donald A. . . . . WISN, Milwaukee  
 White, J. Harold . . . . . WKTY, LaCrosse  
 Wilson, Leo . . . . . WBEL, Beloit  
 Winkenwerder, Harold . . . . . WGEZ, Beloit  
 Zietesch, Bert . . . . . WFHR, Wisconsin Rapids

## Wyoming

Bates, William . . . . . Casper  
 Buchanan, Archie W. . . . . KVR5, Rock Springs  
 Croswaite, Bob . . . . . KYWO, Sheridan  
 Nelson, Gordon . . . . . KOVE, Lander  
 Roberts, Harold . . . . . KFBC, Cheyenne  
 Simons, Duane W. . . . . KSPR, Casper  
 Sneddon, Jack . . . . . KOWB, Laramie

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# SYLVANIA ELECTRIC

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# Equipment Firms

## **Admiral Corporation**

3800 Cortland St., Chicago 47, Ill.  
Phone: Spaulding 2-0100

President ..... Ross D. Siragusa  
Exec. Vice-Pres. .... John B. Huarisa  
Vice-Pres., Radio Div. .... Richard A. Graver  
Vice-Pres., Appliance Div. .... L. H. D. Baker  
Vice-Pres. Chg. Sales. .... W. C. Johnson  
Treasurer ..... L. C. Parks  
Dir. of Engineering. .... Ken Turner  
Dir. of Adv. .... Seymour Mintz  
Dir. of Public Relations. .... R. J. Bambery  
Asst. Adv. Mgr. .... Jhon Wm. Walt  
TV Promotional Mgr. .... E. J. Sherwood  
Secretary ..... Ken Turner  
Asst. Sec. & Asst. Treas. .... R. F. Dooley  
Purchasing Agent. .... Frank Kazda  
Service Manager ..... M. J. Schbinke

**PRODUCTS:** Receiving sets, radio-phono combinations, FM receiving sets, record players, portables, table, consolette and console TV receivers, Dual-Temp refrigerators, electric ranges.

## **Allen-Bradley Company**

136 W. Greenfield Ave., Milwaukee 4, Wisc.  
Phone: Mitchell 5-5151

Pres.-Sales Manager ..... F. F. Looek  
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, Ill.  
Phone: HAYmarket 1-6800

President ..... A. D. Davis  
Treasurer ..... A. E. Davis  
Purchasing Agent. .... A. Brodsky  
Advertising Manager. .... J. W. Rubin  
Sales Manager. .... S. H. Levey

**PRODUCTS:** Knight wire recorder, Knight tape recorder, Knight Hi-Fi amplifier, Knight TV consolette, Knight TV chassis.

## **American Structural Products Co.** *subsidiary of*

### **Owens-Illinois Glass Co.**

Box 1035, Toledo 1, O.  
Phone: MAin 7131

President ..... S. J. McGiveran  
Gen. Sales Mgr. .... E. B. Dennis, Jr.  
Industrial & Electronics  
Sales Mgr. .... J. P. Kearney  
Sales Promotion Mgr. .... Harlan Hobbs

**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

Acting Pres. .... Sam Norris  
Sales Manager ..... Sam Norris  
Chief Engineer. .... S. Weston  
Purchasing Agent. .... L. R. Calmel  
Export Managers. .... Rocke International

**PRODUCTS:** Electronic tubes for communication, industrial, TV, electro-medical and special purposes.

## **American Television & Radio Co.**

300 East Fourth St., St. Paul 1, Minn.  
Phone: Cedar 3791

Pres. & Sales Mgr. .... Albert A. Goffstein  
Chief Engineer. .... Albert A. Goffstein  
Credit Manager. .... Henry Blehert  
Purchasing Agent. .... Albert A. Goffstein  
Export Managers. .... Lincoln Export Co.  
Service Manager. .... Allan Degnan

**PRODUCTS:** Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

## **American Transformer Co.**

178 Emmet St., Newark 5, N. J.  
Phone: Bigelow 3-4444

Vice-President ..... Walter Garlick, Jr.  
Sales Mgr. Industry Sales. .... T. W. Stauber  
Mgr. Electronic Sales. .... F. K. Hankinson  
Mgr. Electronic Apparatus. .... John F. Harris  
Comptroller ..... John M. Wollmer  
Ind. Rel. Mgr. .... Fred H. Canfield  
Purchasing Agent. .... E. H. Bard

**PRODUCTS:** Dry Type Transformers: Light and Power, Specialty, Airborne, Transformers and Reactors, Instrument, Electronic,

Regulator (Transtate), Rotary. Oil or Abes-  
tol Immersed Transformers: Distribution,  
Power, Specialty, Network, Instrument, Elec-  
tronic (Plate, Filament and Audio-Filter and  
Audio Reactors), Regulators (Transtats).  
Apparatus: Rectifiers, Regulators (automatic  
and motor operated), Wave Filters, Ampli-  
fiers, Test Sets, Weldings and Soldering Sets,  
Receiver Transformers and Reactors.

**Amy, Aceves & King, Inc.**

11 W. 42 St., New York 18, N. Y.  
Phone: LOngacre 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: STillwell 4-5411

President ..... Frank A. D. Andrea  
Sales Manager ..... Lynn Eaton  
Chief Engineer ..... Harold J. Heindel  
Credit Manager ..... Victor J. Buck  
Purchasing Agent ..... Bruce B. Donald  
Industrial Relations Mgr. .... John Andrea  
Export Manager ..... Ramon Masvidal

PRODUCTS: Radio and TV receivers and  
phono. combinations.

**Andrew Corporation**

363 E. 75 St., Chicago 19, Ill.  
Phone: TRiangle 4-4400

Chairman, Bd. of Dir. .... Dr. V. J. Andrew  
President ..... Mrs. A. S. Andrew  
Director of Sales Eng. .... C. R. Cox  
Production Mgr. .... D. M. Smith  
Chief Engineer ..... J. S. Brown  
Controller ..... W. J. Mather

PRODUCTS: Coaxial transmission line  
FM-AM-TV, antennas FM broadcast, antenna  
phasing equipment and accessories, RF in-  
ductors (miscellaneous types), tower lighting  
equipment, indicating devices (misc.), moni-  
toring equipment, relays, transformers, UHF  
equipment and accessories.

**Ansley Radio & Television, Inc.**

41 St. Joe's Ave., Trenton 9, N. J.  
Phone: TRenton 4-1175

President ..... Bernard Fein  
Sales Manager ..... Al Jacobs  
Purchasing Agent ..... Wilbur F. Kearney  
Advertising Mgr. .... A. T. Robinson  
Traffic Manager ..... T. Kiger

PRODUCTS: AM-FM console with phono-  
graph; TV, table, console; FM table, FM  
console, AM-FM console; FM console with  
phonograph, AM-FM console with phono-  
graph.

**The Astatic Corporation**

Harbor & Jackson Sts., Conneaut, O.  
Phone: 12-656

Pres.-Gen. Mgr. .... F. H. Woodworth  
V.P.-Chief Research Engr. .... C. M. Chorpene  
Treasurer-Asst. Gen. Mgr. .... G. B. Fraser  
Gen. Sales Manager ..... W. J. Doyle  
Chief Engineer ..... G. A. Morrell, Jr.  
Purchasing Agent ..... H. J. Green  
Secretary ..... F. H. Kuhlman  
Factory Superintendent ..... W. M. Semple  
Personnel Director ..... F. H. Kuhlman

PRODUCTS: Ceramic, crystal and dynamic  
microphones; Ceramic, crystal and magnetic  
phonograph pickups and cartridges; Crystal  
and magnetic recording heads; Microphone  
stands and accessories; All channel TV  
booster.

**Audak Company**

500 Fifth Ave., New York 18, N. Y.  
Phone: LA 4-3723

President ..... Maximilian Weil  
Vice-President ..... Geo. V. Sullivan  
Advertising ..... Hart Lehman  
Secretary ..... J. C. Parvey

PRODUCTS: Electronic reproducer and  
recording heads.

**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., 844 Seward St., Hollywood, Calif.  
PRODUCTS: Recording discs (audio-  
discs), recording and playback points (audio-  
points), audio tape.

**Audio Masters Co.**

23 W. 45th St., New York 19, N. Y.  
Phone: PLaza 7-3224

President ..... Herbert Rosen  
PRODUCTS: Play-back machines, tape re-  
corders.

**Audio & Video Products Corporation**

1650 Broadway, New York 19, N. Y.  
Phone: PLaza 7-0780

Pres. & Gen. Mgr. .... Charles E. Rynd  
V. P. & Treas. .... Thomas P. Robinson  
Vice-President ..... Fred M. Thrown  
Vice-Pres. (Engrg.) .... W. Oliver Summerlin  
Vice-President (Sales) .... Russell O. Hudson

PRODUCTS: Ampex magnetic tape re-  
corders, Altec Lansing equipment, recording  
tape and accessories.

**Automatic Manufacturing Corp.**

65 Bouverneur St., Newark 4, N. J.  
Phone: Humboldt 5-2100

President ..... Martin H. Benedek

## Equipment Manufacturers

Vice-Pres., Charge of Sales... Bert E. Smith  
Chief Engineer..... Joseph R. Mazzola  
Credit Mgr..... M. E. Silver  
Purchasing Agent..... J. A. Heimbruch

PRODUCTS: Mica trimmer condensers, intermediate frequency coils, radio frequency coils, K-trans.

### John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.

Phone: 4762

President ..... John F. Beasley  
Vice-President ..... Sidney N. Beasley  
Secretary-Treas. .... James H. Beasley  
Sales and Engineering Offices in Dallas, Texas and Chicago, Illinois.

PRODUCTS: Steel erectors (radio towers and antennas.)

### Bendix Radio Broadcast & Television Division (Bendix Aviation Corporation)

East Joppa Rd., Towson 4, Md.

Phone: Towson 2200

General Manager..... W. A. Mara  
General Sales Mgr..... E. C. Bonia  
TV Sales Manager..... J. O'Connor  
Credit Manager..... H. F. B. Kerr  
Chief Engineer..... F. R. Norton  
Adv. & Sales Promotion Mgr... W. C. Lederer

### Bendix Radio Communications Division

General Manager..... E. K. Foster  
General Factory Manager..... E. F. Kolar  
General Sales Manager..... J. W. Hammond  
Dir. of Eng. & Research..... W. L. Wehh  
Chief Eng. Com. Products..... A. E. Abel  
Chief Research Eng..... A. C. Omberg  
Dir. of Ind. Relations..... M. M. Hughes  
Traffic Manager..... George Peters

PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic broadcast receivers and radio-phonograph combinations, TV receivers, headphones, microphones.

### William Brand & Co.

276 Fourth Ave., New York 10, N. Y.

Phone: ORchard 4-6960

Partners.

William Brand, William Naumburg, Jr.  
Sales Manager..... R. H. Robinson

PRODUCTS: Flexible Oil Varnished Electrical Insulating Tubing; Saturated Sleeving; Varnished Glass Tubing; Extruded Plastic Tubing; Mica Plate, Segments and Punched Products; Mica Condenser Films; Block Mica and Punched Forms; Varnished Cambric, Paper, Tapes; Electrical Insulation Composites; Wire Markers; Wire, Polyvinyl Insulated; Specializing in fine gauges of solid

and stranded conductor construction. Wire, Polyethelene Insulated for High Voltage and Transmission Use—both Jacketed and Unjacketed Types.

### Brook Electronics, Inc.

34 DeHart Pl., (Box 491), Elizabeth 2, N. J.  
Phone: ELizabeth 2-7600

President ..... N. Dinion  
Vice-Pres. & Chief Eng..... Lincoln Nash  
Purchasing Agent..... Helen Anthony

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  
Head Test Dept..... H. L. Smith  
Credit Manager..... C. W. Craven

PRODUCTS: FM tuners, FM-AM tuners; Frequency meters, cathode ray oscilloscopes, 60-cycle calibrators, regulated power supplies and square wave generators, super high frequency signal generators, frequency calibrators, capacitance relays, electronic capacitance alarm systems.

### William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.

Phone: Talbot 4943

Owner-Chief Eng.... William W. L. Burnett

PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

### Chicago 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. Schneck  
Purchasing Agent ..... F. A. Bundy  
General Superintendent..... G. M. Cooper  
Industrial Relations Mgr..... A. M. Daily  
Export Manager ..... W. A. Nicely  
Traffic Maauger ..... R. I. Corner

PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

## Equipment Manufacturers

### Clarostat Mfg. Co., Inc.

Dover, N. H.

President ..... Victor Mucher  
Sales Mgr. Distributors

Div. .... Fran Chamberlain  
Secretary ..... Charles H. Burnell  
V. P. Chief Engineer ..... George Mucher  
V. P. Chg. Sales ..... I. J. Youngblood

PRODUCTS: Fixed and variable power resistors, power rheostats, power resistor decade boxes, wire wound potentiometers, "T" "L" cism pads, 25 and 10 watt attenuators, special resistor products, and composition potentiometers.

### Capehart-Farnsworth Corp.

3702 E. Pontiac St., Fort Wayne 1, Ind.  
Phone: ANthony 5301

President ..... Ellery W. Stone  
Exec. V. P. .... David R. Hull  
Asst. to Pres. .... Edwin A. Nicholas  
V. P. (Research) ..... Philo T. Farnsworth  
V. P. (Mfg.) ..... William Clausen  
V. P. .... Henry C. Roemer  
Comptroller ..... W. F. Hoepfner  
Treasurer ..... Paul H. Hartman  
Secy. & Asst. Treas. .... Chester H. Wiggin  
Asst. Comptroller ..... Roy H. Workman  
Asst. Treasurer ..... John J. Brosnan  
Asst. Treasurer ..... Edmond H. Dufau  
Asst. Secretary ..... C. Douglas Webb  
Asst. Secretary ..... Dudley M. Day  
Chief Engineer, Electronics

Apparatus Div. .... J. C. Ferguson  
Chief Engineer, Radio

Television Dept. .... Maurice Alexander  
Sales Manager ..... C. R. Ward  
Sales Promotion Mgr. .... Jack L. Hobby  
Advertising Manager ..... Stanley Morrow  
Merchandise Mgr. .... I. C. Hunter  
Mgr. Mobile Communications

Division ..... John A. Curtis  
Dir. of Purchases ..... E. S. Needler  
Credit Manager ..... Arthur E. Sibley

PRODUCTS: Capehart TV receivers, AM-FM radiophonographs, cathode ray tubes, record changers, industrial TV systems (Utiliscope), TV transmitting equipment, TV studio equipment, TV telemetering equipment, FM transmitters, railroad communications equipment, railroad music and radio program distributing systems.

### 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. .... I. 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 re-

ceivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receivers and accessories.

### Colonial Radio Corp.

*A Wholly-Owned Subsidiary of*  
**Sylvania Electric Products, Inc.**

254 Rano St., Buffalo 7, N. Y.  
Phone: VI. 2450

President ..... E. E. Lewis  
Executive V. P. .... J. H. Quick  
V. P. & Treasurer ..... H. E. Riordon  
V. P. of Operations ..... G. A. Godwin  
V. P. of Engineering ..... R. MacLachic  
V. P. Planning &

Procurement ..... H. J. Kenworthy  
Controller ..... M. B. Chesney  
Comptroller ..... M. B. Chesney  
Director of Sales ..... J. K. McDonough  
Service Manager ..... R. K. Pew  
Director of Industrial

Relations ..... H. S. Hagen

PRODUCTS: 1. Sylvania TV receivers including table models, console models, and radio-phonograph combination models. 2. Automobile receivers for automotive manufacturers and contract accounts. 3. Radio receivers for contract accounts.

### Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.  
Phone: Bridgeport 6-0181

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. .... Ralph Alarcon  
Ind. Rel. Mgr. .... K. Raine  
Service Mgr. .... William Madeburg  
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 & Treasurer ..... Milton Ritzenberg  
Vice-Pres./Production ..... V. A. Carpenter  
Secretary & Asst. Treas. .... J. E. DeVleshower  
Chief Engineer ..... J. H. Cone  
Sales Engineer ..... J. S. Kirk  
Sales Manager ..... E. C. Hanson

PRODUCTS: Phototubes, rectifier tubes, thyatrons and special electronic tubes.

### Continental Electronics Mfg. Co.

1728 Wood St., Dallas 1, Texas  
Phone: RIVERSide 3611

President ..... James O. Weldon

## Equipment Manufacturers

Vice-President ..... Lester H. Carr  
 Secretary ..... Dorothy F. Weldon  
**PRODUCTS:** Antenna phasing equipment, radio frequency components for standard broadcast stations, custom building of radio transmitting equipment.

### Corning Glass Works

Corning, New York  
 Phone: Corning 372

President ..... W. C. Decker  
 Mgr. Electrical Prod. Div. .... John L. Ward  
 Mgr. Technical  
 Prod. Div. .... Russell Brittingham  
**PRODUCTS:** Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators and bushings, resistor tubes, metallized glassware, including timer capacitors, resistors, etc.

### Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.  
 Phone: BArcley 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

Vice-Pres. & Gen. Mgr. .... John W. Craig  
 Vice. Pres. & Gen. Sales Mgr. .... Wm. A. Brees  
 Gen. Works Mgr. .... Clarence Felix  
 Controller ..... Harold B. Newell  
 Director of Engineering &  
 Research ..... Lewis M. Cleincent  
 Director of Purchases. .... Frank W. Warner  
 Director of Industrial  
 Relations ..... Paul W. Deubery  
 Asst. Gen. Sales Mgr.-In  
 Charge of Adv. .... V. C. Havens  
 Mgr. Radio & TV Section. .... L. E. Septer  
 Credit Manager. .... John J. Hope, Jr.  
 Director of Exports. .... Douglas C. Lynch  
 Service Dept. Mgr. .... Harold A. Newell  
 Traffic Dept. Mgr. .... Frank C. Partlan  
 President, Crosley Broadcasting  
 (Subsidiary) ..... Robert E. Dunville  
**PRODUCTS:** Receivers: battery, table, portable AC-DC; radio, AM midget, AM table with phonograph, AM-FM console with phonograph, AM-FM table, AM console with phonograph, TV, table, console, FM table,

FM console, AM-FM console with phonograph record players. TV tuning units.

### Doolittle Radio Inc.

7421 S. Loomis Blvd., Chicago 36, Ill.  
 Phone: RAcliff 3-4100

President ..... E. M. Doolittle  
 Genl. Manager. .... M. E. Montgomery  
**PRODUCTS:** Complete line of equipment for two way FM communications service including central stations up to and including 250 watts, and mobile equipment of 30 and 60 watts in 30-40 mc range, and 30 watts in 150-160 mc range. Doolittle FD-12 frequency & modulation monitor, four channels any frequencies between 25 and 170 mc. Doolittle PJZ-1A and PJZ-11 "littlefone" equipment, nine pounds of power providing complete two way communication between 25 and 50 mc, and 150 to 160 mc, with squelch, wet battery re-chargable operation.

### Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia 44, Pa.  
 Phone: DAvenport 4-7000

President ..... James L. Hawley  
 Gen. Mgr. .... George H. Rich  
 Engineer ..... E. Ritter  
 Credit Mgr. .... Wm. T. Ludwig  
 Secretary ..... T. J. Mullany  
 Sales Mgr. .... W. J. Sharp  
 Purchasing ..... Robert E. Weber  
**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.

### Allen B. Du Mont Laboratories, Inc.

Bloomfield Ave. & Shafto St., Clifton, N. J.  
 Phone: SHERwood 2-7400

President ..... Allen B. Du Mont  
 Vice-President ..... Leonard F. Cramer  
 Director of Research. .... Thomas T. Goldsmith  
 Asst. to Pres. .... Stanley F. Patten  
 Mgr., Mfg. Divisions except  
 TV Receiver. .... C. Edwin Williams  
 Controller ..... B. L. Graham  
 Credit Manager. .... M. Morgan  
 Director of Personnel. .... Harry Houston  
 General Supt. .... Bruce T. Du Mont  
 TV Receiver Manufacturing Div.  
 Market St., East Paterson, N. J.  
 Manager ..... Ricardo Muniz  
 Manufacturing Mgr. .... Morris Spector  
 Chief Engineer. .... Irving E. Leimpert  
 Purchasing Agent. .... William Paton  
 TV Receiver Sales Div.  
 Market St., East Paterson, N. J.  
 Manager ..... Ernest A. Marx  
 Sales Manager. .... Walter L. Stickel  
 Adv. & Sales  
 Promotion ..... Henry R. Geyelin, Jr.  
 Service Manager. .... E. W. Merriam

## Equipment Manufacturers

### *Electronic Parts Div.*

Market St., East Paterson, N. J.

Manager ..... Paul Ware  
Sales Manager ..... Harry Van Rensselaer  
Chief Engineer ..... Harvey Mensch  
Manufacturing Mgr. .... Charles Seelig  
*TV Transmitter Div.*

1000 Main Ave., Clifton, N. J.

Manager ..... Herbert E. Taylor  
Sales Manager ..... James Tharp  
Chief Engineer ..... Gordon Gregory  
Manufacturing Mgr. .... Chester E. Greenwood  
Purchasing Agent ..... Lawrence A. Fuller

### *Electronic Instrument Div.*

1000 Main Ave., Clifton, N. J.

Manager ..... Rudolf Feldt  
Sales Manager ..... G. Robert Mezger  
Chief Engineer ..... P. Samuel Cristaldi  
Manufacturing Mgr. .... Robert Svozil  
Purchasing Agent ..... William Phillips

### *Cathode-Ray Div.*

Blomfield Ave. & Shafto St., Clifton, N. J.  
Manager ..... Irving G. Rosenberg  
Sales Manager ..... Fred Timmons  
Chief Engineer ..... A. Y. Bentley  
Manufacturing Mgr. .... Frank Beldowski

### *TV Broadcasting Div.*

515 Madison Ave., New York, N. Y.

Phone: MUrray Hill 8-2600

Director ..... Mortimer W. Loewi  
Manager, Sales and

Research ..... Julian Armstrong  
Mgr. Network Operations ..... C. J. Witting  
Sales Manager ..... Thomas Gallery  
Chief Eng., Network ..... R. Chipp  
Mgr., WPTG, Wash., D.C. .... Walter Compton  
Mgr., WPTV, Pittsburgh ..... Donald Stewart  
Public Relations & Publicity ..... G. Lyons  
Adv. & Sales Promotion ..... Arthur Schofield

### **Electronic Specialty Co.**

3156 Glendale Blvd., Los Angeles 39, Calif.  
Phone: NO. 2-2168

President ..... Wm. H. Burgess  
Asst. to the Pres. .... Wm. F. Edwards

PRODUCTS: Ranger aircraft radio equipment; transmitters, receivers, and interphone, the transmitter, the electronic inverter which changes AC to DC for electric shavers, TV service division, install and service television receivers.

### **Electronic Tube Corp.**

1200 E. Mermaid Lane, Phila. 18, Pa.

Phone: Chestnut Hill 7-6800

Pres. .... Edward D. Gray  
V.P.-Chief Engineer ..... Henry S. Bamford  
Credit Mgr. .... C. John Seez  
Purchasing Agent ..... M. N. Robins

PRODUCTS: Cathode Ray Receiving, Multi-Gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Gen-

erators; Electronic Engineering and Development.

### **Emerson Radio & Phonograph Corp.**

111 Eighth Ave., New York 11, N. Y.

Phone: CHelsea 2-1800

President ..... Benjamin Abrams  
Exec. Vice-Pres. .... Dorman D. Israel  
Treas. .... Max Abrams  
Vice-Pres. Sales ..... Charles Robbins  
Vice-Pres. Purchasing ..... Harvey Tullo  
Vice-Pres. Works Mgr. .... E. J. Kelly  
Controller ..... A. Rosen  
Dir. of Engineering ..... D. D. Israel  
Sales Mgr. TV Dept. .... Stanley M. Abrams  
Export Mgr. .... Joseph Kattan  
Sales Promotion Mgr. .... H. R. F. Dietz  
Personnel Mgr. .... P. R. Certo  
Service & Brls. Mgr. .... George Cohen

PRODUCTS: Radio Receivers: Battery—Console, Table, Portable, Portable AC-DC; Electric AM Compact, AM Table, AM Portable, AM Console, FM Console; FM Table; Television—Table models and Consoles; Combinations—Radio-phonograph; Record Players.

### **Espey Manufacturing Co., Inc.**

528 E. 72 St., New York 21, N. Y.

Phone: TRAfalgar 9-7000

President ..... Nathan Pinsley  
V. P. & Sales Mgr. .... W. Walter Jablon  
V. P. & Gen. Mgr. .... Sol Pinsley  
V. P. & Industrial Sales ..... John Benedicki  
V. P. & Chief Eng. .... Sam L. Sack  
Credit Mgr. .... Max Goldberg  
Export Mgr. .... J. E. Chorlian

PRODUCTS: AM-FM chassis, AM-FM tuners, high fidelity amplifiers, power supplies, AM-FM front end tuners, 3" TV kits.

### **Fairchild Recording Equipment Corp.**

154 St. & 7 Ave., Whitestone, N. Y.

Phone: INdependence 3-2100

President ..... Fred R. Driessen  
Vice-Pres. & Gen. Mgr. .... Wentworth D. Fling  
Secretary-Treasurer ..... John B. Wolff, Jr.  
Adv. & Sales Mgr. .... Jay H. Quinn

PRODUCTS: Sound recorders (disk), magnetic tape recorders, transcription tables, magnetic cutterheads, dynamic pickups, recording equalizers, pickup equalizers, unitized amplifier systems and audio systems.

### **Federal Telephone and Radio Corp.**

100 King-laud Rd., Clifton, N. J.

Phone: NUtley 2-3600

Gen. Sales Mgr. .... Raymond S. Perry  
PRODUCTS: For AM—Complete broadcast systems; transmitters, transmitting and rectifying tubes, pulse-time-modulation relay systems, cables, field intensity meters, con-



## Equipment Manufacturers

soles, microphones and associated speech input and transmitter control equipment. For FM—Complete broadcast systems; transmitters, transmitting tubes, field intensity meters, cables, consoles, microphones and associated speech input and transmitter control equipment, square loop transmitting antennas, studio-transmitter-links, microwave relay systems, transmitter monitors, dummy antennas. For TV—Transmitters and complete broadcast equipment, microwave relay systems, transmitter monitors, high-gain antennas.

### Finch Telecommunications, Inc.

4th & Virginia St., Passaic, N. J.

Phone: Passaic 2-3440

President ..... W. G. H. Finch  
Asst. to Pres. .... J. G. Crost  
Chief Engineer..... W. G. H. Finch  
Purchasing Agent..... Frank R. Brick, Jr.

PRODUCTS: Facsimile Receivers, Transmitters and Duplicators; Radio Broadcast Facsimile Transmitter Consoles and Radio Sound and Facsimile Receivers; FM Transmitter Antennas.

### A. W. Franklin Mfrg. Corp.

43-20 34th St., Long Island City 1, N. Y.

Phone: Stillwell 4-1160

President ..... Albert W. Franklin  
Vice-President—Sales..... N. H. Lawton  
Plant Manager..... Henry Randall  
Credit Manager..... Fred Weller  
Purchasing Agent..... S. Yurman

PRODUCTS: Sockets, plugs, switches, terminal strips, plastic and metal fabrications and assemblies, locking rings, metal stampings, plastic molded products, air-loops.

### Freed Radio Corp.

200 Hudson St., New York 13, N. Y.

Phone: Walker 5-8765

President ..... Arthur Freed  
Dir. of Res. & Devel..... Joshua Sieger  
Dir. of Physics..... Adolph H. Rosenthal  
Purchasing Agent..... Sam Abramson  
Manufacturing Supt. .... Howard Boden

PRODUCTS: TV consoles, radio-TV consoles, radio-TV-phonographs, AM-FM radio phonographs, AM-FM radios.

### Garod Electronics Corp.

70 Washington St., Brooklyn 1, N. Y.

Phone: MAin 4-6044

President ..... Leonard Ashbach  
V.P. & Gen. Mgr..... Louis Silver  
Vice-President ..... Maurice Raphael  
Secretary ..... Barnett S. Trott  
Advertising Mgr..... Joseph G. DeVico  
Export Manager..... Ernest Nigaglioni  
Purchasing Agent..... Sol Predeger  
Chief Engineer..... Frank Dieli

PRODUCTS: TV receivers; TV-radio re-

ceivers; TV-radio-phonograph combinations; radio receivers; radio-phonograph combinations.

### Gates Radio Co.

123 Hampshire St., Quincy, Ill.

Phone: 522-523

President ..... P. S. Gates  
Executive V-Pres..... L. I. McEwen  
Vice-Pres. Research and  
Sales Coordination..... F. O. Greenwood  
Executive Secretary..... A. S. Petzoldt  
Chief Engineer..... F. W. Wentura  
Production Manager..... A. D. Myers  
Credit Manager..... L. H. Sieleman  
Purchasing Agent..... J. P. Bowers

PRODUCTS: Transmitters: AM broadcast, FM broadcast, communications, short wave. Speech Input: Consoles, remote amplifiers, program amplifiers, monitoring amplifiers, preamplifiers, recording equipment, custom built studio systems, AM frequency and modulation monitors.

### General Electronics Inc.

101 Hazel St., Paterson, N. J.

Phone: SH. 2-5271

Treasurer ..... D. E. Replogle  
Vice-President ..... A. C. Moeller  
Sales Mgr. .... C. G. Hampson  
Chief. Eng. .... D. E. Replogle  
Dev. Eng. .... R. Shima

PRODUCTS: Cathode ray tubes, 10" 12½" 16" glass.

### General Electric Electronics Department

Electronics Park, Syracuse 1, N. Y.

Phone: 6-4411

Vice-Pres. & Gen. Mgr... Dr. W. R. G. Baker  
Comptroller ..... E. L. Hulse  
Mgr. of Engineering..... I. J. Kaar  
Mgr. of Marketing..... E. H. Vogel  
Gen. Sales Mgr..... A. A. Brandt  
Adv. Manager..... L. E. Pettit  
Mgr., Receiver Div..... Willard H. Sahloff  
Mgr. Com'l. Equipment Div... G. F. Metcalf  
Mgr., Tube Div..... J. M. Lang  
Mgr., Government Div..... V. M. Lueas

PRODUCTS: Radio and TV receivers, radio and TV transmitters, receiving, transmitting and industrial tubes, components, two-way communications equipment, electronic specialty items.

### The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio

Phone: 2235

President ..... A. W. Fritzsche  
Treas. & Credit Mgr..... C. F. Russert  
V.P., Sales Mgr. of Motor Div... H. E. Moon  
Sales Mgr. of Plastics Div... Steve Hildebrandt  
Chief Engr. Motor Div.... Howard Shumaker

## Equipment Manufacturers

Chief Engr. Plastics Div. . . . . Russell Smith  
Purchasing Agent. . . . . Cleve Heindrich  
PRODUCTS: Electric Phonograph Motors,  
Disc Recording Assemblies, Combination  
Record Changer, Recorders, Tape Disc Re-  
corders, Custom Molders of all products in  
Injection and Compression Materials.

### General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.  
Phone: Elizabeth 3-4400

Chairman of Board. . . . . C. Russell Feldmann  
Pres. & Treas. . . . . R. E. Laux  
V. P. in Chg. of Sales. . . . . Don J. Phelps  
Sales Manager. . . . . C. P. Marron  
Chief Engineer. . . . . B. N. Fisher  
Credit Manager. . . . . W. J. Kane  
Dir. of Purchases. . . . . C. B. L. Townley  
Export Mgrs. . . . . Ad. Auriema, Inc.

PRODUCTS: Variable condensers, push-  
button devices, record changers, loud speak-  
ers, TV front end tuners.

### General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.  
Phone: Victory 2-0707

President . . . . . Morris Perlman  
Chief Engineer. . . . . Albert Krivo  
Purchasing Agent. . . . . Ernest Neustadter  
Sales Mgr. . . . . L. Tenenberg

PRODUCTS: Sockets, Terminal Board As-  
semblies, Laminated Phenolic Parts, Battery  
Connectors, Coil Forms, Resistor Board As-  
semblies, multiple and single Male and Fe-  
male Pin Plug Assemblies.

### General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.  
Phone: TRowbridge 6-4100

Chairman of Board. . . . . H. B. Richmond  
President . . . . . E. H. Locke  
Vice-Pres. for Sales. . . . . A. E. Thiessen  
Vice-Pres. for Mfg. . . . . C. C. Carey  
Secretary-Treasurer . . . . . F. L. Tucker  
Export Mgr. . . . . C. E. Hills, Jr.  
Chief Engineer . . . . . M. Eastham  
Publicity Mgr. . . . . C. E. Worthen  
Service Mgr. . . . . H. H. Dawes

PRODUCTS: Precision radio and elec-  
tronic laboratory and testing instruments,  
FCC approved standard broadcast AM fre-  
quency and modulation monitors; FM and  
TV monitoring equipment; Variacs, Stro-  
botacs.

### The Hallicrafters Co.

1101 W. Fifth Ave., Chicago 21, Ill.  
Phone: Van Buren 6-6300

President . . . . . Wm. J. Halligan  
Exec. Vice-Pres. . . . . R. W. Durst  
Genl. Sales Mgr. . . . . R. J. Sherwood  
Chief TV Engineer. . . . . C. E. Honeywell  
Asst. Sales Mgr. . . . . M. D. Kelly

Distribution Mgr. . . . . O. H. Helmer  
Advertising Mgr. . . . . Chas. J. Nesbitt  
General Svc. Mgr. . . . . E. J. Croxen  
Credit Manager. . . . . Cal A. Spera  
Production Manager. . . . . H. Hartley  
PRODUCTS: TV Receivers, Short-Wave  
"Ham" Xntrs. and Receivers, Portable Ra-  
dios, FM-AM Radios.

### The Hammarlund Mfg. Co., Inc.

160 W. 34 St., New York 1, N. Y.  
Phone: LOngacre 5-1300

President . . . . . Lloyd A. Hammarlund  
Treasurer . . . . . Joseph Lush  
Secretary & Comptroller. . . . . E. A. Wittmer  
Chief Engineer. . . . . Walter Keith

PRODUCTS: Communications, receivers,  
variable condensers, chokes, wave-guide  
plumbing, sockets.

### Hartenstine-Zane Co., Inc.

225 Broadway, New York 7, N. Y.  
Phone: BA 7-8390-1

Gen. Mgr. & Sec. . . . . Chas. J. Hartenstine  
Asst. Sec. . . . . M. A. Hartenstine

PRODUCTS: Specialize in the design of  
tower foundations; erecting, lighting and  
painting radio towers; installing ground sys-  
tem for AM broadcasting and all types of  
antennae and accessories for FM & TV sta-  
tions; maintenance of radio towers, obstruc-  
tion lighting equipment and FM & TV an-  
tennae.

### Harvey Radio Laboratories, Inc.

447 Concord Ave., Cambridge 38, Mass.  
Phone: TRowbridge 6-2800

President . . . . . Frank Lyman, Jr.  
Dir. Contract Adm. . . . . Norman W. Bertelsen  
Sales Engineer. . . . . E. J. Vogel  
Clerk of Corp. . . . . R. W. Martin  
Chief Engineer. . . . . B. J. Cosman  
Purchasing Agent. . . . . Frank C. Waterhouse  
Comptroller . . . . . Gordon C. Genthner  
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, regu-  
lated power supplies, IF strips, visual align-  
ment signal generators, galvoscopes and as-  
sociated radio and electronic equipment, two-  
way emergency communications equipment.

### Haydu Brothers

P. O. Box 1226, Plainfield, N. J.  
Phone: Plainfield 6-0876

President . . . . . George K. Haydu  
Chief Engineer . . . . . Zoltan Haydu  
Sales Manager. . . . . Alexander Fleischman

PRODUCTS: Electron guns for TV tubes,  
TV tubes, components for all types of  
vacuum tubes including receiving, sending.

## Equipment Manufacturers

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 Pkway, Little Neck, L. I. N. Y.

Phone: FLushing 7-8700

President .....W. A. MacDonald  
 Executive Vice-Pres.....J. B. Dow  
 Vice-Pres. in Charge  
 of Sales .....F. Robinson  
 Vice-Pres. in Charge  
 of Research .....A. V. Loughren  
 Vice-Pres. in Charge  
 of Engineering .....O. M. Dunning  
 Vice-Pres. in Charge  
 of Manufacture.....J. Willenbecher  
 Dir. 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  
 Vice-Pres.....Edgar M. Batchelder  
 Chairman of Board-Treas....Lloyd H. Coffin  
 Vice-Pres. & Sales Mgr.....John Q. Adams  
 V. P. Chg. of Engineering..C. F. Stromeyer  
 Credit Manager.....M. S. Jones  
 Purchasing Agent.....Edward R. Carroll  
 Industrial Relations Mgr.....A. S. Nelson  
 Export Mgr. ....W. L. Urquhart  
 Advertising Manager.....Harry G. Burnett

PRODUCTS: Receiving and electronic tubes; special purpose tubes, ultra violet sun lamps, ballast, voltage regulators.

### The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago 2, Ill.

Phone: FRAnklin 2-1114

President.....A. D. Plamondon, Jr.  
 V. P. & Gen. Mgr.....R. F. Smith  
 V. P. & Sales Mgr.....F. A. Hayden  
 Adv. Mgr.....I. A. Dickey

PRODUCTS: Permanent Magnets, Ion Traps, Permanent Magnet Focus Coils, Magnetrans, 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 Mgr.....A. S. Chambers

Supt. ....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 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; Head-phones; Insulators; Jacks; Jacks, Micro-telephone; 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; Racks, Brackets, Chassis; Radio Panels; Record Player Switch; Reducers; Resistor Cords; Riveting Punch Set; Rivets, Rods; Screw Drivers, Insulated; Screws; Shearing Punch; Shields; Shields, Grid Cap; Sockets; Soldering Irons; Soldering Iron Elements; Spaghetti, Flexible; Spacers, Bushings; Spade Lugs; Speaker Cabinets; Steel Cabinets; Strips, Terminal; Suppressors, Auto Radio; Switches; Television, Accessories; Antennas, Tools; Terminal Lugs; Terminal Strips; Test Leads; Test Lead Wire; Test Prods; Test Tools; Tools; Tools, Neutralizing; Trans. Coil Mountings; Transmitting Tube Caps; Tube Shields; Tubing; Washers; Window Pole Antenna; Wire, Test Lead; Wrenches, Wrench Sets.

### Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 1, O.

Phone: HEMlock 4076

President .....Paul F. Jackson  
 Vice-President .....Robert C. Apple  
 Sales Manager .....Myron Fulkerson  
 Production Mgr.....William Hagstrum

PRODUCTS: Oscillograph, TV generator, tube testers, VTVM, test oscillators, FM generators, condenser testers, audio oscillator.

## Equipment Manufacturers

### Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.  
Phone: MAusfield 6-7161

President ..... J. M. Brennan  
V. P. & Sales Mgr. .... J. R. Ford  
V. P., Engineer ..... L. Mauceri  
Executive Engineer ..... J. Caldwell, Jr.  
Credit Manager ..... Victor E. Lee  
Export Manager ..... M. J. Schmitt  
Director of Purchases ..... Edward J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

### Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.  
Phone: POrtsmouth 7-7600

President ..... Thomas A. White  
Purchasing Agent ..... George B. Turner  
Advertising Manager ..... Bayard H. Clark  
Comptroller ..... John W. Henderson  
Export Manager ..... J. G. Corrigan

PRODUCTS: Loudspeakers, reproducers, projectors, cabinets, transformers.

### JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 1, N. Y.  
Phone: BEnsonhurst 6-9200

President ..... Julius Finkel  
Vice-President ..... Albert Finkel  
Secretary-Treas. .... 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 adapter harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midget jacks and plugs, toggle switches, auto condensers, speaker cement, antenna loops, auto antenna, battery plugs, tube shields, radio wire, suppressors, dial belts, dial cord.

### Johns-Manville

22 E. 40th St., New York 16, N. Y.  
Phone: LExington 2-7600

Commodity Mgr. .... P. J. Washburn  
(Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

### Kerrigan-Lewis Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.  
Phone: SPaulding 2-7208

President ..... Vincent M. Kerrigan  
Vice-Pres./Treasurer ..... Charles E. Lewis  
PRODUCTS: Magnet and Litzendraht Wire, Mechanical Engraving.

### King Laboratories, Inc.

127 Solar St., Syracuse 1, 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, metal punchings and stampings, barex getters.

### Langevin Manufacturing Corp.

37 W. 65 St., New York 23, N. Y.  
Phone: ENdicott 2-7200

Chairman of Board ..... Carl C. Langevin  
President ..... Donald S. Morgan  
Vice-President ..... J. Martinez  
Chief Engineer ..... Clyde E. Hallmark  
Asst. Treasurer ..... Andrew J. Prios

PRODUCTS: Audio amplifiers, power supplies, 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: STanford 4-5781

President ..... R. R. Machlett  
Vice-Pres. of Sales ..... W. E. Stevenson  
Treasurer ..... J. A. Lambert  
Vice-President ..... H. J. Hoffman  
Mgr. Engineer ..... T. H. Rogers  
Adv. Mgr. .... R. N. Kellogg, Jr.  
Industrial Rel. Mgr. .... R. Gordon Hamblen  
Export Mgr. .... A. J. Foster

PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

### The Magnavox Co.

2131 Bueter Rd., Fort Wayne 4, Ind.  
Phone: ANthony 5-471

President ..... Richard A. O'Connor  
Ex. Vice-Pres. .... Frank M. Freimann  
Comptroller ..... John S. Sturgeon  
Radio-Phonograph & TV

Factory Mgr. .... Harold M. Detrick  
Factory Mgr. Speaker  
Div. .... L. E. Quinnell  
Chief Eng., Radio-Phonograph & TV Div. .... Anthony Wright

## Equipment Manufacturers

Asst. Sales Mgr. & Merchandise Mgr. .... Stewart Roberts  
Advertising Mgr. .... Lauren K. Hagaman  
Sales Mgr., Illustravox Div. .... David S. Carto  
Sales Mgr., Components

Div. .... Stanley S. Sondles  
PRODUCTS: Receivers, combinations, radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, TV console, speakers, capacitors, solenoids, sound slide film equipment.

### Measurements Corp.

116 Monroe St., Boonton, N. J.  
Phone: BOonton 8-2131

President-Gen. Mgr. .... H. W. Houck  
Chief Engineer. .... Jerry B. Minter  
Sales Mgr. .... Nelson C. Doland, Jr.  
Credit Mgr. .... Robert Meyer  
Advertising Mgr. .... Edgar M. Weed

PRODUCTS: Standard signal generators, pulse generators, square wave generators, UHF radio noise & field strength meters, vacuum tube voltmeters, peak voltmeters, megohm meters, megacycle meters, R.F. attenuators, inductance bridges, capacitance bridges, phase sequence indicators, moisture meters, TV transmission and receiving test equipment, special test equipment, fixed capacitors and resistors, variable condensers.

### John Meek Industries, Inc.

Liberty at Pennsylvania, Plymouth, Ind.  
Phone: 33

Controller .... Russell G. Eggo  
Chief Engineer .... J. L. Jones  
Purchasing Agent .... W. W. Frebel  
Merchandising Mgr. .... H. R. McKee  
Plant Manager .... Chas. E. Palmer

PRODUCTS: Battery, table, personal, portable, portable AC-DC; electric AM midget, AM table, AM console, AM portabe, AC-DC AM table with phonograph, AM console with phonograph, AM-FM table, AM-FM console, AM-FM table with phonograph, AM-FM console with phonograph; TV, table, console, AM table, FM table, AM-FM table, AM console, AM-FM console, AM console with phonograph, AM-FM console with phonograph.

### Meissner Manufacturing Division Maguire Industries Inc.

Belmont & Seventh St., Mt. Carmel, Ill.  
Phone: 733

President .... Russell Maguire  
Sales Manager .... G. E. Phelps  
Adv. Agency. .... Bartz Adv. Agency  
General Manager. .... Fred Lester  
Chief Engineer .... W. J. Harrison  
Division Accountant. .... H. V. Wallar  
Purchasing Agent. .... C. Scbrader

PRODUCTS: AM & FM radio receivers, radio-phonograph combinations, radio amateur equipment, radio coils for replacement,

radio coils for equipment, radio servicemen's test equipment, TV chassis, TV components and complete TV receivers.

### 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.  
Chief Eng. .... I. W. Kuhlik  
Purchasing Agent. .... J. V. Conniff  
Treasurer .... H. B. Kuhlik  
Advertising Mgr. .... B. Burns  
Dir. of Pub. Rel. .... George Ruskin

PRODUCTS: Filmgaph sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recorders and reproducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders.

### James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Mass.  
Phone: Malden 4-4108-9

President .... James Millen  
Sales Mgr. .... E. E. Williams  
Credit Manager. .... Frances Bearse  
Purchasing Agent. .... George E. Pike  
Export Manager. .... Carl Lohman Janik  
Chief Engineer. .... Wade Caywood

PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

Phone: AStoria 8-3738

### Mirror Record Corp.

40-25 206 St., Bayside, L. I., N. Y.  
Phone: BAyside 4-4999

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  
Vice-Pres. Cons. Prod. Div.

Elmer H. Wavering  
Vice-Pres. Ch. Mchdse. .... Walter H. Stellner  
Vice-Pres. in Charge of Communications & Electronics Division .... D. E. Noble  
Sales Cons. Goods Div. .... Wm. H. Kelley

## Equipment Manufacturers

Prod. Mgr. Home & Auto Radio Div.  
 Jack Davis  
 Dir. Advt.-Sales Prom. .... Ellis L. Rodden  
 Sales Mgr. Comm. & Electronic Div.  
 Eugene S. Goebel  
 Treasurer ..... George R. MacDonald  
 Vice-Pres. in Charge of Procurement  
 Frank J. O'Brien  
 Credit Manager ..... Henry Kleinbans  
 Export Manager ..... Carl M. Wynne  
 Service Manager ..... A. T. Alexander

**PRODUCTS:** Receivers: Battery--Automotive, Table, Personal; Portable, Portable AC-DC; Radio--AM Table, AM Portable AC-DC, AM Table with Phonograph, AM-FM Table, AM-FM Console, AM-FM Console with Phonograph; Television--Table, Console, AM-FM Console, AM-FM Console with Phonograph. Record Players. Communications Equipment: 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  
 Chief Engineer ..... K. E. Rollefson  
 Vice-Pres. & Credit Mgr. .... A. A. Dailey  
 Purchasing Agent ..... A. R. Campbell  
 Indu. Rel. Mgr. .... Miss Wilma Palm

**PRODUCTS:** Resistors, switches, ceramic condensers, Spirashields, coils, antenna loops, 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

President ..... A. V. Wilker  
 Vice-Pres. & Gen. Mgr. .... J. M. Spangler  
 Vice-President ..... C. O. Klein-smith  
 Gen. Sales Mgr. Cons. Prods. .... A. C. Bryan  
 Mgr. Battery Eng. Dept. .... W. H. Fritz  
 V.P., Adv. Sales Mgr. .... H. M. Warren

**PRODUCTS:** "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Aid Cell" batteries for 2-volt and 1.4 volt receivers.

### National Union Radio Corp.

350 Scotland Rd., Orange, N. J.  
 Phone: ORange 2-6600

President ..... K. C. Meinken  
 Sales Mgr. .... E. J. Maginot  
 Director Research ..... A. M. Skellett

Treasurer ..... W. H. Carey  
 Secretary ..... J. V. Deesy  
 Credit Mgr. .... H. A. Pope  
 Asst. Adv. Mgr. .... G. K. Konz

**PRODUCTS:** Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, radio dry batteries, auto vibrators.

### New York Transformer Co., Inc.

Third Ave., Alpha, N. J.  
 Phone: PHillipsburg 5-1183

President ..... Joseph B. Schaefer  
 Sales Manager ..... Thomas B. Armstrong  
 Chief Design Engineer ..... Ernest D. Belanger  
 Chief Engineer ..... George Pappas  
 Purchasing Agent ..... Carl Seefter  
 Plant Superintendent ..... A. H. Coover  
 Controller ..... Kenneth Llewelyn

**PRODUCTS:** Transformers and reactors for TV, radios, transmitters, and receivers; audio frequency coils, electronic control devices, etc.

### Olympic Radio & Television Inc.

34-01 38th Ave., Long Island City, N. Y.  
 Phone: STillwell 4-6961

President ..... A. A. Juviler  
 Exec. Vice-President ..... P. L. Shoenen  
 Vice-Pres./Treasurer ..... M. Sobin  
 Director of Sales ..... M. Friedman  
 Purchasing Engineer ..... W. E. Hegyi  
 Chief Engineer ..... J. Raudin

**PRODUCTS:** Complete line of home receivers, AM and FM television receivers.

### Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.  
 Phone: ATlantic 5-6161

President ..... J. D. Ceader  
 Asst. to President ..... Hugo Sunberg  
 Credit Manager ..... David E. Davis  
 General Sales Mgr. .... John A. Proctor, Jr.  
 Asst. Sales Mgr. .... Wm. B. Barnes  
 Chief Engineer ..... K. H. Wessel  
 Plant Manager ..... A. Sorice

**PRODUCTS:** Radio speakers, output and line transformers, cathode ray tubes.

### Packard-Bell Company

3413 Wilshire Blvd., Los Angeles 16, Calif.  
 Phone: DUmkirk 2-2111

President ..... Herbert A. Bell  
 Vice-President ..... Robert S. Bell  
 Vice-President ..... Joe M. Spain  
 Sec.-Treas. .... Lowell R. Day  
 Asst. Sec.-Treas. .... Jack Speis  
 Chief Engineer ..... Charles Nichols  
 Plant Manager ..... Jean Gleis  
 General Sales Mgr. .... Kenneth R. Johnson  
 Asst. Sales Mgr. .... William Frost  
 Advertising Mgr. .... Walter Addison Watson

## Equipment Manufacturers

Service Mgr.....Thomas L. Stevens  
Personnel Dir.....Charles Askin  
PRODUCTS: Radios, Phonocords, Radio-  
Phonograph-Recorder Combinations), Tele-  
vision. A complete line of each of the three  
above types of products.

### Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.  
Phone: NEbraska 4-5100

President .....William Balderston  
V.-P. & Gen. Sales Mgr.....John M. Otter  
V.-P. Radio and TV Div.....Larry F. Hardy  
V.-P., Dir. Eng. & Res.....Leslie J. Woods  
V.-P., Eng. & Research.....D. B. Smith  
Chief Engineer.....Palmer M. Craig  
Credit Manager.....E. W. Mayhew  
Dir. of Purchases.....W. MacMurtie  
Advertising Mgr.....John F. Gilligan  
Industrial Relations Mgr..Harold W. Butler  
Export Manager.....D. W. McIntosh  
V.-P. in Chg. of Parts and Service

James M. Skinner, Jr.

Traffic Manager.....J. Swan  
PRODUCTS: Receivrs: 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, AM Table FM Table, AM-  
FM Table, AM Console, FM Console, AM-  
FM Console, AM Console with Phonograph,  
FM Console with Phonograph, AM-FM Console  
with Phonograph. Record Players. Com-  
munications Equipment: Aviation, Citizens  
Radio, Emergency Service, Marine, Police,  
Railroad, Trucks and Busses, Taxicab,  
Walkie-Talkie, Radar Systems. Transmitters:  
Short Wave, VHF, UHF, Relay. Tubes: Re-  
ceiving, Cathode Ray Receiving.

### Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.  
Phone: ALgonquin 4-3363

President .....Philip Schwartz  
Secy., Treas. & Mgr.....M. L. Granat  
Chief Engineer.....Reginald Burke  
Credit Manager .....C. Mildred  
Export Manager.....M. Greenker  
Purchasing Agent.....Murray Granat  
PRODUCT: TV receivers, table model, TV  
receivers, console model, TV chassis, com-  
pletely 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.

3706 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.....B. A. Jablow  
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, Hackensack, N. J.  
Phone: HAckensack 3-5700

President .....George J. Saliba  
Secretary .....Morris M. Gruber  
Treasurer .....A. Benjamin  
Comptroller .....Ruth B. Sholes  
Sales Manager.....Thomas B. Aldrich

PRODUCTS: Stationary and portable disc  
recorders, stationary and portable transcrip-  
tion equipment, associated amplifier equip-  
ment, master discs, instantaneous recording  
discs, recording and reproducing styli, gear  
driven turntables and recorders, studio tape  
recorders, portable tape recorders.

### Press Wireless Mfg. Co., Inc.

Cantiague Rd., Hicksville, L. I., N. Y.  
Phone: FIEldstone 7-2330

President .....T. Mitchell Hastings, Jr.  
Treasurer .....Chester T. Cook  
Chief Engineer .....Earl E. Eldridge  
Purchasing Agent.....Clyde B. Rush  
Sales Manager.....J. Harvey McCoy

PRODUCTS: Transmitters any power ren-  
dering A-1, A-2, A-3 service, frequency shift  
keyer for transmission, frequency shift moni-  
tors for transmission, frequency shift con-  
verters—Teletype transmission and reception,  
anti-fade, exalted carrier in diversity re-  
ceiving equipment, ink tape recorders and  
pullers, diversity receivers, line amplifiers,  
power supplies, compression amplifiers.

### Polarad Electronics Corp.

9 Ferry St., New York 7, N. Y.  
Phone: DIgby 9-2080

President .....Dr. D. L. Jaffe  
Chief Engineer.....P. H. Odyssey  
Sales Engineer.....Leo Gross

PRODUCTS: TV studio & test equipment,  
synchronized generator, TV monoscope sig-  
nal 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.

**Radio Condenser Co.**

Davis & Copewood Sts., Camden 4, N. J.  
Phone: EMerson 5-5500

President.....Stanley S. Cramer  
Vice-President.....Russell E. Cramer  
V.-P., Charge of Sales.....Russell E. Cramer, Jr.  
Treasurer.....William W. Paul  
Chief Engineer.....J. S. Robb  
Dir. Labor Relations.....J. B. Thompson

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.  
Woodlawn 3-8000

Exec. Vice-Pres.....J. G. Wilson  
Vice-Pres. in Charge of Serv.....C. M. Odorizzi  
Vice-Pres. in Charge of Tech.

Products.....L. W. Teegarden  
Operating Vice-Pres.....W. A. Buck  
Vice-Pres. in Charge of

Consumer Products.....J. B. Elliott  
Vice-Pres. in Charge of

Distribution.....R. A. Seidel  
Pres., RCA Service Co., Inc.....E. C. Cahill  
Gen. Mgr., RCA Tube Dept.....R. T. Orth  
Vice-Pres. in Charge RCA

Engineering Products.....W. W. Watts  
Gen. Mgr., RCA Victor Home

Instrument Dept.....H. G. Baker  
Gen. Mgr., RCA Victor Record

Dept.....P. A. Barkmeier  
Pres., RCA Victor Dist. Co.....W. M. Norton  
Vice-Pres. in Charge of Public

Relations Dept.....John K. West  
Vice-Pres. in Charge of Engineering

Dept.....D. F. Schmit  
Vice-Pres. in Charge of

Materials Dept.....V. deP. Goubeau  
Dir. of Accounting Dept.....D. L. Trouant

Dir. of Distribution Dept.....H. M. Winters  
Dir. of Finance Department.....J. S. Carter

General Attorney, Law Dept.....S. E. Ewing, Jr.  
Dir., Personnel Dept.....E. M. Tuft

Dir. of Plant Engineering.....F. Slecter  
Chief Engineer, Home Instrument

Dept.....D. D. CoFe  
Gen. Sales Mgr., Home Instrument

Dept.....A. B. Mills  
Commercial Sales and Mdse. Mgr.,

Record Dept.....L. W. Kanaga  
Chief Engineer, Tube Dept.....Dr. G. R. Shaw

Gen. Sales Mgr., Engineering Products  
Dept.....T. A. Smith

Chief Engr., Engineering Products  
Dept.....M. C. Batsel

DIVISION PLANTS: Main Offices: Camden, N. J.; Harrison, N. J.; Lancaster, Pa.; Indianapolis, Ind.; Bloomington, Ind.; Mon-

ticello, Ind.; Pulaski, Va.; Canonsburg, Pa.; Detroit, Mich.; Hollywood, Calif.; Marion, Ind.

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.**

35-54 36 St., Long Island City 1, N. Y.  
Phone: ASToria 8-1010

President.....C. R. Runyon, Jr.  
Vice-President.....Frank A. Gunther  
Secretary.....Joseph Behr  
Chief Engineer.....Malbon H. Jennings  
Dir. of Research.....James R. Day  
Director of Purchases.....Joseph Behr  
Manager of Sales.....C. R. Runyon, III  
Comptroller.....James A. Cronin

PRODUCTS: Broadcast transmitter, FM and AM, 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 communications equipment, FM radio relay links, special FM communications systems, FM store receivers, and FM bus receivers.



## Equipment Manufacturers

### Rangertone, Inc.

73 Winthrop St., Newark 4, N. J.  
Phone: HUmboldt 5-2550

President.....R. H. Ranger  
Vice-Pres. Chief Engineer...P. M. Brubaker  
Secretary Sales Manager.....S. L. Ackerman  
Asst. Treas.-Purchasing Agent..A. V. Colabella  
Mechanical Engineer.....Ted Weber, Jr.

PRODUCTS: Magnetic Tape Recorders:  
for normal Broadcast; for TV Synchronized  
Sound to Motion Picture Film. Thyatron  
Inverters: for Controlled 60 cycle Power.

### Raytheon Manufacturing Co.

Waltham 54, Mass.

Vice-Pres. in Charge of Sales....Ray C. Ellis  
Gen. Sales Mgr.....James J. Tynan  
Mgr. of Broadcast Sales..Leonard A. Rooney

PRODUCTS: AM, FM and TV transmitter  
accessories, tubes, FM antennas, speech input  
equipment, transmission line accessories, an-  
tenna phasing and coupling equipment, am-  
plifier equipment, engineering services, cus-  
tom-built transmittin gand studio equipment,  
TV and communication microwave.

### Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.  
Phone: STillwell 4-7062-3-4

President, Sales Manager.....George Silber  
Plant Supt.....S. Simonson  
Credit Manager.....A. Friedman  
Exports Agents.....Morban Exporting Corp.

PRODUCTS: Instantaneous Recording  
Equipment, Recording Turntables, Transcrip-  
tion Turntables, Cutters, Amplifiers, Meters.

### Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.  
Phone: University 4-2400

President.....E. Alschular  
Vice-President.....M. D. Block  
Production Manager.....I. J. Jacobsen  
Chief Engineer.....W. J. Schnell  
Purchasing Agent.....P. O. Krumm  
Credit Manager.....C. S. Willard  
Sales Manager.....E. G. May  
Export Manager.....H. A. Sillico

PRODUCTS: Sentinel radio receiving sets  
and table, console models, portable radios,  
radio-phonograph combinations, table and  
console models, FM-AM table console and  
radio phonograph combinations, television  
receivers of all types.

### Sherron Electronics 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-Pres.....R. M. Stock  
Dir. of Electronic Res.....John Vergechik  
Sales Manager.....M. V. Barasch  
Dir. of TV.....P. J. Gollhofer  
Dir. of Purchases.....M. C. Turner

PRODUCTS: Amplitude modulated trans-  
mitters, frequency modulated transmitters,  
TV transmitters, modulators at all power  
levels for above transmitters, control consoles  
for radio stations, pulse generators, oscillo-  
scopes, regulated power supplies, custom built  
equipment designed and manufactured to  
customers requirements. Experimentally li-  
censed TV station KE2XIE manned by li-  
censed personnel for TV investigations.

### Sound, Inc.

221 East Cullerton St., Chicago 16, Ill.  
Phone: VICTory 2-7234

President-Sales Dir.....Allen Shoup  
Vice-Pres-Chief Engineer

Rudolph A. Bierwirth  
Scy.-Treas.-Supervisor.....I. Ben Berger  
Purchasing Agent.....Hyman Solomon  
Superintendent.....Harry Alfredson

PRODUCTS: Manufacturers of Radar,  
Electronic and Sound Equipments, Tape re-  
corders and reproducers.

### Standard Radio Transcription Services, Inc.

140 North LaBrea, Hollywood 36, Calif.  
Phone: WEbster 9181

President.....Gerald King  
Vice-Pres.....Milton M. Blink  
V.-P. in Chg. of Sales—Eastern Office

Alex Sherwood  
Sales Mgr.—Central States Office

Gus Hagenah  
Business Mgr. & Counsel...Lewis TeeGarden  
Production Mgr.....Harry Bluestone  
Chief Engineer.....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 Pkwy., Chicago 14, Ill.  
Phone: LAkeview 5-6000

President.....J. S. Knowlson  
Sr. Vice-President.....F. A. Hiter  
General Manager.....E. Fossum  
Gen. Sales Mgr.....E. L. Taylor  
Advertising Mgr.....C. R. Lunney  
Service Mgr.....N. J. Cooper  
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

## Equipment Manufacturers

Industrial Relations Mgr. .... W. W. Miller  
 Traffic Manager. .... E. F. Stecher  
**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, Projection and Direct View.

### Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.  
 Phone: CULver 0260

President. .... Robert C. Tait  
 Vice-Pres. .... Lee McCaune  
 Vice-Pres. .... Sidney R. Curtis  
 Sales Mgr. .... Clifford J. Hunt  
 Sound Equipmt. Mgr. .... Anthony G. Schifino  
 Credit Mgr. .... Charles W. Pritchard  
 Mgr. Adv. & Pub. 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.

500 Fifth Ave., New York 18, N. Y.  
 Phone: WISconsin 7-9500

Ch. of Bd. .... W. E. Poor  
 President. .... D. G. Mitchell  
 Vice-President. .... M. F. Balcom  
 Vice-President. .... R. H. Bishop  
 Vice-President. .... H. Ward Zimmer  
 Secretary. .... J. S. Learoyd  
 General Sales Mgr., Radio Div. .... C. W. Shaw  
 Dir. of Advertising. .... T. P. Cunningham  
**PRODUCTS:** Cathode ray tubes, amateur transmitting tubes, radio receiving tubes, germanium crystals, panel lamps, counter tube tester, portable tube tester, modulation meter, polymer, audio oscillator, 3" oscilloscope, 7" oscilloscope, pocket ohmmeter.

### Tele-Tone Radio Corporation

540 West 58th St., New York 19, N. Y.  
 Phone: JUDson 6-5900

President. .... Sol W. Gross  
 Gen. Sales Mgr. .... Morton M. Schwartz  
 Asst. to President. .... Irving Brudner  
 Asst. Gen. Sales Mgr. .... James Ryan  
 Chief Engineer, TV. .... Robert S. Mautner  
 Comptroller. .... Louis Grodsky  
 Dir. of Purchases. .... John G. Commius  
 Adv. & Sales Prom. Mgr. .... Bernard Kerner  
 Industrial Relations Mgr. .... Irving Brudner  
 Export Mgrs. .... Robert Schasseur, Inc.  
 Service Mgr., TV. .... Harold Dittenhoefer  
**PRODUCTS:** Receivers: Battery - Portable AC-DC; Electric AM Midget, AM Table, AM Portable Radios-AC-DC, AM-FM Table; Television-Table, Console.

### Television Associates, Inc.

E. Michigan St., Michigan City, Ind.  
 Phone: 3655

President. .... W. C. Eddy, Capt. USN (Ret.)  
 Chief Engineer. .... A. H. Broly  
 Plant Superintendent. .... J. L. Lahey  
 Secretary. .... Margaret Durnal  
**PRODUCTS:** Studio lighting equipment: Ceiling mounted incandescents, and fluorescents; dolly mounted fluorescents; control fixtures for mounting spotlights; light panel control equipment and switch panels. Microwave relay equipment; Reflectors and mounting supports; parapet clamps; metal tripods. Studio equipment: Camera Dollies, tripods, hi-hats and lo-hats for camera mounting, cable clamps. Projection Room accessories: Continuous-reel magazines, rewind mandrels, and storage racks for continuous reel film loops; kaleidoscope projectors; specialized film loops for continuous reel use.

### Television Equipment Corp.

238 William St., New York 7, N. Y.  
 Phone: COrtlandt 7-5160

President. .... Leonard Mautner  
 Vice-President. .... William Brown  
 Secretary. .... William Brown  
 Treasurer. .... Harold B. Schueider  
**PRODUCTS:** TV cameras, studio equipment, transmitters, test equipment, oscilloscopes, telecoupler-TV master antenna systems, TV booster amplifiers.

### Transmitter Equipment Mfg. Co., Inc.

315 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: Sterling 3626

General Manager. .... Joseph Tait  
 Sales Manager. .... Robert L. Kaufman  
 Chief Engineer. .... Henry P. Meisinger  
 Plant Manager. .... Irving Linkow  
**PLANT:** 1347 South Capitol St.  
 Phone: Sterling 3626

**PRODUCTS:** Manufacturers and distributors of audio and sound equipment—Panasonic, Presto, Magnecord, Stromberg-Carlson, Liberty Carillon, and many others. Specializing in engineering, manufacturing,

## Equipment Manufacturers

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-Pres. .... Francis H. Hoge, Jr.  
Purchasing Mgr. .... Jack Gordon  
Chief Engineer ..... N. Marardino  
Chief Mechanical Engr. .... Henry Strahlman  
Credit Manager ..... Herbert Slot

PRODUCTS: Television: 10" & 15" Table Model Direct View, 12" Console Direct View, 12" & 15" Console Direct View, 15" Console Direct View, 475 & 675 sq. in. Projection. Instruments: UST-ALL Electronic Sweep Generator.

### Utah, Inc.

1123 E. Franklin St., Huntington, Ind.  
Phone: 275

President ..... William J. Knife  
Gen. Sales Mgr. .... Marshall E. Neil  
Secretary ..... O. C. Will  
Chief Engineer ..... Charles Hubbard

PRODUCTS: Loudspeakers, Transformers, Headsets, Acoustic and Electronic Devices.

### Western Electric Co., Inc.

120 Broadway, New York 5, N. Y.  
Phone: WOrth 4-2100

President ..... S. Bracken  
Vice-President ..... F. R. Lack  
Mgr., Radio Telephone Sales. . . . S. P. Taylor  
Mgr., Broadcast Sales. . . . J. H. Ganzenhuber  
Mgr., Sound Systems & Comm. . . . E. M. Hall  
Mgr. Electronic Prod. Sales. . . . R. H. Souder

PRODUCTS: Communications Equipment—Receivers (marine, police, emergency service, taxicab, trucks and husses) Transmitters (broadcast AM-FM), fixed station, marine, police and emergency service); Tubes (receiving, power and transmitting, etc.); audio and radio frequency coils, radio switches, quartz crystals, amplifiers, microphones, headsets, etc.

### Westinghouse Electric Corp. Home Radio Div.

1354 Susquehanna St., Sunbury, Pa.  
Phone: 2520

President ..... Gwilym A. Price  
Vice-Pres. (Consumer Products)

J. M. McKibbin  
Asst. to Vice-Pres. (Consumer Products)  
Roger Bolin  
Manager ..... F. M. Sloan  
Assistant Manager ..... H. W. Schaefer  
Chief Engineer ..... G. C. Larson

Mgr. of Manufacturing ..... F. H. Barnett  
Purchasing Agent ..... W. M. Anderson  
Sales Manager ..... J. F. Walsh  
Asst. Sales Manager ..... J. W. Hitchcock  
Advertising & Sales Promotion Mgr.

Earl L. Hadley  
Service Manager ..... W. H. McKnew

PRODUCTS: Manufactured by the Home Radio Division: Home radio and TV receivers, radio-phonograph combinations, TV radio-phonograph combinations for home use.

### Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.  
Phone: Bigelow 3-4700

President ..... Earl R. Mellen  
Vice-Pres. in Charge of Sales

H. L. Gerstenberger  
Vice-Pres. & Chief Engr. .... John H. Miller  
Credit Manager ..... B. E. Arthur  
Purchasing Agent ..... George T. Deaney  
Advertising Manager ..... Phil Barnes  
Industrial Relations Mgr. .... James J. Hagan  
Export Manager ..... John H. Purcell  
Service Manager ..... Charles W. Biswanger

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston 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: Inductance measuring equipment, capacitance measuring equipment, microwave components, special electronic on order, consulting services.

### Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.  
Phone: Berk. 7-7500

President ..... E. F. McDonald, Jr.  
Exec. V.-P. & Treas. .... Hugh Robertson  
V.-P. & Dir. of Sales ..... H. C. Bonfig  
Vice-Pres., Engineering ..... G. E. Gustafson  
Vice-Pres., Production ..... Donald MacGregor  
Vice-Pres., Purchasing ..... J. E. Anderson  
Vice-Pres., Speaker Prod. .... W. Dumke  
Vice-President ..... S. Kaplan  
Secretary ..... Karl E. Hassel  
Vice-Pres., Research ..... Dr. A. Ellett  
Sales Manager ..... L. C. Truesdell  
Advertising Mgr. .... D. H. Grigsby

PRODUCTS: Table model radios, table radio-phonographs, portable radios, console radios, console radio-phonographs, table TV receivers, console TV receivers, console TV radio-phonograph combinations.



## The Market with a **FUTURE!!!**

**MEXICO** has stepped towards a new and extensive industrial program; its remarkable development in the manufacturing activities has created a new growth below the Rio Grande.

Millions of dollars are being spent in the United States in machinery, up-to-date equipment and raw material, destined to busy centers of production down in the Mexican territory.

American manufacturing concerns whose products enjoy ample demand South of the border, are making big investments, opening large new plants.

This industrial "bonanza" in a prosperous land of 25 million people, together with a fast-growing consumer's market, means the opportunity for a real new business.

The U. S. advertisers will find out that for selling in this promising market, nothing is better than radio for a nation-wide campaign . . . and the network of Radio Programas de Mexico . . . if looking for immediate results.

RPM broadcasting system, through its 88 stations, assures the advertiser a national coverage, carrying the message to every corner of the land.

### **RADIO PROGRAMAS DE MEXICO**

*Largest Latin American Broadcasting System*

EMILIO AZCARRAGA, *Chairman of the Board* • CLEMENTE SERNA MARTINEZ, *President and General Manager*

P. O. BOX 1324

BUCARELI 109

MEXICO, D. F.



# INTERNATIONAL

International Broadcast Stations  
In The United States



Mexico



Cuba

NINETEEN FIFTY



# INTERNATIONAL STATIONS IN THE UNITED STATES

| <i>Licensee and Location</i>                                        | <i>Call Letters</i> | <i>Frequency (Kc)</i>                                        | <i>Power (Kw)</i> |
|---------------------------------------------------------------------|---------------------|--------------------------------------------------------------|-------------------|
| The Associated Broadcasters, Inc.<br>San Francisco, California..... | KWID                | 6060, 7230, 9570, 11870<br>15290, 17760, 21610               | 100 kw            |
| The Associated Broadcasters, Inc.<br>San Francisco, California..... | KWIX                | 6060, 7230, 9570, 11870<br>15290, 17760, 21610               | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Brentwood, Long Island .....  | WABC                | 6120, 6170, 9650, 11830,<br>15270, 17830, 21520, 21570       | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Brentwood, Long Island.....   | WCBN                | 6120, 6170, 9650, 11830,<br>15270, 17830, 21520, 21570       | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Brentwood, Long Island.....   | WCBX                | 6060, 6120, 6170, 9650, 11830,<br>15270, 17830, 21520, 21570 | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Brentwood, Long Island .....  | WCDA                | 6060, 6120, 6170, 9650, 11830,<br>15270, 17830, 21520, 21570 | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Wayne, New Jersey.....        | WOOC                | 6120, 6170, 9650, 11830<br>15270, 17830, 21520, 21570        | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Wayne, New Jersey.....        | WOOW                | 6120, 6170, 9650, 11830,<br>15270, 17830, 21520, 21570       | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Delano, California .....      | KCBA                | 6120                                                         | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Delano, California .....      | KCBF                | 9650, 11810                                                  | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Delano, California .....      | KCBR                | 6180                                                         | 200 kw            |
| The Crosley Corporation<br>Mason, Ohio .....                        | WLWL                | 6080, 9590, 11710, 15250,<br>17800, 21650                    | 200 kw            |
| The Crosley Corporation<br>Mason, Ohio .....                        | WLWR                | 6080, 9590, 11710, 15250,<br>17800, 21650                    | 200 kw            |
| The Crosley Corporation<br>Mason, Ohio .....                        | WLWS                | 6080, 95900, 11710, 15250,<br>17800, 21650                   | 200 kw            |
| The Crosley Corporation<br>Mason, Ohio .....                        | WLWK                | 6080, 9590, 11710, 15250,<br>17800, 21650                    | 50 kw             |
| The Crosley Corporation<br>Mason, Ohio .....                        | WLWO                | 6080, 9590, 11710, 15250,<br>17800, 21650                    | 75 kw             |
| General Electric Company<br>South Schenectady, New York             | WGEA                | 6190, 7000, 9550, 11840,<br>15330, 21500, 21590              | 50 kw             |
| General Electric Company<br>South Schenectady, New York .....       | WGEO                | 6190, 7000, 9530, 11840,<br>15330                            | 100 kw            |

**International Stations in the U. S.**

| <i>Licensee and Location</i>                                    | <i>Call Letters</i> | <i>Frequency (Kc)</i>                             | <i>Power (Kw)</i> |
|-----------------------------------------------------------------|---------------------|---------------------------------------------------|-------------------|
| General Electric Company<br>South Schenectady, New York.....    | WGEX                | 6190, 7000, 9530, 11840,<br>15330                 | 25 kw             |
| General Electric Company<br>Belmont, California .....           | KGEE                | 6190, 7250, 9530, 9550<br>11730, 15210, 15330     | 50 kw             |
| General Electric Company<br>Belmont, California .....           | KGEX                | 6190, 7250, 9530, 9550,<br>11730, 15210, 15330    | 100 kw            |
| National Broadcasting Co., Inc.<br>Bound Brook, New Jersey..... | WNBI                | 6100, *9670, 11893, 15150,<br>15190, 17780, 21630 | 50 kw<br>* 100 kw |
| National Broadcasting Co., Inc.<br>Bound Brook, New Jersey..... | WNRA                | 6100, 9670, 11890, 15150,<br>15190, 21630         | 50 kw             |
| National Broadcasting Co., Inc.<br>Bound Brook, New Jersey..... | WNRE                | 6100, 9670, 11890, 15150,<br>15190, 17780, 20630  | 50 kw             |
| National Broadcasting Co., Inc.<br>Bound Brook, New Jersey..... | WNRI                | 6100, 9670, 11890, 15150,<br>15190, 21630         | 50 kw             |
| National Broadcasting Co., Inc.<br>Bound Brook, New Jersey..... | WNRX                | 6100, 9670, 11890, 15150,<br>15190, 21630         | 50 kw             |
| National Broadcasting Co., Inc.<br>Bound Brook, New Jersey..... | WRCA                | 6100, *9670, 11893, 15150,<br>15190, 17780, 21630 | 50 kw<br>* 100 kw |
| National Broadcasting Co., Inc.<br>Dixon, California .....      | KNBA                | 6060, 15250, 21460                                | 50 kw             |
| National Broadcasting Co., Inc.<br>Dixon, California .....      | KNBI                | 9650, 9750, 11770, 17800                          | 50 kw             |
| National Broadcasting Co., Inc.<br>Dixon, California .....      | KNBX                | 11790, 15250                                      | 200 kw            |
| Westinghouse Radio Stations, Inc.<br>Hull, Mass. ....           | WBOS                | 6140, 9570, 11870, 15210,<br>17780, 21540         | 50 kw             |
| World Wide Broadcasting Corp.<br>Scituate, Mass. ....           | WRUA                | 6040, 9700, 11730, 15350,<br>17750, 21460         | 50 kw             |
| World Wide Broadcasting Corp.<br>Scituate, Mass. ....           | WRUL                | 6040, 11730, 11790, 15130<br>15350, 17750, 21460  | 50 kw             |
| World Wide Broadcasting Corp.<br>Scituate, Mass. ....           | WRUS                | 6040, 9700, 11730 15350<br>11750, 21460           | 50 kw             |
| World Wide Broadcasting Corp.<br>Scituate, Mass. ....           | WRUW                | 9700, 11730, 11790, 15130,<br>15350, 17750, 25600 | 20 kw             |
| World Wide Broadcasting Corp.<br>Scituate, Mass. ....           | WRUX                | 9700, 11730, 11790, 15130<br>15350, 17750, 25600  | 7 kw              |

# **Radio Programas de Mexico, S. A.**

*Head Office:* Bucareli 109

*General Offices:* Bucareli 109

*Phones:*

*Head Office:* 35-13-73—12-72-34

*General Offices:* 36-29-01—12-65-44—13-91-14

*P. O. Box 1324*

*Mexico City, Mexico*

## — PERSONNEL —

|                                   |                            |
|-----------------------------------|----------------------------|
| President & General Manager.....  | Clemente Serna Martinez    |
| Assistant Manager—Commercial..... | Antonio Eufrazio Ontiveros |
| Assistant Manager—Accounting..... | Horacio Niño Medina        |
| Assistant to President.....       | 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. | XEAV                | Guadalajara, Jal.       |
| XEA                 | Campeche, Camp.      | XELW                | Guadalajara, Jal.       |
| XEFAQ               | Cananea, Son.        | XEMR                | Monterrey, N. L.        |
| XENC                | Celaya Gto.          | XEI                 | Morelia, Mich.          |
| XFJK                | C. Delicias, Chih.   | XELQ                | Morelia, Mich.          |
| XEP                 | C. Juarez, Chih.     | XETM                | Naco, Son.              |
| XEOX                | C. Obregon, Son.     | XEGL                | Navajoa, Son.           |
| XETR                | C. Valles. S. L. P.  | XEHF                | Nogales, Son.           |
| XEBJ                | C. Victoria, Tamps.  | XETX                | N. Casas Grandes, Chih. |
| XERL                | Colima, Col.         | XEFE                | Nuevo Laredo, Tamps.    |
| XEAG                | Cordoba, Ver.        | XEAX                | Oaxaca, Oax.            |
| XEJC                | Cuernavaca, Mor.     | XETQ                | Orizaba, Ver.           |
| XESA                | Culiacan, Sin.       | XEPP                | Orizaba, Ver.           |
| XEBL                | Culiacan, Sin.       | XEPK                | Pachuca, Hgo.           |
| XEFI                | Chihuahua, Chih.     | XEAT                | Parral, Chih.           |
| XEBU                | Chihuahua, Chih.     | XEMU                | Piedras Negras, Coah.   |
| XEE                 | Durango, Dgo.        | XEHR                | Puebla, Pue.            |
| XEBQ                | Empalme, Son.        | XENA                | Queretaro, Qro.         |
| XEPF                | Ensenada, B. C.      | XEJX                | Queretaro, Qro.         |
| XEMA                | Fresnillo, Zac.      | XERT                | Reynosa Tamps.          |



| <i>Call Letters</i> | <i>City</i>       | <i>Call Letters</i> | <i>City</i>               |
|---------------------|-------------------|---------------------|---------------------------|
| XEBX                | Sabinas, Coah.    | XEMF                | Monclova, Coah.           |
| XEWZ                | Guanajuato, Gto.  | XEFB                | Monterrey, N. L.          |
| XEGS                | Guasave, Sin.     | XEGC                | Sahuayo, Mich.            |
| XEDR                | Guaymas, Son.     | XEDE                | Saltillo, Coah.           |
| XEHQ                | Hermosillo, Son.  | XESJ                | Saltillo, Coah.           |
| XEBH                | Hermosillo, Son.  | XECZ                | San Luis Potosi, S. L. P. |
| XEHT                | Huamantla, Tlax.  | XEBM                | San Luis Potosi, S. L. P. |
| XEKF                | Iguaia, Gto.      | XES                 | Tampico, Tamps.           |
| XEBO                | Irapuato, Gto.    | XESB                | Santa Barbara, Chih.      |
| XEWE                | Irapuato, Gto.    | XETU                | Tampico, Tamps.           |
| XEKL                | Jalapa, Ver.      | XETS                | Tapachula, Chias.         |
| XEJA                | Jalapa, Ver       | XEWJ                | Tehuacan, Pue.            |
| XELC                | La Piedad, Mich.  | XERK                | Tepic, Nay.               |
| XELG                | Leon, Gto.        | XEC                 | Tijuana, B. C.            |
| XERW                | Leon, Gto.        | XECH                | Toluca, Mex.              |
| XER                 | Linares, N. L.    | XEBP                | Torreon, Coah.            |
| XECF                | Los Mochis, Sin.  | XEDN                | Torreon, Coah.            |
| XEAM                | Matamoros, Tamps. | XETL                | Tuxpan, Ver.              |
| XERJ                | Mazatlan, Sin.    | XEON                | Tuxtla Gutierrez, Chis.   |
| XETK                | Mazatlan, Sin.    | XEUF                | Uruapan, Mich.            |
| XEQW                | Merida, Yuc.      | XEHV                | Veracruz, Ver.            |
| XEFC                | Merida, Yuc.      | XEU                 | Veracruz, Ver.            |
| XECL                | Mexicali, B. C.   | XEDH                | Villa Acuna, Coah.        |
| XEDW                | Minatitlan, Ver.  | XELK                | Zacatecas, Zac.           |

## **AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA**

| <i>Call Letters</i> | <i>City</i>           | <i>Call Letters</i> | <i>City</i>               |
|---------------------|-----------------------|---------------------|---------------------------|
| YSR                 | San Salvador, El Sal. | OAX4F               | Lima, Peru                |
| HRN                 | Tegucigalpa, Hond.    | HJCH                | Bogota, Colombia          |
| YNOW                | Managua, Nicaragua    | HJCS                | Bogota, Colombia          |
| TIGPH               | San Jose, Costa Rica  | HJDA                | Medellin, Colombia        |
| HOC                 | Panama, Panama        | HJDQ                | Medellin, Colombia        |
| HOK                 | Colon, Panama         | HJAH                | Barranquilla, Col.        |
| YV5RA               | Caracas, Venezuela    | HJAN                | Barranquilla, Col.        |
| YV5RG               | Caracas, Venezuela    | HJEB                | Cali, Colombia            |
| YV1RF               | Maracaibo, Venezuela  | HJER                | Cali, Colombia            |
| YV1RK               | Maracaibo, Venezuela  | CX14                | Montevideo, Uruguay       |
| HCQR                | Quito, Ecuador        | HIN                 | Montevideo, Uruguay       |
| HCZAJ               | Guayaquil, Ecuador    | CX18                | Trujillo, Rep. Dominicana |

# STATIONS OF MEXICO

| Call Letters | Frequency (Kcs.) | Power  | Location                       | Owner, Mgr. or Operating Agency    |
|--------------|------------------|--------|--------------------------------|------------------------------------|
| XEA          | 1370             | 1000   | Campeche, Cam                  | A. Casandya Brito                  |
| XEB          | 1220             | 100000 | Mexico, D. F.                  | El Buen Tono, S. A.                |
| XEC          | 1310             | 250    | Tijuana, B. C.                 | Luis E. Enciso                     |
| XED          | 1050             | 5000   | Mexicali, B. C.                | Fernando Sanchez Mayans            |
| XEE          | 1280             | 250    | Durango, Dgo.                  | R. O. Stevenson                    |
| XEF          | 1420             | 100    | Ciudad Juarez, Chih.           | Jose Carlos Amaya                  |
| XEG          | 1050             | 100000 | Monterrey, N. L.               | La Voz de Norteamerica, S. A.      |
| XEH          | 1420             | 1000   | Monterrey, N. L.               | Radio Tamava, S. de R. L.          |
| XEI          | 1400             | 250    | Morelia, Mich.                 | Tiburcio Ponce                     |
| XEJ          | 970              | 5000   | Ciudad Juarez, Chih.           | Pedro Meneses, Jr.                 |
| XEK          | 970              | 500    | Mexico, D. F.                  | Arturo Martinez                    |
| XEL          | 1260             | 1000   | Mexico, D. F.                  | Fidel Hernandez Calderon           |
| XEM          | 1390             | 500    | Chihuahua, Chih.               | Pedro Meneses, Jr.                 |
| XEN          | 690              | 5000   | Mexico, D. F.                  | Guillermina P. del Conde           |
| XEO          | 970              | 750    | Matamoros, Tams.               | Jose Maria Gonzalez                |
| XEP          | 1300             | 500    | Ciudad Juarez, Chih.           | Esteban Parra                      |
| XEQ          | 940              | 50000  | Mexico, D. F.                  | Radio Panamericana, S. A.          |
| XER          | 1260             | 250    | Linares, N. L.                 | Enrique Garcia T.                  |
| XES          | 1240             | 250    | Tampico, Tams.                 | Radotelevisora de Tampico, S. A.   |
| XET          | 990              | 5000   | Monterrey, N. L.               | El Pregonero del Norte, S. A.      |
| XEU          | 960              | 500    | Veracruz, Ver.                 | Fernando Pazos Sosa.               |
| XEW          | 900              | 250000 | Mexico, D. F.                  | Cadena Radiodifusora Mexicana S.A. |
| XEX          | 730              | 250000 | Mexico, D. F.                  | La Voz de Mexico                   |
| XEY          | 980              | 150    | Cuernavaca, Mor.               | Juan Gutierrez Torno               |
| XEZ          | 600              | 2000   | Merida, Yuc.                   | Jorge L. Palomque                  |
| XEAA         | 1340             | 250    | Mexicali, B. C.                | Consuelo Tonella de Eguia          |
| XEAC         | 690              | 5000   | Tijuana, B. C.                 | Jorge I. Rivera                    |
| XEAD         | 1150             | 125    | Guadalajara, Jal.              | Alejandro Diaz                     |
| XEAG         | 1280             | 500    | Cordoba, Ver.                  | Sucrs. Diodoro Zuniga              |
| XEAI         | 1320             | 500    | Mexico, D. F.                  | Carmen Gutierrez                   |
| XEAM         | 1400             | 250    | Matamoros, Tams.               | Manuel L. Salinas                  |
| XEAO         | 910              | 250    | Mexicali, B. C.                | Juan C. Chavez                     |
| XEAP         | 1290             | 100    | Ciudad Obregon, Son.           | Emilio Manzanilla                  |
| XEAQ         | 1490             | 250    | Agua Prieta, Son.              | Manuel Rodriguez V.                |
| XEAR         | 1450             | 250    | Monterrey, N. L.               | Radio Tiempo, S. de R. L.          |
| XEAT         | 1250             | 250    | Hidalgo del Par-<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             | 500    | Monterrey, N. Y.               | Jesus D. Gonzalez                  |
| XEAX         | 1270             | 500    | Oxacaca, Oax.                  | Alberto Marquez G.                 |
| XEBA         | 840              | 250-D  | Guadalajara, Jal.              | Jesus D. Gonzalez Garcia           |
| XEBG         | 1500             | 1000   | Tijuana, B. C.                 | Roberto Salazar                    |
| XEBH         | 920              | 1000   | Hermosillo, Son.               | J. Remigio Agraz                   |
| XEBI         | 1360             | 250    | Aguascalientes, Ags.           | Pedro C. Rivas                     |
| XEBJ         | 1450             | 250    | Ciudad Victoria, Tams.         | Fernando Elizalde                  |
| XEBK         | 1340             | 100    | Nuevo Laredo, Tams.            | J Manuel Cortes                    |
| XEBL         | 1260             | 500    | Culiacan, Sin.                 | Max Gomez Blanco                   |
| XEBM         | 920              | 1000   | San Luis Potosi, S. L. P.      | Benjamin Briones                   |
| XEBO         | 1330             | 500    | Irapuato, Gto.                 | Alfonso Martinez                   |
| XEBP         | 1260             | 250-N  | Torreón, Coah.                 | Alejandro O. Stevenson             |
| XEBS         | 1410             | 250-N  | Mexico, D. F.                  | Hispano Mexicano, S. A.            |

| <i>Call Letters</i> | <i>Frequency (Kcs.)</i> | <i>Power</i> | <i>Location</i>           | <i>Owner, Mgr. or Operating Agency</i> |
|---------------------|-------------------------|--------------|---------------------------|----------------------------------------|
| XEBU                | 1240                    | 250          | Chihuahua, Chih.          | Enriqueta G. de Uraga                  |
| XEBW                | 1280                    | 250          | Chihuahua, Chih.          | Radioemisora del Norte S. de R. L.     |
| XEBX                | 610                     | 500          | Sabinas, Coah.            | Eugenio Rodriguez T.                   |
| XEBZ                | 660                     | 500          | Mexico, D. F.             | Vocero Mexicano, S. A.                 |
| XECD                | 1170                    | 350          | Puebla, Pue.              | Roberto Canedo                         |
| XECF                | 1410                    | 500-N        | Los Mochis, Sin.          | Francisco Perez H.                     |
| XECH                | 1490                    | 250          | Tuluca, Mex.              | Rodolfo Llamas                         |
| XECL                | 990                     | 5000         | Mexicali, B. C.           | Alfonso A. Lacarra                     |
| XECQ                | 1450                    | 250          | Culiacan, Sin.            | Radio Culiacan, S. de R. L.            |
| XECZ                | 1430                    | 1000         | San Luis Potosi, S. L. P. | Leopoldo Trevino J.                    |
| XEDA                | 1290                    | 1000         | Mexico, D. F.             | Publicidad Comercial de Mexico, S.A    |
| XEDE                | 1400                    | 150          | Saltillo, Coah.           | E. Martinez Y Martinez                 |
| XEDF                | 790                     | 1000         | Nuevo Laredo, Tams.       | Ruperto Villarreal                     |
| XEDH                | 1340                    | 250          | Villa Acuna, Coah.        | Humberto Garcia Ruiz                   |
| XEDJ                | 1450                    | 100          | Magdalens, Son.           | Jesus L. Rochin                        |
| XEDK                | 1250                    | 500          | Guadalajara, Jal.         | Manuel Lopez Diaz                      |
| XEDL                | 1250                    | 500          | Hermosillo, S. C.         | Eufemia Esque de Vidal                 |
| XEDN                | 600                     | 1000         | Torreon, Coah.            | Difusora del Norte, S. A.              |
| XEDR                | 1490                    | 500          | Guaymas, Son.             | Refugio Ortega                         |
| XEDS                | 1420                    | 500          | Mazatlan, Sin.            | Alejandro A. Schober                   |
| XEDU                | 1400                    | 150          | Durango, Dgr.             | Carlos C. Armas                        |
| XEDW                | 1260                    | 250          | Minatitlan, Ver.          | Daniel Schacht Perez                   |
| XEFA                | 1340                    | 250          | Jalapa, Ver.              | Adolfo Alvarez                         |
| XEFB                | 630                     | 500-N        | Monterrey, N. L.          | Emisoras Incorporadas de Monterrey     |
| XEFC                | 1330                    | 500          | Merida, Yuc.              | Rafael Rivas Franco                    |
| XEFE                | 960                     | 1000         | Nuevo Laredo, Tams.       | Rafael T. Carranza                     |
| XEFI                | 1440                    | 1000         | Chihuahua, Chih.          | Pregonero del Edo. de Chihuahua        |
| XEFM                | 1270                    | 100          | Leon Gto.                 | Sucrs. R. Ortiz Gonzalez               |
| XEFO                | 1110                    | 5000         | Mexico, D. F.             | Cadena Radio Nacional                  |
| XEFQ                | 980                     | 500          | Cananea, Son.             | Pedro L. Diaz                          |
| XEFV                | 1240                    | 250          | Ciudad Juarez, Chih.      | Dario Cordoba                          |
| XEFW                | 810                     | 5000         | Tampico, Tams.            | Flores y Martinez                      |
| XEGL                | 1270                    | 500          | Navojoa, Son.             | Fausto M. Gomez                        |
| XEGM                | 950                     | 1000-N       | Tijuana, B. C.            | Gustavo Faist Farnandez                |
| XEGW                | 250                     | 250          | Acambaro, Gto.            | Jose Martinez Ramirez                  |
| XEGT                | 1490                    | 250          | Zamora Mich.              | Radio Zamora S. de R. L.               |
| XEHF                | 1370                    | 1000         | Nogales, Son.             | Gaston Mascarenas                      |
| XEHK                | 960                     | 250          | Guadalajara, Jal.         | Francisco E. Fregoso                   |
| XEHL                | 1010                    | 500          | Guadalajara, Jal.         | Radiodifusoras de Occidente, S. A.     |
| XEHQ                | 590                     | 500          | Hermosillo Son.           | Radio Hermosillo, S. de R. L.          |
| XEHR                | 1090                    | 250          | Puebla, Pue.              | Roberto Canedo                         |
| XEHV                | 1310                    | 1000         | Veracruz, Ver.            | Juan A. Palavicini                     |
| XEJA                | 1400                    | 100          | Jalapa, Ver.              | Adolfo Alvarez                         |
| XEJC                | 1420                    | 150          | Cuernavaca, Mor.          | Miguel A. Jenorio                      |
| XEJE                | 1310                    | 250          | Guadalajara, Jal.         | Guillermo Johnston                     |
| XEJP                | 1150                    | 600-N        | Mexico, D. F.             | Delia Cubillas de Fernandez            |
| XEJW                | 1270                    | 100          | Jalapa, Ver.              | Marino Caraza                          |
| XEJX                | 1450                    | 250          | Queretaro, Qro.           | Radio Emisora Queretana S. de R. L.    |
| XEKJ                | 1400                    | 250          | Acapulco, Gro.            | Ramon Ortega Escobedo                  |
| XEKL                | 500                     | 250          | Jalapa, Ver.              | Carlos Ferraez Matos                   |
| XEKS                | 1300                    | 100          | Saltillo, Coah.           | Efrain Lopez                           |
| XELA                | 830                     | 1000         | Mexico, D. F.             | Radio Metropolitana, S. A.             |
| XELC                | 1600                    | 1000         | La Piedad, Mich.          | Heriberto Guizar Castro                |
| XELG                | 680                     | 5000         | Leon, 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                     | 100000       | Ciudad Juarez, Chih.      | Cia. Radiodifusora de P. Negras        |
| XELQ                | 570                     | 250          | Morelia, Mich.            | Jose Laris Iturbide                    |
| XELT                | 920                     | 250          | Guadalajara, Jal.         | Jose Tostado Lomeli                    |
| XELW                | 1340                    | 250          | Guadalajara, Jal.         | Salvador Galindo de la Torre           |
| XELZ                | 1440                    | 1000         | Mexico, D. F.             | Maria Cardena de Zetina                |
| XEMA                | 1340                    | 100          | Fresnille, Zac.           | Jose Miguel Acevedo Moya               |
| XEMC                | 1590                    | 5000         | Mexico, D. F.             | Dolores G. Estrada de Ferreiro         |

## Stations of Mexico

| Call Letters | Frequency (Kcs.) | Power  | Location                  | Owner, Mgr. or Operating Agency      |
|--------------|------------------|--------|---------------------------|--------------------------------------|
| XEMH         | 1400             | 250    | Merida, Yuc.              | Alvaro Barquet Y,                    |
| XEMJ         | 290              | 250-N  | Piedras Negras, Coah.     | Jesus F. Elizondo                    |
| XEML         | 1500             | 1000   | Mexico, D. F.             | Roberto Valezzi Esparaza             |
| XEMO         | 860              | 5000   | Tijuana, B. C.            | Fernando Federico Ferreira           |
| XEMQ         | 1240             | 250    | Merida, Yuc.              | Lazaro Achurra Suarez                |
| XEMR         | 1370             | 500    | Monterrey, N. L.          | Enrique Serna Martinez               |
| XEMU         | 580              | 250-N  | Piedras Negras, Coah.     | Alfonso L. Bres                      |
| XEMX         | 1380             | 500    | Mexico, D. F.             | Publicada Comercial de Mexico S. A.  |
| XENC         | 1540             | 250    | Celaya, Gto.              | El Heraldo del Bajio                 |
| XENK         | 620              | 5000   | Mexico, D. F.             | Gral. Brig. Fernando Proal Pardo     |
| XEON         | 770              | 1000   | Tuxtla Gutierrez, Chis.   | Enrique Valero Arambula              |
| XEOX         | 1340             | 250    | Ciudad Obregon, Son       | Felipe G. de Leon                    |
| XEOY         | 1000             | 10000  | Mexico, D. F.             | Fomento de Radio, S. A.              |
| XEPF         | 1400             | 200    | Ensenada, B. C.           | Luis Enrique Enciso                  |
| XEPH         | 590              | 5000   | Mexico, D. F.             | Pedro Riestra Biaz                   |
| XEPK         | 1180             | 1000   | Pachuca, Hgo.             | Radio 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.             | Cadena Radio Continental, S. A.      |
| XEQW         | 1270             | 1000   | Merida, Yuc.              | Radio Mexicana de Merida, S. A.      |
| XERA         | 1490             | 250    | Chihuahua, Chih.          | Red. Nat. Radioemisora               |
| XERB         | 1090             | 5000   | Tijuana, B. C.            | Interamericana de Radio, S. A.       |
| XERC         | 790              | 1000   | Mexico, D. F.             | Radio Popular de Mexico, D. F.       |
| XERF         | 1570             | 50000  | Villa Acuna, Coah         | Cia. Radiodifusora de Coahuila, S.A. |
| XERH         | 1500             | 200-N  | Mexico, D. F.             | "ARSE", S. A.                        |
| XERJ         | 1320             | 500    | Mazatlan, Sin.            | Oscar Perez E.                       |
| XERK         | 1450             | 100    | Tepic, Nay.               | Tomas Mondragon                      |
| XERO         | 1490             | 250    | Aguascalientes, Ags.      | Radio Hidrotermopolitana S. de R.L.  |
| XERL         | 1280             | 250    | Colima, Col.              | J. Roberto Levy                      |
| XERT         | 590              | 250    | Reynosa, Tams             | Ignacio Magallon                     |
| XERW         | 1390             | 250    | Leon, Gto.                | Salvador Guerra                      |
| XERZ         | 1240             | 250    | Leon, Gto.                | Jose Perez V.                        |
| XESA         | 1360             | 500    | Culiacan, Sin.            | Modesto R. Perez                     |
| XESB         | 1400             | 100    | Santa Barbara, Chih.      | Domingo Salayandia Najera            |
| XESF         | 1300             | 250    | Morelia, Mich.            | Jose Martinez Ramierez               |
| XESJ         | 1250             | 500    | Saltillo, Coah.           | Froylan Mier Narro                   |
| XESL         | 1340             | 100    | San Luis Potosi, S. L. P. | Josefina Delgado Sucs.               |
| XESM         | 1470             | 1000-N | Mexico, D. F.             | Salvador San Martin                  |
| XETB         | 1350             | 500    | Torreon, Coah.            | Leonor B. Vda. de Zaragoza           |
| XETF         | 1250             | 500    | Veracruz, Ver.            | Sucrs. Jose Rodriguez Lopez          |
| XETK         | 1490             | 250    | Mazatlan, Sin.            | Luis Pantoja Parra                   |
| XETL         | 1390             | 250    | Tuxpan, Ver.              | Calixto Almazan                      |
| XETM         | 1350             | 1000   | Naco, Son.                | Jesus Manuel Franco                  |
| XEAO         | 1400             | 250    | Tampico, Tams.            | Radio Tiempo S. de R. L. C. C.       |
| XETQ         | 1370             | 250    | Orizaba, Ver.             | Carlos Mora J.                       |
| XETR         | 1490             | 125    | Ciudad Valles, S. L. P.   | Tomas Oliva Banuelos                 |
| XETS         | 630              | 100    | Tapachula, Chis.          | Waldelay Dominguez Correa            |
| XETU         | 460              | 1000   | Tampico, Tams.            | Impulsora Moderna del Radio, S. A.   |
| XETZ         | 1190             | 500    | Teziutlan, Pue            | Ricardo Vazquez                      |
| XEUJ         | 550              | 300    | Uruapan, Mich.            | Ignacio Navarro                      |
| XEVV         | 970              | 500    | Villahermosa, Tab.        | Sucrs. Ernesto Trujille Gurria       |
| XEWE         | 1420             | 100    | Irapuato, Gto.            | Francisco Campos C.                  |
| XEWG         | 1490             | 250    | Ciudad Juarez, Chih.      | Carlos Mendez                        |
| XEWJ         | 1420             | 100    | Tehuacan, Pue             | Carlos Retif.                        |
| XEXT         | 980              | 1000   | Tepic, Nay.               | Gobierno del Estado de Nayarit       |
| XEXX         | 1420             | 2000   | Tijuana, B. C.            | Jose J. Clark, Fernando Federico     |

# STATIONS OF CUBA

| <i>Location</i>             | <i>Call Letters</i> | <i>Frequency (Kcs.)</i> | <i>Power (Kw)</i> |
|-----------------------------|---------------------|-------------------------|-------------------|
| Arroyo Apolo                | CMBL                | 860                     | 5-D               |
| Artemisa                    | CMAR                | 1170                    | .25               |
| Bayamo                      | CMKX                | 1390                    | .25               |
| Caibarien                   | CMHD                | 1560                    | 0.25              |
| Cabaiguan                   | CMHP                | 1250                    | 0.25              |
| Camaguey                    | CMJN                | 960                     | 1.                |
| Camaguey ... (Cincuito CMQ) | CMJL                | 920                     | 10.0              |
| Camaguey                    | CMJK                | 1150                    | 0.5               |
| Camaguey                    | CMJA                | 1060                    | 0.25              |
| Camaguey                    | CMJE                | 1230                    | 0.25              |
| Camaguey                    | CMJF                | 1340                    | 0.25              |
| Camaguey                    | CMJW                | 1440                    | 0.25              |
| Camaguey                    | CMJC                | 1270                    | 1.0               |
| Camajuani                   | CM                  | 1040                    | 0.25-D            |
| Cardenas                    | CMGE                | 1470                    | 0.25              |
| Cienfuegos                  | CMHM                | 1450                    | 0.25              |
| Cienfuegos                  | CMHJ                | 1350                    | 0.25              |
| Ciego de Avila              | CMJK                | 1370                    | 0.25              |
| Ciego de Avila              | CMJM                | 1300                    | 0.5               |
| Ciego de Avila              | CMJO                | 1470                    | 0.25              |
| Colombia                    | CMZ                 | 690                     | 5.                |
| Cruces, L. V.               | CMHK                | 1380                    | 0.25              |
| Encrucijada                 | CM                  | 1090                    | 0.1-N             |
| Florida                     | CMJI                | 1400                    | 0.25              |
| Guanabacoa                  | CMBH                | 1560                    | 5.0               |
| Guanabacoa                  | CMOF                | 910                     | 5.0               |
| Guanabacoa                  | CMX                 | 1010                    | 10.-D             |
| Guantanamo, Orte            | CMKS                | 900                     | 0.25              |
| Guantanamo                  | CMKH                | 1130                    | 0.25              |
| Havana ... (Circuito CMQ)   | CMQ                 | 630                     | 25.               |
| Havana                      | COCQ                | 8825                    | 5.                |
| Havana                      | CMBF                | 950                     | 10.               |
| Havana ... (Radio Reloj)    | CMCB                | 1330                    | 1.                |
| Havana                      | CMCQ                | 1460                    | .25               |
| Havana                      | CMBX                | 1390                    | 0.25              |
| Havana                      | CMCX-<br>CMCH       | 1360                    | .25               |
| Havana                      | CMCO                | 1230                    | .25               |
| Havana                      | CMBD                | 1460                    | 0.25              |
| Havana                      | CMCU                | 1190                    | .25               |
| Havana                      | CMCW                | 1290                    | 0.25              |
| Havana                      | CMBY                | 1120                    | .25               |
| Havana                      | CMK                 | 1420                    | .25               |
| Havana                      | CMCY                | 590                     | 15.               |
| Havana                      | CMW                 | 550                     | 2.5               |

## Stations of Cuba

| <i>Location</i>                 | <i>Call Letters</i> | <i>Frequency (Kcs.)</i> | <i>Power (Kw)</i> |
|---------------------------------|---------------------|-------------------------|-------------------|
| Holguin                         | CMKV                | 600                     | 1                 |
| Holguin                         | CMKF                | 1050                    | 0.25              |
| Holguin (Circuito CMQ)          | CMKJ                | 730                     | 10.               |
| Holguin                         | CMKO                | 1220                    | .25               |
| Holguin                         | CMKD                | 970                     | 1.                |
| Jovellanos                      | CMGN                | 960                     | 0.5               |
| Luyano                          | CMCH                | 790                     | 2.                |
| Luyano                          | CMCM                | 1060                    | 0.25              |
| Matanzas                        | CMGW                | 1440                    | 0.5               |
| Matanzas                        | CMGF                | 1240                    | 0.25              |
| Manzanillo                      | CMKM                | 560                     | 0.25              |
| Nuevitas                        | CMJQ                | 1580                    | .25               |
| Palma Soriano, Orte             | CMKZ                | 1430                    | .25               |
| Pinar del Rio                   | CMAB                | 1450                    | .25               |
| Pinar del Rio                   | CMAQ                | 920                     | 1.0               |
| Pinar del Rio                   | CMAN                | 1300                    | 1.0               |
| Pinar del Rio                   | CMAW                | 810                     | 0.25              |
| Puentes Grandes                 | CMCK                | 980                     | 5.                |
| Puentes Grandes                 | CMBF                | 950                     | 1.-N              |
| Puerto Padre                    | CMKY                | 1350                    | 0.1               |
| Rancho Boyeros                  | CMBZ                | 830                     | 1.-D              |
| Rancho Boyeros                  | CMCY                | 590                     | 15-D 25-D         |
| Rancho Boyeros                  | CMBQ                | 1150                    | 1.-N              |
| Rancho Boyeros                  | CMBC                | 740                     | 5.0               |
| Regla                           | CMCD                | 1260                    | 5.0               |
| Regla                           | CMW                 | 550                     | 2.5               |
| Reparto Aldecoa                 | CMQ                 | 640                     | 25.0              |
| Sagua La Grande                 | CMHA                | 1280                    | .25               |
| San Cristobal                   | CMAC                | 1030                    | 0.25              |
| Sancti Spiritus                 | CMHB                | 1410                    | .25               |
| Sancti Spiritus                 | CMKT-<br>CMHT       | 990                     | 0.25              |
| Santa Clara                     | CMHI                | 570                     | 10.-D             |
| Santa Clara                     | COHI                | 1450                    | 5.0               |
| Santa Clara (Circuito CMQ)      | CMHQ                | 640                     | 15.0              |
| Santa Clara                     | CMHW                | 800                     | 1.                |
| Santa Clara                     | CMHN                | 960                     | 1.                |
| Santa Clara                     | CMHO                | 1310                    | 1.                |
| Santa Clara                     | CMHO                | 1310                    | 1.                |
| Santa Clara                     | CMHX                | 1480                    | .25               |
| Santa Clara                     | CM                  | 680                     | 0.5               |
| Santiago de Cuba                | CMKN                | 930                     | 1.                |
| Santiago de Cuba (Circuito CMQ) | CMKU                | 850                     | 2.0               |
| Santiago de Cuba                | CMKW                | 1000                    | 1.0               |
| Santiago de Cuba                | CMKL                | 800                     | 0.25              |
| Santiago de Cuba                | CMKR                | 1090                    | .25               |
| Santiago de Cuba                | CMKW                | 1000                    | 1.0               |
| Santiago de Cuba                | CMKC                | 1290                    | 1.0               |
| San Luis, Oriente               | CMKQ                | 1460                    | 0.5               |
| Vedado                          | CMOX                | 1490                    | .25               |
| Vedado                          | CMBS                | 1090                    | 0.25              |
| Vedado                          | CMBG                | 1390                    | 0.25              |
| Victoria de las Tunas           | CMKG                | 1490                    | .25               |

# ORGANIZATIONS

## RADIO AND TELEVISION

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Vice-President . . . . . Nelson Cose  
Recording Secretary . . . . . Nellie Baath  
Treasurer . . . . . Harry von Zell  
National Executive Sec'y . . . . . George Heller  
National Asst. Executive Sec. . . . . A. Frank Reel

### BRANCH OFFICES

Chicago Local—102 E. Hubbard St., Chicago, Ill.;  
Raymond A. Jones, Executive Secretary.  
Hollywood Local—6331 Hollywood Blvd., Hollywood  
28, California; Claude L. McCue, Executive Secretary.  
San Francisco Local—26 O'Farrell St., San Francisco,  
Calif.; Geary Dolan, Secretary.

## AMERICAN GUILD OF MUSICAL ARTISTS, INC.

276 W. 43 St., New York 18, N. Y.  
LONgacre 5-7508

### OFFICERS

President . . . . . Lawrence Tibbett  
1st Vice-Pres. . . . . Conrad Thibault  
2nd Vice-President . . . . . James Pease  
3rd Vice-President . . . . . Joscha Heifetz  
4th Vice-President . . . . . Astrid Vornay  
5th Vice-President . . . . . Thelma Votipka  
Treasurer . . . . . Frederick Jögel  
Recording Sec. . . . . Elisabeth Hoepfel  
Executive Sec. . . . . Hyman R. Faine

### BRANCH OFFICES

6331 Hollywood Boulevard, Los Angeles, Calif.  
Phone: Hillside 5121. I. B. Kornblum, Rep.  
216 Pine Street, San Francisco, Cal. Phone: SUTter  
1-0855. Theodore Hale, Rep.  
188 West Randolph Street, Chicago, Ill. Phone:  
STate 2-0585. Ben Meyers, Rep.  
1428 S. Penn Sq., Suite 1301, Phila., Pa. Phone:  
RIttenhouse 6-3100. Paul M. Chalfin, Rep.

### FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artistes of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

## AMERICAN MARKETING ASSOCIATION

1525 E. 53 St., Chicago 37, Illinois.  
MU. 4-5267

### OFFICERS

President . . . . . Everett R. Smith  
Vice-Pres. . . . . Wilford L. White  
Vice-Pres. . . . . Robert F. Elrick  
Secretary . . . . . George H. Brown  
Treasurer . . . . . Donald E. West

### BRANCH OFFICES

30 Chapters in 30 American Cities.

### FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

## AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 Lexington Ave., New York 17, N. Y.  
MURroy Hill 5-2000

### OFFICERS

President . . . . . Edwin S. Friendly  
Vice-Pres. . . . . Charles F. McCahill  
Secretary . . . . . J. L. Stackhouse  
Treasurer . . . . . W. L. Fanning  
General Manager . . . . . Cranstan Williams

### BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone:  
Franklin 2-3746.  
George N. Dale . . . . . Manager

### FUNCTIONS

To foster and protect the business and interests of daily newspapers.

## AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

30 Rocketteller Plaza, New York 20, N. Y.  
Plaza 7-2700

### OFFICERS

President ..... Fred E Ahlert  
Vice-Pres. .... Saul H. Bourne  
Vice-Pres. .... Otto A. Harbach  
Secretary ..... George W. Meyer  
Treasurer ..... Louis Bernstein  
Asst. Sec ..... Donald Gray  
Asst. Treas ..... Frank H. Connor

### BOARD OF DIRECTORS

Stanley Adams, Fred E Ahlert, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Dona'd Gray, Oscar Hammerstein, II; Otto A. Harbach, Ray Henderson, John Tasker Howard, A. Wolter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Lester Sontly, Gustave Schirmer, Herman Starr and Deems Taylor

### BRANCH OFFICES

In all principal cities through the United States.

### FUNCTIONS

Organized in 1914, as a voluntary, unincorporated, non-profit association to represent the performing rights of its members in negotiations with commercial users of music. Current membership is some 2,050 writer (composer and author) members; 360 publisher members.

## AMERICAN TELEVISION SOCIETY, INC.

17 E. 45 St., New York 17, N. Y.  
Murray Hill 7-9250

### OFFICERS

President ..... David Hale Ho'pern  
Vice-Pres. .... Donald E. Hyndman  
Secretary ..... Reynold R. Kraft  
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### DIRECTORS

Charles J. Durbon, Maurice E. Strieby, Jerry A. Danzig, E. P. H. James, Halsey Barrett, George T. Shupert, Ralph B. Austrian.

### FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

## ARTISTS' REPRESENTATIVES ASS'N., INC.

1270 Sixth Ave., New York 20, N. Y.  
Circle 7-1379-80

### OFFICERS

President ..... William Kent  
Vice-Presidents ..... Nathan Lefkowitz, Art Weems, Pol Paul Marr.  
Secretary ..... Harry A. Romm  
Treasurer ..... Nat Kalcheim  
Asst. Secretary ..... Ruth L. Simonsen  
Counsel ..... Jack J. Katz

### BRANCH OFFICE

203 N. Wabash Ave., Chicago 1, Ill., Phnnc: CEN-tral 6-1775, Paul Marr, President.

### FUNCTIONS

Trade association of Theatrical agents

## ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

25 W. 45 Street, New York 19, N. Y.  
LUXemburg 2-1790

Cable Address: MUSICPUB—NEW YORK

### OFFICERS

Chairman of the Board ..... Sydney M. Kaye  
President & Secretary ..... M. E. Tamplin

Vice President ..... Karl Bauer  
Vice President ..... Earl B. Holl  
Treasurer ..... Charles A. Wall

### BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, resident, AMP.

## ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario.  
ADelaide 8046-7-8

### OFFICERS

President—Lee Trenholm, Provincial Paper Limited, 388 University Ave., Toronto, Ontario  
Executive Vice-Pres., J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada, Limited, Kitchener, Ontario.

Vice-Pres. & Treas.—J. W. Lawrence, The Borden Co., Limited, Spadina Crescent, Toronto, Ontario.

Vice-Presidents—H. T. Vanning, Sherriff's Limited, 79 Don Roadway, Toronto, Ontario, John O. Pitt, Canadian Fairbanks-Morse Co. Ltd., 980 St. Antoine St., Montreal, Que.; Robert E. Day, Bulova Watch Co., Limited, 372 Bay Street, Toronto, Ontario.

Secretary—John A. M. Golilee, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

General Manager—Athol McQuarrie, Association of Canadian Advertisers, Inc., 85 Richmond St., W Toronto, Ontario.

### DIRECTORS

T. M. Atkinson, Canadian Industries Limited, Box 10, Montreal, Que.; George S. Bertram (Immediate Past-Pres.), Swift Canadian Co., Limited, Union Stock Yards, Toronto, Ontario; G. Walter Brown, Bristol-Myers Co. of Canada, Ltd., 3035 St. Antoine St., Montreal, Que.; D. O. Durkin, John Inglis Co. Limited, 14 Strachan Ave., Toronto, Ontario; E. T. Gater, Sterling Products Limited, Windsor, Ontario. R. R. McIntosh, General Foods Limited, 330 University Ave., Toronto, Ontario; H. T. Markey, Dominion Textile Co. Ltd., 710 Victoria Square, Montreal, Que.; John M. Meldrum, Canadian National Carbon Co., Ltd., 805 Davenport Road, Toronto, Ontario; M. M. Schneckenburg, The House of Seagram, 1430 Peel Street, Montreal, Que.; R. C. Scrivener, The Bell Telephone Co. of Canada, Beaver Hall Hill, Montreal, Que.; R. E. Sewell, Coca-Cola Limited, 90 Broadview Ave., Toronto, Ontario.

### FUNCTIONS

This association was incorporated in March 1917. For 35 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

## ASSN. OF ELECTRONIC PARTS AND EQUIPMENT MFRS.

33 N. La Salle St., Chicago 2, Ill.  
ANdover 3-4520

### OFFICERS

Chairman ..... Mr. James Blackledge  
Vice Chairman ..... Mr. A. L. Tuttle  
Treasurer ..... Miss Helen A. Staniland  
Executive Secretary ..... Mr. Kenneth C. Prince  
Public Relations Counsel ..... Mr. S. I. Neiman

### FUNCTIONS

To afford a means of discussion and fraternization between manufacturers of radio parts and electronic equipment who sell their products through distributors.

## ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y.  
ORegon 9-4940

### OFFICERS

President ..... Paul B. West  
V. & Secretary ..... Edward T. Borchelder  
Vice-President ..... J. F. Kuric  
Vice-President ..... Cy Norton

# Organizations

Chairman of the Board.....W. B. Patter  
(Eastman Kodak Co.)  
Vice-Chairman.....Albert Brawn  
(The Best Foods, Inc.)

### FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

## THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.  
MUrray Hill 9-4950

President.....Helen Hull  
Vice-Pres.....John T. Winterich  
Secretary.....Merle Miller  
Exec. Sec.....Peter Heggie  
Sec. to the Council.....Luise M. Silcox

### COUNCIL

Martha Albrand, Agnes Rogers Allen, Cleveland Amory, Margaret Culkin Banning, Jacques Barzun, Lionel Day, Fairfax Downey, Irmengarde Eberle, George Fielding Eliot, Henry Pratt Fairchild, Gilbert W. Gabriel, John Gunther, John Hersey, Elizabeth Jane-way, Annalee Jacoby, E. J. Kahn, Jr., Robert J. Landry, Richard Lauterbach, William J. Lederer, Richard Lockridge, Phyllis McGinley, Cord Meyer, Jr., Merle Miller, Maude Parker, Van Siller, George Zaring Stone, Rex Stout, Jerome Weidman, Glenway Wescott, John T. Winterich.

### FUNCTIONS

National business organization of authors in the publication field.

## THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.  
MUrray Hill 9-4950

President.....Oscar Hammerstein, 2nd  
Vice-Pres.....John Hersey  
Secretary.....Erik Barnouw  
Treasurer.....Kurt Weill  
Exec. Sec.....Luise M. Silcox  
Asst. Exec. Sec.....Evelyn F. Burkey

### FUNCTIONS

The national business organization of authors and dramatists.

## THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 16, N. Y.  
Circle 7-0656

### OFFICERS

North American Rep.....Norman K. Luker  
Program Director.....Sam J. S'ate  
Program Assistant.....Lillian Lang  
Program Assistant.....Marion Moss  
Chief Engineer.....Arthur S. Toby

### BRANCH OFFICES

United Nations, Lake Success, N. Y., Phone: Field-stone, 7-1100, Bernard Moore, U. N. Correspondent.  
1150 Connecticut Ave., N. W., Washington, D. C.  
Phone: Executive 1465.

### FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two inter-related but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.

## 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; Jack Slatner, Radio Reps. Ltd., Toronto.

### 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 Champagnac, 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 Station Relations.....Roy Harlow  
Vice-Pres. in charge Foreign Relations.....Jean Geiringer  
Secretary.....M. E. Tompkins  
Assistant Treasurer.....Charles E. Lawrence

### BOARD OF DIRECTORS

Chairman, Justin Miller, National Association of Broadcasters, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. 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.; Herbert Hollister, KBOL, Boulder City, Colo.; Leonard Kapner, WCAE, Pittsburgh; Joseph A. McDonald American Broadcasting Co., N. Y.; Paul W. Marency, 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

Roy Harlow, Director; Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

### NON-RADIO LICENSING DEPT.

Harry P. Somerville.....Director  
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.; Profes-sional Staff, Harold Wald, George Furness.  
Chicago Office, 360 N. Michigan Ave. Andover 3-5394. Jimmie Cairns, Professional Representative.  
Hollywood, Calif. Office: Sid Lorraine, Professional Mgr., 1549 N. Vine St., Hillside 7-7447. SYNCHRONI-ZATION Mgr. Eddie Janis.

### FUNCTIONS

The functions of BMI are: (1) To buy and pub-lish 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  
 Aéroloide 8046-7-8  
 President: L. E. Phenner, Canadian Cellulose Products Co., Limited, Toronto.  
 Vice-President: H. N. Stovin, Horace N. Stovin & Company, Toronto, Ont.  
 Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

### DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; Harold E. Stephenson, The Canada Starch Co., Limited, Montreal, Que.; C. R. Vint, Colgate-Palmolive-Peet Co., Limited, Toronto, Ont.; C. Frank Mills, Spitzer & Mills Limited, Toronto, Ont.; Stuart B. Smith, Canadian Advertising Agency Ltd., Toronto, Ont.; W. E. Trimble, Baker Advertising Agency, Ltd., Toronto, Ont.

### FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

## CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks Street, Ottawa, Can.  
 Phone: 3-4036

### OFFICERS

Chairman of the Bd. . . . . William M. Guild (CJOC, Lethbridge, Alberta)  
 Hon. Pres. & Vice-Prse. of the Bd. Ralph Snelgrave (CKBB, Barrie, Ontario)

Manager . . . . . T. J. Allard  
 Secretary-Treas. . . . . T. A. Evans  
 Dir. of Adv. & Sto. Service . . . . . Patrick Freeman

### DIRECTORS

E. Finlay MacDonald, Halifax, N. S.; Malcolm Neill, Fredericton, N. B.; Phil Lalonde, Montreal, P. Q.; Dr. Charles Hiude, New Carlisle, P. Q.; Harry Sedgwick, Toronto, Ont.; D. K. Soble, Hamilton, Ont.; J. O. Blick, Winnipeg, Man.; E. A. Rawlinson, Prince Albert, Sask.; George Chandler, Vancouver, B. C.

### BRANCH OFFICE

37 Bloor Street W., Toronto, Ont. Patrick Freeman, Dir. of Advertisers and Station Service.

### FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade association of 95 privately owned (independent) broadcasting stations in Canada.

## CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.  
 Circle 6-5566

### OFFICERS

President . . . . . Gene Buck  
 1st Vice-Pres. . . . . Pat O'Brien  
 2nd Vice-Pres. . . . . Jay Jostyn  
 Recording Secretary . . . . . Ed Begley  
 Historian . . . . . Kathryn Givney  
 Executive Secretary . . . . . George Buck  
 Chairman of Executive Board . . . . . Frank McNellis  
 Chaplain-Treasurer . . . . . Rev. Gustav de Leon

### FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of mem-

bers of the profession, regardless of creed. Provide care for needy, ill, etc. and burial for indigent actors in Guild plot at Calvary Cemetery.

## CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.  
 ENdicott 2-0412

### OFFICERS

Spiritual Director . . . . . Rev. John B. Kelly  
 President . . . . . Charles N. Heckelmann  
 Vice-Pres. . . . . Richard Reid  
 Vice-Pres. . . . . Charles S. Strong  
 Executive Secretary . . . . . Eleanor M. Tucker

### FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

## COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CANADA, LTD.

132 St. George St., Toronto 5, Ont., Canada  
 Phone: M. 8457

### OFFICERS

President . . . . . Sir Ernest MacMillan B.A., Mus. D. (Oxon.), Hon. R.A.M., F.R.C.M., F.R.C.O.  
 General Manager . . . . . William S. Low  
 Manager, Licensing Dept. . . . . C. R. Matheson  
 Manager, Distribution Dept. . . . . Ruth Passey  
 Comptroller . . . . . J. K. Bailey

### DIRECTORS

Claude Champagne, Harold W. Cluff, C. C. Devreux, John Murray Gibbon, John Clarke, Ralph Hawkes, H. T. Jamieson, Mart Kenney, Sir Ernest MacMillan, Holmes Maddock, Richard F. Murray, Gordon V. Thompson.

### FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-one (21) countries.

## THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 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

B10 Colorado Bldg., Washington, D. C.  
 NA 2006

President . . . . . Guilford Jameson  
 1st Vice-Pres. . . . . Neville Miller  
 2nd Vice-Pres. . . . . William A. Porter  
 Secretary . . . . . Corwin R. Lockwood, Jr.  
 Treasurer . . . . . Joseph F. Zias

### EXECUTIVE COMMITTEE

Fred W. Albertson, Omar L. Crook, John F. Gibbons, Arthur W. Scharfeld, George S. Smith, Halph L. Walker.

### 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.

# Organizations

## 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 C. 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

Lyman Bryson, Counsellor on Public Affairs, Columbia Broadcasting System

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

Sterling W. Fisher, Manager Public Affairs and Education Department, National Broadcasting Company

Willard E. Givens, Executive Secretary, National Education Association

Clyde Hissong, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers

Very Rev. Msgr. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference

Dorothy A. Kemble, Director of Education, Mutual Broadcasting System

Robert B. Hudson, Director of Education, Columbia Broadcasting System

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, resident, 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 Committee was appointed in 1935 by the Federal Communications Commission with the recommendation of that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers and broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

## FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N. W., Washington 25, D. C.  
Executive 6800

### PERSONNEL

Commissioner ..... John Carson  
Commissioner ..... James M. Mead  
Commissioner ..... William A. Ayres  
Commissioner ..... Lowell B. Mason  
Commissioner ..... (vacancy)  
Secretary ..... D. C. Daniel

General Counsel ..... Wm. T. Kelley  
Director, Bureau of Litigation ..... Richard P. Whiteley  
Director, Bu. of Legal Investigation ..... James A. Horton  
Director, Bureau of Industrial

Economics ..... Dr. Corwin D. Edwards  
Director, Bu. of Trade Practice Conferences and Wool Act Administration ..... Henry Miller  
Director, Bu. of Stipulations ..... Egod B. Morehouse  
Director, Bu. of Trial Examiners ..... F. C. Baggary  
Director, Bu. of Medical Opinions ..... Dr. James J. Durrett

### BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y.  
Atty. in charge ..... Rolf H. Kielland  
1118 New Post Office Bldg., Chicago 7, Ill.  
Atty. in charge ..... John H. Bass  
133 Federal Office Bldg., San Francisco 2, Calif.  
Atty. in charge ..... Clarence T. Sadler  
447 Federal Office Bldg., Seattle 4, Wash.  
Atty. in charge ..... Walter W. Harris  
1091 Federal Office Bldg., New Orleans 12, La.  
Atty. in charge ..... William B. Lott

### FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

## THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

934 Fifth Av., New York 21, N. Y.  
Regent 4-1501

Director ..... Pierre Crenesse  
Ass't. Dir. .... Alice Lewitn  
Manager ..... Michel Duhart  
Public Relations ..... Shelley Dobbs  
Ass't. Prog. Dir. .... Jacqueline Landry

### 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.

## RICHARD W. HUBBELL & ASSOCIATES

315 E. 56 St., New York 22, N. Y.  
PLaza 8-2675

### OFFICERS

Chairman ..... Richard W. Hubbell  
Associate ..... Alfred N. Goldsmith  
Associate ..... Robert Jerome Smith

### FUNCTIONS—TELEVISION

Motion picture, and radio consultation service. Planning, constructing, and operating of TV and radio stations. Production and distribution of telefilm. Efficiency and engineering studies. 1948-49 clients included 21 TV stations, as well as film producers and investment syndicates here and abroad, law firms, newspapers, and manufacturers.

# INSTITUTE FOR EDUCATION BY RADIO

Ohio State Univ., Columbus 10, O.  
UN. 3148 Ext. 280

## OFFICERS

Honorary Dir. . . . . W. W. Charters  
Director . . . . . I. Keith Tyler  
Asst. to the Dir. . . . . Poul L. Bogen  
Secretary . . . . . Joan E. Zuber

## FUNCTIONS

The Institute for Education by Radio is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State Univ. It meets in Columbus each May. The Institute sponsors an Annual Exhibition of Educational Radio Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

# THE INSTITUTE OF RADIO ENGINEERS, INC.

1 E. 79 St., New York 21, N. Y.

## OFFICERS

President . . . . . Raymond F. Guy  
Vice-President . . . . . Sir Robert Watson-Watt  
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# INTER-AMERICAN ASSOCIATION OF BROADCASTERS (AIR)

Montevideo, Uruguay

## OFFICERS

President . . . . . Coar Mestre  
Vice-Pres. . . . . Emilio Azcorrago  
Secretary . . . . . Encas Machado de Assis  
Directors . . . . . Lorenzo Bolerio Sicco and Gilmore N. Nunn  
Director of Permanent Office: Justino Jiménez de Aréchogo

## 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 "Asociacion" Interamericano de Radiodifusion, Cal' Uruguay, 1218 Montevideo—URUGUAY

# INTERCOLLEGIATE BROADCASTING SYSTEM

706 Sanders Avenue, Schenectady 2, N. Y.

## DIRECTORS & NATIONAL OFFICERS

Roger Clipp, Gen. Mgr., WFIL, Philadelphia, Pa.; John C. Crabbe, Dir. of Radio, College of the Pacific Stockton, Calif.; Guy Della Cioppa, Asst. of Chmn. of the Bd., CBS, Hollywood, Calif.; Dr. Franklin Dunham, Chief, Educational Uses of Radio, Federal Security Agency, Washington, D. C.; Robert B. Hudson, Dir. of Univ. Broadcasting, Univ. of Illinois, Urbana, Ill.; Leo Martin, Head of Radio Dept., Univ. of Alabama, University, Ala.; Morris Novik, Public Service Radio Consultant, Exec. Secty NAB, N. Y.; Judith Walker, Dir., Public Service Dept., NBC, Chicago, Ill.; Harold Weiss, Dir. Radio, Southern Methodist University, Dallas, Tex.

## EXECUTIVE OFFICERS

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Executive Dir. . . . . David W. Borst (706 Sanders Ave., Schenectady 2, N. Y.)  
Engr. Dir. . . . . Herbert B. Borlow (1725 New Hampshire Ave., N. W., Wash. 9, D. C.)  
Station Relations Mgr. . . . . James P. Wylie (WESU Middletown, Conn.)  
Program Mgr. . . . . Howard C. Hansen

(MacMurray College, Jacksonville, Ill.)  
Gen. Mgr. . . . . George I. McKelvey, III (Todd Union, Univ. of Rochester, Rochester 3, N. Y.)  
\* Also serve on the Board of Directors.

## STAFF MEMBERS

General . . . . . Robert Fuhrman  
Actg Soles Mgr. . . . . David W. Borst

## REPRESENTATIVES

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Region No. 2 . . . . . Eugene Worner (125 Eighth St., Troy, N. Y.)  
Region No. 3 . . . . . Edward Kelly (603 Hartley Hall, Col. Univ., New York 27, N. Y.)  
Regions Nos. 4 and 5 . . . . . Peter Swanson (Box 4527, University, Ala.)  
Region No. 6 . . . . . Robert Mollory (Box 279, Carnegie Inst. of Tech., Pittsburgh 13, Pa.)  
Region No. 7 . . . . . Muriel Knudsen (MacMurray College, Jacksonville, Ill.)  
Region No. 8 . . . . . John C. Renshaw (6623 Loke Circle, Dallas 14, Tex.)  
Region No. 9 . . . . . Dean Lierle (3100 S. Hoover Blvd., Los Angeles 7, Calif.)

## FUNCTIONS

The Intercollegiate Broadcasting System is an association of college campus radio stations established to pool the resources of these stations and further the development of college radio in this country.

# INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS (AFL)

1200 Fifteenth St., N. W., Washington 5, D. C.  
District 3764

## OFFICERS

International President . . . . . D. W. Tracy  
International Secretary . . . . . J. Scott Milne  
Asst to President . . . . . Lawson Wimberly

## FUNCTIONS

International Brotherhood of Electrical Workers is a labor organization affiliated with the American Federation of Labor. It admits to membership radio broadcast technicians and engineers employed in radio and television stations. It has 67 local unions chartered for broadcast employees in the United States and 5 such local unions in Canada.

# ROBERT S. KELLER, INC.

72 Borrow St., New York 14, N. Y.  
WATkins 4-6599

## OFFICERS

President . . . . . Bob Lytell  
Vice-Pres. . . . . R. J. Anderson  
Secretary . . . . . Amy Atkinson  
Treasurer . . . . . E. Benjamin Wright

## FUNCTIONS

Radio sales promotion with emphasis on personal contact; supplements network and spot salesmen by preparing and delivering station and market data direct to agency buyers; handles press and public relations; makes weekly report to stations on national advtg. activity.

# THE LAMBS

130 W. 44 St., New York 18, N. Y.  
LUXemburg 2-1515

## OFFICERS

Shepherd . . . . . Bert Lytell  
Boy . . . . . Walter N. Croozel  
Corresponding Secretary . . . . . Bobby Clark  
Recording Secretary . . . . . Jack Whiting  
Treasurer . . . . . James E. Meighon  
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LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Goxton, Fred Waring, John Golden, Raymond Peck.

## FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons engaged professionally in the drama, music authorship, and the fine arts, as well as friends of those professions, and the col-

# Organizations

lection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

## LOWELL INSTITUTE COOPERATIVE BROADCASTING COUNCIL

28 Newbury St., Boston 16, Mass.  
KENmore 6-6522

### OFFICERS

Trustee ..... Ra'ph Lowell  
Director ..... Parker Wheatley  
Senior Producer ..... Richard Erstein  
Adm. Ass't. .... Lawrence Creshkoff  
Planning & Evaluation Ass't. .... Timothy G. Dyas  
Producer-Writer ..... R. Jarrett Tangney  
Producer-Writer ..... S. Robert Rowe  
Research & Inf. Ass't. .... Maureen M. Mosher

### COORDINATORS

Boston Col., Rev. Thomas F. Fleming, S. J.; Boston Univ., Prof. S. B. Gould; Harvard Univ., Mr. David W. Bailey; Mass. Inst. of Tech., Dean John E. Burchard; Northeastern Univ., Prof. Milton J. Schlangenhaus; Tufts College, Dean John P. Tilton.

### FUNCTIONS

The Lowell Institute, in cooperation with Boston Col., Boston Univ., Harvard, M. I. T., Northeastern and Tufts presents a year-round nighttime schedule of educational broadcasts for adults over Boston's commercial stations, AM, FM, and TV.

## MARKET RESEARCH COUNCIL

The LLOYD H. HALL CO., 570 Lexington Ave., N. Y. 18, N. Y.  
PLaza 8-2467

### OFFICERS

President ..... Vergil D. Reed  
Vice-Pres. .... Franklin R. Cowl  
Sec'y.-Treas. .... Lloyd H. Hall

### EXECUTIVE COMMITTEE

Elmo C. Wilson, Vergil D. Reed, Franklin R. Cowl, Cornelius Du Bois, Philip Salisbury.

### FUNCTIONS

To stimulate scientific study and sound thinking in marketing research; to stimulate wider use of its services; to encourage Governmental agencies to undertake practical studies; to encourage the study of marketing research as a profession; to take on active interest in the placement and advancement of marketing research personnel; to provide the focal point around which marketing research men can gather; to invite speakers to the monthly meetings to discuss studies, techniques and problems pertaining to marketing research and related subjects; to encourage the highest ethical practices in the preparation and use of marketing research.

## 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 Long  
Members Exec. Bd. .... Leo Diston, Ralph Smitman, Harry Santly, Sam Smith, Mack Clark, Mickey Garlock  
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### BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.  
Regional Director ..... Morton Schaefer  
8360 W. First St., Los Angeles, Calif.  
Regional Director ..... Al Comparte  
36 East Fifth Street, Cincinnati, Ohio  
Regional Director ..... Donny Engel

### FUNCTIONS

Labor Union.

## MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

45 Rockefeller Plaza, New York 20, N. Y.  
Circle 6-3084

### OFFICERS

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Treasurer ..... Abe Olman  
Agent and Trustee ..... Harry Fox

## NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section—Page 237.)

## NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46 St., New York 19, N. Y.  
LUxemburg 2-5130

### OFFICERS

National Chairman ..... Oliver W. Nicoll

### COUNCILS

37 W. 46 St., New York 19. Phone: LUxemburg 2-5130. Oliver W. Nicoll, Chairman, New York Council; 102 E Hubbard St., Chicago 11, Ill. Phone: DEloware 7-7017. Raymond A. Jones, Chairman, Chicago Council; George Maher, Sec.-Treas.; 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HIllside 5125. Claude McCue, Chairman, Hollywood Council; James H. Brown, Sec.-Treas.; 375 O'Farrell St., San Francisco 2, Calif. ORdway 3-8484. John R. McDonnell, Chairman, San Francisco Council; William S. Gavin, Sec.-Treas.

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### 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 ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.  
Circle 7-8194

### OFFICERS

President ..... Fred Waring  
Vice-President ..... Bing Crosby  
Vice-President ..... Meyer Davis  
Vice-President ..... Paul Whiteman  
Vice-President ..... Al Jolson  
Secretary ..... Eddie Duchin  
Treasurer ..... Don Voorhees  
General Counsel ..... Alfred Rice

### BOARD OF DIRECTORS

Fred Allen, Connee Boswell, Noel Coward, Richard Crooks, Bing Crosby, Meyer Davis, Eddie Duchin, Duke Ellington, Mary Garden, Benny Goodman, Jascho Heifetz, Lewis James, Al Jolson, Andre Kostelanetz, Arthur W. Levy, uy Lombardo, Ray Noble, Walter O'Keefe, Irra Petina, Dick Powell, Fritz Reiner, Fabien Sevitzky, Nathaniel Shikret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, Paul Whiteman, Victor Young, Efreim Zimbalist.

### FUNCTIONS

To protect the interpretive artist from exploitation of his recordings and transcriptions.

## NATIONAL ASSOCIATION OF RADIO STATION REPRESENTATIVES

101 Park Ave., New York 17, N. Y.  
Murray Hill 5-4141

### OFFICERS

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Vice-Pres Robert D. C. Meeker  
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### FUNCTIONS

To develop the use and increase the sale of national spot radio.

## NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.  
Murray Hill 6-3535

### OFFICERS

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Vice-Pres Warren Agry  
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Treasurer John L. Anderson  
General Manager Edward L. Greene

### FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

## NATIONAL SOCIETY OF TELEVISION PRODUCERS

234 W. 44 St., New York 18, N. Y.  
CHickering 4-0626

### OFFICERS

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Counsel James L. Fly

### BRANCH OFFICE

7063 Sunset Blvd., Hollywood 28, Cal., Phone: GRonite 6930, Mal Boyd, Pres.

### FUNCTIONS

The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or icanoscope 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

300 W 23 St., New York 11, N. Y.  
WAikins 4-0460

President Melvin L. Gold  
(National Screen Service Corp., N. Y.)  
Vice-Pres William S. Roach  
(Weisman, Grant & Jaffe, N. Y.)  
Secretary Miss Sally Perle  
(Mesal Organization, N. Y.)  
Treasurer Ed Evans  
(Station WPIX, N. Y.)

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### PRESS REPRESENTATIVE

Sally Perle The Mesal Organization

### FUNCTIONS

National Television Film Council is a trade organization comprised of television stations, motion picture producers and distributors, and advertising agencies, for the purpose of establishing a standard of practices and procedures, with regard to the exhibition of films on television. Among its functions are: (a) establishing a Standard Exhibition Contract (b) Television Films Clearance Bureau (c) catalog of films available for television (d) Arbitration (e) Production Clinic (f) Film Forum (g) Awards for television film production—Further activities yet to be announced.

## NATIONAL VARIETY ARTISTS, INC.

223-S W. 46 St., New York 19, N. Y.  
Columbus 5-0956-7

### OFFICERS

President Louis Handin  
First Vice-Pres. Jack O'Brien  
Second Vice-Pres. Harry Jackson  
Treasurer Al Friedman  
Secretary Rosa Crouch

### FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

## OHIO ASSOCIATION OF BROADCASTERS

40 E Mill St., Akron 8, O.

### OFFICERS

President Carl George  
Vice-Pres. Al Albinger  
Sec'y-Treas. Fred Beck

### FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to radio in Ohio.

## PENNSYLVANIA ASSOCIATION OF BROADCASTERS

31 N. 2 St., Harrisburg, Pa.  
Phone: 4-0191

President Frank R. Smith, Jr., WBPV  
Vice-Pres C. G. Mass, WLRT  
Secretary David J. Bennett, Jr., WKBO  
Treasurer George E. Joy, WRAC

### DIRECTORS

Leonard Kapner, WCAE; Gordon Gray, WIP; Clair R. McCullough, WCAI; J. S. Booth, WCHA; Vic Diehm, WAZL; W. K. Ulrich, WCPA; David M. Baltimore, WBRE.

### FUNCTIONS

An association of the broadcasting stations of Pennsylvania formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state.

## PITTSBURGH RADIO AND TELEVISION CLUB

Hotel Sheraton, Pittsburgh, Pa.

### OFFICERS

President George L. Young  
1st Vice-Pres Frank A. Tooke  
2nd Vice-Pres Bill Sutherland



# Organizations

3rd Vice-Pres. .... Ronnie P. Taylor  
 Secretary ..... Morjarie Thoma  
 Treasurer ..... Marie Wilk

### DIRECTORS

George Baren Bregge, Lloyd Chapman, T. J. Mac-Williams, Joseph McLaughlin, John L. Meridan, Leslie B. Sterne, G. Taylor Urquhart.

### FUNCTIONS

An organization of radio and television personnel from stations, agencies, advertisers, allied organizations and suppliers; fosters goodwill and fellowship and brings to its members vital knowledge and information about their business and profession.

## PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.  
 Columbia 5-7362

### OFFICERS

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 First Vice-President ..... Joseph Santly  
 Second Vice-President ..... Charles Warren  
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### BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.  
 Regional Director ..... Morton Schaefer  
 8360 W. First St., Los Angeles, Calif.  
 Regional Director ..... Al Comparte  
 36 East Fifth Street, Cincinnati, Ohio  
 Regional Director ..... Danny Engle

### FUNCTIONS

Charitable and Benevolent Organization.

## PROTESTANT RADIO COMMISSION

297 Fourth Ave., New York 10, N. Y.  
 GRamercy 5-3475

### OFFICERS

Chairman ..... Paul C. Payne  
 Vice-Chairman ..... Truman B. Douglass  
 Director ..... Everett C. Parker  
 Dir. of Prod. .... Albert Crews  
 Special Programs ..... Wesley B. Goodman  
 Special Events ..... Harold J. Quigley

### FUNCTIONS

The Protestant Radio Commission is a cooperative, interdenominational organization that functions to improve the quality of Protestant radio and tele-broadcasting.

## RADIO EXECUTIVES CLUB OF BOSTON, INC.

485 Boylston St., Boston 16, Mass.  
 Copley 7-0123

### OFFICERS

President ..... Mr. Craig Lawrence  
 WCOB, Boston  
 1st Vice-Pres. .... Miss Nono Kirby  
 WLAW, Boston  
 2nd Vice-Pres. .... Mr. Edmund J. Shea  
 James Thomas Chirurg Co., Boston  
 Treasurer ..... Miss Janet Gilbert  
 Harold Cabot & Co., Inc., Boston  
 Secretary ..... Mr. Elmer Kettell  
 Kettell-Carter, Boston

### FUNCTIONS

Monthly luncheon meetings with speakers on various phases of radio and tele.

## RADIO EXECUTIVES CLUB OF NEW YORK

President's Office, 485 Madison Ave., N. Y. 22, N. Y.  
 PLaza 5-2000

### OFFICERS

President ..... John J. Karol  
 (Columbia Broadcasting System, Inc.)

Vice-Pres. .... Gordon Mills  
 (National Broadcasting Company)  
 Secretary ..... Claude Barrere,  
 Foreign Language Quality Network  
 Treasurer ..... Lewis H. Avery,  
 Avery-Knodel, Inc.

### FUNCTIONS

The purpose of the Radio Executives Club of New York is to provide a common meeting place for all who are concerned with the administration and development of all phases of broadcasting, including AM, FM and television. The Radio Executives Club will seek to inform its members on the more important functions and problems of broadcasting in all its forms but will not seek to regiment the opinions of its individual members. Through all means at its disposal, the Club will disseminate information concerning broadcasting which will provide a better understanding of its problems, not only to the industry, but to the public at large.

The REC holds meetings the first and third Thursday of each month from October through May, at luncheons, Hotel Roosevelt, New York City.

## RADIO GUILD, LOCAL No. 50, UOPWA—C.I.O.

30 E. 29 St., New York 16, N. Y.  
 MURroy Hill 6-2977

### OFFICERS

President ..... Arnold Latt  
 1st Vice-Pres. .... Deborah Ishlon  
 2nd Vice-Pres. .... Nathaniel Scott  
 Treasurer ..... Nelda Scudder  
 Secretary ..... Diana Howard  
 Guild Rep. .... Sylvia Sheridan

### OFFICERS

A trade union representing office workers and professionals in the radio industry.

## RADIO MANUFACTURERS ASSOCIATION

1317 F. St., N. W., Washington 4, D. C.  
 National 4901

### OFFICERS

President ..... R. C. Cosgrove  
 (Avco Mfg. Corp.)  
 Exec. Vice-Pres., Gen. Mgr. .... Bond Geddes  
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 (The Muter Co.)  
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### HEADQUARTERS STAFF

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 Dir. Publ. Rel. .... James D. Secrest  
 Ass't. Transmitter Div. .... Ralph M. Haarlander  
 Editorial Ass't. .... Peter H. Cousins  
 Office Manager ..... Anno M. Chose

### DIRECTORS

E. Aischuler, Sentinel Radio Corp.; R. E. Corlson, Tung-Sol Lamp Works, Inc.; G. M. Gardner, Wells-Gardner & Co.; Joseph Gerl, Sonora Radio & TV Corp.; H. J. Hoffman, Mochlett Laboratories, Inc.; H. L. Hoffman, Hoffman Radio Corp.; George Lewis, Federal Telephone & Radio Corp.; W. R. G. Baker, Gen. Electric Co.; A. Liberman, Talk-A-Phone Co.; Roy H. Manson, Stromberg-Carlson Co.; H. C. Mottes, Belmont Radio Corp.; Ernest Searing, Inter. Resistance Co.; Roy F. Sparrow, P. R. Mallory & Co. Inc.; R. C. Sprogue, Sprague Electric Co.; Leslie F. Muter, The Muter Co.; Benjamin Abrams, Emerson Radio & Phonograph Corp.; Max F. Balcom, Sylvania Electric Products, Inc.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; Herbert W. Clough, Bel-den Mfg. Co.; R. C. Cosgrove, Axco Mfg. Corp.; G. Richard Fryling, Erie Resistor Corp.; S. Insull, Jr., Stewart-Warner Electric Div.; J. J. Kahn, Standard Transformer Corp.; F. R. Lack, West. Electric Co.; W. A. MacDonald, Hazeltine Electronics Corp.; A. D. Plomondon, Jr., Ind. Steel Prod. Co.; Glenn W.

Thompson, Noblitt-Sporks, Industries Inc.; Lloyd H. Coffin, Hytron Radio & Electronics Corp.; Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; J. B. Elliott, RCA, Victor Div.; Walter Evans, Westinghouse Electric Corp.; Paul V. Galvin, Motorola Inc.; George R. Hoase, Operadio Mfg. Co.; W. J. Halligan, The Hallcrafters Co.; Larry F. Hardy, Philco, Corp.; R. E. Loux, General Instrument Corp.; E. A. Nicholas, Capchort-Fornsworth Corp.; Richard A. O'Connor, The Magnovox Co.; J. Holl Stackpole, Stackpole Carbon Co.; R. L. Triplett, Triplett Electrical Instrument Co.

**FUNCTIONS**

Non-profit co-operative trade ass'n for the promotion of all radio interests and special services to radio and electronic manufacturers.

**RADIO MANUFACTURERS ASSOCIATION OF CANADA**

Room 301, 159 Bay St., Toronto 1, Ont. Adelaide 1531

**OFFICERS**

President ..... F. R. Deakins  
 RCA Victor Co. Ltd., Montreal, P. Q.  
 Vice-Pres. .... R. A. Hackbusch  
 Stromberg-Carlson Co. Ltd., Toronto, Ont.  
 Chairman, Transmitter Division ..... H. R. Varcoc  
 Northern Electric Co. Ltd., Belleville, Ont.  
 Vice-Chairman, Transmitter Div. .... S. G. Poterson  
 Rogers Majestic Ltd., Leaside, Ont.  
 Chairman, Parts & Accessory Div. .... H. A. Frankel  
 National Fibre Co. Ltd., Toronto, Ont.  
 Vice-Chairman, Parts & Accessory Div. .... L. M. Price  
 Radio Valve Co. Ltd., Toronto  
 Executive Sec. .... S. D. Brownlee  
 Radio Mfrs. Assoc. of Canada, Toronto, Ont.  
 Chairman, Transmitter Eng. Com. .... J. H. Pratt  
 RCA Victor Co. Ltd., Montreal  
 Vice-Chairman, Transmitter Eng. Com. .... C. H. Brereton  
 Rogers Majestic Ltd., Toronto  
 Chairman, Receiver Eng. Com. .... A. B. Oxley  
 RCA Victor Co. Ltd., Montreal, P. Q.  
 Vice-Chairman, Receiver Eng. Com. .... F. H. R. Pounsett  
 Stromberg-Carlson Co., Toronto  
 Chairman, Service Committee ..... F. Towsley  
 Stromberg-Carlson Co., Ltd., Toronto  
 Vice-Chairman, Service Committee ..... M. E. Nylin  
 Rogers Majestic Ltd., Leaside, Ont.

**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.

**RADIO PARTS & ELECTRONIC EQUIPMENT SHOWS, INC.**

33 North La Salle Street, Chicago 2, Ill.

**OFFICERS**

President ..... Jerome J. Kohn  
 Vice-President ..... W. W. Joblon  
 Secretary ..... Wm. O. Schoning  
 Treasurer ..... Les A. Thoyar

**BOARD OF DIRECTORS**

Robert C. Sprague, Charles A. Hensen, Chas. Golenspaul, Lew W. Howard, Aaron Lippman,  
 Gen. Mgr. & Legal Counsel ..... Kenneth C. Prince  
 Public Relations Counsel ..... S. I. Neimom

**FUNCTIONS**

To organize, sponsor, promote and conduct national displays and exhibitions of radio and television parts, accessories and equipment for the benefit of its exhibitors and the radio trade in general.

**THE RADIO PIONEERS CLUB**

30 Rockefeller Plaza, New York 20, N. Y.  
 Phone Circle 7-8300

**OFFICERS**

Founder ..... H. V. Kallenborn  
 Honorary Presidents ..... David Sornoff, Lee de Forest  
 President ..... Frank E. Mullen  
 First Vice-Pres. .... Ortis H. Caldwell  
 Second Vice-Pres. .... Arthur B. Church  
 V.-P. & Sec'y ..... Paul W. Morency  
 V.-P. & Treas. .... Carl Hoverlin  
 Vice-Presidents ..... Mortin Campbell, Jock R. Poppele

**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

**STAFF**

Chief ..... Franklin Dunham  
 Radio Education Specialist ..... Gertrude C. Broderick

**FUNCTIONS**

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

**RADIO AND TELEVISION DIRECTORS GUILD**

(affiliated with A. F. of L.—International)  
 114 E. 52 St., New York 22, N. Y.  
 PLozo 3-4300, Ext. 214

**OFFICERS**

National Pres. .... Lester O'Keefe (New York)  
 First Vice-Pres. .... Mel Williamson (Hollywood)  
 Second Vice-Pres. .... Lyle D. Bornhart (Chicago)  
 Third Vice-Pres. .... Ernest Ricco (New York)  
 National Sec. .... Oliver W. Nicoll (New York)

**NATIONAL BOARD**

Lyle D. Bornhart, Chicago; Tom Bennett, New York; Murray Bolen, Hollywood; Ted Cordoy, New York; Thomas Freebairn-Smith, Hollywood; Arthur Hanna, New York; Jock Johnstone, Hollywood; Hol Miller, Chicago; Oliver W. Nicoll, New York; Lester O'Keefe, New York; Charles Polachek, New York; Ernest Ricco, New York; William M. Sweets, New York; Charles Vando, Hollywood; Mel Williamson, Hollywood; and George Zochary, New York.  
 National Executive Sec. .... Newmon H. Burnett  
 General Counsel ..... Ben Meyers  
 Certified Public Accountant ..... Michael M. Enzer

**LOCALS**

114 East 52 St., New York City 22, PLozo 9-0875.  
 Officers: President, Ernest Ricco; Vice President, Ralph Warren; Secretary, Betty Todd; Treasurer, Paul Harrison. Council: Joseph Bell, Leonard Blair, Don Gillis, Charles Polachek, Frank Schaffner, William M. Sweets.

6305 Yucca St., Hollywood 28, Cal., ORnite 5866.  
 Officers: President, Murray Bolen; Vice President, Helen Mock McAvity; Secretary-Treasurer, Sterling Tracy, Council: Ted Bliss, Thomas Freebairn-Smith, Gordon Hughes, Dick Mock, Carlton E. Morse; Executive Secretary, Mel Williamson; Counsel, Morris E. Cohn; 203 N. Wobash St., Chicago 1, Ill.; Andover 3-5458. Officers: President, Ben Park; Vice President, Herbert Loteou; Secretary-Treasurer, Hol Miller. Council: Thomas P. Boshov, Philip Bowman, Alan M. Fishburn, Homer R. Heck; Counsel, Ben Meyers.

**FUNCTIONS**

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of radio and television programs and to protect and secure their rights in their professional activities.

# Organizations

## THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.

6 E. 39th Street, New York 16, N. Y.  
MUrray Hill 6-5251-2-3

### OFFICERS

National President ..... Paul Franklin  
Vice-President: Eastern Region ..... Sheldon Stark  
Midwestern Region ..... Lester Weinrott  
Vice-President: Western Region ..... Milton Merlin  
Western Regional Exec. Sec. .... Michael Davidson  
Nat'l. & Eastern Regional Exec. Sec. .... James A. Stabile

### BRANCH OFFICES

Chicago: 410 N. Michigan Ave., Phone 5Uperior  
7-6092. Room 360. Hollywood 1655 N. Cherokee Ave.,  
Phone, Hollywood 3601.

### FUNCTIONS

For the improvement of general conditions affecting  
men and women engaged in writing for radio broad-  
casting.  
Director ..... Mr. F. H. Elphicke

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One N. La Salle St., Chicago 2, Ill.  
DE 2-0192

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Nat'l 3rd Vice-Pres. .... Narman B. Neely  
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### PUBLIC RELATIONS COUNSEL

Jone Drucker, One N. La Salle, Chicago 2, Ill.  
National headquarters).

### BOARD OF GOVERNORS

Irvin Aaron, S. K. Macdonald, Les DeVoe (chair-  
hon), Robert Breuer, David Morshank, R. W. Farris,  
and Fred Ellinger.

### INDUSTRY RELATIONS COMMITTEE

Paul Sturgeon, Alec Gianaras (chairman), Joseph  
Sprung, Dean Lewis, and James Millar.

### BRANCH OFFICE

(Sixteen regional chapters, only).

### FUNCTIONS

"The Representatives" is composed of independent  
sales representatives who sell radio, electronic, and  
tele. parts for recognized manufacturers to dis-  
tributors, jobbers, industrial accounts, government  
agencies, laboratories, etc. on a commission basis.

## 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 tran-  
scribed tailor-made programs for advertisers.

## SOCIETY OF MOTION PICTURE ENGINEERS

342 Madison Ave., New York 17, N. Y.  
MU 2-2185

### OFFICERS

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Convention Vice-Pres. .... W. C. Kunzmann  
Secretary ..... R. M. Corbin  
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Executive-Sec. .... Boyce Nemeck

### FUNCTIONS

The advancement of motion picture engineering  
and the allied arts and sciences; the standardization  
of the mechanisms and practices employed in the  
motion picture industry, and the dissemination of  
scientific knowledge by publication. Television-develop-  
ing and documenting the technical history of televi-  
sion and all forms of pictorial rendition of action.

## SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

1250 Sixth Ave., New York 20, N. Y.  
COlumbus 5-3758

### OFFICERS

President ..... Sigmund Romberg  
Vice-Pres. .... Charles Tobias  
Second Vice-Pres. .... Jesse Greer  
Secretary ..... Peter De Rose  
Treasurer ..... Abel Baer  
Counsel ..... John Schulman  
Executive Secretary ..... Miriam Stern

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Radgers, Sam H. Stept, Fred E. Ahlert, J. Fred Coats,  
Milton Drake, Jesse Greer, Otto Harbach, Ray Hender-  
son, George W. Meyer, Geoffrey O'Hara, Sigmund  
Romberg, Charles Tobias.

### FUNCTIONS

The objects of this Association are and shall be:  
To cultivate and establish harmony and unity of action  
and understanding among the members of the Assoc-  
iation, 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., Hollywood 28, Calif.  
HOLlywood 9-7254.

### OFFICERS

Mgr. KWKW Pasadena, President. William J. Beaton  
Mgr. KVOE Santa Ana, Vice-Pres. .... Ernest Spencer  
Dir. Oper. CBS Hollywood, Sec.-Treas. A. E. Joscelyn  
Managing Director ..... Robert J. McAndrews  
Asst. Managing Director ..... Arlette Bartley  
Mgr. KMPC Hollywood, Board Member Robert Reynolds  
Dir. Pub. Serv. & Station Relations NBC Hollywood  
Board Member ..... Jennings Pierce  
Mgr. KFAC Los Angeles, Board Member Calvin J. Smith  
Tele. Development Dir. CBS Hollywood,  
Board Member ..... Harry Witt

### FUNCTIONS

Represents 47 member stations and networks, lo-  
cated in Southern California from San Luis Obispo  
to El Centro, in all matters concerning broadcast  
industry as a whole in that area. Acts as central  
source of research, public service contact, promotion  
of use of media, etc. Regular meetings second Thurs-  
day noon, Hollywood Roosevelt Hotel.

## SPORTS BROADCASTERS ASSOCIATION

c/o WMGM, 711 Fifth Ave., New York 22, N. Y.  
MUrray Hill 8-1000

### OFFICERS

President ..... Mel Allen  
First Vice-President ..... Jimmy Dolan  
Second Vice-President ..... Russ Hodges  
Treasurer ..... Andy Lang  
Secretary ..... Harold Holtz  
Executive Secretary ..... Al Frazin

### FUNCTIONS

Regular luncheon organization meeting weekly dur-  
ing fall, bi-monthly throughout remainder of the

# Organizations

year to discuss sports broadcasting, to promote the art of sports broadcasting and to increase listener interest in sports news dissemination.

## TELEVISION BROADCASTERS

### ASSN., INC.

500 Fifth Ave., New York 18, N. Y.  
Lackawanna 4-4788

President . . . . . Jack R. Poppel  
Vice-President . . . . . Ernest B. Loveman  
Secretary-Treasurer . . . . . Will Baltin  
Assistant Secretary-Treasurer . . . . . Paul Raibourn

#### DIRECTORS

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#### FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

## TELEVISION PRODUCERS

### ASSOCIATION, INC.

7063 Sunset Blvd., Hollywood 28, Calif.  
Granite 6930

#### OFFICERS

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Vice-Pres. . . . . Michael Stokey  
Executive Vice-Pres. . . . . Bernie Ebert  
Secretary . . . . . Gladys Rubens  
Treasurer . . . . . Maleese Block  
Legal Counsel . . . . . Max Gilford

#### BOARD OF DIRECTORS

Mal Boyd, Michael Stokey, George Fogle, Gladys Rubens, Maleese Block, Syd Cassyd, Jon Slott, Mort Singer, Robert Coleson, Bernie Ebert.

#### FUNCTIONS

A non-profit organization to cultivate harmony and unity among its members and between them and firms, corporations or individuals within or without the telecast industry; to improve the working conditions of its members and their protection against unjust practices or impositions upon their fair rights, by those with whom they have business relations.

## TELEVISION FILM PRODUCERS

### ASSOCIATION

8822 W. Washington Blvd. Culver City, Calif.  
Texos 0-4525

#### OFFICERS

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Secretary . . . . . Glenn Miller  
Treasurer . . . . . Ronald Reed

#### BOARD MEMBERS

Herbert L. Strack, Al Hermon, Perry King, Wolloce Worsley, Bernard J. Carr.

#### FUNCTIONS

Non-profit organization for furtherance of tele. film, standards, practices, etc.

## UNITED NATIONS—RADIO DIVISION

#### OFFICERS

Asst. Sec'y. Gen., Dept. of Info. . . . . Benjamin Cohen  
Dir., Dept. of Pub. Info. . . . . Tor Gjesdal

Dir., Radio Div. . . . . Peter Ayle  
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

#### REGIONAL SUPERVISORS

Hugh Williams, European and Middle East Services; Eugenio A. Saler, Latin American Services; Mike Peng, Transpacific Services; Gerald Kean, English Language Services; Dorothy Lewis, U. S. Station Relations; Coesor Ortiz, Supvr., Radio Reports Desk.

#### FUNCTIONS

The United Nations Department of Public Information maintains a radio division for the purpose of servicing the various privately owned and government operated systems of broadcasting around the world. Composed of 90 staff members, representing 22 nationalities, the division releases news and information concerning the activities of the U. N. Its services to U. S. stations include daily and weekly programs with special events and documentaries.

## U. S. MARINE CORPS, DIVISION OF PUBLIC INFORMATION

Headquarters, U. S. Marine Corps, Washington, D. C.  
Republic 7400

#### OFFICERS

Director, Division of Public Information, Brig Gen Cloyton C. Jerome, USMC.

#### BRANCH OFFICE

Division of Public Information, 90 Church St., New York 7, N. Y.; Phone: Rector 2-9100; Tech. Sgt. George W. Courtney, Charge of Radio and Tele.

#### FUNCTIONS

The New York Office of the Division of Public Information is the Marine Corps representative for national radio, and local network tele. Services offered are: Radio-Tele. production, transcribed programs, scripts, spot announcements, guests.

## WASHINGTON STATE ASSOCIATION OF BROADCASTERS

c/o Station KHQ, Spokane, Wash.  
Main 5131

#### OFFICERS

President . . . . . R. O. Dunning  
Vice-Pres. . . . . James W. Wallace  
Secretary-Treas. . . . . Tom Olsen  
Director . . . . . O. W. Fisher  
Director . . . . . H. J. Quilliam

#### BRANCH OFFICE

Washington State Radio News Bureau, Legis'lative Bldg., Olympia, Wash.; Phone: 7433; Carl Downing, Managing Dir.

#### FUNCTIONS

A non-profit Association made up of broadcasters of Washington state to advance the interest of the radio broadcasting industry in the state of Washington. Maintains a Washington State Radio News Bureau of the state capital, Olympia. Serves radio stations of the state with a weekly quarter hour program plus special coverage daily concerning Washington's biggest business—its government.

## WESTERN ASSOCIATION OF BROADCASTERS

1015 Third Ave., So., Lethbridge, Alberta.  
Phone: 3161

#### OFFICERS

President . . . . . Mr. William Guild  
Director . . . . . Mr. E. A. Rawlinson  
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#### FUNCTIONS

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